

**make  
it grow**



**edition**



# iControl Lite

## MAKING IRRIGATION EASY FOR YOU



[www.western-irrigation.com](http://www.western-irrigation.com)



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### make it grow

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# A WORD FROM THE CEO



JOSÉ FERNANDO TOMÁS



It is a great pleasure to share with you the tenth edition of our magazine MAKE IT GROW... and this edition is unlike any other... for many it represents the perfection which is the ultimate objective in everything we do... and it demonstrates the challenging path that we must travel to assure that our clients consistently recognize the excellence in our work. It is a task that is always done by a team that includes everyone from the Alkhorayef Group, from sales, marketing, maintenance, engineering, operators, finance, administration... the highly professional work that our Irrigation Division wants to achieve for our clients, for you.

In this edition we want to share with you the naming of Dr. Khaled Shalabi as leader of AISCO Africa and President of our affiliate TOM (Trans Orient Machinery) based in Cairo, Egypt. As you all know, Africa is the continent with the most potential for agricultural development in the world, with more than 400 million hectares of arable land in a tropical climate, with abundant water resources, both on the surface and underground, and with an elevated population that lives in poverty... It is necessary for all of us to assist Africa, the The Kingdom of Saudi Arabia and the Alkhorayef Group are dedicated to our small role in promoting that farming, a fundamental part of the primary sector in every economy, develops through the deployment of the latest available technology in projects that guarantee the transfer of this technology to the local population. Isn't it an invaluable objective that AISCO Africa and the TOM team have in front of them? We wish Dr. Khaled and his team all the luck in the world!

In the same sense, we must highlight the success of the Saudi-Iraq Business Forum that took place in Bagdad last December, headed by His Excellency the Minister of Business and Minister of Information, Dr. Majid Al-Qasabi, and in which Sheikh Mohammed Alkhorayef, CEO of the Alkhorayef Group, participated as the head of the Saudi Business Council. This

exemplary collaboration between neighboring countries is crucial for the development of the Arabe regional economy, given that economic growth is essential to secure social stability. We are sure that we will soon see the fruits of these important agreements signed between both countries.

Lastly, I want to point out the article about our linear irrigation systems, those supplied by hoses as well as those by ditch. These systems do not enjoy the same popularity as central pivots, but they are a fantastic solution for certain parcels of land. They require experience in their usage, but with the support of our technical team and distributors, our

***We are delivering the 10th edition, but for us it is only the beginning, we have many years of hard work on the horizon.***

farmers have been able to take advantage of a highly efficient and uniform watering method. Don't miss the article, and if you are seeking additional information, get in touch with us and we will gladly facilitate it.

As you can see after reading this brief introduction, our dreams are still distant... We are delivering the 10th edition, but for us it is only the beginning, we have many years of hard work on the horizon. Meanwhile, you can be sure that AISCO will keep offering our best counsel through our Department of Project Engineering, supporting the work of our Project Directors, obtaining the best farm and irrigation equipment, guaranteeing professional installation and maintenance of your machines, directly or through our distributors, companies and partners. Without any doubt, these are the long lasting and effective solutions that our clients deserve.





# AIS<sup>co</sup> ÁFRICA



## WORKING FOR THE SUCCESS.

It is my pleasure to write to all our customers and business partners in Egypt and the rest of Africa to tell them more about Trans Orient for Marketing (TOM), the legal entity of Alkhorayef Group in Egypt. I want to share our history, values, and role in providing solutions -and not only equipment- with customer satisfaction always being our main priority.

**DR. KHALED SHALABI**

### ***About TOM***

Trans Orient for Marketing was founded in Egypt in 2001 as an Egyptian company with its principal partnership with the Alkhorayef Group of Companies to serve as the hub that can provide fully integrated solutions for agriculture projects in Egypt and Africa.

TOM headquarters and warehouses are located in Sixth of October City, along with service centers inside of Egypt and a network of dealerships in Africa, in order to provide excellent engineering and technical support, a wide range of products and after sales services to customers and business partners.







### TOM Values

TOM is promoting the same values as the Alkhorayef Group of Companies with the goal to take the leading role in providing innovative life solutions through its four main values: Trust, Commitment, Excellence, and Inclusion.

