



"A visionary company doesn't simply balance between idealism and profitability: it seeks to be highly idealistic and highly profitable. A visionary company doesn't simply balance between preserving a tightly held core ideology and stimulating vigorous change and movement; it does both to an extreme." Jim Collins



A Word from the Chairman

Dear ALUMCO Family Members,

A few years ago, I was another man returning home after years of expatriation, hoping to start my own business in my home country. With time, more people shared my dream and came on board. The outcome exceeded all my expectations. What started as a small business became a group of companies, thanks to the men and women in ALUMCO who dedicated themselves to building and nurturing our company.

Happy 15th birthday to all ALUMCO family members. May this birthday be one of many to come.

Nabih Haddad



A Word from the GM

Dear Alumco Family,

My words to you through our newsletter come this time alongside a very special occasion, the 15th anniversary of Alumco.

I was thinking about what to write on the plane coming back from Alumco UAE, and it occurred to me that when Mr. Haddad started this company, he was almost sure that it would grow to become what it is today, and even bigger and more successful. I am certain, because I have been a witness of his vision, passion, flare, innovative thinking, and also commitment and hard work throughout the past six years at Alumco s.a.l. and even before at Alumco s.a.r.l.

I am also confident that this vision could not have become a reality was it not for all of you at Alumco. Your loyalty, hard work and personal involvement, team spirit, commitment and professionalism are the catalysts that continue to react with our company vision and take Alumco and all of us to higher and higher stands.

I am proud every day to be a member of this amazing team, a leader amongst you, and a traveler on this journey of success, and I trust you share the same feelings.

Happy Anniversary to Alumco and to all of you.

Samer Nouredine



Alumco... Then, and Now

And soon became the synonym of architectural Aluminum works...

Striving to be one of the leading Aluminum companies in the Middle East, ALUMCO succeeded beyond question in balancing integrity, excellence, client satisfaction, profitability, accountability, employee satisfaction and growth, respect for the environment, and promoting safety.

Unlike what many of us believe, ALUMCO was not always as we know it today. In 1985, a small Aluminum workshop within the Madarioun Group in KSA carried the first seeds of a company that will one day be the leader in the world of Architectural Aluminum Works.

It wasn't until September 1995 that ALUMCO blossomed from that small workshop and out of the aspirations of its Chairman and founder, Mr. Nabih Haddad. Like many Lebanese entrepreneurs who returned to Lebanon after the war, Mr. Haddad had great faith in his home country and in the Lebanese market.



ALUMCO started as a small company based in Hamra street and consisting of a few employees. Its key strengths were in the values it catered for so loyally.



Alumco, Lebanon



Alumco, United Arab Emirates

Within a very short period of time, ALUMCO established itself among the leaders in its field of expertise. Living up to its promises and expectations, ALUMCO gained customer loyalty, consolidated its brand name, created competitive advantages, and soon became the synonym of architectural Aluminum works.



Alumco, Saudi Arabia



Alumco, Qatar

Growing rapidly in terms of employees and projects number and scale, the company moved at the end of 2004 to its current premises in

Choueifat (see the pictures of the building before its renovation).

Today, ALUMCO family has grown to house over 2400 employees, including around 160 engineers and architects, and over 300 supporting staff. Its logistics include 6 fabrication facilities, about 40,000sqm of premises, 8 CNC machines, 7 Double Head Saws, 24 Mast Climbers for façade erection, and many other related fabrication equipment and logistics. ALUMCO is certified ISO 9001:2000 since 2005 and CWCT since 2009.



Reflections from ALUMCO Family Members

My Journey with Alumco
By Hadi Hammad

I graduated from BAU in 1997 with a B.S. in Architectural Engineering and was able to attain the highest ranks in my class through years of study. After completing my military service,

I joined "Al Madarioun - KSA" in the end of 1998. I was originally recruited to replace a fellow engineer who was leaving. However, he postponed his departure, leaving me without a desk. Consequently, I was allowed to use the desk of the Technical Manager who left on one way vacation. This coincidence came to my advantage as I was able to prove my technical skills, thus being promoted to Technical Manager, a position I occupied till 2004. In addition to being the Technical Manager, I had to assume the duties of Project Manager from 2000 till 2004 due to the continuously increasing work load while shrinking the staff to the limit.

In 2005, I was assigned to establish ALUMCO Branch in KSA and so did I. At the beginning, the team consisted of 57 employees with 2 engineers including myself. Today, and after 5 years only, we have over 600 employees with more than 25 engineers capable of handling the most sophisticated and prestigious projects in KSA.

When I look back on the past few years, a mixture of memories and emotions come over me. Two particular memories remain vivid in my mind despite the time that has gone by.

