Project of New King Abdulaziz International Airport is in a Race Against Time to Beat its Deadline

SGS Uses Training as the Main Tool to Improve its Employees’ Level

Airline Companies shower SGS with letters of gratitude in recognition of its remarkable efforts
GOLDHOFER + SCHOPF = PERFORMANCE²
TWO EXPERTS, ONE GOAL:
PERFECT PERFORMANCE AT THE AIRPORT
There is no doubt that the cornerstone for achieving success in any company is caring for its “human capital” as the employee is the most important means through which the required level of success can be achieved. When the employee is trained, qualified and professional in doing his tasks and obligations, the doors will be opened to success and development of company.

As for the challenges that face the air transport industry which abounds with lots of continuous developments and rapid changes in all fields and sectors, serious steps should be taken to overcome these difficulties and obstacles. Such steps will be made by caring for the existing cadres and attracting the distinguished and competent national cadres. Based on this principal, the Saudi Ground Services Company (SGS) will start taking more brave and crucial steps towards developing and implementing real plans to achieve excellence in all services provided to clients. To implement the above on the ground, the Company will invest in preparing a suitable work environment, and training and developing the (Middle Management), comprising national competent employees of different occupational levels and ranks, in addition to the highly educated, trained and qualified national competent cadres who shall be attracted to realize a remarkable turnaround in the performance of the company.

Before I conclude, I would like to clarify that the procedures and changes, that have begun lately and those which will be witnessed by the Company in the administrative, organizational and operational levels, only represent the starting point for a remarkable turnaround which shall reflect the concept that only hard-workers shall continue in their positions as they are the (Real Assets) of the Company.
SGS organizes Suhoor on bright note

JEDDAH – Saudi Ground Services Company (SGS) – the Kingdom’s leading ground services company providing handling services at all Saudi commercial airports – has hosted a sumptuous Suhoor for its clients, guests and employees, bringing them together as a sign of growth and progressive outlook.

No less than Qaid Al Otaibi, CEO of SGS, warmly welcomed the guests of honor namely Engineer Khaled Al Melhem, Chairman of SGS; Abdul Aziz Al-Hazmi, acting Director General of Saudi Arabian Airlines ( Saudia); and Abdul-
lah Al Ajhar, Executive Assistant to the Director General of Saudia, at the gathering held at Al Qasr Hall, Jeddah Hilton recently.

Al Otaibi was assisted by his deputies Talal Mohsen, Ahmed Falata, Suhail Al Hamd, members of the Board of Directors and other executives in receiving the esteemed personalities and beaming patrons at the function.

The celebration was marked with the exchange of salutations and collective outpouring of satisfaction for the excellent services provided by SGS, interspersed with lively discussions about the positive steps taken by the company to further boost its corporate standard as well as returns.

The guests also acknowledged and lauded the healthy competition between and among all departments and divisions of SGS, thanks to effective and talented leaders who drive the employees to work hard and be creative in their performance.

Al Otaibi can't help but express his tremendous joy to witness the smiles on the faces of the guests and share the accomplishments that SGS ever achieved. Definitely, SGS looks forward to reaping more success and progress in the future. And Suhoor is the best time to bring out the good tidings, he quipped.
SGS Uses Training as the Main Tool to Improve its Employees’ Level

Saudi Ground Services (SGS) pays much attention to increase the capabilities of its employees in different departments, based on a comprehensive vision that considers the training courses as a major factor in developing and increasing the efficiency of Company’s employees to keep up with latest updates in all fields related to ground services and accomplish the strategic objectives of Company.

Prepared by: Editorial team

Ground Services Training Academy offers different training activities to SGS employees; it’s a professional Academy that fulfills the major objectives of SGS with regard to increasing the efficiency of its employees using Academy’s certified programs.

The minutes of meeting of Ground Services Training Department, held on 11th of Sha’ban 1435AH, indicate that the General Authority of Civil Aviation granted the Training Academy the practicing license for two years.

Minutes of meeting of Training Department included the following points:

Referencing SGS CEO’s letter no. 4464/799, dated 6th of April 2014, regards their request to reapprove trainers and undertake training activities on hazardous material handling; and

Based on the approval of Assistant Deputy of Air Safety and Transport, directive of Safety General Manager, completing the system procedures mentioned in their letter that requires inspecting Training Centers’ facilities pursuant to its basic rules (conformity of Center facilities, provided training courses and their application effectiveness) and in accordance with the Executive Regulations Standards No. 18;

The on-site visit is made on Monday morning, on 11th of Sha’ban 1435AH, to the site of Company and training facilities in Training Academy Center. All occupational safety and general health standards have been met, pursuant to the general directives of qualitative and quantitative quality standards, in all training programs executed by the Academy; these quality standards are applied by paying more attention to trainers and trainees under the supervision of Training General Manager Eng. Ahmed Abdul Hafiz, Development and Training Academy Manager Mr. Ammar Al-Fahd. Illustrations to facilities are attached.

