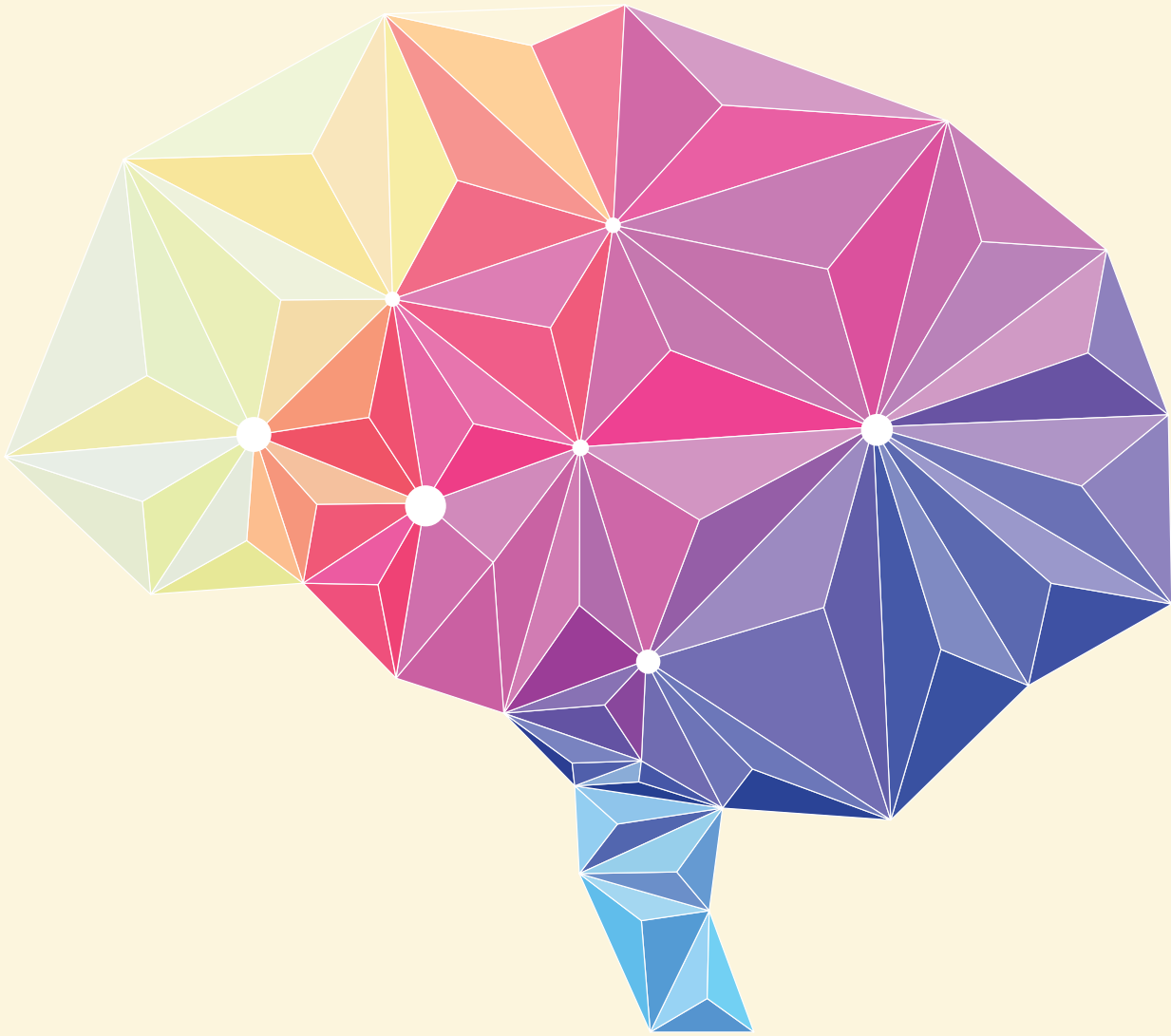


# Almajdouie Spark

## Shinning in Dubai sky



Prince Saud Bin Nayef Honors Almajdouie  
**On The Occasion of Sponsoring  
The Eastern Coast Festival.**



