



ANWAR AKKAD SONS GROUP



THE GLOBAL COMPACT – COP 2013

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Chairman Message

Welcome to Akkad Group!

Akkad Group continued support for the global compact and renewed commitment to the initiative and its principles 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 2013-2014 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 2013 goals.

Sincerely yours,

Hashem AKKAD



Akkad Group Logos



Introduction

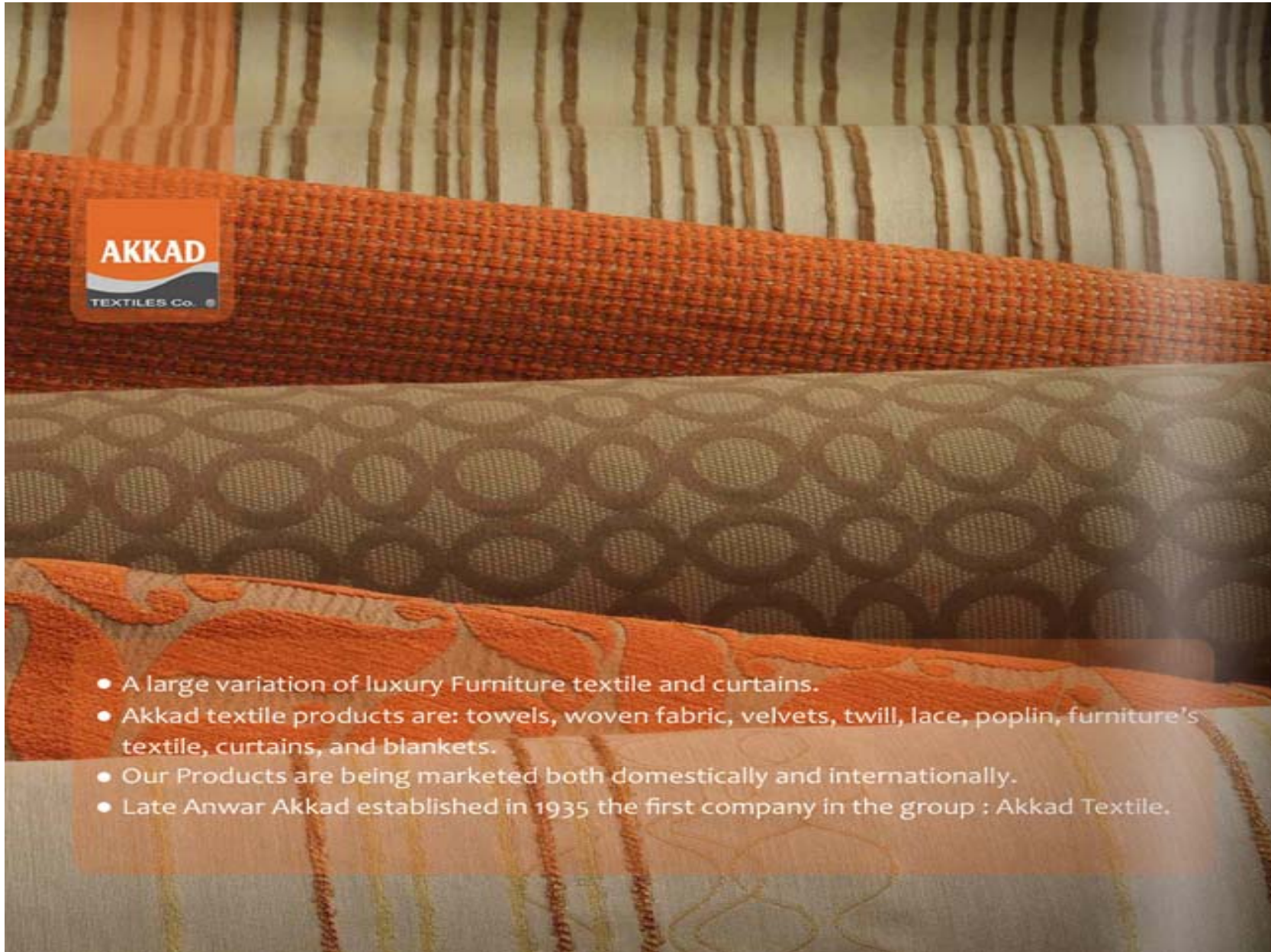
Anwar Akkad Sons Group is a diversified group of companies in the fields of Oil & Gas Industry, Food Industry, Tourism, Insurance, contracting and Exhibitions. The reputation Akkad Group gained through the excellent performance, integrity and competence, and which reflects the closely-knit management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

