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المجدوعي  
Almajdouie



ALMAJDOUIE LOGISTICS | NEWSLETTER SPECIAL EDITION | 2016

**Logistics Service  
Provider  
of the Year KSA**

FROST & SULLIVAN



**Project  
of the Year**



## AWARD WINNING

## YEAR 2016

 SPECIAL  
EDITION



CEO  
POWERLIST  
**5TH**

**ITP  
PUBLISHING**



**SCATA**

**Materials  
Handling  
of the Year**

# In Memories



**SPECIAL  
EDITION**

**1965**

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Positive Change



## CEO MESSAGE

Dear colleagues,

I wish you and your loved ones a positive path towards success and a very happy new year 2017. May this new year bring lot of opportunities to all of us filled with happiness and love

We are delighted to welcome the new year boosted by winning a number of prestigious international awards, such as SCATA, Frost & Sullivan, as well the ranking by ITP Publication as 5th in its '50 Power List' and 4th in '20th Power List' by BNC Publishing. These achievements are a true testament of the diversity of our services and the unity of our team, which have continued to meet our short and long-term objectives.

2016 held many interesting prospects, in terms of reaching further markets and refining our value proposition. My gratitude to the dedication of every member of Almajdouie family who have made it possible to realize our dream to be among leading organizations and fine leaders in the region. We have really been gifted with a pool of brilliant people who demonstrate an ability to lead from the front. We iterate our utter commitment to continue to invest in their career and personal development to cultivate a workplace of teamwork, safe practices and productivity. They never leave any stone unturned to maintain our shared values of trust and reliability to cater diverse solutions to the logistics industry in the region.

The logistics industry will continue to confront a time of many changes and we're taking up the challenge to accept and act upon the changes. To meet our vision of being the region's most trusted partner, we will continue to foster the valued relationships we have with our clients and suppliers. To achieve the ambitions goals of Saudi Arabia Vision 2030, the national transformation program 2020 after launched by government; MLC enthusiastically supports and be part of such development plan.

We are looking forward to 2017 with a positivity attitude to unlock strategic sectors where we can increase our participation, in terms of investing in new assets and services. The nations we serve provide us immense opportunities to support the region's logistics sector and their economy. We stand firm on our commitment to meet their objectives to enhance the position of the region as gateway for trade and a crossroad between East & West. Thank you very much, again, in 2017 let's work hand in hand to achieve our goals and celebrate new year success for MLC.

With Best Wishes



**BAHEEJ BIQAWI**  
CHIEF EXECUTIVE OFFICER, LOGISTICS

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المجدوعي  
Almajdouie



# HAPPY NEW YEAR 2017

نتمنى لكم درباً مليئاً بالإيجابية والنجاح .. كل عام وأنتم بخير

**Wishing you a positive path to success and a Happy New Year**





**Brent Melvin**  
Growth & Innovation  
Manager

**As we welcome 2017, we sit with Mr. Brent Melvin, MLC Growth & Innovation Manager who gives us his view on how effective has MLC's strategy been. He also reflects on the main elements of success, such as leading the change, diversifying and developing its leaders.**

Mr. Melvin admits that the unfavorable economical conditions were a catalyst of change, which was inevitable for the business to survive. He explains, "We have been undergoing a complete reform from our organisational structure down to the operational processes." As a result, we saw these unveiled visions by GCC governments as an opportunity to unlock strategic sectors where logistics service providers can increase their participation in terms of projects or identifying new services and ideas to meet governments' objectives. For example, Saudi Arabia's 2030 vision entails engaging the private sector money in developing logistics hubs and this in its turn fits with MLC's own strategy of owning and operating strategic assets, since we have the financial resources and technical expertise. By the same token, we will continue to our own diversification plan by expanding our services to further countries in the MENA Region.

We believe that the region has been quite competitive in becoming the gateway to many products imported to the Gulf region, as each has a differentiating factor one way or the other. MLC has been providing cross border services to the various GCC countries, handling various key projects, as well as operating successful JVs with Sinotrans in Jebel Ali, with ALKazmi in Kuwait and Al Badia in Qatar. MLC has been active in supporting the cross trade between Saudi Arabia and GCC Countries long before these nations have transformed to the vibrant countries they are today. While MLC is able to utilise a pool of assets available around the GCC, we have the potential to sell across our products portfolio. In terms of investment, acquiring additional assets or operating our current extensive fleet, it is determined by the length of contracts, number of assets required and ongoing opportunities in an area. At the same time, we are strengthening our JV relationships with our respective partners as a means to leverage their services and customer base where possible to benefit both parties.

# Thought, Action & Change

## There comes the time...

In his own view, Mr. Melvin stresses that any progress or development in a company stems from the importance of its human capital and its leadership skills. In such changing times, accepting change is usually the primary challenge for many members of the organisation. Business leaders who just wait and then attempt to react to current events will not thrive for very long. He adds that change is disruptive of the 'comfort zone' - the habits of doing things the way they are used to whether right or wrong. By developing skills, a process where leaders and their employees raise one another to higher levels of morality and motivation, we will be able to create an inspiring vision of the future, motivate people to deliver the vision. Mr. Melvin iterates MLC's commitment to transform its leadership development program whereby they work with our staff to identify needed change, creating a vision to guide the change through inspiration, and executing the change in tandem with committed members of a group.





## Renewed

Renewed PetroRabigh Contract for 10 years.  
Enhanced Further Safety level.



## Awarded

Awarded a new SABIC contract- Sabtank.  
Won SCATA Material handling provider of the year.  
Best technical contractor of the year by Yansab.  
Sadara Operation Started in August 2016.  
More than 9M Safe man-hours.  
Yansab Project audited successfully by Client I.C.W External party.



## Completed

KERUI 90D onshore drilling rig to Saudi Aramco completed.  
DOOSAN heavy lift delivered in Saudi Arabia.  
MAADEN Umm Wu'al Phosphate project completed.



## Handled

331,120 FT is the total volume executed.  
1,702 files is the number of shipments handled.  
4,738 TEUS is the number of containers handled.  
Full team deployed.



## Expected

As KERUI' 3PL, the distribution centers to be extend to Oman, Kuwait & KSA.  
ESSENTRA contract of one-stop services to increase by 30% in 2017.

## Our new 2016 team, Logistics experts.



**ALAA MATTAR**  
COO



**BASIM JAZZAR**  
Customs Clearance Manager



**OUSAMA ABBA**  
GCC General Manager



**NAIF AL DEWLI**  
CRM Manager



**RUDY SADI**  
MDR General Manager



**AWAD AL SHAMMARI**  
Commercial Manager



**BASIM JAZZAR**  
Customs Clearance Manager



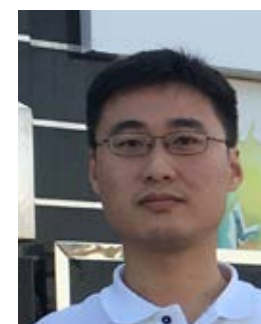
**ZERNAN SANTOS**  
Heavy Equipment Superintendent



**OSAMA AHMED**  
Terminal & Workshop Manager



**ZHANG YUENING**  
Maxxlogistics Operation Manager



**FU LIANG**  
SMME Projects Coordinator



**JOEL AZANA**  
Heavy Equipment Maintenance  
Superintendent

**We work & speak  
logistics every day.**



# 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.



Logistics Middle East Magazine has ranked 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 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, Mr. Baheej has been instrumental in driving the company's social responsibility towards training the local force and providing them job opportunities in MLC for 2-years. On this occasion, he stated, "Teamwork very much drives our growth and we thank our colleagues, clients and suppliers for their trust and commitment."



## AWARD



## ALMAJDOUIE HITS 2-IN-1 AT THE ANNUAL SCATA WINNING 2016 LOGISTICS PROJECT OF THE YEAR & MATERIAL HANDLING PROVIDER OF THE YEAR AWARDS

ON 20TH APRIL 2016, THE SUPPLY CHAIN & TRANSPORT AWARD (SCATA), HELD AT THE INTERCONTINENTAL DUBAI FESTIVAL CITY HOTEL, RECOGNISED THE OUTSTANDING LOGISTICS, AIR CARGO AND SEA FREIGHT FOR SUPPLY CHAIN AND TRANSPORT PROFESSIONALS WORKING IN THE MIDDLE EAST.

This year, smashing the SCATAs, Almajdouie wins not one, but TWO SCATA Awards. Indeed, we rejoice in being recognised for breaking through Jazan's geographical conditions and Yemen's tropical typhoon to move 34 heavy & oversized units from Jazan's Port to Jazan Economic City, 140 KM. The killer story earned the title 'Logistics Project of the Year.' The awarding body also praised MLC's continuous investment in overland transportation and in our staff. On the same token, we raised the benchmark for excellence using Oracle Transportation Management (OTM), a niche solution under the Oracle Value Chain Execution umbrella. This is in line with our mission to 'own, operate and integrate our resources reaching a wider client base with diversified services.'

