



FIRST LIVE ORACLE
TRANSPORTATION
MANAGEMENT (OTM)



FIRST SQAS PILOT IN
THE REGION 2016



NEW HEAVY
LIFT FLEET

Logistics|further

المجدوعي
Almajdouie 

ALMAJDOUIE LOGISTICS | NEWSLETTER ISSUE 1 | MARCH 2016

GIL 2016: MIDDLE EAST

*The Global Community of
Growth, Innovation and Leadership*

CONVERGENCE

The Key to Visionary Innovation

**5 decades of
continuously
enhancing
our services**

Frost & Sullivan presents the GIL
2016 Award to MLC



Mr. Aroop Zutshi, Global President & Managing Partner (Frost & Sullivan) presents the award to Almajdouie Logistics CEO

CONTENTS

**3 MANAGEMENT & CO.
Editor in Chief**
Word from Izaz Ahmed,
Marketing Manager

4 CEO Message
Word from Baheej
Biqawi, Chief Executive
Officer, Logistics

5 JV Focus: SMME
Happy Chinese New Year
(Xin Nián Kuài Lè)

MLC Attends PPG Conference
Mr. Mark Brereton
attended PPG 9th Annual
Conference in Mumbai

**6 FEATURES
Award**
Almajdouie wins 2016 Logistics
Service Provider of the Year,
KSA by Frost & Sullivan

7 On site: Jazan
Almajdouie Overcomes
Nature's Challenges

8 In technology: OTM
Almajdouie underwent its
first live Oracle Transportation
Management (OTM)

**9 FURTHER INFORMED
SQAS**
Almajdouie Logistics SHEQ
Team completes its first
SQAS Assessment

Fleet Update
MLC expands its heavy lift
fleet with 72 axles K25 brand
by SCHEUERLE

Upcoming Event:
Saudi Downstream 2016
MLC attends Saudi
Downstream Exhibition
& Conference, Jubail

10 Safety Tip of the Month
Proud Diamond Sponsor of
Civil Protection World Day



ALMAJDOUIE HQ
DAMMAM





IZAZ AHMED
MARKETING MANAGER

EDITOR IN CHIEF

THERE IS A PALPABLE SENSE OF EXCITEMENT IN ALMAJDOUIE LOGISTICS COMPANY (MLC) LAUNCHING ITS NEWSLETTER, A WINDOW OF PROMISES OFFERING A REFRESHING INSIGHT INTO OUR LOGISTICS WORLD.

Our cover this month depicts a motivational message from the CEO, in light to the New Year. Mr. Baheej Biqawi shares the company's closure for 2015 & discloses 2016 strategies, keeping you 'logistics further' informed.

We would also like to share our victorious golden jubilee, epitomised in winning yet another international award. Today, Almajdouie has a 50-year heritage of providing transport, freight forwarding, terminal, warehousing as well as the handling & transport of heavy cargo, integrating owned assets to cater diverse sectors.

In honor of the Chinese New Year, we present Sinotrans Almajdouie Middle East Co. (SMME), our joint venture with China's largest Logistics & Supply Chain Management provider. Take a closer look on the trade & logistics industries relationship between the two countries.

We take this opportunity to declare our regular feature of safety tips, see-through exclusives from MLC practices & culture. Though, on the upcoming occasion of World Civil Defense Day, we sought to supplement the International Civil Defense Organisation.

So, while blitzed with the job, take time to 'logistics further'.

CEO MESSAGE

DEAR COLLEAGUES,

A HEARTFELT APPRECIATION FOR YOUR RELENTLESS EFFORTS DURING 2015. THE GOLDEN JUBILEE SIGNIFIES A MILESTONE IN ALMAJDOUIE HISTORY AND A TESTIMONIAL OF OUR PROMINENT SUCCESS STORY, AN INSPIRATION TO THE FUTURE GENERATIONS OF ENTREPRENEURS.

With amounting resources, we have realised substantial developments and partnerships in 2015. We pride with the launch of a new office in Japan and a partnership with Kuwait Al Kazemi, commencement of Sadara Plant operations and expanding clients in our portfolio. This in turn will yield us further revenues for the company, contributing to the growth of the logistics industry. We have progressed in studies of a new intermodal hub to be applied to the growing railway developments and acquired a land from the Royal Commission of Jubail.

