



## **Sustainable Development.... for a better tomorrow!**



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## Message from Group CEO

Welcome to 2012...

*I would like to use this opportunity to wish you all a very prosperous, happy and safe new year. Another year unfolds with new challenges and new opportunities for all of us in Tristar. As I look back at 2011, I must say that I am quite satisfied with our overall performance which was good despite the global economical crisis, political unrest, social changes and other events that took place in our region over which we had no control. Our good performance for 2011 could not have happened without the commitment and hard work of all our employees and I would like to say thanks for your continued support, loyalty and untiring efforts in 2011.*

*In this edition I would briefly like to reflect upon significant events of 2011 and also look ahead to our plans for 2012.*

*Nothing is more important for us than the safety and health of our employees, contractors, customers and the community at large. As in previous years, safety in operations was accorded topmost priority in 2011 resulting in an overall good performance across all our fleet operations. We continued to implement proactive measures to achieve safety in operations and prevent accidents based on implementing best industry practices. We successfully completed the Shell Seven Pillar audit, had our aviation operations in Sudan and Congo successfully passed JIG inspections and renewed our ISO certification. As a socially responsible business Tristar secured UN Global Compact affiliation and continued CSR and sustainable development initiatives across all areas of operation. It is worth mentioning that in our first attempt Tristar was honored to receive the Arabia CSR Award under the best newcomer category. This is no doubt a remarkable achievement considering this was a GCC award.*

*Another major milestone during 2011 was our move to new corporate headquarter to provide improved working environment to employees and to serve our*

*customers even better. On the business front our fleet operations secured new businesses opportunities in UAE, Oman, Qatar and Kuwait. In December 2011 we also successfully launched a brand new marine vessel to operate on a long term time charter with Shell in Mauritius. Our turnkey fuel supply operations in Sudan, Congo, Kenya and Guam performed as per plan without any major difficulty. We were also fortunate to be awarded another long term fuel supply contract in Haiti which will commence in March 2012.*

*Tristar has helped flood victims in Pakistan and actively participated in various community services such as road safety education, blood donation camp, beach cleaning, battery recycling, go-green and energy conservation. We continued to attract employment interest from across the globe and we had more than 350 new employees of various nationalities join Tristar in 2011.*

*Our business strategy for 2012 will be to continue to grow our business through diversification and extension of our footprint into new markets. We shall be focusing not only on improving bottom line profitability, but also on strengthening our safety performance, sustainable development and CSR programs. This cannot be achieved by words alone and I look forward to the support of each and every employee to give us nothing but your very best to enable us to continue to achieve many more successes in 2012 and beyond. Remember the old adage – Together we stand... divided we fall. I am counting on your continued team effort, commitment and loyalty.*

*Until next time...*

**EUGENE MAYNE**

# Tristar Wins Arabia CSR Award



It was a special moment for Tristar when Mr. Eugene Mayne, Group CEO, received Arabia CSR Award under the best newcomer category in a spectacular ceremony of 4th cycle of Arabia CSR Awards held at Grand Hyatt Hotel, Dubai on 26th October 2011. This award is aimed to recognize CSR and sustainability initiatives being taken by businesses and government institutions in the Arab world. The event was chaired by world's leading CSR experts and thinkers from Emirates Environmental Group, United Nation, Save the Children, Asian Institute of Management, UK Ambassador, Council General Switzerland and other dignitaries.

The Arabia CSR Network was founded in 2008 by Ms



Habiba Al Marashi, President Arabia CSR Network, Chairperson Emirates Environmental Group and Board Member UN Global Compact. In just four years the Network has become the largest

and most prestigious CSR and sustainability award in the Middle East, North Africa and Levant region. The Network has kind patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum, President Dubai Civil Aviation Authorities, Chairman and CEO Emirates Group, Chairman Dubai Airports. There are various categories under this award program including Government Sector, Private Sector, NGO, Best Newcomer and Special Project.

This was the first time Tristar competed for Arabia CSR Award and was selected under the best newcomer category for its overall commitment to CSR and sustainable

development.

There are various CSR initiatives which Tristar has undertaken to help communities where it operates. According to Mr. Eugene "CSR is important to Tristar to raise awareness on environmental and social issues in the communities in which we live and work. Our Goal is to meet present social and economic needs

without compromising the health, safety and well being of future generations". CSR and other activities that contribute to sustainable development is an integral part of Tristar's day to day business. While there is no compromise on health, safety and environmental issues in the company, its business leaders are constantly encouraged to participate and engage in community development projects to promote the concept of responsibility in business. This ensures growth of the company's community development initiatives.

CSR initiatives undertaken by Tristar include building of a full fledged school in Sudan, education on road safety to the wider community and at school level in the UAE, blood donation campaigns, flood relief assistance in Pakistan, promoting recycling and go-green initiatives, energy conservation, beach cleaning etc. Tristar is also an active affiliate of the UN Global Compact which is the largest CSR network in corporate sector in promoting human rights, labor right, environment protection and anti corruption.

Winning of Arabia CSR Award is a matter of prestige and pride for Tristar which will further strengthen its unwavering commitment to promote efforts to keep the planet inhabitable for future generations.