Upon collecting the award for MLC, Yousif Saleh, Transportation Manager, noted, "It is remarkable to think of how Sh. Ali Almajdouie founded this enterprise with a single

truck on KSA's Eastern shores when now we are a trusted & reliable regional player, 50 years later." This achievement is particularly pleasing for MLC individuals who work tirelessly to meet our customers' expectation in the region.

Simultaneously, Almajdouie De Rijke (MDR) won 'Material Handling Provider of the Year' Award for aiding companies in the Middle East by increasing their supply chain efficiency with world-class products.

SCATA recognised MDR for leading the complete integration of a 'collaborative customers supply chain' model covering the pre-commissioning, commissioning and start-up. This model is a single operation/ inventory point throughout the end-to-end supply chain processes. In collecting the award, Taher AlBader, General Project Manager, said, "We are greatly humbled and honoured to be receiving this award on the occasion of our 10-year anniversary, as we reap the fruits of our joint venture of two logistics powerhouses in Europe (De Rijke) and the GCC (Almajdouie).

# LOGISTICS NEWS

MIDDLE  
EAST

## CEO POWERLIST 4TH

"These achievements are a testimonial of the diversity of our services & the unity of our team, which have contributed to our growth."

MLC was among the list of companies, which have demonstrated extraordinary expertise and talent in the Logistics Industry. This is the ranking of the region's most influential executives from the logistics sector, which included the industry's most prominent figureheads. The shortlisted companies play an important role in the success and growth of logistics activities throughout the Middle East.

Although the logistics industry has faced adverse challenges this year, under Mr. Baheej's leadership, this year has been rewarding with number of prestigious awards, such as SCATA, Frost & Sullivan, as well as the ranking by ITP Publication as 5th in its '50 Power list' two months ago.

Mr. Baheej expressed his gratitude to MLC's clients, suppliers and colleagues, whom he believes are the reason to make it possible to become an award-winning company.



## JV FOCUS

Almajdouie Group began forming strategic partnerships since 2009 with key industry leaders in Europe and Asia. One of its successful ventures in the region is its 2 JVs with Sinotrans Group of China in Saudi Arabia and the UAE.

On 29th August, Sinotrans Group, General Manager Jin Song and his counterparts from Saudi Arabia, Mr. Abdullah Almajdouie and Mr. Baheej Biqawi met in Beijing.



Mr. Song described the strategic reorganisation of Sinotrans Group. He said, 'Sinotrans will continue to deepen reform and institutional innovation internationally, with an open inclusive approach seeking common developments with partners.' He praised the support given by Almajdouie Group in the Middle East, hoping Almajdouie Group and China Sinotrans Limited continues to deepen cooperation, and seek long-term developments in the Middle East.

Mr. Abdullah expects to strengthen cooperation with joint-stock company in the Middle East, at the same time, meeting China's ongoing investment and development in the Middle East. Mr. Baheej, YU Jianmin, Sinotrans vice president and Shao Hongato, Sinotrans General Manager in the ME reviewed the progress made by their JVs in Dammam and Dubai.



# Partnership with Sinotrans Group





## 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 is in turn 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 Almajoudie 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.



## JV FOCUS: MDR

### ALMAJDOUIE DE RIJKE LOGISTICS



Almajdouie De Rijke Logistics (MDR) is a joint venture between Almajdouie Group of Saudi Arabia, and De Rijke Group of Netherlands, providing niche supply chain services to the petrochemical industry.

In this feature, we explore MDR services in solid, classified and non-classified products, of which some are first-to-be produced in the Kingdom. MDR covers on-site as well as off-site services, starting from silos management, operational planning, bagging, warehousing and loading. This is in addition to the value-added services, such as production line maintenance, SSHEQ management, marshalling yard, terminals and shipping.

The JV benefits from De Rijke's 70-years European experience, coupled with Almajouie Logistics' 50-years expertise in the GCC. The JV reaped the fruits of our 10-years anniversary in being commissioned for Sadara's solid and liquid chemicals.

Under a 'collaborative business model'; MDR manages Sadara's on-site logistics operations, currently handling 1.4 MTY Solids and 2.3 MTY Liquids, as part of Sadara 26 world class manufacturing plants in Jubail Industrial City II. Mr. Taher AlBader, General Project Manager, elucidated "MDR will be responsible for packing and shipping 3.5 million tons of solid and liquid chemicals annually, where all inventory control is automated utilising customised in-house operating systems."

**"The JV benefits from De Rijke's 70-years European experience, coupled with Almajouie Logistics' 50-years heritage of in being the trusted and reliable partner in the GCC. The JV reaped the fruits of our 10-years anniversary in being commissioned for Sadara's Plant"**

MDR led a 'collaborative customers supply chain' model, a single operation/ inventory point providing end-to-end supply chain visibility; outlying traditional supply chain relationships between customers and service providers, sharing the common goals of cost efficiency and high productivity. This resulted in lower logistics cost, less inventories, less obsolescence and better service. The framework allowed MDR to diversify its service, offering beyond Core Primary and Secondary Distribution.

With safety at foremost priority, our SSHEQ Dept. organises "Incident Prevention Campaigns". Senior Managements of both MDR & Sadara attended various safety meetings and briefings of full-fledged campaigns.

Recently, Almajdouie group president, Abdullah Ali Almajdouie, visited the Sadara project site in Jubail. Accompanied by MLC CEO, they were greeted by Mr. Taher AlBader and presented a 30-minute briefing by Darcis Bart, Matthew Parkinson and Amador Brinkman. Later, the team joined Sadara's president, Mr. Ziad Al-Labban, on a plant tour followed by a luncheon. Mr. Abdullah showed his deep appreciation for the outstanding performance of MDR in managing the world-class petrochemical project safely and efficiently.



## MK LOGISTICS



Almajdouie-Alkazemi Transportation Co. (MK Logistics) is a joint venture in Kuwait, established in 2010. The JV brings together two long-standing conglomerates, Almajdouie Group of Saudi Arabia and AlKazemi Group of Kuwait. Confidently, the two holding groups compliment one another yielding a more powerful force in offering project logistics for international EPC contractors.

This JV is definitely a strong contender as Almajdouie utilises its own fleet of SPMTs, to bolster its presence in the GCC and capitalise on AlKazemi's long standing in Kuwait. The JV benefits from AlKazemi's 60-year experience coupled with Almajouie Logistics 50-year heritage in being the trusted and reliable partner in the GCC. Both companies obtain profound knowledge of local regulations and operational experiences in similar business lines for long standing years. Together, we are confidently working on enhancing our presence in the region and securing maximum CFP opportunities. With the economic decline in oil producing countries and market oil price, it is a clever time to capitalise on opportunities in Kuwait oil sector.

Since both enterprises offer similar services, Alkazemi Group, born in 1953, offers diverse services include shipping, trading, contracting, engineering, hotels, a travel agency, real estate, etc. Their shipping division extended to a shipping line agency, global freight forwarding, project logistics, GCC transportation, customs clearance and in-transit cargo delivery to Iraq.

MK Logistics has already been awarded for a number of energy and infrastructure sector projects. These include US\$16 billion of new refinery, three gathering centres, desalination plant, power plant, etc. MK Logistics has already completed the Al Sabiyah Project of 250 thousand F/T during 2009-2010, which included 9 barge voyages for transportation of Over Dimensional Cargo from Shuwaikh Port to a jetty 28kms, away from project site and transported to site on SPMTs.

Currently, MK Logistics is managing the Clean Fuel Project. The JV also handled transportation of 260 ton transformer and accessories of HHI, which included jack down & placing of the transformer.



## MLC INKS A NEW JV IN QATAR

**In a ceremony held in MLC Head Office in Dammam, Mr. Abdullah Almajdouie, Group President signs a new joint venture agreement with Mr. Ali Bin Abdullatif Al Mesned, Chairman of Al Baida Group.**

Al Baida Group is one of the leading business conglomerates in the State of Qatar. Established in 1970, ISO Certified, and employing over 1,800 staff, the business has maintained its solid reputation as a trustworthy and reliable provider of services across its various divisions: transport & logistics; construction & engineering, plant hire & heavy machinery rental, and real estate.

The established JV will offer logistics services in Qatar, utilising the expertise and experience of both the partners. Both the parties will work together to develop business keeping in mind the forthcoming infrastructural developments of FIFA World Cup.

# logistics|further



**Uniting the people & logistics that move the world**



## JV Focus

Since establishing diplomatic ties in 1955, Saudi Arabia has become the 2nd largest export market for Japanese goods in the Gulf region and the first in terms of exports from the Gulf to Japan.

As the Kingdom continues to diversify its refining products portfolio, MLC was quick to capitalise on its own experience in handling of petrochemical products in the Eastern Region, as well as the expertise of its partner, Sumitomo Warehouse Co. of Japan. Rabigh Refining & Petrochemical Co.; formed by Saudi Aramco and Sumitomo Chemical in 2009, was the perfect opportunity to extend MLC capabilities to the western shores of Saudi Arabia.



