

# TRADE MEETS LOGISTICS

5 decades of owning & operating  
strategic terminals & warehouses

**86TH NATIONAL DAY**  
Celebrating Glory & Prosperity KSA

**INFLUENTIAL CEO**  
Baheej Biqawi ranked 5th by ITP

**LARGEST ONSHORE RIG**  
Delivered to Saudi Aramco  
by SMME successfully





# Logisticians welcome

It is our tradition and values to care about the community, suppliers and our clients. It has given us new insights and possibilities to extend our reach.

That's what makes us go further!!

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

Strategic Partner

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## CONTACT

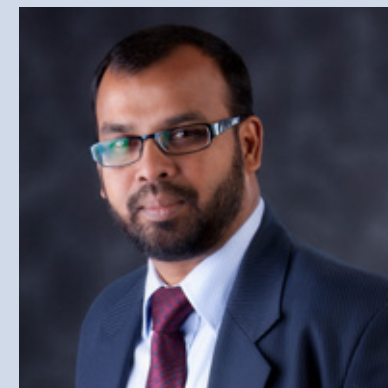
LOGISTICS FURTHER NO. 4 OCTOBER 2016

Published by Almajdouie Logistics Co. (MLC)  
P.O. Box 336, Dammam 31411, Saudi Arabia.

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Izaz Ahmed  
Editor in Chief

## IN MEMORY



Almajdouie old terminal in Dammam

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**MLC's last quarter of the year witnesses a new chapter in our success. Logistics Middle East Magazine ranked Almajdouie Logistics as 5th in this year's 50 Power List. Despite the logistics industry facing immense challenges, we have been awarded with a number of prestigious awards. They include Logistics Project of the Year & Material Handling Provider of the Year by SCATA, Logistics Service Provider of the Year, KSA by Frost & Sullivan, as well the ranking as 5th in its '50 Power list' by ITP Publication two months ago. It is a sign of our strong presence in the region and commitment to our growth in the logistics industry, in terms of investment in strategic assets and the development of our human capital.**

**Baheej Biqawi.**  
CEO

## CEO Note

### Winning in Difficult Time

As one of the largest asset owned companies in the region, we will continue to own, operate and integrate the necessary resources to serve a wide range of industries with specific logistics & supply chain solutions. Additionally, we will differentiate ourselves by providing value added services, such as advanced systems and technologies, as well as adopting CRM to enhance the customer interaction, as highlighted in our terminal & warehousing featured in this issue.

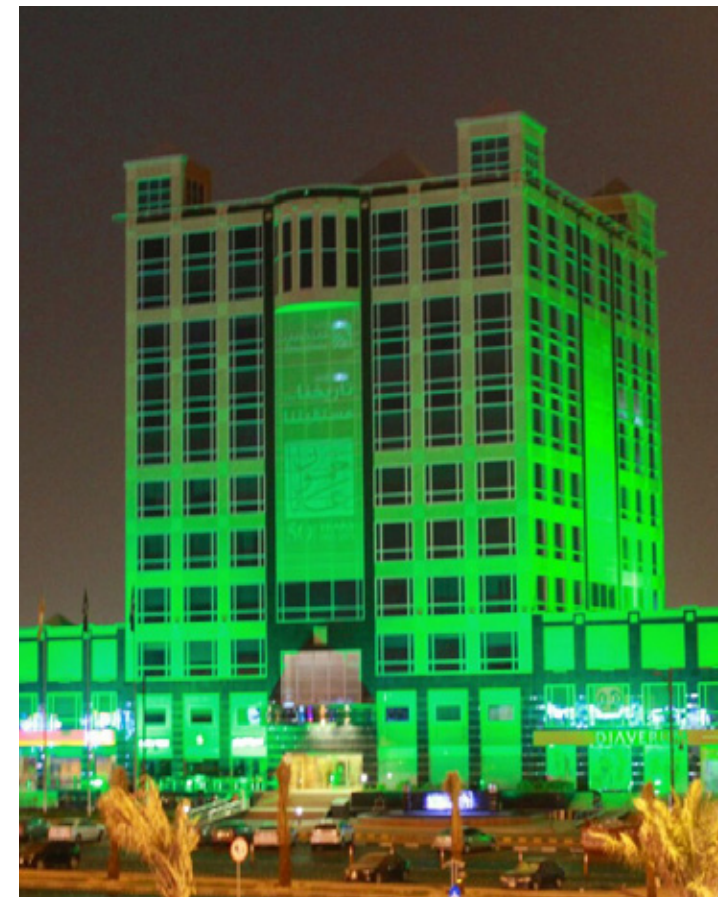
Apart from our extensive assets, our subject matter experts and thought leadership pretty much drives our growth. We have been gifted with a pool of brilliant people who demonstrate an ability to lead from the front. We would like to commend them for their teamwork, safe practices and productivity. This is in addition to the valued relationships we have fostered with our clients and suppliers. Many of whom we hope to see at Breakbulk Middle East on 23-26 October 2016 in ADNEC, Abu Dhabi. As a strategic partner to the event, we hope to create meaningful dialogues with logisticians from around the world during the 2-day exhibition and conference.