### Why do customers choose TOM?

In addition to its values, TOM serves the Egyptian and African agricultural projects with leading manufacturers and international brands. TOM provides irrigation systems from Alkhorayef Industries Company in Saudi Arabia, including center pivots branded as Western or Pierce, vertical turbine pumps branded as Western Pump, generators using Volvo or John Deere engines, or

**Our market share is set to expand as demand increases for quality products with reliable after sales service.**

branded as Gulf Power. TOM is also the dealer of John Deere agricultural equipment, Holmer harvesters, Maschio Gaspardo and other respected implements suppliers.

Our market share is set to expand as demand increases for quality products with reliable after sales service. Through TOM Egypt we are able to provide our

clients with complete solutions for projects with agricultural and irrigation requirements. Through Alkhorayef Group of Companies, TOM has a very strong financial position with more than 50 years of being the major farm equipment manufacturer and supplier in the Middle East and Africa. Given its strong position, TOM has the support of key Saudi financial institutions such as the Saudi Fund of Development and the Saudi Export Program which have reserves of \$9 billion to promote the exports of Saudi goods.

**TOM has the support of key Saudi financial institutions which have reserves of \$9 billion to promote the exports of Saudi goods.**

With this financial backing, our relationship-building approach with cutting-edge technical knowledge, our qualified team of engineers, a wide range of quality products, respected brands, and an extensive network of service centers and dealerships, TOM is qualified to deliver the fully integrated solutions and after sales service to all farmers and business partners in Egypt and Africa.



### Canal Sugar Project

In addition to the governmental projects, local and foreign investors have established their agricultural projects. Canal Sugar Project is an example of a mega scale project recently established in Egypt. The roughly \$1 billion project is majority-owned by Emirati businessman Jamal al-Ghurair, managing director of Al Khaleej Sugar, and other investors in the United Arab Emirates, while the remaining 30% is owned by Egypt's Al Ahly Capital Holding.

**Canal Sugar Project is an example of a mega scale project recently established in Egypt.**

The project is to develop 181,000 feddans (77,000 hectares) of desert land in West Menia (as part of the Egyptian President's 1.5 million feddans mega project). The land will produce 2.5 million tons of sugar beets annually, in addition to other strategic crops, such as wheat and corn. The company will contribute to the closing of 75% of the Egyptian sugar gap (1.2 million MT in 2018), replacing imports worth \$900 million and exporting by-products worth \$120 million annually. The company's state of art sugar beet plant is designed to produce 900,000 tons per year and will provide 50,000 direct and indirect jobs in Upper Egypt.

On April 28, 2019 Canal Sugar signed its three contracts with Alkhorayef and Trans Orient for Marketing. The first contract with the Alkhorayef Group, a Saudi Conglomerate, will supply 1,000 fully automated center pivot irrigation systems, while the last two contracts with TOM will provide precision operation and maintenance of center pivot irrigation systems and all farming equipment.

Our success story began by setting up a new team fully dedicated to Canal Sugar Project and located at the project to install the center pivot, do complete commissioning, provide maintenance for running pivots, and support farming operations including land preparation, seeding, spraying, inter-row cultivation and harvesting, for all planted crops.

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





# IT IS MAKE IT GROW'S TENTH EDITION!

“It is a pleasure to present MAKE IT GROW, the new magazine from AISCO. The purpose of this project is to get better acquainted with the farmers around the world, with the intention of keeping them informed about what is happening in the industry and in our company,” that is how CEO José Fernando Tomás explained the initiative in 2016. Five years later, it is remarkable how time flies! And since its first glimmer of life, what has MAKE IT GROW meant? For all of those that have participated in this magazine, it shouldn't simply be considered a corporate resource or piece of publicity. It is much more than that. It is an archive of our company's history, the team of people that compose it and the sector to which it belongs. It is our recent history, the history of the irrigation division in the Alkhorayef Group.

In its pages are described success stories like those told by our fellow workers from AMACO in the Ukraine, the great experience of Planasa installing and using iControlRemote or the investigation about the optimization of resources used

in irrigation by the Water Application department. Pages filled with first-hand knowledge by experts in all types of crops, concerning technologies used in remote administration of irrigation, and by scholars in agronomy and water management.

