

ALKHORAYEF



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Quarterly Issue of
Alkhorayef Group
of Companies



Castrol Oils

A story great
success

CASTROL WITH A NEW LOOK



IT'S MORE THAN JUST OIL. IT'S LIQUID ENGINEERING.



“Castrol, its more than just Oil, its Liquid Engineering”

I am very pleased to be given the opportunity to open this edition of our in house magazine. It is not often we are confronted with new and exciting ideas so I thought I would share with you what I consider to be a truly innovative marketing concept established by our creative teams and probably the most significant thing since GTX was launched over 30 years ago.

Following almost 2 years research Castrol are currently in a global relaunch and rollout of the Castrol brand. Saudi Arabia was chosen as 1st rollout out country in the region and part of the 1st phase global rollout programme.

- Engineering takes steel and makes cars, bridges etc
- Engineering takes fuel and enables rockets to reach space
- Engineering takes silicon and makes computer chips
- Engineering has taken oil and developed Castrol!!

I think the above association is a truly interesting concept and quite innovative. But, our marketing boys wanted to go a step further and add the concept of getting still more! Two analogies were used but I will share just one with you. Do you know what business Starbucks are in? most of you will probably say coffee but this is not true. Starbucks are in the business of giving people 20 minutes relaxation in their busy lives. Castrol are not in the business of oil, we are in the business of giving security and comfort from choosing an oil which allows you to get the most from your vehicle whether it is more importantly used for work, leisure, family or pleasure.

Oil is too small a word, welcome to our new tag line;

"Castrol, it's more than just oil, it's liquid engineering"

I hope you enjoy the update on Castrol. Be happy, be healthy, stay safe

My best wishes to all readers.



Ian Yarwood
GM, Castrol Lubricants

Chairman, Board of Directors
Abdulrahman Abdullah Alkhorayef

Editor - in - Chief
Saud Abdulaziz Alswailem

Editing Supervisor
Mohammed M. Al-Shihri

Vision Statement

Our Vision to reach a leading position in all the fields of our scope activity through our comprehensive solutions systems that satisfy all our customers' requirements.

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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Alkhorayef Group of Companies turns into a Joint Stock Company

Alkhorayef Group of Companies announced on Tuesday, the 21st of Safar, 1427 (March 21, 2006) the opening of 30% of its shares for public. A contract, in this regard, has been made between the Group and the Saudi Hollandi Bank appointing the bank as director of shares, undertaker of coverage and financial advisor. On this occasion a press conference was held and HE Sheikh Abdul Rahman Al-Khorayef, Chairman, Board of Directors of the Group announced.

After approval from the Stock Exchange, 30% of its shares will be open for public. The Group comprises of 10 companies working in different industrial, trade, operation and maintenance fields, which include marketing of sea and industrial equipments and offering services in petroleum fields, paper products, spare parts, oils, maintenance and operation of submersible equipments. To mention here, the Group has been able to achieve a leading place for offering programs of complete solutions to the needs of its valuable clients with the help of its expert work force, engineers and other workers working with the Group. The Group always tries to promote their performance standards and develop their skills through a number of local and international training programs that intends to support the company's culture (a continuous learning company) and to provide best services supported by best productions and professional after-sale support.

The Group has been able to geographically expand its activities and reach to all of its clients worldwide through the network of its international branches as well as local branches in the Kingdom. The Group opines always to the development and is ready to offer its best possible products and services as per quality control specifications. It strives to participate actively in latest technology transfer, society development, environment safety in order to achieve a leading role.



Alkhorayef Commercial Company signs a Deal to supply Fishing Boats

In the presence of HRH Prince, Khalid Al-Faisal, Governor of Asir Region and HE Abdulmohsin Al-Akkas, Minister of Social Works, Alkhorayef Commercial Company (Marine Division) represented by Sheikh Saad Alkhorayef, Chairman of the Board of Directors, signed an agreement with the Ministry of Social Works in a ceremony held especially for this occasion.

The program comes under the productive family program, which is undertaken by the ministry. The first phase of the program is implemented in Al-Qahma Center of Mahayel Asir Province. HE Mohammad Al-Aqla, Deputy Minister for Social Security and Public Housing, signed the contract. The contract includes supplying 52 fishing boats equipped with complete fishing accessories usually needed by fishermen. Alkhorayef Commercial Company was selected for this program due its integral offer that includes special after-sale-services. The inaugural ceremony was attended by a big gathering of local people and fishermen. On this occasion, Sheikh Saad Alkhorayef presented a plaque to HRH Prince Khalid Al-Faisal.

