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الحلول المتكاملة لاحتياجات العملاء في مجالات

خدمات القطاع الزراعي
خدمات حقول النفط ومشتقاته
القطاع البحري
زيوت التشحيم (كاسترول)
المعدات الصناعية



A History of Trust

This new Quarterly edition of Alkhorayef bulletin coincides with the launch of the new generation of Swedish Volvo Penta engines by the Alkhorayef Group. The story of the long historical relationship between Alkhorayef and Volvo Penta merits recapitulation.

It is an old relation that dates back to more than thirty-four years, when my late father was offered the distributorship of Volvo Penta products in the Saudi market. At that time only Western pumps were available. Since then the target was, and still has been, the provision of integrated products to the farmers with comprehensive solutions. Later, the central pivot irrigation systems and agricultural machines from John Deere Co. and other products were provided by Alkhorayef to the Saudi market.

I go back to the story of that important meeting between the founders of the Group and the representative of Volvo Penta. The founder requested that the relationship should be based, at the outset, on payment of money after the sale of commodities. The Company agreed to that request and offered two engines to its Saudi representative with no guarantees.

As to Volvo Penta, may be we were the best company at that time. Maybe, we were not aware of that. But the fact is that Volvo Penta had experienced integrity, credibility and determination from our side in providing the best possible services to our customers who trusted us. The number of the sold engines in the Kingdom at that time exceeded 40,000.

We feel proud of our relationship with Volvo Penta, for it is based on trust. Such relationship is respectable and may continue to flourish.

During this period of the technological revolution, the launch of the fourth generation of Swedish Volvo Penta products comes within the framework of priorities and concerns of the Company. These products conform to the stringent regulations of the Kingdom. The best technological development consists in designing these engines to achieve the highest degrees of endurance in operation, efficient fuel consumption and preservation of a clean environment for the successive generations.

We are sure that this new generation of Volvo Penta products will help to realize the aspirations of our honorable customers and enhance their trust in our company, which has always been the source of our pride and incentive for providing every useful product.



Eng. Mohammed Abdullah Alkhorayef
Vice Chairman, Industrial Affairs.

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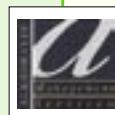
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Alkhorayef's Mission

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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News



Chairman of the Board of Directors, Visits the Company's Branch in Hail

HE Sheikh Abdulrahman Alkhorayef, chairman of the board of directors of Alkhorayef Group, paid a visit to the Company's branch in Hail, where he was received by the branch manager and other officials. HE inspected the branch, buildings, activities of the employees and the extent of cooperation with the customers of Alkhorayef in Hail region. His Excellency was pleased with the efforts

of those responsible for the branch and provided them some tips and guidance that would contribute to the progress of work. He also focused on paying attention to customers, satisfying their requests as fast as possible and bringing new customers to the company. HE Sheikh Abdulrahman was warmly welcomed and appreciated by all employees of the branch and some customers.



Chairman of the Board of Directors, Receives Two Certificates of Appreciation from the Convalescent Hospital

HE Sheikh Abdulrahman Alkhorayef received two certificates of appreciation from Mr. Mohammed Al-Ali Aba-Alkhail, the manager of the Convalescent Hospital in Riyadh. One certificate was granted in appreciation for his directives and help to those in the company responsible for training some patients of the hospital on computer usage. The other certificate was granted for his donation of ten computers to the hospital.

Alkhorayef Group of Companies (AGC) Constructs Philanthropic Center for Kidney Dialysis in Sakaka

HE Sheikh Abdulrahman Alkhorayef, AGC chairman of the board of directors, received a fax from HE Dr. Aqeel bin Jamaan Al-Ghamdy, the general manager of Health Affairs in Al-Jouf region, containing the approval of HE the Minister of Health to the offer by the AGC to establish a philanthropic center for kidney dialysis in Prince Abdulrahman Al-Sidairy Central Hospital in Sakaka city and determining the suitable time for beginning the construction. The message also signaled the willingness of the Directorate to provide any facilities that may be needed by AGC for the construction of the philanthropic center. The fax concluded with good wishes and prayers for the sons of Abdullah Ibrahim Alkhorayef for their benevolence.