Rabigh Petrochemical Logistics (RPL); a JV with Sumitomo Warehouse Co. established in 2008, has become a leading logistics service provider of integrated supply chain in the Western Region. Mr. Ryo Matsuda, RPL General Manager, explains, "we combined the technical know-how on polymer handling and transportation of Almajdouie Logistics with the rich experiences in warehousing and container terminal operations of Sumitomo Warehouse Co."

At present, the JV handles the total logistics of Petro-Rabigh domestic and international products, such as packaging, warehousing, CY handling and freight forwarding. Mr. Matsuda foresees playing a larger role in the further expansion of Petro-Rabigh, as well as the development of King Abdullah Economic City in Rabigh. With over 300,000 SQM of land, of which 13,000 SQM is dedicated to warehousing, RPL's warehouse is equipped with the latest model wire controlled man-up TSPs. This is in addition to the latest model of counter balance trucks, fork-lifts and rider pallet jacks, used for handling delicate to over-sized and overweight items.

The formation of this JV has complimented Saudi Arabia's pursuit of state-of-the-art technology and global expertise from Japan.

# PARTNERSHIP WITH SUMITOMO WAREHOUSE





## 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.

## ON SITE AROUND THE REGION

# ABU DHABI ZADCO

**MLC HAS BEEN AWARDED A LARGE SCOPE TO PROVIDE SELF PROPELLED MODULAR TRANSPORTER (SPMT) EQUIPMENT AND OPERATIONAL PERSONNEL FOR MULTIPLE ROLL-OFF OPERATIONS ON THE UPPER ZAKUM (UZ750) ISLAND SURFACE FACILITIES (EPC-2) PROJECT, ABU DHABI, UAE. THIS IS THE LATEST INLINE OF LANDMARK PROJECTS IN UZ750 FIELD, AWARDED TO PETROFAC EMIRATES BY ZAKUM DEVELOPMENT COMPANY (ZADCO).**



**NIYAZ MOHAMMED  
PROJECTS CONTRACTING MANAGER**



ZADCO is a joint venture between ADNOC, acting as the operator, ExxonMobil and Japan Oil Development Company. Upper Zakum is the second largest offshore oilfield and fourth largest oilfield in the world, located approximately 84 km offshore to the northwest of Abu Dhabi, and has an estimated 50 billion barrels of oil reserves. Our scope was to supply 120 SPMTs axles, 4 Power Pack Units (PPUs) plus skilled operators and supporting equipment for the transportation & installation of modules under the specified contract, UZ-750 Island Surface Facility Project (EPC-2).

MLC commenced with completely replaced tires, comprehensive refurbishment of axles and new PPUs added. We hired specialised service technicians from the manufacturers, SCHEUERLE, to conduct full assessment of axle lines with the necessary corrective actions, ensuring efficient handling on the island. MLC's equipment passed stringent inspections, SGS in Saudi Arabia and TUV in Abu Dhabi and were certified prior departure to work on the island. Following, we underwent

further technical joint inspections by Petrofac and Zadco officials. We also assigned skilled operators for this project, with all being trained in specialised HSE/Optima. We provided a mobile workshop, equipment with highly advanced systems for spare parts racking and maintenance coverage. "We have mobilised all resources in a timely manner with the support of our clients," said Mohamed Liaquath, Heavy Lift Fleet Superintendent, who supervised the mobilisation.

We are thrilled to have been awarded this complex and to have executed heavy loads on an offshore island one of importance to ADNOC. On this occasion, Mr. Niyaz Mohammed, Projects Contracting Manager, praised, "we continue to diversify our service offerings within the projects logistics sector." He added, we demonstrate our ability to provide complex heavy lift solutions in the region and across diverse industries, proving our 'solution-specific logistics' approach to each sector, in this case O&G.



# SAUDI ARABIA CTCI



SABIC AWARDED THE COMPLETE PACKAGE FOR METHYL METHACRYLATE (PMMA) PLANT IN JUBAIL, SAUDI ARABIA, TO CTCI FOR CONSTRUCTING THE BIGGEST OF ITS KIND IN THE WORLD. IT BEARS ANNUAL CAPACITY OF 250,000 TON OF METHYL METHACRYLATE (MMA) AND 40,000 TON OF POLY METHYL METHACRYLATE (PMMA).

Mr. Abdul Haseeb, project in charge with ample experience handling such critical & heavylift cargo, managed the execution with success. MLC's heavylift team supported meetings with CTCI & SAMAC team. We also managed completing joint site surveys prior finalisation. In planning, all related permits from respective authorities, such as the Royal Commission, Ministry of Transport were obtained, prior to arrival of units to Jubail Industrial Port for effective execution. The first batch of shipment arrived to Jubail Industrial Port on 21st December 2015 comprising 11 heavy units, followed by the arrival of the second batch of 8 units on 14th February 2016; totalling 19 units delivered safely to site, as per requested dates from the site.

Project Management Office (PMO), in coordination with operation teams, allocated necessary resources coupled with a team of experts accomplishing the critical abnormal cargo. CTCI praised the dedication afforded by our team in meeting deadlines and fulfilling the scope in a safe and professional manner. The management appreciated the team members' endeavours and honoured Abdul Haseeb for the overall success of the project execution. With such performance merits, there is a great chance for MLC to be granted CTCI upcoming Saudi Kayan extension project, expected to commence in the third quarter of 2016.



## ON SITE

IN COLLABORATION WITH MAXXLOGISTICS (DUBAI JV)

## FREIGHT FORWARDING AROUND THE WORLD

We devise solutions for moving consignments on a priority basis and save cost in the process. Our freight forwarding personnel visits the location and discuss loading plans and schedules based on carrier / port cut off, as well as arranges documentation and port stevedoring and land transport.

### KERUI | CHINA



### DOOR TO PORT



### MULTIMODE TRANSPORT



### CJ | KOREA



### DOOR TO DOOR



### DUBAI TO KUWAIT



### XGMA | UAE



### DOOR TO PORT



### DUBAI TO SAUDI ARABIA







# SUCCESSFUL DELIVERY IN KUWAIT

Deisopentanizer Column  
(V-137-103)

83m (L) x 8.62m (W) x 9.87m (H)  
Weight: 536 tons

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



## Solution-driven Projects Logistics

Almajdouie Logistics Co. (MLC) is dedicated to solution-driven logistics & supply chain services in the Middle East, catering to each industry we serve.

With a footprint across the region, MLC continues its legacy as the 'trusted and reliable' partner in the ME Region. We serve the projects logistics market with heavy lift, freight forwarding and customs clearance services, capitalising on our 50-years of experience to EPCs operating in the Middle East.



# On Site SMME

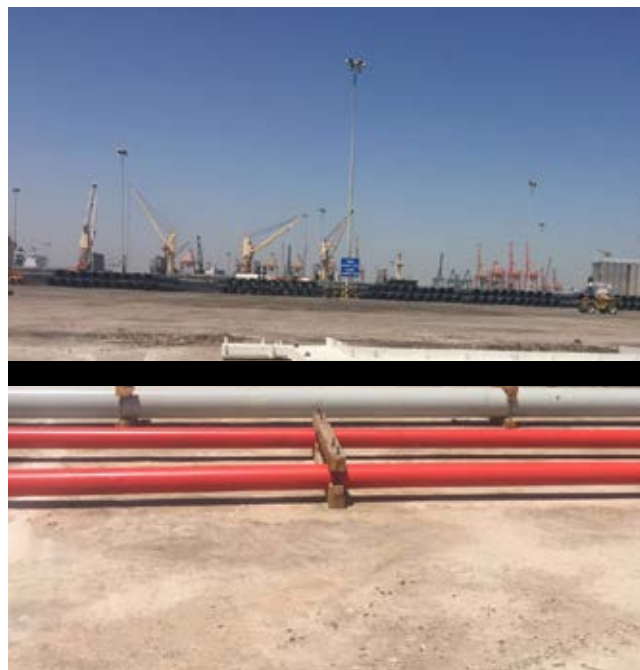
## moves the largest Saudi Aramco onshore drilling rig

**Sinotrans Almajdouie Middle East Company (SMME) completed KERUI Group's 90-D Drilling Rig project on 28th May 2016.**

The 90-D Drilling Rig, which is the largest sole onshore drilling rig in the world had 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 overweight unit delivered by chartered aircraft. The 3-months 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 Hongtao, 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.





# On Site MD90



## Moving Aircraft by Road

**On 17th November 2016, Almajdouie Logistics Company (MLC) planned, executed and managed the complex move of a retired MD90 aircraft from Jeddah International Airport to Riyadh.**

In collaboration with the Saudi Arabia Airlines, MLC technicians and engineers; specialising in the field of heavy transport, designed the transportation plan for its final destination at the Saudi Special Forces Training Centre, Riyadh.

To prepare for the journey estimated to take 8-10 days, MLC conducted a series of road tests before preselecting a route that would take the twin-engine, short- to medium-range, commercial jet airliner, along approximately 1200 km of roads over 5 days safely. The challenging move had to overcome the height limitation of the aircraft when placed on the trailers (exceeding 5.5M). In addition, the cargo had other obstacles, such as the sphere shape and the location of the tyres, making it difficult to leash to the trailers. Mr. Mohamed Ashfaq, Heavy Lift Manager in the Eastern Region explained, "We had to redesign the trailer by removing the beams and fabricating a special saddle, to reduce the overall height to less than 5.5M to meet the bridge maximum clearance."