During his conversation with the supervisor of the magazine, Sheikh Saad Alkhorayef praised the efforts exerted by the office and team of Marine Division that resulted in signing of the contract.



ACC's Chairman visits the Marine Division's Branch at Barak Center in Asir Region

The chairman of the Board of Directors of Alkhorayef Commercial Company, HE Sheikh Saad Al-Khorayef, visited the Marine Division Branch at Barak Center in Mahayel Asir Province. He was accompanied by Mr. Abdullatif Al-Dalqan, General Manager of the Marine Division, Mr. Abdullah Mohammad Al-Shihri, Supervisor, Public Relations, Mr. Mohammad Al-Qahtani, Administrative Supervisor of the Marine Division in the western region and Mr. Daifullah Al-Ghamdi, Supervisor, Government Sales Dept. at the Marine Division in Riyadh. Mr. Mohammad Abdulwahab, Director of the branch received them at the branch office and explained the activities carried out by the branch of the region and services offered to the customers.



Al-Abdul Latif: General Manager of Alkhorayef Agricultural Projects Company (AAPC)

HE Sheikh Abdulrahman bin Abdullah Alkhorayef, President of Alkhorayef Agricultural Projects Company (AAPC), issued a resolution appointing the colleague, Mohammed Abdulatif as General Manager of AAPC.



Al-Najar: Manager of Alkhorayef's Office in China and Khilaifat: Responsible for Office Works

HE Sheikh Mohammed bin Abdullah Alkhorayef issued a resolution appointing the colleague, Ahmed Al-Najar as Manager of the representative office of Alkhorayef Group in P.R. of China that was recently opened to support and develop the Group's activities in China.

The colleague, Khilaifat was also appointed as incharge of the Group's Office works in China.



Khilaifat: Manager of the Factory of Recycling

HE Sheikh Saad bin Abdullah Al-Khorayef, Chairman & Executive Director of Al-Khorayef Commercial Company issued a resolution appointing the colleague, Mr Fayez Khilaifat as General Manager of the factory of recycling for spare parts engineering in oil sector of the company.



Mohammed Ali: Manager of Operations in Alkhorayef Industries Company Ltd.

HE The engineer Mohammed Alkhorayef, President of Alkhorayef Industries Company Ltd. (AIC), issued a resolution appointing the colleague, engineer Mohammed Ali as General Manager of Operations in AIC.



Abdullah bin Hamad Alkhorayef Obtains a Certificate from the Institute of Banking

HE Mr. Abdullah bin Hamad Alkhorayef, Manager of Saudi Installment House Company, obtained a certificate from the Saudi Arabian Monetary Agency's Institute of Banking for his participation in the training course under the banner of "The 7 Habits of Highly Effective People and Focus" held on 82006/4/.



Al-Jazeera Newspaper lauds the Distinguished Services offered by Alkhorayef Operation & Maintenance Co.

Al-Jazeera newspaper, in its published news on Saturday, 08/03/1427 (08/04/2006) in its issue no. 12245, wrote:

Alkhorayef Operation & Maintenance Company, headed by its director, Mr. Abdulmohsin Al-Khamees, is considered as one of the biggest companies at the Kingdom level. This goes to its dedication to offer best services at any workplace where it does work. The company, in Al-Dawadmi province, undertakes operation and maintenance of a number of projects like water project which serves 78 villages and hegiras (smaller villages) including Al-Dawadmi and Afeef. The length of this project reaches up to 1000 km. The project of Al-Dawadmi lies under Riyadh network, which serves Al-Dawadmi itself. There are other small projects, which cover 51 hegiras. Based upon the strategy adopted by Sheikh Abdulrahman Alkhorayef, Chairman of the Board of Directors of Alkhorayef Group of Companies, to work continuously to achieve higher standard of work for the benefit of our people and in line with the path of the Kingdom's development policy, the company and its workers are trying their best with utmost dedication and sincerity to complete this noble goal.



Castrol Oils

A great success story!!