# Blood Donation Campaign



As part of the various community outreach initiatives undertaken this year, TRISTAR launched a blood donation camp in Dubai on the 17th of October, 2011 with the active support from Prime Medical Centre. The slogan of this blood donation camp was "Donate Blood – each drop counts". The initiative was organized to donate blood to Thalassaemia patients who are in constant need of blood every 3 - 4 weeks as well as patients who undergo open heart surgeries, cancer patients or road accident cases.

The campaign was conducted by the Latheefa (Al Wasl) Hospital Blood Donation centre, Dubai at Tristar



Corporate Headquarter and reported an overwhelming record of more than 100 donors. We recorded around 35 employees alone who expressed interest to participate in the campaign while others included volunteers from

Grace Chemicals, Al Khaleej, and not forgetting to mention the participation from Right Track (publishers of our Newsletter) as well. There were also walk-in donors from our neighboring company Khan Saheb Construction. It was very kind of all donors to take out time from their busy schedule and travel

from their offices to participate and support this noble cause. Transport facility, exclusive resting area as well as refreshments were provided to all donors by Tristar. There were individual counseling sessions conducted by the team of doctors from Latheefa Hospital after a brief health check was done, in order to create awareness of a healthy life style for donors. Organizers from Latheefa Hospital appreciated the initiative and support from Tristar and commented this blood donation camp to be a role model for other companies to follow. Donors also received donor's card from Latheefa Hospital to mark their contribution to this noble cause. Needless to say that few drops of our blood can help a life to bloom.



# Tristar participates in “Clean Up the World 2011”

Clean Up the World is a global campaign that inspires and empowers communities to clean up, fix up and conserve their environment. Held in partnership with the United Nations Environment Program, it mobilizes an estimated



35 million people across 130 countries each year making it one of the largest community based environmental campaigns in the world. It involves community groups, schools, businesses, and local governments to carry out community-based activities that address local environmental issues. The theme of 2011 Clean Up the World was “Our Place... Our Planet... Our Responsibility”. It aimed to make our creek, beaches, deserts and streets healthy and clean by removing and recycling rubbish that is spoiling

them. People from the different walks of the society are involved in these activities that contribute positively in enhancing the general appearance of the city.

2011 is the UN International Year of Forests. Clean Up the World invites communities around the globe to consider the role that forests play in the health and well being of our planet and its people and to act locally to protect and promote them. Activities to improve the environment could include planting trees, cleaning parks or beaches, conserving water or raising environmental awareness.

“Clean Up the World 2011” event was held under Dubai Municipality on the beaches of Jumeirah and Al Safouh from 25th to 28th October 2011. Tristar was a key member in this activity. Tristar team comprising of volunteers from operations, HR, HSE, Finance, IT, Workshop actively



participated in the full day program with around 5000 school children and other volunteers in the cleaning on Jumeira and Al Safouh beaches in Dubai. Tristar team also distributed water and juice bottles to participants besides joining them in removing trash from beaches. The closing ceremony of “Clean Up the World 2011” was held on 14th December 2011 in Dubai where Tristar team was also given appreciation certificate to recognize their community service. Tristar is committed for a clean environment and will continue to participate in such events in coming years.



# Annual Christmas Party



The Annual Christmas Party was hosted this year on 21st December at The Palace Hotel in Down Town, Souq Al Bahar in Dubai. It was a beautiful venue and the weather added to the ambience. The ballroom and foyer were decorated with Christmas Tree and a wide array of stars, lights, balloons and buntings, which further added to the celebratory mood. All this together created the perfect setting to celebrate yet another successful year for the TRISTAR family.

The party commenced at 8:00 pm welcoming all to a few good Christmas Carols. Most of the staff attended with their families. The Chief Guests of the event were the Group CEO, Mr. Eugene Mayne and his wife. In his opening speech Mr. Mayne highlighted various accomplishments and the happenings of 2011, and also



shared expectations and milestones for 2012. He thanked all Tristar employees for their dedication and

hard work and stressed that safety will continue to remain our top priority. The speech came to an end with loud cheers and applause by the audience. The momentum rose with the live band which performed some all time popular numbers. Santa Claus was the main highlight for the children who escorted him to receive their Christmas gifts for being good round the year. The sporadic raffle draws built up the exhilaration amongst the crowd and the random games surely added to lift up the festive spirits of all.

The event was marked by the long term service awards to extend appreciation and thank all those employees who have stayed loyal to the company for several years. A special highlight of this year was that the award ceremony extended to include the drivers also who have long term service with the company.



Last but not least, one of the definite highlights of the night was the lavish dinner and the cocktail party. The event ended on a grand note with most of the staff taking to the dance floor and many others in anticipation of the final raffle draw. The party was indeed a great start to the beginning of a whole New Year filled with good hopes, health and prosperity for all.

