

Winning Frontiers

BAGGING 4 AWARDS IN 6 MONTHS

Leadership Lessons

Developing others to lead

Building Competitiveness

Investing in new warehousing

Eastern Region Boom

Operating more efficiently



Explore our award-winning solutions

For over five decades, Almajdouie Logistics has been providing end-to-end bespoke solutions to the major industries operating in our region. Through one of the largest fleets and facilities in GCC, supported by over 4,000 dedicated team members, and a global network, we provide our customers with an innovative, flexible and reliable service to support their businesses.

Together, we reach new heights in logistics.

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FROST & SULLIVAN
Domestic Logistics
Service Provider of the Year KSA 2017



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Izaz Ahmed
Editor-in-chief

IN MEMORY



Abdullah Almajdouie leads from his early days

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CEO NOTE

The past few months have proven to be galvanising with numerous achievements for Almajdouie Logistics, which consolidate our market leadership position, and send a strong message to our customers during the current business conditions' slowdown.

Almajdouie Logistics award winning services continue to be recognised each year by the most prestigious industry awards. In 2017 alone, Almajdouie Logistics received 4 major awards, the 2017 Domestic Logistics Service Provider of the Year, KSA by Frost & Sullivan, 'Supplier of the Year' in the GCC wide and national category of MEED Quality Awards for Projects and the Bespoke Logistic Project of the Year' by the Logistics Middle East Award.

For more than 52-years we continue our regional position in supporting the national growth in many areas of the trade and logistics. We are determined to continue our path towards service excellence, despite the economic challenges in the region. Our portfolio of services continues to expand to new offering as well as to new geographical areas, and our capacity is continuously increasing to cope with our markets' demand. From Project Logistics to warehousing including cross-border transportation, freight forwarding and local distribution. Our team spare all efforts to develop innovative ideas to provide efficient and cost effective solutions to our partners.

This outstanding status is not the result of coincidence. This is the harvest of seeds planted years and years ago by Sheikh Ali Ibrahim Almajdouie and nurtured by our group president Mr. Abdullah Ali Almajdouie, whose inspirational leadership contributes to motivating our teams, encouraging all to embrace our company's culture and values, empowering managers to take decisions, and deliver quality service to our customers in a disciplined and timely fashion.

We are honoured in this edition by having our Group president contributing with an article on leadership and its importance in our organisation, in addition to an interesting note on the economic amplification of infrastructure investments and developments, an area we support since our inception as an organisation.

Enjoy reading, and have wonderful holidays ahead.

"We nurture a culture that empowers our people to lead a disciplined and caring organisation."



DEVELOPING OTHERS TO LEAD

In a heart to heart talk with the President of Almajdouie Group, Abdullah Almajdouie, who is leading the Group at the forefront, owes much of his vision, passion and character to his upbringing. The legacy of his founding father, Sheikh Ali Almajdouie has transferred on to the young generation in the helm of the 52-year enterprise today. This pins us to wonder, what is his leadership style? How he acquired? And how has it evolved since becoming the president and vice chairman in 1986?

With a warm welcome in his office, Abdullah admits that his leadership style might be rooted in the school of thought of situational leadership, which advocates that a leader must adjust to fit the development level of his teammates he is trying to influence (Kenneth Blanchard and Paul Hersey).

To do so, he attributes his versatile style to learning at a young age to be an effective listener of opposing views and formulating his own decisions on the merits of each person who has contributed to the challenge. He explains, It goes beyond consulting different stakeholders to let the person with the most viable answer to the situation to lead us all to a successful action. As a result, the group in his views comprise some of the finest leaders that are able to utilise our resources efficiently to be in a leading position in the Middle East market.

At the same time, continuous considerable investment in developing our people and the structure that guides our code of conduct has paid off, by creating more opportunities across our portfolio. In relation to Almajdouie logistics, he foresees economic growth fuelled by the region's growing competition for competitiveness in the logistics and trade sector.

Guided by Shaikh Ali Almajdouie as a role model, although his leadership style is adaptive to situations, his convictions remain unchanged about self-discipline of himself and those whom he leads. He explains, time management, goals setting and measuring the outcome of individuals must be the engine that drives the organisation to succeed in the market place. He adds, when everyone becomes responsible for the goodwill of each other, we can strike a balanced life-work environment. Being organised and goal-oriented would help the next generation to become contributing members of our society.

