

# Shahreen<sup>news</sup>

A Magazine by Al-Fanar Media Project

أسترا الصناعية  
astra industries



Introducing  
our new  
corporate  
identity

*Celebrating  
the building blocks  
of our success*

AstraNova Turkey, IBSF Saudi  
and TPMC/TPRC Jordan GO LIVE!

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# Welcome to the Live AI World:

## *AstraNova (Turkey), Anmaa (Iraq), IBSF Saudi, TPMC/TPRC Jordan and TPCL (Sudan) GO LIVE*

These are truly historic times at AIG. Just two years ago, as we set off on our move to SAP integration, we launched a vision designed to transform Astra Industries into a truly agile, integrated and world-competitive organization.

Today, just two short years later, this vision is no longer just a vision but reality. Across our growing footprint, among more and more of our subsidiary companies in the MENA region, our transformation into a nimble and live AI world is proceeding with remarkable certainty, speed and success.

Indeed, on behalf of the Board, we wish to congratulate yet more AIG companies who are now live on SAP: AstraNova in Turkey, IBSF in KSA, TPMC and TPRC in Jordan, as well as TPMC, APCCL and AstraChem in Saudi Arabia. Together, these AIG companies are now part of a new and nimble AIG moving as one in every market we operate in: with integrated business processes, at-a-glance decision-making ability, consolidated resource utilization and ability to create and deploy solutions in the market, live.

More significantly, with our unprecedented access to live data and our Dashboard tools, we are now an organization with the power to track, analyze and explore every business metric, test every business scenario—and make faster decisions—in ways which are forever changing our ability to compete and stay ahead in the markets and industries we operate in.

It's an exciting and powerful transformation for which we wish to congratulate everyone. Your hard work and dedication has made all these possible. Your commitment to our shared vision has allowed us to overcome every obstacle, allowing us to meet every planned milestone and successfully navigate even the most complex challenges as we rolled out in KSA (North, South, East, West and Center), Egypt, Dubai, Jordan, and Turkey. You have shown that together, we are unstoppable and the journey continues.



Our end goal is now within sight: full SAP integration across the the group, and more importantly, full utilization of the new tools to improve efficiency and quality across the full spectrum of our expanding world. Join us in this journey and be part of this landmark transformation.

### **Khaled Al Masri**

*Deputy Chairman, Astra Industries*



# Our **new name.** Our **new identity.**

## Celebrating the building blocks of our success



Our continuous growth, our expanding footprint and our transformation into a more agile group, is redefining how we perform, collaborate, innovate and move closer to our vision of becoming one of the most admired and most promising industrial investment groups in the region.

To mark this new chapter in our journey, we are extremely excited to introduce a new identity which says more about who we are and who we want to be.

One of the first things you will notice is the new way we say our name: Astra Industries. We are no longer just an industrial group. We are an ever expanding range of industries, each vital to our shared prosperity, all working together as one powerful whole.

This is also reflected in our new icon: it consists of building blocks of growth radiating outward, each representing our many subsidiaries, all symbolizing our continuous expansion.

These blocks contain richer layers of meaning about who we are and what we do.

Just as each of our subsidiaries are a maker of life's many possibilities, so are each of these blocks a symbol of new horizons. We don't just make products, we open new possibilities and touch lives. We create jobs that transform communities for the better, and we help shape how people live today and tomorrow.

The building blocks also reflect our visionary spirit: we are builders of the future. We are a vital participant in diversifying our industrial base and building the economy. By so doing, we accelerate progress and help lay the foundations for sustainable prosperity.

Finally, each shape symbolizes the building blocks of our success. These are the core values of Astra Industries: Excellence, Vision, Innovation, Growth, Human Potential, Collaboration, Diversity and Citizenship. They are the foundations of our enduring and continuing success, now enshrined in a new identity which we should wear with pride as we journey forward.

On our stationeries, on our walls and premises, at our subsidiaries, on all our communication, let our new corporate identity reflect the dynamism, enduring strength and vision of a new, more agile Astra Industries.

# Welcome to the next

*Harnessing the full power of going live*



**Khalid Al Gwaiz**  
President, Astra Industries

These are exciting times to be a part of Astra Industries . With SAP integration moving forward at full steam and more of the group going live, we are in the midst of a transformation which will define how we operate, innovate, compete and grow as one integrated, fully synchronized powerhouse team in the years ahead. This is our future taking shape, and you all have played your part in making it happen.