I reiterate, our muscles are our human capital, every one of us, and I reaffirm our utmost commitment in advancing necessary skills to realise full potentials.

2016 comes with great challenges along the ever-changing business and economical environments. We hereby set forth strategies to meet the growing industry demands. We aim to, primarily, pursue greater objectives, but while maintaining the added value services we provide to our clients. Secondly, to augment our capital and operational cost, whilst invigorating our safety culture. Last but not least, we seek to further cultivate our workforce for a greater future, a priority for all of us. Thus, I encourage everyone to assume a greater responsibility for their own self-development, inline with our values that accentuate our vision to be the region's most trusted partner.

I am confident of the coming year. We will write a new chapter with victories, should we continue to realise self-growth desires together with our esteemed clients and their continual service.

Thank you very much, again. Wishing you and your loved ones happy years with greater health and prosperity.



BAHEEJ BIQAWI
CHIEF EXECUTIVE OFFICER, LOGISTICS

JV FOCUS: SMME

HAPPY CHINESE NEW YEAR (XIN NIÁN KUÀÌ LÈ)

China's top partner in the Middle East and North Africa (MENA) is the Kingdom of Saudi Arabia (KSA), which in turn is its second largest destination for exports. China is also the largest supplier of goods and services to the Kingdom. There is a notable increase in the participation of Chinese contractors in the Kingdom's construction, communication, oil, gas and petrochemical sectors. With over two decades of trade amplifications and shift of oil demands to Asia, oil demands shifting to Asia, Almajdouie, the leading Logistics and SCM Company in the KSA, joint ventured the largest Chinese Logistics and SCM provider with major state owned resources, being Sinotrans first and only joint venture; founding Sinotrans Almajouidie Middle East LLC (SMME) in 2010.

Shao Hongtao, General Manager of SMME, stressing on the importance of Chinese trade with the Kingdom, proclaimed over 7 million TEUs from Chinese ports directly called in KSA ports in 2014, and other millions reached KSA via the UAE. The Freight Forwarding business shows huge potentials in project logistics, a focus area we outlive, which is a main reason SMME strategises to extend its services in the next five years. This strategic JV offers innovative and cost saving solutions, consistently adding value to its customers in order to support and grow together in win-win situations. This harmonious relationship is beyond a partnership and certainly seeing higher levels he added.

SMME provides door-to-door logistics services to clients, particularly in project logistics such as customs clearance, ocean transportation, inland transportation along other value added services. Mr. Hongtao states, "we are proud that almost 70% of the cement product line in the Kingdom was carried by SMME, which is a milestone in our history." He adds to illustrate the immensity of this business and its challenges, "everyone is major and everyone is fatal."

"SMME strategises future growth with a focus on fixed-asset investment, which in turn will extend this JV and strengthen SMME business," Mr. Hongtao asserts. In the spirit of China and in celebration of the Lunar New Year, don't miss on lucky foods, happy tangerining, dumpling, long noodling & sticky caking.

MLC ATTENDS PPG 9TH ANNUAL CONFERENCE IN MUMBAI

On 3rd - 5th February 2016, Mr. Mark Brereton attended the PPG 9th Annual Conference in Mumbai. The conference saw informative presentations by various members, major sponsors and supporting organisations.

This networking platform is significant in providing networking opportunities, industrial exchanges and fostering relationships with clients and suppliers.



AWARD



ALMAJDOUIE RECOGNISED AS LOGISTICS SERVICE PROVIDER OF THE YEAR, KSA BY FROST & SULLIVAN

ON THE 10TH FEBRUARY 2016, FROST & SULLIVAN HOSTED THE BEST PRACTICES AWARDS DURING THE GROWTH INNOVATION LEADERSHIP 2016 (GIL) MIDDLE EAST, ACKNOWLEDGING OUTSTANDING PERFORMANCES BY COMPANIES FROM DIVERSE INDUSTRIES. THE GLOBAL RESEARCH AND CONSULTING ORGANISATION WITH OVER 50 YEARS OF HISTORY ANNOUNCED ALMAJDOUIE LOGISTICS AS THE 2016 LOGISTICS SERVICE PROVIDER OF THE YEAR, KSA.