Castrol in Saudi Arabia under Alkhorayef Commercial Co. has proven to be a great success story with very notable achievements in the last few years. The division is now getting strong recognition both within the BP group at a regional and global level. Sales have more than doubled in the last 5 years. New marketing strategies, motivation level of employees and good leadership have all contributed to this great success story.

Introduction

In 1983 Castrol started their operation in KSA under the distributorship of Alkhorayef Commercial Company. Progress of Castrol was very limited until 1997 when Bryan Saunders took over as GM. Things started to change from this time. A more focused marketing approach with strong concentration on Franchised Workshops meant that in 1998 the division turned the corner and started to become profitable. 1999 saw a tie up, amongst several others, with ALJ Toyota to supply engine oils to all branches in KSA along with an attractive sales support program.

Re-structure of Division

In 2000, the Castrol sales divisions were restructured to give a more business related focus instead of the regional focus as it had in past, The FWS (Franchised Workshop) division and HD (Heavy Duty) were established and headed by Shakilur Rahman. PCO (Passenger Car Oil) is currently headed up by Ali Saeed and we have just recently established a new market segment titled CTO (Consumer Truck Oils) headed up

by Arifullah Shariff.

2003 saw the arrival of our current GM-Ian Yarwood which heralded a new major development phase in the establishment and growth of the Castrol brand in Saudi Arabia. One of the 1st new initiatives taken by Ian was the introduction of an annual conference to which all division staff attended and this was held in Jeddah. This event has been repeated each year and has proven to be a great team building event and point of celebration following

the massive business growth which has been achieved.

Greater focus has been given to our PCO segment of late, particularly behind GTX and this is now a well recognised and leading brand in the marketplace. Castrol commands a premium brand image for people who believe in the superior quality lubricants.

Castrol Master Brand Re-launch

As part of a global rollout of the Castrol master brand relaunch, Saudi Arabia was chosen as one of the 1st phase rollout countries. A new tag line "Castrol-more than just oil, it's liquid engineering" was launched at several rollout trade events across the Kingdom. An upgraded product brand architecture with new packs, labels and products

has been launched. Maintaining its premium and leadership role Castrol Edge is being prepared for market launch. This product is quite simply everything we know about oil in a bottle and is the result of more than 2 years research and targeted to those consumers who demand the best and are passionate about their car.

During the same trade events, Castrol introduced its new market segment called CTO (consumer truck oil) and launched a new range of products like CRB with heat proof formula and RX Turbo with visco formula.

Castrol has always kept the consumer at the heart of everything. As a new breed of consumer evolves, Castrol also has to advance and develop to meet such changing market needs. We have always been very proactive and such rollout programmes are truly innovative.

The last 3 years has seen massive growth in the Castrol division but this is still just the beginning. New and still more exciting programmes are being developed to now take us into the next 5 years building on the well established solid foundations created of late.



Heavy Duty/Franchised Workshop Segment Shakilur Rahman

With the full dedication of FWS team and Castrol's best after-sales service, Castrol has a leading market share of the new car market in KSA. Castrol supplies to world known brands in Saudi Arabia, like: Ford, GM, Toyota, Mitsubishi, Honda, Hyundai (Naghi & Wallan), Isuzu, Land Rover, Jaguar, Skoda & Seat. With the support of marketing department, Castrol also actively participates in service clinics of these franchised car dealers. Castrol's secret of success in FWS & HD segment is; quick and dedicated services

to customer. Castrol's sales team are well trained and motivated to satisfy the need of demanding key accounts, which want some high level of service & technical support throughout the Kingdom.

Passenger Car Oil Segment Ali Saeed

Castrol GTX has become a stable and premium brand in the PCO market. Sales have gone up nearly 25% every year. Castrol GTX is now available at most of the puncture shops throughout the Kingdom. With recent re-launch of GTX family, Magnatec & introduction of new Castrol Edge, and with massive marketing support, PCO division expects to





double its figure within the next four years. Also it is targeting a new segment of customers who are passionate for Castrol Edge and it is expected to achieve a good premium position over the nearest competitor product.

**Consumer Truck Oil-
Arifullah Shariff**

This department has been just launched this year. Initial orders have been sold off and high expectations have been set to achieve a 5% market share within two years. Castrol has world known products for trucks such as Castrol CRB which has heat proof formula (the hotter it gets, the better it gets).



