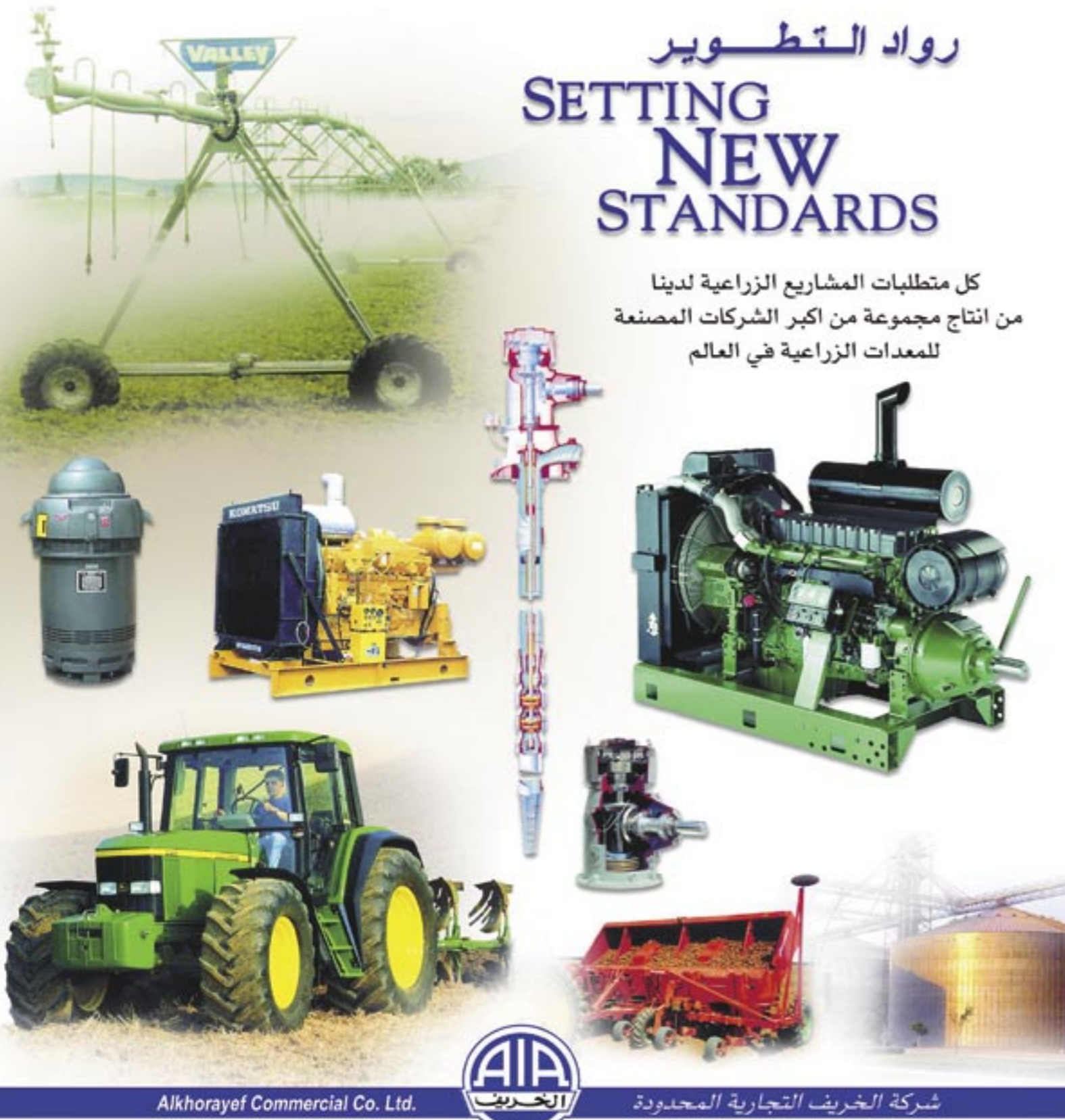


رواد التطوير SETTING NEW STANDARDS

كل متطلبات المشاريع الزراعية لدينا
من انتاج مجموعة من اكبر الشركات المصنعة
للمعدات الزراعية في العالم



Alkhorayef Commercial Co. Ltd.