As for the Company’s training facilities, they shall maintain the following:

1. Space: Classes shall be suitable for design and essential needs of trainers and trainees. In addition, all used educational means shall be available.

2. Area: Facilities shall be suitable for training.

3. General services shall be available (breaks and other).

4. Emergency plan and evacuation plan shall be developed.

Minutes of meeting are concluded with the following:
After reading the manual of training programs, specialists of safety management (safety and standards of airports) approved the suitability of facilities for training on defined categories of hazardous materials, and possibility of granting the Academy the license to practice the specified activity for two years.

Minutes of meeting of Training Department are signed by:

- From the General Authority of Civil Aviation: Airport Safety and Standards Manager Mr. Nabil bin Yehia Kotobi and Airport Protection Inspector Mr. Moadi bin Samir Kabili.
- From the Saudi Ground Services (SGS): Training General Manager Eng. Ahmed bin Saleh Abdul Hafiz and Development and Training Academy Manager Mr. Ammar bin Mahmoud Al-Fahd.

English Language Program

The top management of the Saudi Ground Services (SGS), represented by His Excellency Mr. Qaid Al-Utaibi, the CEO, and His Excellency Mr. Ahmed Falatah, Deputy CEO for Planning and Support, considers the necessity of taking care of human cadres and developing their skills to perform their jobs positively. Starting from this point, the project of English Language Developing “Program” is designed for frontline staff in all KSA airports. According to Training General Manager Eng. Ahmed Abdul Hafiz, the English Language Program aims at increasing and improving English language level of frontline staff in all KSA airports.

The Project is divided into three operational phases; in each phase, English language level will be increased and improved for a specific number of employees to guarantee that the workflow is done according to the required level. The duration of each phase is four calendar months.

Each employee shall complete three levels in each phase, targeting minimum 10 to 15 hours per month.

The incentives, provided to the distinguished employees in the Program, include the following:

- A commendation letter from the CEO to distinguished employees every month.
- Taking a group photo of distinguished employees in the Program, and publish it in Company’s Magazine issued each quarter.
- Issuing a certificate when successfully passing any of language levels, to be certified by the following:
  * The company that provides the English Language Program.
  * International Air Transport Association (IATA).
  * Saudi Ground Services (SGS).
- Including distinguished employees, who excellently passed the Program, in the international visits program being executed in cooperation with major airlines and international airports to exchange experiences in air transport industry.

Commendation Letter

According to the Development and Training Academy Manager Mr. Ammar Al-Fahd, one of the benefits of English Language Program mentioned in the commendation letter dated 19th of March 2014, sent by His Excellency, the CEO of Saudi Ground Services (SGS) to general managers of SGS stations, is: “Based on the results received by Development and Training Academy concerning the best results of the second month of first group in the English Language Program (Rosetta Stone), we are proud of the keenness and efforts done by the mentioned employees, as they met excellence standards of the English Language Program; these standards are as follows:

<table>
<thead>
<tr>
<th>Standard</th>
<th>Description</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>Completed Level</td>
<td>1</td>
</tr>
<tr>
<td>95% - 100%</td>
<td>Final Score</td>
<td>2</td>
</tr>
<tr>
<td>At least 4 sessions in the level</td>
<td>No. of Interactive Conversation Sessions</td>
<td>3</td>
</tr>
</tbody>
</table>

The CEO concluded: “We hope from you to tell each employee in person with my appreciation and thanks and publish this letter along with their names in the notice board. In addition, we hope from you to encourage the rest of employees to follow the way of distinguished employees to gain the maximum benefit from the Program provided by the Company.”

The list of distinguished employees in English Language Program (Rosetta Stone) for the first group - the second month, includes the

Extra efforts is made by Training General Department in running various courses to increase capabilities of Company’s employees

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<thead>
<tr>
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<tr>
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<tr>
<td>100%</td>
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<tr>
<td>95% - 100%</td>
</tr>
<tr>
<td>At least 4 sessions in the level</td>
</tr>
</tbody>
</table>
In The Spotlight

following names:

• Jeddah Station: Rami Muhammad Bardisi; Ahmed Ismail Bukhari; Hattan Abu El-Sumat; Essam Ali Al-Qurani; Sanad Rajaa Al-Muttiri; Abdul Fatah Al-Sumali; Ammar Hammad Al-Quismi; Said Muhammad Al-Ammri, and Ahmed Hamza Al-Yamani.