Never before have we had the power to run and manage almost every facet of our businesses with click-and-go simplicity and real-time intelligence. From production to distribution, from HR to sales, from supply chain to plant maintenance, from materials planning to finance, our migration to SAP processes is changing us into a nimble and vastly more intelligent player in every field and place we operate in.

More importantly, our managers and decision makers now have the power to turn this live data stream into dynamic business insights and immediately actionable intelligence that make us more competitive. Fed with live data sources from every part of our group, our decision makers now have interactive Dashboard tools that give them the unprecedented ability to look at our business from every angle, test every possible business scenario, and make faster decisions.



# Next challenge:

Now that the whole group is almost fully live, the bigger challenge awaits: making it work. Indeed, our SAP ERP tools are only as good as we make them. The next challenge is for everyone to use them, and use them fully.

This means embracing our new SAP processes diligently, maintaining daily and regular reporting requirements, using every tool now at our disposal to plan, manage and execute every aspect of our business the new way, and doing it all faithfully at every level from the ground up. Only when we use all the tools fully and populate it with live, dynamic data will we see the full power of what we have laid down.

That's why the long-term success of our transformation into a more nimble and competitive group ultimately rests upon everyone of us. Become familiar with SAP, use its tools, master its features, maximize its potential in streamlining our processes and transforming the way we do business.

The Board and your management appreciate your hard work in making our SAP rollout unfold with tremendous success. This is why we have the highest confidence that the next challenge—implementation and actual practice—will be just as successful.

# AstraNova Goes Live on SAP



**Erol**

*AstraNova, Turkey*

It is with great honor that I stand here today with AstraNova gone live on SAP. I am sincerely grateful for the hard work of both the Shaheen and the AstraNova teams for making this implementation happen. They are all consummate professionals and I salute them. The impressive scale of this project makes me even more proud and I wish to extend my appreciation to everyone, even as I take a certain national pride in this success.

Today, as the global economy continues to challenge everyone, it is important to entrust the AstraNova business to professionals who are working hard to help build a more prosperous economy.

Again, I wish to express my deepest appreciation. I feel honored to have been a part of it. Every person in this business strives for recognition. Now I am one of the winners.

Thank you!

## Nova SAP goes live







**Erdal**  
AstraNova, Turkey

AlG, Chem and Nova visited Governor Municipality of BOR, turkey. the place where NOVA placed their new production facility to strength relation with government.

The success of our migration to SAP would not have been possible without the valued support of the Shaheen and AstraNova team. We felt your confidence in us, and we are committed to work hard to help you fulfill your hopes. **We felt how important this professional growth was to us, how much it would mean to each of us personally.** You may be assured of our continuing dedication with the purpose of achieving the best quality and performance. Also I am sure that now we have a much better understanding of the secrets of team work.

Hat's off to the AstraNova and Shaheen team





**Hans Greeff**

*Shaheen Program Director*

## ***Breaking all barriers:***

### ***AstraNova, Anmaa, TPCL IBSF Go Live***

Looking back over the past eighteen months, I can't believe that time has gone so quickly. The saying "time flies when you're enjoying yourself" was once again confirmed.

We completed the roll-out of SAP to AstraNova in Turkey early 2012. This is the first roll-out where the team had to overcome the language barrier. Very little Arabic or English is spoken by the end-users. The team used their creativity to translate the training and user materials to Turkish. AstraNova staff who could speak English were used as translators in the training courses. Although not perfect, the training was completed and SAP could go live in February.

In parallel, the IBSF roll-out started mid January 2012. The IBSF project team was relocated to be on site at the IBSF factory at the 2nd Industrial City in Riyadh. This was done to ensure easier communication between the business and the project team.

Unlike other roll-outs up to that point, the IBSF solution was very different than the solution implemented for other AI subsidiaries. We had to repeat the full integration and user acceptance testing cycles. IBSF was also the first subsidiary where the SAP Project Systems (PS) and Project Life Cycle Management (PLM) modules had to be implemented. The nature of the steel construction business made this a very complex implementation. The level of complexity was further compounded by the fact that we couldn't find any reference site where the combined PS and PLM functionality were implemented.

