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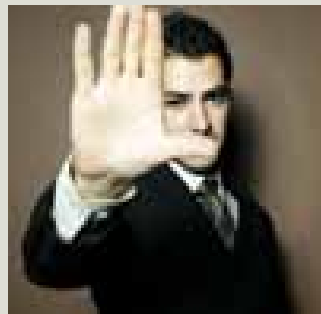
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Now, discover your strong points

Following the belief that good is the opposite of evil and success the opposite of failure,



throughout history mankind has consistently tried to benefit civilization by learning from past mistakes and failures.

To excel in your field of expertise and to be satisfied with your achievements, you have to discover your own personal style and behavior, and to understand what distinguishes you from others. This means identifying and analyzing your characteristics and applying your strengths to the tasks in hand. In this way you will be able to focus your concentration on any weaknesses and maximize your strengths. In other words: impersonate the strong, learn the language and walk your way to achievement, distinction and exclusivity in your field.

Alkhorayef praised by MODON Director-General



Saleh Al-Rasheed visits Alkhorayef during official tour of industrial city

News Reporter

Eng Saleh Al-Rasheed, the Director-General of MODON, the Saudi Industrial Property Authority, recently visited Alkhorayef Industries Company during an official tour of the Riyadh 2nd Industrial City, during which he visited all of the leading companies based there.

While visiting Alkhorayef and its affiliates, Eng Al-Rasheed

congratulated the company on its achievements, remarking that the company's performance compares very favorably to regional competitors.

MODON was established in 2001 and is responsible for the development of industrial cities with integrated infrastructure and services. These include three sites in include: Riyadh (1, 2 & 3), Jeddah (1, 2 & 3), Dammam (1, 2 & 3), Makkah, Qassim 1&2, Al-Ahssa' and Madinah. There are around 7,000 factories in the existing industrial cities with investments exceeding SR 850 billion, and more than 800,000 employees.

Five mistakes that reduce a team's respect for their leader

If you want to get the most out of your leadership abilities, you need to earn the respect of the people you lead. This might sound easy in theory, but in reality winning the respect of a group of individuals can be a very difficult process for a variety of reasons. Below, we consider five mistakes which leaders should avoid if they want to preserve their teams' respect.

01 Seek personal gain:

Leadership positions are fragile and sensitive, especially at the highest levels. And in times of crisis, this is even more so, which is why it is important that leaders are not tempted to take actions based on preserving their privileges or safeguarding their position regardless of the impact of their actions on others. Adopting that approach to leadership puts those leaders at greater risk in the long term, and will certainly help lose them any respect or appreciation as soon as they leave office.

02 Make promises that can't be met:

Often, we see leaders trying to promote and market themselves and achieve success at any cost and by whatever means. In both the business world and daily life, honeyed promises are often heard. And even if it was not intended as a falsehood, a hasty, ill-considered promise that would be impossible to achieve in a reasonable time is just as bad. Choose your promises in terms of what you can do and what you should do – and not because of what people want to hear.

Choose your promises in terms of what you can do and what you should do – and not because of what people want to hear

03 Instruct instead of explain:

We all know that a final decision should be taken by the person in-charge. Nonetheless we all prefer and advocate decisions that take into account our own views and interests. People shouldn't be compelled to abide by decisions that flout their views and are made without having any input, but which they are forced into blindly. To win the appreciation of your followers, keep them informed and engaged. There should be mutual respect between the leader and his team. Be an effective listener to all points of view and do not underestimate the need of clarifying the reasons for a decision and how it was made.

04 Deal with job titles and not people:

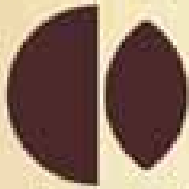
People respond to leaders who show human emotions. They want to see a

real person and not a manager who is playing a formal role dictated by the career level. Be yourself in all your dealings and you are sure to generate respect and support – for you, the person, and not merely your job title.

05 Use the power of the position rather than earn respect:

Yes, people must sometimes be forced to take certain actions because of overt or implied authority. However, this course should be the exception not the rule since it can be harmful to staff morale as well as an indicator of the leader's lack of leadership qualities. No leader has the automatic right to be respected by the others once he gets to a certain level – don't demand that people respect you. You have to earn it.





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www.alkhorayef.com

An Interview with Mr Ezzo Bahfez Allaah



Marketing Manager
Saudi Automated Center

01 About the work of the department

The marketing department was established over a year ago to deal with all spare parts product matters. This includes purchasing from reliable sources, at the right price and the right quality, and also for market research. The department is also responsible for laying the foundations of publicity to promote the purchasing of spare parts, and also for suggestions for future branch locations. Each of these processes is managed within a system of collaborative working with representatives from all departments and branches.

