

Chief Executive Officer Speech



Chief Executive Officer "CEO"
Eng. Abdel Wahab AlRowwad

JPMC has represented sequential success stories by adopting the approach of strategic planning and thinking; which are considered one of the most important factors for its success. JPMC's achievements are constantly increasing in terms of production and sales of Phosphate, Phosphoric Acid and Phosphate Fertilizers. All of this is embodied in increasing the production capacity of both produced Phosphate and Phosphoric Acid, costs reduction, exports diversification, infrastructure development, assets sustainability, in addition to supporting economic, environmental and social development, customer experience improvement, core values promotion and human resources development. This has been reflected positively on the development of institutional performance and the emergence of a new year of success and accomplishments to be added to a new record of excellence of this prestigious Company that has obviously evolved in the past few years.

Our keenness to adopt a culture of excellence, pioneerism and creativity in all fields has led to strengthening the Company's position locally, regionally and globally and raised its competitive ability as well. This was embodied by the Company securing the (R4E) Certificate of Recognition of Excellence from the King Abdullah II Center for Excellence, the official representative of the European Foundation for Quality Management in the Kingdom with a four-star rating. JPMC was also granted by the World Confederation of Business (WORLDCOB) the Award for Business Excellence, among (3.500) entities representing (130) countries across the world.

We at JPMC pay great attention to research and development out of our full belief that this will be reflected positively on improving production efficiency and reducing costs. This has contributed to the development of new phosphate products that meet the global market needs by producing a specific type of phosphate suitable for (Direct Application) as a soil fertilizer, as we were able to export large quantities to the Indonesian market for this purpose. Moreover, efforts are currently focused on improving the quality of our products in terms of developing manufacturing techniques to achieve highest quality standards and using new innovative technologies in production processes, which raises their efficiency and reduces their impact on the environment.

Our research and development shapes a clear contribution to developing production processes in methods that conserve natural resources and reduce the negative environmental impacts of the phosphate industry.

In conclusion, I ensure that we at JPMC are moving towards the future with steady and confident paces within the framework of the ambitious strategic plan developed by the BOD. Let us move forward to accomplish more fruitful achievements that are referred to as benchmarks.

Eng. Abdel Wahab AlRowwad
Chief Executive Officer "CEO"