Drawing from his studying experience at KFUPM, which is a disciplined institution, Abdullah has great admiration for the structured way of approach to tasks, excellent time management, discipline, commitment and continuous improvement in day-to-day activities are the key to success. He has also observed these qualities by travelling to other countries, which are progressing by adopting new technology with open mind. Driven by passion to achieve and compassionate for humankind, he leaves us with a captivating grin and some wise words, When you heat rose petals in a pot, you will get the aroma of roses.

In Vision



Brent Melvin
COO

WAREHOUSING COMPETITIVENESS

Traditionally, there existed only pure transport or warehousing service providers; however, the trend changed towards providing customised services and started being outsourced to specialised players in the industry. Brent Melvin, COO, on the occasion of launching a spanking new 7,000 SQM warehouse in Dammam this year shares the underlining competitiveness gained by investing in warehousing facilities.

He explains, the warehousing sector in the GCC has evolved over the turn of the century due to GCC governments competing to become the best logistics hub option for cargo transiting from east to west. For this reason, we are poised to take on the demand for the additional capacity of good quality warehouses required for the influx of goods to the GCC market. Developing warehouse capacity in strategic locations, with the right quality and at the right price is a key factor to our success.

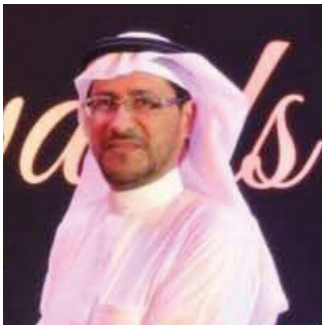
During the years, the market is saturated with low cost, and in many cases substandard warehouses, which customers use as a cost benchmark when negotiating for new warehouse facilities. One of the trending main risks for warehouse operators is the shortening of the supply chain. With e-commerce taking a huge leap forward in the market, many products reach the final consumer without going through distribution centres or warehouses in the country of destination.

The potential risk is an evolution of this direct door delivery to a point where on demand ordering and short delivery cycles become the norm and warehouses for distribution purposes become obsolete.



Melvin adds, Warehousing complements our current service offering and is a natural extension of the supply chain solutions that we offer customers. By offering integrated services to our customers, we can compete with pricing across the supply chain instead of simply offering singular services like transport or clearance. He concludes by saying, our role is to educate the customer based on superior quality and therefore better care of their goods.

Eastern Region Insights Operating more efficiently



Sami Al Zaben
GM Eastern Region

Home to most of Saudi Arabia's oil production, Saudi Arabia's East coast owes its economic boom to the O&G and petrochemical industry. Having said that though, Saudi Arabia's second major product, dates, also forms a large part of Eastern Province's economy in the giant oasis of Al-Hasa.

In this edition, we meet with Sami Al Zaben, GM Eastern Region as he sheds lights on a very challenging year and how Almajdouie Logistics targets projects selectively and pays considerable attention operating in more efficient ways at all levels of the business.

Despite the market gloom, we continue to increase our fleet to 155 tankers and 45 hoppers. Al zaben expresses his pride for Almajdouie to be the first to design, fabricate Aluminium Hoppers in the region. With 45 hoppers already delivered by Almajdouie Steel to the project; we expect them to handle 400,000 tons of fertiliser products a month. Al zaben adds, we have also expanded our warehousing footprint by 7,000 SQM, so we can offer complete supply chain solutions, such as customs clearance, freight forwarding, transportation, storage in open sky terminals, dry and temperature-controlled warehousing, in addition to solutions in logistics.

**10% Increase
in terminal handling
during first quarter
7,000 SQM
New Warehousing
in Dammam
31 M.T. Load Capacity
of the new hoppers**

Petrochemical manufacturers remain the driving force of the economy; however, we foresee growth in retail and wholesale trade. As a result, we increased our warehousing footprint in temperature-controlled both in Dammam, as well as an additional 12,000 SQM for Riyadh. We hope to capitalise on the growing demand of FMCG products this year.

Al zaben stresses the importance of driving value from storage and receiving to stuffing and de-stuffing. He concludes, In order for us to be the first choice in all fronts, we adopt the latest ERP-Oracle system and the experienced and motivated team to manage our customer's needs.



In Awards

Winning Frontiers

Bagging 4 awards in less than 6 months

On 24th May 2017, Almajdouie Logistics collected its 4th prestigious award this year. We were recognised as 2017 Domestic Logistics Service Provider of the Year, KSA by Frost & Sullivan. Earlier the same year, MEED Quality Awards for Projects crowned Almajdouie Logistics as 'Supplier of the Year' in its GCC wide category, in addition to the national award received a month earlier. At the same time, our joint venture, Mdr collected the Logistics Middle East Award for Bespoke Logistic Project of the Year'.