logisticsfurther

المجدوعي  
Almajdouie



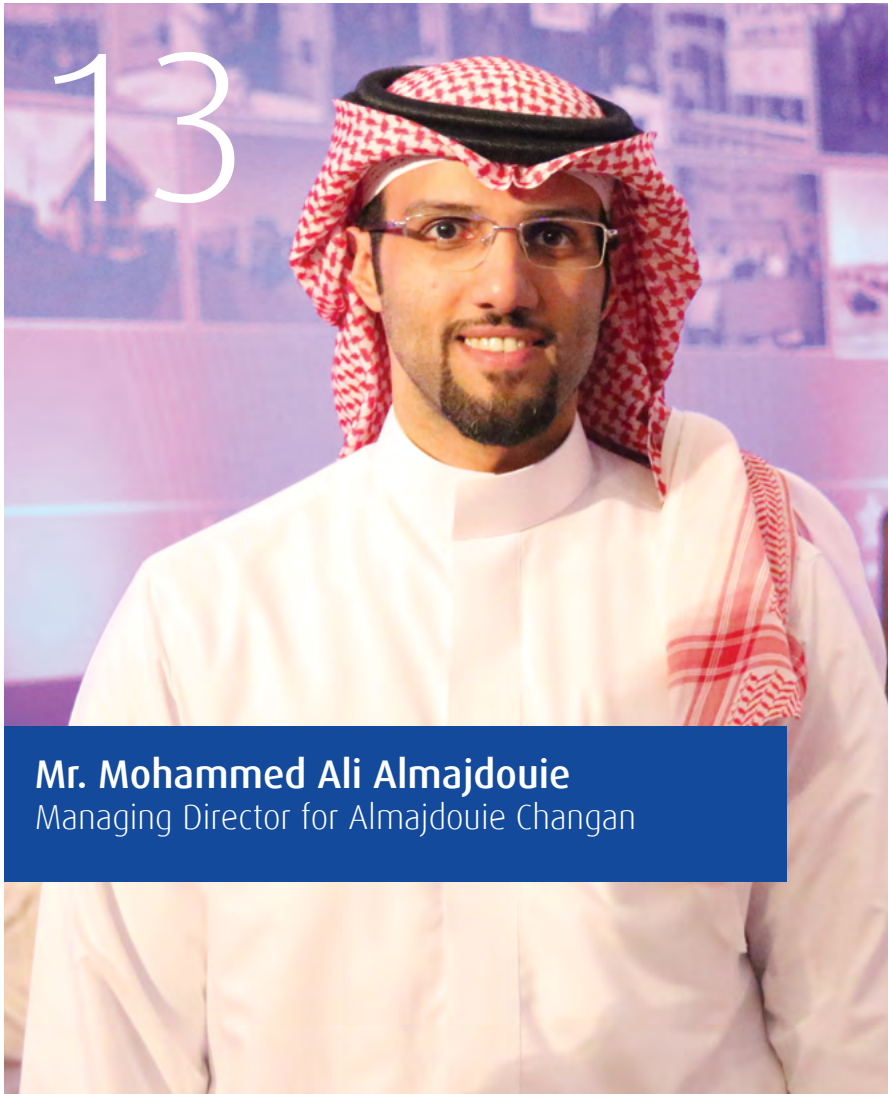
# Reach New Heights

[almajdouie.com](http://almajdouie.com)



Almajdouie is a Saudi group of companies, which was founded by Shaikh Ali Ibrahim Almajdouie in 1965, started as a land transport company but as the business grew it flourished into a group.

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Managing Director for Almajdouie Changan

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# 07

**50**  
POWER LIST  
logistics

## Almajdouie Logistics Ranked 5<sup>th</sup> Regionally

**روي إيمي**  
image  
نشرة المجدوعي الإخبارية  
Almajdouie Group Newsletter

IMAGE, Almajdouie Group Newsletter  
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# ON THE OCCASION OF SPONSORING THE EASTERN COAST FESTIVAL



## Prince Saud Bin Nayef Honors Almajdouie

His Royal Highness Prince Saud bin Nayef bin Abdul-Aziz, governor of Eastern Province honored Mr. Mohammad Almajdouie, Managing Director for Almajdouie-Changan Company, during the closing ceremony of the fourth Eastern Coast Festival. It is undeniable that this festival has become one of the main attractions that reflect the past lives of the ancestors in the Eastern Region and their eternal relationship with the fishing industry.

## SHARIAH COMPLIANCE COMMITTEE AT ALMAJDOUIE GROUP

Shariah compliance committee was established in 2011 as the authoritative body for determining Shariah compliance at Almajdouie group.

The Committee is chaired by Sheikh Dr. Abdullah Bin Mohammed Amrani.

Member of the Shariah committee meet every three months to review all contracts and inquiries to ensure the Company is conforming with Islamic law.

To ensure high standards of Shariah-compliance and commitments in the group, Sheikh Hasan Al Hamami - Shariah compliance adviser - does regular field follow ups, responding to inquiries, reporting and feedback to the legitimacy of the Committee, in addition to carrying out the Committee's secretariat and keeping the minutes of its meetings and decisions.

Since its establishment, the committee issued more than 50 resolutions and 25 recommendations, in addition to answering many inquiries and fatwas that relate to the work of the group.

The committee consists of:

- Sheikh Dr. Abdullah Bin Mohammed Amrani (Chairman of the Committee)
- Mr. Omar bin Ali Almajdouie (deputy)
- Mr. Ahmed Bedier (Member)
- Sheikh Hasan bin Abdullah Al-Hamami (Rapporteur Member).

## ALMAJDOUIE AWARD FOR BEEKEEPERS: SUPPORTING THE HONEY INDUSTRY



During the closing ceremony of the 9th International Festival of honey in Baha, the organizing committee announced the winners of "Ali Almajdouie" award in support of honey industry. Awards are made in 3 categories relating to best liquid honey product, best honey wax tablets, and the best booth in the festival. The awards were presented by Saleh Al-Mahfouz (Chairman of Al Baha Chamber of Commerce & Industry), and Zaher Al-Shihri (Director General, Department of Tourism Development, Al Baha). The assessment was based on the crite-

rias used in Britain, Apimondia congress (International Federation of Beekeepers' Associations) and other global congresses that showcase honeys most distinctive in clarity and depth of flavor, type of packaging and packing method, taste, color and smell.

This year the criterias were based on promoting the quality of the honey component through scientific analysis inside the lab.

The total prizes in this contest were worth more than 30,000 riyals for all above mentioned categories.



## Yousef Bin Almajdouie

appointed member of the  
General Authority for small  
& medium enterprises

The Saudi Cabinet approved the formation of the General Authority for small and medium enterprises under the chairmanship of the Minister of Trade and Investment, and naming Mr. Yousef Ben Ali Almajdouie as a representative of the Council of Saudi Chambers.



المجدوعي الخيرية  
Almajdouie Foundation



### ALMAJDOUIE FOUNDATION SPONSOR THE FIRST FORUM FOR YOUTH VOLUNTEERING "RAGHADAN"

Almajdouie Foundation sponsored the first team volunteering Forum in Al-Baha as part of their activities to enable young people to care and understand the concept of volunteering both in theory and hands-on, through workshops and lectures.

The committee carefully reviewed and evaluated the work of eleven different volunteer groups and nominated "Saudi Peace for Search & Rescue" to be selected as the best volunteer program that participated in the forum.

The broader aim of the forum was to chart new avenues to respond to the aspirations to promote the culture of Youth Volunteering in the Kingdom through professional and high quality workshops, lectures and forums.

## 2017 STRATEGY WORKSHOPS FOR ALMAJDOUIE GROUP

The strategic and Operational Plan 2017 for the group of companies was discussed and set up during the Management Strategy workshops that was organized by Almajdouie Corporate strategy unit. The timing of this strategic plan coincides with the end of year 2016.

Our growth strategy, firmly falls in line with Saudi Arabia's plans for future development as laid out in the Kingdom's Vision "2030".

All operational future plans provided by all departments were reviewed and the results of 2016 were discussed. The plans were presented by the head of each department and front row managers and discussed how to avoid and reduce any obstacles that might encounter the 2017 operational plans.

As a side note, all workshops were held at the Kempinski hotel in Al-Khobar.