The successful move of the 43M long aircraft weighing 40 tonnes was another fine example of the ingenuity of our team and the collective contribution we avail to our clients.





# Kuwait Latest Oversize Cargo Project

**On 22nd October 2016, the latest land transportation of oversize/overweight cargo with a gross weight of 937 MT arrived at Shuaiba Port, Kuwait from Thailand via Vessel MV Amoenitas. Moving such a huge cargo from point A to point B is no easy task, especially when the shipments were transported through multiple challenges that included not only the technical and professional planning, but also involved several route modifications and government approvals.**

MLC is recognised as a leader in the heavy lift transport industry and is renowned for the use of engineering capabilities and expertise in providing safe and economical solutions to EPC contractors. Execution of land transportation of oversize, overweight cargo required a proper planning and due consideration to the specialised hauling equipment used for such transportation.

One of OS/OD movement was experienced for the following units, arrived for KNPC Clean Fuels Project (CFP): RADIANT BOX RB-1 (1376.925 CBM), RADIANT BOX RB-2 (1377.595 CBM), CONVECTION MODULE CV1-2 ~ CV1-6 (706.420 CBM), RADIANT MODULE RM-01 (1513.000 CBM) and CONVECTION MODULE CM-01 (598.133 CBM). Out of these 5 units, 3 Radiant Modules with a maximum height of 17 metres and 265 MT weight were moved from Berth No.12 of Shuaiba Port to KNPC Green Field on 25th October 2016 and two Convection Modules were transported to laydown on the day before.



## 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**



# IN INNOVATION



**MOHAMED MAHMOOD**  
MLC FREIGHT MANAGER (JEDDAH)

**"Almajdouie Spark Programme cultivates a broad innovation system within training, management and recognition."**

**TO MAINTAIN SUCCESS IN THE MARKET, WE NEED TO UTILISE OUR WORKFORCE AS EFFECTIVELY AS POSSIBLE. BY STIMULATING AND, FORTH, IMPLEMENTING EMPLOYEES' IDEAS, IDEA-MANAGEMENT IN TURN ENCOURAGES EMPLOYEES TO CONTRIBUTE BEYOND THEIR JOB SCOPE. THE RESULTS NOT ONLY BENEFIT THE ORGANISATION, BUT ALSO ADD EMPLOYEE SATISFACTION.**

Ideas are generated under Almajdouie Spark Programme cultivates a broad innovation system within training, management and recognition. In this edition, we praise 2 recent innovations in MLC by shedding lights on their tremendous efforts to improve our operations.

## REDEFINING CHARTER PARTY AGREEMENT

Under management support and advise, Almajdouie Jeddah Freight Manager, Mohamed Mahmood, innovated Fix Deposits Amounts- Almajdouie Guarantee Letters, and successfully negotiated shipping lines to adopt the idea, instead of payments as container deposits in order to support cash flow. During 2012, cash was wedged due to huge quantities of import containers. Seeing these adverse impacts, the management decided to negotiate with shipping Lines for No Container Deposit (NCD) terms to avoid this dilemma.

Mr. Mahmood, autonomously worked on this assignment with his team over the years and was able to achieve NCD from large number of shipping lines operating to Jeddah, against Guarantee Letters. This was not easily realised, as we endured challenges fulfilling shipping lines' requirements whilst guaranteeing to sustain a control system to avoid any mishap; which could lead to the termination of contracts with the support of relevant SBUs.

In June 2014, in implementing the forementioned, there was an evident reduction of wedged cash. These results not only directly impacted and supported cash flow, but also managed to reduce CC lead times by 3-4 days, facilitate our operations and avoid container deposit refund processes and follow ups.

"This is a good example of a successful team working under a supportive leadership. I believe the entire Almajdouie group step ahead from other companies in valuing and believing in their staff," stated Mohamed.

# IN INNOVATION

## EMPTY CONTAINERS FIND REFUGE

**IBRAHIM RABIA AL-SAYED, FLEET MANAGER, REDESIGNED OPERATIONS TO DELIVER EMPTY CONTAINERS FROM DAMMAM DIRECTLY TO PLF JUBAIL, WITHOUT EACH CONTAINER HAVING TO PASS THROUGH JUBAIL TERMINAL, SERVING A CHOKING POINT IN OPERATIONS.**

Concerned with the department providing comprehensive fleet backing management programmes to support clients, Mr. Al-Sayed explains the need to re-design our operations workflow, filter basic requirements, eliminate choking points and cut costs, improving productivity to its peak. Essentially, Mr. Al-Sayed's innovative idea streamlined operations making it seemingly simple, yet very effective and efficient.

Behind the scenes were numerous hurdles to be dealt with. Implementation underwent evaluations from different stakeholders, change in structures and expectations, failing to build support for replication and ultimately resistance to change. Though, management studies repeatedly indicated that employees engagement, loyalty and productivity directly correspond with recognition and standing significance.

Often non-management levels employees are not consulted, despite their direct point of contact with clients and integral operations. Therefore, Mr. Al-Sayed reformed this course, encouraging regular invites of front line employees, drivers and those involved in fleet operations to share their biggest gripe on processes and attending to their suggestions for improvements. Not forgetting, contributions must be rewarded with public acknowledgements and incentives. These processes also stand to reduce employee turnover costs.

The idea also introduced new product lines, which in turn yields more revenue for MLC. There is an evident increase in customer satisfaction, seen through employees' endeavours in identifying ways to improve services. In addition to rise in employees' work morale and job satisfaction, as they feel a sense of purpose in positively influencing the overall direction of the Company. Mr. Al-Sayed praised the Spark Programme for its sense of ownership and increase in engagement, enabling employees to play a more active role in steering the future of their organisation.



**IBRAHIM RABIA AL-SAYED**  
FLEET MANAGER

**"Spark Programme gives employees a sense of ownership enabling employees to play a more active role in steering the future of their organisation"**



# IN EDUCATION

## EDUCATING THE NEXT GENERATION OF LOGISTICIANS

50 years of pioneering the logistics sector in the Middle East, Almajdouie established a specialised training institute in 2010, namely, Middle East Logistics Institute (MELI). The first of its kind in KSA, MELI envisions building globally competitive logistics and SCM capacities for Middle East's business community. In this feature, we share with our readers some of MELI's current activities with a view of the benefits MELI courses offer its clients and the community.



Al-Marai Transport Managers  
Certified Course



MELI Trains 53 NATO officers



NAQEL Express Team  
ADR International Program

## MELI IN BRIEF

MELI courses are affiliated with Michigan State University and accredited by The Chartered Institute of Logistics and Transport (CILT), Institute of Supply Chain Management (IoSCM) and International Road Transport Union (IRU). MELI also regularly conjoins local expertise in the field of logistics. Most recently, we cooperated with the Chamber of Commerce in Dammam establishing awareness sessions, projects and training courses.

For more information, visit <http://www.meli.edu.sa>

"The first of its kind in the Kingdom, MELI has a fundamental impact and educational focus to develop young professionals, practitioners, managers and executives of the logistics and supply chain management sectors in the region"

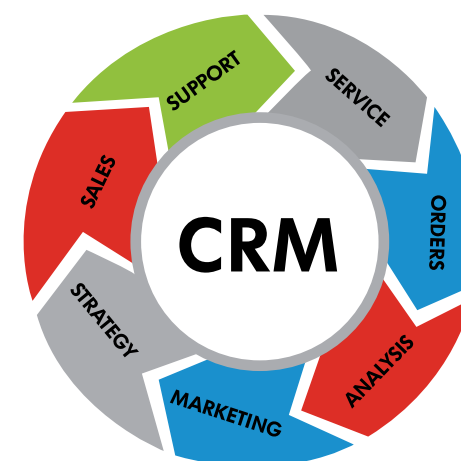
## CRM



Naif A. Al Dewli  
CRM Manager

**MLC's vision is to be the customer's first choice for integrated logistics solutions. We believe that one of the most important ways to reach that vision and increase the loyalty of our precious customers is through their satisfaction and trust, and this is the essence of CRM.**

CRM is a customer relationship management solution that provides the tools and capabilities needed to create and easily maintain a clear picture of dealing with our customers, from first contact to purchase and post-sales. With modules for sales, marketing, and customer service, our CRM system delivers a fast, flexible, and affordable solution that drives consistent, measurable improvements in every business process, enabling closer relationships with customers and helping to achieve new levels of profitability.



MLC believes that consistency and effectiveness of CRM across all channels and functions within an organisation is a key competitive differentiator and success factor for any evolving business. As result, we established and implemented key information sets to identify our customer appropriately. We created a consistent set of data to describe our customers' activities. We established a consistent process in gathering, processing and storing data. MLC then re-engineered the information to reflect available normalised data.