Yousef Saleh, GM Western Region, receives **"KSA Supplier of the Year"** award from MEED Quality Awards for Projects.

It is less than half a year gone and we have been awarded 4 prestigious industry awards already. From an early start; our founding father (Sheikh Ali Almajdouie) paved the way to our leading position in the logistics industry by thriving to excel and exceed the expectation of our customers. In our 52-years journey, we have built our values on being reliable and a trusted partner in the region. With an extensive fleet, diverse services and regional footprint, we continue to demonstrate our excellence in areas of innovation and leadership.

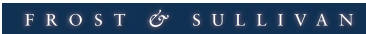


Baheej Al Biqawi, CEO, and Yousef Saleh, GM Western Region, receive the **'GCC Supplier of the Year'** award from MEED Quality Awards for Projects.

Almajdouie Logistics received the 2017 KSA Domestic Logistics Service Provider of the Year Award for the second consecutive year in the same category. Moreover, following smashing MEED awards on the national level as 'Supplier of the Year', we were awarded the same category GCC wide in recognition of our track record in innovation, contribution to exemplary projects and most importantly nurturing a progressive and rewarding work culture. Then, the icing on the cake was recognising Mdr; at Logistics Middle East Awards (formerly known as SCATA), for its solution of a collaborative framework tailor-made to optimise the supply chain, from the early design stage and in close cooperation with the customer, meriting a win-win scenario for both parties.



'Supplier Of The Year'
National Winners & GCC Winners 2017



'Domestic Logistics Service Provider of the Year KSA'



'Bespoke Logistics Project of the Year'



Raihan Hussain, Dubai Sales Manager, receives Almajdouie De Rijke award as the **"Bespoke Logistic Project of the Year"** from the Logistics Middle East Awards (SCATA).

Baheej Al Biqawi, CEO expressed his gratitude to the 4,000 employees that drives the company's vision and their contribution to its growth. He stated, "This is truly a recognition of our innovative approach to the market/customers needs and the stand-out performance by everyone at Almajdouie."



Sami Al Zaben, GM Eastern Region, receives the 2017 KSA **"Domestic Logistics Service Provider of the Year"** from Frost & Sullivan's VP (Mr. Puneet Kataria, middle) and Partner (Mr. Y.S. Shashidhar, left).

On a rejoice moment, Rudy Sadi, Mdr GM, stated "More than ever, our success shows how the logistics industry players can take on a greater responsibility of the supply chain, in terms of value add services that are not considered core-activities of manufacturers.

On Site

From Abu Dhabi To Jazan By Road

Client: Jazan Gas Plant
Cargo: various OOG units
Distance: 1,600 Km
Services: Land transport, customs clearance and documentation
Customs Clearance: within 3 days



Almajdouie Logistics team has successfully delivered various OOG units to Jazan Gas Plant covering a distance of nearly 1,600 Km in a series of 92 trips.

The cargo was loaded from shipper's Ex factory in Mussafah, Abu Dhabi making the 329 Km trip to UAE-Saudi Border on the next day. Our cross-border custom clearance personnel were able to clear the cargo successfully before it made its final leg of the trip to Jazan within next three days veering a total distance of 1600 km. The entire units were carefully loaded on lowbed trailers, under expert supervision and moved with enough escorts to the destination site. All necessary documentation including permissions was procured prior to the movement.

This project which required close coordination was handled professionally by Almajdouie Logistics teams with careful planning and skills.



Project Focus

Jazan Refinery Project EPC-13 Utilities

Almajdouie Logistics has recently transported 3 Cooling Water Expansion Drum Loops to Jazan Refinery Project EPC-13 Utilities Packages.

Our team transported the units weighing up to 367,200 Kg each from Bilfal Jubail to Jubail Industrial port. Following a trip from the Arabian Gulf by a vessel to Jazan jetty, we completed the third leg of the trip on various side by side trailers.

Cargo type: Cooling Water Expansion Drum Loops
No. of units: 3

Cargo origin: Bilfal Jubail

Final Destination: Jazan Refinery
Project EPC-13 Utilities Packages
Dimension: 30.42m (L) x 7.58m (W) x 8.54m (H), Gross weight: 367,200 Kg



Freight News

From Abu Dhabi to Jubail

Our team handled the movement of galvanised bollards from the Industrial city in Mussafah, Abu Dhabi to the delivery site in Jubail.