The first memory is how my friendship with Mr. Haddad started. I had been

months when Mr. Haddad asked me to prepare a shop drawings submittal. Back then, most of us had a very distant relation with Mr. Haddad, with minimal interaction, and so we used to portray him as an intimidating manager who is not interested in bonding with his employees. Mr. Haddad checked the drawings and discovered a mistake in one of the details. He immediately snapped and asked me, or more precisely shouted at me in front of the Sales Manager, to go change the detail.

I abided by his instructions but, being a proud young man with an impressive record of achievements, I could not get over the humiliation. I submitted the revised detail to Mr. Haddad who approved it immediately. Right before I left his office, I turned to him and made it very clear that, since four months when I joined Madarioun, I had been staying after hours to always deliver exceptional work and had to walk back home late at night but I didn't mind, as long as I get the work done well and on time. I irritated and continued, since four months working for Madarioun,

I never ever visited the factory or any project site as I didn't have a car, a cell phone and above all a trainer. At the moment, Mr. Haddad called the Administration Manager and asked him to immediately provide me with a car, a cell phone and to arrange for continuous factory and site visits. Since that day, the myth of the "scary manager" was faded and I knew Mr. Haddad the man, who became my mentor and friend.

Another memory is during the execution of the "Red Sea Mall" project in 2006-2007. For nine months, I had to fulfill my duties as Area Manager while acting as a Resident Engineer, literally, on this project site. It was one of the most challenging and toughest times of my life. But it taught me how to be aggressive when needed and passionate when required.

I gained a remarkable technical experience and since then, I always feel that I am capable of achieving anything whatsoever.

This has been my journey so far with ALUMCO. I wish that all of you would have the privilege of living ALUMCO like I did.

Happy 15th Birthday to our beloved company.

ALUMCO and me
By Moustapha Kerdy, Alumco Qatar

When I decided to write in "Alumco Today", I found it difficult to choose a subject. Finally, I decided share with you some of my memories in ALUMCO, as it 15th birthday approaches.

I first joined ALUMCO in the summer of 2000 as a worker in the installation team. Back then, I was in my first year of Bachelor of Science in Industrial Engineering. In the summer of 2001, I joined the installation team again until I was introduced to Mr. Osama Zubdeh who granted me the opportunity to do my first university training in Alumco offices at Hamra Street.

I worked on many projects such as "The Phoenicia", "Le Royal", and "Crown Plaza". Those were tough yet happy times for me. We used to be overjoyed at the installation of or just the success in transporting a giant glass panel. Our work combined both power and delicacy; so any lack of preparation and prevention could make a huge effort go in vain.

I still remember to this date the 400kg glass panel which fell from the floor 15 in Achrafieh. I remember trying to prevent with my bare hands the panel from falling, but all I could do was watch it flying in the air and exploding on our truck. Thanks God nobody was hurt!!!! When I see the safety requirement in our project sites these days, I can't help but admire the improvements that have been made since then.

I left to France from 2003 until 2007, and after getting my Master of engineering and Master of science, I returned back to Alumco as a Quality Engineer. I had the honor of working with Mr. Samer Nouredine and Mr. Osama Zubdeh and contributing to the creation of the quality department and implementing the basis of Alumco quality control process.

In 2009, I left again to France to prepare my PHD. And now, after one and a half year, I returned back but this time to Alumco Qatar as a Quality Manager, to work again with Mr. Osama Zubdeh, and to contribute to the implementation and the improvement of the Quality Management System of Alumco Qatar Branch.

I feel some mysterious forces pulling me each time back to Alumco. Maybe it is my destiny to be here, but either way, I like being part of the ALUMCO family, and I wish in this event and these holly days of Ramadan to have more and more beautiful memories in Alumco.

Khaled earned a diploma in QS Engineering, which included courses in MS Projects, AutoCAD, among other topics.

Afterwards, Khaled enrolled in an accredited online civil engineering program from CROWN University in Florida, USA. Khaled obtained his degree in civil engineering in August 2010, while maintaining a distinguished performance despite his important workload.

Today, Khaled is handling a number of tasks within the technical department such as Quantity Surveying, Detailing, and Structural Studies, among other duties. He is a great example of self-improvement and ambition. Yet, Khaled is a true team player who is always willing to assist. He completes his tasks with the utmost commitment and handles pressure really well. Congratulations to Khaled on his newly earned degree and best of luck to him in his future endeavors.

Profile of the Month

Khaled Abou Sabbah



ALUMCO s.a.l.'s team members know Khaled as a member of the technical team. But little do they know about this young man's journey to reach his goals.