02 Plans for management development

We are currently seeking to develop marketing management through the development of a powerful database which will enable efficient spare parts sales and marketing via websites linking us with our clients inside and outside the Kingdom.

We are also developing a quality laboratory to prepare tests to detect the quality of components before they are offered for sale, making us the first company to implement spare parts quality systems. We will soon release the first version of our detailed product catalogue, an initiative which will significantly help the purchasing department, as well as easing the disposal of company stock and speeding up stock rotation.

We are activating the price database to obtain spare parts prices in the local market in order to support decision-making regarding spare part importation and pricing strategy.

We are currently working to secure consumable spare parts which are used repeatedly in a short period of time, which supports the company's machine stereotype spare parts.

We are attempting to build strong investment relationships with major spare parts factories around the world. This would enable us to change from being importing from distributors to be able to import direct from factories under our company brand (SPI). This year we have strengthened relations with factories producing high quality products including T-shirts, valves, crankshafts and filters.

This year has seen the launch of the new company identity, and we are currently redesigning branches to reflect this. We expect that all branches will have their new branding by the end of this year, putting us in a new livery that

emphasizes our ability to innovate and keep abreast of developments, God willing.

03 The major challenges facing the Department

There are many challenges facing us that inspire us to work hard to further develop the department. As Saudi Arabia Automated Care we are working under the umbrella of a large group with regulations and rules to govern our work and define our commitment to offer products of a consistently high standard. In addition to that, we are dealing with spare parts shops that do not necessarily adhere to these same high standards, which is a source of constant challenge to us, particularly in terms of convincing our clients about the quality of our products. We can say that this challenge is our greatest, because it affects all our administration and our studies and plans for the future, especially with regard to pricing strategy.

Another challenge we are facing is the fast change and shrinking of the market in which we operate. The Saudi market is the largest open market in the Middle East. New companies enter frequently, and the turnover of operating equipment is rapid, so much so that some construction companies change equipment as soon as one project ends.

04 What are the main qualities of a successful leader?

I believe that leadership is not an easy thing. Everyone wants to be a leader, because of the financial and

social advantages, but in all honesty not everyone is fit to be a leader. Sometimes we make the wrong decision in promoting an effective employee to a leadership role, but by doing so we are intentionally finishing him as an employee.

An effective leader:

- is dependable and of high moral standards
- is high performing and always seeking perfection
- works to make each member of his team feel that he is important and appreciated
- dedicates some of his daily time to teaching members of his team
- constantly works on solving the problems of the team
- is optimistic and enthusiastic and has a vision for the future
- is flexible rather than radical in opinion and thought, but tends always to be correct
- has good communication with team members and senior management
- is always a privileged reader
- chooses the perfect employee for the ideal position, overcoming any passions and interests
- inspires his team members
- defines the task of each member of his team and creates programs that assess those tasks and devises methods of rectification in case of failure.

If you are a good leader your team will speak highly of you, especially regarding your management of them.



Unleash your imagination and come up with interesting ideas

Ezzo Bahfez Allaah

05 How can a leader persuade people from different departments to work with him?

Discussing problems is the most important method of persuasion. If people concerned with a particular problem participate in discussions, and you listen to their ideas to solve the issue, you will get a clear vision from the beginning. Participation in problem solving really is the quickest means of resolution. The company's senior management has also defined processes and procedures for ensuring cooperative work practices with a measure of direct instruction which is not up for debate.

However, a leader must demonstrate the importance of commitment to those goals and policies and how they will lead to success – both to the company as a whole, and to the individual employee. Discussing the issue and indicating the negatives, positives and benefits of any task, instruction or a problem is the best and most widely-accepted way to convince employees rather than using direct orders without them fully understanding those orders or tasks.

06 What is it that encourages employees to be creative?

There are many factors that drive employees to be creative in their work including:

- a healthy work environment, and a sense of professionalism in the company;
- clearly defined role and tasks, and to clarify employees' rights and responsibilities from the outset of their employment;
- a spirit of cooperation and fellowship among the all members of staff;
- a commitment to the company's hierarchy, always being careful not to exceed appropriate powers, and therefore maintaining a positive team spirit;
- a willingness by both leadership and staff to express opinions, and constructively using meetings between the different members of the company;
- participation in decision-making;
- implementing incentives and awards for new ideas.
- I would suggest that there would be an annual award at group level – the Annual Creativity Award – which is awarded for any creative idea that contributes to the development of the Group's work, in any area. This award should also be open to family members of Group staff.

07 After several years in administrative work, what have you learned wthat you can share with colleagues?

Honesty, I've learned a lot during my career during my several managerial positions. I would like to summarize some of the points that can be useful to those colleagues who aspire for promotion.