**Marketing Support-
Saeed Shahid**

This division has taken on a more significant role in recent years. Some of the activities of late:

- Consumer promotions
- In-pack promotions for trade
- Trade Gifts Items for trade
- In-door signage
- Display Stands

- Various joint services campaigns for: Hyundai (Wallan & Naghi), Jaguar, Land Rover, Alissa (GM).
- Joint branded sales support materials for Ford, Alissa (GM), Land Rover, Jaguar, Naghi & Wallan (Hyundai), Samaco (VW-Audi)

Few Examples of Joint Service Campaigns:



New Look and Feel Castrol

The new brand positioning is backed by a new identity, which will make the Castrol brand more sharply recognizable to the consumer. The Castrol Roundel

which is an integral part of the current logo will be a key element of the new identity which will be reflected on the pack range as well as all communication material.

Participation in Motor Sport Activities

Castrol has a heritage of sponsoring motor sports activities. In 2006 we took a major step forward to become much more closely associated with motor sport activities and leading drivers within the Kingdom. Castrol motor sport programs for 2006 are:

- Karting (Driver-Hattan Ali)
- Rally (Driver-Farouk Ghorab)
- 4X4 Team (Drivers -Saeed Al Shamrani & Izzudin Khalaf)
- Drag /Drifting (Driver-Samir Al-Sayed)
- SATA Association (Riyadh Drag racing)



Job Security

The most fundamental elements of job include salary, job security, work environment, development in work and place of work etc.

I will discuss here the job security:

I remember that about two years ago an employee came to me saying, "I have got an attractive offer from a company but I fear the company will not release me!" I told him, "Go ahead and sign on the offer. I will discuss this with the director general for your release!"

After few days, I met him and asked, "What is your news?" He told me, "I found my satisfaction in this company so, I will never leave it."

Yes, this is the Job Security! Al-Hamdo Lillah, we all feel like this, we feel job security in this company.

More than six months ago, one of the companies competitive to the Castrol Division offered very attractive offers to some employees of our division but all of them refused the offers because they felt job security here!

Job security is a fundamental factor of job, and when a worker realizes this his productivity will automatically increase up to the highest standard.

One of young Saudis who joined us under the employment program was very much afraid of accepting our offer. He was thinking that the employment would be temporary and so, he was hesitating to sign on the contract! But, after working two years with us I asked him, "How did you find the company?" He replied, "I am among my own people and family".

No doubt, if a suitable work environment of satisfaction, job security and favorite work conditions is found, hidden potentialities of an employee will go ahead without any limitation.

The HR department as well as other departments of the company is trying its best to provide without any weariness all employees of the company with these basic factors. Perfection is due to the Almighty Allah!

This is what I found in the Castrol department and which I like to share it with all of you.



Abdullah Salim Bajam'an

Note:

Through this page, I wish to ask Br. Saud Alsuwailem, the Editor-in-Chief, to allocate some pages of the magazine to explain few of Bylaws related to employee, employer, and social security as well as a page for general articles on the safety rule during work.

Why New Machineries?

First, I would like to begin our discussion with the prayer, “O Allah, there is no easy but what you make it easy.” In the beginning I thought to answer my question by raising few questions that may come into the minds of people, then, we should try to find answers to the following questions:

- Is this because the companies are looking for increase in costs of machine?
- Is this because the companies want to make matters more complicated with electronic equipments and push user to be an easy prey of high cost maintenance and spare parts?
- Is there any need to use advance machine in the desert perhaps with unskilled technicians?

There are many important reasons that necessitate using of new machines. We mention few of them here:

- Saving on production requisites is a basic factor when we count on using expenses that will affect certainly net profits of the project. Diesel expenses reaches up to 35% of the production cost as we see in wheat projects. Therefore, any saving in quantity or rate will have its impact on minimizing production costs, which will encourage continuing in agricultural project.
- For many reasons it is easy to have their maintenance like:
 - Availability of primary diagnosis system of any fault and defect will make it easier to know about the problem without looking for other methods to find out the fault, which will save time and effort, even no need to use other specific devices or light signals system.
 - Availability of a number of measuring instruments for important operations of the machine, which make it possible

to find out any defect precisely at early stage.

- Strong and precise designing provides safe production capacity with high standard.