شركة الخريف التجارية المحدودة

VOLVO
PENTA

VALLEY

KOMATSU

Kverneland

CHIEF



سعود السويدي

Adapting to One's Work Environment

Much has been said about work environment being one of the important factors that affects staff behavior and stimulates them to do their best for their corporations.

All compete in talking about good work environments and ideal work conditions that corporations must provide to the staff and the importance of improving these environments and conditions. Undoubtedly, this will reflect on the final results in the form of increased profits, stock value etc.

From my own point of view, all the aforesaid is true though talking in this way is one-sided. Any dialogue must have two sides in the interest of effective communication that achieves the purpose and leads to results. As much as we demand from our corporations to invest in improving the work environment, we must also demand from our staff to understand the conditions of their corporation and adapt to the work environment in order to achieve the desired success hand in hand with their corporations.

Adapting to work environment achieves important objectives for the employee such as job satisfaction, feeling of happiness and psychological stability, and work enjoyment. This cannot be achieved regardless of the amount invested by corporation in the field of improving the work conditions unless these investments are met with staff efforts to adapt to work environment. This is the price that staff must pay in order to enjoy the aforementioned benefits.

For a clearer picture, I can emphasize an important principle. We the employees, can never have a total impact on the work environment and conditions. We cannot for example choose the people we want to work with, the location of the workplace that we desire to join or the environmental, legal and social conditions we want to work in. We

have to adapt to these variables that control us most of the time. If we do not adapt, we will not have job satisfaction.

Improving the work conditions and environment is a collective and integrated effort we all must exert in order to achieve both personal and corporate goals.



Saud Abdulaziz Alswailem

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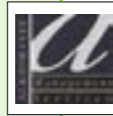
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Alkhorayef's Mission

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

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Sheikh Abdulrahman Alkhorayef Honored



In a special ceremony held at Al-Janadriyah, to honor a number of distinguished businessmen, HRH Prince Abdullah bin Abdulaziz, crown prince and commander of the National Guard, presented Sheikh Abdulrahman Alkhorayef with the King Abdulaziz Al Saud First Class decoration for being one of the most distinguished businessmen in the Kingdom of Saudi Arabia. Sheikh Abdulrahman was also received by other princes and ministers.

HRH Prince Salman bin Abdulaziz, Governor of Riyadh region, welcomes Sheikh Abdulrahman Alkhorayef in his office on the occasion of his receiving the King Abdulaziz First Class decoration.



HRH Prince Sattam bin Abdulaziz, Deputy Governor of Riyadh region, receives Sheikh Abdulrahman on the same occasion.

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HE Dr. Abdullah bin Abdulaziz bin Muamar, Minister of Agriculture and Water, congratulates Sheikh Abdulrahman Alkhorayef on receiving the King Abdulaziz Al Saud First Class decoration.



HE the Chairman of the Organization of Wheat Silos and Flour Mills receives Sheikh Abdulrahman Alkhorayef on the same occasion



Sheikh Abdulrahman Alkhorayef's family joyfully poses to celebrate the occasion of its Head receiving the King Abdulaziz First Class decoration.

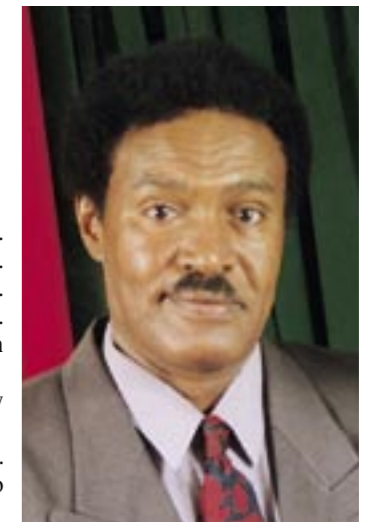
photo: Ahmed Adam

Sheikh Abdulrahman Alkhorayef Visits Sudan

Sheikh Abdulrahman Alkhorayef and the accompanying delegation accepted the dinner invitation of Dr. Ahmed Al-As, state minister for interior affairs, during a special visit to Sudan on December 2001.