Anwar Akkad Sons Group Activities

Activities Of AASG

- Industry and trade of yarns, textile, clothes (garments) and linen (underwear).
- Industry and trade of foodstuffs.
- Industry and trade of beverages and natural juices.
- Trade of medical materials and medicines. And supply of equipments for scientific laboratories.
- Trade of Chemicals and petrochemicals .
- Industry and trade of Computers and Internet systems.
- Industry and trade of telecommunication equipments and telephone switchboards.
- Trade of electric and telecommunication cables and related fittings.
- The trade of machinery, industrial equipments and production lines.
- The trade of generation stations, generator sets, transformers and electrical requirements.
- The trade of sanitary products, bathroom sets, ceramic and marble.
- Industry and trade of building materials, pre-fabricated metallic buildings and their requirements.
- Trade of Real Estate , lands and Construction.
- Industry and trade of plastic materials.
- Industry and trade of plastic materials.
- The trade of air-conditioners, refrigeration equipment, refrigerators, freezers and compressors.
- The trade of vehicles of different types and for different purposes.
- Study and execution of Turn-Key projects and rehabilitation projects for buildings, hospitals and hotels.
- Study and execution of water projects:(pumping stations, sewage stations, dams, bridges, etc.)
- Study and execution of personal lifts, cargo lifts of different types and sizes. Study and execution of oil and gas projects.
- Providing oil rigs and related accessories, in addition to oil-field services.
- Study and execution of water reservoirs, oil -tanks and oil derivatives tanks. The execution of road, T.V., radio and written advertisements. The execution of advertising companies projects.
- The execution of all kinds of printing projects.
- Tourism , travel services and rental car.
- Tourism investments (Hotels , Restaurants Investments , etc..).
- The organization of fairs and conferences.
- General agencies and representation of Arab and foreign companies. Participation in tenders inside Syria and abroad.
- Media Equipments , Television & radio transmission stations .
- Constructing Supplying, offering, installing and operating grain mills and silos of different sizes, capacities and kinds.

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.





Coca-Cola



Sprite

- 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.



Your advertising by MUPI boards is directed to all ages and social classes.



- 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!



Köndül
BY THE COMPANY

- 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

A quality policy at Akkad Group is a part of the general policy of the group that express its desire in being a leading group in all its activities and continuous improvement of the styles and methods.

The group is the application of effective quality management system that matches the requirements of international standard ISO 9001 -2008, and legislative and legal requirements to ensure product quality and safety and the observance of the requirements to maintain occupational safety and the environment. And continuous improvement of production elements and methods by applying the processes approach in all activities to ensure the development of performance to meet constantly changing requirements of customers and focus on the appeal to them.

Management in the group is committed a general framework for quality objectives to ensure that:

1. Develop and improve methods through the rational use of available resources.
2. Development of systems to maintain the environment and contribute to projects that purposes to reach a better environment.
3. The permanent development of the material and human resources through training and awareness.
4. Improve the group's position in the market and work to develop sales.
5. Meet current and future needs of the market and meet the changing requirements of clients and agencies contracted with and to focus on their satisfaction.
6. Work on infrastructure development and improving the work environment.
7. Create a spirit of cooperation and creativity among all employees in the group and work as one team.
8. Application of the processes approach in all activities to ensure the development of performance consistently.
9. Fulfill the conditions of occupational safety and working environment, and developed it to include employees of the group, contractors, sub contractors, building, facility and equipment in all work sites of the group's head office, branches and transport mechanisms and employees. And the preservation of the environment and reduce pollution.

The high management in the group is committed to lead the group always for the better and to follow of systemic approach in management and a realistic approach in decision making and participation of workers to achieve the goals of quality. Management is working seriously to establish a mutually beneficial relationship with suppliers and the consolidation of good relations with all interested parties.



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.



Akkad Environment Approach



Environmental Protection Policy

Environmental Protection Policy

Akkad group is committed to following:

Minimize emissions, effluents and wastes which caused from company's different activities to the less standard and improve efficient use of natural resources and energy.

Minimize the impact of its different activities to the less standard on the environment and protect endemic fauna and flora at all sites of operations.

Will operate its facilities and equipments in compliance with applicable National, International and local environmental regulations.

Where Akkad group becomes aware of a hazard representing a risk and not covered by existing laws or regulations, Akkad group will develop its own environmental standards and practices to provide for adequate protection of employees, public health and the environment.

Akkad group will adequately train its employees to ensure awareness, understanding, and implementation of environmental rules, responsibilities and accountabilities.