Let us go back to answer our previous questions. As regards the first question (Is this because the companies are looking for increase in costs of machine?) the reason is not the increasing of the cost of machine directly because calculation of costs basically depends on a number of factors; one of them is basic manufacturing requirements which went high in last years. In addition, the exchange rate of currency is



Engr. Khalid Bayomi

decisive in such situation. All these matters cause for increase in the price of the equipment. On the other hand, I would mention an important factor that since the operational cost of new machines is less, we find the saving will be up to 5% and in some models of new machines (like Volvo Penta) it will be more. The concurrence has been taken into consideration for preparing this comparison among different groups of horsepowers. Moreover, savings on oil consumption and cooling make us think over this. Hence, the basic

goal of the factory is supplying a product that serves the user in a way that will encourage him to purchase the same equipment again. The strategic policy of these comparisons has been the continuity and sincerity to their users. They do not think to do big deals once only or more but they always try to offer high quality and confidence.

Let us take an actual example of car and compare the price of a car of model 2002 and 2006 of same type. You will notice a big difference in price. This is due to same reasons we mentioned above. That is due to increase in the cost of various basic manufacturing requirements.

Let us examine here question no. 2 and 3 (Is this because the companies want to make matters more complicated with electronic equipments and push user to be an easy prey of high cost maintenance and spare parts?

Is there any need to use advance machine in the desert, perhaps, with unskilled technicians?) Undoubtedly, spare parts are considered as an important trade factor, which depends on the type of equipments and their quality as well as quality of spare parts. Then, this factor especially applies on those equipments that are popular in the market. A lot of examples are available like car market and electronic equipments market. Still usage of original spare parts plays an important role in extending the life of a machine. In addition, style of assembling has impact on production life of a device. Therefore, the general workshop, if they work properly and efficiently, will have positive impact on the quality and operational life of the machine. Many of us have computers in our cars. When we go to a technician,

he puts fault-detecting device in the car to find out the defect. Though, you are the owner of the car, you will be surprised to see how fast the defect and its cause have been detected. Likewise, when you want replacement of spare part in electronic equipment you will certainly go to a reliable source like an authorized agent for its maintenance. Then, why we do not trust in case of machinery of a project, which will play its role in a better way and bring to you fruitful results?

In new Volvo engines, defects can be detected directly on the machine and diagnosis can be made on spot. Thus, problem can be solved easily in no time. Let us examine another example. A machine stops at night. Normal procedure is that in case a problem is unknown then, to find out we have to examine the machine and diesel lines, battery, fuses, oil, cooling fluid etc. will be checked thoroughly. Possibly, you will not detect any defect. It may be like presence of water in diesel pump. Therefore, it may take another one hour for examination of the fault. In modern equipments, defects are discovered through automatic way without the help of other supportive instruments. Operational date of the machine is saved. We face this type of problem during critical life of plants. The machine is stopped and you do not know how to find out the problem and its solution. It will have obviously bad impact on the quantity and quality of the product. Hence, here is the time saving factor, which cannot be seen openly but one can feel it clearly. Here we discover that technical advancement is directly related with the performance of a machine and subsequently it has impact on the interest of the ultimate user.

While passing through agricultural projects often you will notice smoke going up. Technically the quantity of diesel,

which is pumped, is not burnt fully. Therefore, we see it going up in the form of black smoke with vapors of exhaust pipe, which contains oxide carbon and nitrogen harmful to the environment. In modern machines, pumping of fuel is done separately to each piston according to the reading of computer and load of piston at the time of burning. Therefore, the possibility of vapors and harmful gasses becomes less because burning capacity in modern machine is too high. Quantity of diesel and its pressure are harmonized with the actual need of each piston. Moreover, the machine's ability to control the pumping pressure of diesel makes the life of diesel sprayer so longer that no general sprayers



available in the market reached to this level. Not only this, researches and studies are going on to control discharging these vapors harmful to the environment, and deal with the problem in an advance manner with future planning up to 2010. In view of protecting environment with suitable production capacity in various agricultural and industrial fields it is expected that the diesel machine will be able to minimize discharging exhaust vapors.

