

## PRESS RELEASE

### **Abdul Latif Jameel launches new lean management company to help public and private sectors eliminate waste using kaizen principles**

- *New joint venture to support public and private sectors to achieve enhanced efficiency and optimized performance*
- *Principles of the kaizen philosophy were pioneered by Japanese corporations and designed to boost efficiency and performance, eliminate waste, and maximize utilization of resources*

#### **Jeddah, Saudi Arabia – 13 December, 2017**

Abdul Latif Jameel and Four Principles have announced the launch of a new joint venture which aims to support both the public and private sectors in the region achieving improved efficiency and unlocking performance.

Modeled on a lean management process re-engineering approach, the new company will offer advisory, training and implementation services to organizations based on the 'kaizen' philosophy, an industrial mindset pioneered by Japanese corporations designed to boost efficiency and performance, eliminate waste, and maximize utilization of resources.

The new company will focus on the public sector implementation of transformation initiatives as well as on a spectrum of private sector organizations in the field of financial services, heavy industries, construction, retail, healthcare, aviation, automotive, energy, oil and gas, FMCG, F&B and education. This includes advising on making improvements to areas such as research and development, manufacturing, procurement, supply chain and logistics, production facility layout, sales & after sales, supplier integration and digitization.

Mohammed Abdul Latif Jameel, Chairman and CEO of Abdul Latif Jameel, said: "As governments across the Middle East deliver on their economic diversification plans, including Saudi Arabia's ambitious Vision 2030, while private sector organizations are also looking to boost efficiency, the new company will contribute to improving overall performance and driving sustainability.

"The partnership between Abdul Latif Jameel and Four Principles is an opportunity to assist organizations in enhancing performance, strengthening efficiency, reinforcing their value proposition and providing better products and services to their customers and clients."

Co-Founder & Managing Partner of Four Principles, Seif Shieshakly, said: "There is now a significant opportunity to help deliver sustainable change to the governments and private sector players of the Middle East. With a focus on increasing productivity and unlocking value, Four Principles is well positioned to support national agendas through this joint venture with Abdul Latif Jameel.

"Having first-hand experience in Saudi Arabia, Four Principles knows it is necessary to take a tailored approach for each client. That's why we begin each engagement by reviewing client operations on-ground – or in the gemba in Japanese - followed by designing bespoke lean management solutions tailored to their needs, and implementing them together until efficiency and performance are sustainably improved."

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The joint venture will build on Four Principles' existing client base, while drawing on Abdul Latif Jameel's regional presence and expertise, resources, and its unique access to the Japanese origins of the Kaizen philosophy.

This announcement comes as part of Abdul Latif Jameel's commitment made in 2016 to establish a Kaizen company and training academy for the Saudi public and private sectors.

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### **About Abdul Latif Jameel**

Abdul Latif Jameel refers broadly to distinct separate and independent legal entities whose interests encompass automotive distribution, auto parts manufacturing, financial services, renewable energy, environmental services, land and real estate development, logistics, electronics retailing and media services. Abdul Latif Jameel positions itself as a preferred business partner primarily for inward investment into the Middle East, North Africa and Turkey (MENAT) region. For more information, please visit: [www.alj.com](http://www.alj.com)

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