Our scope included 50 trips by road covering 850 Km distance, with the necessary customs clearance at Sila-Batha crossing points and obtaining customs duty benefits as per GCC customs norms for our customers.

Almajdouie Logistics has been capitalising on freight forwarding opportunities from the cross trade among UAE, Saudi Arabia, Oman, Bahrain and Jordan. Leveraging through our warehouses in Jebel Ali, UAE and a strong Operational setup to handle the complexity of cross border trade with customs clearance solutions to our customers.cross border trade with customs clearance solutions to our customers.



Project Team Recognised

Jazan IGCC Air Separation Plant



Naseer Ahmed Muhammed
Heavy Lift Manager
Western region

Our project management team tirelessly finds solutions to the most technical difficulties and even when we don't have the leisure of time when the project is 3 months behind schedule.

At Air Products Project site in Jazan, Almjadouie Logistics was responsible for the transportation of various pipes rack modules. Originally the move was scheduled during January this year, where also another similar shipment to be moved during March, but the cargo was delayed for 3 months.

Due to the revised transportation plan, some of the scheduled units were overlapping, causing immense pressure. In addition, there were difficulties to manage maneuvering such long heavy units due to many sharp turnings at site and obstructions of the route. Naseer Ahmed Muhammed, Heavy Lift Manager Western region, explained,



"Due to comprehensive route survey by operation and preparation simulation/technical plan by our engineering team and recommendation by our technical team, we proposed road modification in preparation for the move, which was supported by the client. Additionally, to expedite the expected 6 days journey, prime-mover were mobilised."

"Our team sets an example of how proactively they grapple with each challenge along the way."

Rafael Vicens GM Heavy Lift

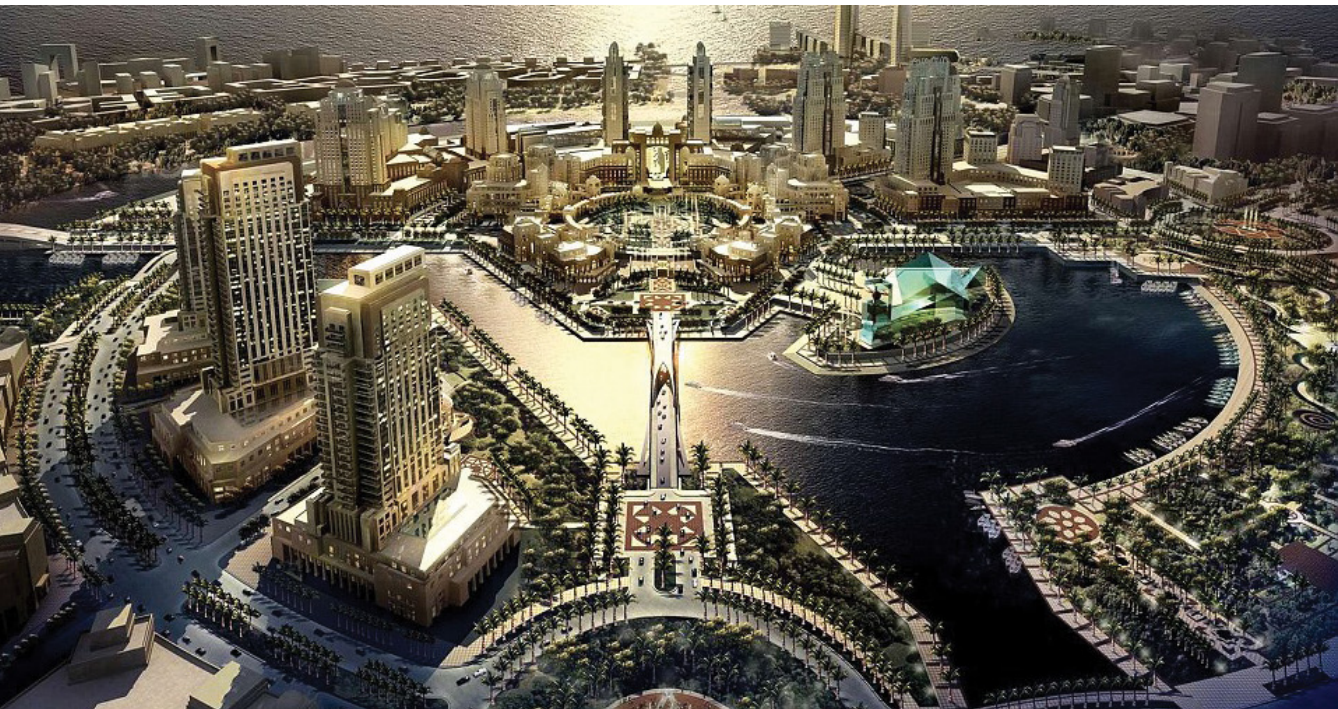
Project name: Jazan IGCC Air Separation Plant
Scope of work: Pipes Rack Modules transportation
Total Volume: 17 Modules
Cargo Dimension: 48.50m (L) x 13.00m (W) x 13.500m (H)
Weight: 599 tons (the longest Module)