*By the grace of God, IBSF successfully started using SAP on July 29, 2012. Within the first two months, IBSF captured more SAP transactions in total than the combined total of transactions for all*

*the implemented AIG subsidiaries to date. SAP in Riyadh has requested AIG to nominate this project for the "Project of the Year" award. The project will be submitted for the 2013 award.*

Our next objective was the SAP roll-out for TPMC Sudan and Al Anmaa in Basra, Iraq. Shaheen PMO faced new challenges for these roll-outs. The major obstacle was that the majority of the project team were not prepared to travel to Sudan and Iraq due to safety reasons. This was further complicated in the difficulty and long delay in the issuance of visas to Iraq for team members who were prepared to travel. Amid these challenges, TPMC Sudan went live in November 2012 followed by Al Anmaa in December 2012.

Early 2013, Shaheen PHO recommended a "slow down" of further roll-out I wish to thank the AIG management and all the staff of AIG subsidiaries for their commitment and support. We could not have done it without you.

## A true Champion



**Mehmet Baser**

Mehmet Baser, is what we call a true Champion at Astra Nova. One of Mehmet's most important skills is his ability to effectively communicate topics that are very complex. He has used this ability over the project to successfully solve several problems and the company has prospered as a result. Mehmet always demonstrates a very positive attitude to his team and makes them feel like they can accomplish their stated goals.

On behalf of the AIG management, it gives us great pleasure to convey our heartfelt appreciation to you, Mehmet, in the way you have successfully handled the recent SAP implementation Project under AstraNova. Your enthusiasm and your ability to motivate your co-workers has resulted in a significant increase in productivity.

We hope that others derive inspiration from you and we hope to see many such awards coming your way. We want you to know that we really value your dedication towards work.

Thank you for giving AstraNova and AIG your best.

## SAP: A Paradigm Shift



**Ashfaq Zaffer Choudhary**  
AIG SAP ABAP Developer  
SAP Solution Manager Administrator

The revolutionary word of SAP has given new meaning to business around the world.

In performance management, SAP enables the company to measure, monitor, and ultimately improve an organization's ability to manage performance across every part of the organization. To successfully execute on performance management, a company needs an integrated system that enables employees at all levels in the company to apply a unified strategy to day-to-day business. Remember that different roles within the company have different needs:

- Executives need to define a strategy within one platform, based on one set of consolidated, accurate data.
- Managers need to collaboratively build and align plans and budgets to achieve this strategy.
- Information workers need to make daily, in-process decisions based on specific initiatives that ultimately help to successfully execute the strategy.

Accordingly, everyone — not just executives — needs a solution to help accomplish his or her unique goals. SAP helps answer the following questions:

- Does our workforce fully understand the corporate strategy?
- Is the corporate strategy linked to a set of aligned line-of-business plans and daily operations?
- Are our goals, plans and metrics based on one version of consolidated data?
- Are we minimizing financial cycle times and maximizing profits?
- Does our workforce make daily, in-process decisions based on strategy?

This way, SAP is acting both as a catalyst and a chain reaction in bringing a Paradigm Shift in the present era.



# SAP for **IBSF** Goes Live

## The real challenge

**Mufid Hattab**  
IBSF CEO



The IBSF SAP implementation was the toughest of all. But with dedication and determination, our Core Team, the AIG Project Team and other stakeholders prevailed. We thank you all for your fortitude and for the success of the implementation.

Today, the real challenge has just started for all of us. As we continue working to get the best out of the new system, we expect to deal and iron out whatever glitches there may be.

Our goals remain: enhance our processes, efficiency, connectivity, CRM and supply chain management and strengthen our competitive advantage in our business sector.



*From left*  
Mr. Nafith Alhanbali  
Mr. Hani Bustami  
Mr. Murad Hassan  
Mr. Mufid Hattab  
Mr. Riyadh Alsayed  
Mr. Jihad Dib

*Thanks to the Management*



## IBSF **SAP** Go Live

**Abdulateef Alsaadi**  
CFO-IBSF

I wish to extend my special thanks to you and your team for the wonderful job you have done on the SAP Project. We are delighted with the amount of work and especially appreciate your suggested modifications. The extra time and effort you put in were certainly worthwhile. It is a joy for me to work with such dedicated and talented colleagues.



