



الخریف للخدمات الإدارية

AL-KHORAYEF Management Services (AMS)



Al-Khorayef Management Services (AMS) is included within Abdullah Ibrahim Al-Khorayef Sons Group of Companies. It was established in May 1994 to satisfy the growing need all over the Middle East region for advisory and training services in the field of quality control; especially ISO 9000 series of specification. Since then AMS has expanded in other important fields including safety, environment and general management training.

AMS provides its customers with advisory and training services as well as services related to quality precision that help them from the start till they acquire the internationally recognized certificates; such as ISO 9000 in quality, OHSAS 1800 in safety and ISOI-4001 in environment field.

AMS is registered in ISO 9001: 1994 as regards to the advisory, training and quality precision services; and designing training programs. The satisfaction of the client is the corner stone of AMS for laying the basis of its quality system. AMS has a highly qualified team enjoying practical experience that will guarantee success in achieving the assigned missions.

AMS has qualified its clients, from the start, to acquire required certificates of the reputed international organizations; and it has a record illustrating these firms and corporations that AMS is proud to serve.

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Editorial

Training in the Globalization Era

The overwhelming majority of national companies see the globalization as a nightmare that threatens them and takes their place in the market due to market openness as a result of the flow of goods and services and increased competition with the arrival of new competitors to the national markets. The globalization is also a specter that threatens the corporations and firms, which their manpower is constituted by a group of low-qualified staff. Thus the international agreements included laws and regulations related to foreign labour movement and residence, specially the service agreement, which is one of the World Trade Organization agreements that determines the commitments of the member states to the labour movement. Each member state determines the level of position, skill and the ratio of categories permitted to stay and work.

However, the importance of raising the level of efficiency and skill of employees in the national establishments and companies is clearly displayed in facing the forthcoming competition due to the arrival of experts allowed to move with their establishments and products. This can not be achieved without accelerating the training of employees of local firms, preparing and acquiring them the necessary experience; as well as investing in the manpower in preparation for the inevitable confrontation.

Training is an important requirement for establishments and companies for the promotion of efficiency of their employees in all times and conditions.

But in the case of market openness and removal of limits, it is most urgent and most important. Because the competition in the future will focus on acquiring the competent and qualified human cadres capable of leading and promoting their establishments in the globalization era, where no place for the weak among the powerful competitors.



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Al-Khorayef Message

To strive for leadership in all of its business activities by supplying quality products together with professional after sales support through its carefully selected and highly performing employees and to play a vital role in technology transfer and environment protection.

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AL-KHORAYEF

AIA NEWS

Castrol Enjoys Another Record Year!

AlKhorayef Commercial Company was named as Castrol's exclusive distributor for Saudi Arabia in 1991. After a promising start, with significant investment by both Castrol and ACC, the business declined, partly due to the tough trading conditions during the mid 90's.

However, over the last two years, the business has transformed dramatically. Increased focus and commitment has resulted in a significant improvement in the Castrol Division's performance. Sales in 1998 increased by over 50% and 1999 projections show a further 65% growth this year.

"This is a very exciting time for everybody connected with Castrol in Saudi Arabia, said Bryan Saunders, General Manager. "Great credit must go to my management team, who, along with the sales and support staff, have worked tremendously hard to change a declining performance into one of accelerated growth, in just two years".

This significant growth has been achieved across all regions and comes at a time when the overall market is stagnant whilst competition is increasing in size and intensity. Castrol Division is responding to the market

challenges and expanding into new segments and geographical locations in order to maintain this strong growth. During 1999, new offices were opened in Khamis Mushayt, Medina and Makkah; it is planned that Yanbu, Taif and Jazan will follow these during 2000.

Increased focus is also being given to the agricultural market, capitalising on the Al-Khorayef Group's strength in this sector. A new marketing initiative involving collaboration between Castrol and Agricultural Division started this year and is expected to yield significant sales to the benefit of both divisions. "There is a natural synergy between both Castrol and Agri Division which will result in increased lubricant sales and eventual market dominance in the agricultural sector," explained Bryan Saunders. "The engines and machinery sold by Agri Division require high quality and approved lubricants for optimum performance. By recommending and selling Castrol products, Agri Divisions are ensuring that their customers use the best lubricants, resulting in improved performance of their equipment".



BRYAN SAUNDERS

Year 2000 is expected to be just as demanding and rewarding with further substantial growth budgeted. As sales and market share increase, so does the interest and support of Castrol's Head Office in the UK. There has been a number of senior managers from Castrol during the year to meet Shiekh Saad AlKhorayef and his fellow Board members. They have expressed great admiration and appreciation in the manner that the Group has supported the business, particularly during some very difficult periods.