Each issue reflects the reality of the agriculture sector in that moment and in diverse places like the Ukraine, Egypt, the



United States, South Africa, Mexico, Saudi Arabia or Spain. These cases highlight different achievements, products developed, the latest innovations, the evolution of Western & Pierce during these five years, and the consolidation of our teams in all the regions where AISCO is present.

All of this can be found reading these articles, but there is more beyond the words, what we can't see or read, the intangibles that sometimes need to be pointed out: the commitment made by the team in each issue, the effort to meet deadlines, the generosity of the

participants and most importantly the attention and care to deliver an issue of Make it Grow even better than the last.

I hope these words serve as a sincere message of gratitude to all of you that have altruistically shared your time and knowledge through these articles that you have created. Thank you to all the providers that have participated by telling their experiences, to the teams in all the regions for their collaboration, to the creators that have gone above and beyond in each issue, and to the editors that have made possible that all this knowledge has reached so many corners of the world. Above all, thank you to our clientes for everyday demonstrating to us the importance and pride of belonging to this sector.

**Elva Pérez Aragón.**  
**AIS Global Marketing Manager**

# THANKS TO ALL THAT HAVE CONTRIBUTED TO OUR “MAKE IT GROW”

Abdullah Q. Alkaff, Ahmed Roshdy, Alberto Hernandez, Alberto Santos, Amaco, Ashraf Geweily, Bahir Alani, Brazafric Entrerprices, Brian Reid, Electrobegón, Emiliano Muñoz, ESTRÉS, Everbergh Irrigation, Felipe Rey, Francisco Guerrero, Frederik Nel, GulfPower, Héctor Muñoz, Hidroconta, HIVE Studio, Igor Lozovoy, ImperRegas, ITC, Iyad Hisham Tafesh, Jose Fernando Tomás, Khaled Shalabi, Komet Irrigation, Larry Beam, Magdy Elsemery, Mohammed Aloraini, Mohamed Awad, Nars A. Nars, Nelson Irrigation, Omri Trading, Oriol Torrano, Planasa, Proxima Systems, Regis Simier, Rodrigo Piera, Senninger Irrigation, Sheikh Mohammed Alkhorayef, Tecnosol, TEJWheels, TKZ Center Pivot Inc., UMC, Via Engineering Tools.

# COMMITTED TO QUALITY. COMMITTED TO YOU.



Alkhorayef Industries has more than 50 years experience in building, installing and maintaining the most dependable irrigation systems around the world thanks to its strict quality control process. The Quality Control Department uses clear and precise guidelines during the entire manufacturing process to assure customers receive the most competitive goods and services in the market. This superior level of quality control requires the collaboration of a variety of workers and technicians from many different areas in the company. Through their regular communication and consistent cooperation, starting with the revision of inputs and ending with the inspection of products in the field, our workers are able to deliver the most reliable irrigation solutions.

Alkhorayef Industries' quality control process for its products constitutes part of the wider Quality, Health, Safety and Environmental Management general policy. In addition to guaranteeing the highest quality products, the general policy and its protocols secure the safety and health of workers and customers while protecting the natural resources on which farmers depend. The

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strength of the policy is a result of the companies' ability to effectively communicate its rules and procedures to all the staff so that workers on all levels fully understand their role in delivering quality products that are made in a safe and healthy workplace.



# QUALITY CONTROL PROCESS

Like the Alkhorayef Industries' QHSE general policy, the company has a clear Quality Control Process whose guidelines define the appropriate methods for inspection and testing to "insure delivering the high quality products to customers through setting control measures to reduce the likelihood of nonconformities." The process of inspection and testing is comprehensive which includes "incoming materials, in process and finished products, along with the monitoring of the operational parameters." And like the companies' QHSE general policy, the Quality Control Process depends on the seamless collaboration of its workers, starting with the managers, engineers and inspectors responsible for quality control, but it also includes operators, leadmen and supervisors who monitor their own work and regularly inform engineers and inspectors.

Proper quality control is a dynamic and complex process that calls on the managers, engineers and inspectors to constantly review and update the norms that guarantee a product meets a cascade of requirements. The requirements include a variety of criteria starting with market regulations and industry specifications and standards. The

process must also comply with technical requirements for the design and functionality of each product. Finally, and not least, quality controllers need to consider customer requirements in order to achieve longevity and dependability in the field.



