

# 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**



**KOMATSU**



**Kverneland**



**CHIEF**



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### Optimism: The Secret of Success

People are divided into two main classes, based on their psychology: optimistic and pessimistic. The pessimistic people are those characterized with black outlook over the future, life and people in a manner that very much affects their lives and may lead to the destruction of their lives or the organization where they work or lead. This pessimistic outlook deprives them from seizing opportunities and achieving success, normally achieved by naturally optimistic people.

Responding to life is not only limited to the outlook into the future, but extends to responding to events and incidents during our daily life. Thus, whenever our outlook in life is optimistic, it helps us best in overcoming our problems and difficulties.

The term "optimism" has many meanings, which can be interpreted and associated to other events. And because this is not a scientific research study, I would rather move to mentioning the direct impact of optimism on us during times of misfortunes. Happy and sad occasions are stations we have to pass through in life and I presume all of us have no problems with happy occasions and we all enjoy them. But are all of us behaving well on sad occasions?

Misfortunes and sad occasions are, inevitably, hard facts of life. Whether it's a calamity, a mishap or the loss of a loved one, how competently do we tackle the event and restrict the destructive effect on our mind and body?

The successful means to guarantee avoiding the adverse effects of misfortunes is hope and God's mercy that accompanies misfortune. For instance, in a traffic accident, which would completely destroyed my car; the good news would be my safety. Here I feel optimistic and gradually overcome the plight and regain my strong belief that God has saved me.

We are destined to look and concentrate on the negative effects of misfortunes because we clearly see and feel them. The optimistic look into the future consequently follows due to the concentration on the size of misfortune and overlooking God's mercy. The realization that mercy has been shown needs some efforts, as it is not clear and is hard to perceive. But, whenever we realize the bliss of safety and concentrate on it, the negative effects will be reduced and optimism is reinforced.

Thank God for the safety of our bodies and souls. Definitely the loss of the car is lesser than the loss of our bodies and souls. At this comparison, the sadness is minimized, reduced and finally left behind.

Let us all be optimistic and remember other boons. Concentrate and thank God for them. Isn't it true that optimism is the secret of success?



Saud Abdulaziz Alswailem.

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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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Views published in Alkhorayef Bulletin express only their writers and the Bulletin shall hold no responsibility towards them.

### Sh. Mohammed Alkhorayef Participates in World Irrigation Forum

Sh. Mohammed Alkhorayef, Group Vice President for Manufacturing Affairs and Alkhorayef Industries Company President has accepted the United States Irrigation Association Invitation to participate in the Panel of the World Irrigation Forum, which was convened in New Orleans in October 2002 under the title "Water Issues Around the World".

As a panelist, Sh. Mohammed Alkhorayef had made a presentation for the forum during which he spoke about the Kingdom's experience in irrigation and Alkhorayef Group's participation in this progress. His presentation covered the irrigation history in the Kingdom and the advancements in agriculture and irrigation technology.



Sheikh Mohammed Alkhorayef Speaking at the International Forum for Irrigation.

Sh. Mohammed highlighted Alkhorayef Group's role and vision in conserving water resources of the Kingdom and the region by using high efficiency irrigation systems. Other speakers were from the US, Europe, Japan and Chile.

During his visit to the US, Sh. Mohammed signed collaboration agreements with major technology providers to enhance the Group's position as a regional leader in the field of Agricultural Equipment and Irrigation Systems.

### ACC's Exports to Sudan Touch SR 10 million



Signing of the Financing Agreement between Alkhorayef and the Saudi Fund for Development.

An agreement was concluded at the headquarters of the Saudi Fund for Development for financing exports to Sudan with an amount of SR 10 million between Alkhorayef Commercial Co. (ACC) and the Saudi Fund for Development (SFD). HE Sheikh Saad Alkhorayef, ACC chairman of board of directors, and HE Engr. Yusuf ibn Ibrahim Al Bassam, SFD Deputy Chairman and deputed member, represented both parties respectively.

Against this agreement, the ACC will export its products - financed by SFD as a part of SFD policy for encouraging national exports - to a company in Sudan. The agreement was concluded as a result of the efforts exerted by a team headed by HE Sheikh Saad Alkhorayef to promote ACC products in the foreign markets, especially the Middle East and North Africa.