As regards the technical training, the company has adopted a number of various maintenance programs. In addition, skill training program inside and outside the

Kingdom brings additional practical expertise to the technicians. Technical efficiency department for technicians has positive impact on their performance and work quality. Since we noticed high performance and saving when we implemented on a number of offers of maintenance and spare parts with sole aim to provide best possible services to the ultimate user for the sake of satisfaction and high production capacity as well as to protect his investment from the dangers of breakdown and closure. We also provide technical support and different expertise to the technicians working on the project of the ultimate user.

Running any project needs accurate planning strong follow up of expenses and possible dangers in order to minimize their volume and to take suitable steps for protection like finding out solutions for possible difficulties with precise details. All these steps certainly bring about the material success of the project. This is the summary of our policy to activate any existing or new project.

Who would like to see his economic environment polluted?

Who would like to consume more fuel?

Who would like to waste his time in creating problem then solving it?

Try to answer my questions and you will find yourself have the truth.

We conclude our discussion saying, "O Allah, we have no knowledge expect what you taught us. You are the Omniscient and the Wise. O Allah, teach us what is beneficial to us. Let us benefit from what we learnt and increase our knowledge. Show us the right path, guide us to follow it and show us the wrong, and guide us to avoid it. Make us among those who listen to good word then follow it and enter us among your pious servants." May Allah bless us all.

West Asia Exhibition on Oil and Gas

With a view of its regional expansion in the Gulf markets Alkhorayef Industries Company Ltd. participated in the Exhibition of the West Asia on Oil and Gas, which was held during April 9-11, 2006 in the city of Muscat, Oman. The exhibition aimed at serving the oil and gas sector of the Gulf region and was one of the biggest international exhibitions held in this region for the service of this

sector.

Two products, which serve the oil and gas sector, were presented in the exhibition. They will be produced in Alkhorayef Industries Company Ltd. as per the international specifications and high quality standards. These products are:

- Petrol Pipe Lines: They are black pipes made of long carbon steel welded with electric

resistance and are manufactured as per the specifications of the American Institute of Petroleum and international standard of API 5L. This specification include pipes of 8 – 21/2” diameters. These pipes became more popular and famous for their high quality and for unavailability of local producers who can fulfill the growing demand for them. The process of confirmation of the product from the petroleum authorities in the Sultanate will start soon, especially in a situation when oil production is increasing and the Sultanate and other countries of the region are witnessing an industrial and constructional revolution.

- Lined Iron Pipes: The iron pipe is coated from inside with the polyethylene that provides excellent protection from the inner side which is in constant touch with oil fluid. This protection is against corrosion, denudation and deposition, which extend the operational life of a pipe four times more even in a worst situation like using acid water or that containing sulfurs and using it in a temperature of 65 centigrade as well as it can bear operational pressure up to 70 bar. The practical implementation of these pipes in oil sector is those pipes, which inject water in oil fields because water usually contains sulfur and percentage of salinity in it is too high. This unique product of Alkhorayef Industries Company Ltd. has proved its efficiency through various projects of oil companies working in the region like Qatar Petroleum Company, Oman Petroleum Company and Oil Development Company in Oman.

During the exhibition, a number of important meetings were held, which shall be a promising start for the market of Alkhorayef Industries Company Ltd. in Oman



Love of Work and Professional Creativity

Does an employee's love to his job have any relation to the professional creativity?

Yes, many studies have pointed out to this fact which leave no doubt that if an employee is not satisfied with his job he will never prove his creativity in his job. Actually, those who were innovative in their jobs they loved their jobs.

Let us examine how the love of work leads an employee to professional creativity and how without this love there will be no room for creativeness.

All lovers of their jobs see that there is an interaction between the employee and his job. This compatibility leads an employee to peace of mind and inner satisfaction during performance of his job. It is also good for the job that an employee likes it. Job's goodness appears in achievements, developments and innovations that any employee adds to his work.

On the other hand, those employees who do not like their works think that their jobs are only a means of getting their livelihood. They perform their duty in routine and stereotyped manner and with unpleasant way and so, they far away from innovation and creativity.

What a great difference between an employee who loves his work and an employee who does not like it! This first will be devoted to his job performing his work sincerely. He will be thinking about how to develop his work in a manner that will bring success after success. The other will spend his time at work with difficulty. His time passes very slowly and he will perform his assignments in laziness. He always thinks when the duty hours come to an end and feels that he is the prison.