Akkad group facilities managers(equipments, warehouses, workshops) will ensure that this policy is followed and they are familiar with the environmental issues at their facility.

Akkad Health, Safety, and Environment Approach

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HSE Policy Statement

The image features a large oil rig structure silhouetted against a vibrant sunset sky with orange and yellow hues. In the top left corner, there is a vertical orange banner with the text 'UNITED OIL' in white, bold, uppercase letters, followed by a small orange circle. At the bottom of the image, there is a semi-transparent dark orange box containing a bulleted list of services.

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.

HSE Policy Statement

We are in Akkad group company committed to:

Pursue the goal of no harm to people – prevent pollution and protect the environment.

Assure the integrity of people and facilities.

Support energy conservation.

Promote ownership and leadership HSE at all levels of Akkad group contractors and clients.

Play a leadership role in promoting HSE best practices in community.

Promote a positive culture in which Akkad group employees and contractors share this commitment.

To achieve this commitment Akkad group will:

Comply with all applicable laws and regulations, and relevant international laws and standards.

Implement an effective risk based HSE and integrity management system with clear HSE targets and objectives to achieve continuous improvement.

Manage all foreseeable risks to the health environment and take appropriate measures to eliminate where possible, otherwise minimize HSE risk.

Take necessary measures in the design construction, operation, maintenance, and documenting of our facilities to ensure the prevention of injury, ill health, and pollution.

Openly report measures, monitor, apprise, and learn from HSE performance and take corrective actions when necessary.

Conduct periodic audits and reviews to verify compliance with the principles of this policy and take appropriate corrective actions.

The application of this policy is on behave and direct responsibility of management, employees, and contractors involved in Akkad group activities.

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.



Different types of furnitures.



- 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.

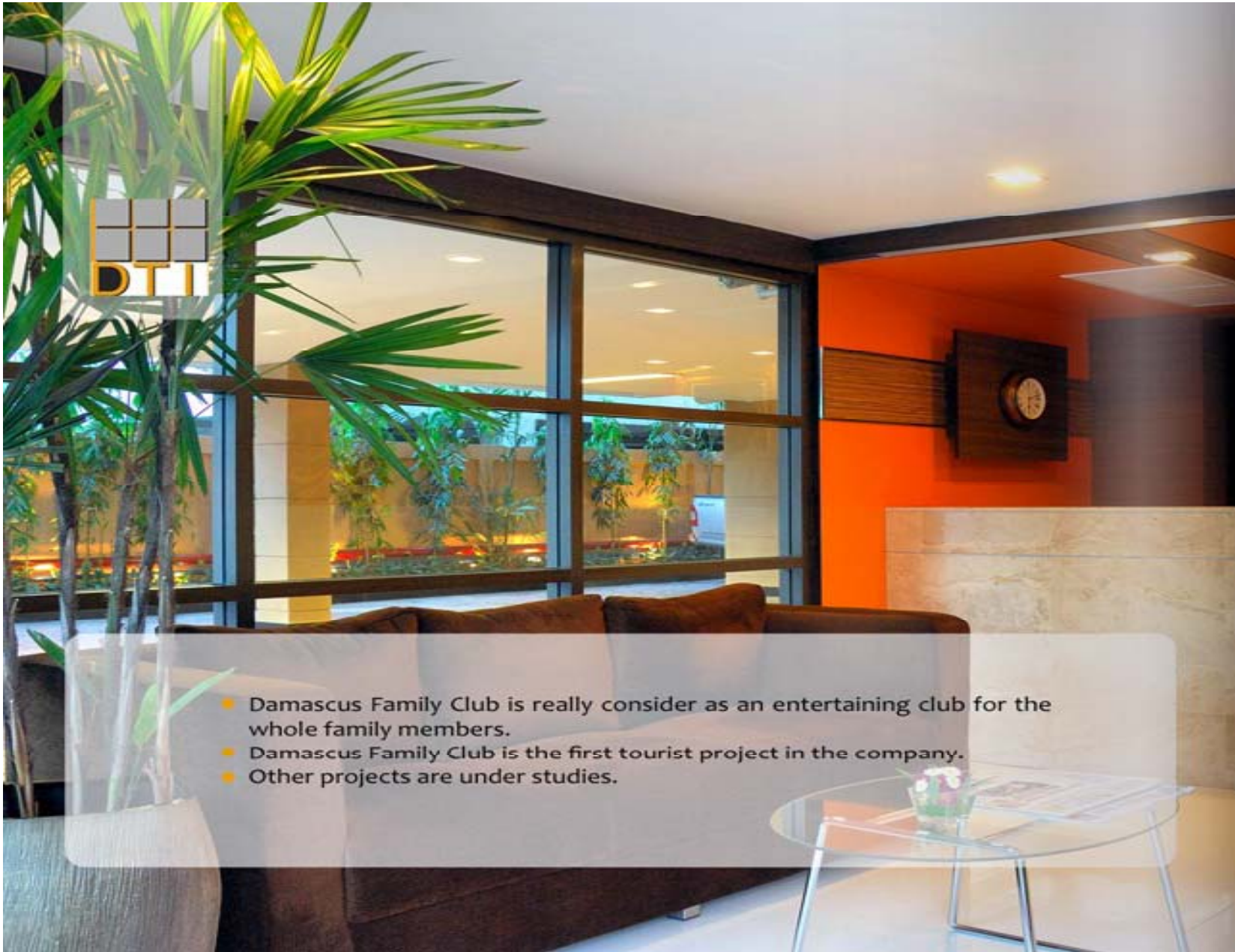
Supporting the Global Compact Principals