# INCOMING AND IN-PROCESS INSPECTION

Quality control begins with all incoming material, which is inspected and tested by QC inspector. The inspector is authorized to reject any material that fails to meet the established standards and to communicate that decision with engineers and the purchasing department. When necessary, the Engineering Manager reserves the right to amend decisions made in the initial inspection, giving technical justification for the amendment. Only in urgent production circumstances or certain products that cannot be tested upon arrival (e.g. steel coils), can the initial inspection be delayed. These products are duly noted so that proper inspection is carried out later in the manufacturing process.

Quality control continues through a series of in-process inspections. Process operators are responsible for communicating with Quality Control upon the starting of a machine. These operators and their supervisors must check their own work against work orders and document the status of all in-process inspection. In addition, QC inspectors and engineers on a daily basis randomly check the work carried out by operators. This continuous assessment of products ends with inspectors and engineers providing a final inspection. These redundancies assure that all the products in the manufacturing process

are thoroughly and closely watched and tested from beginning to end.

The rigorous process of quality control is what allows Alkhorayef Industries to proudly stand behind its products known for their durability and dependability. The company will continue to diligently test and inspect its products so that customers around the world can trust

***All the products in the manufacturing process are thoroughly and closely watched and tested from beginning to end.***

they are getting the best machines on the market. This is the commitment to customers that has made Alkhorayef Industries a leader in the field for the last 50 years, and that will continue to make it the most trustworthy irrigation provider in the future.



<http://www.alkhorayef.com>





# Linear Systems

SQUARING THE CIRCLE.  
(SECOND PART)





# WHAT DISTINGUISHES SOME LINEAR SYSTEMS FROM OTHERS?

Western has a wide range of linear systems that covers all the possible terrains and water accessibility circumstances. The development and evolution of these systems is related to the size of the area in which they were originally used. The LS200 and LS400 models evolved as adaptations of the CP600 from the existing European models that were utilized in smaller sized fields. However, the LS4x4 models were developed in the United States, designed to be used in larger fields for which they have been equipped with more traction capacity.

## LS200



### LS200

The LS200 system consists of a two-wheel cart designed to tow polyethylene hose of a maximum diameter of 125 millimeters with as much as 140 meters in length, which makes it the perfect system to be used in rectangular fields. The articulating elbow of six inches in diameter accommodates the hookup for the hose to the cart.

## LS400



### LS400

The LS400 is the same line as the LS200 system with the difference being the LS400 possesses a four-wheel cart that provides a traction system with greater towing capacity and is compatible with hoses of a maximum diameter of 160 millimeter with as much as 150 meters in length. Like the LS200, the LS400 has an articulating elbow of six inches in diameter, although its use limits the system's traction while it is acting with leverage in the lateral part of the cart.

## LS4x4



### LS4x4 HoseDrag

The principal difference of the LS4x4 HoseDrag with respect to the LS400 is where water enters the system, located in the ends of the 12-inch horizontal axle. The hose connection is centered between the wheels that allow traction without leverage, distributing the work symmetrically in both sets of wheels. The cart can be positioned at the end of the machine or in the middle to form two joined sections on each side of the cart. It is a linear system appropriate for use with greater water volume that can handle flexible hose of 200 millimeters in diameter up to 100 meters in length or 140 meters if the hose material is polyethylene. In the case of choosing smaller hose diameters, the lengths will be increased proportionally to the weight of the hoses.

## LS4x4 BIGFOOT



### LS4x4 BigFoot

This system is characterized by its capacity to turn up to 180 degrees from its footing, doubling the surface of irrigation in each direction of the system's movement. The cart must be positioned at the end of the machine and a hose must be used for accessing the water supply.

## LS4x4 DITCHFEED



### LS4x4 DitchFeed

The DitchFeed systems capture water from a canal through a suction system. The cart can be situated at the end of the system or in the center, depending on the location of the canal and the surface to be irrigated.

In this case it is important for the path followed by the cart to have limited variation with respect to the water level in the canal. This way we avoid problems in the suction system like pump cavitation in the case of low water levels or the accumulation of air in the suction tube in the opposite case.