## News

### Alkhorayef Company's Expo Shines

In more than 450 exhibitors from around the region Alkhorayef Company was one of the most distinguished participants in the 15th International Agricultural Exhibition for the Desert Farming Technologies in Africa and the Middle East held at Cairo International Center for Exhibitions and Conferences in Nasr City from 9 to 12 September 2002 under the auspices of Dr. Yusuf Wali, Deputy Premier and Minister of Agriculture and Land Reform in Egypt.

Among those attending from the Alkhorayef Company were Sheikh Abdulrahman Alkhorayef, Chairman of Alkhorayef Group of Companies (AGC), and Sheikh Mohammed Alkhorayef, Chairman of Alkhorayef Industries' Company (AIC).

The numerous fields of exhibition included well drilling, modern irrigation systems, agricultural manufacturing, machinery, projects etc.



Sheikh Abdulrahman Alkhorayef Receiving an Appreciation Certificate.



Snapshot of those who attended the International Agricultural Exhibition.

صحاري ٢٠٠٢

المعرض الزراعي الدولي الخامس عشر  
لتقنيات زراعة الصحراء لأفريقيا والشرق الأوسط

٩-١٢ سبتمبر ٢٠٠٢

مركز القاهرة الدولي للمعارض والمؤتمرات

SAHARA

## ACC Receives Certificate of Appreciation

Alkhorayef Commercial Co. (ACC) received an appreciation certificate enclosed with a letter from HE Mr. Ibrahim Abdullah Al Turki, manager of the Development Center in Riyadh, a subsidiary of the Ministry of Agriculture, for the company's participation in the training program in the operation and maintenance of the agricultural tractor, the excellent reception of the trainees and provision of critical information related to this tractor.

The program was held from 6 to 17 Shaban, 1423H.



## ACC Wins Volvo Penta Engines Contracts

Two major contracts were signed in 2002 - the first for importing 40 agricultural Volvo engines of the TAD 1630 model and 545 horsepower for Al Ban Al Safi Establishment, one of the biggest agricultural companies for dairy products. This brings to 200 the number of diesel engines operating with a high efficiency in the different farms of the Establishment.

The second contract was signed with Al Ban Al Marai Co., another major company for dairy products, for provision of nine Volvo engines of the new TAD.1242.VE model and 500 hp, which were officially launched in April 2002, to be added to the other Volvo engines in their projects scattered all over the Kingdom.

These new engines achieved a remarkable success in the test projects in the Kingdom. This engine is really a "smart engine" for its high technological capabilities in preserving the environment, saving fuel, and maintaining



high safety level and troubleshooting technique.

It may be recalled that the collaboration between the Saudi Alkhorayef Co. and the Swedish Volvo Penta has been ongoing for more than 40 years, during which more than 50,000 diesel engines were imported into the Kingdom. Alkhorayef Co. has also won the "Recognition of Achievement" certificate produced by Volvo Penta worldwide in the previous two years.

## News

### Stamford Alternators Training Session

Mr. Barry Daff, Export Sales Manager of Newage-AVK-SEG visited the Alkhorayef Commercial Co. headquarters in Riyadh. During his visit, the Industrial Division organized a Training Session for British-made Stamford Alternators. Engineers from the Industrial Division, Branches, Parts Dept., and Service Dept. attended this training program, which also provided a briefing on the merger of Newage, a UK based company, with AVK Germany and a General Technical Training on the specs, design and structure of Stamford Alternators.

With this merger, Newage-AVK-SEG now manufactures a wide range of AC alternators from 0.6 KVA to 30,000 KVA. These alternators are used by the Industrial Division to build GULGPOWER Diesel Generating Sets, which are produced by Alkhorayef Commercial Co. and used to supply prime & standby electric power for different applications. The small power range of Stamford alternators are used in the agricultural applications mainly to generate electricity to run the center pivot irrigation systems.

This training session came in line with Alkhorayef Commercial Co.'s continued training programs for its engineers and sales force.