MLC makes sure that our customer data is reliable and up to date and everyone who interacts with customers knows the history. Our employees have to understand where customers are in the purchase process/cycle. By applying CRM the costs are reduced for our clients, which results in increasing our clients' satisfaction. CRM is a big chance for our company to grow number of customers and services. It increases access to a source of market and competitors' information. It highlights poor operational processes and helps in long-term profitability and sustainability.

CRM has become an ingrained concept in today's modern enterprises. With every passing year, we witness new modes of CRM, such as cloud CRM, mobile CRM, social CRM. However, the essential purpose of CRM is to maximise organisational effectiveness and efficiency in servicing and benefiting customers' need. MLC's CRM practices will help the company and clients interact and understand each others' roles and responsibilities for a better service and increase customers' retention.





## IN FOCUS

DEDICATED TRANSPORT

# DELIGHTING THE FMCG MARKET WITH VALUE

**SINCE 1994, MLC HAS BEEN OFFERING A WIDE RANGE OF SERVICES TO CLIENTS IN THE RETAIL SECTOR BY FULLY HANDLING VARIOUS PRODUCTS UNTIL THEY REACH TO THE END USER. MLC'S PORTOFOLIO COVERS FAST-MOVING CONSUMER GOODS (FMCG), SUCH AS WATER, DAIRY PRODUCTS, PAINTS, APPAREL, BAKERY, FROZEN FOOD, IN ADDITION TO OIL LUBRICANTS AND HYGIENIC PRODUCTS. IN THIS FEATURE, WE REVIEW MLC'S DEDICATED TRANSPORT BUSINESS WHERE TRANSPORT RATES ARE FIXED PER TRUCK/TRAILER ON MONTHLY BASIS.**

With the purchasing power in the GCC remaining high compared to the rest of the world, MLC has been an expert in handling the logistics & distribution of major international and regional retailers. MLC's significant role is to give optimum supply chain and logistic solutions, ensuring the margins for our clients. FMCG & Non-FMCG companies are generally concerned with the quality of the service. We devise the right supply chain solution that is efficient and cost-effective. For example, we have currently designed a solution to one of our major clients, that will cut the logistics cost by 20% and increase client's capacity.

Close coordination and follow-ups are two main factors in this business, for this purpose we station our team at the clients sites to eliminate the gap in the supply chain. Our main objectives are to load the order on time and then deliver it on time too. Mr Faisal Nadeem, CLS National Operation Manager, explains, "Our team keeps updating our clients with the truck availability one day in advance. Our specialised team and experienced drivers are in coordination with each other

through different modes of communication, from the point of loading until delivery takes place.

Furthermore, MLC maintains its own fleet in good condition in its fleet centres around the Kingdom. In return, we are able to measure that all orders are timely delivered with minimum downtime of our fleet. Mr Nadeem explains, "We do not only manage truck utilisation, we continue to ENHANCE it; one of the major KPIs of our business is defining selected routes with the Transit Hours to set the monthly targeted trips and measure it accordingly." Equally important is Turn Around Time (TAT), as it helps us to monitor the idling hours at different loading and unloading stations. Other factors include, Zoning classification of the dedicated route, so our drivers are aware with the routes and delivery locations.

He concludes by explaining MLC's philosophy, "We do not rent a truck, by having contract we are more of a strategic business partner, the same message is passed to clients to prove our expertise and gain their confidence."



**FAISAL NADEEM**  
CLS NATIONAL OPERATION MANAGER



## IN FREIGHT FORWARDING



**SINCE 1982, ALMAJDOUIE PROVIDES FREIGHT FORWARDING SERVICES TO MEET IMPORT & EXPORT DEMAND OF AIR AND SEA CARGO FOR LOCAL AND INTERNATIONAL CLIENTS. WITH NETWORKING PARTNERS WORLDWIDE, MLC SERVES AS 3PL AND 4PL SERVICE PROVIDER, MEETING END-TO-END LOGISTICS AND SUPPLY CHAIN REQUIREMENTS.**

We offer in-house customs clearance with over 134 staff working at seaports, airports, cross-borders. Our services include IMP & EXP (Translation, Delivery Order Collecting, Encoding & Operations) for all international freight forwarding and sales & operation. Enterprises Resource Planning (ERP) will soon GO LIVE to allow integration of other Service Business Units (SBUs), to manage many back office functions and help customers to integrate, when using the same platform and track shipment status on line.

### Offices

Dammam  
King Fahad Causeway (Bahrain)  
Jubail  
Ras Al-Khair  
Riyadh  
Jeddah  
Jizan  
Yanbu

### Freight Forwarding Services

Custom Clearance - Import and Export  
Shipments (Air, Sea & Border)  
FCL/LCL Consolidation  
Preparation of Duty Exemption Applications (DEL) on behalf of clients  
Reclaims/Refund of Custom Duty paid on deposit basis  
Consultation on documentations & Customs Procedures  
Applying all kind of permits (Chemical & CITC)  
Door-to-Door Service  
Multimodal Transport  
Project Logistics  
Crating & Packing  
Warehousing & Terminal Services  
Transportation (Local & cross-border GCC/Middle East)  
Dedicated Trucks (Flat Bed, Side Curtain)



# In Focus

## Terminal & Warehousing

MLC terminal & warehousing extends to distribution, import and export related freight forwarding services, value-added activities, inland and cross-border transportation. We handle a shear volume of 20,000 to 25,000 TEU of container movements a month, amounting to half a million TEUs movement in MLC Terminals per year. Also, to support the growing petrochemical industry, we made investments in new terminals in Ras Alkhair, Jazan and Rabigh. These developments will support the new Ras Alkahir Industrail City, Jazan Economic City Project and utilities projects in Rabigh and Yanbu.



We strategically located our terminals near major seaports, allowing us to support our clients more efficiently and reducing the transportation cost. We own and operate terminal and warehousing facilities spreading over an area of 2 million square meters (covered and open yard terminals) in the region. Our joint ventures are also operating terminal and warehousing facilities in Jebel Ali, Jubail & Rabigh. In addition, we are operating and managing very large warehouses of our clients, with several warehouses exceeding the capacity of 70,000 square meters.

Manufacturers and distributors across various industries can rely on our capabilities of supporting industrial products (chemical & petrochemical), FMCGs, food items, white goods, electronic and electrical items, health and body care products, automotive parts, household, sanitary items, computers, printers and related parts, furniture and household items.

For Sadara, MDR will be responsible for packing and shipping 3.5 million ton of solid and liquid chemicals per year where all inventory control is automated utilising our in-house operating system packaging, Centre Operation Management (COM), removing the need for manual inventory control.



JEBEL ALI	DAMMAM	JUBAIL	RABIGH
<p>With storage capacity of 23,000 m³, Our JV, Maxxlogistics specialises in warehousing, including ambient storage and temperature controlled storage.</p> <p>The warehouse is equipped with the latest model wire controlled man-up TSPs. This is in addition to the latest model of counter balance trucks, fork lifts and rider pallet jacks, used for handling delicate to over sized and overweight items.</p>	<p>Our terminal offers services such storage, export, product handling from packaging, stuffing to de-stuffing, consolidation, de-consolidation for import and export shipments.</p> <p>We are capable of meeting short and long-term storage requirements, which include dry, temperature controlled, chilled and frozen, etc. Our terminals offer tailor-made services to the petrochemical industry in the Kingdom with state of the art equipment such as reach stackers and rolling equipment for product handling.</p>	<p>Jubail Terminal is considered the second largest container terminal facility in the Middle East, with 500,000 SQM.</p> <p>It is fully equipped with handling equipment and full facilities.</p> <p>We provide total logistics of petrochemical manufactures of solid &amp; liquid from pre-commissioning and commissioning to storage.</p>	<p>300,000 SQM land with 13,000 dedicated to warehousing.</p> <p>It is equipped with the latest model wire controlled man-up TSPs. This is in addition to the latest model of counter balance trucks, fork lifts and rider pallet jacks, used for handling delicate to over-sized and overweight items.</p> <p>We handle the total logistics of Petro-Rabigh domestic and international products ,such packaging, warehousing, CY handling and freight forwarding.</p>



# IN RAMADAN

## A TIME OF THOUGHT, ACTION AND CHANGE

At present, nearly 1.6 billion people on earth are counted among the Islamic faith. Fasting in Ramadan is a unique annual event shared by a large percentage of Muslims in what is undoubtedly one of the most profound global spiritual experiences in the world. In this feature, we capture the holy month's spirit in the eyes of MLC's employees and the impact it makes on their personal and career life.

How are these values helping MLC staffs on their job? Ramadan institutes a great spirit of cooperation between team members, as well as clients as MLC hosts various iftar gatherings. In light of the month developing qualities of empathy and compassion, MLC employees as a whole embrace and accommodate each other needs.

At the core of Ramadan spirit is the practice of restraint and self-discipline and usually it teaches us the essence of time and how every second can be spent in achieving our goals. On the same token, the flexible working hours in Ramadan provide us the opportunity to revisit our relationship with our family bringing us back to the balance, which we lack in our daily routine throughout the whole year.