Let all of us put this question before ourselves.....
Do I love this job or do I hate it?

If you love your job, then congratulations to you and to your job for you like it. If you do not like your job then, condolence to you because you will never find peace of mind during job hours. Your job will cry from your burden.

O, who loves his job... make your love a gateway and enter through it into garden of happiness and creativeness, which will bring bless to you and your job.

O, who hates his job ... try to find the light through the way of love to your job. Rearrange your matters to feel pleasure in your work and let the job finds in you an innovative and creative employee.



Sameer Younus
Regional Director,
Central Region, CASTROL.

Alkhorayef gets into the 21st century through the Gateway of Umm Saleem

Half a century ago when Sheikh Abdullah Al-Braheem Al-Khorayef started his business from a small shop situated in Umm Saleem square, one of old Riyadh quarters, selling and purchasing agriculture goods and offering services for digging well nobody knew that this start would turn to (an Empire of Business) known as ALKHORAYEF CONGLOMARATE. The term (Empire of Business) has been used to express the meaning of CONGLOMARATE which means a group of companies of multifarious services, especially in the field of industry and which is run by (a holding company). The most distinguished feature of this empire is its diversified activities and expansion of its geographical area of work. On Kingdom level, the activities of the Group are spread not only in Riyadh but also throughout the Kingdom. On business level, its activity varies from agriculture machineries and tools to manufacturing of center pivot irrigation devices and agricultural pumps, oil field pumps, paper and lubricants as well as operational and maintenance services, agriculture works, oil field services, administrative consultations, and contracting works.



Tawfiq Abu Osba

The company expanded outside the Kingdom and established its business in Egypt, Libya, Sudan and Tunis in Africa and Kuwait, UAE and Iraq in Asia, and opened its representative offices in a number of countries of the world. For smooth moving into the 21st century – a century of globalization distinguished by challenge, competition and end of trade agencies system and emergence of electronic trade which seems to be a valuable channel of distribution – this great empire became able to use the latest information technology and implemented (Oracle) program for planning of project sources, known also as ERP system. The group always paid due attention to the training of its employees and workers and providing a healthy work atmosphere and set an example in this regard, which has been adopted by a many companies and followed in a number of countries. In view of developing a better society and taking care of the conditions of a healthy society this empire participated in a number of social activities, and it was able to receive a number of awards and appreciations. No doubt, it has accomplished many achievements but opportunities are still open. How this empire will protect its achievements and at the same, how it will preserve its front seat!

In a ceremony held by Castrol Division in Alkhorayef Commercial Company (ACC) in the Kingdom of Bahrain, the following colleagues received thanks and appreciation certificates as the best distributors for the year 2005:



Mohammed Ajlan Al-Dosari



Mirghani Othman Miraghni



Abdulmajeed Karshah



Naser Zarour



Khalid Mukhtar



Sami Abu Owf



Zuwaini Ahmed



Abdullah Ahmed Al-Zahrani



Mudather Hussein



Shihab Ahmed



Fahd Al-Haddad



Hamzah Al-Harazi

Congratulations, Good Luck, and Best Wishes



Mr. Salih Al-Shamrani, Manager of Training in Alkhorayef Commercial Company, obtained a certificate of appreciation from the General Organization for Technical Education and Vocational Training (GOTEVOT)/ Commercial Secondary Institute for making cooperative training programs a success.



The Colleague, Mohammed Rifa't Al-Deeb of the Saudi Parts Center Co. in Riyadh has got married.



The Colleague, Abdulmohsin Al-Sikaibi, assistant manager of After-Sale-Service Department in Alkhorayef Operation & Maintenance Company (AOMC), obtained the Master's degree.



The Colleague, Abdullah Al-Enezi has joined the work team of the Account section in Alkhorayef Operation & Maintenance Company (AOMC).



The Colleague, Ashraf Kolaora was blessed with a beautiful baby girl. He named her Needa.



The Colleague, Omar Rizq from IT section was blessed with a smart baby boy.



The Colleague, Mohammed Al-Attar, of the Account section, was blessed with adorable baby boy.

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The Colleague, Turki bin Ali Al-Shaqhaa has got married.

