

المجدوعي
Almajdouie



Almajdouie Logistics

Newsletter

Issue No. 18, March 2021

Annual
Review
2020

TIR

Accelerate the border crossing process

Health and safety

Is key to combating COVID-19

mlcGO

Last-mile delivery firmly on track

Heavy Transport

Supports the Kingdom's Renewable Energy Goals

مهما كان حجم أعمالك Whatever the size of your business

مهمتنا هي إدارة جميع احتياجاتك اللوجستية
Our mission is to manage all your logistics needs



Request a call back



Heavy Lift crew celebrating the successful delivery of a 540 tonne shipment at Saudi Aramco Shedgum Gas Plant in 1990.

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Moving forward with enthusiasm in 2021

Mohammad Bin Ali Almajdouie

CEO



In 2020, the coronavirus (COVID-19) pandemic transformed the world and how it operates. If there's one lesson the global business community has learned, it's that companies need to be agile from top to bottom.

Although the year brought many challenges, Almajdouie Logistics took a proactive approach and turned them into opportunities for growth. We adapted to new ways of working to support our Kingdom and our customers during these unprecedented times, finding a new sense of resilience in the process.

From the onset of the pandemic, our team members demonstrated incredible professionalism, going above and beyond to ensure we fulfilled our obligations and kept our clients' projects on track. We are also proud to have played a role in keeping the supply chain moving, delivering essential products across the country to make sure stores were fully stocked.

Safety has always been a pillar of our business and exceeding the high standards we set ourselves is more vital than ever. To safeguard the wellbeing of our team members and customers, we imposed strict compliance measures for hygiene at all levels of our organisation and continue to take all necessary precautions.

In line with directives from the Ministry of Health, we implemented a remote working policy in 2020, using the latest technology to ensure operations continued seamlessly. By working alongside the government and health authorities, we were able to maximise our collective impact in the fight against this virus. Despite the challenges we

faced in 2020, we still achieved several significant milestones. We became the first logistics company in Saudi Arabia to transport cargo using the UNECE's TIR system, a globally recognized convention for streamlining cross-border transportation. The significance of introducing this system cannot be overstated.

We also helped to ensure the Dumat Al Jandal wind farm project stayed firmly on track, transporting cargo from Dubai Port to the project site in the Al Jouf region. Upon completion, the project will play a major role in delivering the Kingdom's sustainable energy goals. Additionally, the Middle East Logistics High Institute's (MELI) innovative approach to online

learning helped to ensure its educational programmes continued seamlessly throughout the year. Moreover, we continued to host various safety training workshops and complete several heavy transport projects throughout the year. Almajdouie Logistics was established to serve the Kingdom and its people, and, despite the current situation, we will never forget this important responsibility. Tough times come and go, but our purpose remains constant. With the continued support of our colleagues and stakeholders, we will emerge from this crisis stronger and more determined than ever.

I wish you all a happy, healthy, and prosperous 2021.

COVID-19 *CHALLENGES AND OPPORTUNITIES*



Rudy Paiman Sadi MDR - GM

MDR General Manager Rudy Paiman Sadi discusses the impact of the coronavirus pandemic on the logistics industry and the importance of facing these challenging times head-on.

Over the past few years, the COVID-19 pandemic has swept across the world, devastating people and businesses, and bringing entire industries to their knees. With airline fleets grounded, schools and restaurants closed, and hospitals stretched beyond capacity, this is a time in history that none of us will forget. Closer to our home and business base

the petrochemical industry and logistics services - we saw lockdowns of gates, cross-border limitations, and many more corridors closing. The GPCA had to suspend its planned events and committee meetings until further notice.

A nasty impact of COVID-19 is that once companies have a positive case, it puts significant pressure on them to react and recover. With no cure and an unprecedented impact on medical infrastructure, the options are limited. Even one positive or suspected case can lead to the total shutdown of activities!

In my professional life, I have never seen such a phenomenon. Although this crisis has cost the global economy trillions, I believe that there are lessons to be learned and new opportunities to explore. Despite Almajdouie de Rijke being affected by the situation, our company's underlying characteristics have enabled us to face these challenging times head-on.

When the first signal came, we immediately established a crisis management team (CMT), enabling us to react swiftly to governmental regulations and client demands. The CMT's first task was to have a clear risk assessment of the situation, leading to a mitigation and recovery plan to ensure business continuity. At the same time, we implemented precautionary measures to ensure the safety of our employees.

In the early stages of the pandemic, we noticed that many companies needed high staffing support due to COVID-19 infection and isolation of staff. When it hit us, our mitigation action and recovery

plan were ready. We deployed resources from other projects and called upon our network of suppliers.

One of the lessons is that an organisation must be designed according to 'multi-skilled' principles, enabling staff from other disciplines to jump in easily during a crisis. Rotation of staff from department to department or project to project must be built-in. Another subject is 'availability of back-up'; in real life, back-ups are the price you pay to meet a reliability standard. The smarter the back-up, the lower the price.

Understanding how to ensure health and safety in offices, employee accommodation facilities, and while travelling are key points that will change the landscape of running businesses around the world. Companies that survive this crisis while supporting clients and others will be remembered for their actions long after the pandemic has passed, laying the foundation for a brighter and more prosperous future.



Thank you for your support!

Almajdouie Logistics thanks our team members' families for standing by us during these challenging times. We remind you that following the government's instructions is vital to protect yourselves, your loved ones, and our Kingdom.

Stay safe.

Almajdouie Logistics focuses on business resilience

The current situation has impacted businesses all over the world, with some effects yet to become apparent. While it is always good practice to have a business continuity plan in place, it becomes doubly important under such circumstances. Strategy Manager Moustafa Shakib shares how Almajdouie Logistics' business continuity plan prioritises employee safety while protecting the company from the ripple effects of the COVID-19 pandemic.