### Alkhorayef (Egypt) Company Sponsors International Conference at Al Azhar University



The 10th Annual Egyptian Agricultural Engineering Association (EAEA) Conference was held in the Al Azhar University Teaching Staff Hall. This was organized by the Agricultural Department in the Faculty of Agriculture, chaired by Dr. Mahir Wali, Dean Faculty of Agriculture and Dr. Mohammed Nabil Al Awadi, (EAEA) Chairman and sponsored by His Eminence the Great Imam Dr. Mohammed Sayed Al Tantawi, Dr. Ahmed Omar Hashim, Rector of Al Azhar University and Dr. Yusuf Amin Wali, the Premier and Minister of Agriculture and Land Reform.

Mr. Abdulfatah Ahmed Hasan, Mr. Amin Mustafa Al Sharif and Engr. Ahmed Faisal represented Alkhorayef Co. The conference

focused on the role of agricultural engineers in developing the Arab and Islamic world, suitable agricultural machinery for the local and regional agriculture in the Arab and Islamic states, manufacturing equipment, developing agricultural resources, integration among the neighboring states, modern irrigation techniques, water resources, environmental, social and economic impact of the expansion of agricultural engineering applications.

The Alkhorayef (Egypt) Co. for Financial Hiring of Agricultural Machinery was honored and Dr. Ahmed Omar Hashim handed Mr. Amin Al Sharif the "Conference Shield" in appreciation of the Company's sponsorship of the conference.

### HRH Prince Fahd bin Badr Lauds ACC

Alkhorayef Commercial Co., Sakaka branch, received a letter of appreciation from HRH Fahd bin Badr bin Abdulaziz, Deputy Governor of Al Jouf region, for being the recipient of the regional award for Saudization for 1422H. and for realizing a good ratio in the Saudization of jobs.

The letter said: "We are directing our letter to you in recognition of the efforts exerted in providing job opportunities for your brother citizens."

## Alkhorayef and Saudi ARAMCO Join Hands at Oil Producing Sites.

Inside the permanent Saudi ARAMCO Exhibition at Hotat Bani Tamem, a number of senior ARAMCO officials, including Mr. Abdullah Al Saif, Senior Deputy Chairman for Drilling and production; Mr. Daifallah Al Otaibi, Senior Deputy Chairman for Gas Works and Mr. Fahd Al Musa Deputy Chairman for oil works in the southern work region, listened to the briefing presented by ACC's Saudi engineers on the working of submersible pumps.

The engineers provided a full demonstration on the work of these pumps inside the wells, deliberated on the constituent parts of these pumps, the spare parts they need and the process of installing them inside the wells.

The visitors expressed their satisfaction with the collaboration of Alkhorayef Co. with ARAMCO as a team to achieve the aims of the Company. They also expressed their delight to ACC for this work and its keenness in employing the national labor force, estimated at 49% of the specialized workforce in this field, for performing these jobs.

On the same day, 50 ARAMCO heads of different departments paid a visit to the ACC site in Al Hotah. They were received by Engr. Abdul-salam, Engr Abdulaziz Al Qah-tani and Mr. Bin Gold, Centre-lift representative.

Everyone expressed their satisfaction with and admiration of what they had seen in the live demonstration, noting that this work was performed by a Saudi company employing a large number of Saudi nationals.





Opening of the Saudi Parts Specialized Center.

## SPCC Opens its First Specialized Branch



As part of a revitalization drive encompassing all Saudi Parts Center Co. (SPCC) branches, Sheikh Saad Alkhorayef, Chairman of SPCC board of directors, opened the first SPCC's specialized branch under a new slogan emphasizing customer satisfaction as the core element of its marketing strategy.

Sheikh Saad, accompanied by all members of the SPCC's board of directors and some SPCC invited customers, attended this modest ceremony.

In this context, it may be recalled that SPCC accomplished remarkable achievements last year. Most important of all was the linking of its 20 branches with computer through the main group network. Thus, SPCC has transformed into a development phase by automating all daily sale transac-



Sheikh Saad Alkhorayef standing in the center of the Company's "Employees Group" during the Opening Ceremony.

tions such as billing, pricing, updating stocks and reports as well as using e-mail for communication among branches and the head office. These measures are expected to streamline all processes and boost efficiency.