The dinner was attended by:

- HE Professor Zubair Bashir Taha, Minister of Science and Technology.
- HE Mr. Idris Mohammed Abdulgadir, State Minister in the Ministry of Peace.
- HE Dr. Abduljabar Hussein, State Minister in the Ministry of Agriculture.
- HE Dr. Mohammed Abdulhalim Sideeq, dean of students at Al-Azhari University.
- HE Professor Mukhtar Othman Al-Sideeq, vice-chancellor of the Holy Quran University.
- HE Col. Salah Khalifa, general manager of the executive office in the Ministry of Interior.
- HE Colonel Jalal Al-Deen Abulgasim, deputy Governor of Omdurman.
- HE Mr. Isam Al-Deen Al-Mahi, general manager of Securities Company, in addition to a host of businessmen and officials.



Sheikh Abdulrahman Accepts a luncheon invitation from the Chairman of Sudanese Chambers of Commerce



The Sheikh and his accompanying delegation also accepted the lunch invitation from Mr. Al-Taeab Ahmed Othman Al-Nus, chairman of Sudanese Chambers of Commerce. HE Minister of Finance and National Economy, HE Minister of Justice, HE State Minister of Peace and a host of other dignitaries attended the luncheon.

Alkhorayef Commercial Company (ACC) Obtains Saudi Contractors Classification Certificate

In its drive for diversifying its activities and taking part in big projects, ACC acquired the first class Saudi Contractors Classification Certificate from the Public Works and Housing Agency for Classifying Contractors in the field of mechanical works and the third class certificate in the field of industrial works.



Alkhorayef Commercial Company (ACC) Participates in the Forum for Agricultural Investment in Jazan

Under the auspices of HRH the Crown Prince, the Ministry of Agriculture held the forum of agricultural Investment in Jazan and Tihama plains on the 1st of Dhul Ghaida 1422H. The forum was inaugurated by HE Dr. Abdullah bin Abdulaziz bin Muamar, the Minister of Agriculture and Water. HE Minister of Commerce and other senior officials were also present at the forum. The forum aims at promoting Jazan region as one of the most agriculturally important regions in the Kingdom, especially in terms of the production of vegetables, fruits and grains. The fish produced in Jazan accounts for 50% of the total production of the Kingdom. Importantly, the Jazan coastline includes one of the largest projects in the Middle East for raising prawns. Opportunities to invest in the equatorial fruit fields of vegetables, grains, fisheries and food production were also presented in the forum. The Ministry had



also organized a specialized agricultural exhibition in which Alkhorayef Commercial Company (ACC) participated, as it is one of the biggest companies concerned with agricultural work. ACC and a number of other companies participated and exhibited many of their products.

Human Resources Development Fund Supports 52 Saudis to Join Alkhorayef Commercial Company (ACC)



Mr. Saud Alswailem, the general director of Human Resource Department at the Alkhorayef Commercial Group had signed a contract with the Human Resources Development Fund (HRDF) against which the HRDF would support the inclusion of 52 Saudis in the Alkhorayef Group. This would be within the HRDF plan to

nationalize the private sector and bear a limited amount of the training costs of the Saudis and their salaries when they first join the company. Mr. Alswailem announced that the HRDF would pay the company around SR 2,000,000 representing a part of the trainees' salaries until they are rehabilitated.

"Al-Iqtisadiyah" newspaper published this news on 20/12/1422H (4/3/2002). The newspaper added that Mr. Mohammed Al-Sahlawi, director of HRDF, had emphasized that the HRDF would directly support the employment of 700 Saudis in Al-Aziziyah Company and would half the cost of their salaries for one year.

Sheikh Alkhorayef to Technical Review

Stupendous Success was Achieved in Technology Transfer and Employment of Locally Produced Raw Materials

This title with the Sheikh's picture was one of the headlines on the "Technical Review" of December 2001 published from London. "Technical Review" interviewed Sheikh Abdulrahman Alkhorayef, chairman of the Alkhorayef Group board of directors, after he received the King Abdulaziz Al Saud First Class decoration for the year 1421H for being one of the distinguished Saudi businessmen.

Corporate giant with modest beginning

Sheikh Abdulrahman started by talking about the early years of the company and how it came to become a group of companies. He said: "Forty five years have elapsed since the company was established. It now employs more than 1,800 highly skilled personnel. Abdullah Ibrahim Alkhorayef Sons Company is now a holding company for many trading, manufacturing, contracting and other businesses, including Alkhorayef Industries Co., Alkhorayef Operation & Maintenance Co., Trans Orient Modern Machinery Co. and the Saudi Parts Center Co."