Almajdouie Logistics has proved itself to be agile and capable in complying with all government regulations, customer requirements and internal policies to combat the spread of the virus. These include, but are not limited to, social distancing; equipping team members with personal protective equipment (PPE); screening employees before work, conducting personal hygiene awareness campaigns; and implementing cleaning and disinfection programmes and quarantine and isolation controls. Going forward, we are

confident in our abilities to deal with any new developments in the current situation, as well as any future events that may require a similar response.

We have also developed a procurement risk-based strategy to identify core services and functions and what is needed to maintain the supply chain. This strategy helps us to ensure the availability of critical raw materials, final products, and PPE. Moreover, it enables us to redefine safety stocks and reordering points, and map and assess suppliers/ subcontractors in terms of their force majeure, payment terms, and risks of delivery. Through this plan, we have also been able to evaluate short-term liquidity and cash flow requirements by stress testing financial scenarios and remain ready to revise budgets and business plans if needed.

Staff management plays a key role in our business continuity plan and we have implemented a remote working policy wherever possible. We have also explored succession planning as

part of our change management strategy.

Of course, the success of any business continuity plan relies on the support of a company's leadership, and Almajdouie Logistics' senior management continues to play a proactive role in this area. Our CEO heads our business continuity / crisis management taskforce, which includes senior staff from different departments, including HR, finance, strategy, supply chain, IT, safety, and operations, each with specific roles to maintain our business resilience. Having such a well-documented and dynamic business continuity

plan, in compliance with international best practices such as ISO 22031 (security and resilience – business continuity management systems requirements), is vital to overcoming any potential business disruption without negatively impacting our valued customers.

Exchanging information, experiences, and best practices supports global efforts to combat the virus. Almajdouie Logistics continues to share its insight with stakeholders and public communities through webinars, magazine articles, and other channels.



Moustafa Shakib Strategy & business excellence manager

[Click here to watch the post](#)

The Role of the Business Solutions Department

The Business Solutions Department (BSD) plays a key role within the company by implementing new digital technologies that enhance efficiency and operational performance. In 2020, the BSD rolled out several new solutions aimed at improving the customer experience and enabling us to become more competitive in a challenging

business landscape.

One of the new solutions is an application that gives us better control of our network of terminal yards and the end-to-end container life cycle. The solution streamlines shipping line container management, dispatching containers to ports and customers, transactions,

maintenance, terminal yard and locations management, and inventory management.

The terminal application has already made a significant impact by reducing manual work through automation, increasing productivity and reliability, enhancing business processes, policies, and procedures, and giving our team greater control

over terminal operations and key projects.

Other initiatives launched during 2020 include an asset assignment solution, a vehicle tracking system, the Oracle Incentive Compensation application, the Oracle Transportation Management tool, and a KPI dashboard.

Almajdouie Logistics becomes first in KSA to trial global customs transit system (TIR)

Almajdouie Logistics has become the first logistics company in Saudi Arabia to transport cargo using the UNECE's TIR system, a globally recognised convention for streamlining cross-border transportation. Adopted by the Saudi Customs Authority, the TIR system provides an optimised and fully digital border crossing solution, reducing delivery time and improving cargo security.

The International Road Transport Union (IRU) and the Saudi Automobile & Touring Association (SATA) played key roles in the successful

execution of the shipment, which was transported from Dammam to the UAE.

TIR is the only global transit system that enables goods to be shipped from a country of origin, through transit countries, to a country of destination in sealed compartments that are controlled by customs via a multilateral, mutually recognized manner.

Trucks operating under a TIR carnet use a single international guarantee from a journey's start to finish, ensuring that containers do not need to be opened for inspection at the border, saving time and money

for transport operators and customs authorities.

Almajdouie Logistics CEO, Mohammed Almajdouie said: "We are pleased to become the first company in the Kingdom to experience this globally recognised system. The inclusion of TIR international standards into our service portfolio further strengthens our ability to fulfil our 'Logistics Further' promise to our customers.

It also demonstrates our adaptive mindset and our commitment to providing tailored transport solutions that exceed customer's expectations.

We are certain that the TIR system will further facilitate cross border operations, add value, and significantly improve regional trade mechanisms."

With TIR, risk management procedures are completed ahead of the journey and all documentation has a digital footprint.

This ensures limited physical checks of commercial vehicles and less contact between people at borders, reducing the risk of spreading the virus and protecting customs officers and drivers.

[Click here to watch the post](#)





Huge heavy lift movement completed safely

Almajdouie Logistics safely and successfully completed a huge heavy lift movement for the Al Fanar project, transporting cargo measuring 13,260 x 4,740 x 6,300 metres (L x W x H) and weighing 470 tons. The operation required careful planning among different parties.

The journey took place in stages, the first of which saw the cargo moved 150km from Shuqaiq Power Plant to Jizan Port. The second stage saw the cargo transported from Jeddah Islamic Port to Jeddah South Power Plant, covering 50 km.

Before the operation, our LHL engineering and operations teams conducted a route survey in coordination with SEC that showed significant road modifications were required to accommodate the dimensions of the cargo. This included creating bypass roads from Shuqaiq to Jizan, reinforcing roads with backfilling compaction, and creating a temporary bypass bridge that allowed us to cross a sewage water canal near Jeddah Hiraj.

The authorities gave us three days to build the bypass, cross with the cargo, and dismantle it, all without blocking the flow of water. MLC Heavy Lift staff prepared the bridge according to Civil Defense and Jeddah Municipality recommendations, and the cargo passed safely within the approved time frame. In addition, 84 powerlines along the route had to be temporarily shut down and lifted. This was particularly challenging because SEC needed to arrange alternate sources to avoid causing any disruption.

The height of the cargo also presented a significant challenge as we had to avoid overhead bridges and signboards along the route. With the support of the Highway and Traffic Police, we were able to move against traffic and travel across several small roads inside towns.