• Riyadh Station: Eng. Muhammad Assiri; Rayan Al-Salafi; Tamam Saleh Al-Husnan; Majed Al-Kredes; Thamer Ibrahim Al Dris; Mattrk Muhammad Al-Shahri, and Yehia Fayi’ Al-Gouni.

• Yanbu Station: Nawaf Ahmed Al-Hutti.

• Taif Station: Ahmed El-Zahrani, Thamer Ali Al-Ghamidi.

• Tabuk Station: Bandar Saleh El-Subai’i.

On the other hand, Development and Training Academy Manager Mr. Ammar Al-Fahd sent a letter, on 18th of March 2014, to the General Manager of Saline Water Conversion Corporation (SWCC) His Excellency Mr. Abdul Latif bin Abdul Aziz Alabd Alatif, in which he praised SWCC communication with the Academy in the field of exchanging scientific experiences in training and development in general, and English Language Program in particular; that indicates the keenness of corporations and companies in improving the level of their national cadres.

Later, Mr. Al-Fahd listed the advantages of English Language Program, he asserted to the General Manager of SWCC that the Development and Training Academy is ready to cooperate with the Corporation in such matter.

“Performance” Excellence

The General Authority of Civil Aviation grants the Academy the license of profession practice for the upcoming two years

Program (Adaa’)

Due to its interests in training and development, Saudi Ground Services (SGS) launched the Excellence Program in Customer Service (Adaa’) at four main airports (Jeddah, Riyadh, Dammam, Al-Madinah Al-Munawwarah), which have the most heavy passenger traffic, aiming at conveying excellence vision, efficiency and values of achievements, in addition to developing performance in the field of customer service as it is the strategic basis for continuing development processes. This ambitious Project is based on Company’s belief in the importance of its role in providing services to passengers; its vision on providing safe, guaranteed and excellent service to all its clients, its commitment on providing safe and highly efficient service and procedures to help in making quick and effective change in these services.

According to Deputy Operation Manager His Excellency Mr. Talal Abdul Muhsin, this Program is based on performance excellence of Saudi Ground Services (SGS) as the best customer service provider appreciated by passengers at all airports; it’s executed according to an integrated and comprehensive approach that includes measuring training needs; training; developing and guiding assistant managers; customer service supervisors and employees in the four airports; to guarantee gaining knowledge, acquiring new skills, increasing capabilities, and fostering a culture of excellence and professionalism to gain customer satisfaction for the services provided according to values of belongingness, commitment, teamwork, initiation, efficiency and creativity.

Deputy CEO for Planning and Support His Excellency Mr. Ahmed Falatah asserted that the Program works in a number of executive phases, including defining the strategy and identity of Program, strategic trend, and spreading of knowledge amongst targeted categories, in addition to measuring training needs for more than 3,000 service providers and more than 400 assistant managers and supervisors, including: measuring personal, collective, behavioral, communication skills, specifying competences and capabilities and measuring current customer experiences. In addition, the Program includes offering training courses for supervisors and service providers, on-the-job training activities, mystery passenger activities, practical workshops for participants, and guaranteeing the transfer of knowledge according to a systemized plan in the field of performance excellence in customer service.

The Program includes a number of directed development initiatives in customer service, which support the organizational culture and cultural change towards focusing on clients in all tasks, in addition to undertaking exciting initiatives based on the vision of excellence, the significant
development based on applying standards and indicators that are balanced and consistent with the requirements of performance excellence. It’s expected, within the frame of Program results, to enhance Company’s service provided for clients, the way of providing them, and make them unique, develop sustainable system with regard to performance excellence in providing services at different airports.

First Phase

The Training General Manager Eng. Ahmed Abdul Hafiz stated that Saudi Ground Services (SGS) has concluded an agreement for starting the first phase of Excellence Program in Customer Service; this agreement includes training customer service supervisors working at four main airports in KSA. Therefore, and pursuant to an administrative decision, an executive committee was formed for the Project, which comprises:

Deputy CEO for Operations Mr. Talal Abdul Muhsin as the Head of the Committee; Deputy CEO for Planning Mr. Ahmed Falatah as Vice Chairman; Sales and Marketing General Manager Mr. Ahmad Jannah as a member; Human Resources General Manager Dr. Abdullah Al-Awardi as member; Financial Affairs and Information Technology General Manager Mr. Muhammad Safy-Aldeen as member; Training General Manager Eng. Ahmed Abdul Hafiz as General Manager (designated).

