



Saudi Cement Company's Internal News Bulletin  
Volume - IV, 2<sup>nd</sup> Edition 2013

# SCC Newsletter

Stronger than ever

Read Inside:



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**Mohammed A. Al-Garni**  
BM & Chief Executive Officer

## MESSAGE FROM THE BM & CEO

“Time & Productivity”

SCC has completed 2012 with great success, although we have faced a lot of difficulties and challenges, which is normal in any business environment of our scale. The most commendable part is how confidently we faced and overcame the problems, and continued our operations in order to meet and exceed our set targets.

2013 will be a challenging year, as the market demand is even stronger than 2012. Our success will depend on how best we utilize our “Time” to enhance our “Productivity”, as we want to perform better, compared with the results for last year.

I expect all of us to work with an open vision. Everyone shall think outside the box and be creative, utilizing all the necessary methods and logistics that will support us in enhancing the performance of every department. Get in touch with equipment suppliers, discuss with your colleagues, and involve all subordinates in finding the quick and efficient resolution to repeated problems, thereby enhancing productivity.

In the end, let me reiterate our key phrase “Time & Productivity”. Keep this in your minds and plan well for 2013.

Wishing you lots of success.



## SCC COMMENDED AT SAUDI RAILWAYS

As part of SCC’s Corporate Social Responsibility (CSR) programs, the Company contributed to the Annual Service Award Event of Saudi Railways Organization (SRO) held at their premises in Dammam on Tuesday, 5th March 2013. More than 75 long service employees of SRO were awarded in a special ceremony under the patronage of His Excellency Hamad Bin Abdulrahman Al- Abdulkader, Chairman of SRO.

In recognition of SCC’s contribution to the society, a special plaque of thanks and appreciation was presented to our Company by the SRO Chairman, which was received by Mr. Abdullah Al-Dulijan, Port Terminal Manager on behalf of our BM&CEO.

The SRO management thanked SCC for its active participation in the event, and for supporting the society.

**Further information from:**  
**PR Correspondent** – Public Relations



## OUR PORTRAIT

**Name:** Mr. Mahesh Garg.

**Title:** Sr. Manager, Quarry Operations.

**Qualifications:** B.E. (Mining Engineering) from MBM Engineering College Jodhpur, Rajasthan, India. Specialization in Open Cast Mining with 1st class certificate of competency (Issued by the Directorate General of Mines Safety, Govt. of India).

**Career:** He started his career in 1993 and gained 20 years of rich experience in the entire scope of the Cement Industry.

**1993-98:** Madukkarai Cement Works, Coimbatore, Tamil Nadu, India under the Umbrella of the Associated Cement Companies Ltd.

**1999-2000:** M/s. Golan Mining Company Ltd. Lagos/Nigeria.

**2000-2003:** Chanda Cement Works, ACC Ltd., (Holcim India).

**2004-2008:** Wadi Cement Works, ACC Ltd., (Holcim India). At Wadi Cement Works, he worked in different positions, with multiple portfolios such as Head of Mines., Project coordinator for South West region, Change Facilitator for implementation of SAP, and Head of People Excellence in Manufacturing (PXM).

**2009** till date: Saudi Cement Company, Hofuf Plant, Kingdom of Saudi Arabia .

**Hobbies:** Playing Cricket, Billiards, Yoga, Meditation, Organizing Cultural Programs, Anchoring, Acting, and Reading etc.

**Opinion:** This E-Newsletter is an initiative to communicate the happenings in the Company, and to appraise the employees and their team for the hard work put in by them to achieve the Company's Goals. Right from the beginning, I have been associated with this E-Newsletter, and I congratulate the entire team for making it a grand success.



## ZAHID TRACTORS' DELEGATES VISITED SCC

Zahid Tractors' Regional Manager Mr. Haytham Waleed Zahid and Sales Manager-Construction Equipment Mr. Wisam Al Zoubi have visited the SCC Headquarters on Tuesday, 12<sup>th</sup> March 2013.

They were met by our BM&CEO Mr. Mohammed Al-Garni and BSA Mr. Ibrahim Anshassi. The courtesy visit was intended to further strengthen the mutually beneficial business relationship between the two companies, and for Zahid Tractors to reassure SCC of their continuous all-out support and professional service in all aspects.

### Further information from:

**Romeo Galvez** – Executive Secretary, BM&CEO's Office



## SCC CEMENT SALES INCREASE

SSCC increases cement sales during the first quarter of 2013 totaling to 2,492,654 tons. The local sales quantity reported during the first quarter of 2013 was at 2,439,814 tons compared to 2,392,310 tons during the same period of previous year 2012 i.e. an increase of 47,504 tons equivalent to 1.99%.