Speaking about quality control, Sheikh Abdulrahman said that most of the Group's subsidiaries are ISO 9000 certified. "We are confident that the QA system we implement surpasses ISO 9000 in many respects. Our QA systems not only address quality issues but also address safety and environmental concerns with particular emphasis on customer satisfaction," the spokesman said at the time the royal award was handed over.

Greatest Company Achievements

Speaking about the high international position reached by the company and its greatest achievements, Sheikh Abdulrahman spoke of the strategic alliances entered into with top interna-



tional companies such as Valley Irrigation Systems, John Deere, Centerlift Pumps and Castrol. He also cited the recent success stories such as the supply of more than 10,000 tons of galvanized and fabricated structural steel to the Mina tent project in Makkah Al-Mukaramah, the fabrication and delivery of 6,000 center-pivot irrigation systems to Iraq under the auspices of UN and various projects throughout the GCC states, and very soon, Syria. He specifically mentioned the Group's achievements in Saudization, pointing out that over 25% of their employees in the Group and 30% in the Alkhorayef Operation & Maintenance Co. are Saudis. He also mentioned the IT training provided to all employees.

Award of New contracts

Sheikh Abdulrahman also spoke about specific recent contracts won by the Group that include water handling deals for Alkhorayef Operation & Maintenance Co. worth over SR 500 million, various oil-pumping contracts in the Gulf valued at several hundred million Saudi riyals and the supply of state-of-the-art printing machinery to a variety of customers in the Kingdom. Asked about the future development of the company, Sheikh Abdulrahman replied that the company had a huge

share in all fields of the market and that it has a clear vision and strong determination to lead in these fields. The Sheikh stressed the company's continued ability to compete in the international markets by relying on specialization, improved standards and developed products: "we have already succeeded in technology transfer and employment of locally produced raw materials" he stated.

Icing on the cake

Technical Review asked the Sheikh: "What does the award of Businessman of the Year mean to you personally?". The Sheikh replied: "It is a culmination of efforts by All partners, which was started by our father Abdullah Alkhorayef more than 45 years ago and later by the late Ibrahim Alkhorayef, our eldest brother. This is an award for all the partners in the group. It encourages us to combine our efforts to contribute more to the GDP and prompts us to embark on the path of progress. The Sheikh concluded this interview on a personal note. known for his interest in falconry, he once went hunting in Tunisia. "My falcon caught a bird and all of a sudden a huge eagle appeared and attacked the falcon and its prey. The hunter became the hunted!" he concluded.

Whatever Your needs are We'll Fulfill Them !



Every era produces its own needs, requirements and means for achieving them which are different from the previous era. The people living in the present era, of course, have their own necessities and luxuries, which many of us could only have access to through modern inventions. One of the means is the installment system practiced in the Kingdom for years. Undoubtedly, we need washing machines, refrigerators, ovens, vacuum cleaners, cooling devices, furniture, cars etc. These are all necessary requirements that must be obtained with big amounts of money which many people cannot afford.

The installment system is here to solve this problem. Many companies are working in this field to provide these requirements within agreed timetables between them and their customers through installments that suit everybody's purse. It is generally accepted that installment has been an effective tool for the people in catering to the basic needs as well as luxuries.

Alkhorayef has sought to vary its commercial fields by entering this enterprise. Accordingly, it established the Saudi Installment House Co. on 23/1/1411H (14/8/1990), which had become one of Abdullah Ibrahim Alkhorayef Sons group of Companies. SIH's role is to ensure the basic needs of the customers by enabling them to pay in easy installments based on the Islamic 'Murabaha' 'profitability' and against ownership contract for the purchased commodity.

SIH provides the customer with all the basic needs at one time through easy installments. It is reputed for the success it has achieved in Riyadh and Buraidah. Hence it decided to reactivate the sale of lands in installments soon. Those who want to use the installment system must look at it as a system that seeks to enable them to satisfy their needs and not an encouraging system for purchases only. From the SIH records around 10% of the customers delay payment of due installments. The reason is the dissatisfaction with the purchased commodity. Most customers visit the showrooms without any plan for buying. However, they are ready to buy everything since payment is by installments. The shopping spree leads them to buy things that they later realize were unnecessary. Therefore, SIH advises customers to identify the suitable installment program in terms of the number of installments, the value of each installment and due date. SIH also noticed that 40% of those who delay payments have not yet adapted themselves to the monthly installments.