In addition, a team was formed for the Project, including:

Training General Manager Eng. Ahmed Abdul Hafiz (designated) as the Project Manager; Deputy General Manager of Financial Affairs Mr. Abdul Aziz Al-Saied as member; Deputy General Manager for Marketing and Sales Mr. Abdullah Marie Al-Ghamdi as member; Chief Officer of Technology Techniques Eng. Ahmad El-Thuhibi as member; Personnel Manager Mr. Muhammad Rashad Gami as member; Manager of Passenger Services in the Saudi Departure Terminal in Riyadh Mr. Gamal Saleh Al-Ghamdi as member; Manager of Passenger Services for other airlines in Dammam Mr. Ghazi Ezzat as member; Manager of Passenger Services in Jeddah Mr. Farid Shukry as member; Manager of Foreign Airlines Relations in Medina Mr. Abdul Rehim Younes (designated) as member; Training and Development Academy Manager Mr. Ammar Al-Fahd as member.

Furthermore, the team of Excellence in Customer Service (Adaa’) Program held a meeting at SGS headquarters with His Excellency Mr. Qayid Al-Utaiby, CEO of the Company, to discuss launching the Project and identify next steps. In addition a progress report, including phases and approaches of Project, is presented to the CEO.

This meeting is scheduled according to team plan, aiming at getting support from leaders; that’s one of the most important elements of Program success, because it motivates employees to do the best work, adopt new visions, abide by objectives and standards of Program, and keep all activities consistent in all phases.

In the meeting, the team emphasized the importance of having a documented communication plan, supported by a timetable of executing work and activities of the Program; this timetable shall be based on the availability of the team in order to develop a communication plan according to Program’s needs and phases, determine communication channels depending on the executive plan’s requirements, approaches and activities of Excellence in Customer Service Program, after approving Program’s training content development.

SGS leaders participated in the intensive workshop held in Dubai to identify the strategic orientation of Excellence in Customer Service Program (Adaa’). This workshop focused on Program’s progress and development approaches to improve customer service at KSA airports.

Deputy Operation Manager and Project’s Executive Committee Head Mr. Talal Abdul Muhsin mentioned that the investment in this Project will lead to both tangible and intangible results,
emphasizing that the change is a priority and it is for the benefit of Company to adapt to this positive change. He also asserted the importance of reformulating work approach and paying more attention to internal clients, as well as fulfilling the needs of employee and supporting them. In addition, Training General Manager and Project Manager Eng. Ahmed Abdul Hafiz noted that it’s significantly important to commit with organizing Project’s events and activities, and implement quality control on them to ensure achieving the best return on investment in the target categories.

By the end of workshop, all participants signed a commitment document to abide by improving customer service and achieving performance excellence.

The Workshop

As SGS is keen on providing customer service and customer care programs, training frontline staff, it explored all of its potentials to achieve that purpose.

Therefore and upon the instructions of the Company, a workshop was held for trainers on 23rd of March, at Company’s Training Academy, to define methodology and techniques of training on Excellence in Customer Service Program.

During the workshop, discussions focused on developing training programs to be provided for the Excellence in Customer Service Project. The workshop also aimed to inform participants with the steps and phases of work carried out in the Project, discuss contents of training programs, and define the most suitable techniques and methodology of training. In addition, participants were provided with a summary of practical skills and acquired techniques.

Prominent assistant managers, supervisors and trainers in SGS have participated in this workshop, where a number of comprehensive training courses were reviewed in accordance with certified training standards. Training courses include trainee manuals, complete training materials for assistant managers and supervisors, in addition to identification tags to different programs, soft and hard copy forms of commitments, evaluations and examinations, as well as exercise books, applications of simulating customer service and clients experiences, and performance of trainers according to certified training standards.

Workshop for Airlines Managers

As SGS management is aware of the importance of cooperating with entities working at airports in the process of developing customer service, SGS is keen to involve the largest possible number of entities concerned with passengers services, in order to enhance their quality and fulfill all needs of passengers. According to Adaa’ Program, the team held an intensive workshop on 10th of April 2014 for airlines managers working at Jeddah airport to define the requirements and development means of customer service, and discuss the actual customer service provided at different airports to fully understand current situation and find solutions for improving it from all aspects.

Many airlines managers and supervisors participated in this workshop, such as: Oman Air, AlMasria Universal Airlines, Afriqiyah Airways, Gulf Air, Kuwait Airways, Turkish Airlines, Qatar Airways, EgyptAir and Air Arabia. The workshop was based on brainstorming techniques and intensive discussions, which resulted in sharing the biggest possible number of opinions and thoughts during the workshop sessions.

Most of discussions focused on the actual situation of customer service at airports and ways and means of developing it, using the experience of airlines managers working at Jeddah airport. The workshop was concluded by recognizing the needs of air companies and meeting them by Excellence in Customer Service Project (Adaa’).