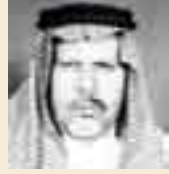


The Colleague, Ahmed Mohammed, of the Saudi Parts Center Co. in Tabouk, was blessed with a wonderful baby boy. He named him Mohammed.



The Colleague, Ammar Dhuban, of Alkhorayef Commercial Company's Equipment Division, was blessed with twins. He named them Yasir and Faris.

**The following are the
colleagues who served
Al-Khorayef Company
and still serving it**



Abdul Aziz Mohamed
Al Khorayef - 32



Saleh Yasslam
Samaydaa - 30



Hassan Mohammed
Hamoadah - 30



Faraj Al Shahat
Faraj Maraci - 26



Zahir Abdul Aziz
Mohammed - 26



Koyakunju
Rahim - 25



Malik Ghafoor Malik
Mohd - 25



Abdul Razzaq
Mohammed Ishaq - 25



Abdel Wahid Derar
Nougod - 25



Yasslam Salim
Samaydaa - 25



Mohamed Adel
Aqiel - 25



Mohammad Arshad
Ismail - 25



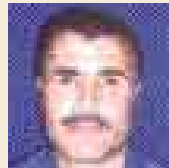
Zafar Iqbal
Mohammad - 25



Abdulrahim
Mohammed Iqbal - 24



Sheikh Nawaz Khan
Sh.Fareed - 24



Fathi Abdullah Abdul
Aziz - 24



Khalid Hussain
Malik - 24



Maher Osman Sid
Ahmed - 24



Thayothpathiya
Puratil Ayamuty - 23



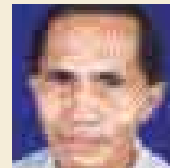
Hassan Yasslam
Sumaidah - 23



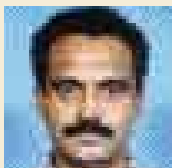
Kamal Alkhair
Amin - 23



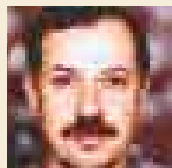
Alsayed Ibrahim
Alsamani - 22



Gil Vicente - 22



Abobacker Kunju
Mahmoud - 22



Jalal Jamil Khalil - 22



Khalid Sulieman
Khalid - 22



Florencio
A. Nario - 21



Habib Ulla
Abdullah - 21



Naji Saleh
Al Olwan - 20



Juanito Semeros - 19



Mohammed
Matiullah Gazie - 19



Khalid Saeed
Al Asees - 19



Javed Iqbal Ghori
Abdul Hameed - 19



John B. Tibunsay - 18



Babu Chetaiel - 18



Abdullah Sukaisah - 18



Abdullah Abdul
Qadir Daiban - 18



Suleiman Ali
Abdullah - 18



David Henderson - 17



Iftikhar Hussain
Shah - 17



Fahad Nasser Mohd.
Alseif - 17



Somsak
Sudnuathong - 17



Jose B. Deuna - 16



Mohamed Saleh
A. Al Marhali - 16



Yousuf Farah
Ali - 16



Florinio
M. Hingada - 15



Mohammed Jaleel
Ur Rahman - 15



Ammar Mohd. Hafiz
Dhaban - 15



Ali Baloala
Ahmed - 15



Hasseb Abdul
Rasheed Go - 16



Mohammed Buhari
Mohammed Ali - 15



George Gabriel
Mathias - 15



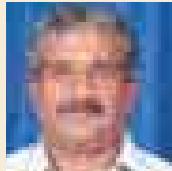
Veliyath Chathunny
Kutti - 15



Rayammara Kkarveettil
Kunhimon - 17



K.G.Nair Nanda
Kumar - 17



Kotta Kkattu
Narayana - 18



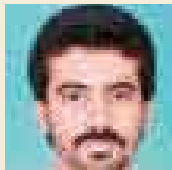
Thank Achan
Abraham - 18



Mohamed Sadiq
Ghor - 23



Saleem Mahmood
Butt - 20



Abdullah Abdul Qadir
Daiban - 18



Abbas Elnur
Abdullah - 18



Al Mugtaba Abunaib
Mohamed - 22



Ibrahim Mansoor Bin
Mohd Zuaby - 22



Gafar Mahgoub M.
Ahmed - 17



Abdullah
Al Hadad - 23



Sayeed bin
Shamal - 24



Hafez Al Hamsi - 23