In addition to the rejuvenation of all SPCC branches and presenting them with a new shape, SPCC designated a new branch for turbine chargers only, where increased attention is paid to the turbine works under the name of "Turbo-Tech". This branch will be adjacent to the SPCC branch in Ali ibn Abi Talib Street in Riyadh. It's also the first branch in terms of selling new or reconditioned chargers in Saudi Arabia. It's worth mentioning that SPCC is the only company in the Middle East that has this high technology in reconditioning turbo chargers, which finally come out with a high level of efficiency almost equivalent to the new ones.

SPCC has formulated a five-year strategic plan, designed to make it the biggest spare parts, diesel generators and engines distributor in the Kingdom. It will focus on its customers and its slogan will be their satisfaction through the provision of distinguished after-sale services.

As SPCC owns the "Company Fifty" trademark, it will develop this trademark through concentration, technical support, focusing on quality, provision of necessary guarantees and distinguished after-sale services. "Company fifty" sales have surged during the last few years. This indicates a high level of consumer confidence in the products.



## ACC's Agricultural Division Leads All the Way



The agricultural division in Alkhorayef Commercial Co. (ACC) is one of the largest specialized sectors in marketing agricultural machinery and equipment in the Kingdom and the Middle East. As part of its marketing strategy, ACC acquired the agencies of some leading international manufacturing companies for the agricultural equipment.

The Company offers a wide range of after-sale services to the clients. Its employees, farmers, machine operators and maintenance teams also attended various training programs. The Company offered its experience in the agricultural sector to the neighboring and friendly countries. ACC invented new techniques for testing its different agricultural equipment as part of its after-sale service.

ACC emerged, besides other companies, at the start of the agricultural boom in Kingdom, through its generous assistance to the sector. All these companies entered the field of agricultural projects, thanks to the government's support for the private sector.

ACC's launch was on a modest scale. Subsequently, it has developed into one of the biggest investment companies with the spread of agricultural projects. ACC obtained several agencies of leading international companies specialized in manufacturing state-of-the-art agricultural machinery and equipment.

ACC owners foresee no limits. Their open minds and comprehensive understanding of the business environment have inspired them to Saudize agricul-

tural jobs so as to dispense with the need for depending on an expatriate workforce. ACC is now one of the leading agricultural companies on the domestic and regional front. It has seven branches and more than 40 authorized agents all over the Kingdom for the distribution of agricultural equipment and provision of after-sale services.

For the recognition of the Company's leadership in the agricultural field, it is important to review the following achievements:

ACC's agricultural division provided state-of-the-art agricultural equipment and innovative solutions for achieving high production levels. It acquired the following agencies to this end: Swedish Volvo Penta for diesel engines, John Deere for agricultural machinery and

equipment, Komatsu for the diesel engines, and US Motors (Emerson Co.) for vertical electric engines.

Alkhorayef Industries also provides the most sophisticated international (Western) pumps for deep wells and perpendicular (90°) "Randolf" gears necessary for pump starting and modern center pivot irrigation systems of different specifications and tests.

#### **After-Sale-Services**

ACC's agricultural division is not just concerned with marketing of equipment but also concentrates on after-sale service by providing the following services:

■ **Maintenance:** ACC provided various centers in all regions, supported them with a special team of skilled technicians and spare parts, and a large fleet of maintenance vehicles suitable for the various types of work. ACC is also keen to execute jobs on time.

ACC had successfully performed more than 45,000 maintenance operations during the last three years alone. Its Product Technical Support engineers had also periodically visited maintenance centers and customers to follow up maintenance works.

■ **Spare parts service:** In order to guarantee the quality of equipment, ACC's agricultural division sector is quick to provide original spare parts which are divided into two categories according to sales:

- Retail Sales Section: It sells items directly to the customers.
- Wholesale Section: It sells items to companies, senior



customers, agents, and agricultural companies. Therefore it taps its full potential and expertise to provide quick service to all its agents and agricultural companies.