Akkad Group is committed to continued 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.

We have implemented an Environmental Protection Policy, HSE Policy, expand and developed our Anti-Corruption Policy.



- 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 continued 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, labsâ€¦.); 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 continued support 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 of all forms of forced and compulsory labour.

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



akad

- 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.

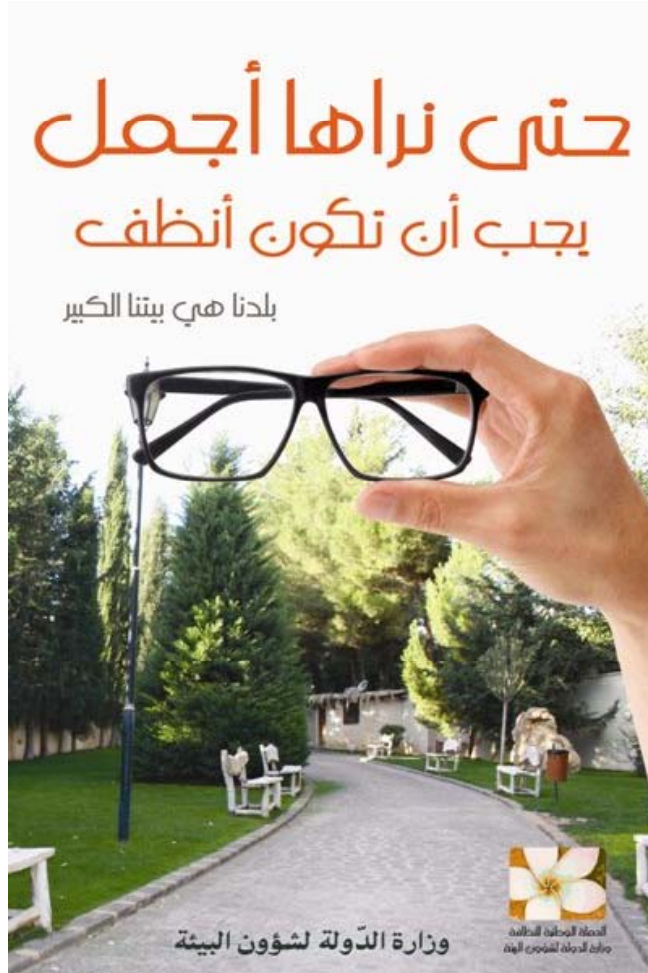


It is Akkad group policy to prevent damage and minimize environmental impact as much as possible; Akkad Group will specifically strive to:
Always exercise due diligence in protecting the environment.
Abide by all governing regulations.
Containment spills; water source contamination, destruction of vegetation 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.**







- 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.

Akkad Anti- Corruption Approach



Akkad group's Anti-Corruption Policy

The Policy:

Corruption is the abuse of entrusted power for private and usually commercial gain. Akkad group takes a zero-tolerance approach to corruption and is committed to carrying out business fairly, honestly and openly, and without improper influence. United Oil Inc. does not, either directly or indirectly, through intermediaries or other third parties, solicit, receive, offer, promise or provide any financial or other advantage of material value or otherwise exercise improper influence in its dealings with other businesses, or with government or public officials with the intention of obtaining any improper advantage in the conduct of its business. All Relevant Persons are required to comply with this policy and are responsible for ensuring that Akkad group business is undertaken with the utmost integrity with regard to the following matters:

2 Bribery:

Bribery is unlawful in all jurisdictions in which Akkad group operates . Akkad group prohibits all forms of bribery. Bribery is the direct or indirect offering, promising, giving, accepting or soliciting of a financial or other advantage that results in an activity being performed improperly (for example in breach of trust, in bad faith or in a biased manner).The advantage may have been offered or received, or the improper performance undertaken, directly or indirectly (for example, via a customer, agent, intermediary or supplier). The improper activity may be connected with . Akkad group 's business (including the activity of employees or third parties working on behalf of . Akkad group) or with the functions of government or other public bodies.