Mr. Yousef Almajdouie  
CEO Almajdouie Motor

# Arjaa

للسياحة والسفر  
Travel & Tourism

## ارجاء

### LAUNCHING OF THE NEW IDENTITY OF ALMAJDOUIE TRAVELS



Almajdouie company celebrated the launch of the new identity of Almajdouie Travel "Arjaa" at the Movenpick Hotel Al Khobar in the presence of airlines representatives, businessmen, journalists, and representatives of hotels and tourist resorts. Mr. Yusef Almajdouie, CEO of Arjaa travel and tourism, revealed that the primary purpose of the change of the brand name is to enter the global markets with ease.

Moreover, he stressed that the company will develop and introduce new concepts such as electronic service "Online" to attract a large segment of customers, referring to the growth of the travel and tourism industry starting from retail sales to online sales.



Mr. Aslam Pasha, general manager of Arjaa, added that the company will rely on customer service, and provide them with the best ways to fulfil their needs in travel and tourism.





# راية للتمويل

## raya financing



Let's start from the beginning, where did the name Raya come from? And what are the main services offered in the Saudi Market? Raya Financing Company is a joint stock company registered in Saudi Arabia. The name was chosen based on the desire to be the market leader in customer satisfaction, in Arabic Raya means a flagship and our Raya will be insha'Allah the flagship of the industry. At this point of time Raya launched its first product which is Auto lease financing.

What is the purpose of establishing Raya? Financing in the Kingdom is becoming mature meaning the consumer awareness towards such products along with the ongoing increase of demand for financing.

What is the vision and objectives of the company and how will it fit the Saudi vision 2030?

To become the Auto Lease Financing Leader in the Saudi Market in customer satisfaction, And the Eastern Province's Largest and most preferred Auto Lease financing provider for retail and corporate. The government of the Kingdom is striving to protect the consumer and regulate as many services as possible to ensure a steady and fair Economical environment. We at Raya share that vision and racing others to be the pioneers in achieving what the government is seeking.

What distinguish Raya from competitors in the Saudi market?

The speedy process using automation anywhere possible and focusing on customer needs to ensure a smooth and happy experience during the period of the contract.

How do you see the level of service in the leasing sector in the kingdom?

Financing services in the Kingdom are overall very advanced, however when it comes to auto lease financing there are still some



**Mr.Saeed Yahia Kashkash**  
Raya Finanacial General Manager

unclear points in the relationship between the lender and the consumer. SAMA is working hard with the lenders to regulate that relationship to ensure a growth based on strong foundations.

What are the main challenges facing Raya as a new comer in the Saudi market?

We believe that the real challenge is to have the market coverage in the shortest time without compromising customer satisfaction.

Give us your views on the Saudi market and how can it be further developed with commercial activities such as Raya?

The Saudi market is one of the most dynamic in the region and we believe it will remain the same for a long time. But zooming into the period of time that we are experiencing today, the Saudi market is very hungry for new technologies especially those that will result in serving the customer better in the two most important factors of satisfaction; Time & Money.

## VISION

To become the Auto Lease Financing Leader in the Saudi Market in customer satisfaction, And the Eastern Province's Largest and most preferred Auto Lease financing provider for retail and corporate.

## MISSION

Utilizing our expertise and resources we will achieve our Vision. Through our customer centric approach; transparent transaction, competitive rates, excellence in after sale services where everyone is a VIP, prime or sub- prime, individual or corporate alike.

# PRESIDENT VISITS MDR'S

## PROJECT SITE IN JUBAIL

It was a pleasant surprise when Mr. Abdullah Ali Almajdouie (President of Almajdouie Holding) visited MDR's project site in Jubail accompanied by CEO Mr. Baheej Biqawi.

After their arrival at the UPI office Mr. Taher Al Bader General Project Manager introduced MDR's senior management to the site staff and they took the opportunity to greet and congratulate their employees for the marvelous efforts and results that they're achieving in this world class petrochemical project.

The management team (Darcis, Darcis Bart, Matthew Parkinson and Amador Brinkman) at the Jubail site shared all the updates with the President and CEO regarding Solids, Liquids, CSU, CMY, SSHEQ, Manpower and the recent running Incident Prevention Campaign during a presentation of approximately 30 minutes.

Mr. Abdullah Almajdouie and the MDR senior team were also invited for lunch by the Sadara president Mr. Ziad Al-Labban to join him and his senior management team Mr. Walid Zabeery, Mr. James Steiner, Mr. Aiman Baslamah and others to casually talk about the outstanding performance of MDR and discuss any related challenges and future planning.

In the afternoon the president went for a ground tour through the plant and packaging center to see the physical progress of the MDR project site himself and he was completely delighted and happy with the project status.

MDR management team and staff were remarkably appreciated by Mr. Abdullah Almajdouie and he wished them all a safe journey and many successful milestones for periods to come.



# YANSAB IN YANBU CONNECTING THROUGH SPORTS

Mr. Abdullah Almajdouie invited Yansab Management and Product Handling Unit (PHU) staff, to celebrate the successful partnership between both companies at the Radisson Hotel in Yanbu.

The theme of the event was 'One team..One goal'. Attended by Yansab and MDR staff, the event was full with sport activities, followed

by speeches by Mr. Abdullah Almajdouie, Mr. Osama Bashaikh, Yansab President and Mr. Baheej Biqawi, Almajdouie Logistics CEO. Mr. Taher Al Bader, MDR General Project Manager also gave a speech and expressed his appreciation to Yansab and MDR key employees by presenting a momentum for certain team members for their support.





# ALMAJDOUIE LOGISTICS CO. (MLC) RANKED 5<sup>TH</sup> REGIONALLY



**More than  
a number**

“Our company's vision drives our success through collaboration. we thank our colleagues, clients and suppliers for their trust and commitment”

Baheej Biqawi, CEO

almajdouie.com

**One  
Family**

**3,140**

employees

**Valuable  
Relationships**

**1b**

SAR 1 Billion growth

Logistics Middle East Magazine has named Mr. Baheej Biqawi, Almajdouie Logistics CEO as the 5th most influential logistics executive in the Middle East.