For the Fourth Time:

ACC the Best Distributor Internationally for Volvo Penta

At a grand ceremony, held in Alkhorayef farm in Dairab, which was attended by many individuals from the board of directors of both Alkhorayef Company and the Swedish Volvo Penta, engineer Mohammed Alkhorayef received the trophy for best performance from Volvo Penta engines for the year 2001 for the industrial and agricultural employment worldwide. This is the second time consecutively that both Alkhorayef Industries Company and Alkhorayef Commercial Company have won the trophy and it is the fourth time in the course of the last five years.

In a cordial atmosphere, mementos were exchanged between the two sides in appreciation of the efforts exerted by each side.



Iraqi Minister of Industry Visits Alkhorayef Group



HE Mr. Maisar bin Shallah, the Iraqi Minister of Industry visited Alkhorayef Industries and Alkhorayef Commercial Company. The Iraqi Minister had luncheon at the Equestrian Club in response to an invitation from Sheikh Abdulrahman Alkhorayef, AGC chairman of the board of directors.



Delegation from Iraqi Ministry of Agriculture Visits Alkhorayef Group of Companies (AGC)

A delegation from the Iraqi Ministry of Agriculture paid a visit to Alkhorayef Industries and Alkhorayef Commercial Company. The visit was in response to an invitation of Sheikh Abdulrahman Alkhorayef, AGC chairman of the board of



directors. They had luncheon at the Alkhorayef farm in Dairab. The luncheon was attended by Sheikh Abdulrahman Alkhorayef, Sheikh Saad Alkhorayef and Sheikh Mohammed Alkhorayef in addition to a number of managers and officials in AGC.



Sheikh Bandar Alkhorayef Elected to Newspaper Board

Sheikh Bandar Alkhorayef was elected a member of the board of directors of Asir Organization for Journalism & Publication at its general assembly meeting in the organization's headquarters in Abha city on Thursday, 26th 1423H. The meeting was attended by HRH Prince Khalid Al-Faisal, governor of Asir region, and Mr. Misfer Al-Misfer, assistant undersecretary at the Ministry of Information. The staff of Alkhorayef Quarterly congratulates Sheikh Bandar and the new members for the trust and wishes them all success.

Engineers from the Egyptian Ministry of Agriculture Attend Training Course in Alkhorayef Group of Companies

A delegation of three engineers from the Egyptian Ministry of Agriculture training program paid a visit to AGC in response to its invitation for training on the developed agricultural systems and sprinklers used in modern systems.

The delegation visited the headquarters of Alkhorayef Commercial Company to get acquainted to the company, its activities and departments. It also visited Alkhorayef Industries.



NAAS Delegation Visits Al Nakhil Paper Factory

A 30-member delegation from Prince Naif Arab Academy for Security Sciences visited the Al Nakhil Paper Industries Company (APIC). It was led by Dr. Abdullah bin Mohammed Al-Howaishel, professor at the academy.

The delegation was briefed on security and safety equipment in the factory and the warehouses. It is worth mentioning that this factory is regarded as a model in applying the general security and safety systems.

Members of the delegation, expressed satisfaction over their visit, which also elicited answers to their queries.



Alkhorayef Officials Attend Seminar at Volvo Penta HQ

A delegation from Alkhorayef Commercial Company (ACC) visited Volvo Penta headquarters in Gothenburg city in Sweden to attend a seminar on the industrial application in ACC.

The delegation consisted of Mr. Abdullah Alkhorayef, Mr. Fahd Alkhorayef, Mr. Khalil Farooqi and Mr. Nidhal Al-Barghoothy.

Alkhorayef Donates for the Palestinian People

Sheikh Abdulrahman bin Abdullah Alkhorayef, chairman of the board of directors, is honored to submit a letter to HRH Prince Ahmed bin Abdulaziz Al Saud in response to the prudent government's call for donations to the Al-Quds Intifada. The letter was accompanied by a check for SR 174,459 to be drawn from the American Bank for the united Account No. 90.

AOMC Joins Wadi Hanifa Clean-Up Campaign

Mr. Abdulmohsin Al-Khamis, the general manager of Alkhorayef Operation and Maintenance Company (AOMC) received a letter of appreciation from Engr. Mudhayan bin Abdulrahman Al-Mudhayan, general manager of Operation and Maintenance in Riyadh Municipality, for the company's participation Wadi Hanifa cleaning campaign.