# 2011 HSSE Performance



2011 was yet another successful year for Tristar in terms of HSE performance. We remained focused on our vision of being globally recognized liquid logistics company with highest HSE (health, safety and environment) standards. Tristar HSE

performance was also recognized by our valued customers and was endorsed through recertification of ISO-14001, OHSAS 18001 and ISO-9001 standards

Tristar continued to bring innovation as part of further enhancing HSE performance. Tristar selected a new and even better vehicle monitoring system, for its group fleet operations. This new system has many graphical features to monitor on road performance of drivers and produce various reports for management review. Tristar's Vehicle



Rollover Warning Device (RWD) initiative proved to be a real success. The same is also published at Shell Global website as a success story. The new Journey management software, which was developed and implemented successfully in-house, was adopted by many other haulers as best practice. CHEST (CHeck Every STep) program was designed and deployed with the theme "99% is not safe enough" where critical information was displayed in unique ways such as cab door sticker, steering wheel sticker, dashboard cube, driver folder, wrist bands etc.

Tristar observed safety week from 25th February to 1st March 2011 across its network. The theme of safety week

was "My Reason for Safety-My Family". Safety week banners were displayed at all Tristar locations to reinforce safety theme throughout the week. Safety week flyers showing driver photo with children were also printed and distributed to convey the message that we



have to follow safety for the sake of our children and family. Various trainings were conducted for drivers throughout the week such as defensive driving, vehicle inspection, tyre management, product hazards knowledge, fire prevention, environmental protection and emergency management. Field activities and spot checks were also performed during the week by management staff to ascertain the safety of Tristar operations. Tristar group commemorated "Global Earth Hour" on 28 March 2011 with a obligation to conserve energy and our planet throughout the year. We also actively participated in "World Environmental Day" 5th June, 2011. Information was shared for creating awareness among employees about forest, their importance and function, deforestation and its impact on the environment and ways to reduce the deforestation. Our warehousing team devised mesh decking concept as an additional safety measure during pallet put away. The shipping team undertook a large scale ERP drill called "Exercise Neptune" to test the effectiveness of their emergency



system. Various HSE related trainings were conducted throughout the year to enhance HSE capabilities of staff.

Our HSE targets for 2012 are even more stringent but we have a strong belief that goal zero is attainable. We are confident that with our leadership commitment, management support and qualified workforce we will be able to exhibit even better performance this year.

# Tristar Glory

In pursuit of entering into new areas of business Tristar Energy (Shipping division) was awarded the contract of providing a bunker barge of about 820 Metric Tons (dead weight) to Shell Mauritius. Tristar won this long term arrangement on the merit and reputation it had gained from providing similar services to Shell Dubai.

The Contract to build the vessel as per international marine and safety standards was awarded to a yard situated in the southern coast of Turkey in the Mediterranean sea after carrying out due diligence. The tanker named "Tristar Glory" was constructed within 8 months of signing of the contract. Next challenge was safe voyage of vessel from the yard to Mauritius. The vessel safely reached Mauritius on the 6th December 2011 and will be operating in the coastal waters of Mauritius.

This prestigious project of Tristar Glory was completed to the full satisfaction of the customer .



The entry of Tristar shipping division in Mauritius would open further opportunities for Tristar to increase its presence in the core activity of logistics. The Shipping division of Tristar would continue its journey to bring many more laurels to the organization.



## My Success Story

My name is Muhammed Saif Al-Ruwishdi and I am a Omani national. Since November 2007, I am working as HR Manager in TRISTAR Oman. Prior to joining Tristar I worked with Royal Guards of Oman for about 25 years.

During my career with Royal Guards of Oman, I learnt three main principles of life i.e. discipline, punctuality and compliance.

Oman is famous for its beautiful beaches, archeological sites and hospitable people. Unfortunately road safety is a big challenge in Oman. Statistics show that majority of road accidents happen due to human error. In Tristar Oman we have very robust driver management process in place.

The applicant has to pass stringent selection criteria before final selection. The recruited candidate undergoes different kind of technical, functional and HSE related trainings. We keep track record of the employee's training requirements and performance management. Our comprehensive driver management system has helped us in achieving exceptional safety performance. Since beginning of Tristar Operations in Oman we have ZERO LTIs. This is why we are haulier of choice for major multinational and local oil companies in Oman.

Working with Tristar has been a very exciting experience for me. I learnt lot of management and HSE related things. I am thankful to Tristar management, who always supported me and shown confidence in my capabilities. I can confidently say that TRISTAR is the best transportation company in Oman.

## News Headlines

**DUBAI:** Tristar wins "Best Haulier of 2011 Year Award" from Total Marketing Middle East FZE.

**Abu Dhabi:** Tristar received its Trade License to operate in Abu Dhabi and commenced with Transport operations.

**HAITI:** Tristar has been awarded turnkey fuel operations in Haiti by the United Nations.

**QATAR:** Tristar was awarded transportation contracts from Gulf Oil Middle East and Enoc Qatar.

**SUDAN:** Mr. Amara Kebede joined as HSE Manager Sudan. He brings with him rich experience in HSE and terminal operations from his past association with major multinational oil companies.

**OMAN:** Mr. Abrar Hussain joined as Workshop Supervisor in Oman operations. He brings with him rich experience in vehicle maintenance, diagnostics and fleet management.



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