This year's list comprised the industry's most prominent decision-makers of regional and international heavyweights, where MLC was the only private Saudi company ranked in the top five companies. The ranking reflects MLC's strong presence in the region, its commitment to the growth of its business and development of its 3,140-team across the

region. Under his leadership, the company; this year, witnessed growth by securing some of the major contracts in various industries, from petrochemical and mining to FMCG. A strong advocate of developing human capital, Baheej has been instrumental in driving the company's social responsibility towards training the local force and providing them job opportunities in the Company for 2-years. On this occasion, Mr. Baheej stated, Our company's vision drives our success through collaboration. We thank our colleagues, clients and suppliers for their

trust and commitment.

Today, Almajdouie Group operates all over the Kingdom as well as in the Middle East, North America, Europe, the Far East and Africa. MLC provides integrated logistical solutions to the major industries, from O&G to petrochemical, which include transportation, distribution, customs clearance, heavy lift, terminal and warehousing and international project management. The key factor to the group's success is translating its entrepreneurship spirit to become a modern day enterprise.





# SUCCESSFUL DELIVERY IN KUWAIT



Transportation of heavy lift items ranks among the most challenging and complex services in logistics and is handled by specialized companies. Here is one of the best example which just happened in the History of Kuwait in heavy lift transportation. Vessel CERULEAN arrived Kuwait on 20-June-2016 at Shoiba port carrying cargo DEISOPENTANIZER COLUMN (V-137-103) of 83mx8.62mx9.87m (LxBxH) with gross weight of 480tons was moved to KNPC Brown Field on dolly trailer 12\*2 side by side front and 12x2 side by side rear. The complete movement of the said cargo was done successfully under the supervisor of Mr. Ely Coyoca DGM LHL.







## MELI AND SAUDI EXPORT AUTHORITY "SEDA" WORKSHOP

MELI and Saudi Export Authority "SEDA" organized a custom clearance procedures workshop with full support and corporation with Eastern Chamber of Commerce to support custom clearance companies understand the international standards and new updates in all international trades and agreements.

## MIDDLE EAST LOGISTIC INSTITUTE FOR TRAINING SIGNED TWO TRAINING AGREEMENTS

MELI recently signed two training agreements within the national organization for joint training program to increase employment opportunities for the youth in the private Logistics and Supply Chain sector. The first agreement was with Industrial Supplies Development Co. "Hyundai Heavy Industries" for 50 young Saudis as part of the localization of their Logistics Operations Coordinator jobs. The other agreement was with Bakhshab Transport & Trade Co., Ltd. for 40 young Saudis as part of the localization of their Logistics Operations Coordinator jobs.



# SMME MOVES THE LARGEST SAUDI ARAMCO ONSHORE DRILLING RIG



Sinotrans Almajdouie Middle East Company (SMME) completed the delivery of KERUI Group's 90-D Drilling Rig project on 28th May 2016 to Saudi Aramco.

The 90-D Drilling Rig, which is the largest sole onshore drilling rig in the world. The drilling rig has to be divided into two main batches. The first batch comprised break bulk and containerised cargo of accessories and other related equipment. The second batch has an overweigh unit delivered by chartered aircraft. The 3-month project covered more than 26,000 CBM of volume.

SMME provided the logistics services including receiving the cargo, shifting in port, inland transportation, warehousing and distribution in Saudi Arabia. SMME special team



devised a comprehensive logistics plan to achieve the most cost effective and safe solution. Mr. Shao Hontago, General Manager stated, "The handling of this type of rig was unprecedented in Saudi Arabia. With over 300 trips, we maintained a zero-accident record".

In 2010 Almajdouie and Sinotrans formed SMME, as a joint venture in Saudi Arabia. The JV is the first and only joint venture by Sinotrans, which is the largest Chinese Logistics Co. with major state owned resources.

New offices  
new opportunities




Our strong presence in Saudi Arabia Strengthened in the western shores, relocating to a new office in Jeddah. Our staff are ready to address your needs for transport, freight forwarding, heavy lift and terminals & warehousing.

**Dan Centre**  
4th floor, Al Baghdadiyah Al Gharbiyah District  
Hail St., Behind Marhaba Supermarket

For new business, contact +966-1223-17827/46/48  
Let us help you reach further.

[almajdouie.com](http://almajdouie.com)



# 7<sup>TH</sup> MDR IMS MANAGEMENT REVIEW MEETING

MDR (Almajdouie and De Rijke Ltd.) conducted its biannual meeting and the 7th IMS (Integrated Management System) review meeting in Park-Inn hotel Al-Khobar.

This meeting is one of the integrated management system requirements in order to discuss the results and outputs of the previous period, and develop strategic plans for future periods.

The meeting resulted in the following goals for 2016:

- Improve customer's and employee's satisfaction.
- Establishing a safe and healthful working environment.
- Focusing on quality of concerned activities, and.
- Continual organizational improvement of the IMS and operations.

Almajdouie and De Rijke would like to Thank all MDR management team for attending this session and especially Mr. Baheej Beqawi for his great input and commitment for making MDR a renewed success.



## MDR AT THE 8<sup>TH</sup> GPCA

### SUPPLY CHAIN CONFERENCE IN DUBAI

MDR (Almajdouie and De Rijke Co.) participated at the 8th GPCA (Gulf Petrochemical and Chemical Association) Supply Chain Conference, the Intercontinental Hotel Festival City in Dubai.

A selected team from MDR management actively participated in this profound and spectacular event.

MDR had installed a personalized exhibition stand at the event with the aim to facilitate relationship building and interaction with the delegates representing the Petrochemical industry from KSA, the GCC.

The conference was absolutely impeccable and was attended by more than 263 delegates from 112 companies and 21 countries. The event lasted for 3 succeeding days and all days were full with information, learning and development and speeches delivered by 26 speakers, following is an extract from the topics covered;

- Connecting the GCC with the world.
- Growing market for ISO tankers in the GCC.
- Enabling GCC supply chain connectivity



with talent sources and strategic market. MDR has achieved its goal and took the opportunity to network with the industry and

learn more about the changes in the region and be provided with new ideas for the future to improve business.

Two Managers from Hyundai Motor Company (HMC) and two Managers from GIT company visited Almajdouie Motors between 04-08 September, 2016 conducting the Genesis Connected Service pilot test and provides 2 days training course on how to use this application.

