



Elogic

The better way



**1<sup>st</sup> global**  
**cement & concrete**  
CONFERENCE AND EXHIBITION *SAUDI ARABIA 2010*

# Rise of productivity in Saudi Arabian cement industry – support by international expertise with local engagement

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The cement Industry in the Kingdom of Saudi Arabia is undergoing rapid changes that trigger a wide range of tasks.

This leads to challenges but also to opportunities.

These tasks can only be handled by acting as partners both by customers and (foreign) suppliers.



Saudi cement industry is rapidly changing.

### **1. Growth**

For the past years and also for the next years to come the annual production of cement in Saudi Arabia increased and will further increase substantially.

### **2. Quality**

Challenging construction projects like skyscrapers or train lines increase the need of high quality cement.

### **3. Company structure**

The cement companies grow bigger in production volume and staff.

Saudi Cement industry is rapidly changing.

#### **4. Organizational structure**

Due to a very promising demographic development there is a great potential of well educated young experts that step by step take over responsibility from former foreign management.

#### **5. Commercial scope**

There is an ongoing call on the companies for higher profits. Thus despite ongoing high level market requests there is pressure on the prices which need to be covered by higher productivity.

#### **6. Environment**

In the Kingdom of Saudi Arabia there is a continuous movement towards awareness for safety and health. This topic is especially interfering with cement production.



The overall goal is to  
meet the actual challenges for  
the Saudi Arabian Cement industry by  
joining local and foreign forces .



**Topic**

leads to

**Challenge**

Short lead time market

Short lead time supplier

Increase of productivity

Preventive maintenance

Increased quality requirements

Stable production

Increased quality requirements

Quality control

Local management

Low experience

Modern management techniques

Low experience



**Topic**

leads to

**Challenge**

Imported machinery

Technical support

Imported machinery

Increasing maintenance cost

World wide suppliers

Complex spare part identification

World wide suppliers

Complex communication

World wide suppliers

Complex pricing

World wide suppliers

Complex customs clearing



The solution in general is support, that

- Has local presence.
- Is available on short notice.
- Is well experienced in the industry.
- Is well experienced in Saudi Arabia.
- Helps specifically not generally.
- Is price worthy.
- Understands the culture of Saudi Arabia.



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Elogic GmbH is a worldwide acting private owned group.

We understand ourselves as a partner being able to ground on vast experience of our people.

Experience in small private owned enterprises as well as in public trusts.

Experience in Germany as well as abroad.

Experience in specific fields as well as in strategic general management.

Our overall goals are:

Entrepreneurial sustainable reality instead of short term appearance.

Long lasting partnership rather than short time profit maximization.

We accomplish our goals by:

The unconditioned customer orientation.

The respectful interacting with all persons involved.

The continuous improvement of the company.

Our most important tools are:

An integrated quality management with no compromises.

A sustainable personnel management including maximum self responsibility.

A common sense.

Elogic can back on highly qualified team members having a vast experience in the producing and environmental industry.

All team members are between 35 and 50 years old and hold academic degrees. Former employers were world leading companies like GEA Group, ABB, Knauf, Siemens. The experts have over ten years experience in the targeted industries each. They also have long experience in handling major projects.

In the dedusting industry Elogic can provide with well experienced personnel, partly recruited from Intensiv-Filter.

Respecting the needs of the Saudi Arabian customers Elogic is investing in foreign experts dedicated solely to Saudi Arabia.

**Elogic**

More than 30 years personal experience in cement quality control.

More than 30 years personal experience in cement laboratories.

More than 25 years personal experience in the area of maintenance.

More than 20 years personal experience with dedusting equipment.

More than 2 years personal experience in Kingdom of Saudi Arabia.

**T.O.M.A.**

Since 1991 and for the time being our intended German Partner T.O.M.A. is supplying spare parts of all kind to Yamama Saudi Cement Company.

Since 1968 experience in complete cement business.

Since 1970 experience in Kingdom of Saudi Arabia.



- Maintaining your plants from parts like filters up to complete units.
- Supplying mechanical and electrical spare parts of all kind of your production plants regardless of the original supplier.
- Installing complete laboratories.
- Implementing quality control systems.
- Replacing spare parts of your plants by supervision or by turn-key.
- Projecting revamping of your filter plants.
- Projecting new filter plants.
- Delivering complete filter plants.
- Coaching your staff.



In order to convince you about our performance we offer:

**FREE** analysis of your product quality and the status of your laboratory including a report stating the current status and recommending measures needed.

**FREE** examination of your spare parts stock including a report stating the current status and recommending measures needed.

**FREE** check of your filter plants including a report stating the current status and recommending measures needed.

During conference  
we'll welcome you at  
exhibition stand No. 6

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