# First “Live” SAP Transaction

It is my pleasure to confirm that all master data and opening balances were successfully uploaded and reconciled on the SAP production system. The first “live” SAP transaction was successfully completed by Mr. Pieter Swanepoel, Al Anmaa CEO at 02:00 in the morning last December \_\_, 2012. This confirms the technical readiness of the system.



Shaheen PMO would like to thank Mr. Pieter and his team who worked many hours through the night to achieve this very important milestone. To the Shaheen Steering Committee members, thank you

for your continuous support and understanding as well as to the Project Team which includes the Al Bilad consultants, on site and off-shore, and the AIG Core Team members (Mohsin and Rashid) who travelled to Iraq initially to assist with the detail project planning. Like in all implementations outside your base country, travel and accommodation arrangements is always a challenge. Thank you to Madam Mutairah and Amal for your patience, understanding and assistance.

The first live SAP transaction is only the first step towards achieving full operational SAP system. The Al Anmaa end users will now start with entering all business transactions for November in SAP. The final critical test will be the first successful financial period closing for November in SAP. This will be the first Financial Statement produced on SAP. I'm confident that this is achievable!



Lastly I would like to wish Mr Pieter and his staff all the best with the planned start of steel production in early December 2012. We assure you that the SAP team will be on site to support you and to ensure that the SAP Production and Quality Management functionality is working properly to support you when production increases and the Plant move to full capacity. God bless you all!

## *First SAP meeting with TPMC and AIG for system improvements*

This is a continuing initiative for all Al companies to create a list of improvements which will be shared with everybody. The Shaheen PMO may also send a survey to set priorities.





# Shaheen Program Report

Projects in Progress	% Completed
Shaheen ERP Implementation	92%
IT Infrastructure (work started in remote places)	95%
GMP Validation Review	95%
Shaheen MS Application Rollout (email, Internet, SharePoint, IP Phone and VC link, etc.)	45%
IT Policy and Procedure	50%
SAP Upgrade, CRM, Consolidation, BO, Support Desk and HR2	40%
Hardware Upgrade "Capacity"	75%
Shaheen Projects Status	

## Companies that have gone live

1. TPMC: First user transactions on SAP system 13th July 2011
2. AI: Aug 2011
3. Polymers: Go-live on 1st October 2011
4. AstraChem: Go-live date 11th November 2011
5. BD, R&D, and RA (TPMC/TPRC): Go-live 15th February 2012
6. AstraNova (Turkey): Go-live date 8th March 2012
7. IBSF: Go-live date 29th July 2012
8. TPCL Sudan: Go-live date 11 November 2012
9. Al-Anmaa: Go-Live date 23 November 2012

## Overall Project 92% Complete



- Behind Plan
- Delivery Schedule at Risk
- On Plan & No Open Issues



## Companies about to go live, before June 2014

1. Tanmia Jordan
2. Astra Power
3. Astrachem Algeria
4. Polymers Turkey

## Companies to go live at 2nd half of 2014

1. Astrachem Morocco
2. IBSF Iraq (no company yet)
3. Polymers India (not started)
4. Chem Ukraine
5. Chem Uzbekistan
6. Chem Jordan



**Yahia Elazab**  
CEO Chem

The Management would like to congratulate you and your team on a job well done. We are very impressed with the enormous success of the recently completed SAP Project for Astra Chem, and Astra Nova.

It was a major project which brought the affluent and the needy together through the varied events which the management and the team organized and executed so efficiently and effectively. I have had the privilege of receiving so many compliments regarding the excellent handling of the project.

It was a good exercise of bringing two worlds together, and it was through you and your team who worked relentlessly to ensure the project's success.

This fine effort shall be added to your records and we are confident of greater things from you in the future to enhance our company's name.

## Board members visit **Astra Chem** **new factory in Dammam** to see progress



## An inspiring and **successful** journey towards a new beginning



SAP implementation across the AIG world (TPMC, AstraChem, Astra Polymers, AstraNova) has been a long journey filled with significant moments as we moved from pharmaceuticals to chemicals and steel industries.

**Mohammad Ahesanuddin**  
**Management Representative (QHSE)**  
 SAP Project Team Lead QM  
 SAP Project Core Team EHS

Great achievements are usually borne of great sacrifice and is never the result of selfishness.