Due to the COVID19- situation, extra attention was given to ensure that operations staff complied with the Ministry of Health's guidelines. As usual, a safety officer was assigned during the movement for monitoring and implementation.





Almajdouie Logistics supporting the Kingdom's Renewable Energy Goals

Saudi Arabia is set to become the Middle East's largest wind power market in the next decade. According to new analysis, the desert kingdom will account for nearly half of new additions in the region by 2028. A consortium, formed by EDF Renewables and Abu Dhabi Future Energy Company (Masdar), has placed a 415 MW order for the Dumat Al Jandal wind park in the Al Jouf region of Saudi Arabia. The project will be the country's first utility-scale wind park, showcasing the increasing competitiveness of wind energy globally.

The investment in wind parks is an essential part of the Saudi-Arabia's National Renewable Energy Programme and supports the Kingdom's goal to localise the production of renewable energy as part

of its Economic Vision 2030 diversification plans.

Almajdouie Logistics, which is committed to contributing this strategy for a cleaner and brighter future for the country, is providing a range of logistics services for the renewable projects, including the transportation and storage of windmill components. Located 896 km north of Riyadh in the Al Jouf region of Saudi Arabia, Dumat Al Jandal is touted as the largest wind park in the Middle East.

Almajdouie Logistics has enhanced a plug-and-play solution to transport the giant components of the wind turbines, which can reach 100 metres or more in length. The company will move the oversize and overweight parts, which

can weigh up to 81 tonnes, in a column of 12 trucks. Therefore, to transport the rotor blades from Duba port to the project site in the North West of the Kingdom, Almajdouie Logistics will rely on six new 4-axle flatbed trailers from with loading platforms. The low deck height can be extended from the basic length of 18.6 m up to 54.8 m.

Almajdouie Logistics is watching the development of the Kingdom's renewable energy sector with great interest. The company provided heavy transport and customs clearance services for the Sakaka solar PV Plant project, which was a huge undertaking required careful planning to ensure a successful outcome.

We handled 250,000 cubic

meters of materials, including solar panels and a transformer. To maintain the highest levels of safety and help keep the project on track, our team coordinated closely with all relevant parties and participated in daily meetings, weekly reviews, and monthly milestone assessments.

With more than 50 years in operation and a reputation for quality and innovation, Almajdouie Logistics is proud to support the Kingdom's renewable energy goals with a new transportation concept that showcases the benefits of the strategic fit between us and Kuehne+Nagel and Vestas (the supplier of the turbine components). This demonstrates that both companies are role models for creating sustainable and collaborative solutions in their respective industries.

April 2020



HEAVY LIFT MOVEMENT COMPLETED SMOOTHLY

Almajdouie Logistics always looks forward to new challenges, especially ones that allow us to showcase our expertise.

We recently completed a massive heavy lift operation, transporting cargo measuring 20.85 x 5.43 x 10.00 metres (L x

W x H) and weighing 81 tonnes from Dammam's 2nd Industrial City to Ras Tanura.

There were many logistical challenges to overcome due to the height of the cargo. With assistance from Saudi Electricity Company, certain lines were temporarily shut down and lifted

in order to accommodate the movement.

We also used a specially designed side-by-side trailer to maintain stability while covering uneven roads on-route. As always, safety was a top priority, and our team maintained the highest standards at all times.

Due to the COVID-19 situation, extra attention was given to ensure that operations staff complied with the Ministry of Health's guidelines.

As usual, a safety officer was assigned during the movement for monitoring and implementation.

May 2020



HEAVY LIFT MOVEMENT SUCCESS

Click here to watch the post 

Almajdouie Logistics understands that big challenges require smart solutions, especially when it comes to heavy lift operations. We recently transported cargo measuring 15 x 10 x 14 metres (L x W x H) and weighing 250 tonnes from Ras Al-Khair Port to the client project site.

Due to the height and weight of the cargo, careful planning and coordination between multiple parties were essential to complete the operation successfully. With assistance from the client, a dedicated heavy haul road was created

from the port to the project site to facilitate the movement well in advance.

Special berthing was also arranged ahead of time to accommodate the vessel arriving at the port, and fences were opened to allow the cargo to pass after unloading. 12x12 axle lines were used side by side to carry the cargo and were configured as per safe working procedures and international heavy lift standards.

Careful attention was also paid to ensure compliance with the Ministry of Health's guidelines to prevent the spread of COVID-19.