The fuel tanks in the cart have a greater capacity than other systems (1,700 to 2,000 liters) given the increased energy necessary to pump the water.

With respect to the suction systems, the available options include:

- Simple filter
- Self-cleaning filter
- Electric winch
- Electric priming pump





# RECOMMENDED MAINTENANCE IN A LINEAR SYSTEM.

Easy and frequent maintenance improves the system's operation and avoids the inconveniences mentioned previously.

- The furrow that the guidance system travels along should be clean and straight so that the wheels can move freely without encountering obstacles.
- Overwatering of the terrain must be avoided, specifically the runoff, so that deep wheel tracks are not formed in the ground. Short and frequent watering is recommended with sprinklers that have larger watering diameters.
- In the case of the DitchFeed cart, the motor pumps require professional maintenance: oil changes, sensor testing and other security functions.

It is important to count on a team of qualified professionals with experience in the operation of these systems to minimize any unnecessary risk.

It is also critical to adjust properly the guidance before putting the system to work to avoid future readjustments once the wheel tracks have already been established.







# “THE UNSUNG PLAYER BEHIND WESTERN’S DIGITAL PRESENCE”

## Era of Digital Transformation:

In the era where are living, so much of our lives are experienced through the digital and the same goes for businesses. That’s why it’s become predominant for businesses to traansform and to establish a digital presence.

This omnipresence of digital transformation has given rise to a plethora of differently suited digital and advertising agenciesessentiallylendingtheirexpertise to different businesses, working on their projects.

If you are running or owning a business, you know that every business hits a point in time where it’s not efficient and effective anymore to do everything yourself. That’s when it’s essential to find some other sort of staffing solution to help round out the team.

## Who Is Behind the Digital “Western” For the Past Three Years?

Western Corporation is a multinational B2B business that has a goal of offering innovative new products and high-quality services that stand out in the market and benefit its dear clients. Hence, it’s important to have a marketing strategy that is designed to grow the business and generate tangible results. And here comes our role in Hive Studio Creative Agency.

Over the past three years, and still going, Western Irrigation has been outsourcing all related digital marketing activities to us in Hive Studio Creative Agency and it’s been an amazingly successful journey.

How are we? We are a group of bees, who are located in Egypt, craving creativity, serving both the private and the public

sector in various industries worldwide. Hive Studio is known for delivering excellence with full media services and integrated marketing solutions including Digital Marketing, 2D Animation,3D Animation, and Media Production. You can check our latest work from here: <https://hivestudio.net/>

Hive Studio is mainly recognized for its perceptive and emotive storytelling with a strong emphasis on the brand personality and vision. We always seek to be the perfect companion for all of our partners when it comes to creating innovative concepts and creative communication messages with every project that comes through their door.

Moreover, our work in Hive Studio has been celebrated at several festivals worldwide, earning many awards and recognitions that make us so proud and enthusiastic for being such a trusted and

professional companion in success for all our precious partners.

## Fruits of a Long-Term Partnership:

We – in Hive Studio - are doing a great job of taking Western’s business concept and turning it into many effective campaigns. Using our ability to find highly creative solutions that are second to none. Since we develop strategic thinking and obvious marketing solutions to help Western reach out to a wider audience and utilize various market opportunities that had not been identified within the business.

## How to Excel A More Effective Marketing for Your Business?

Whether you’re a large enterprise, a startup, or a small business, having an established and effective marketing process is fundamental to your growth and success. Moreover, having an expert and skilled associate for your different marketing activities is pivotal.

Of course, there are many elements to marketing – from SEO to lead generation to social media and content creation – which can be difficult to

juggle, particularly if your team is small. That’s why we endorse outsourcing your marketing process and activities to external agencies that have much on-ground and interdisciplinary experience across different marketing channels.

Thanks, Western Corporation for joining us in a flourishing journey and for being such an understanding business partner of ours. Looking forward to having greater collaborations with you in the future. The best is yet to come.

[www.hivestudio.net](http://www.hivestudio.net)





# EVENTS

## PARTICIPATION OF THE COUNCIL FOR SAUDI CHAMBERS

A Saudi delegation of 65 people, with representatives from 22 companies and 10 government agencies, was warmly welcomed in Baghdad by a group of distinguished public and private officials under the supervision of Iraqi Prime Minister Mustafa Al-Kazemi. CEO Mohammed Alkhorayef chaired the cohort of Saudi businesses that formed part of the delegation led by Minister Majid Al-Qasabi, which has been charged with expanding and strengthening Saudi and Iraqi relations.