## REALISING THE VALUE OF THE HOLY MONTH

"THE IFTARS WE ORGANISE SERVE AS A PLATFORM TO BIND US WITH OUR STAKEHOLDERS AND FOSTER DEEPER RELATIONSHIP, EXPRESSING OUR GRATITUDE FOR THEIR CONTINUED DEDICATION AND SUPPORT"

**BAHEEJ BIQAWI**  
CEO



Various iftar gatherings in Dammam, Jubail, Riyadh, Jeddah and Yanbu



## SAUDI ARABIA'S 86TH NATIONAL DAY CELEBRATING GLORY & PROSPERITY

The Saudi National Day is celebrated on 23rd September when its late founder King Abdulaziz Al-Saud united the country on this date in 1932 and declared the country a Kingdom. This year is particularly an interesting celebration, as it coincides with the launch of the 2030 vision. It is a new chapter of economical growth in Saudi Arabia under the leadership of king Salman, whose plan will radically transform the Kingdom's economy, ending its dependence on oil and placing greater emphasis on diversifying the economy.



"2030 VISION PROVIDES US IMMENSE OPPORTUNITIES TO CONTINUE OUR LEGACY AS A PIONEERING BUSINESS AND FURTHER CONTRIBUTE TO THE NEWLY SHAPED ECONOMY BOTH AT HOME AND REGIONALLY."

**BAHEEJ BIQAWI**  
CEO

On this occasion, Almajdouie iterates its commitment to the Kingdom's leadership and economical growth. The 52-years business has been a pioneer of the logistics industry contributing to its major developments in O&G, petrochemical, power & utility and infrastructure projects. Since its establishment as a land transport company in 1965, it had diversified into logistics and supply chain services both at home and regionally, growing to over 2,200 trucks, 1,800 heavy equipment and more than 2M sqm of terminals.

MLC continues to invest in owning and operating strategic assets that fits with the 2030 vision of engaging the private sector money to developing Saudi Arabia as a prominent trade and logistics hub in the world. Mr. Baheej Biqawi, CEO expressed his enthusiasm about the Kingdom's promising future by saying "We are in a new era of close cooperation between the private and public sectors and further engagement by the private sector to fulfil the Kingdom's vision by 2030."

Today Almajdouie Group operates all over the Kingdom as well as in the Middle East, North America, Europe, the Far East and Africa, employing a total of more than 6,000 people. The key factor to the group's success is translating its entrepreneurship spirit to a modern day enterprise.

Almajdouie Head Office donned the colour of green, demonstrating the love and loyalty of its employees to the leadership of our beloved country in the spirit of National Day.



## 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 Shriea, 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.



## 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.

## FURTHER INFORMED



**"During the workshop, Mr. Baheej Biqawi, CEO Almajdouie Logistics, voiced engineers' successes, heed and significance to our society and environment. He asserted that their prominent transformations and system creations facilitate and augment modern life, as we know it"**

## WORKSHOP UNDERSTANDING LOGISTICS & SCM

**JORDAN ENGINEERS ASSOCIATION IN THE KINGDOM'S EASTERN REGION (JEAFAST) ORGANIZED A WORKSHOP ON THE 21ST MARCH 2016 IN KHOBAR, HIGHLIGHTING THE IMPORTANCE OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT.**

The workshop saw the attendance of over a hundred engineers from different companies.

Sponsored by Almajdouie Logistics (MLC), the Middle East Logistics Institute (MELI) presented interactive sessions and delivered an exposition covering the importance of supply chain & logistics engineering professionals. The first of its kind in the Kingdom, MELI has a fundamental impact and educational focus to develop young professionals, practitioners, managers and executives of the logistics and supply chain management sectors in the region.

Engineer Abdul Karim Al-Jabali, president of JEAFAST, initiated the welcoming speech, and in turn praised MLC for their perpetual participation and support in Supply Chain Management and Logistics educational initiatives. As a token of appreciation and honour to MLC's educational advancements and endeavours, JEAFAST also presented MLC with a memorial plaque.

During the workshop, Mr. Baheej Biqawi, CEO Almajdouie Logistics, voiced engineers' successes, heed and significance to our society and environment. He asserted that their prominent transformations and system creations facilitate and augment modern life, as we know it.

JEAFAST is a prominent board that offers quality services and networking platforms, from scientific and social events, union activities to diverse amenities for the Eastern Province's engineers and their families. They take heed to make use of beneficial drives through supporting and fostering colleagues and surrounding circumstances to deliver interests in line with their professional missions.



# FURTHER INFORMED



## PROJECT UPDATE KUWAIT CLEAN FUEL

ON 26TH MARCH 2016, MLC SUCCESSFULLY DELIVERED A COLD HIGH PRESSURE SEPARATOR OF 11.6X6.3X5.1 AND WEIGHING 202MT FROM SHUAIBAH PORT, KUWAIT TO GREEN FIELD, PROJECT SITE.

Fortunately, Kuwait customs granted pre-clearance of heavy units, which allowed us to receive cargo from the ship & pull out directly from the port to the job site or to reline in case of limited units.

Almajdouie is pleased to broadcast our latest offices launched in Japan and Korea.

These offices aim at bridging the gap between EPC contractors from Japan operatin in the GCC. This will serve the growing logistics needs, as the director in office, Mr. Hiroyoshi Takahashi, puts it, "these strategic openings take off on Almajdouie's 50 years experience in project logistics serving large segments of EPCs from Asia, such as Japan, Korea, Taiwan and China."



### Strengthening Almajdouie-Alkazemi Transportation Co. (MK Logistics) partnership with a new brand identity.

We are proud to announce the launch of MK Logistics logo as part of the ongoing evolution of the partnership.

Almajdouie-Alkazemi Transportation Co. (MK Logistics) is a joint venture in Kuwait, established in 2010. The JV brings together two long-standing conglomerates, Almajdouie Group of Saudi Arabia and Alkazemi Group of Kuwait. Confidently, the two holding groups compliment one another yielding a more powerful force in offering project logistics to international EPC contractors. As Our business has grown and evolved over the last 7 years, we felt it was time for a change. We have launched our logo to reflect who we are today and to symbolise our dynamic growth.

MLC secured a freight services agreement with Saudi International Petrochemical Company (Sipchem).

MLC will be providing customs clearance, land transport, duty exemption of all consignments arriving at King Fahd International Airport in Dammam and delivered to Sipchem's site in Jubail Industrial City. At the same time, MLC is providing import customs clearance of Sipchem's consignments arriving at King Fahad Industrial Port in Jubail.

Sipchem is a Saudi joint stock company employing more than 1,100 people from all around the world.



From left to right: Ibrahim Al Saba, Majed Al Ghamdi, Ahmed Al Thukair and Yasser Makki.

MLC offers in-house customs clearance with over 134 staff working at seaports, airports and cross-borders. Our services include IMP & EXP (Translation, Delivery Order Collecting, Encoding & Operations) for all international freight forwarding and sales and operation. Enterprises Resource Planning (ERP) will soon GO LIVE to allow integration of other Service Business Units (SBUs), to manage many back office functions and help customers to integrate, when using the same platform and track shipment status on line.



From left to right: Nassir Al-Fnais, Farhan Faiyaz, Altaf Khan, Sherif Bakr and Nabil Alnahwi.





# Further Informed

## RPL Annual Day



On 27th July 2016, MLC celebrated its' 9th RPL annual day in Rabigh, Saudi Arabia. MLC hosted an evening gala which was embraced by the Group's Chairman, President, higher management and all employees.

RPL's annual day was held by MLC's CEO, Mr. Baheej Biqawi, to rejoice with MLC's JV, Rabigh Petrochemical Logistics (RPL). The day took off with a welcome note by Mr. Baheej where he shared the RPL's vision, mission and the services that RPL renders. He shared RPL's achievements in 2016, in which he highlighted how RPL was capable to grow in numbers and accomplish its target, to emerge as one of the preferred vendors for logistics in the Middle East. RPL achieved a milestone where we are acknowledged for the quality of the services we have delivered in the last years.



So what is RPL? Rabigh Petrochemical Logistics was established in 2008 with a head office in Rabigh, Saudi Arabia. It is a joint venture between Almajdouie Group and Sumitomo Warehousing Company (Japan) that handles the logistics of petrochemical companies, especially to Japanese joint ventures in the Middle East. RPL's activities cover total logistics of Petro-Rabigh domestic and international products, such as packaging, warehousing, CY handling and freight forwarding.

During the annual day, Mr. Baheej praised RPL for being able to overcome challenges and acknowledged the support and contribution of RPL's employees and management, such as Mr. Ono and Mr. Iwazawa. He added that they expect the same support with the present management. The annual day celebration is the best day to show how we are thankful to our employees and their achievements. He emphasised that without the support of RPL' employees, the success of the company would not have been possible and congratulated them for winning new contracts.



## 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.



## ANNUAL DAY

On 15th May 2016, Almajdouie Group hosted an evening gala, attended by the Group's chairman, president, higher management and all employees. This year, MLC's 'Logistics Service Centre' won 'Best Business Unit'. Mr. Ahmed Wahed Al Issa, General Manager received the trophy.