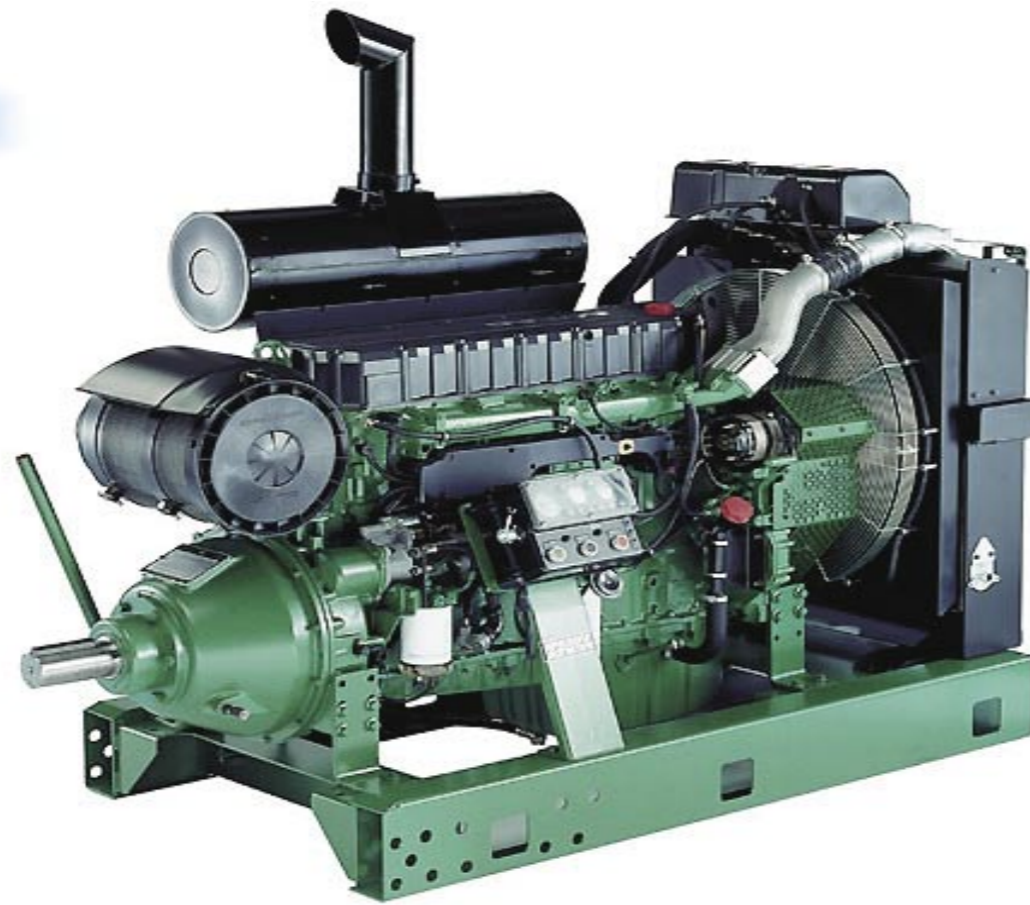
The installment scheme is a means to achieve the desired goals for people and is not a goal in itself. Every company has its own terms and conditions for buying and selling by installments.

- Paying in Installments is a way of achieving the target for the people. But it is not a goal in itself.
- Saudi Installment House (SIH) ensures the customer's requirements through the installment plan based on the Islamic Murabaha 'profitability'.
- SIH advises customers to choose the appropriate installment plan.





Khalid Bayoumi



Diesel Engines between the Past & Present

In the past the power employed in drawing water from wells was human power itself with the aid of animals like camels. Wells at that time were wide-open and needed continuous maintenance of the sides which always collapsed. The need for more water after the great agricultural expansion and increase in population necessitated the employment of more power with speed and efficiency higher than those available at that time. The one-piston and two-stroke engine was invented, developed into a four-stroke engine, while still retaining the single piston.

To run the engine, the manual method, called the handle, was the conventional means. It was a special metal handle that runs the engine till the first combustion was complete and the engine continued running. By itself the double-piston and the four-stroke engines were invented, which were easily run by the electric starter connected to the engine. Simple diesel engines with normal fuel injection pump were also developed. They produced small horsepower compared to the greater liter capacity used as a result of the inadequate technological backup at that time. The engine components

were made of unprocessed cast iron, which contains cast iron only. The inner engine parts were made of normal alloy with some oil for installation.