Held in Khobar at the Holiday Inn, Frost & Sullivan's GIL 2016 Middle East executive conference recognised Almajdouie Logistics' achievements in continually enhancing services, meeting clients' expectations and latest technologies in the industry. The event hosted global C-level participants, senior analysts and exclusive invitees to discuss featured business developments, future technologies and mega trends impacting industries.

Mr. Baheej I. Beqawi, CEO of Almajdouie Logistics, stated in a one-on-one interview with Frost & Sullivan, "We have just celebrated our 50th anniversary. The golden jubilee reminded us of the remarkable success story of Almajdouie enterprise's establishment. In 1965, Sh. Ali Almajdouie founded this enterprise with a single truck land transport while simultaneously providing customs clearance services. This story seems more and more like a distant memory with the increasing developments amounting to our diverse and integrated logistics and supply chain services, provided not only in Saudi Arabia, but also across the GCC."

A winner of yet another international award, Almajdouie is inspired to set forth with its mission in delivering innovative services to maintain reliability, upholding to exceed clients expectations.

ON SITE

JAZAN



ALMAJDOUIE OVERCOMES NATURE'S CHALLENGES



MLC TARGETING TOTAL CUSTOMER SATISFACTION EXCELS ITS CAPABILITIES FROM ON-SHORE LOGISTICS TO INTER-COASTAL RORO & LOLO BARGE OPERATION. A MILESTONE OF MOVING 69,000 F.T WITHIN 24 VOYAGES IN A YEAR WAS SET. IT CATERED TOTAL SOLUTION (NOT LIMITED TO) BARGE ENGINEERING STUDY, SEA FASTENING, BALLASTING CALCULATION WERE ALL CARRIED OUT WITH ITS PROFESSIONAL ENGINEERS.

MLC broke through challenges in moving 34 heavy & oversized units from Jazan's Port to Jazan's Economic City, covering a distance of 140 Km.

MLC crossed heavy units of 500 MT, including prime movers and axle lines. The challenge saw Jazan's geographical conditions, covered with canals and limited over bridges capacity (max 100 ton). Our engineers conducted surveys and studied various options before arranging to build asphalted bypasses of more than 8 live canals and crossing bridges, hoping to meet pleasant weather conditions. Nonetheless, nature had its own call with Yemen's tropical typhoon's unexpected rains on Jazan on the scheduled day for crossing the built bypasses, threatening the move by overflowing

water on bypasses. It took fortitude and confidence from MLC's team to persevere and surpass these difficulties as units delayed at the bypasses by the gradual slowdown of water flow, later moved on the asphalted bypasses to deliver the units as per clients requirements. Still operations will continue to recommence until all units delivery schedules are completed, as per client's requirements.

On the occasion of this overwhelming performance, Mr. Baheej, CEO, expressed gratitude to his team's professionalism. He also took this opportunity to emphasise the Company's determination to maintain its 50-years legacy in being resourceful & reliable, which is the foundation of its success, ensuring to fulfill its vision to be the region's most trusted partner.



IN TECHNOLOGY

OTM GO LIVE

ALMAJDOUIE COMPLETED ITS FIRST LIVE ORACLE TRANSPORTATION MANAGEMENT (OTM). ORACLE CERTIFIED DISTRIBUTIONS (OTM) IS A NICHE SOLUTION UNDER THE ORACLE VALUE CHAIN EXECUTION (VCE) UMBRELLA.

MLC trained over 20 employees, who underwent 3 phases of Discussion & Solution, Capacity Requirements Planning (CRP) and User Access Training (UAT). Partners of OTM are highly specialised and have to work project by project to ensure sharp and ample understanding in trained users commencing with the basics of the business requirements.

OTM solutions manage our transportation activities throughout our supply chain. Combining ease of use with industry-leading capabilities, the solution enables us to reduce freight costs, optimise service levels and automate processes so that we can run logistics operations more efficiently. In particular, our transportation division benefits from OTM implementation in Truck Tracking, Fuel Consumption, Fleet productivity & utilisation, reporting systems optimisation, in addition to reduction in logistics cost.