■ **The products section:** This is another unit that provides large quantities of spare parts to all ACC stores, branches and agents. The product section is the responsible body for communicating with importers in handling orders based on the company's needs. Distribution is automatic through its network of computers in all branches and agents. The total orders for 2002 were about 1.6 million spare parts covering more than ten categories with 30,000 items in this section.

■ **Warehouses Section:** ACC's warehouse section has employed high technology in managing stocks and dealing with supply orders. It uses various transfer means to expedite the execution of loading and delivering operations round the clock, even during holidays. ACC's agricultural division owns big warehouses with an approximate area of 42,000 m<sup>2</sup>, of which more than 6,000 m<sup>2</sup> is covered. These warehouses follow the latest safety means in storing against fire risks and maintenance of regular temperatures. The total number of the monthly-shipped items is about 1,200. The section also provides technical support for senior distributors to help them in raising the level of performance in managing stocks.

## Reportage

### ■ Technical Support Team:

In order to ensure comprehensive after-sale service, ACC provides a technical team, which periodically visits farms, directs and provides free support for the operation and maintenance. The team is equipped with transfer and communication means to facilitate interaction with customers and operators.

### ■ Organization of Service Contracts:

ACC also organizes agricultural equipment service contracts for periodic maintenance, especially for customers and big companies, which include spare parts, filters, belts, periodic checking of oil samples and troubleshooting.

### Training Courses

ACC agricultural division conducted training and educational courses for employees, machine operators, maintenance teams and farmers with the help of local and international experts. These tailor-made courses include Specialized Technical Training (for demonstration and direct training in the workshops through simulators); Technical Administrative Training (for improving communication skills and sales techniques of the sales force); Computer Training (for acquiring technical skills in this field).

### Offering Experience:

The regional and international experience ACC offered to many countries is a major achievement and a proof of qualification and efficiency. These countries include the neighboring Gulf States, Turkmenistan, Egypt, Sudan, West

Africa Arab States, Iraq, and even the US, where ACC has exported the technology of lined center pivot irrigation system manufactured by the sole factory worldwide and a member of the Alkhorayef Group.

### Testing Agricultural Equipment:

Inventing computer-aided means for testing different agricultural equipment is the most important ACC achievement. ACC conducted practical experiments on its agricultural projects for testing the quality and efficiency of equipment in a working environment under the Kingdom's actual working conditions. It also measured the extent of the benefit to farmers and increased crop productivity before introducing them in the market. Thus ACC guarantees the efficiency, distinguished performance and saved maintenance and repair costs. This will undoubtedly be reflected in the farmer's increased profitability, success of works and economic feasibility of projects.

### Offering Experience of ACC Agricultural Projects.

The extension of agricultural projects experience to farmers is one of the company's remarkable achievements.

This expertise led to an increase in productivity in more than one region and type of agriculture, which benefited farmers, boosted their confidence and strengthened their relations with ACC.

All this could not have been achieved without the government's support to the national industries in general and the agricultural sector in particular. Accordingly, ACC's agricultural division may justifiably be called the "Pioneers of Development".



## News

Mr. Abdulrahman bin Abdullah Al-Qahtani, an employee of Abdullah Ibrahim Alkhorayef Sons Company (AIASC), obtained an appreciation certificate from the General Administration for Design and Development of Curricula (GADDC), a subsidiary of the General Organization of Technical Education and Vocational Training (GOTEVOT). This was in appreciation of the effective participation in Skills Definition Workshop for Assistant Administrator Job (SDWAA).



Mr. Saud bin Ali bin Yusuf Al-Hazaa, an employee of (AIASC), has received an appreciation certificate from GADDC, a subsidiary of GOTEVOT, for his participation in (SDWAA).



Mr. Abdulmajeed E. Vallagara, of the Saudi Installment House, has obtained a certificate in computer science from software giant Microsoft.



Our congratulations and best wishes to all the winners.

Mr. Abdulaziz Al-Qahtani, Howtah branch Director, Oil Section, was blessed with a bonny baby boy. He named him Anas.



Mr. Amer Al-Shihri, of the Agricultural Division in the Main Office in Riyadh, was blessed with a bonny baby boy. He named him Mazin.