The main reason behind the development was the search for mechanical harmony between the following:

1. Engine parts and the consequent cooling and lubricating.
2. Fuel injection and the consequent high combustion efficiency and horsepower.

For the aforesaid reasons Volvo Co. did not spare efforts in achieving this vital goal: a smart engine that carries out the operation after setting the required speed.

Let us start from the beginning of turbo charger development. It was a simple device that depended for its operation on air pressure before it reached the combustion chamber in the engine. Where a great expansion takes place due to combustion, a great power emission occurs and there is a consequent increase in engine horsepower that reaches 36%. This enables the use of a lower capacity engine to produce a higher horsepower.

There were two major obstacles in the smooth operation of this system:

Excessive heat resulted in the need for high quality oil to raise the engine efficiency.

There was lower efficiency in combustion than required.

For solving this problem, oil companies helped a lot in the development and production of oils of multiple grades. It was another revolution in this field, where the engine cooling efficiency was further improved. Other major problems occurring during the operation were how could the mono grade oil reach with a maximum speed to all parts of the engine for lubrication and protection. This had a severe impact accounting for 60% of the total engine damage during the first operation period. Here the need for using multiple-grade oil had increased. Light oil at the beginning of the operation and viscosity increased with the rise in temperature to the required limit for lubricating.

When this product was developed, research in developing the engine's inner parts was made possible by using big oil channels to guarantee the speedy arrival of oil to all the required parts. Highly effective oil pumps were used to obtain possible lubricating efficiency.

This had also dictated the need for assuring the usage of genuine filters for better lubricating. Depending on cooling with oil, by setting the piston's cooling system through special sprinklers, which push oil under a high pressure to reach the necessary cooling on the piston's lower surface, had also been an important matter. It made dependence on cast iron alloy such as aluminium. These materials raised the efficiency of the heat load exchange with the appropriate speed that maintains the metal structure of the engine's body and makes it impossible to bend due to the pressures exerted on it during the continuous operation. For the production of a relatively high horsepower, the development started with a trial for discovering a high efficiency means by using a relatively low-capacity liter engine. The discovery of the turbo charger was useful at that time, but it needed some additions that must adapt to the high heat of combustion.

Here flashed the idea of obtaining a system that could be added to the engine to cool the hot air from the turbo with temperature that amounts upto 100° centigrade. Eventually the turbo after cooler was there which depends on the reduction of the charged air temperature of the turbo to a low degree and hence the increase of the combustion efficiency. This was the second charger, referred to previously mentioned. Cooling is accomplished in two ways:

Using water through a cooling system in the engine. Reduction of temperature to the fixed degree of the engine is achieved through a thermostat and is mostly in the range of 90° centigrade in Volvo engines.

Using air through a special system consisting of a heat radiator specially connected to reduce the temperature to the ambient temperature of the engine, which is within 80° centigrade. As mentioned above, it is clear that combustion efficiency in engines that depend on cooling air is more than cooling with water. This is because the reduction of temperature in the charged air is greater and it raises the combustion efficiency and subsequently the engine's horsepower. It is observed that the horsepower in Volvo engines which cool air and



have the same liter capacity, is higher than their peers which cool air with water.

Raising horsepower here is not limited to cooling, but is also achieved through calibration of diesel fuel injection pump to enable the engine to take enough fuel for the production of the required power in addition to the improved cooling.

Development did not stop here, but research is always focused on maintaining the environment and its components, which is regarded as one of the serious problems of engines in relation to the environment. Environmental concerned involving organizations and associations started setting rules for the engine industry to find a way to reduce the exhaust gas emissions harmful to the environment.

Laboratory and practical experiments continued until these engines conformed to specifications agreed upon by the environmental control organizations.

Volvo Penta was one of the first companies that introduced its engine system model D-12 in the Kingdom with a 12-liters capacity, capable of delivering up to 500 horsepower. Of course this is not easy in the context of environmental preservation and production of high efficiency horsepower. The engines are computer controlled. However, they are still dependent on traditional 4-stroke engine, turbo charger and water cooler. Later, the sophisticated system of fuel injection came into vogue. It operates without the traditional injection pump well known to all farmers in the Kingdom and the direct injection

system that depends on the developed electronic pump units for each separate piston. It is connected to a computer for reading the status of each single piston and pumping the right amount of diesel fuel injection according to its pressure and need for load. This leads the presence of the extremely efficient engine balancing.