ACC Joins Safety Campaign

Mr. Saud bin Abdulaziz Alsuwailem, general manager for Administrative Affairs in Alkhorayef Commercial Company (ACC), has, in a letter to the General Directorate of Civil Defense, underlined the company's commitment to participate in its awareness campaign, "Prevention is the End". In his message to HE Lieutenant Khalid Al-Waneen, Mr. Saud said that they had already paid the fees for the signboard and hoped that ACC would be mentioned in the bulletins and periodicals issued by the Civil Defense authorities.



Summer Jobs for Students at AGC

Alkhorayef Group of Companies (AGC) has accepted applications from students for summer jobs this year. AGC welcomes the students and hopes they would utilize this opportunity made available after coordination with the Labor Office.



AGC Receives Certificates of Appreciation

Alkhorayef Group of Companies (AGC) has received letters of appreciation from Dr. Naser Abdulrahman Al-Dakheel, general manager of the Technical Education and Vocational Training, and Mr. Abdulrahman bin Abdullah Al-Hamid, manager at the Commercial Secondary Institute in Riyadh, for the AGC's role in organizing Cooperative Training Program of the Commercial Secondary Institutes' students in the Riyadh region for the academic year 1422-1423H.



John Deere team visits Alkhorayef

A delegation from the Swedish John Deere Co. for Agricultural Equipment held talks with senior officials of ACC during their recent visit to the company's headquarters. John Deere is renowned for its hi-tech agricultural equipment that has given it a competitive edge over its rivals. It also enjoys a big share of the Saudi market.

AOMC Runs Sewage Treatment Plant in Buraidah

HRH Prince Faisal bin Bandar bin Abdulaziz Al Saud, governor of Qassim region, and HE Abdulmohsin Al-Khamis, general manager of Alkhorayef Operation & Maintenance Company, signed an SR 65 million contract for the administration, operation and maintenance of the new sewage treatment plant in Buraidah. The chairman of board of the directors of the Water and Sewerage Authority in the Qassim governorate witnessed the signing of the contract.



John Deere's Equipment in Tabarjal



Alkhorayef Commercial Company (ACC), exhibited John Deere equipment and machinery, for the farmers of Tabarjal region, in the north of the Kingdom, on Monday and Tuesday (20 -21 May, 2002). Mr. Falah Al-Husain, manager of the Agricultural Bank in Tabarjal, inaugurated the exhibition. Among those present were Mr. Abdullah Al-Daham, chief of Tabarjal Municipality, senior officials of the Agricultural Bank, gov-

ernment agencies, farmers of the region and a team of the distributing establishments of ACC equipment. Technical support was provided, during the exhibition, for the farmers, the distributing agents of ACC equipment through Engr. Mahmoud Sharbatji, manager of the marketing department; Engr. Kamal Al-Khair, production manager of the agricultural machinery; Engr. Mahir Othman, assistant production manager of agricultural machinery.

Alkhorayef Participates in Sajer Agricultural Exhibition

HE Sheikh Mohammed Alkhorayef, first deputy chairman of ACC board of directors, has received a letter of appreciation from Mr. Naif bin Miteib bin Mohaya, chief of Sajer Center, for their role in the inauguration of the agricultural exhibition in Sajer and the panel discussion of the chamber of commerce. Alkhorayef Commercial Company (ACC), represented by its branch in Sajer, had participated in the agricultural exhibition and the chamber of commerce panel discussions.

Mr. Imad Ali, ACC branch manager in Sajer, received a letter of appreciation



from Mr. Naif bin Miteib bin Mohaya, chief of Sajer Center, for his contribution to the ACC branch in the exhibition.

The Joys of Mr. Sulaiman Al-Orainy's Family

Amidst joyful atmosphere and overwhelming happiness of families, kinfolk and friends of both the bride and the groom and in a high-class family ceremony, the elder son of the notable Mr. Sulaiman Al-Orainy was married in Riyadh. Congratulations and happy married life.



Eng. Marzooq Khamis Marzooq, general manager of Alkhorayef Agricultural Projects Company (AAPC) was blessed with a male baby. He named him Fawaz. The editorial staff congratulates his parents and wishes them all the best.



Mr. Saleh bin Mohammed Al-Shamrany has received a certificate of appreciation from the General Organization for Technical Education and Vocational Training (GOTEVOT) for his active participation in the skill determination workshop for the post of personnel affairs specialist. Mr. Shamrany has already obtained the baccalaureate and has been promoted to Human Resources Specialist. We congratulate him on these three happy occasions and wish him success.