It is not because things are difficult that we do not dare. It is because we do not dare that things are difficult.

Time and time again, when we look closely at history, people who achieved great things are usually those who set goals that everybody else thought were crazy and unrealistic, unattainable and beyond reach.

As I continue my journey in the implementation of the SAP QM and EHS system, sooner or later I will reach a bridge that I cannot cross. Someone or something will stand in my way. Maybe it's the college degree bridge or possibly the certificate bridge that stands before me. If this is my first time at the bridge, it may be experience that will hold me back.

To get across I'll need the proper credentials. In many cases there will be no substitute for the degree or certificate. If I want to cross that bridge, I'll need to put in the time and effort to get the piece of paper that allows me to cross the bridge. I have to ask myself if what awaits me on the other side is worth the time and effort it takes to cross the bridge.

After I cross these bridges and my goal of success comes into view, it's time to finish, tie the loose ends and complete the journey. This is where the field of procrastination poppies can stop me once again. These insidious flowers can delay or even prevent me from reaching the destination. There are many little things in life which can really slow me down and hinder my progress.

The best way to get through this field is to focus: don't look at the sides; rather, keep the focus straight ahead and on the prize.

When you want to achieve something, keep your eyes open, concentrate and make sure you know exactly what it is you want. No one can hit their target with their eyes closed. Only those who attempt the absurd can achieve the impossible.

Success is the point where your real talents, passion, values, and experiences intersect with the chance to contribute to some greater good.

Some of us will do our jobs well and some will not, but we will be judged by only one thing: the result. I'm a big believer in growth. Life is not about achievement, it's about learning and growth and developing qualities like compassion, patience, perseverance and so forth. And so if that is the case, then I think our goals should include something which makes us transcend ourselves.

If you have a task to perform and are vitally interested in it, excited and challenged by it, then you will exert maximum energy. With all the excitement, the pain of fatigue dissipates, and the exuberance of what you hope to achieve overcomes the weariness.

The starting point of great success and achievement has always been the same. It is to dream big dreams. There is nothing more important, and nothing that works faster, than for you to cast off your own limitations and to begin dreaming about the wonderful things that you can become, have, and do.

After the long wait, I wish to express my appreciation to the AI Management for their confidence and for entrusting me with this great assignment. I will try my level best to carry out my role in the successful implementation of SAP QM/EHS systems.



# Going Live: Al Anmaa performs its first SAP transaction



**Pieter Swanepoel**  
*Position Goes Here*

We are very proud to have achieved this milestone at Al Anmaa – one of many to come! It has been a privilege to have such an ERP in place just before starting operations. We will ensure that we utilize all the functionalities that SAP provides to its fullest potential. We are also looking forward to more SAP functionalities coming down the road.

It was my privilege to enter the first purchase order on SAP. I would have liked

it to be a sales order, but that will come soon. The first order was for safety shoes –symbolic of our focus at Al Anmaa that safety always comes first!

I do not know where to start to give recognition, but I think it is fitting to start with the leadership of AIG and its subsidiaries for their wisdom in realizing the enormous benefits of SAP for our business. The capture and integration of data and different business functions, as well as the reporting capabilities, will allow us to make timely and intelligent decisions. It will also be extremely useful



I want to extend recognition to the Al Anmaa team under the leadership of Montesar for their spirit and courage in embracing all the unknowns of SAP. Their eagerness to learn, to challenge the unknown and their ability to work hard and stay focused, was their most valuable contribution.

for managing our day-to-day activities. No wonder at Al Anmaa, we are extremely excited!

I also want to thank Mr. Ali and Mr. Hans for their professional guidance and support to overcome the obstacles we faced during the process. Their contribution laid the basis for the acceptance, understanding and implementation of SAP.

The Al Bilad consultants under the leadership of Mr. Praveen and Mr. Vasu did an excellent job, along with guidance from Mr. Ali and Mr. Hans. Working under the most difficult circumstances, they kept their heads down and put in extremely long hours. We appreciate their efforts, spirit and team work during the execution.

We also received excellent support from Shared Services and I want to thank Mr. Ehab for his invaluable contribution.

My apologies if I missed anyone. Please be assured of my heartfelt thanks for your contributions. I salute you all!