Further, SCC achieved the largest local market share of 15.7% out of 14 local cement companies during January to March, 2013. Local demand for cement in Saudi Arabia has also increased during the first quarter of 2013 as it reached to 15.6 million tons compared to 14.3 million tons during the same period of previous year i.e. an increase of 1.3 million tons equivalent to 9%.

In addition, to meet customers' requirements for improved services, SCC has started implementing sealing of cement bulkers before dispatching the bulkers from SCC Plant. The purpose of doing this is to ensure that there is no theft of cement on the road and to avoid leakage of cement during transportation due to loose closure of the outlet valve. SCC is the only cement company who have started implementation of sealing cement bulkers.

**Further information from:**  
Hussain Abu Taki – Sales Manager



## SCC SPONSORED SOUK AL-HAJAR

Under the auspices of the Saudi Commission for Tourism and Antiquities and the Al-Hasa Chamber of Commerce, a week-long festival named "Souk Al-Hajar" was organized at the Ibrahim Palace in Al-Hasa during the 1st week of April 2013. SCC was one of the prime sponsors for this event, with an aim of promoting tourism in the Al-Hasa region, and support the local community in fulfilling its Corporate Social Responsibility (CSR) obligations.

The festival was held under the patronage of HRH Prince Bader Bin Mohammed Bin Jalawi Al-Saud, Governor of Al-Hasa region. During the grand opening ceremony, PTM Mr. Abdullah Al-Dulijan delivered a significant speech on behalf of our BM&CEO, highlighting SCC's social contributions to the region and the society.

The organizers thanked SCC and appreciated its efforts in supporting the local community in the Al-Hasa region. Later, the festival was thronged by thousands of visitors from across the Gulf region for the whole week.

**Further information from:**  
PR Correspondent – Public Relations



## SCC PARTICIPATED IN HEALTH-CARE PROMOTIONS IN SCHOOLS

The Director General of Education, Mr. Ahmed Bin Mohammed Balghunaim thanked Saudi Cement Company for its participation in the Health-Care Promotions at schools in the Al-Hasa region during a meeting organized by the school health department on Tuesday, 9th April 2013. During a brief ceremony SCC was awarded with a special plaque for this noble contribution which

was received by Mr. Abdullah Al-Mousa, Controller – Relations & Office Services at Hofuf Plant on behalf of our BM&CEO.

This contribution is part of several programs carried out by SCC to support the local community in the Al-Hasa region, for which our BM&CEO and the management are committed to under our Company's Corporate Social Responsibility programs.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



## RSSD FETED ITS DEPARTMENT EMPLOYEES

On Wednesday, 1<sup>st</sup> May 2013, RSSD awarded its best 2012 performers who carried extra work responsibilities during the year 2012 to meet Company business requirements.

The event was held under the patronage of department manager, Mr. Khalifah S. Al-Dakheel, who conveyed BM&CEO's message

of congratulations to all the best performers in RSSD. He further extended their appreciation for the hard-work and extra efforts exerted throughout 2012 and urged them to continue with the same spirit. He also emphasized giving more attention to increasing efficiencies in work, putting more focus on safeguarding Company's assets and handling equipment and tools with utmost care. The event was also attended by all RSSD division and section heads.

Further information from:

PR Correspondent – Public Relations



## SINOMA DELEGATES VISITED HOFUF PLANT

A special delegation from Sinoma visited SCC's Hofuf Plant during the month of April 2013 for general discussions with the Plant management on maintenance issues. They were welcomed by OMM Mr. Mohammadine El Baraka, along with other Plant management. They visited the Plant and took a tour of various sections of the factory in order to review the maintenance issues.

The discussions were very fruitful and both sides were happy with the meetings' outcome.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



## DAMMAM UNIVERSITY STUDENTS VISITED HOFUF PLANT

A delegation of 20 students from the University of Dammam's "Architecture and Planning Faculty" visited SCC's Hofuf Plant as part of orientation programs organized by SCC to educate the young students with the industrial environment. The delegation was headed by Dr. Yassin Shaher from the University, and which was received by Mr. Abdullah Al-Mousa, Controller – Relations & Office Services at the Plant facilities.

The visit began with a brief presentation followed by Plant Tour at various facilities concluded with a special lunch in their honor. The students expressed their happiness with the theoretical knowledge they gained in the industrial environment. The University thanked SCC management for organizing this visit, and for providing the students with valuable knowledge.