Brainstorming

Another workshop on the Excellence in Customer Service Project (Adaa’) was held in the Training and Development Academy, on 7th of May 2014. Many leaders in SGS attended the workshop, in addition to more than 60 department heads and alternate directors from different stations.

The first section of workshop included an orientation on Adaa’ Program and its activities and strategic trend, explaining its vision, mission and objectives.

In addition to introducing development approaches, which include assessment of training
and development needs, and comprehensive training program designed for assistant managers, supervisors and customer service providers at the main airports of Riyadh, Jeddah, Dammam and Madina. LEVENBERT Company, which execute the Project, also presented the competencies model created to define development approaches in training programs for targeted categories.

In the second section of workshop, a brainstorming full session was held, in which all attendees interacted in small working groups. It reviewed the existing development opportunities, expected updates and ways of overcoming obstacles.

Many suggestions and techniques were discussed and reviewed in the same session to ensure the continuity of development processes and success of Program. Conclusions and recommendations on how to improve customer service and staff performance were given, aiming to achieve the excellence vision and efficiency.

Assessment of Present Situation

Assessing the present situation of customer service in terminals at the main airports and King Abdulaziz International Airport in Jeddah, the team of Excellence in Customer Service Project (Adaa’) met a number of leaders and others from SGS. During these meetings, the Program, including its objectives and vision, was introduced to the attendees, in addition to defining the work nature of departments concerned with customer service and the roles of each of them in the development process, related to Excellence Program (Adaa’).

Furthermore, the attendees discussed strengths and weaknesses of performance of service provided by the SGS staff working at the four main airports: Jeddah, Riyadh, Dammam, and Madina in general, and King Abdulaziz International Airport in Jeddah in particular. In addition, they defined the motivations of development and excellence process, considering the best way of using them for encouraging service providers in SGS to perfectly work at the above-mentioned airports.

Training Courses

The Manager of Training and Development Academy Mr. Ammar Al-Fahd stated that training courses of Excellence Program (Adaa’) have already started in Jeddah and Riyadh, with the participation of number of assistant managers and supervisors from Jeddah, Madina, Riyadh and Dammam stations. The training course included the concepts and standards of recent trends in passenger services, defined the modern concept of clients (passengers), concept and different types of client experiences, in addition to introducing a set of personal, behavioral and functional skills that shall be acquired by customer service providers and teamwork techniques.

The theoretical side of course also included understanding the broad concept of customer service, modern concept and tools of communications, significance of time management, ability of initiation and motivation, quality standards of customer service, and how to achieve excellence on services. The practical side of course included how to deal and effectively communicate with all clients, master negotiation skills, define the strategy of effective supervision and understand the protocols of customer service.

Discussing the culture change for achieving excellence in customer service, the course trained participants on mastering the basics and foundations of service excellence, ability to make remarkable achievements on team level, as well as enhancing skills and knowledge gained from implementation and practical simulation.

This 3-Day Program of Modern Trends is the first development program to be provided for assistant managers and supervisors. Participants will be involved in two other programs, within the framework of development plan of Adaa’. Duration of each program will be two days, and discuss introducing the means of effective supervision, management of service team and how to achieve performance excellence in customer service.
Airline Companies shower “Saudi Ground Services Company” with letters of gratitude in recognition of its remarkable efforts.

Since its beginning, Saudi Ground Services Company was always keen on paying a great deal of attention to the commendations and thanks received from its clients, as the company deeply appreciates the value of such gestures.

According to the CEO of the Saudi Ground Services Company: “When we receive a word of thanks from one of our clients, we feel that our achievements are priceless and we become motivated to exert more efforts in order to maintain that good relationship between us and our clients. The more we receive words of thanks, the more we care about success, the more we are proud of being part of this entity, and the more we love our work.”

“This is our approach since our very beginning. We started our work and were filled with the fear of not being able to meet the aspirations of our clients but we were surprised of receiving this much of support, since the first moment, that made us look to the future with a bright smile.” he continued.

During the period between January and April 2014, the Company received several commendations and words of thanks from its clients.
It started with a letter of gratitude from the Saudi Arabian Airlines which was sent on 11 May 2014 by Mr. Ahmad Al-Ghamdi, the Executive General Manager of the Saudi Arabian Airlines at King Abdulaziz International Airport in Jeddah, to Motab Al-Zahrani, the General Manager of Jeddah Station in the “Saudi Ground Services Company”, in which the former thanked the latter for the exerted efforts of the personnel of the Unit for Detecting Forged Documents, praising the international experience it achieved. The letter also mentioned the acclaim the Unit received from the French Consul General in Jeddah, Dr. Louis Blin, Schengen representative and several assistants of some consulates in Jeddah as this represents an additional achievement of the Unit.