## TPCL Sudan Celebrates Going Live with a Breakfast Gathering



Some 135 days ago, we first met with the Al Shaheen Project team to explore the steps needed to implement SAP in TPCL (Sudan). SAP is a continuous business enhancement tool that is never completed. We still have a lot to do to fully utilize this magnificent software along with the other subsidiaries of Al.

After successfully closing November and starting December with all SAP users now well oriented about our new tool, we can say it's time to ... GO LIVE!

To celebrate this milestone, an invitation for a business breakfast gathering was extended for both SAP users and non-users. After all, this project was a success for all. The breakfast was held last December 6, 2012 at 11 am in the factory hall in front of the cafeteria. During the breakfast gathering, everyone was invited to share their experiences and impressions with the rest of the team.

### *TPCL sap go live*



### *SAP successfully goes live at Anmaa Steel Factory in Iraq*





**Ali Mezrawi**  
**Vice President**  
*Shared Services & Group CFO*

## Your future and the obstacles to career advancement

Many of us have encountered golden opportunities for career advancement during our professional journey. But for personal and other reasons, many fail to seize the moment and take advantage of these opportunities due to:

- Fear of the future and change
- Lack of motivation and no support from the family
- Don't want to learn a new language
- Don't want to move to a new home location
- Don't want to change working hours
- Failure to do the best to negotiate the best package before accepting the promotion
- Don't like the new manager
- Don't want more responsibilities related to pre-agreed targets
- Don't want to learn and study new skills required by the new position
- Don't want to learn new computer skills

These are some of the reasons that put the brakes on career advancement. Sometimes we forget that the future is a one way train. It does not come back for you. Life is much too short. When we stop achieving positive results, we waste the years.

I wish to invite my younger brothers and sisters to seize every opportunity and avoid these mistakes that harm your future. I wish to remind them of the following:

- The best moments come after intense fear of failure. Remember the feeling when you were waiting for your final grades on the last day of university? Fear can be a powerful motivation for success.
- Taking personal responsibility is necessary for success.
- Your potential income is in God's hand, not in other people's. When you toil hard and sincerely, God will give you the income you desire. Cast your expectations and pre-conditions aside, accept the responsibility, then give it your best.
- A home is not a happy place unless we're happy. Discovering new places, meeting new people, knowing new cultures. These things inspire positivity in the future and kill boredom. Said Al Imam Al Shafi, travel benefits you in 5 different ways.
- Behind every successful person is a father, mother, wife, child, brother, friend and other people who love God and push you to succeed. When they resist change, it is often motivated by fear: fear of missing you and other fears such as changing to a new school or starting new social relationships.

Thus, the responsibility is squarely on our shoulders — us who own the opportunity — to do our best to change their minds and turn them from protester to supporter. We need to find the strength to inspire change. If we fail to persuade our parents, surely persuading others will be even harder.

- A popular adage says: The teacher never stops learning till he dies. The moment we think we have nothing more to learn is when we fall into the abyss.
- We did not choose our name, nor our father, mother or brother. But we learned to love them. So too can we accept a new manager and learn how to work with him, to achieve great things together and succeed as a team.

It would be my pleasure to receive your suggestions and thoughts on my email:  
[ali.mezrawi@astraindustrial.com.sa](mailto:ali.mezrawi@astraindustrial.com.sa) Your suggestions will be featured in the next issue.



## Training Achievements



## SAP gap analysis workshop



# *Do you **need** manpower **planning?***



**Turki Almohammadi**  
**HR Specialist**

For the successful functioning of an organization, you need excellent manpower planning. To fully utilize the potential and dedication of employees in your organization, you need to choose the best manpower planning strategy.

Manpower resources workers can be personally managed. The main goal of manpower management is to study the present manpower resource and to predict future resource needs for the growth of the organization.

AIG and its subsidiaries can benefit a lot from the right manpower management. Shortcomings and advantages of an organization can be accessed easily by

monitoring the manpower planning of the industry. If you source the best candidates without manpower planning, then there is no need for more employees to do the same job. With this, you can cut down the unnecessary expense of your business.

**The maximum resource from your employees can be sourced and this definitely increases your profit in business.**

You can also expand and make your organization flourish with effective planning. The quality, rather than quantity, of individuals is more important.