**Further information from:**

**Abdullah Al-Mousa** – Controller – Relations & Office Services, Hofuf



## FAREWELL TO BASSAM TAHIR

On Sunday, 31st March 2013, a farewell gathering was hosted by SCC in honor of Mr. Bassam Tahir, Civil Manager who left the Company for good after 29 years of continuous service. The event was held at the SCC Head Office under the patronage of our BM&CEO, which was attended by the SCC Management Team. The BM&CEO appreciated Mr. Bassam Tahir's loyal and dedicated efforts, which he exerted during the tenure of his services and during the expansions of SCC. The SCC Management also thanked Mr. Bassam for his services throughout the period.

The BM&CEO, along with other Managers, wished Mr. Bassam and his family all the success in their future endeavors and prayed for their good health and success. Also, the BM&CEO presented to him a special plaque and gift as a token of appreciation for his hard work and loyalty.

**Further information from:**

**PR Correspondent** – Public Relations



## GOODWILL VISIT TO SCC'S HOSPITALIZED EMPLOYEES

During the month of April 2013 two senior management employees from SCC Head Office, Mr. Ibrahim Anshassi (BSA) and Mr. Mukhtar Khan (RKM) respectively, were admitted in Saad Specialist Hospital Al-Khobar for medical treatments.

As part of SCC's culture, a delegation from RSSD visited the hospital respectively and inquired about the health and condition of the valued staff, and conveyed best wishes from the BM&CEO for them and their families. The families appreciated SCC's efforts for taking good care of their staff and thanked the Company and the management as well.

**Further information from:**

**PR Correspondent** – Public Relations



## FAREWELL TO MUNJED NASER

On 20<sup>th</sup> April 2013, a farewell gathering was held at the Head Office in honor of Mr. Munjed Naser, Controller – ITD Operations, who left the Company for good after 26 years of continuous service. The event was held under the patronage of HRM, Mr. Salah Hakim, which was attended by all ITD staff along with the members of the SCC Management from Head Office.

On behalf of our BM&CEO, HRM appreciated all of Mr. Munjed Naser's good efforts which he exerted during the tenure of his service in ITD and for providing quality services to SCC users. FNM & ITM also praised his dedicated services throughout the period and wished him and his family all success in their future endeavors and prayed for their good health and prosperity. At the same time, Mr. Munjed thanked and wished SCC great success in years to come. A special plaque, gift, and signature frame as a token of appreciation for his hard work and loyalty were also presented by HRM, FNM, and ITM respectively.

Further information from:

PR Correspondent – Public Relations



## FAREWELL TO AL-ATTIYAH & AL-MOOSA

During the month of March 2013, two prominent employees from SCC's Sales Department in Hofuf plant Mr. Salah Al-Attiyah & Mr. Ibrahim Al-Moosa retired after long service with Saudi Cement Company.

A special farewell gathering was organized in honor of them under the patronage of Sales Manager, Mr. Hussain Abu Taki who honored them with gifts and plaques of appreciations for their dedicated service. SLM thanked them for their hard-work and dedicated efforts during the tenure of their service, and wished them all the success in their future endeavors. Both gentlemen thanked the Company for recognizing their services and for honoring them, and wished the Company all the success in return.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



## HOFUF HIGH SCHOOL STUDENTS VISITED SCC

A delegation of 20 students from the Hofuf High School visited SCC's Hofuf Plant during the month of March 2013 as part of their orientation program. The delegation was received by Mr. Abdullah Al-Mousa and Mr. Adel Al-Mazroah.

The program of the visit included a tour of the factory sections to illustrate the stages of industrialization through the chamber of quality control and laboratory followed by a lunch in honor of them. The school management thanked SCC for this orientation and kind hospitality.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



## AL-AYUN HOSPITAL DELEGATES VISITED SCC

During the month of March 2013, a delegation led by the Director General of Al-Ayun Hospital visited SCC's Hofuf Plant along with his team. It was a courtesy visit by the Ayun hospital as part of their mission to keep the good relations intact with Saudi Cement Company. They were welcomed by Mr. Abdullah Al-Mousa, Controller – Relations & Office Services at the Plant facilities.

They thanked and appreciated SCC's continuous efforts in the development of the region and requested to keep the bilateral relations intact to support the local community of Al-Ayun area. On behalf of the BM&CEO, Mr. Al-Mousa received a plaque from the Ayun community which was given as a token of appreciation for the long-term relationship.