There is now considerable optimism and confidence that Castrol has a very bright future in Saudi Arabia. The strong support and professionalism of the AlKhorayef operation combined with the world class credentials of Castrol, should provide a platform for Castrol to become one of the leading lubricants in the Kingdom.

A Shield of the best distributor for Saudi Parts Center Company

The Saudi Parts Center Company received "The Best Distributor Shield" from the US I.B.D Company in appreciation for the efforts exerted and the persistent good results achieved by the company. Mr. Oscar Galo, deputy chief of I.B.D Company, during his visit to the Saudi Parts Center Company in February 2000, handed over the shield to Engineer Ahmed Munir Misk, the Company's general manager.



Graduates 250 divers each year:

Al-Khorayef Marine Department . . . Limitless Ambitions

Reportage by:

Ali Mohammed Al-Ghareeb

Diving is a contemplative tour through the creatures of Allah Almighty. It is a quiet tour in the wide sea lanes in order to fathom their depths, produce the beautiful things underneath and enjoy the magic of the deep.

Diving is not just a sport, in the abstract meaning. It is devoid of the competition spirit characterizing most other sports. It requires a team work.

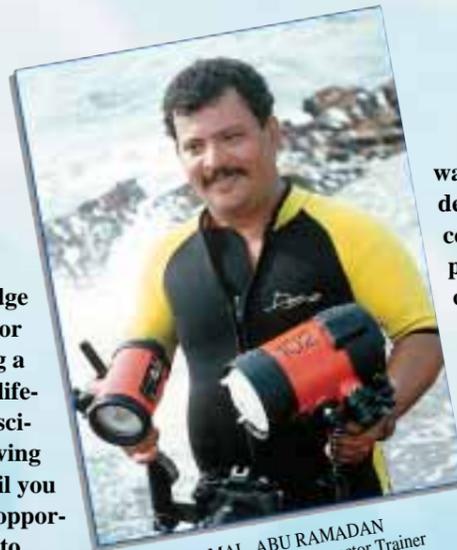
Why we dive?

If you are a lover of relaxation and a deep water cruising, as if you are soaring in the space, you definitely need to practice diving in order to feel good and enjoy it.

And if you are one of the knowledge seekers or studying a marine life-related science, diving will avail you a lot of opportunities to watch the marine life in its environment. Otherwise, if you are a beauty seeker, you will find in each square meter of the coral reefs a lot of beautiful things and desire to know them. While you are watching this marine life, you feel as if all these marine gardens are a band playing a marvellous music.

Evolution of Diving

Diving sport evolved during world war II, in 1943. Emily Cagnan and Jacque Eve Cousteau, two french youths, developed the first bath with a regulator for breathing from an under-



KAMAL ABU RAMADAN
Product Manager, and Instructor Trainer

water cylinder to overcome the problem of continuous air flow from the cylinder. Though the device is simple, small

and easy to

install, it is regarded as the greatest achievement in the field of diving, till now. When the war ended, Jaque Cousteau provided it to the public after calling it (aqualung).

Cagnan and Cousteau invention lead to the spread of diving as a sport or recreation, as others love to call it. The post-war period of 1950-1960 was an expansion and spread of military, commercial, recreational or sportive diving. The same period witnessed the US marine researches on saturation diving and diving schedules in oxygen pressure-chambers.

Beginning of Diving in the Kingdom

Diving sports started spreading in the Kingdom at the beginning of the '80s of the

twentieth century, with a small number of Saudi divers and other resident Arabs. This activity was concentrated in Jeddah area, because there were many Europeans and Americans practicing this sport.

In few years, the number of divers doubled. There were also experienced and professional trainers.

Al-Khorayef and Diving in the Kingdom

In 1979, the Marine Department in AlKhorayef Commercial Company was established. AlKhorayef managed to promote diving by benefiting from skills and experiences of highly qualified professionals such as Mr Kamaledine E. Abu Ramadan, the Diving Product Manager in our Marine Department. Mr. Kamal believes that this sport is spreading all over the Kingdom and soon will occupy a remarkable position among other sports.

Mr. Abu Ramadan is the first Arab gained a Course Director Rating from PADI International, USA and Instructor Trainer In Technical and Nitrox Diving from IANTD. He has been practicing SCUBA diving since 1980. He trained more than 1670 divers. In addition to In-

structor Development Courses, Kamal offers more than 16 specialty courses like Underwater Photography, Navigation and Shark Diving etc..

Al-Khorayef Commercial Company is keen to support and develop this sport by introducing and spreading it among the youths. This activity is especially a sport and a profession needed by the youths at present.