With OTM, there are evident advancements in our business processes; we have undertaken greater flexibility in business automation and within our logistics transportation network. In addition, we are experiencing an ease of adaptability in our Supply Chain performance in planning fleet utilisation with clients, which generated an increase in customer service levels and steadfastness. Almajdouie OTM technology implementation assumed a variety of projects for FMCG clients.

With continual investment in new technologies streamlining processes, Yousef Saleh, General Manager of Almajdouie transportation division, expressed gratitude for the employees' fortitude in integrating our core activities with our added value services.



SHAIKH FAISAL
OTM TEAM LEADER

FURTHER INFORMED



MLC SHEQ Team completed its first Sustainability and Quality Assessment System (SQAS). The assessment was held in our Jubail site, on 29th - 31st December 2015 by an assessor from the Bureau Veritas, KSA office. MLC team assessment participants were Osama Abu Shrieha, Omar Alshehri, Waddah El Hajj, Adel Alghamdi, Jay Kumar, Ehsan Riyaz, Mehaboob Watangi, Imtiyaz, Rizwanulla Riyaz, Abdulhadi Al Shayeb and Ijaz Ahmed.

We underwent inspection, audit and an MLC performance assessment for numerous scopes, including the company policies and procedures, management systems, HR, procurement, transportation & storage services, SHEQ SOP's and sub-contractors contacting terms amongst others. Accordingly, MLC aims to guarantee perpetual logistics quality owning our performance and promise premium health, safety and security to our workforce and environment, safeguarding a healthy and robust lifestyle.

MLC was first to pilot the SQAS in the region. Though, it is noteworthy to allusion that SQAS is a certified common assessment to be implemented in all GCC countries. Supervised by Gulf Petrochemicals and Chemicals Association (GPCA), the objective of the system is to evaluate environmental, health, safety, security and quality performances of Logistics Service Providers (LSPs) in a uniform manner by single standardised assessments carried out through independent assessors using a standard questionnaire.

UPCOMING EVENT

SAUDI DOWNSTREAM

MLC will exhibit at the Saudi Downstream Exhibition & Conference; Saudi Arabia's largest downstream international exhibition, to be held on the 8th -10th March 2016 in Jubail.

The exhibition is hosting the largest international downstream organisations, with over 50 exhibitors participating. This year's crowd will encompass professionals from the Royal Commission of Jubail & Yanbu, Saudi Aramco, Sadara and SABIC.



FLEET UPDATE

MLC HAS EXPANDED ITS HEAVY LIFT FLEET WITH 72 AXLES K25 BRAND THROUGH LONG-TERM VENDOR, SCHEUERLE GERMANY. THIS INCORPORATES SPLIT LINES, STRAIGHT DRIVE AND POWER BOOSTERS ALONG WITH ADVANCED POWER PACK ENGINE HEADERS MODELS. IT ALSO ADDED 3 POWER PACK UNITS (PPUS) FOR SPMT'S FLEET.

Mr. Baheej, CEO, stated "We continue to invest in overland transportation to support our growth strategy and maintain our position as one of the leading logistics service providers in the GCC." SCHEUERLE delivered the axles to MLC Dammam, Saudi Arabia; the handover included a professional training session for our crew and operations staff. SCHEUERLE qualified trainers led the pro days-long session, in which they presented and delivered hands-on training on safe operating axles to ensure optimum performance, both on-road and off-road.

MLC continues in its mission to own, operate & integrate its resources reaching a wider client base with diversified services.

SAFETY TIP OF THE MONTH



**PROUD DIAMOND SPONSOR OF CIVIL
PROTECTION WORLD DAY
1ST MARCH**

Almajdouie took initiatives to support the International Civil Defense Organisation by sponsoring the Civil Protection World Day, held in Yanbu, KSA.

On this occasion, the following fire protection safety tips are shared:

To extinguish a minor fire with an extinguisher:

REMEMBER PASS

PULL PIN

AIM NOZZLE AT BASE OF FIRE

SQUEEZE HANDLE

SWEEP FROM SIDE TO SIDE