**Further information from:**

**Abdullah Al-Mousa – Controller** – Relations & Office Services, Hofuf



## SCC SUPPORTED THE MARRIAGE BUREAU IN AL-HASA REGION

As part of SCC's Corporate Social Responsibility (CSR) Programs to help the needy community in the Al-Hasa region, the Company has initiated in extending a helping hand to a local marriage bureau in the Al-Hasa region, which supports the local community in getting married, in the form of providing financial

assistance. This noble cause could prevent many incidences of domestic violence in the society and help the family members in living a better life. The local body is responsible for initiating and arranging the marriages in proper and organized manner and for educating the young people with diversified benefits and teachings of Islam.

SCC has actively participated in such projects, and will continue to serve the community in partnership with charities and institutions, as well as private and civil sectors in the province in order to contribute to events that benefit the sons of the dear homeland. In a brief thanksgiving ceremony, the Bureau appreciated SCC's efforts in contributing for their activities.

**Further information from:**

**Abdullah Al-Mousa – Controller** – Relations & Office Services, Hofuf



### SCC SUPPORTED AGAIN THE PHILIPPINES' OVERSEAS ABSENTEE VOTING PROCESS



SCC has proven once again their show of support for their staff's worthy endeavor when they provided transportation on Thursday, 18<sup>th</sup> April 2013, for almost 50 Filipino employees from Hofuf and Aindar Plants to the Al Jazeera International School (formerly Philippine School in Dammam) in Rakah Area, in order to enable them to participate in the Philippine Election 2013's Overseas Absentee Voting process.

The Company showed that it recognizes and values the importance of their staff's being able to exercise their voting privilege even when they are not in their home country. To further complement, the Company also provided the participants with SCC sport shirts and banner, as well as lunch and refreshments, which they truly appreciated and thanked the Management for, and gave their assurance of reciprocation.

The historic event was attended by a huge number of Filipinos from different areas of the Eastern Province, various Filipino community groups, Philippine Embassy staff and members of the Philippine media, who all praised SCC's noble gesture to their work force.

**Further information from:**

**Romeo Galvez** – Executive Secretary, BM&CEO's Office



### SCC DELEGATES VISITED HOSPITALS IN AL-HASA REGION

For the 3rd consecutive year, as part of SCC's practice to fulfill its obligations of Corporate Social Responsibility, a special delegation visited two major hospitals in the region namely, Abqaiq General Hospital in Abqaiq and Al-Ayun General Hospital in Al-Ayun during the month of March 2013.



In coordination with both hospitals' management, they visited the inpatient wards where the patients were being admitted and treated. They inquired the health of the admitted patients and presented to them flowers and chocolates on behalf of the Company.

The delegated conveyed the best wishes of SCC's management and employees to the patients and prayed for their speedy recovery.

The hospital management and the patients appreciated SCC's noble cause and thanked them for their courtesy. At the end of the

visit, special plaques were presented to the hospital management on behalf of the Company for allowing access and for providing hospitality to the delegates.

**Further information from:**

**Abdullah Al-Mousa** – Controller – Relations & Office Services, Hofuf



## SCC VARIOUS SPORTS TOURNAMENTS – A GREAT SUCCESS

The Company has organized a month and a half-long sports event in our Aindar Plant's Al Bustan Housing Recreational Facilities, and staff members of different nationalities competed in various sports disciplines – Lawn Tennis, Table Tennis, Volleyball, Cricket, Billiards, Darts, Carrom Board Game and Basketball, and the awarding ceremonies were held on Thursday, 14th March 2013 in the same venue.

RSM Mr. Khalifah Al-Dakheel, representing the BM & CEO Mr. Mohammed Al-Garni, conveyed the Company management's commitment in looking after the welfare of all their employees, whom they value and consider as their biggest assets, and at the

same time provide various forms of leisure and enjoyment, promote the spirit of teamwork and camaraderie, and create a desirable healthy and harmonious environment for them, to everyone's benefit and satisfaction. He also reiterated the Company's advocacy that a work force with a healthy mind and a healthy body results to a healthy company.

Meanwhile, OMM Mr. Mohammadine El Baraka and CCS Mr. Ali Bukhamsin, together with other managers, expressed their thanks and appreciation to everybody who organized, participated, and exerted their efforts in order to make the event successful. They also congratulated those who won and wished success next time for the unlucky ones who exhibited high degree of sportsmanship and professionalism.