So what is an annual day? It is a special day set to show that we are thankful to our employees for everything they do to keep our company growing in the right direction. It is a reminder of the impact our employees have on the workplace and personally. We know that employees should be celebrated EVERY day but having a day carved out to honour those who make us who we are, is just icing on the cake.

On this day, Almajdouie hosts all employees from all over the Kingdom and GCC branches to celebrate them and their efforts. Cultural activities and prize distribution were organised as part of the celebrations.



# Further Informed Strategic Management Workshop



On 2-7 August 2016, MLC conducted a four-day strategic management workshop under the name of "MLC 2020" at Carlton Al Moaibed Hotel, Al khobar, Saudi Arabia. Headed by Mr. Baheej Biqawi, CEO, MLC executives and as well as invitees from the Shared Services Units of Almajdouie Group attended strategic management workshop.

The strategic workshop puts emphasis on MLC's innovation and growth. It started with an opening message from Mr. Baheej followed by presentations on various logistics related topics by Mr. Alaa Mattar (COO), Mr. Sami Al Zaben (GM-LTW), Mr. Zahoor Ahmed (DGM-LFP), Mr. Yousef Saleh (GM-LTR), Mr. Liyo Cefre (AGM-LHL) and Mr. Brent Melvin (Growth and Innovation Manager). Questions and answers sessions were conducted after all the presentations that gave the attendees the opportunity to brainstorm related issues and queries. Mr. Ghassan Tomeh, MLC Strategy Manager led the actual strategy management planning process.

On its journey for innovation and progress, MLC found that strategic management is an important factor to distinguish itself from other competitors, as one of the leading companies in the region. Strategic management involves the formulation and implementation of the major goals and initiatives taken by the company's top management based on consideration of resources and an assessment of the internal and external environments in which the organisation competes.

MLC believes that by adopting strategic management, it will help implementing new vision, missions and out-of-the-box thinking in the process of innovation. Moreover, Strategic management helps MLC to increase its employees satisfaction and motivation as well as undertaking fast and better decisions. It is a framework to develop a clear path of anticipating future challenges and opportunities for our employees. The four-day workshop was a chance for all attendees to exchange views, opinions, ideas and suggestions that helped MLC come up with its goals and objectives for 2017-2020.



## #Drivesafe Driving Campaign

Almajdouie Logistics SHEQ Management launched a driving awareness week on 13th November 2016 in Jeddah and Yanbu.

Mr. Osama Abu Shrieiha, Quality Superintendent and Mr. Omar Alshehri, Safety Superintendent had arranged four training sessions targeting MLC's staff, drivers and third party operators. The main goal of '#Drivesafe campaign' is to promote safe driving and its importance in reducing and preventing road accidents.

In addition, on 16th November 2016, SHEQ Management arranged with the support of our client Hempel in Jeddah a training for all MLC's staff and drivers working inside Hempel warehouse. Mr. Ahmed Tami, Hempel's Warehouse Supervisor, appreciated our efforts to develop this awareness and added, "Such events able us to reach the vision of 'Zero Accident'". Moreover, the safety week is part of a larger nationwide campaign up to the end of this year.

The training covered the following:  
Reasons for practicing good standards of health & safety  
Factors influencing the level of safety in transportation  
Common types of Truck Accidents  
Accidents costs  
Accidents causes  
Accidents prevention



## De Rijke Visit

In a three-day trip, a delegation from De Rijke Group of Netherlands visited MLC on 1-3 November 2016.

Almajdouie De Rijke Logistics (MDR) is a joint venture between Almajdouie Group and De Rijke Group providing niche supply chain services to the petrochemical industry. Mr. Leen De Rijke, CEO and Mr. Jeroen De Rijke were welcomed by Mr. Abdullah Almajdouie, Mr. Baheej Biqawi and several higher management. At the head office, the partners discussed fostering the partnership and the prospective growth of MDR.

In their journey, Mr. Leen and Mr. Jeroen accompanied by Mr. Taher Al Bader, acting GM visited Sadara project site in Jubail and Yansab in Yanbu. Other key management from MDR joined the tour of both sites, such as, Mr. Darcis Bart, Mr. Matthew Parkinson and Mr. Amador Brinkman.

Mr. Leen and Mr. Jeroen were delighted with the feedback MDR's clients gave back. This visit had a positive impact on MDR's team as it motivated them to increase the productivity and achieve growth for the company. Mr. Leen had to encourage his team to work hard in order to be capable of facing the economic challenges, which the region faces daily.



# FURTHER INFORMED

## THINK TANK WORKSHOP



**LOGISTICS CEO CONDUCTED A UNIQUE AND INTERACTIVE LIVE PLATFORM FOR ALL MLC MEMBERS AT THE HOLIDAY INN, ALKHOBAR. WE CAME TOGETHER TO DISCOVER THE BLUE-SKY THINKING, GAIN NEW INSIGHTS, SOURCE THE LATEST LOGISTICS SOLUTIONS FOR OUR CLIENTS, DETERMINE CHALLENGES, DEFINE BEST PRACTICE AND FINALLY, PRODUCE INNOVATIVE BENCHMARKS FOR THE COMING YEARS.**

The workshop saw an intimate peer-to-peer roundtable sessions and interactive discussions with the CEO. Employees shared secrets of their successes and strategically sought at discovering solutions to some of the industry's major challenges.



Almajdouie Logistics SHEQ Team completed their first sustainability and Quality Assessment System (SQAS) in Yanbu on 1st to 3rd May 2016. Bureau Veritas KSA office inspected, audited and assessed MLC's performance on a variety of scopes, including company policies and procedures, management systems, HR, procurement, transportation & storage services, SHEQ SOP's and sub-contracting terms, etc.

SQAS is a common assessment, supervised by Gulf Petrochemicals and Chemicals Association (GPCA), granted implementation on all the GCC. It objectively evaluates environmental, health, safety, security and quality performance of Logistics Service Providers (LSP's) in a uniform manner by single standardised assessments, carried out by independent assessors using a standard questionnaire. An SQAS assessment offers a detailed factual report, which each chemical company needs to evaluate according to its own requirements.

## FAGIOLI APPRECIATION

On 26th May 2016 at Esnaad Compound Fagioli S.p.A presented Mr. Mohammed Liaquath an appreciation certificate. The officials of Fagioli's Abu Dhabi Office seconded MLC's Heavy Lift Unit and its project manager, for the excellent mobilisation of ZADCO Project in the UAE within the time frame.



## MLC INSPECTED BY GE AUDITORS (USA)

On 27th April 2016, the auditors from General Electric Power Supplies, USA visited MLC Heavy Lift facilities. The audit reviewed MLC's compliance to the Quality, Environment, Health & Safety (QEHS), in order to validate MLC's vendor registration at GE.

The audit provided MLC a better assessment of its QEHS culture, reflected in its drivers' behaviour, equipments maintenance, cargo-handling procedures. The primary audit covered the road transport operators for heavy/out of gauge / over-dimensional cargo.

The remarkable findings by Mr. Adnan Rajput, GE Senior Logistics Leader left the footprint of impressive records of MLC's audit results.



# Industry Experts Opinion Operational Uncertainty

How to mitigate risks in the movement of goods or the movement of goods from both sides?  
**"How Much is Too Much?"**



**Decision-makers in the project logistics supply chain must often make tough choices quickly or when precious information is in scant supply. When project evaluators venture into remote and/or difficult regions to assess project viability, they must consider all the ways a project could go wrong.**

**Mr. Alaa Matar**  
Chief Operating Officer, Almajdouie Logistics

"The top issue is not to think of risk as something you can move to a subcontractor. When you do so, you are transferring the ownership of the risk to somebody else and you are eliminated. If this is the case, you have to manage it correctly because your subcontractor can fail and we have to live with the consequences."

**Mr. Lars Greiner**  
Managing Director, Greiner Mendi

"The devil really is in the details!! When I worked in sanctor projects, we had a situation where someone forgot to order GTS - little metal silver piece that fits on the end of a grab for moving a machine. It is a small very low tech heavy metal piece but without it the project will potentially be delayed by over a month."

**Mr. Michael Zahed**  
Manager Mobilisation, Consolidated Contractors Company

"The biggest advice is to have an open mind. As conditions change, people change, environment change, so don't rely 100 percent on your past experience. Always allow for murphy's law - plan for the worst expected and hope to find something in between."



# EVENTS

## Breakbulk Middle East Strategic Partner

**Breakbulk** MIDDLE EAST  
23-26 OCT 2016 | ABU DHABI



H.E. Dr. Abdullah Al Nuaimi, Minister of Infrastructure Development and Chairman of the Federal Transport Authority in the official inauguration

Almajdouie Logistics (MLC) participated at the 2nd Annual Breakbulk Middle East (BBME) Exhibition & Conference held on 23-26 October 2016 at Abu Dhabi National Exhibition Centre, UAE.

Held under the patronage of H.E. Dr. Abdullah Al Nuaimi, Minister of Infrastructure Development and Chairman of the Federal Transport Authority, BBME attracted leading logistics companies in the region, specially strong contenders in projects cargo and traditional break-bulk. As the strategic partner, Mr. Baheej Biqawi, Almajdouie Logistics CEO, accompanied the patronage for the official inauguration. He also received other dignitaries in the VIP Majlis where he exchanged views on the region's rapid economic development and how MLC prospers by implementing new strategies and indulging in diversified businesses.

