



# ANWAR AKKAD SONS GROUP



THE GLOBAL COMPACT – COP 2012

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# Chairman Message

Welcome to Akkad Group!

Akkad Group believes in the principals that The Global Compact represent and which reflect at the same time our believes which we inherited from elder generations.

As a Group we're always adhered to social responsibility. In all of our activities we do our best to ensure that all economic, environmental and social factors are considered.

In addition of being committed to our principles of honor, respect and Sincerity makes us more responsible as an enterprise, managing a leading group enforces a process that starts at my office and goes throughout the Corporation to each and every employee and manager in this enterprise. We share in this commitment as a team because it is the right path.

I believe that 2012-2013 bring new challenges and improved bases for business and for Human Rights, Labour, The Environment and the Anti-Corruption, giving me the confidence to say that we will enjoy the experience of achieving our 2012 goals.

Sincerely yours,

Hashem AKKAD



# Akkad Group Logos



# Introduction

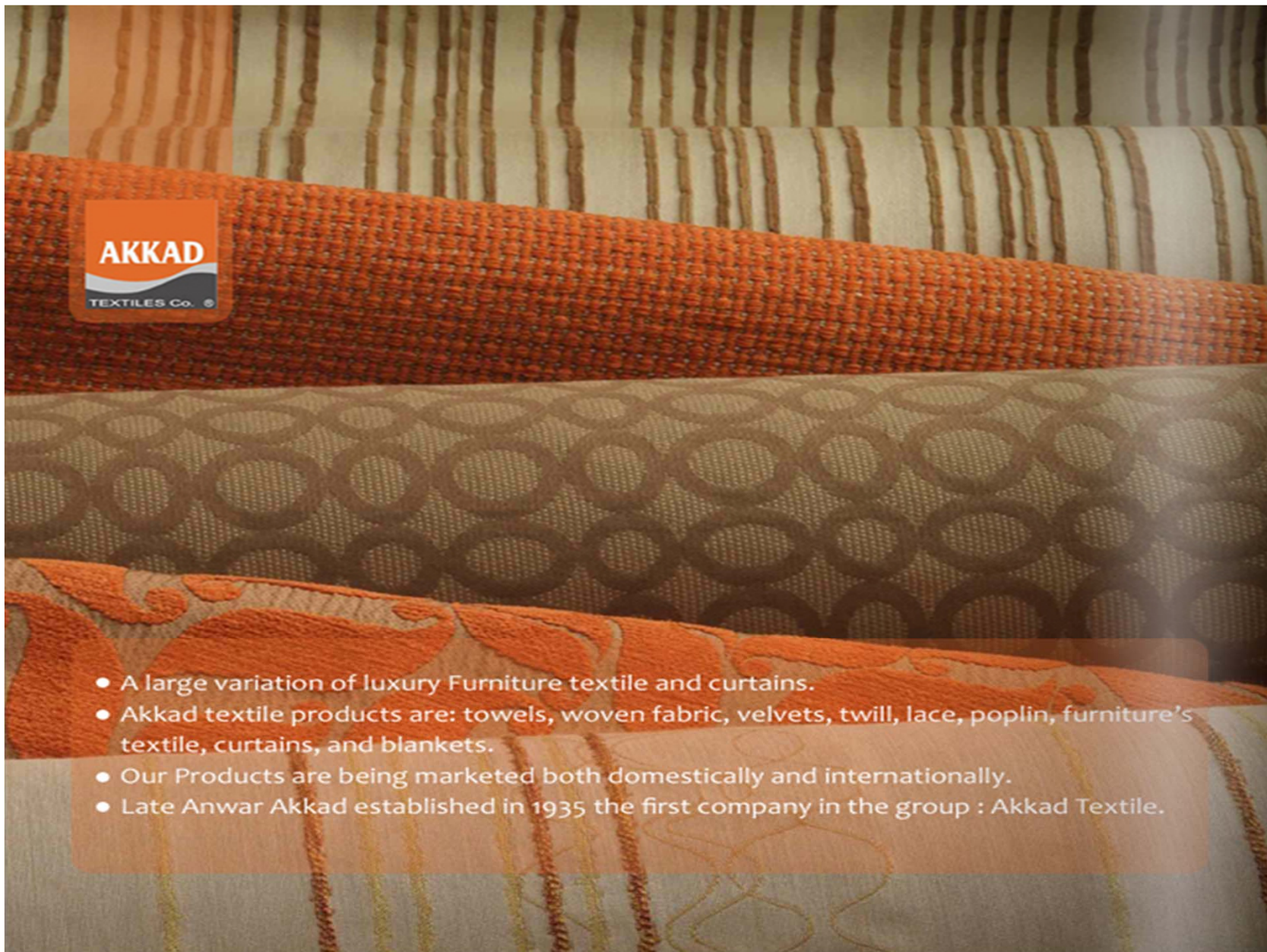
Anwar Akkad Sons Group is a diversified group of companies in the fields of Oil & Gas Industry, Food Industry, Tourism, Insurance, contracting and Exhibitions. The reputation Akkad Group gained through the excellent performance, integrity and competence, and which reflects the closely-knit management of professionals whom have decades of experience.