Mr. Yusuf Al-Khamees, Manager-Al Hasa Youth Sports Federation and Hon. Samuel Madrid, Welfare Officer, Philippine Overseas Labor Office-Eastern Region, graced the occasion by being the event's Guests of Honor, and both praised the Company for their noble endeavor while The Filipino Channel's Mr. Raffy Beltran covered the affair, along with local media representatives from Al-Sharq and Al-Riyadi Channels. All of them received plaques of appreciation and nice gifts while winners were awarded with trophies, medals and other valuable prizes. A sumptuous meal and refreshments were served after the ceremonies.

This is the Company's second year for holding the event, after the success of last year's similar endeavor. More disciplines are planned to be added next year, wherein more participation are expected.

**Further information from:**

**PR Correspondent** – Public Relations





### HRM AWARDED OUTSTANDING EMPLOYEES AT HOFUF PLANT

In a special ceremony held at SCC's Hofuf Plant, HRM Mr. Salah Hakim awarded outstanding employees of the Plant recommended by the Plant management and approved by OMM. The selected group of employees exerted extra-ordinary efforts in their fields during 2012.

The ceremony was attended by OMM, Mr. Mohammadine El Baraka and other plant management staff. OMM and HRM appreciated the dedicated efforts of the awardees and urged them to continue with the same spirit. The employees also thanked the management for such recognition and rewarding activity.

**Further information from:**

**Abdullah Al-Mousa – Controller** – Relations & Office Services, Hofuf



### MEDICAL INSURANCE POLICY RENEWED

Effective 1st May 2013, Saudi Cement Company has renewed the Annual Medical Insurance Policy with Al-Tawuniya Insurance Company for the period of one year for all SCC employees and their families after reviewing all available options and taking into consideration the facilities of the service provider.

SCC is keen to provide the best medical insurance coverage to all staff and their dependents. The Company has availed few advantages in the medical insurance coverage in order to facilitate the employees and their families. We wish good health for all employees and their families.

**Further information from:**

**Jamal Zaid – Human Resources**



### STAFF NEWS

The following senior staff joined SCC at Hofuf Plant:

1. Mr Abdullah Omar Saleh joined on 27/02/2013 as Manager, Civil Department.
2. Mr Dhiren Kumar Nayak joined on 23/04/2013 as Senior Manager, Production.
3. Mr Ahmed S. Seddik, Accountant of Finance Department has re-joined SCC from Dec. 26, 2012 who had earlier left after serving the Company for more than 18 years.

We welcome all of them on board and wish them all the success.

Further, total employees promoted during the first quarter of 2013 (January to March) at Head Office and Hofuf Plant were 45. We wish them all the success in their respective assignments.

**Further information from:**

**Jamal Zaid – HR Department**



## BENEFITS & BEST PRACTICES

(.....Continue from last issue)

### Channels of effective communication:

There are multi channels of communication, some of which are of high importance to Business such as Meetings, e-Mails, Video Conference, online Newsletters or reports, etc. How much Managers or Employees do know about what's going on? Do they have influence? What are their roles & responsibilities? Are they

supportive or resistant to what's happening? These aspects are teased out by a discussion and drive the ultimate strategy.

Technology is only a media putting additional challenges beside the traditional media, but what is important is action to take and responsibility to achieve.

### Some best practices:

1. Plan before you launch. Before you get started, define objectives, identify key stakeholders, and create a suitable strategy and plan of action.
2. Don't Honey-coat bad news. Employees see through and that can be perceived negatively.
3. Stick to your message. Determine key messages at the beginning and communicate them consistently.
4. Make sure the managers, supervisors and employees are on board.
5. Reinforce key messages multiple times and convey across through a variety of media in a coordinated way to avoid overwhelming the intended audience.
6. Always ask for feedback, if the other side is not able to catch up with you, ask questions re-phrase, and improve the level of everyone's understanding.
7. Ensure to accept others' ideas and encourage honest two-way communication for enhanced productivity and achievement.
8. Summarize key ideas in your communication; use the summary to check understanding.

### Finally, the Communication Style:

Leaders have several communication styles that affect the way the group's team members will view that manager. Example:

1. Authority and procedural leaders communicate primarily by telling, directing and controlling the group (Also they focus on accomplishing tasks and following standard procedures).
2. Transformational and participative leaders communicate by selling, reasoning and persuading, while delegating tasks to team members (Also they focus on motivating and facilitating group decisions).
3. Relaxed-faire leaders - They advise, counsel, participate and observe (Also, they focus on allowing the group to reach its own conclusions).

### Further information from:

Saeed Al-Zahrani – IT Manager

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