On the other hand, Mr. Sulaiman Bin Gholoom Al-Qatari, the Manager of Jeddah Station in the Saudi Arabian Airlines, sent a letter to the General Manager of Ground Services in Dammam, referring to the report of the Executive Supervisor of the Saudi Arabian Airlines in Dammam Station, Mr. Tarek Al-Juhani, and praising the efforts of personnel of the Automated Dispatch Control Department who handled passengers with excess baggage. Al-Qatari praised Al-Juhani’s report.

**Great Efforts**

The four employees:
1. Abdul Rahman Al-Melhim,
2. Habib Al-Shahri,
3. Abdullah Al-Otaibi,
4. Haitham Al-Essawy, and exerted great efforts to resolve the problem of the 24 passengers with the excess baggage on the Flight No. SV870/13MAR. Noting that the foregoing flight was scheduled to take off at 23:50, while Flight No. SV1131/13MAR was scheduled to take off at 23:55. Thanks to their dedicated efforts, the passengers were redirected to another flight with their baggage after issuing boarding passes for “Dammam-Riyadh”, then Riyadh-Manila, on board Flight No 860/14MAR, which was scheduled to take off at 05:00, despite the constraints of time.

On the 2 June 2014, Mr. Mohamad Hassan Mukhtar, the Acting General Manager of Customer Relations, sent a letter to the General Manager of Saudi Arabian Airlines at King Abdulaziz International Airport in Jeddah, enclosing a copy of the letter received by the Customer Relations Department from HE Ambassador, Mr. Daham Awad Al-Daham, the General Manager of the Office of the Deputy Minister of Foreign Affairs on 15th of last May. HE the Ambassador expressed his gratitude and appreciation for Mr. Hussam Al-Khatib, the employee of the flights disk at the Airport, saying that he was “an honorable example in serving passengers and dealing with them”.

**Ahlaan and “Tunisair”**

Arab Petroleum Investments Corporation (APICORP) expressed its thanks and gratitude to the supervisors and employees of Ahlaan for their hard efforts to project the positive image of the service that pleased the guests coming from different countries due to the well-organized work.
In The Spotlight

**Tunisian Airlines**

awards a certificate of appreciation to the Company for its efforts in the Hajj season.

On the other hand, Tunisair awarded “Saudi Ground Services Company”, represented by Mr. Tawfiq Ahmad Tawfik, a certificate of appreciation and gratitude for “his successful and positive efforts to make the Hajj season for the year 1434 AH a success, as witnessed.”

The appreciation and gratitude certificate was presented by the General Manager of Tunisair in Saudi Arabia, Mr. Hechmi Sioud.

**Jazeera Airways**

“Jazeera Airways” was the company which sent most of the gratitude and thanks letters to “Saudi Ground Services Company”, especially last January, for its outstanding services. Mr. Nayef Al-Juhani, the Manager of Jeddah Station in “Jazeera Airways”, sent thanks letters to Mr. Muhammad Al-Admawy, Assistant of the Traffic Control Manager.

Jazeera Airways also sent several letters of gratitude to the Company for its outstanding services provided in arrival and departure terminals. These letters were sent to the Senior Customer Service Supervisors.

Jazeera Airways's thanks letters to “Saudi Ground Services Company” for its outstanding services provided in the departure halls expressed gratitude to the Senior Customer Service Supervisors.

**Air India**

Air India also expressed its thanks to the Company. Mr. Fairuz Islam Khan, Manager of Air India Station in Jeddah, sent a letter of thanks, on 4th of last January to “Saudi Ground Services Company” in King Abdulaziz International Airport in recognition of flight distribution services. The letter reads: “With reference to the flights of Air India in the period between 30 April 2013 and 3 May 2014, we would like to express our thanks and gratitude to the “Saudi Ground Services Company” and all its staff for their careful handling of the passengers of Air India during the said period, and express special thanks to the Duty Managers; Mr. Kurdi and Mr. Ramzy for their services provided to the Air India Flight No. 160 (1 May 2013), Mr. Wael Janabi, for Flights Nos. 964 and 900, and Mr. Kaleem Moracabey for Flight No. 962 (30 April 2013).

On the 14th of last April, Mr. Fairuz Khan also sent a thanks letter to Mr. Ahmad Deiny, Passenger Services Manager, referring to the thanks and apprecia-
tion expressed by Air India to all the staff regarding the Flight No. 930 (13 April 2014) and Flight No. 665 (14 April 2014).