Last-mile delivery **firmly on track**

June 2020

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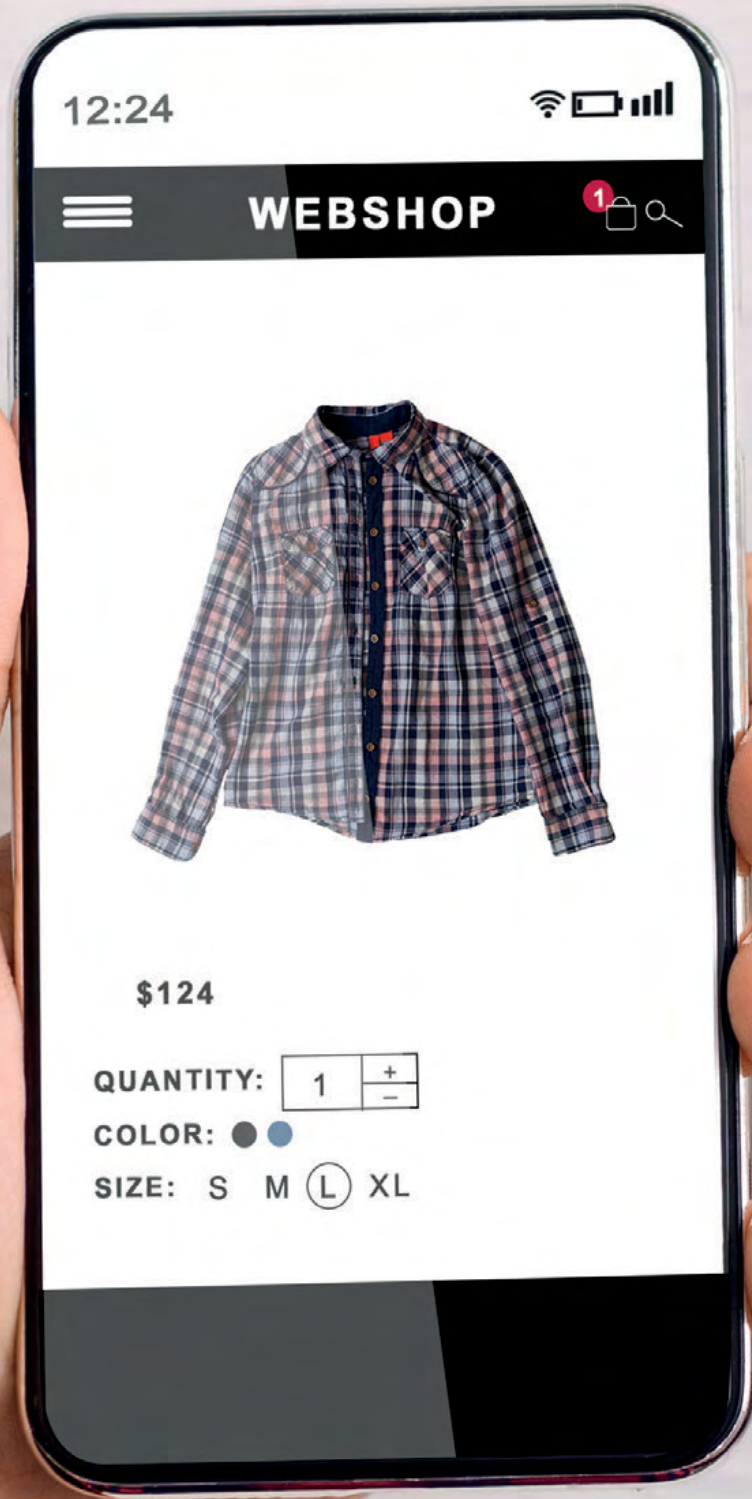


Almajdouie Logistics is proud to support the spike in eCommerce activity in the Kingdom of Saudi Arabia, offering storage, packaging, shipping and last-mile delivery services. mlcGO is licensed by the Communications and Information Technology Commission.

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عزز عمليات التوصيل والتغليف لأعمال التجارة الإلكترونية الخاصة بك
**Boost your e-commerce business with our last mile delivery
and fulfilment services**

Almajdouie & WABCO partnership to enhance safety

Almajdouie Logistics partnered with WABCO Holdings Inc to equip our fleet of 1,200 trucks and 1,400 trailers with advanced telematics solutions that have improved safety and efficiency. The implementation supports our ambitious digital transformation programme, enabling us to build our business through real-time fleet management capabilities and data-driven insights.



Suzanna Perrier

Eyad Arafah

Osama Zeid

The new Fleet Management Systems (FMS) has significantly increased the efficiency of our fleet and back-office operations, cut operating costs, helping us to meet stringent regional legal obligations, and boost driver and cargo safety. Moreover, we have maximised fleet productivity and can provide more accurate trip cost calculations. By implementing driver mobile applications, we have increased transparency and our customers can track their shipment information through cargo details such as reference numbers and product codes.

In line with the agreement, WABCO's TX-GO 2 on-board

computers are fitted in all Almajdouie trucks. The solution delivers advanced fuel management capabilities, cargo and temperature monitoring, trend reporting, and driver authentication and scoring.

Our trailers now feature WABCO's TX-TRAILERGUARD telematics device, which are connected to various peripherals and sensors to monitor cargo weight compliance. In this way, dispatchers in the back office can easily manage, track, and control their designated trailers remotely.

WABCO Business Leader Fleet Solutions EMEA, Peter Bal

said: "We are honored to welcome a market leader like Almajdouie Logistics amongst our customers. We are confident that our solutions will boost their ambitious digitisation journey and will enable them to take their already highly rated customer services to the next level."

Almajdouie Logistics Heavy Lift General Manager, Eyad Hamzah Arafah said: "For years, Almajdouie has been using a basic track and trace solution to pinpoint the whereabouts of its fleet. In today's ever more competitive and connected logistics market, that is no longer enough.

"As operating costs, not in the least for fuel, continue to soar, we wanted more control over both our fleet and cargo while simultaneously raising the efficiency of our drivers and our back office to better service our customer base. The new solution enables us to further boost our stringent safety requirements, which is our number one priority."

The combined truck and trailer solution is helping Almajdouie Logistics to gain real-time visibility of our fleet and cargo, enabling us to deploy vehicles and trailers to their maximum capacity and increase vehicle uptime.



The Almajdouie Logistics operations team at the Eastern Gateway Bonded Zone (EGBZ) completed the first bonded road transfer of sea freight containers from King Abdul Aziz Port to King Fahd International Airport, establishing a freight corridor

between the Eastern Province's primary sea and air gateways. The cargo was stored at EGBZ before being distributed across the Kingdom.

This new development enables air freight consolidation

Bonded road transfer at EGBZ

and will facilitate trade movements in the Eastern region, enhancing EGBZ's advantages. EGBZ affords many benefits, including time savings, efficiency improvements, cost reductions, deferment of duty & VAT payments, expedited clearance times, extended customs clearance operating hours, and a safe and secure environment to store/clear cargo.

