

FUTURE VISION



DIAMOND SPONSOR
LAND TRANSPORT FORUM



FREIGHT FORWARDING
& CUSTOMS CLEARANCE

Ramadan
Month Spirit

Logistics|further

المجدوعي
Almajdouie 

ALMAJDOUIE LOGISTICS | NEWSLETTER ISSUE 3 | JULY 2016



DELIGHTING FMCG SUPPLY CHAIN

CONTENT

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

4 In Vision
Alaa Mattar
Chief Operating Officer

5 JV Focus
MK Logistics
MLC Inks a New Qatar JV

7 FEATURES
Special: In Ramadan
Realising the Value of
the Holy Month

8 In Focus:
Dedicated Transport
Delighting the FMCG
Market with Value

9 In Freight Forwarding:
International Freight Services
Customs Clearance Offices

10 On Site: In collaboration
with Maxxlogistics
Freight Forwarding
Around the World

11 FURTHER INFORMED
MDR at GPCA
Land Transport Forum

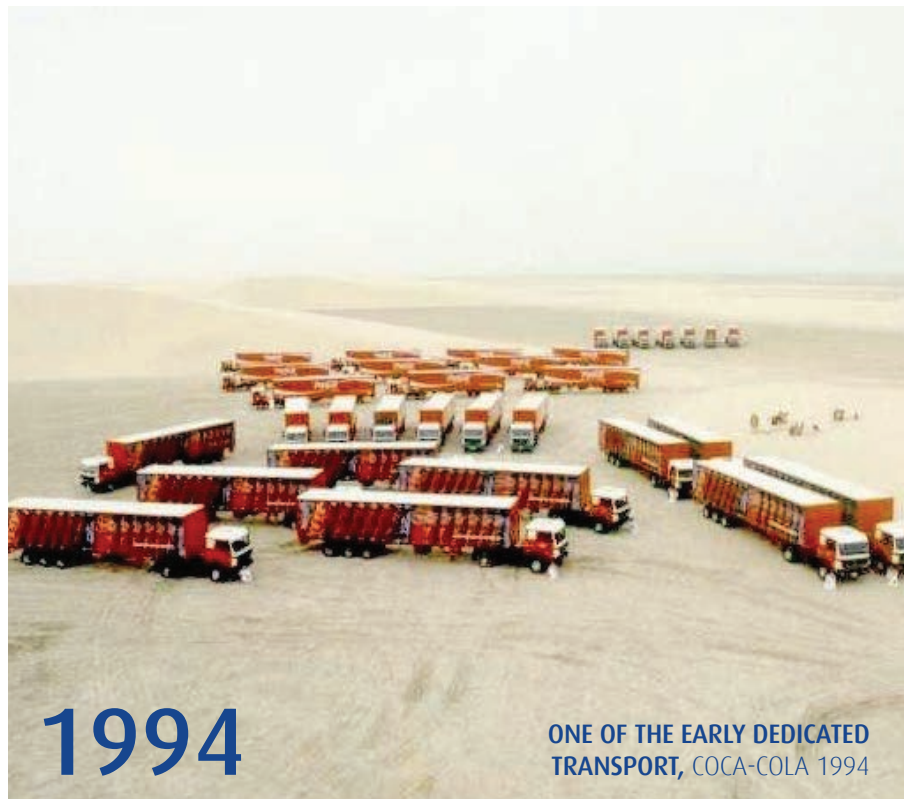
12 Breakbulk Europe
Fagioli Appreciation
MLC Inspected by GE USA

13 Think Tank
SHEQS
Annual Day

14 Safety Tip of the Month
Safe Travel



FMCG DEDICATED TRANSPORT,
COCA-COLA 2016



ONE OF THE EARLY DEDICATED
TRANSPORT, COCA-COLA 1994



IZAZ AHMED
MARKETING MANAGER

EDITOR IN CHIEF

The First Half Of This Year Seems To Have Gone By In The Blink Of An Eye And Here We Are At The End Of Ramadan Already. Time Sure Flies When You Are Busy. We Hope You Are Having This Kind Of Year.

With working hours shortened and we are awe-inspired by the holy spirit filling the air with peacefulness, we share a special feature on Ramadan and its values both at home and at work. On the occasion of the holy month as well as at our Annual Day, our offices around the region gather, socialise and rejoice the years victories and celebrate our megastars. We come together praising strength, leadership, teamwork, character building, essence of the time and values we share together.