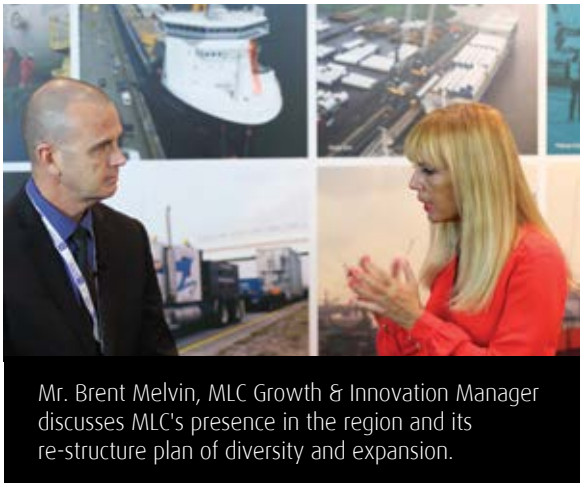
"Almajdouie continues to transform itself and strengthen its competitiveness by capitalising on the capacity expansion and infrastructure investments of the UAE in particular and the region as a whole."



MLC Stand attracted many visitors of Breakbulk Middle East Exhibition 2016



Mr. Baheej welcomes, in the opening remarks, logisticians from around the world and expressed the importance of creating meaningful dialogues during the course of the event.



Mr. Brent Melvin, MLC Growth & Innovation Manager discusses MLC's presence in the region and its re-structure plan of diversity and expansion.

Following that, Mr. Baheej welcomed, in the opening remarks, logisticians from around the world and expressed the importance of creating meaningful dialogues during the course of the event. He stressed on the importance of the region to the projects cargo market. On the same token, in a TV Interview, he played down the unfavourable economic conditions by explaining how the unveiled 2030 Vision can unlock strategic sectors where LSPs can identify growth opportunities. He added, "Anticipating the macro and micro factors affecting the economy lies on the shoulders of an effective leader. In our case, we continue to identify new services and ideas to meet the vision's objectives and any future initiatives." Throughout the event, various MLC Managements had the opportunity to share their views on various topics from education, growth & innovation, to risk management.



Mr. Hongtao Shao from Sinotrans Almajdouie Middle East discusses in his interview with Breakbulk TV 'China project market and Its impact on MENA'.



## EVENTS



## MDR AT THE 8TH GPCA SUPPLY CHAIN CONFERENCE IN DUBAI

**ALMAJDOUIE DE RIJKE CO. (MDR) PARTICIPATED IN THE 8TH GULF PETROCHEMICAL & CHEMICAL ASSOCIATION (GPCA) SUPPLY CHAIN CONFERENCE ON 2-4 MAY 2016. THE CONFERENCE, HELD AT THE INTERCONTINENTAL HOTEL FESTIVAL CITY IN DUBAI, SAW THE ATTENDANCE OF OVER 263 DELEGATES, 112 COMPANIES AND 21 COUNTRIES.**

MDR triumphed in installing a personalised exhibition stand at the event, aimed at facilitating networking and interaction with delegates of the petrochemical industry, from the GCC and the rest of the world.



## MLC SPONSORS THE LAND TRANSPORT FORUM

**ON 18TH MAY, MLC TOOK INITIATIVES TO SPONSOR THE FORUM IN SUPPORT OF THE KINGDOM'S TRANSPORT SECTOR AND EXHIBITED IN THE MAIN HALL. IT WAS AN OPPORTUNITY TO NETWORK WITH GOVERNMENT OFFICIALS FOR LAND, AIR AND SEA, AS WELL AS TO OPEN DIALOGUES WITH OTHER TRANSPORTATION AND LOGISTICS SERVICE PROVIDERS AND UNDERSTAND THE COMMON DIFFICULTIES FACED BY THE ROAD TRANSPORT SECTOR IN THE KINGDOM.**

Under the patronage of Prince Saud bin Naif Bin Abdulaziz, Asharqia Chamber hosted a forum on 'Land Transport and its Role in driving the National Economy'. The one day forum highlighted the importance of the road transport sector in supporting economic development and the progress of the Kingdom's economy. Mr. Abdullah Almajdouie, Group President chaired the first session, which emphasised the importance of the integration between the authority of land, rail and ports to benefit logistics providers. Following 3 different case studies by the Public Transport, Sea Ports & Rail Authorities, Mr. Almajdouie asserted in the closing remarks, "Every transport mode compliments the other and should work unanimously in serving the 2030 objectives for making our beloved country a logistics hub in the future."

MLC asserts its role in serving the future vision of our nation in such challenging economic times.



## EVENTS

## MLC AT THE BREAKBULK EUROPE Exhibition & Conference in Antwerp



**MLC PARTICIPATED AT BREAKBULK EUROPE; THE LARGEST EXHIBITION AND CONFERENCE IN THE WORLD, ADDRESSING THE NEEDS OF TRADITIONAL BREAK-BULK AND PROJECT CARGO LOGISTICS PROFESSIONALS, WITH OVER 350 EXHIBITORS AND 8000 VISITORS.**

Held on 23-26 May at Antwerp Expo, it was an opportunity to meet existing and potential clients interested in projects cargo in the MENA Region.

MLC team shared the Company's recent developments, such as its expansion in the GCC, introduction of new fleet and updates on recent projects. Our exhibition stand included hanging banners, featuring recent awards by Frost & Sullivan's 'best logistics provider in KSA' and SCATA's 'project of the year award'. Moreover, Alaa Mattar and Dudi Hermanto; in a TV interview, expressed their views on the outlook of the projects cargo market in the GCC and how MLC is coping with the changing landscape.



### CIVIL DEFENSE UNION HONOURS MLC

Dr. Samer A. Assa'edi presenting trophy to Mr. Omar AlMehdhar in honour of Almajdouie's sponsorship of the Civil Protection World Day held in Yanbu.



### SAUDI DOWNSTREAM PARTICIPATION



MLC, along with MDR, participated at the Kingdom's largest downstream exhibition, Saudi Downstream. This year's theme highlighted the Kingdom's support for continual foreign investments and also focused on Saudi Arabia's trusted stability within the global market. The event shed lights on how the Kingdom is transforming to a manufacturing powerhouse and a leading exporter of petrochemicals across the world.

Ultimately, Almajdouie would like to thank visitors to our stand, as it is always a pleasure meeting and exploring business prospects.



# GREAT LEADERSHIP COMES FROM WITHIN

There are two types of leaders in this world: those who lead through fear, and those who lead through trust.

Leading through trust creates a positive company culture, and inspires the minds and hearts of everyone in the team. In order to accomplish this, a leader must become a living embodiment of the values and goals that they wish to encourage.

## The Downfalls of Fear-Based Leadership

A team cannot be forced to look up to and follow their leader. This would be fear-based, and therefore counter-productive. Fear only serves to stifle the creativity and individual strengths of team members. They start to mimic what they think their manager wants, rather than using their own judgments and abilities to further company aims. In fear-based leadership, employees become a lesser version of themselves, and honest communication with superiors becomes impossible. No trust or rapport can be developed in this environment, and the company output, culture, and growth are stunted.

## Leading By Example

A true leader is someone who the team can look up to and rely on someone who is committed to their own development, as well as the growth of each individual, and the company as a whole.

A manager should lead by example to foster genuine trust within their team. This creates an environment that emphasises the communication, productivity, and creativity of each individual, as well as the overall harmony of the team. They also value connection through eye contact not just computer screens.

## Developing Internal Clarity

To lead by example, a manager must gain their own sense of internal clarity. This affords them the physical presence and external composure to be respected, as well as the compassion and understanding to be trusted. A true leader starts their journey within their own being.

The inner journey requires dedicated efforts on the manager's part to examine and improve their own physical, mental, and spiritual life. Before the dynamics of a team can be mastered, a leader must master the dynamics of their own mind.



**Scott Lee Stevenson**  
The Mindset Specialist  
Contributing Writer

**"A great leader is one who leads by example, and is trusted by their team. This trust leads to easy communication between each member, and each individual is able to contribute out of the desire to fulfil the shared goals of the team."**

## Leadership at every level of organisation

A manager with a well-developed clarity of mind instantly gains the respect of those around them, not because they are feared, but because they are trusted and respected.

They take better care of their own well-being, are more likely to take the time to listen and understand other people, and are better able to embody their message and purpose. This leads to better relationships and more meaningful connections, in life and in the workplace. Leaders radiate a desirable presence that employees hold in high regard.

Communication also improves as a result of mental clarity. If leaders are clear about themselves, their values, and their role in a company, then they present themselves in a way that people can understand, and which encourages and inspires change and action.

Rather than an iron-fisted ruler who strikes fear into their team, true leadership results in a collective of minds aligned towards a particular set of values and goals, and sharing a common purpose.

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**positive change**





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# Creating New Opportunities