General Manager Mohamed Ismail Al Shirbiny said: "Due to new regulations aimed at combating the spread of COVID-19, EGBZ has seen a surge in truck movements from the UAE. Leveraging our enhanced customs clearance capabilities and skilled on-site teams, we are supporting the flow of cargo between Saudi Arabia and the GCC, ensuring goods reach their destination quickly and safely."

Exploring opportunities at Breakbulk Middle East 2020



Almajdouie Logistics participated at the 2020 Breakbulk Middle East exhibition and conference, the leading event of its kind in the region for the project cargo and breakbulk industry. Held in Dubai from February 25-26, the event welcomed representatives from over 75 countries. According to organisers, 3,300 participants attended the first day of the event, an increase of 24 per cent compared to 2019's edition.

Eyad Arafah – General Manager Heavy Lift said: "Breakbulk Middle East provided a great opportunity for our team members to network with logisticians, exchange best practice ideas, explore potential partnerships, and gain valuable insight into the industry's latest developments. Participating in leading events like these helps us to consolidate our connections with customers and peers, and demonstrates our continued dedication to the

logistics industry." Several new initiatives were introduced at this year's event, including speed networking for 'Breakbulk Masters', 'Breakbulk Education Day,' an initiative to educate and prepare the next generation of local industry talent, and a 'Women in Breakbulk Breakfast' to support ongoing efforts to minimise the gender gap in our industry.

Almajdouie Logistics continues to invest in its heavy lift assets, enabling the company to further support the Kingdom's environmental sustainability efforts and the ongoing development of renewable energy infrastructure, in line with Vision 2030. From providing heavy transport to barging and installation of cargo at its final destination, our skilled manpower, equipment portfolio, and local know-how make us ideally placed to support the most sophisticated project logistics operations.



CELEBRATING 1 MILLION SAFE MAN-HOURS AT UREA PROJECT



Almajdouie Logistics and Sabic team members from the Urea Project came together in Jubail to celebrate the milestone achievement of reaching one million safe man-hours operating without lost-time injuries. Since joining the project in 2017, Almajdouie Logistics has made important contributions to its operation by helping to improve productivity, efficiency, and safety.

Almajdouie Logistics provides 24/7 transportation services for the project, moving fertilizer products from Sabic affiliates to Jubail Industrial Port using specially constructed aluminum hoppers. There are 110 team members assigned to the project, handling 4 million MT of product annually. Commenting on the achievement, Regional Manager, Muhammad Faleh

Al Qahtani said: "This incredible achievement reflects the hard work of our team, the efficacy of our safety training and awareness campaigns, and the strong spirit of cooperation we share with Sabic. By integrating our respective safety programs and complying with Sabic's SHEM standard and Life-Saving Rules (LSR), we have further improved performance and set high safety standards. We look forward to building on this remarkable achievement and showcasing how much can be achieved with the right people, processes, and procedures in place."

In attendance at the celebration were Regional Manager, Muhammad Faleh Al Qahtani; Terminals Manager ER, Khaled Abdo Gawish; Transport Operation Manager, Ahsan Riaz; project staff; and drivers.

Safety awareness and defensive driving workshops

August 2020



Almajdouie Logistics Company (MLC), in coordination with Coca-Cola, held a safety awareness and defensive driving workshop aimed at maintaining our high safety standards. It took place at the Coca-Cola Bottling Company of Saudi Arabia (CCBCSA) in Riyadh. In attendance were MLC Safety Officer Abdul Kareem, CCBCSA Safety Consultant Mosab Mohamed, Project Manager Shamim Gazi, and Coca-Cola Project drivers.

The workshop highlighted the importance of following all safety measures at the CCBCSA's premises and while on the road. Safety is a pillar of our business approach, and through regular workshops such as this, our goal is to further enhance our team members' safety knowledge and practical skills.

During the workshop, participants were also briefed on the Blue Award, which recognises drivers for their hard

work, professional performance, and adherence to strict safety regulations. Each month, 10 exceptional drivers across the region will receive the award in recognition of their efforts.

Through this award programme, our aim is to inspire drivers and encourage them to develop their skills.

Almajdouie Logistics held another safety awareness and defensive driving workshop at

the Riyadh Cables premises.

MLC Safety Officer Abdulkarim Al Shaikh conducted the session, which highlighted the importance of wearing PPE, safety tips for parking and driving long-distances, how to handle vehicle breakdowns, keeping a safe distance from other vehicles, following traffic rules, cargo awareness, and the eligibility criteria for winning the Blue Award.

1,000 Safe man Days at HEMPEL Project



Almajdouie Logistics takes pride in its commitment to safety. We are honoured that Hempel Middle East has recognised our team's contribution to achieving 1,000 safe man-days at its facility in the Western region of KSA.

Health and safety is key to combating COVID-19

At Almajdouie Logistics, protecting the health and safety of our team members, customers, and partners remains our top priority.

Long before the coronavirus (COVID-19) pandemic hit, maintaining high safety standards was always part of "business as usual" for us. Now, this is even more vital as we work to keep the Kingdom's supply chain moving during these unprecedented times.

We took a proactive approach from the onset of the pandemic, implementing strict hygiene measures across our organisation to ensure the safety of our employees and customers. We are also complying with the Ministry of Health's recommendations for daily screening of employees before they start work.

A special task force (Business Continuity Committee), which includes executives from all our affiliates and a medical consultant, is coordinating these precautionary measures. These important steps are helping to ensure that our team members can continue to serve customers safely and effectively despite the current circumstances.

Our purchasing department, in coordination with the SHEQ Team, is playing an important role by ensuring that our team members have the necessary

personal protective equipment, and that all operational premises and employee accommodation facilities are frequently sanitised.

During a recent inspection visit to one of our facilities, one of our major clients commended the measures we have taken to protect the wellbeing of everyone stationed at our facilities or passing through them. Maintaining our customers' trust is essential during these challenging times, and we must all continue to do our part.