Khalil bin Ibrahim



Waleed bin Hasan

Mr. Khalil bin Ibrahim Al-Abdulwahid and Mr. Waleed bin Hasan Balobeid, from Alkhorayef Group of Companies, have received certificates of appreciation from the General Organization for Technical Education and Vocational Training (GOTEVOT) for their active participation in skill determination workshop.



Flood of joy engulfed the house of Mr. Khalid Abdullah Al-Murzoq, of the Saudi Parts Center Co., on the occasion of his marriage. The editorial staff and friends wish him a happy married life. His father, Abdullah Al-Murzoq, manager of the government relations in Alkhorayef Commercial Company (ACC), also congratulates him and wishes him good luck and happiness.



Naif Al-Anazy

In a happy and joyful night Mr. Naif Al-Anazy, accountant in Alkhorayef Agricultural Projects Company (AAPC), was married. Congratulations and a happy married life

Twelve employees from Alkhorayef Group of Companies have obtained the "Ideal Official Certificate" granted by Alkhorayef Group each year to deserving employees. These employees are:



■ Mr. Mohammed Murie Al-Shehry, the public relations supervisor.



■ Mr. Nawaf Sultan Al-Aiaf, from the Internal Auditing in ACC.



■ Mr. Khalid Abdulmajeed Bayoumi, Volvo product manager, from the Units Section in ACC.



■ Mr. Amin Saleh, sales manager, from the Spare Parts Section in ACC.



■ Mr. Sheikh Nawaz Khan, Distributor sales manager, from the Spare Parts Section in ACC.



■ Mr. Saeed Abdullah bin Shamal, procurement manager in Alkhorayef Agricultural Project Company (AAPC).



■ Mr. Hasan Hamoudah, group supervisor, from the Pumps Section in AAPC.



■ Mr. Dennis Caibal, assistant manager, from the Units Section in ACC.



■ Mr. Johnny Dominique, field technician, from the ACC's Petrol Section branch in Kuwait.



■ Mr. Pole Johnny, workshop supervisor, from the Agricultural Section in ACC, Riyadh.



■ Mr. Saleh bin Somaidie, collector, from the Marine Section in ACC, Jeddah.



■ Mr. Mohammed Hashim, accountant, from the Marine Section, ACC, Jeddah.

The 4th Generation of Volvo Penta in the Kingdom

The day was Tuesday, 23 April 2002. The venue: was Al-Faisaliyah Hotel in Riyadh. The audience consisted, beside the two boards of directors of Alkhorayef, the Saudi company, and Swedish Volvo Penta, a number of important personalities from the agricultural field and project managers from all regions of the Kingdom. The occasion was the launching of the fourth generation of Volvo Penta engines in the Kingdom. Going down the memory lane to 1968, it was the late founder of Alkhorayef Company, Abdullah Alkhorayef, who had signed a contract for the procurement of two Volvo Penta engines with (Bow Alson) from Volvo Penta Co. Since then, relations between Alkhorayef Company and Volvo Penta have flourished, resulting in a surge in interest in imports. As a result, Alkhorayef is now a major commercial partner of Volvo Penta.



During this period, Volvo Penta engines have gone through more innovative phases. It finally reached the stage of manufacturing the fourth generation of these engines. Speaking on the occasion, Engr. Mohammed Alkhorayef, one of the senior managers of Alkhorayef Group, recounted the historical relations between the two companies. He said the interaction between them lasting almost forty years was highly successful. During this period three generations of Volvo engines had been introduced into the Kingdom. Then Mr. Orfor Landberg, chairman of Volvo Penta board of directors, spoke about the manufacturing company and its international ranking between the manufacturers of diesel engines worldwide. One of the highlights of the event was the unveiling of the engine, which could be aptly described as the smart engine. A distinctive feature of the engine is its reliance on high technology to boost performance, reduce the emission of exhaust gases and promote a clean environment for both the present and next generations. The Swedish delegation highlighted the new engine's state-of-the-art technology, which will live up to the expectations of the Saudi farmers. The high technology of this engine makes it possible to optimize fuel consumption, giving it a competitive edge over other brands in the international market. This is due to its reliance on the direct fuel injection in the sophisticated electronic pump units of every piston separately, which is linked to a computer that monitors each piston for pumping just the right quantity of diesel according to the pressure exerted and the load factor. This leads to a highly efficient balance. The consistency of fuel pumping within a certain range of the injection pump is one of the problems that can cause engine damage. This is because the piston may sometimes need bigger or smaller quantities according to the pressure ex-