The training was attended by Almajdouie Motor Service (MMS), Almajdouie Motor Sales & Marketing (MMSM) and Corporate Call Center (CCC) personnel together with one representative each for both Wallan and Naghi Motors Company.

# GENESIS CONNECTED SERVICE PILOT TEST



# ALMAJDOUIE IN DEAL FOR CHANGAN CARS



Almajdouie Motors, the authorized dealer for Changan cars in Saudi Arabia, signed an agreement with Alwafaq Rent a Car, for the provision of a number of Changan cars, which were recently launched in the Saudi market.

The agreement was signed at the headquarters of Almajdouie Motors by Mohammed Almajdouie, the Managing Director of Changan Company in Saudi Arabia, an affiliate of Almajdouie Motors, and by Naser Al-Qahtani, CEO of Alwafaq Rent a Car. This agreement will be followed by similar agreements between the two companies in the course of this year due to the booming and striking fleet's sales.

On this occasion, Mohammed Almajdouie expressed his delight for the supply of Changan cars to Alwafaq Rent a Car, and underlined the importance of this strategic partnership to enhance Changan brand in the Saudi market, and added: "Alwafaq Rent a Car has chosen Changan cars to further up its fleet, as well as to meet the high demand



for car rentals. The new models reflect the world's latest developments in the motorcar industry, and will be supported by high levels of after sale services including periodical maintenance".

Meanwhile, Naser Al-Qahtani, after signing the agreement, said: "Our strategic partnership with Almajdouie Motors is steadily growing in view of their wide line-up of highly sophisticated, strong performance

and durable cars. Changan enjoys an international reputation of being one of the biggest and highly regarded car manufacturers, which highlights its importance, particularly in the car rental sector in Saudi Arabia. We are pleased to allow our customers to profit from this remarkable car brand and our after sale services. It is an opportunity for us to fortify our business and widen our customer base".



# CHANGAN AUTOMOTIVE MANAGING DIRECTOR

Mr. Mohammed Ali Al Majdouie is appointed as the Managing Director for Almajdouie-Changan Company.

Mr. Mohammad has a proven track record in Business Development in the automotive field. He worked as Business Development Manager in Almajdouie Automotive for the past 3 years. during this time, he was handling multiple projects & initiatives, one of which was Changan. He also has experience in market analysis and public relations due to his previous roles in Shell Company.



# CHANGAN

## 1<sup>ST</sup> SUMMER TEST TOUR IN SAUDI ARABIA

In an attempt to transform brand visions into reality by creating meaningful experiences, Changan cars rolled out its first road tour "driving experience" around the main cities in the Kingdom this summer (Riyadh , Jeddah, Khobar ending with Dammam). The tour was designed specifically to test the new car models in harsh types of weather in Saudi Arabia.

The driving path covered around 15,000 kilometres and tested various models such as Changan CS75 and CS35 and EADO.

Long-distance driving experience is a common event for all car manufacturers, and with Changan being the new brand in the kingdom such event will promote the brand innovation and creativity.





بدون  
دفعة أولى



## PRE LIVE TRAINING CRM APPLICATION (COMPLAINT MANAGEMENT MODULE)



As a part of CRM Application in Motors Company First Module of CRM i.e. Complaint Management is introduced, CRM Department scheduled series of training session and Management demo in month

of August. All First Line Managers from all SBUs of Motors Company conducted in a training session held on MMP 28 August, 22 August MMS, 21 August MMSM and on 29th Social and Govt Relation Department.

## ALMAJDOUIE MOTORS SPONSOR BEST DRIVER AWARD

Eastern Province Governor Chairman of the traffic safety and Chairman of the Board of Trustees of the ideal driver award Prince Saud bin Naif has inaugurated this year's new campaign and website for the Eastern Province Best Driver Award and sponsored by Almajdouie.

"The aim of the campaign is to encourage the public to drive safely, following traffic regulations, and protect the public from the aftermaths of growing road accidents" Prince Saud bin Naif said.

The award creates a spirit of healthy competition and is one of the most important incentives to encourage drivers to abide by the rules and traffic regulations and contribute to the reduction of road accidents. The vision of the award is to build a generation that understands the importance of committing to traffic rules by encouraging drivers to set a positive example for the community through becoming more efficient and safe drivers that comply with traffic speed limits and wear safety belts at all times.





## AL-HAJJ SERVICE CLINIC 2016

Almajdouie Motors Service successfully conducted the Before Service Activity "Al-Hajj Service Clinic" providing vehicle free inspection to all Hyundai vehicles visiting the Service Clinic Tent located at Daren Mall in Dammam, Saudi Arabia and all Almajdouie Motors Service Centers Nationwide.

On Tent, Service Clinic Team is composed of 5 highly qualified staffs, 4 staffs for conducting vehicle free inspection following the standard before service check sheet and one staff in-charge as customer relation officer. Free engine oil with parts and labor discount voucher along with gifts were given away to those customers visited the Tent service clinic from Aug.30~Sep.08, 2016.

All Almajdouie Motor branches provides vehicle free inspection for all Hyundai vehicles visiting the service centers from Aug.29 - Sep.08, 2016.

The total vehicle free inspected are 1,562 Hyundai vehicles.







"Majd Real Estate" have made unprecedented strides in the real estate sector crossing a lot of difficulties and challenges and firmly developed its privileged position between the giants of real estate in Saudi Arabia. These steps came after careful planning and in-depth research that set the foundations of the strategic vision and business principles of the company.

Our strategy in Majd Real Estate laid out clear and specific standards for any future considerations in establishing of real estate development concepts starting from the real estate development and its elements, methods of operation and its components, and maintenance mechanisms and programs. Based upon our commitments to achievements, we have launched our new iconic project "Majd Square" in Jubail city. This new project will shape the urban horizon of the city in terms of project size, distinctive design and strategic location. The project was also selected to be in the list of nominees for the Cityscape award for best mixed-use project in the Kingdom of Saudi Arabia.



### What is Majd Square?

The selected site for the project is located at King Faisal Street, Jubail. It has a total area of 28,670 m<sup>2</sup>. The project consists of a budget Hotel, Administrative Tower (business offices) plus commercial area and Karawan residential village near Hyundai showroom in Jubail.

We have assigned Premier Inn for the operation and management of the budget hotel. The hotel will have 199 rooms on 9 floors, conference rooms in addition to various restaurants and coffee shops and a gym.