To reach further successes, we will continue to create a safe and productive workplace for our employees and build trustworthy relationships with our valued clients and suppliers.



## 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.



## In Vision



**Brent Melvin**  
Growth & Innovation  
Manager

**"MLC is no stranger to the UAE and has been providing cross boarder services to the Emirates, handling various key projects, as well as operating a successful JV with Sinotrans in Jebel Ali. In this feature, we sit with Mr. Brent Melvin, Growth & Innovation Manager, as he talks to us about his views of the UAE's economy and how MLC has built on its own strength at home to widen its client base in the UAE."**

The UAE is the gateway to many products imported to the Gulf region. This will remain true for the foreseeable future and to be part of that opportunity, one has to be present in the market to originate freight volumes rather than being pushed volumes. The UAE government is also a pioneer of diversifying its economy from hydrocarbons and, according to the Air Transport Association (2014) is set to become the third-largest market worldwide after the US and China leading a global air cargo growth by 2018. More specifically, the association forecasts that the UAE logistics industry is likely to grow by 4% cent in 2016. Mr. Melvin explains how MLC has been active in supporting the cross trade between Saudi Arabia and the UAE, long before the small trading and pearling centre has transformed to the vibrant nation it is today. He adds, "Due to the large goods exchanged between the two countries, we have historically been providing dedicated trucks, projects team and customs clearance staff on both sides of the border. Whether it is the hydrocarbon industry or FMCGs, we have been through the transformation ourselves and continue to capitalise on the UAE government's own vision to increase its capacity and infrastructure, to strengthen the competitiveness of Logistics Service Providers (LSPs)."

# EYE ON UAE

"We have been through the transformation ourselves and continue to strengthen our competitiveness by capitalising on the capacity expansion and infrastructure investment the UAE is undergoing."

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. While O&G remains central to the Emirates' development, widening its industrial base is a key element of its transformation. Brent stresses the importance for LSP's to diversify their service offering and continue to reinvent themselves. Despite lower oil prices, the economic growth is expected to be driven by non-oil economic sectors and construction activities, related to the capacity expansion of the UAE.

He refers to a conclusion drawn by Frost & Sullivan 'that new technology solutions and transport infrastructure enhancement will be key to surviving disruption and transformational growth of the logistics industry in the UAE'. In Brent's own words, he adds, "more now than ever before, the private sector is expected to take on a larger role in future expansions. With a number of anchor industries in place, LSP's must lead both in terms of strategy and investment." While he believes that technology plays a crucial role in these areas, 'customer demand driven solutions' is part of MLC's strategic approach. He explains, "We will customise to some extent; based on our customers requirement, our service offerings, keeping in mind extending our value added services."