erted at that time. The consistency of fuel pumping in the past caused more machine vibrations, which affected the efficiency of engine body endurance, especially in the operation of the pivot irrigation systems in the Kingdom. This new engine has a built-in system that allows it to get feedback on the engine performance. This facilitates the task of troubleshooting. One of the advantages of the early diagnosis is the possibility of avoiding the faults that could occur when you know them at the outset and evaluate the internal state of the engine. The computer can provide a comprehensive diagnosis of all internal engine parts and precise information about many aspects such as pressure inside the combustion chamber, fuel quantity, and balance at every piston etc. Most important is that with the change of diesel pumping, according to the need of each piston separately; the fuel combustion becomes complete. This reduces the emission of the harmful carbon gases into the environment. The workers and experts have exerted a great deal of time and efforts before they produced a suitable horsepower for the different applications. To save fuel consumption and preserve the environment, at the same time, is a difficult equation. But the experiences carried out inside and outside the Kingdom contributed to the success of the effort. Officials of the Alkhorayef Group rounded off the function by honoring their guests, the customers and distinguished agents, with memorial shields. The first memorial shield was granted to Bow Alson, who was the first to sign the sale contract of the two Volvo Penta engines with Abdullah Alkhorayef, the late founder of company, in 1968. The second shield was presented to Sheikh Sulaiman Al-Salem, the first who to have bought one of these new engines. A third shield was awarded to Al-Rumaih Establishment, the oldest distributor in the Kingdom.



Just for women

Simply, You Are an Economic Force in Your House!

Our beloved country, the Kingdom of Saudi Arabia, is living in bliss in the era of the Custodian of the Two Holy Mosques by virtue of its economic might, the subsequent prosperity and uncountable blessings God Almighty has bestowed upon us.

The best evidence pointing towards the aforesaid fact is the vast area provided by the state for the construction of giant economic projects certified by experts in the field of international economy. There are more than 2,222 productive industrial installations in our country. Whatever the spending may be in this field, we still need more installations, as there is an abundance of basic raw materials, security, stability, support and encouragement from our prudent government, availability of qualified national manpower, local markets for the high quality Saudi products, access to international spheres, and the Kingdom's distinguished place in both the Arab and Islamic world.

There are many other bright aspects we did not mention here. Hence, this is an important and basic introduction for you – our honorable sister- to contribute in displaying these economic aspects of our country through:

- A true desire to understand what I write to you, only in this field.
- Search for basic sources to document information on the economy of our country.
- Invest this information in finding real sources to increase your financial income.
- Desire to establish direct relations with the Saudi industrial installations.

Here is a simple method to apply a practical idea for the construction of a marketing center for the Saudi products from your house.

First, save a set of communication systems that include the following:

- A telephone line
- A telephone set
- A computer
- A fax machine

Second, obtain a list of names and addresses of the Saudi factories from the Ministry of Industry and Electricity or the Chambers of Commerce and Industry (bear in mind that the number of the national productive factories in the 1st and 2nd industrial cities exceed 604).

Third, send a letter to the factories informing them of your desire to get acquainted with their products in your own way. Remember including in that form, at least, the following information:

- The factory's name in Arabic and English.
- The factory's address (telephone, fax, P.O. Box, GPS/ website and e-mail).
- The name of the direct official or the sales manager.

Fourth, observe the accumulated information about the national factories and start contacting the bodies that desire to get acquainted with the Saudi products, for example:

- Procurement departments in the ministries.
- Big companies
- Embassies in the Kingdom
- Universities
- Schools

Fifth, utilize the relationship you have built with the factories in coordinating field visits for those who wish.

Sixth, utilize the enormous amount of information you acquired only for yourself in establishing your own site on the Internet. Market the products - it is a section that I used to call the treasure that does not cost much - and no one will surpass you unless he is doing the same thing just like you or better.

In conclusion, it is simply a huge wealth in your hands, invest it now, and take the initiative. May God bless you and make you an economic power that we feel proud of in our country and an undisputed expert in marketing the Saudi products within a short period.



Waleed Al-Dail *

*Currently, chief of the board of directors of Al-Mualaqat Al-Asher Co. Previously, branch manager of the Chamber of Commerce and Industry, the 2nd industrial city in Riyadh.