Mr. Abdulrahman Al-Mazroa, accountant in ACC Accounting Section was blessed with a beautiful baby girl.



HE Eng. Mohammed S. Al-Fozan has joined Alkhorayef Group of Companies (AGC) as Alkhorayef Commercial Co.'s (ACC) General Manger for Saudi Operations in the Petrol Section. It worth noting that Eng. Al-Fozan is one of the efficient Saudi cadres. He had been working for more than 20 years in Chevron Texaco.



Mr. Mohammed Mohyealdeen Madani, of- fice manager of ACC's Chairman received a letter of appreciation from HE Mr. Hamad Al-Eisa, branch manager of the Saudi American Bank (SAB) at SAB's main office, for his honesty and integrity where he returned SR 20,000 which was mistakenly paid to him. Congratulations and God bless him.



# Center Pivot Irrigation Systems

Sprinklers irrigation system is one of the most widely used systems in the world. The center pivot irrigation system comes first, as far as efficiency is concerned.

The spread of the center pivot irrigation systems helped overcome the food shortage problems worldwide, as a result of the improvement in cultivated area and products, both quantitatively and qualitatively. It now became possible to use the correct amounts of water, efficiently.

In 1979, Alkhorayef Commercial Co. (ACC) introduced the center pivot irrigation system in the Kingdom. The increasing implementation of this technology necessitated the establishment of a factory for manufacturing these systems, to cater to the local demand and also the needs of Arab states and some countries in Asia and Africa. The Kingdom enjoys a suitable location for fulfilling this job.

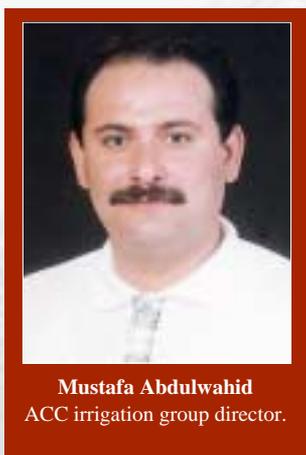
In 1985, the 'ACC for Irrigation Systems' was established, with an annual production of 4000 systems, in collaboration with and technical support from the biggest and most experienced American companies in the production of spare parts (e.g. wheels, gear boxes, electric engines and parts, and sprinklers). It hence became possible to manufacture an irrigation systems that matched the imported ones.

In 1991, the polyethylene (Permapipe) - lined center pivot irrigation system - was produced, in collaboration with the US Plastic Lining Co. This was achieved after conducting several research studies to overcome the problem of using hot and softy or Corrosive water. Six center pivot irrigation systems lined with polyethylene were installed in the Silicronia Project on the Arab Gulf coast, where seawater was directly used. These systems are still operating satisfactorily.

As water is vital for all living organisms, we are obliged to use it in the optimum form, which offsets the actual need and the optimum exploitation. There arose the need for a unique technology to be added to the center pivot irrigation systems to give plants the needed water and reduce the wastage of water and power. This was the required objective and the hard equation of getting an irrigation system with all these specifications. Hence, research studies were initiated.

In 1998, the first system was produced, using 8-5/8" irrigation pipes in addition to 6-5/8", to preserve the largest possible amount of power. The use of this system leads to a high reduction in the required pressure for the irrigation system. It is also provided with close descending pipes of 192 cm and 96 cm distance between sprinklers in the outer towers, instead of the 287 cm to get an optimum distribution and high-efficiency irrigation. This also guarantees the provision of irrigation system outer towers with the optimum amount of water and a good result in the outer and inner towers. The system is also equipped with evaporation reducing and anti-wind causing water drift sprinklers, pressure regulators for high water equivalence along the irrigation system, heavy duty and special anti-leakage gears, highly durable spiral solar engines of minimum fuel consumption completely insulated of the ambient temperature with an outer aluminum packing to overcome the problem of corrosion, and a high speed suitable for field requirements.

In 2001, rotating sprinklers of all kinds were implemented so as to increase the efficiency and irrigation equivalence along the two irrigation systems.



Mustafa Abdulwahid  
ACC irrigation group director.