Our customer recognised each of our 11 team members with a safety appreciation certificate after the completion of the project on schedule and safely.



Industry Insight

Infrastructure Economic Amplification



The gulf countries have long identified competitive advantages in diversifying their economies by investing in areas of logistics and trade. At the core of their investment is the development of the necessary infrastructure for connectivity in air, land and sea. However, the economical conditions have adversely affected the speed and scale of delivering such nationwide projects. For example, Saudi Arabia's projects market in 2016 boasted \$500 billion worth of schemes in the pre-execution phase spanning the transport, power and water, hydrocarbons and construction sectors, according to a Meed report.

According to the report, construction is the largest sector followed transport with \$228 billion. "Construction and transport have traditionally been the largest sectors in Saudi Arabia, awarding \$155 billion and \$98 billion of major contracts respectively between 2006 and 2015. Nearly \$89 billion of power contracts were awarded over the period," stated Richard Thompson, the editorial director at Meed. From airport privatisation, new free zones to multimodal terminals, the region will not have to rely on oil as the main source of revenue, there are new and emerging opportunities for investors and companies in the region's infrastructure sector.

Creating a successful partnership between private sector investors and the government will be the critical factor in shaping these developments over the coming five years. Government officials for land, air and sea, as well as transportation and logistics services providers must understand the common difficulties facing all them and find ways to work together rather than compete against each other. On top of that, the regulatory frameworks must be reformed in terms of modernisation of customs clearance processes, simplification of investments opportunity/procedures, support programmes for SMEs and development of competencies for the workforce.

GCC countries are launching future-forward visions to increase their competitiveness globally through 'diversification' of their economy to move away from their independence on oil. For example, Dubai has had long strides in building competitive advantage in air travel and cargo. According to the Air Transport Association (2014), Dubai is set to become the third-largest market worldwide after the US and China leading a global air cargo growth by 2018.

Further Informed

GPCA Human Factors Workshop

On 26-27 April 2017, Almajdouie De Rijke participated in the 2-days workshop on Human Factors organised by Gulf Petrochemicals & Chemicals Association (GPCA). Human Factors (HF) is critical to sustaining Environmental, Health and Safety (EHS) performance of the chemicals and petrochemicals industry.



MdR's participation is part of its excellent ongoing commitment towards the Responsible Care Committee (RCC). Amador Brinkman, MdR SHEQ Manager gave a presentation on major hazards in logistics operations and common unsafe behaviours. Attended by 115 delegates from the GCC and Europe, the audience included leading Human Factors and Behavior Based Safety experts, EPCs, consultants and global and regional companies, which have applied proven solutions to maximise the benefits of Human Factors.

This workshop presents a holistic perspective of the contribution that Human Factors can make, throughout the lifecycle of the industry. It builds on scientific research and learnings from numerous major incident investigations across industries ranging from aviation and nuclear power to oil and gas, chemicals and healthcare.

GCC Logistics Conference

Oussama Abba, General Manager GCC was among the 23 speakers at the 2-days GCC Logistics Conference held on the 26-27 April 2017 in Manama, Bahrain.

Oussama's topic covered the Role of Arabia in Global Shipping, which was well received by the industry experts and has seen constructive interaction from shippers, regulatory bodies and logistics providers.



Further Informed

MELI Inks First Driving Training Centre with NITI

MELI signs an agreement with the National Institute of Industrial Training (NITI) for operating the first driving training centre for truck drivers and heavy equipment in Al-Ahsa Province in Saudi Arabia.

The Drivers Training Centre will be the first centre specialising in high standards of training truck drivers. The initiative is supported and accredited by the International Road Transport Union Academy (IRU Academy). The first phase will be at the NITI location in Al-Ahsa city; however, the initiative will be expanded to cover major cities in Saudi Arabia.