Moreover, Mr. Khan sent another letter of thanks on 17th of last February, to Mr. Ahmad Deiny, to express his thanks to Mr. Shafiq Neraly Ahmad for his outstanding services for the Flight No. 962 (1 February 2014), and repairing the technical defect in the plane.

Cathay Pacific

Mr. Ahmad Saeed, Manager of Cathay Pacific Airways Station in Jeddah, sent a letter of thanks to “Saudi Ground Services Company” on 6th of last January, to thank Mr. Hassan for the services provided and the high performance of ground services in November 2013.

Etihad Airways

Mr. Ali Asiri, Manager of Damman Station of “Etihad Airways”, sent a letter of thanks to Mr. Ghazi Omar, thanking him for: “serving Flight No. 328, under the leadership of Mr. Sayed Hussein, who helped greatly in completing the procedures of passengers without delay.

Sri Lankan Airlines

On the 27th of last January, the Manager of Jeddah Station of “Sri Lankan Airlines” sent a letter of thanks to Mr. Ahmad Deiny, Passenger services Manager, praising the efforts of Mr. Naser Hussein, Mr. Abdullah Abu Mohsen, and Mr. Sayed Payez in completing the procedures of Flight No. 281 of Sri Lankan Airlines without any violations.

Ethiopian Airlines

On the 18th of June 2014, Mr. Tsafi Girma, Director of Ethiopian Airlines at King Abdulaziz International Airport in Jeddah, sent a letter of thanks to Mr. Samir Fahd Al-Harbi, a passenger-services employee working in the North Terminal at the Airport, for his efforts to provide the best services to the passengers of the “Ethiopian Airlines” in Jeddah Station.

Qatar Airways

Finally, Qatar Airways, represented by the Manager of Jeddah Station, Mr. Gamal Al-Khulaidi, sent a letter of thanks to “Saudi Ground Services Company”, represented by Mr. Salman Al-Amri, Deputy General Manager of King Abdulaziz International Airport in Jeddah, to thank Mr. Tarek Sal-loum for his efforts during Hajj season, saying: “Qatar Airways is proud of this dedication and effort.”
The Event

This great Project is carried out based on extended studies that took into account many considerations like the location of the Airport, its intended purpose as a main entrance to the Two Holy Mosques and the air gate to Jeddah which is one of the most important and biggest economic cities in Gulf Region and the Middle East. In addition to its ever-growing air traffic, the Airport is considered one of the biggest airports of the KSA with regard to air traffic, as it serves 41% of total number of passengers in all the airports of the KSA.

Objectives of the Project

The Project is intended to keep pace with the increasing and expected demand on air traffic in the Airport; support the economic infrastructure of Makkah Al Mukarrama generally and Jeddah in particular; integrate with other economic sectors which require an international airport with the intended features; take in the new generation of giant aircrafts like A380; become an axial airport that take up fair share of air traffic in the region; work on

Work progress on the First Phase of the New King Abdulaziz International Airport is racing against time to beat the deadline for completion at the end of 2014 and will be operated next year (2015). The Airport is intended to be an architectural and cultural masterpiece so that it could be fit to bear the name of the King who unified the regions of the Kingdom. Moreover, the Airport will be regarded one of the most beautiful airports in the world in terms of design, specification, efficiency and state-of-the-art equipment.

Jeddah- Private
commercial basis; provide many investment opportunities for the private sector; and elevate the level of services.

**Phases of the Project**

The Project shall be carried out in Three Phases, but the largest milestone of these objectives will be achieved after the completion of the First Phase by the end of 2014, which shall increase the capacity of the Airport up to 30 million passengers annually. The Project will be commercially operated in 2015. The Second Phase of the Project aims to increase the capacity of the Airport from 43 million passengers up to 80 million passengers in the Third Phase which is expected to be completed in 2035.

**Work Progress**

Work is now under progress according to the set plan. The Project employed about 110 companies which employed 26,000 workers and engineers.

The project is expected to be completed on time, i.e. the end of the current year. Then, the commissioning of all facilities of the Airport shall start as an internationally recognized phase to ensure that all systems and facilities work properly as intended without any defect or malfunction. Afterwards, the commercial operation of the Airport will be launched by the end of the first half of the next year (2015). There is no doubt that the cooperation and assistance of all concerned authorities like the Ministry of Transport & the Emirate of Makkah Al Mukarramah Region had contributed to a smooth flow of work according to the time schedule of the Project, especially that the Project is related to the projects of several entities like the projects of bridges to connect the Airport with the main roads leading to it and the Project of the Two Holy Mosques Train.

The directors of the Project persisted in ensuring that the work progress will not affect passenger traffic.