The cost of your resource requirement can be best predicted through manpower planning. High standards can be maintained in your company with strict discipline. A hike in performance is possible with focused planning. This planning also helps your employees. Their self-development along with the development of the whole organization is ensured. Promotions and other incentives can also be earned if they perform well. Indeed, the needs of the organization are better estimated with an excellent management plan.

# AIG Shared Services

Promoting The HR Performance Appraisal, Manpower/Succession Planning and Change Management throughout the group



We have good content that is well organized and highly relevant. We take pride in our work. In other words, we have a great HR product. But like any great product, great training sessions can easily get lost among other things. If we wanted to be truly successful, we have to build a positive image and position our program for success.

When we began to apply HR principles to our subsidiaries, we increased enrollment, generated positive attitudes toward the training. We were also able to enhance learning and encourage real changes in behavior as a result of our training. Our successful training was based on key principles, summed up in two phrases: "Attitude is Contagious" and "Perception is Reality."

**Examine the situation.** Before we put the key principles into action, though, we had to answer some specific questions about the new Performance Appraisal, Manpower/Succession Planning and Change Management. Then we set goals for what we wanted to achieve through our training efforts.

**What is our goal?** What exactly are we trying to accomplish? In our case, we provide training, technical support, and development assistance, so we had to narrow our focus.

## Who are our people ? What are their characteristics?

Our target was made up of employees who have previously used different HR systems. However, we found out the workers were enthusiastic about learning new skills.

**What is our competition?** We had to compete with demands on employee time, negative attitudes, apathy, or outright hostility toward training from both management and rank-and-file. We were asking our trainees to spend their time and energy on training and embrace new HR learning methods instead of fighting it.

## How will we know if we're successful?

To measure the success of our training efforts, we measured the success of our training program. We believed that if we did a good job giving the BEST training for the upcoming Performance Appraisal, Manpower/Succession Planning and Change Management, the overall success of the program would increase. We judged our program based on the feedback. We knew our training program would be successful when learners expressed confidence and enthusiasm about the future of ASTRA. We hope we put the skills to use in their work, and created

positive results for the company. Our training efforts would be effective based on the degree to which they added to that success.

We also package training when we design schedules, announcements, newsletters, handouts, and certificates. We position training on the shelf when we decide where and when to publish training offerings. We display our attitude in the way we word announcements and correspondence. If we want learners to see our training as valuable, we have to create the perception of value through a comprehensive training plan.

We keep all this in mind when we're planning training programs, and put ourselves in a trainee's shoes.

So, let's welcome the positive change, and be part of the future. Be proud of the success of AI, and its subsidiaries.

Turki Almohammadi



## AlG holds **Microsoft Technology** Day presented by a **Microsoft expert**



**Mr. Meshabab has been with Astra Group for over 35 years. He is one of the flags who has been with Astra from the start.**

Mr. Meshabab is a unique, hardworking man that everyone counts on. His personality shines from a distance, and the results of his work always put a smile on the management. His achievements speak for itself. He represented Astra in a decent manner with the government offices, and he is honored to represent himself as Astra in front of others.

# Our Social Responsibility

**Ali Mezrawi**  
**Vice-President**  
*Finance*

December 11, 2012 — Today, the Zahra Breast Cancer Association concluded its awareness campaign for early detection of breast cancer entitled, “For You Dear.”

The campaign’s culmination ceremony was graced by HRH Princess Haifa bint Faisal bin Abdulaziz, the association President, in ceremonies held at Al Hamra Hall, Al Mashreq Hotel.

***During the event, Princess Haifa bint Faisal bin Abdulaziz praised the association for its efforts in spreading awareness for breast cancer detection through its “For You Dear” campaign, the 6th campaign by the Zahra Breast Cancer Association so far. She also praised God for the success of the campaign, and thanked major companies, establishments and government sectors which have supported the Association’s message through the years.***

She also expressed pleasure in honoring all supporters and volunteers who tirelessly helped spread the campaign’s message throughout the Kingdom. The ceremony included a documentary video showcasing some of the Association’s biggest achievements.

Ms. Hanadi Alodah, manager of the Zahra Association, presented a show highlighting the vital and effective role that the Association has played in spreading breast cancer awareness across the Kingdom and its support for women patients.