We are also providing online best practices training to our employees, helping them to deal safely with the COVID-19 pandemic. Moreover, we have created a special committee comprised of members from all our departments. Its role is to track the accuracy of daily operations, obtain accurate data, and monitor the latest developments around the clock, enabling the company to make quick decisions.

As COVID-19 has so chillingly demonstrated, calamity does not discriminate when it comes to business disruptions. Small businesses and conglomerates alike are now focusing on business continuity planning to help mitigate the impact of this crisis. Almajdouie Logistics is no exception, and we have created a robust business continuity plan, covering various scenarios

and how to deal with them if the pandemic continues.

We are pleased to share the good news that we have passed all required audits by the Ministry of Health and other relevant authorities, demonstrating our compliance with all government regulations to combat the spread of COVID-19. We would like to thank our stakeholders for

their continued cooperation, which is vital for us to achieve our mutual goals during these challenging times.

أمان 
Amaan
 Safe "Always"
 From Almajdouie Logistics



POWER 25

04 MOHAMMED ALI ALMAJDOUE

CEO, Almajdouie Logistics

Mohammed Ali Almajdouie has been part of the Almajdouie Group for seven years. Since taking charge of Almajdouie Logistics, Mohammed has strived to build on the company's momentum while navigating the complex challenges brought on by the COVID-19 pandemic. Regardless of size, location, or industry, businesses across the world are facing one of the biggest crises in recent history. However, one of Almajdouie Logistics' greatest strengths is our ability to turn challenges into opportunities. "We have adapted to new ways of working to support our Kingdom and customers during these unprecedented times, finding a new sense of resilience in the process. Our team members have shown incredible professionalis-

ism, going above and beyond to ensure we fulfill our obligations and keep our clients' projects on track. We are also proud to play a role in keeping the supply chain moving, delivering essential products across the country to make sure stores are fully stocked," Mohammed explained.

Furthermore, under Mohammed's leadership, the group has seen an advancement in automation and enhanced its digital capabilities. Almajdouie Logistics has also streamlined operations to enhance team members' skills and better serve its customers.

Mohammed told LNME: "Digitalisation remains an active area of focus and, at present, more than 80% of our process and services are fully automated and integrated with stakeholder platforms. In line with this, we recently enhanced our fleet with advanced telematics solutions that have improved



"The implementation supports our ambitious digital transformation programme, enabling us to build our business through real-time fleet management capabilities and data-driven insights."

safety and efficiency." "The implementation supports our ambitious digital transformation programme, enabling us to build our business through real-time fleet management capabilities and data-driven insights. Capitalising on the growth of eCommerce in the Kingdom, we have added last-mile delivery and fulfillment services to our offerings."

"Enhancing the customer experience and strengthening our partnerships with our valued clients is vital. Accordingly, we are in the process of revamping our customer relationship development department, which will help us to deliver improved levels of service. We are also working to improve our internal communication structure and further incor-

Almajdouie Logistics CEO ranked 4th in BNC publication's Top 25 power list

Almajdouie Logistics CEO Mohammed Ali Almajdouie has been ranked 4th in BNC Publishing's list of Top 25 CEOs in the Middle East.

This list of the region's most influential executives from the logistics sector included the industry's most prominent figureheads.

Commenting on the achievement, Mr Almajdouie said: "This recognition reflects the combined efforts of all Almajdouie Logistics employees. I would like to thank our stakeholders and team members for their unwavering support and important contributions to our success."

[Click for more details](#)

Recognising our exceptional drivers



At Almajdouie Logistics, our drivers are extremely important to us and we appreciate the important contributions they make to our company's success. To acknowledge their hard work, professional performance, and adherence to strict safety regulations, we introduced two new award programmes.

Each month, exceptional drivers across the region will receive The Blue Award in recognition of their efforts. The winners will receive a prize alongside a certificate of appreciation. At the end of the year, all Blue Award

recipients will stand the chance to win the Gold Award, which celebrates the best of the best.

The Gold Award winner will receive a prize and a certificate of appreciation, signed by the Group Chairman.

We would like to thank all our drivers for their continuous support and helping to keep the regional supply chain moving.

We are proud of this initiative, which we hope will further motivate our team members and inspire them to excel.



Leen De Rijke retirement celebration

Almajdouie De Rijke Limited (MdR) held a special ceremony in Dubai honouring De Rijke Group President Leen De Rijke, who has retired after a long and accomplished career.

His son, Mr. Kees, who served as CEO for many years, is taking over the role. Mr. Kees is also taking on the role of Vice Chairman of the Board at MdR. We wish them both the best of luck and good health.



December 2019

Mr. Abdullah Almajdouie with Mr. Leen De Rijke

MdR recognised at British Safety Council 2020 International Safety Awards

MdR was crowned Overall Country Winner - Kingdom of Saudi Arabia at the British Safety Council 2020 International Safety Awards for its commitment to protecting the health and wellbeing of its employees at the Sadara Chemical Company Packaging Centre in Jubail.

The awards celebrate organisations from around the world that have demonstrated their commitment to preventing workplace injuries and work-related ill health.

MdR Senior SSHEQ Manager Amador Brinkman said: "We are pleased to receive this prestigious award, which reflects the hard work and dedication of our entire team. At MdR, we believe that our commitment to safety is an investment in our future success and we always strive to maintain the highest standards.

Whether it is in the office or on-site, our team members are encouraged to report unsafe conditions, to be vigilant of



June 2020

potential hazards, and to voice recommendations for improvements."

British Safety Council Chief Executive Mike Robinson said: "The British Safety Council commends MdR on their achievement. The award is in recognition of their commitment

and efforts to keep their employees and workplaces free of injury and ill health.

All of those working at the MdR-operated Packaging Centre at Sadara Chemical Company should be rightly proud of their achievement."