While the business continues to evolve with the development of new technologies and discoveries, Akkad Group is well positioned to adapt and capitalize on this dynamic environment.

We are working for a brighter future and we value the confidence that each partner places in us, and this trust is vital in all of our decision-making.

Akkad Group strategy is based on a continuous development plans renewed annually according to the group activities, compatible with the universal development. Moreover, Akkad Group cares to make use and access to the latest inventions and technology applications through the alliances and cooperation with sound international companies.





- A large variation of luxury Furniture textile and curtains.
- Akkad textile products are: towels, woven fabric, velvets, twill, lace, poplin, furniture's textile, curtains, and blankets.
- Our Products are being marketed both domestically and internationally.
- Late Anwar Akkad established in 1935 the first company in the group : Akkad Textile.

# People

Akkad Group and employees are well experienced and have set up a firm footing in the industry, developing a sound relationship with the clients based on trust and passion to deliver on time and exceed expectations.

As a world-class, multi-activities business leader, we need to continually reach out to new and various horizons to succeed in the regional market. This means we had to create a working environment that attracts the best professionals with the biggest ambitions and the highest standards. The Akkad Group team is naturally multifarious Comprises 1000 people with a wide combination of skills, backgrounds and perspectives. We use this source of massive potentials to form a great group, a great team of professionals adhered to the success of our branches on projects of Great importance to our country.

The applied quality system is matching the large international companies' conditions, and internationally accepted standards.



Fiorella pasta is made from the finest Durum Wheat Semolina which is being exported to Italy to be used in Italian Pasta Manufacturing.

Anwar Akkad Sons Group draws its strength from:

- ☞ Strong business relations and market presence.
- ☞ Projects understanding and full respects of their needs.
- ☞ Fast accommodation with projects requirements.
- ☞ Respect of customer needs and benefits.
- ☞ Commitment is first priority obligations.
- ☞ Following modern business practiced activities and continuously upgraded ambitious targets.







- Salsabil Co. is a specialized company in bottling and canning carbonated soft drinks.
- Products of our company are : CocaCola, Sprite, Fanta, Crush, CanadDry, and SportCola
- Kinds of bottles are : PET, Can, Glass
- Products size are : 250 ml, 330 ml, 0.5 L, 1,250 L and 2,25 L.

# Mission

Akkad Group is committed to perform all its businesses in the international market by following the international standards rules, laws and ethics. In addition, the Group is committed to protect the environment, human and assets of others, in all its operational areas. These targets are achieved by applying the most restricted Health, Safety and Environmental protection standards, rules and regulations.

Akkad Group is also committed to perform all its transactions, operations and management systems following the international ISO standards.





- Fiorella pasta is made from the finest Durum Wheat Semolina which is being exported to Italy to be used in Italian Pasta Manufacturing.
- Our quality and brand name allowed our products to be exported to major counties in the Middle East, United Kingdom, Cyprus and Africa.
- Our products are : Spaghetti, Elbow, Vermicelli, Boat Shape, Ditali, Fusili, Penne, and Wide Fettuccine Pieces.
- Fiorella factory was equipped with highly modern and automated equipment that leaves no place for human hands to touch the products starting the preparation and raw material phase through manufacturing and finally wrapping and packaging phase.

# Vision

Akkad Group was, and will remain, famed for its quality jobs, we will strive to be recognized among our customers as "The Best", and we shall understand and anticipate their needs and respond them with innovative, value-added services.