Following our recent sponsorship of the Land Transport Forum, we sit with Mr. Alaa Mattar to understand how MLC will fulfil its role in shaping the future of the logistics sector in the region. With regional growth pinned, this releases joint venture themes in Kuwait and Qatar. Also, we turn our attention to our long established land transport business with a focus on the thriving retail market and specifically, FMCG Products.

Not forgetting, to guide you on travel safety during this festive season of Ramadan and Eid, as you enjoy the holiday!

Wishing you a Happy Eid as we take you 'Logistics Further'.

Eid mubarak

نتمنى لكم قضاء عيد سعيد وكل عام وأنتم بخير
Wishing you happy festivity & prosperous year

IN VISION

IN LIGHT OF THE KINGDOM OF SAUDI ARABIA UNVEILED VISION 2030; A PLAN TO RADICALLY TRANSFORM ITS ECONOMY ENDING ITS DEPENDENCE ON OIL AND PLACING GREATER EMPHASIS ON THE PRIVATE SECTOR, WE SIT WITH MR. ALAA MATTAR, THE CHIEF OPERATING OFFICER WHO GIVES US HIS VIEW ON HOW THE VISION WILL IMPACT THE LOGISTICS COMPANIES IN THE REGION, AND MLC IN PARTICULAR. ON THE SAME TOKEN, MR. BRENT MELVIN, GROWTH & INNOVATION MANAGER SHEDS LIGHT ON THE SHORT AND LONG TERM VISION OF THE COMPANY.

Mr. Mattar is optimistic that the government is capitalising on Saudi's strategic geographical position to unlock strategic sectors requiring intensive capital inputs, as the implementation of Vision 2030 will offer huge opportunities for logistics companies in the region. He starts by explaining that MLC has the financial resources to invest in owning and operating strategic assets that will fulfil the 2030 Vision to engage the private sector money in developing logistics hubs. He adds, "We have the asset and experienced team working throughout the region, the local knowledge and understanding of the culture". To support his view, Mr. Melvin reassures that MLC has the potential to continue growing ahead of the slow down, based on diversifying its portfolio of services, and more particularly increasing its customer service levels. He explains "We need to delight customers and ensure that we meet and exceed expectations, in order to differentiate ourselves from other operators in the market. There are many logistics companies competing for the same business, and customer are looking for value for money as well as integrated service offering."



BRENT MELVIN
GROWTH & INNOVATION MANAGER



ALAA MATTAR
CHIEF OPERATING OFFICER

"The Market Dynamic Will Always Change, So Does Our Role As A Logistics Provider!! The Current Key Changes Are Optimised Warehouse Solutions And Route Optimisation Across The Supply Chain - wherever Costs Can Be Eradicated Without Negatively Affecting The Speed To Market And Availability Of Product."

In their views, the slow down stimulates different thinking, with some customers who will look to outsource many of their non-core operations; for cost cutting purposes, to service providers like MLC and they need to be ready to take up the opportunities. Alaa explains "MLC has shown its ability to be flexible and make investment where necessary and this approach will be key to a changing market place." On bottom line side, Mr. Malvin adds "Service providers will compete more aggressively for business, often on the basis of price alone. This eroding bottom line approach will be short lived, as competitors which have won business by cutting prices will have to deliver contracts over the full term of their obligation, even if the market has swung. He adds, "MLC strategy is to protect the margin and offer outstanding customer service, along with integrated value propositions. We have so much to offer as an organisation, so when we look at bids we need to look from a holistic perspective of what we can do across our portfolio to tie customers in for the long term."

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 Almajdouie 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.



SUCCESSFUL DELIVERY IN KUWAIT

Deisopentimizer Column
(V-137-103)

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

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



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 PORTFOLIO 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)

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



FURTHER INFORMED



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.



FURTHER INFORMED

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.



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.



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.

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.

SAFE TRAVEL



1 Keep hydrated
Store plenty of water in a cooler.

6 Driving alone at night
turn on the radio or put on a CD and keep your window cracked open.

2 Check at a qualified mechanic
your tyres, battery, belts, fluids and air conditioner.

7 Keep the weight down,
by storing heavy items low in the seat wells so they won't be hazardous during a sudden stop.

3 Use motor oil with a higher viscosity for your vehicle specially if you're driving in a hot climate or towing a boat.

8 Avoid night road travel
in countries with poor safety records and/or mountainous terrain.

4 Get a good night's sleep
before you hit the road.

9 Take breaks
every couple of hours, pull over, grab a snack, get fresh air and stretch.

5 Begin your trip in daylight
whenever possible.

10 Carry a mobile phone and charger with all key contacts for emergency.