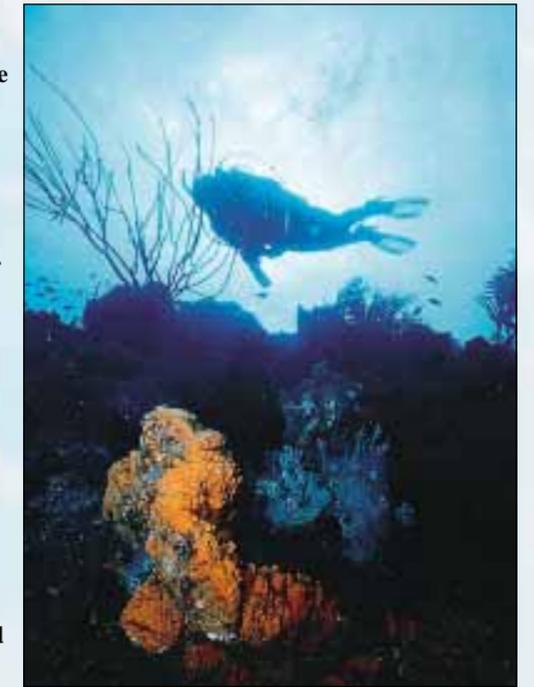
Efficient Competition

During the last two years, the Diving Section in Al-Khorayef became one of the major competitors in the market. This section is supported by many services and products i. e. advanced diving equipment; and as a result became a specialized cadre providing training and maintenance services too.

Al-Khorayef share is estimated by 38-45% of the total market. But Abu Ramadan is aspiring to achieve a model diving center including a swimming pool and several training classes, enabling the Marine Department in Al-Khorayef Commercial Company to provide advanced services to acquire 60% of the total size of the diving market. This is in addition to the appropriate revenue in return of these services.

Future of Diving

The Saudi youths are increasingly joining this practical and recreational sport. There are more than a thousand Saudi youths who wish to



■ [We award the trainees PADI-recognized certificates.](#)

■ [Cagnan and Cousteau paved the way for divers.](#)

■ [We support the Marine Department with various services for the graduation of the skilled divers.](#)

attain the International Trainer Certificate from PADI. The Marine Department is now training more than 250 divers annually through cooperators in the Diving Sections of Al-Khorayef Centers. Afterwards the trainee is given a PADI- recognized certificate.



Al-Nakheel Paper Industries Company Prepares for Drupa 2000

Al-Nakheel Paper Industries Company is preparing for the participation in Drupa 2000, which will be held during 18-31, May 2000 in Dusseldorf, Germany through its pavilion prepared for this purpose.

Al-Nakheel Paper Industries Company is regarded as the first Saudi company, specialized in paper field, which participates in this international exhibition and which is regarded as the largest international exhibition in the world specialized in printing and paper fields. It is held every five years. This exhibition is especially



General Manager
Al-Nakheel Paper
Industries Company

important, for it introduces the Saudi products to the international markets and shows the high technology reached by these products, which we are all proud of their quality, distinction and competition world wide.

A Volvo Penta Delegation visits Al-Khorayef



A high-level delegation from Volvo Penta (Sweden) paid a visit to Al-Khorayef Commercial Company. They held a meeting with the officials, discussed the relations between the two Companies, ways to support and promote them as well as the future relations; especially after the Company has received the Certificate of Appreciation in the occasion of the commemoration of more than 30 years of distinguished relations. Volvo Company was represented in this meeting by:

Mr. Thomas Kilander - Research Engineer- Design, Testing	
Mr. Lars Gunnar Carlsson - Project Leader- System Components	
Mr. Thomas Lantz	Design Engineer
Mr. Jan Eje Persson	Sales Manager
Mr. Tom Tveitan	Senior Product Manager

ENVIROSCAN at JADCO

The EnviroSCAN is a water management tool that shows farmers when and how much to irrigate. Saudi Arabia has finite water resources and at the current rate of usage several large agricultural areas cultivated now will be abandoned within 20-30 years because of water quality or quantity. The EnviroSCAN will help to prolong the life of this precious water resource.

JADCO is one of the first farms to make a commitment to understanding and optimizing water conservation by using the EnviroSCAN. The instrument provides continuous monitoring technology, which enables potential water savings of greater than 25% water on most farms. Reducing water used per Crop gives a twofold benefit:

- * Profit improvement through lower irrigation costs.
- * Elongating the life of agricultural production by using the limited water resource more effectively.

JADCO has currently installed the instrument in both Alfalfa and Barley. The information generated from the monitored pivots will be used by JADCO cropping managers to schedule irrigation over a relatively large area. Alkhorayef Commercial Company plays an active role in water conservation by installing and supporting the EnviroSCAN, and subsequently works closely with the customer to achieve results. In this way everyone benefits- opportunities for improvement are actualized leading to more profitable, longer-term farming.

Grant Stuart
Crop and Water Management
13th Feb, 2000