The event culminated with the announcement of the winning groups who participated in the campaign. The Bronze Award was shared by the General Directorate of Health Affairs in Al Qassim and the Zahra office in Riyadh. The Silver Award went to the General Directorate of Health Affairs in Al Ahsa, while the Gold Award went to the General Directorate of Health Affairs in Makkah.

Finally, on behalf of Princess Haifa bint Faisal bin Abdulaziz, Saud Bin Amer

presented special commemorative shields to the campaign sponsors.

## December 11, 2012

Ms. Hanadi Alodah, manager of the Zahra Association, talked about the importance of raising breast cancer awareness across the Kingdom as part of efforts to educate and support affected communities.



## Astra Industries celebrates the end of 2012 at the Four Seasons Hotel and honors long-serving employees



Mr. Ali Mezrawi receiving his certificate for completion of 20 years



Mr. Bader receiving his certificate from Mr. Khalid Al Gwaiz for completion of 5 years



Mr. Nawaf receiving his appreciation certificate during the annual dinner for completion of 5 years



Mr. Ghareeb Alajmi receiving his certificate for completion of 5 years from Mr. Ali Mezrawi





Mr. Khalid's certificate was given by all employees on behalf of Board Chairman for completion of 5 years



Group picture with all certificates

## ***Fairwell gathering*** to a great talent and team player our colleague Bader Al Muhareb



## Board members visit *Tabuk new factory* to witness progress of construction





# Who joined us in 2013



**Ahmed Al Farraj**  
SOCPA  
Deputy of Group Financial  
Controller

Mr. Ahmed Al-Farraj is taking on the Deputy of Group Financial Controller Position as of July 21, 2013. He will be reporting to Mr. Zahid Mehmood, Financial Controller of the Group.

Mr. Ahmed has over 10 years of experience in the field of audit and Ahmed audited financial service companies, manufacturing, construction, governmental and others.

Mr. Ahmed comes to us from PWC, where he was working as Assistant Manager in Assurance department. In that position he Designed audit programs based on risk assessment and materiality, used a variety of standards (i.e. SCOPA, IFRS,) in preparing interim, year-end and consolidated financial statements | foreign financial reporting packages, applied analytical procedures to financial data

Performed business analysis and assessed and tested control environment and internal control systems.

Ahmed is a member of the Saudi Organization for Certified Public Accountants (SOCPA).



**Mohsin Atta**  
SAP Application &  
Integration Manager

Mr. Mohsin Atta is managing AIG Group SAP Support from around one year. He has more than 14 years' experience in SAP, Oracle, ERP and MIS Systems on varied architectures and different Systems methodologies like ASAP, agile and Conventional.

Mr. Mohsin Atta joined AIG from SIEMENS Consulting, where he was working as Project Manager/Sr. SAP Consultant for large scale implementations and as per his previous experience in IT, he is managing large scale project /support

His experience is also enriched by Finance qualification along with SAP Certification (Finance & Controlling). He has Master in Science (MS) Degree in Information Technology & Post graduation in Manage Information System also he also has Project Management Professional trainings.

Along with this also, Mr. Mohsin Atta is also certified Trainer from SIEMENS and he has vast experience in following industries as well.

- Cement
- Telecommunications
- Pharmaceutical & Pesticides
- Textile
- Public Sector
- Tourism & Travel
- Real Estate



**Mr. Zeeshan Haryani**  
Organization Development  
Manager at Astra Industries

Mr. Zeeshan Haryani is taking on the Organizational Development Manager Position as of February 1, 2013. He will be reporting to Mr. Ali Mezrawi, VP Finance and Shared Services.

Mr. Haryani has over 15 years of experience in the field of Finance and SAP and that is the unique combination Industry always look for. AIG is glad to have that gem.

Mr. Haryani comes to us from Saudi Airlines, where he was working as Subject Matter Expert for SAP Finance Transformation. In that position he identified opportunities for improvement, made constructive suggestions for change and helped business community through brainstorming solutions. Before that he has served Siemens Pakistan where he was managing a team of 250 plus SAP consultants and 15 SAP implementation project as Head of Execution.

His experience is enhanced by his Chartered Accountancy Qualification from PwC Pakistan and has SAP certification in Finance, Controlling and Business Warehouse from SAP AG Germany.