Chairman Alkhorayef highlighted the need to deepen trade relations between the neighbors while capitalizing on the respective competitive advantages of each country. Iraq's fertile land and water resources make it an important player in the agricultural economy and a

key contributor to food production in the Arab region. At the same time, the Saudi experience and capacity in the energy, construction and healthcare sectors make it a valuable partner. The ongoing collaboration across various industries is essential for driving economic growth and prosperity in both countries.

With the benefits of this partnership in mind, the countries have proposed the creation of a trading area in the port of Jadidat Arar as well as an initiative to register 100 different Saudi companies in Iraq. The parties also discussed the need to streamline commercial transactions between the countries through improved coordination in the banking and transportation sectors.

Both sides agreed to the importance of



affordable Saudi finance being made available in Iraq to achieve these goals. Along with these proposals, the initiatives of the Saudi Business Council also include \$10 billion in investments. The talks between the countries have already led to agreements to allocate \$25 million to build wheat silos in Diwaniyah and \$15 million for the Saqlawiya Hospital in Anbar Governorate.

"Iraq is not only a partner, we are bound by religion, blood, language and neighborhood," said Minister Majid Al-Qasabi. Chairman Alkhorayef echoed the minister's comments, adding that the joint investments, whether in water, energy or food production, are designed to benefit the Iraqi people and improve the citizens' quality of life in this brotherly nation.







# HOSSAM ALY. SUPPLY CHAIN DIRECTOR AT TOM-EGYPT.

We are delighted to have a new member on the team! He is Hossam Aly and has joined the TOM-Egypt team as the Supply Chain Director. Don't miss this interview in which you will have the opportunity to get to know the new recruit. Welcome Hossam, we wish you lots of success with us.

## Could you tell us a little more about your background and experience?

This is Hossam Aly, supply chain professional with almost 20 years of experience in the areas of procurement, category management, contracting, sourcing, logistics, planning and project management. I have led teams on a regional level, setting consistent procurement strategies on regional levels and using my skills as a communicator, team builder and leader.

I have gained extensive SRM and compliance knowledge leading implementations for the MEA region, extensive African and

MEA market knowledge for projects and all indirect material and service categories (Facility Service, Professional Service, Travel & Fleet, IT & Telecom). I have been travelling all over the globe, working and living in different countries including Egypt, Qatar, UAE, Nigeria, Ghana, Slovenia, France, Germany, China, Sweden, Spain and others!

I have procurement experience in different industries (Service, Textiles, Cables, Telecom, Agricultural Equipment and Smart Solutions) for projects and end users' needs, MEA and GCC market knowledge, regional and global exposure, lean six sigma background, project delivery, having CM, procurement, compliance best practices serving European major vendors, system-tools advanced user, successful different transformation/Shared Service programs, ERP several implementations, proven management capabilities, besides locally working on ground in most of MEA major hubs, for the last seven years I was based in Dubai looking after Alcatel Lucent Procurement activities in MEA.

## What is your role within the structure of TOM?

I currently hold the position of Supply Chain Director for TOM, leading the SC different functions, including Planning, Procurement, Logistics and Warehousing.

## Which are your prospects in the company?

I find great potential with promising plans and a structured approach.



## Why did you choose to join the company?

In fact, having a new challenge in a promising industry and well positioned company is usually my target in my moves and I could find all of this when I decided to join TOM.

## Which are the challengers that you faced?

The main challenge is the transformation currently taking place with new top management and having the previously delivered supply chain activities running under different departments, all added up together under my supervision.

## How's your experience working with TOM going so far?

Despite the normal resistance to any change, the field is very much green.

## Tell us something about your family, hobbies...

Besides having a small, nice family with a loving wife and two little kids, I was lucky enough to fly a jet!!!!!! And I love adrenaline activities including motorbiking, hiking, zip lining, skydiving and surely travelling. I am very much into sports as well, practicing most of the martial arts range.



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Available next fall.

# make it grow

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