The Administrative Tower (business offices) is located in the eastern section of the project and consists of 68 different office spaces, distributed on 9 floors.

The commercial area has been distributed in different sizes to suit all business activities, it consists of 21 commercial showrooms inside and outside the project.

Lastly, there will be 390 parking distributed between the basement and ground floor of the project.





**KARAWAN**

# KARAWAN RESIDENTIAL VILLAGE (JUBAIL)

## Karawan is a unique concept.

This new development project is an architectural masterpiece in Saudi Arabia. With the growing pace of life in Saudi Arabia from the economic side and the residential side, and the blending of these two sides came the need to provide an environment that fit this intermingling and uplift it to a better living standards.

Karawan for residential villages was established in 2006 as a member of Majd real

estate company. Based on our extensive experience in the field of residential complexes which exceeded 10 years of experience and development which included Karawan residential complex in Khobar, which was established in 2006, The team of Karawan residential villages has prepared a series of expansion plans that consist of a number of elegantly designed residential complexes within the next 6 years.

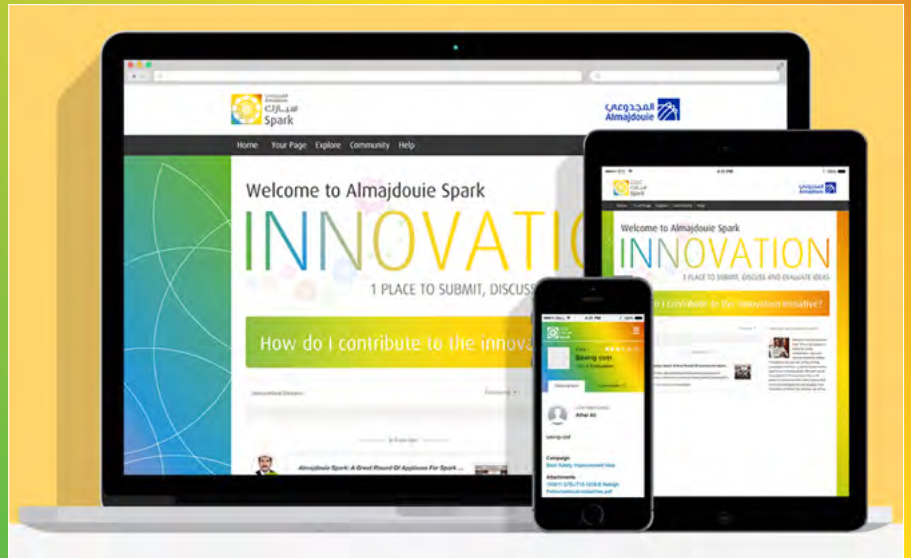
With the fast pace momentum of life and the roar of factories in the city of Jubail, Majd Real Estate launched its finest and most distinctive (Karawan Village - Jubail) which is one of the most important residential complexes in the city of Jubail, the project consist of 59 residential units, number of leisure facilities and green spaces and continuous security that reflect higher stages of comfort, luxury and safety to every customer, it is expected that the project will finish in 2018.





# LET'S WELCOME NEW SPARK COLLABORATIVE PLATFORM

Almajdouie Spark successfully launched its new Spark Collaborative Platform with so many advanced features. Almajdouie Group employees will get an access to this software over internet, their mobiles and their iPads. Spark new platform will allow Spark team to create focused campaigns (specific topic) and general campaigns (any time-any topic any idea). Group employees can submit idea; submit idea for any ideas, comment-vote-like on any idea, grab points-rewards, and view & process old Spark ideas through Spark new platform. Initially, Spark created user access for 500 employees only (comprised based on Spark heads recommendation). User access will be broadened to all employees after testing and adding more features within a couple of months. Users can open the new platform either from Spark icon placed in MADA home page or from Almajdouie Corporate Web Site (E-Services > Spark). Spark Best Saving Idea Contest 2016, Spark General Campaign for each Spark Divi-



sions and Spark History (ideas since 2003 - 2016) are the campaigns currently launched through Spark new platform. Employees can

contact Mr. Manoj Philip, Senior Spark Program Officer to get more information on this sophisticated Spark platform.

Almajdouie's prestigious employee engagement program Almajdouie Spark is going to introduce campaign oriented sophisticated software entitled "Hype Innovation" within a couple of weeks. Spark scheduled a series of training sessions and management demo at Almajdouie Head Office from 8th to 15th August 2016.

Mr. Khattab Al Ali (Director-Hype Innovation) was the Key Resource Person. Spark Patron Mr. Omar Almajdouie was the Guest Of Honor & Spark Corporate Committee Head Mr. Amr Rafat Shahwan (GMINV), Mr. Abdullah Saeed Al Ghamdi (CHRO), Mr. Enayat Shaikh (GMP), Mr. Ihab Yousef Hawari (GMCID), Mr. Ahmed Waheed Al Issa (GMLSC), Group First Line Managers, Spark Leaders were present and interacted during the management demo which conducted on 9th Aug. Spark Heads, Evaluators & Spark Divisional Representatives were trained during Pre-Live full day training sessions held on dates 8th, 10th, 11th, 14th & 15th August 2016. Senior Spark Program Officer Mr. Manoj Philip organized the entire schedule for Almajdouie Spark Program in coordination with Mr. Mohammed Omar Mansour (CID), Mr. Shujaat Ali Mohammed (Hype-AST), Mr. Waseem Salam (Hype-AST), and Mr. Abdul Aleem (Hype-AST).