MELI is the first accredited institute by IRU Academy in the region will be providing a full set of programmes, MELI and NITI will also launch a special designed program to target the young Saudis whose interest to start their career as truck drivers.



Cementing Partnership with Tusdeer

At an Iftar gathering in Yanbu, Almajdouie Logistics received an appreciation for its long and successful partnership with Tusdeer.

On this occasion, Yousef Saleh, GM Western Region commented, we are cementing our working relationships with our customers by taking measures to meet their expectations. As a result, our team takes great pride in their daily work and there is nothing more important to us than our customers' satisfaction.



Further Informed Breakbulk Europe

On 24-26 April 2017, we exhibited among the 400 exhibitors at Breakbulk Europe and shared meaningful dialogues with some of the 7,600 visitors to Antwerp Expo. Breakbulk attracts like-minded professionals, such as cargo owners, ocean carriers, freight forwarders, ports/terminals, heavy haulers and equipment suppliers.

Almajdouie Logistics strives to exceed the expectations of its clients with its commitment to quality and safety. Brent Melvin, COO, explains, "Our participation at such event is an opportunity to rekindle our commitment to the projects cargo market and a reflection of our expertise in this field from heavy transport to barging and installing the cargo at its final destination." From an early start; we supported diverse industries from hauling Saudi Aramco's extensive pipelines to roll off operations at the sea island of Zakum in Abu Dhabi's offshore fields. In this edition, Brent was interviewed on the outlook of the cargo market in the GCC; whereas Rafael Vicens, Heavy Lift GM demonstrated a case study of the move of the retired MD90 plane over 1,300 Km road.



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ONE TEAM ONE DREAM

Meet one of us

Name: Ram Chandra Ganeshmaya
Nationality: Nepal
Job Title: Assistant fork lift operator
Team member Since: 2013



40-years of age, Ram enjoys the security and health benefits of his job. His content is a result of the understanding of his role and responsibilities and the support system by his peers and management.

"We always go the extra mile with honesty and cooperation with our peers."

Further Informed GPLN Annual Meeting

Almajdouie Logistics participated at a meeting in Dubai for the Global Project Logistics Network (GPLN). Raihan Hussein, Almajdouie Logistics Dubai Sales Manager, stated, we manage to lead the local content in the region through attending professional networks, such as GPLN and expand our network allover the world.

GPLN is a professional projects logistics network of independent companies specialising in international projects movements by air, sea and land as well as specialised lifts and the special handling of oversized, out-of-gauge and heavy lift cargo.



BBS Campaign Yansab Yanbu

In May 2017 MdR conducted a Behaviour Based Safety (BBS) campaign in Yanbu Yansab, the campaign was attended by Yansab PHU and HSE senior management together with MdR General Manager, Project Manager and SSHEQ Manager and more than 120 attendees over 2 days. The campaign was a focused 3 hours BBS program that went into details about the background, principles, purpose, benefits and hands on implementation support and advice for this important project in the Western Region.



Further Informed

MdR Celebrates 10m Safe Man-Hours

The implementation of a working SSHEQ management system pays off. MdR celebrated this quarter a milestone of achieving 10 Million Safe Man-hours since September 2012 in all of its operations. All of our employees were given a gift as a token of appreciation of their commitment to maintain a high standard of safety. On this occasion, Rudy Sadi, MdR GM stated, "We cannot forget the dedication and hard work put in by every staff in the company, who are the foundation of our outstanding performance. Thank you team."



MdR Gulf SQAS

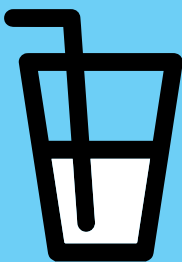
Accreditation

MdR is proud to announce that after months of hard work the company has successfully passed the Gulf SQAS accreditation assessment - warehouse module - the assessment involved the Head Office and the SADARA facility (Solids, Liquids, CMY, CSU and CSY operations). Gulf SQAS is a system to evaluate the quality, safety, security and environmental performance of Logistics Service Providers to the Petrochemical Industry in a uniform manner by single standardised assessments carried out by independent assessors using a standard questionnaire.



safe always

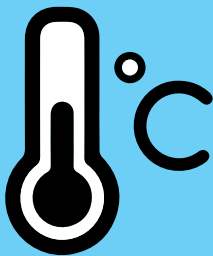
summer safety tips



Stay Hydrated



Don't be exposed to sunlight for too long



Check the forecast in advance



Always apply sunscreen



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Creating Positive Path

almajdouie.com