3 Facilitation payments:

Akkad group prohibits facilitation payments. A facilitation payment is payment of a bribe to a government or public official to secure or expedite the performance of a routine action to which the payer is entitled. United Oil Inc. recognizes that there may be circumstances in which an official immediately threatens or compromises the personal safety and security of an individual concerned (or another) in order to procure the payment. In such situations, any payment must be reported in accordance with the relevant procedures.

4 Gifts, entertainment (hospitality) and expenses:

Akkad group recognizes that fostering good relationships with business partners is important to its continued success. The provision and receipt of modest gifts and entertainment, and the incurring of modest expenses, are acceptable in principle provided that they are reasonable and made transparently. However, the provision or receipt of any gift or entertainment, or the incurring of any expenses, is not permitted where it is offered or received in exchange for a business or other improper benefit, creates (or may create) any sense of “obligation”, influences (or could influence, in any way) business judgment or creates (or may create) a conflict between a Relevant Person’s personal interests and those of Akkad group or is otherwise illegal. Any activity that could be perceived as having any of the above effects is also prohibited. Akkad group’s business decisions and those of its partners must be made (and be seen to be made) objectively and without influence by gifts or favors. Relevant Persons may only offer or accept corporate or personal gifts of a modest value. In all circumstances, gifts, entertainment and other expenditure must be subject to an appropriate disclosure process and gifts, entertainment and expenditure above a specified value must be subject to an appropriate (prior) approval process. It is anticipated that values will vary according to the jurisdiction concerned.

5 Third parties:

Akkad group is aware that its reputation may be damaged by the conduct of third parties acting on its behalf or by others with which it does business. In certain circumstances, their actions can have legal implications for United Oil Inc. As such, it is not acceptable for a third party acting on United Oil Inc.’ behalf to act in a way which would breach this policy were the act in question undertaken Akkad group directly. Akkad group is therefore committed to:

- A. Taking reasonable steps to ensure that its business partners are made aware of, understand and adhere to this policy (and, where relevant, its associated procedures).
- B. Verifying the integrity and reputation of its business partners through appropriate and reasonable due diligence in light of perceived levels of risk.
- C. (where appropriate and possible) putting in place appropriate and reasonable controls to monitor the use of Akkad group’s money by third parties acting on Akkad group’s behalf.

6 Interaction with government officials and lobbying:

Akkad group does not, directly or indirectly through intermediaries or other third parties, offer, promise or provides any financial or other advantage or otherwise seeks to exercise improper influence in its relations with government or public officials in order to obtain any improper advantage.

7 Charitable contributions and sponsorships:

Akkad group makes charitable contributions and offers sponsorships for the purposes of socio-economic development or linked to cultural or sporting activities and not for improper business purposes. Charitable donations and sponsorships must not be perceived as being given for improper purposes. When a charitable contribution or sponsorship is proposed, it must be transparent, documented, made in accordance with applicable law and assessed for compliance with this policy and any related procedures.

8 Political donations:

Akkad group does not participate directly or indirectly in party politics and does not make payments to political parties, politicians or related organizations.

9 Use of company assets:

Relevant Persons have a responsibility to protect . Akkad group assets from theft, loss, abuse, unauthorized use or disposal. They must use company assets only for purposes related to conducting their . Akkad group's responsibilities and may use company assets for other (including personal) uses only when properly authorized.

10 Conflict of interest:

Relevant Persons must avoid conflicts of interest and are expected to perform their duties conscientiously, honestly and in accordance with the best interests of . Akkad group Relevant Persons must not abuse their position, misuse confidential knowledge for personal or third party gain, or have any direct involvement in any business interest which diverts their attention from, or is in conflict with, . Akkad group's commercial interests, or which in anyway compromises their independence and impartiality.

11 Mergers, acquisitions and joint ventures:

Akkad group is committed to undertaking appropriate and reasonable due diligence on the reputation and integrity of any business in which it invests.

ANWAR AKKAD SONS GROUP

Thank You...

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www.akkadgroup.com