Petro Rabigh Summer Training Programme

In line with our commitment to developing local talent in Saudi Arabia, Almajdouie Logistics and Rabigh Petrochemical Logistics (RPL) sponsored local youngsters as part of the Petro Rabigh Summer Training Programme.

A graduation ceremony was held to mark the successful conclusion of the course, which saw participants develop their English and safety skills. In attendance were Almajdouie Logistics Western Region General Manager Basim Jazzar and Project Manager Abdullah

Saleh Al Ghamdi. Representing Rabigh Petrochemical Logistics (RPL), were Chief Operating Officer Shirao Akihiro, Senior Manager (Contract) & HR Manager Khalid Al Harbi and Senior ERO Abdulkhaliq Al Subaie.

Petro Rabigh Training Manager Hisham Hamazani also presented Almajdouie Logistics with a token of appreciation on behalf of the company's President & CEO, Nasser Al-Mahasher.



September 2020



RABIGH PETROCHEMICAL LOGISTICS

Almajdouie

MELI

Continues digital transformation with online learning

Middle East Logistics High Institute's (MELI) innovative approach to online learning has helped to ensure its educational programmes continue seamlessly despite the coronavirus (COVID-19) pandemic.

MELI Institute General Manager Amer Badarneh said: "Demand for online learning has increased significantly over the last decade, as the internet and education combine to provide people with the opportunity to gain new skills. With social distancing measures and lockdowns in place globally, online learning has become even more vital in people's lives. We are delighted with the incredible feedback we have received from our students, highlighting the efficacy of our online offerings."

MELI Senior Consultant Dr. Turhan Bilgili said: "MELI has offered online training courses since 2018, and despite a challenging start, the number of students in each batch continues to increase steadily.

Since March this year, our objective has been to extend the learning environment to be accessed anywhere and anytime and to empower our students and faculty to achieve more.

We have had the right tools in place for some time, so we were ready to take our learning fully online immediately."

By March 30, MELI had more than 120 participants enrolled in its various online courses, predominantly international certification programmes. With the support of the Human Resource Development Fund, four of MELI's programmes are now available fully funded.

With the support of relevant governmental and semi-governmental organisations, including the Technical & Vocational Training Corporation (TVTC), MELI is helping to usher in a new era of digital learning in the Kingdom.

In addition to existing short



courses and professional certification programmes, MELI has launched its first two

year online logistics diploma programme.

MELI HAILED FOR EDUCATIONAL ACHIEVEMENTS

We've been amazed at the resilience of some of our training partners during this challenging time. Here are some examples of training providers from around the world who have managed to develop their education activities:

In Saudi Arabia, the Middle East Logistics Institute (MELI),

part of the Al Majdouie Group, were able to respond quickly to the changes in the business environment, focusing on business recovery and diversifying to meet new market needs.

As well as switching to online teaching almost overnight, MELI have been able to develop CILT programmes in Arabic,

boosting their student numbers significantly.

In adapting to the new market, MELI started to offer evening classes and more modular courses, allowing students to then register for the full qualifications. The addition of online webinars also helped to enhance the value of the programme.

MELI were successful in attracting Saudi Arabian government funding to support their modular programme, and have already achieved a 90% conversion rate to the full CILT qualifications.

Despite the impact of Covid-19, student bookings in the last 2 months have now exceeded the total number of bookings over the previous 3 years.

RoadMasters:

helping drivers reach the highest professional standards



The IRU RoadMasters hydrocarbon programme helps drivers understand and mitigate the risks of transporting hydrocarbons. In 2018, MELI and IRU collaborated to implement the programme for Saudi ARAMCO's subcontracted drivers to ensure high professional standards are demonstrated during the transport of hydrocarbon materials. We spoke to Amer Badarneh, General Manager of the Middle East Logistics Institute (MELI) about the benefits of the programme.

What are the key elements of the IRU RoadMasters hydrocarbon programme?

While we have general programmes for drivers, we have never had a specialised programme like this before. It is based on practical assessment rather than knowledge-based tests, making it more representative of the actual job. The programme was designed based on International industry standards and by encapsulating real-life ARAMCO experiences and therefore reflects reality, allowing drivers to develop the

skills they really need, such as hazard identification.

Why is it particularly important that drivers undertake this certification?

Unfortunately, there is no training regulation in Saudi Arabia for the transportation of hydrocarbons. Saudi ARAMCO made the hydrocarbon certification programme a requirement because it enables them to assess transport operators on the basis of standardised norms, ensuring the safe and efficient transport of hydrocarbons.

Operators are starting to perceive the benefits and see the return on investment of spending on training and certification. RoadMasters helps strengthen long-term competitive advantages by reducing liability exposure, minimising road incidents and cutting the related costs. The programme is unique in that it leads to an international standard certification, which improves driver motivation and contributes to their career development.

Training and certification of

drivers is especially important in the context of the Saudi Vision 2030. Drivers are at the centre of the logistics pillar of the Vision and their development will contribute to the realisation of its goals.

How has the pandemic affected your activities?

Training was suspended in mid March and most of the country shut down. Hydrocarbon transport was an exception: it continued throughout the pandemic. IRU helped to support drivers working during the pandemic by providing checklists for hydrocarbon transport translated into Urdu and Hindi. IRU also provided information on hygiene procedures and helped us to prepare hygiene kits for drivers. MELI, with the support of IRU, supplied two-month temporary certificates to drivers whose permits had expired, enabling them to continue working while certification activities were suspended.

We have now resumed training and certification activities, with social distancing measures in

place. However given the drop in demand for road transport, we have fewer participants than usual.

How many drivers have been certified since the programme was endorsed by Saudi ARAMCO in 2018?