- Continuous reading is the fuel for continuous development and promotion.
- Make your hobby always serve your job.

- Enjoy what you're doing.
- Unleash your imagination and come up with innovative ideas to develop your business and work to present your idea. Don't be shy regarding ideas.
- You should care about personal relationships between colleagues and superiors. Make them full of mutual respect.
- Do not go absent! I can't stress this enough – continued absence makes you lose a lot of rungs on your climb up the promotion ladder.
- Always look for work, do not make work look for you.
- Always keep a written list of tasks to be carried out during the day. The more your thoughts are neatly organized and your tasks are specified, the better you will be at organizing your time, and the happier you will be happy with your achievements.

08 What advice would you give to young employees?

We depend on young people for the future .It is they who will take the reins throughout the company, as well as in community leadership positions.

My advice to them is three very simple keys to follow:

- Patience and continuity.
- Reading and ongoing training.
- Do not go absent!

09 In conclusion, what would you like to say to your colleagues?

Firstly, I would like to thank and

applaud those who have given me this opportunity to address colleagues through our newsletter. I would also like to thank all my colleagues throughout the company, all the directors, chairmen, managers and employees who are currently with us and those who have since left, because all of them have contributed in my development and progress.

I would also like to offer a quiet word to everyone: I am sure that you all have the ability, the talent and creativity but a problem often lies in marketing those capabilities. What you must do is study and be sure to showcase your talents, abilities and creativity – because they are goods that need to be sold.

10 In conclusion

I ask the Almighty to guide us all on the path of goodness and bless us with grace and grant everyone the health and strength to serve our religion, our homeland and our company.

Alkhorayef honored by HRH Prince Khaled Al-Faisal



Alkhorayef Trading Company was honored by HRH Prince Khalid Al-Faisal bin Abdulaziz by the presentation of a commemorative shield at a ceremony also attended by HRH Prince Mishaal bin Majed bin Abdulaziz, Governor of Jeddah. The award was accepted by Mohamed Abdel Wahab on behalf of Alkhorayef.

The First Marine Tanks Race Championship in the Kingdom

The first Gulf Marine Tanks Race, sponsored by Alkhorayef's offshore section, and under the auspices of the Saudi Marine Marina Sports Club for marine sports, took place 12-14 June.



Alkhorayef bids a fond farewell to Al Muhaimid



Alkhorayef's General Administration of Human Resources organized a special farewell tribute for Hassan Al Muhaimid in recognition of more than 15 years exemplary service in the Government Relations department. We wish Hassan success in his new position and in all his future endeavors.

Yamaha visits Jeddah Branch Marine



Representatives of Singapore's Yamaha Corporation recently visited Alkhorayef maritime section to congratulate the company on its 2012 sales performance of Yamaha spare parts and oils. They presented a commemorative shield to Alkhorayef to recognize the company's excellent sales performance of Yamaha products. The shield was presented to M Mahmud Hifnauy, sales manager of the offshore section by Jason Tan, in the presence of Abdullah Zeban, parts director and Mohamed Abdel Wahab Said, director of Yamaha engines.

Prince Bandar bin Nasser hosts Alkhorayef media dinner



HRH Prince Bandar bin Nasser bin Abdul-Aziz Al Saud hosted a gala dinner this summer (6/16/2013) on behalf of Alkhorayef's sponsorship of Club Marina and the Gulf championship tank marine. The event honored the league champions together with the media agencies who had contributed to the success of the event. In attendance were the distinguished Saudi TV director Tawfik Al-Yamani, sports broadcaster Samir Sophie, Salah Mkharrh from MBC FM radio, Basel Trad from MIX FM radio and Maher Sadeq from Okaz newspaper.

Alkhorayef participates in Pico League

Alkhorayef Group participated in the 'Power of Ideas' league for companies and private institutions. Picco 2013 was held under the supervision of the General Presidency for Youth Welfare during the holy month of Ramadan. In their first match the Alkhorayef team won 3-2 at Al Saeg Stadium in Riyadh in the second round for the third group. Unfortunately they then went on to lose to Al Bareed Al Soudi.



Diving with the Saudi Sports channel

A half-hour segment on diving was broadcast on the Saudi sports channel's Sabah Watan program recently (06/02/2013) to illustrate the practical experience gained by anchorwoman Alla Allaf alongside other trainees – including one child – trained by Alkhorayef's Captain Nasser Janbi, a nationally accredited trainer.

Al-Oan students enjoy Maritime Open Day



Alkhorayef's maritime sector in Jeddah hosted students from Al-Oan Center for special needs for a seaside excursion as part of the company's social responsibility program. The students enjoyed an open day at the Marina Badra Al-Aroos Club Center, including jet boat cruises and jetski driving, together with children's competitions staged by a group of Saudi scouts. They were also treated to lunch and presented with gifts. More than 60 male and female students between 12-18 years attended, accompanied by their teachers.



