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### **Abdul Latif Jameel and Four Principles launch new program to support Saudi Arabian nationals learn Japanese business philosophy**

- *Saudi Arabian nationals to learn the Kaizen philosophy pioneered by Japanese corporations that boosts efficiency and performance, eliminates waste, and maximizes resources*
- *Announcement part of Abdul Latif Jameel's 2016 commitment to establish a Kaizen company and academy*

#### **Jeddah, Saudi Arabia – March 27, 2018**

Abdul Latif Jameel and Four Principles have launched a new scheme that will help Saudi Arabian nationals learn the Japanese 'Kaizen' philosophy, an industrial mindset designed to help companies boost efficiency and performance, eliminate waste, and maximize resources.

Following the joint venture between the two companies announced at the end of last year, selected Saudi Arabian nationals – both female and male - will have the chance to enhance their professional development by taking part in the inter-company program focused on lean management, Four Principles tailored approach to helping boost companies performance and cut waste.

The two-year program means participants will receive on-the-job experience in a consulting environment across multiple sectors, be exposed to an international business management, and help prepare them for future leaderships roles.

Fady Mohammed Abdul Latif Jameel, Deputy President & Vice Chairman, Abdul Latif Jameel International, said: "As Saudi Vision 2030 makes clear, our real wealth lies in the ambition of our people and the potential of our younger generation. They are the architects of our future. That is why Abdul Latif Jameel is investing in Saudi Arabian nationals and giving them this opportunity to learn in an international environment.

"We are giving in Saudi Arabian talent the opportunity to shine in a number of ways, including a management development program, Toyota-MIT scholarships, and now by learning the Kaizen philosophy."

Co-Founder & Managing Partner of Four Principles, Seif Shieshakly, said: "Four Principles is built on adding value to client operations on-ground – or in the gemba in Japanese – and designing bespoke Lean management solutions tailored to their needs. To achieve this, we need the right people with the passion and drive that can help our clients achieve improved efficiency and performance. That is why it is right we give young Saudi Arabian nationals - through this scheme - the opportunity to grow and learn in a Lean management consultancy."

The new joint venture offers advisory and implementation services to private and public organizations based on the lean management. It focuses 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,

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manufacturing, procurement, supply chain and logistics, production facility layout, sales & after sales, supplier integration and digitization.

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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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