Improvement, quality control shall be the integral part of our business process.

Akkad Group is cooperating with well-known experienced international consultants in all related fields of activities.





- TechnoTrade Activities: Telecommunication works (advanced switchboards and requirements, mobile telecommunications, normal and mobile telephones, cables, wooden poles, microwaves connections, fiber optic cables, radars ..).
- TechnoTrade Activities: Electricity works (wooden poles, steel towers, electric equipment, cables, generator sets, lifts).
- TechnoTrade Activities: Oil and Gas works , in addition to oilfield services.

# Strategy overview

## ∞ **Maintaining a leading position in its activities.**

Akkad Group will work harder and harder to maintain the leading position it has obtained and develop it to be recognized worldwide as Leader Company.

## ∞ **Investing in developing the team and attracting skilled staff and management**

Akkad Group consider its team as an asset who will push forward to get to our target; therefore an extensive courses in all sectors is applied in cooperation with an international houses to enhance the standards of its employee

## ∞ **Expanding our activities in a very steady steps**

The Group does not plan a rapid expansion but is more willing to proceed with sure and steady steps, which shall be taken after careful study of the market and the importance of contracts to be signed.

## ∞ **Extending our activities worldwide**

Despite the global economic downturn, we are always looking to expand our Business into new locations around the region, and around the world!



- The job of this company is advertising: Road side, Radio, Television and Written  
Your advertising by MUPI boards is directed to all ages and social classes.
- High quality posters printing service.

# Quality at Akkad Group

Since its establishment Akkad Group operating facilities have maintained the highest standards of quality control and assurance restricting to the self-Provided Standard operating Procedures for potent and flawless operations.

We are aware of the importance of our work quality and we will perform to the best of our capabilities at all times. We appreciate the value of Human Factors principles and incorporate them in our quality approach.

Akkad Group considers the principal of a quality system is to maintain a satisfied individual customer by providing customers with advanced quality services and products at cost-performance.

Akkad Group is keen to get its supplies from secure best quality sources, the provided supplies are always in line with internationally updated standards and customer's requirement and executed contracts.





# Quality assurance

The following are our practice to maintain quality assurance.

- Establishing a high level of communications and understanding with customer to satisfy all customer's needs.
- Focusing upon services which reflect our customer satisfaction and continuously promote effort toward improvement
- Carefully selected our chain suppliers' base according to our customers' quality standards.
- Maintaining the highest levels of quality by using documented specialized control methods and supervision.



**Our Customers:** Experience our services, as exclusive standard at the most economical rate. They recognize Akkad Group as one of the dedicated Group that would meet both their current requirements and future needs.

**Our Suppliers:** view us as partners who clearly define requirements and expect in return, raw materials, products and services that fully meet these requirements.

**Our Employees:** Is a part of Akkad Group family, as an integral family Akkad Group has strived to achieve the zero defects. They understand that as an employer, Akkad Group values them as assets and will provide them with opportunities for future growth.



The logo for United Oil, featuring the words "UNITED OIL" in a bold, sans-serif font. The word "OIL" is positioned slightly higher than "UNITED". A small orange flame icon is placed to the right of the letter "I" in "OIL".

**UNITED OIL**

- United Oil Company has an infrastructure equipments designed on the modernist systems applied on searching and drilling oil.
- United Oil Company supply of all oil field equipments, materials and spare parts.
- Full service from exploration, digging, extraction, and testing to marketing.

# Group Responsibilities

Akkad Group is committed to play a development role in each country it operates, and is proud to be recognized among the domestic staff and the people as a company that perform its job considering the culture and upgrading the level of its employee and prepare them to be a strong asset to build their country.