## ALMAJDOUIE SPARK NEW SOFTWARE (HYPE INNOVATION) PRE-LIVE TRAINING PROGRAMS





جديد

# شبابورة الحبوب

بالعسل و زيت الزيتون



لطعم أفضل



# ALMAJDOUIE'S INNOVATION HUB "SPARK PROGRAM" HAS BAGGED SEVEN INNOVATION EXCELLENCE AWARDS AT IDEAS AMERICA 2016

Almajdouie Holding Company's prestigious innovation & collaborative platform "Almajdouie Spark Program" has bagged seven (7) innovation excellence awards during the highly acclaimed "Ideas.America Annual Summit & Award Ceremony 2016" concluded in Atlanta - Georgia, USA for its nonstop efforts & matchless experiments on employee engagement, innovation elegance & continuous improvement. Ideas America award were distributed for creative & innovation excellence in diverse categories such as:

- (1) SEER GOLD AWARD for 100 % Participation - Almajdouie Spark, Almajdouie Holding Company, Saudi Arabia.
- (2) SEER HONORABLE MENTION for Suggestion Per 100 Employees - Almajdouie Spark, Almajdouie Holding Company, Saudi Arabia.
- (3) BRONZE AWARD for Best Communication Excellence Program - Almajdouie Spark, Almajdouie Holding Company, Saudi Arabia.
- (4) HONORABLE MENTION for Team Idea of the Year - Almajdouie Spark, Almajdouie Holding Company, Saudi Arabia.
- (5) GOLD AWARD for Best Suggestion Program Administrator - Manoj Philip.
- (6) KUDOS AWARD for Best Interaction - Manoj Philip.
- (7) KUDOS AWARD for Best Exposure of Suggestion System - Manoj Philip.

During this occasion, Mr. Abdullah Ali Almajdouie (Group President) has greeted employees and appreciated all those who made it possible; "Each of you should be proud since it is a collective effort". Spark Patron Mr. Omar Almajdouie has expressed his extreme satisfaction and observed, "We are in the right track, let's keep the momentum". SCCH Mr. Amr Shahwan also congratulated all those who took part and accomplished this success.

Almajdouie Spark program have been honored with so many awards during the past years such as (1) Five excellence awards from Ideas.America in 2015, (2) No. 1 Innovative Company in the Kingdom (Saudi Innovation Index) in 2010 & (3) Dubai Quality Group Best Suggestion Program Administrator Award for Manoj Philip in 2016.

Almajdouie Spark Program started in 2003 and the organization have a strong vision behind the formation of Almajdouie Spark program such as (1) Promote Innovation/creativity culture in Almajdouie Holding Company (2) Ensure employees participation in groups business & remove their grievances (3) Enhance their innovative & creative calibers, Inspire them for qualitative changes (4) Empower their surroundings,



Stimulate their social & cultural aspects (5) Encourage their traditional & humanitarian values, (6) Provide them noble missions/fabulous visions/marvelous dreams and (7) Finally, appreciate them for their contributions.

Almajdouie Spark Program reached 82,242 idea submissions from its employees, net savings reached SAR 48 million & organization accomplished 7,025 implementations until August 2016.

Spark Best Saving Idea Contest is one of the highest rewarding campaigns which Almajdouie Spark launched since 2015. This year, the first prize will be a Hyundai Elantra Car + rewards as per Spark rewards policy for single idea winners and SAR 100,000 + an international training package worth SAR 50,000 + rewards as per Spark rewards policy for the team idea winners.

In Sept. 2016, Almajdouie Spark introduced campaign oriented collaborative Spark new platform with advanced features. The new Spark platform is available both in intranet and internet and have an access from anywhere in the world. The new platform have so many advanced features such as area to announce idea campaigns, contests, facility to vote, comment & like ideas, earn points and monetary & non-monetary rewards on ideas, submit idea as video, audio & photo, mobile responsive version, supporting multi languages, SSO (Single Sign On) for the ad

users, ability to give accounts for the non-ad users, dash board management and general reports, SMS & email integration, area for events and public relation and social network integration and links.

Almajdouie Spark program promoted an innovation culture within the organization and rigorously motivating the entire system to



do better and go for supreme heights. Moreover, Spark program really helped the organization to solve many of the issues related to our business. Overall, the concept & experience is transferrable; other organizations can adopt such platforms for continuous improvement. Multicultural environment and diverse business units, higher management's extreme care and support, excellent communication, excellent reward structure, highly interactive and talented Spark team are the key factors behind Spark success in Almajdouie Holding Company.



مؤتمر أفكار عربية  
2016  
مؤتمر أفكار  
2016  
سيز - دبي



# ALMAJDOUIE SPARK SHINNING DUBAI SKY



The prestigious 'Dubai Quality Group - Ideas Arabia 11th International Conference' concluded in Dubai. DQG also declared/awarded the winners of 11th Ideas Arabia Competition 2016 during a colorful award ceremony which scheduled at the end of the conference. Almajdouie Holding Company employee & Senior Spark Program Officer Mr. Manoj Philip have been won/awarded the title 'The Best Suggestion Program Administrator'. This is the first time, a DQG award is going out of United Arab Emirates. There were 14 award categories, 13 awards were bagged by Dubai Government Organizations and one award gone to a non-government organization (for Almajdouie Holding Company). Almajdouie Holding Company also shortlisted for 2 more categories. 1) The Best Sustainable Idea Scheme 2) Financial Category (CID Spark Saving Idea). Dubai Quality Group is a non-profit organization set up by the Dubai Department of Economic Development under the patronage of H.H. Sheikh Ahmed bin Saeed Al Maktoum. Dubai Quality Group Awards highlighted Almajdouie Holding Company's committed efforts, matchless motivation & extreme support to its employees for excelling their jobs for continuous improvement in their work places. The group is creating an environment which nourishing creativity and aspiring in-

novation in workplaces. Almajdouie Holding Company's prestigious integrated 'employee engagement & appreciation program' named Almajdouie Spark Program enabling employees to submit creative and innovative ideas and to act as a common platform to facilitate resourceful interaction between the employees. Almajdouie Spark Program started in 2003 and the organization have a strong vision behind the formation of Almajdouie Spark program such as 1) Promote Innovation/creativity culture in Almajdouie Holding Company 2) Ensure employees participation in groups business & remove their grievances 3) Enhance their innovative & creative calibers, Inspire them for qualitative changes 4) Empower their surroundings, Stimulate their social & cultural aspects 5) Encourage their traditional & humanitarian values, 6) Provide them noble missions/fabulous visions/marvelous dreams and 7) Finally, appreciate them for their contributions. Spark Corporate Committee is the governing body to run Spark program structured under the supervision of Almajdouie Group President & Spark Patron. Group President & Spark Patron are giving timely and sufficient guidance to Spark Program & their esteemed involvement is one of the key reason for the excellent achievements. Spark Corporate Committee formed with a Committee Head,