Khaled started his career as an ordinary on-site worker but he firmly believed in self-betterment. He pursued his studies further, and hence, after obtaining his Lebanese Baccalaureate in Life Sciences,

Event of the Month

Alumco says Goodbye to Elise



Again, we are forced to part with one of our family members who has left her print on all of us. Elise Dib joined ALUMCO earlier this year as a Technical Coordinator in ALUMCO s.a.l.'s technical department and left in July 2010 to join her husband in Dubai. Shortly after Elise joined ALUMCO, she distinguished herself because of her dedication, hard work, and notable character. She assisted many of us on our projects and was a truly dependable person.

As such, and in order to bid Elise farewell while showing our appreciation of her hard work, ALUMCO prepared a surprise gathering in the company's cafeteria, during which Mr. Osama Abbas and Mr. Mohamad Sabeh seized the opportunity to highlight Elise's sense of responsibility and dedication. Afterwards, Elise gave a small speech to thank all ALUMCO family members for their nice gesture and she bid everyone farewell.



Good luck to Elise in her future endeavors.



- Client: S.V. Properties & Construction s.a.l.
- Engineer: Samir Khairallah & Partners
- Total Land Surface Area: 2,500 m2
- ALUMCO's Contract Value: \$6,625,000

ALUMCO's Scope of Work: Schuco lift-and-slide system, handrails and balustrades, curtain walls, louvers and sunscreens, etc.

The reason behind the above results is the fact that ALUMCO is working on a different type of equipment to execute the works, such as Mast Climbing Working Platforms and manlifts, in addition to providing their personnel with adequate Personal Protective Equipment (PPE) in accordance with worldwide recognized standards. Furthermore, the safety team conducts Risk Assessment and Risk Management procedures prior to the start of the installation works on any project in order to plan properly and safely the installation process.



So, as Mr. Samir Abou Karam puts it, "Stay Safe, Always".

Project of the Month

Bay Tower



Soaring 30-stories high into the Beirut skyline, Bay Tower sits on the Marina Front-Line at the west end of Beirut Central District in Solidere on a 2,500sqm parcel of land.

Its contemporary and cutting edge design features large terraces highlighting views over the St. George Bay and the surrounding downtown. The architecture and character of Bay Tower were conceived in a way that the building would harmoniously blend with the adjacent Beirut Tower, while still maintaining its unique personality.

ALUMCO Caters for Safety

ALUMCO Qatar



"Our aim is to make ALUMCO the safest place on earth and to keep our employees safe while protecting the environment", says Mr. Samir Abou Karam, the Safety Manager in ALUMCO Qatar.

"Our team consists of 1 Safety Manager, 2 Senior Safety Officers, 2 Safety Engineers, 10 Safety Officers, and 15 First Aiders", continues Mr. Abou Karam, "and we are proud of our achievements". It is important to note here that ALUMCO Qatar has registered in 2009 zero fatalities, zero disability accidents, and zero property damage.

ALUMCO s.a.l.



Safety on site is one of ALUMCO's main concerns and it is a topic that is attracting attention more and more nowadays. As such, ALUMCO s.a.l. hosted a safety and first aids training workshop led by the Lebanese Civil Defense. The workshop covered a variety of topics such as elements of combustion, firefighting techniques, fire prevention techniques, and first aids. The workshop also involved a fire fighting maneuver.



As part of the training, the participants were taught how to recognize the type of fire they are facing and the approximate heat of the flames. Also they were introduced to the different types of extinguishers and the operating method.



At the end of the workshop, all participants received "Certificates of Accomplishment" from the General Manager of the Lebanese Civil Defense during a ceremony held in ALUMCO premises and attended by ALUMCO's upper management.

Located in Doha's West Bay, the project consists of external facade works including Curtain Walls, Aluminum Cladding, Window Glazing, Cornices, Dome and Architectural features to be installed on the building of 48 stories above ground (2 basement + 1 GF + 45 floors + 3 penthouses).

The project had been selected for pricing with the intent that the execution is to be carried out by the ALUMCO U.A.E. team, and as such, the project works are to begin soon with ALUMCO's scope of work required to be launched in the coming months and continue throughout 2011.

Let us all join in offering congratulations to the Sales team and to the Executive Management for this achievement and ensure their efforts are carried out with the efficient execution of this monumental project.

Announcement

ALUMCO Secures new Project

By Roger Al Kash

It is with great pleasure that we would like to congratulate and thank the ALUMCO international (Business Development Manager) and ALUMCO Qatar (Area Manager and Sales & Bidding team), with the esteemed intervention of the Chairman, Mr. Haddad for being awarded the project subcontract works for the construction, completion and maintenance of A'Ayan Tower.