Solomon Mayouf
director
of support
services

HE Director Eng Mohammed bin Abdullah Alkhorayef issued a resolution to appoint Suleiman Abdulaziz Mayouf as a director of support services in the Alkhorayef Group. We wish him success.



Osman Abbas Khalaf Allah team has joined Alkhorayef Trading Company team as sales engineer equipment systems sector, Buraidah branch. Congratulations to him:



Faris Al-Qahtani
appointed
Director of
Government
Sales

A resolution has been released by Alkhorayef Trading Company general manager Professor Abdullah bin Ibrahim Alkhorayef has appointed Faris Al-Qahtani as a director of government sales in equipment systems. We wish him success.



Abd Al Mohsen Farhan has joined Alkhorayef Trading Company team as salesman in equipment systems sector, Riyadh Branch.

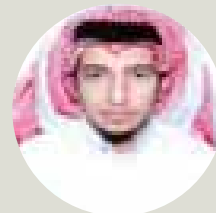


Walid Shuweir
appointed
Regional
Director
Central District

General manager Professor Abdullah bin Ibrahim Alkhorayef has appointed Walid Shuweir as regional director for the Central District of Alkhorayef Trading Company's equipment systems division. We wish him success.



Issa Omar Idriss has joined Alkhorayef Trading Company team as warehouse manager in the maritime sector, Jeddah Branch.

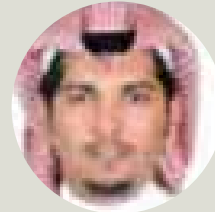


Sultan Saad Al-Ghamdi has joined Alkhorayef Trading Company team as salesman in the maritime sector Jeddah Branch.



Faisal Juraid
appointed
Regional Director
Northern District

Faisal Juraid has been named regional director for Northern District equipment systems by general manager Professor Abdullah bin Ibrahim Alkhorayef. We wish him every success.



Abdul Majeed Ali Omran has joined Alkhorayef Trading Company team as maintenance engineer in equipment systems sector, Riyadh Branch.



Ibrahim Moussa Rabah has joined Alkhorayef Trading Company team as an administrative assistant in human resources management.

Jamal Ahmed
appointed as
Director of
Yanbo'a branch

Jamal Ahmed Saeed has recently been appointed as director of Alkhorayef Trading Company Yanbo'a branch. We wish him success.



Saed Abdallah Ak Dosari has joined Alkhorayef Trading Company team as electrical technician in equipment systems, Riyadh Branch.



Sami Ibrahim Aldoh has joined Alkhorayef Trading Company team as recruitment supervisor in the human resources management team.

Interview with Marzouk Ruwaily



Q.1 Tell us about your studies and your major?

In the name of Allah the most Merciful, I studied for a BA in Business Administration at King Faisal University.

Q.2 What inspired you to choose this subject?

Many motives the most important of which were my administrative tendencies and a genuine desire to prove myself.

Q.3 What encouraged you to apply for this job and why did you chose Al Khorayef Trading Company?

I enjoyed studying human resources and I like to provide help to everyone. I chose to join Alkhorayef Trading Company because it was recommended by one of my relatives, a former employee of the company.

Q.4 What does this post add to your study and career life?

It has enabled me to acquire many skills, one of which is learning the Oracle system. It has also improved my proficiency in all the tasks required in the job, and with dealing with the public.

Q.5 How do you find working in this environment?

It is a healthy environment for those looking for continuous development in the field of labor and business.

Q.6 Tell us about the nature of your business?

I work in personnel affairs. We serve employees in all necessary administrative procedures in accordance with the company's approved policy. We operate, in my opinion, within an excellent work structure under a leading management team.

Q.7 What is your vision for future development in your area of work?

I am very optimistic and look for a self-development in my field.

Q.8 In conclusion, do you have a message for your colleagues?

To fear God Almighty, and to be careful about time management, both at work and outside. I wish all the best to my colleagues, with the blessings of Allah and peace upon our Prophet Muhammad'.

SECOND EDITION COMPETITION - 2013

COMPLETE THE FOLLOWING STATEMENT

A key point in the strategic planning process is the formation of:

- 1 - a new organizational structure of the organization
- 2 - a job description
- 3 - a new public image of the organization
- 4 - the organization's mission.

Correct answers to be submitted no more than five days from the date of issue.
The first three correct answers get prizes. Answers to be sent to: odd@alkhorayef.com

With regards

The General Administration of Human Resources

Contact: odd@alkhorayef.com