2 Committee Members and the Senior Spark Program Officer. Spark Corporate Committee is closely watching Spark performance. The Divisional Spark Committee will coordinate the activities within the divisions. This committee includes Spark Divisional Manager, Spark Head, First Line Managers, Supervisors and the Spark Members (depends up on the strength of the group). On 31st Aug., 2016 Almajdouie Spark Program reached 82,482 idea submissions from its employees, net savings reached SAR 48,500,047 & organization accomplished 7,025 implementations. More than 5500 Employees wholeheartedly involving & dedicating their will, wish, love, care, passion and contributions to Almajdouie Spark program. Almajdouie Spark program promoted an innovation culture within the organization and rigorously motivating the entire system to do better and go for supreme heights. Moreover, Spark program really helped the organization to solve many of the issues related to our business. Overall, In 2015, Almajdouie Spark Program has bagged 5 (five) excellence awards during the prestigious IDEAS.AMERICA Annual Summit & Award Ceremony held in Baltimore "Maryland, USA. Almajdouie Group won the title No. 1 Innovative Company In The Kingdom" during Saudi Innovation Index 2010.



# CAFÉ LIWAN OPENING IN RIYADH

Café Liwan has successfully opened three new branches in Riyadh to be in line with the overall expansion plan of the company. The new locations in Riyadh are in Jareer Plaza Thumama Road, Wady Plaza - Arka district, Al Nakheel Plaza - Al Nakhee district. Our presence in Riyadh came as a response to our customer feedback to expand. Café Liwan started in Dammam and spread over the Eastern province with 10 branches in Dammam, Al Khobar, Dahran, Jubail and Al Ahsa. The number of branches has increased to 13 after the expansion in the city of Riyadh.



## CAFÉ LIWAN: TRAINING NEW BARISTAS

Café Liwan conducted its regular training program for a newly hired barista on essential skills and knowledge required to the barista role at the new branches in Riyadh and Easter province. The program was held at Café Liwan branch at Almajdouie motors branch in Faisaliah district. Skills were taught through one-to-one delivery and on-the-job training. The training included a presentation of the history of the coffee and the different ways of preparation. During the program a documentary was played to showcase Almajdouie group and the foundation of café Liwan in addition to short tutorials movies on making espresso, cappuccino, Arabic coffee, etc.

كافيه  
ليوان  
CAFE LIWAN  
كافيه ليوان

We are pleased to invite you to  
**THE NEW  
CAFE LIWAN  
EXPERIENCE**





# ARYAF DISTRIBUTED ONE MILLION MEALS TO PILGRIMS DURING HAJJ

For the seventh year in a row, Aryaf for food had distributed around one million meals to the pilgrims during Hajj in many places in the holy land including mount Arafat. As a common practice Aryaf food always provide and manufacture high quality ready-to-eat foods like (pastries, croissant, mamoul, cookies) in addition to water and juices which are not manufactured in Aryaf. Aryaf was also committed to food safety and quality during the packaging of meals which took place in two locations: Aryaf factory in Dammam and Jeddah city. 500,000 meals were packed in Dammam and 492,000 meals in Jeddah in addition to other individual products distributed to the pilgrims.

We have distributed these meals in different areas in the Kingdom that serve the pilgrims on their journey where we did the transportation and distribution in Mecca specifically to Mount Arafat and pedestrian road between Arafat and Muzdalifah, as well as in Medina and distribution at the Haram and Yalamlam which the meeqaat for the people of Yemen and Jizan which is nearly 100 kilometers away from Taif.

To enhance our competitive advantage, we continually strive to apply the highest quality and regulatory standards from the packing stage, transportation and till the distribution to the pilgrims. The process was monitored by Mr. Ahmad Suaba (General Manager). We have provided our services to different clients this year where some of them we have worked with them for the first time:

- Free Pilgrims meal by UAE official Hajj mission.
- Sanabel AlKhair.
- Umm AlKhair.
- Refada Bir.
- Princess Nouf bint Abdulaziz orphanage.
- Public Security.
- Saleh Al Rajhi Awqaf.
- Suliman Bin Abdulaziz Al Rajhi Charity.
- Namaa Charity Society in Makkah.
- Ministry of finance. • Hassan Abbas Sharbatly Foundation for Community Service.
- Cooperative Office for Spreading Islam Ras Tanura .



# ARYAF CHEFS



## IN ASIAN PASTRY CUP

Aryaf Chefs participated at the recent Asian Pastry Cup. the Chefs are:

- . Ayman Hamadi.
- . Zelal Adalby .
- . Ahmad Al Boushi.



*For Better Taste*



# Almajdouie Champions of Eastern Province Basketball League

Congratulations to Al Majdouie Basketball Team in winning the Championship of the Eastern Province Basketball League. The Championship match was held in Al Ettifaq Gym, Dammam 15 July 2016 against Al Hugayet Company.



## NEW APPOINTMENT

|  |  |   |   |                                  |
|--|--|---|---|----------------------------------|
| Almajdouie Logistics                                 | Almajdouie Logistics                         | Almajdouie Manufacturing                          | Almajdouie Holding                                      | Almajdouie Holding               |
|  |  |   |   |                                  |
| <b>Brent Melvin</b><br>Growth and Innovation Manager | <b>Alaa Matar</b><br>Chief Operation Officer | <b>Abdulrahman Busbait</b><br>HR Business Partner | <b>Fahad Al Asmari</b><br>Supplier Relationship Officer | <b>Faisal Almarshad</b><br>Buyer |

## CONGRATULATION

|                         |                           |                            |
|-------------------------|---------------------------|----------------------------|
| Raya Financing          | Almajdouie Holding        | Almajdouie Holding         |
|                         |                           |                            |
| <b>Mohamed Almsjari</b> | <b>Mohamed Abdulgader</b> | <b>Abdullah Almowaswas</b> |

## NEW BORN

|   |  |  |  |
|---|--|--|--|
|   |  |  |  |
| * Mohammed Albab *<br>Mohammad Sarfraz Alam<br>Aryaf Bakeries | * Cailey *<br>Edward Celebre<br>Almajdouie Logistics | * Taim *<br>Mohammad Abdul Wahab<br>Almajdouie Holding | * Cate Elisabeth *<br>Edward Celebre<br>Almajdouie Logistics |



We Know  
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