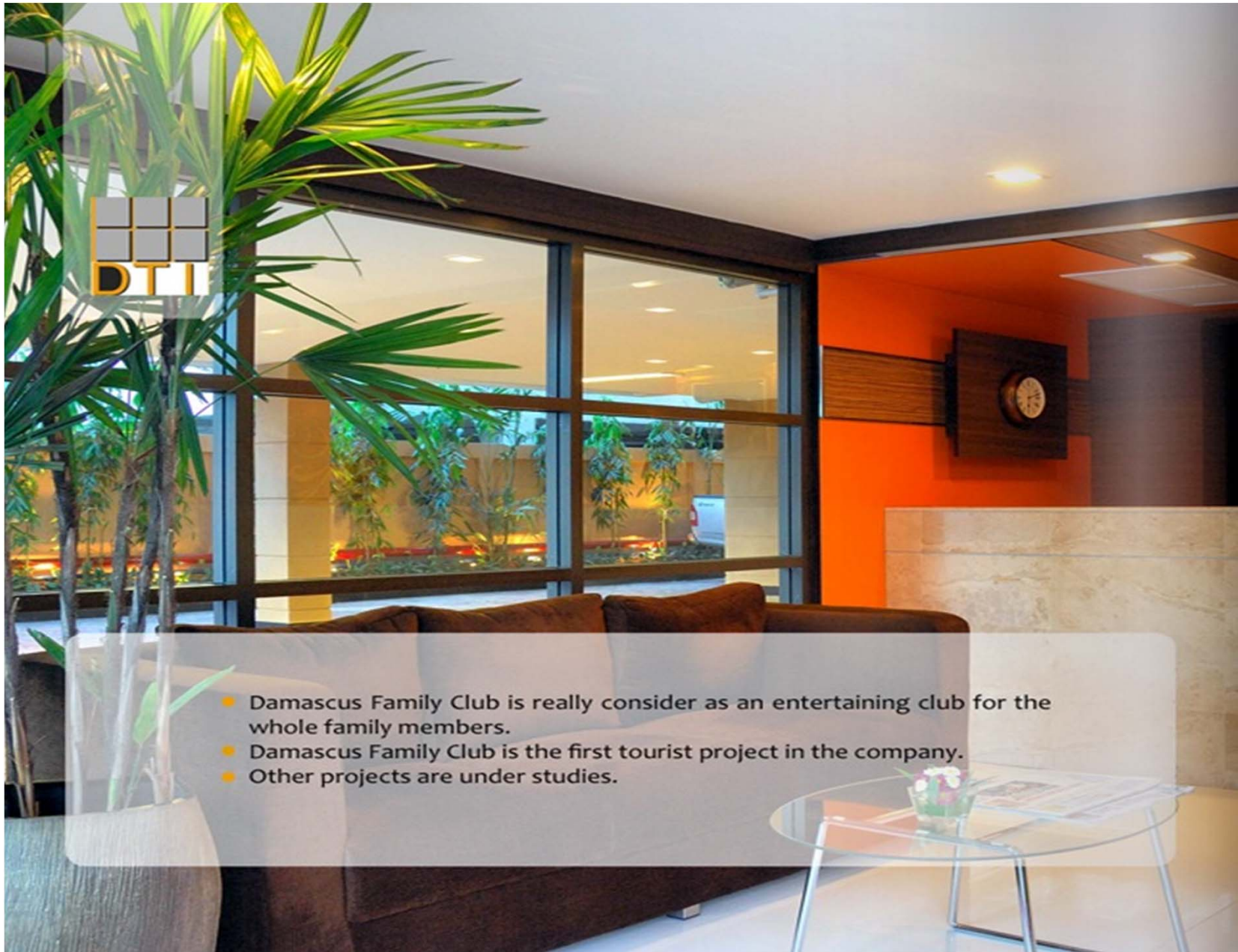
- Under the UN sponsored Oil for Food program the company executed extensive contracts for the supply to the Iraqi people of many important commodities.
- Yarns, textile, cloths, blankets, towels, bed-sheets.
- Electrical materials and equipment, plastic materials, buildings and metallic buildings.
- Carpets for mosques.
- Oil and gas projects, trade of crude oil and its derivatives.

# Supporting the Global Compact Principals

Akkad Group is committed to support the Global Compact principals in the fields of Human Rights, Labour, The Environment and Anti-Corruption. We are looking to be an active partner in implementing these principals which go with our believes.

Our commitment exceed our own group, we are making a whole campaign utilizing our facilities to explain the importance and advantages of implementing the ten principals.

We have made several workshops and meetings with the executives in our group to consider the implementation of the ten principals in their day to day activities.



- Damascus Family Club is really consider as an entertaining club for the whole family members.
- Damascus Family Club is the first tourist project in the company.
- Other projects are under studies.



# Human Rights

- ∞ **Principal 1:** Businesses should support and respect the protection of internationally proclaimed human rights, and
- ∞ **Principal 2:** make sure that they are not complicit in human rights abuses.