# 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.



**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."



## 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





# 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> |



# 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.





# 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.



## MELI

### Career path in petrochemical

In collaboration with MELI, MDR sponsors the education of fresh local graduate by enrolling them in MELI training institute. After completion of training, they are hired and assigned to various projects, such as Sadara Packaging Centre. Individual training needs are identified ensuring that the entire workforce has the necessary knowledge and skills to carry out their activities competently and safely.

Any individual who joins MDR logistics goes through basic training programmes that consist of HR, SSHEQ and operation. The length of the training depends on the job function, which can last from two days to three months. Furthermore, trainees undergo onsite safety induction training, Life Critical Standard (LCS) and blue badge training to obtain on site project ID card at sadara.

MDR gives priority to employee training and offers a range of training programmes to improve their skills in a variety of ways, such as job-specific training and skill competitions. We have established an effective training programme (internal & external); through which we provide life long learning to our employees. For operating personnel, we try to enhance their operational skills; and for overseas employees, we mainly provide training in language and cross-cultural communication skills.

Training and development play an important role in the effectiveness of organisations and to the experiences of people at work. Training has implications for productivity, health and safety at work and personal development.



# Upcoming Event

## Breakbulk Middle East 2016

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

We are pleased to announce a strategic partnership with Breakbulk Middle East (BBME) Exhibition, to be held on 23-26 October 2016 at Abu Dhabi National Exhibition Centre (ADNEC) - Hall 5, Abu Dhabi, UAE.

One of MLC's key factors of success in the region is that we are keen to build a strong connection with our clients by participating at major trade fairs, such as BBME. The event will attract major EPCs and logisticians, focusing on solutions to megaprojects in the region for oil & gas, electricity, water, renewable energy, infrastructure. With a vision to succeed as a global trade hub, Abu Dhabi is an international destination that welcomes international visitors, businesses and investors.

BBME is the largest exhibition and educational forum in the world addressing needs of traditional break-bulk and project cargo logistics professionals. Almajdouie is seeking to strengthen its existing position in the market and contribute to the know-how of the industry.

## Saudi Transtec 2016

### THE 7<sup>th</sup> INTERNATIONAL **SAUDI** TRANSTEC **2016** EXHIBITION & CONFERENCE

We are pleased to invite our esteemed clients to our stand at Saudi Transtec that will be held on 5-7 December 2016 at Dhahran International Exhibitions Centre in Dammam, Saudi Arabia.

Saudi Transtec is the 7th International Transportation, Material Handling, Warehousing & Logistics Exhibition and Conference, supported by the Saudi Ministry of Transport. The conference will bring together senior stakeholders from across the GCC to address the major commercial, regulatory and technical issues facing the industry in the region today.

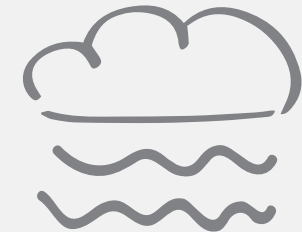
With record levels of planned investments into the KSA's transportation and logistics sector, future potential for Saudi Arabia as a logistics gateway to the GCC seems assured. Strategically located as a MENA hub, Saudi Arabia provides a supply chain nucleus that has taken huge steps in recent years to become a world leading centre of excellence - from heavy industry and O&G to the export of consumer goods, Saudi Arabia remains an attractive supply chain partner for the Gulf and Middle East region.

## safe always during rough weather



### rain

Slow down your speed  
Turn on your headlights  
Do not use the automatic speed control  
Keep distance behind the vehicle in front  
Ensure the windscreen wipers working  
Change the wipers before rainy season  
Never drive if you can't see the ground



### fog

Slow down in low visibility  
Use low-beam headlights and fog lights  
Listen for traffic you can not see  
Avoid passing other vehicles  
Do not stop along the side of the road, unless absolutely necessary



### flood

Never drive through flooded roadways  
Get to high ground & climb to safety  
Never walk or swim through the flowing water



### storm

Pull over to a low spot  
keep seat belt fastened  
Stay away from damaged or downed power lines

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# Reach New Heights

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