Since October 2018, some 1,620 drivers have undertaken this certification programme. In October 2020 the first drivers to attend the programme will be invited back for a refresher. This certification programme is currently being digitalised by IRU. Once completed, ARAMCO and its transport companies will benefit from a true driver risk management solution, with dashboards revealing the performance of drivers.

IRU's RoadMasters team has been working hard to ensure that drivers who successfully complete the programme receive their certificate quickly and can return to performing their duties in compliance with stringent safety standards. We look forward to continuing our partnership with IRU to enhance road safety in Saudi Arabia.

Almajdouie and Yanpet

celebrate lifting achievement



Almajdouie Logistics and Yanpet celebrated the milestone achievement of lifting 140.5 KT of products during May 2020, the highest figure this year.

Yanpet recognised our on-site team for their important contributions and for maintaining the highest safety standards despite challenging conditions. Yanpet also recognised project manager Imtiazuddin Khan for helping to keep the project on track and

ensure that all obligations are met in a timely manner.

Yanpet Sr. Manager - Products Handling & Logistics Aiman Al-Matrafi said: "With great planning, teamwork, and a 'can do' attitude, our team overcame many obstacles, including COVID-19 restrictions, Ramadan timings, and Eid holidays.

We look forward to building on the momentum and maintaining our high safety standards."

Meet One of Us

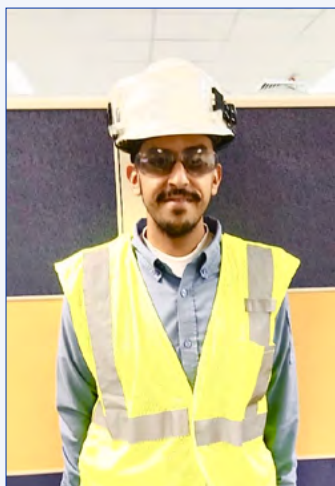


Omar Al Shehri
SSHEQ Manager - Eastern Region
Team Member Since: 2005

As a safety manager, Omar's top priority is to protect the health and wellbeing of Almajdouie Logistics team members. During the current crisis, his role involves ensuring compliance with the Ministry of Health's instructions at Almajdouie sites and facilities.

Although maintaining social distancing was challenging in the beginning, we have overcome this issue through daily safety talks, awareness campaigns, and frequent monitoring.

Reflecting on his time with the company, Omar said: "I believe our company's greatest strengths are our values, our vision, and our commitment to empowering team members. At Almajdouie Logistics, there are plenty of opportunities to learn new skills and the environment is very respectful. Through teamwork, commitment, and a positive attitude, we have overcome challenges in the past, and I believe we can overcome COVID-19 the same way."



Saud Mohammed Al Hussain
SSHEQ Supervisor
Team Member Since: 2016

During his career with MdR, Saud has consistently developed his skills to meet the demands of his current role. He began studying to work as a pipe fitter, but switched his major to safety, health, and environment, which required extensive study and preparation. Saud says that critical thinking, problem solving, teamwork, and leadership are some of the areas the company has helped him to improve.

Commenting on his role, Saud said: "I always try to improve my management and technical skills and enjoy learning new ways to succeed in my life.

Working with clients to understand their objectives and exceed their expectations are my favourite things about my role. I would like to give thanks to MdR team, specially to Mr. Amador Brinkman and Mr. Alaa Kassem for their constant support and encouragement, it means a lot to me."



نمتلك و نشغل أكثر من

We own and operate more than

1,200,000

متر ساحات التخزين

square meters of terminal facilities



Almajdouie named as the new Peugeot dealer in Saudi Arabia

Groupe PSA, the French automotive manufacturer of Peugeot, Citroen, DS, and Opel, announced Almajdouie as the new Peugeot dealer in Saudi Arabia. The announcement follows the inauguration of the first Almajdouie-Peugeot Showroom, located on King Fahad Road, Al Bustan District in Khobar.

Almajdouie plans to expand Peugeot's presence in the Kingdom by opening two more showrooms in Riyadh and Jeddah in the immediate future, and additional showrooms and service centres in eight cities across KSA by 2024.

Almajdouie Group President Yousef Ali Almajdouie said: "We are proud to be trusted as Peugeot's exclusive dealer in the Kingdom and we foresee great growth for the brand locally. Since the brand's

comeback in the region in 2017, it has introduced several new models in a variety of segments and has become a force to be reckoned with in the high-end mainstream segment."

Samir Cherfan, Executive Vice President of Middle East and Africa Region at Groupe PSA, said: "We are confident in Almajdouie's knowledge and established reputation in the Saudi market; their network of 13 dealerships and 40 service centres is a testament to their ability to maintain customers and offer top-notch aftersales services that match Peugeot's high-end offering."

Rakesh Nair, Managing Director at Groupe PSA in the GCC, said: "Following a record year for the brand across the GCC, with a 72 percent increase in sales, now is the perfect time for Peugeot to re-establish its

presence in the Kingdom. With the ongoing realisation of the Crown Prince's Vision 2030 and the raft of progressive reforms taking place, forging a new partnership in Saudi Arabia offers an exciting opportunity to reach new customers and build

passion for the brand."

Operating in other automotive support activities such as financing, leasing, and logistics further cements Almajdouie Group's ability to enhance the Peugeot brand in the Kingdom.





Arjaa Travel and Tourism has been appointed as the General Sales Agent for GoAir for the Kingdom of Saudi Arabia



Arjaa Travel and Tourism, part of Almajdouie Group, has been appointed as the General Sales Agent for GoAir for the Kingdom of Saudi Arabia.

Almajdouie Group Chairman Yousef Almajdouie signed the contract on behalf of Arjaa Travel and Tourism alongside GoAir Vice President of Aero

Political Affairs Arjun Das.

In attendance were representatives from both companies, the media, and officials from Dammam Airports Company. GoAir operates over 330 daily flights across 36 destinations – 27 domestic and nine international.





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