**Facilities of the Project**

The most significant facilities in the First Phase of the Airport are as follows:

Terminals with total area of 700 thousand m² allowing all aircrafts to work simultaneously; (46) gates, 25 of which are allocated for international flights and 13 gates for internal flights in addition to 8 gates for mixed purposes with four of which taking in giant aircrafts like A380; 94 moveable bridges to serve aircrafts of different sizes, i.e. two bridges for each gate; (5) terminals for first-class passengers & businessmen with (3) of which are allocated for passengers of international flights and (2) for passengers of internal flights; a control tower with a height of 136 meters which is regarded one of the highest towers in the world.
in addition to a tower at the west equipped with all necessary systems and equipment; a terminals complex for commercial investment with a total area of 39,200 m²; a mosque that accommodates 3,000 worshippers in addition to an external prayer area with total area of 2,450 m²; 220 passenger service counters in addition to 80 self-service kiosks for passengers; an automatic system to transport passengers of international flights inside the building of the Airport; a tunnel leading to the Second Phase; and an internal train to transport passengers between terminals.

Facilities of the New Airport include:

An advanced system for handling passenger luggage with the length of its conveyor belts being 26 km that is connected with the latest security systems; taxiways beside the runway with a total area of 470,000 m²; yards beside the runway with a total area of 1.7 million m²; three main load centers providing 415 million KVA; air conditioning systems; fire suppression systems; a service agency for the buildings of the Airport; networks of utilities and services (electricity, potable water, non-potable water, firefighting, sewer, rainwater drainage); a center for transportation of passengers; a railway station connected with the Two Holy Mosques Express Train; a parking accommodating 8,200 vehicles with an additional underground parking; a hotel for transit passengers, including 120 rooms; a rescue and firefighting station, two integrated information centers connected to a network of cables (optical fiber); a service tunnel with a length of 9,327 meters; fuel tanks and field for aircrafts with a distribution network; buildings for ground handling services and maintenance; arboretum to serve the landscaping works of the Airport; and a network of roads with a total length of 36.5 km, including a number of tunnels and bridges.

It is worth mentioning that the New Airport will serve 70 aircrafts at once and all aircrafts will be supplied with fuel and water through main underground connections.

Architectural Design

The architectural design of the Project is derived from the Islamic culture and also fits the environment of the Kingdom of Saudi Arabia. The complex of terminals shall be surrounded by landscapes which beautify the premises of the Airport. A garden with a total area of 20 thousand square meters and an aquarium with a height of 13 meters and a diameter of 7 meters are currently under progress in order to connect the project with the sea environment of Jeddah. Passengers
The Airport will be operated automatically due to the automatic systems to be installed in like self-service counters.

Environmental Precautions
Protecting the environment is one of the top priorities, therefore environmental precautions were taken into account since the very beginning, i.e. the design phase, and the execution phase thereafter. For example, without limitation, power and water are used and recycled; eco-friendly electrical and construction materials are used such as L.E.D technology for Airport terminals and yards instead of halogen lights to reduce heat emissions and save power and cooling.

Training & Job Opportunities
The Project provides training program to Saudi fresh engineers in different specialties.

The program also attracts subsequent batches of Saudi youth to positively develop their abilities and potentials and qualify a generation of youth to be able to manage such projects. As for job opportunities, the Project is now employing a great number of employees, including 26,000 Saudi workers and engineers.

Moreover, when the Airport will operate, all departments working in the Airport (passports, customs, security, Saudi Arabian Airlines, commercial and investment sectors, etc.) will need to duplicate the current number of workers at least in order to operate the Airport in its full capacity.

Investment Opportunities
According to the Project plan, the First Phase will allocate large areas of (39,200 m²) in the terminals complex in addition to external areas for commercial investment. The experience of the international airports in the world has proved that successful airports only succeeded through strategic partnerships with specialized international companies. Therefore, the operation and maintenance of the Airport are planned to be awarded to an international airport management company, subject to special conditions to ensure high-quality services and maintenance.

Current Airport Terminals
Southern and northern terminals will be dispensed with gradually but this will take up along time. The southern terminal (Saudi Airlines Terminal) will then be transformed into a storage facility within an international cargo village, taking into consideration that after the completion of the Project and start of the operation, the Authority will offer a million square meters for businessmen’ investments. As for the Hajj and Umrah terminals complex, it will remain to serve Hajj and Umrah flights according to its current conditions as the complex witnessed an expansion and development project in 2009.

Second & Third Phases
Studies for the Second Phase were completed and the implementation of necessary infrastructure will start up after the completion of the First Phase, while the Third Phase will be determined based on the development of air traffic and its future needs.