One of the problems that causes engine damage was the stability of fuel pumping up to a certain limit when the piston needed more or less amount according to the load on the piston at that moment. This was creating engine vibration, which negatively affects the efficiency of engine body tolerance especially in the continuous operation as seen in the case of operation on irrigation systems in the Kingdom. Moreover, computers made it possible to obtain a diagnosis of each engine in a simple and continuous manner especially when it is stopped and the fault can accurately be diagnosed.

One of the merits of the early diagnosis is the ability to pinpoint the fault expected to occur and also the continuous evaluation of engine. Through the computer you can make a complete diagnosis of all the inner parts of the engine as regards the pressure inside the combustion chamber, amount of fuel, stability at every piston etc. Most important is the change of diesel pumping according to the needs of each separate piston. This made the fuel combustion complete and reduced the emissions of carbon gases harmful to environment.

How to Click as a Salesman?

Undoubtedly, salesmen always aspire to be successful. Of course, this is not a difficult task if they are diligent and enthusiastic - two qualities are required to be a successful salesman, but they are not enough for achieving the desired goal. A successful salesman must be alert and aware of several important plans that successful salesmen worldwide follow. We will deal with these plans and items in this and the next edition for the benefit of all.

Item No.1

Keep your appointments:

Appointments are vital in this job both for the salesman and customer. You ought to exert maximum effort to fulfill your promises to the customer. Do not exaggerate in setting solid timings for your appointments and agreements with regular or potential customers, always keep them open and flexible. Instead of saying "We will meet on Tuesday at 10: 00 a.m. sharp" say: " We can meet between 10: 00 and 11: 00 a.m., we will confirm that later." By saying so you will thus save time for yourself and your customer, if the appointment is not kept for any reason.

Item No.2

Answer telephone calls while in the office:

A successful salesman must know one important thing: that he cannot delay answering telephone calls wherever their sources may be from. There must be a reason behind these calls. Therefore you have to answer them.

Item No.3

Always prioritize your work:

You must know that being in the sales field is basically to help regular or potential customers in performing their works in the best possible manner. You have to ensure that the commodity suits the customer and is exactly what he demands. Remember that your customer is your constant partner in success.



Eng. Waleed Abdulaziz
Al-Shuwair

How to Maintain Efficiency of a Productive Employee?

It is important to address general concerns in a workplace. One of them is how to keep the employees' morale high or, in other words, how the manager can succeed in maintaining the employees' moral.

Let us imagine that the manager has identified the right candidate after careful screening. This is the first step; the second is how to retain the employee and keep him in high spirits.

Here, in brief, are the six keys for achieving this:

- The employee is always proud to work for a distinguished company in the same way that he feels proud when he graduates from a distinguished university.

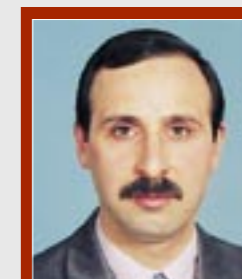
The manager has to create the right environment in the workplace so that the employees feel proud of working in the company. The feel-good factor is crucial for the well being of the employees. The employee likes to his ideas and proposals to be given due attention. The suggestion boxes and the weekly meetings are also conducive to the channeling of ideas and suggestions. We should not ignore the implementation of the positive proposals so that the employee does not lose interest in interacting with the management.

- Concern and appreciation should be emphasized by acknowledging the employee's efforts, boost his pride and self confidence in front of all employees. This gesture will increase productivity and produce effective results.

- The employee likes to work in an open and positive environment conducive to the success of his and the company's efforts.

- Achievements and recognition are always associated with hard work. But we must not exaggerate seriousness to a point that it does not boil down to severity. At the same time, the work atmosphere should be imbued with a sense of humor and entertainment.

Promoting fraternal relations among employees boosts productivity and high morale, which promotes an inventive spirit among employees. We should not forget that the employee has duties towards his manager. These duties and tasks should be carried out within the specified time-frame so that there is no room for complaint or delay.



Mahmoud Sharbatji
Marketing Director,
Agri. Section In ACC.