Akkad Group respects the Human Rights and is applying a healthy and safety management system that conform to the best practices in the world.

Human rights are an essential part of the group operations, we have done many workshops and courses to ensure and clarify to our employees the importance of respecting the human rights of the employees, colleagues, family and society.

Akkad Group is also not complicit in human rights abuses, on the contrary, Akkad Group prevent any kind of human right abuse by giving a clear instruction to the executives in the group to make sure that all the employees should work against any kind of human rights abuse by having long and detailed discussions with all the people in the group.

Akkad Group support and adheres to the guiding principles that promote worker human rights. Chairman, General Managers, Chief Executive Officers, Project Managers, Division Managers and every one are responsible for identifying human rights needs and providing appropriate training.



### **IMPA Roles**

- Designing medical services programs based on beneficiaries needs and budget, these programs can be ready or custom made.
- Organizing the membership and the medical files of beneficiaries by issuing a medical card which has all necessary information.
- Creating and managing the medical providers network (hospitals, doctors, pharmacies, labs etc.); this network can be ready according to the plan or custom made.
- Managing and organizing the way by which the beneficiary can obtain the required medi-

# Labour

- ∞ **Principal 3:** Businesses should uphold the freedom of association and the effective recognition of the right of collective bargaining;
- ∞ **Principal 4:** the elimination of all forms of forced and compulsory labour;
- ∞ **Principal 5:** the effective abolition of child labour; and
- ∞ **Principal 6:** the elimination of discrimination in respect of employment and occupation.

Akkad group is committed to the four principals of labour and is working to ensure workforce is aware of these principals. The labour has an important part of Akkad Group strategy and we are committed to eliminate all forms of forced and compulsory labour.

Because we consider it as a red line, Akkad Group prevents child labour in its companies and factories, these instructions are clearly stated in the internal system of the company and in the Human Resources System.



- Import and export yarns, textile, and clothes.
- Different yarns, textiles, and clothes.
- Toys, tanned and processed leather.
- Different types of furnitures.
- Bed linen and curtains.
- Commercial representation.

# Environment

- ∞ **Principal 7:** Businesses should support a precautionary approach to environmental challenges;
- ∞ **Principal 8:** undertake initiatives to promote greater environmental responsibility; and
- ∞ **Principal 9:** encourage the development and diffusion of environmentally friendly technologies.

All Akkad Group employees and company worksites are responsible for maintaining the integrity of environment programs, obeying all environmental rules, following environmental practices, and informing supervisors of any unsafe act for environment.



It is Akkad group policy to prevent damage and minimize environmental impact as much as possible; Akkad Group will specifically strive to:

Always exercise due diligence in protecting the environment.

Abide by all governing regulations.

Containment spills; water source contamination, destruction of vegetation or any other violation of environmental laws is not permitted.

Workers must immediately report all chemical or hydrocarbon spills to their manager.

Go Green in all the company sites, and **we have planted many trees in our company site in Syria & Iraq.**

Moreover, Akkad Group has executed several campaigns for instructing people to take care of the environment; hundreds of posters were spread in the advertising company network all over Syria.



حتى نراها أجمل  
يجب أن تكون أنظف

بلدنا هي بيتنا الكبير

وزارة الدّولة لشؤون البيئة  
الهيئة الوطنية للتأهيل  
جودة الحياة لشؤون البيئة

إختر أي حياة تريد ... ؟

مع تميمات المؤسسة العامة لحياتنا الضروب  
والدورات المصنوع بالمشق

Kana Nizam





- Organize religious and archeological programs in Syria, Lebanon, and Jordan.
- Organize tourist programs ,business trips ,rest trips and honeymoon.
- Reduced ticket fees for individuals and tourist groups.
- Reception and assist at the airport.
- Hotel reservation for individuals and groups in Syria and around the world.

# Anti-Corruption

- ∞ **Principal 10:** Businesses should work against corruption in all its forms, including extortion and bribery.

We have in Akkad group a clear instruction to avoid and not doing anything related any kind of corruption internally and externally and all the executives are responsible to make sure that everyone in the group is working against corruption in all its forms including extortion and bribery.

# ANWAR AKKAD SONS GROUP

*Thank You...*

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[www.akkadgroup.com](http://www.akkadgroup.com)