



Alkhaleej الخليج
Training and Education للتدريب والتعليم

COMPANY PROFILE
2023 - 2024

The thirty-year word



Dear Al-khaleej for Training and Education family,

Today, I'm talking to you with pride, remembering our project when it was just an idea aimed at building a human being.

It was our dream to be the permanent partner of our clients at all stages of their educational and professional life, and we were able, thanks to God, to be the first training and education option at the level of the kingdom of Saudi Arabia.

Honestly, the challenge was difficult, but with the help of God and with you the difficulties were overcome and the obstacles turned into successes with your faith, sincerity and honesty.

We were able to turn this idea into a huge group of companies in various sectors, and thanks to you, our noble goal turned into a reality that we live in our training centers, schools and franchises of more than 11 global franchises.

Now, 30 years later, I look back at this many successes and I am proud of the legacy we have built and the impact we have made in the field of education and training, and throughout the country.

We are not an ordinary company. We are a giant entity that has a name and a reputation to be reckoned with and there is almost no house except for an individual who has benefited from our services, Students, youth, and leaders.

Thanks to the fact that we are building generations, raising cadres, and establishing businesses, I can only see that our goals are moving in line with Vision 2030.

I would like to take advantage of this opportunity to thank every colleague for their unwavering support and cooperation. Your contribution has been instrumental in our success, and I look forward to continuing to work together to reach new heights in the future and achieve further successes.

Let's celebrate this special occasion, and together we look forward to many more years of success, Growth, Excellence and leadership.

Your brother / Alwaleed Al-dryaan



Board of Directors



Abdulaziz Rashid Abdulrahman Al-Rashed

Chairman of the board of Directors of Al-khaleej for Training and Education company.
Chairman of the board of Directors of Rashid group of companies.

Ahmed Ali Ahmed Al-Shadawi

President and CEO of Al Falak electronic equipment and supplies company.

Ali Abdul Khaleq Abdul Rahman Al-Qarni

Director General of the Arab Education Bureau for the Al-khaleej states.

Abdullah Saghir Muhammad Al-Husseini

Dean of Student Affairs and professor of accounting and auditing at Prince Sultan private university in Riyadh

Abdul-Malik Abdul-Rahman Abdullah Al-Sheikh

Bachelor of Computer Engineering from King Saud University

Abdullah Muhammad Suleiman Al-Jibreen

CEO of Abana group for projects

Al-Walid Abdul Razzaq Saleh Al-Dryaan

CEO and managing director of Al-khaleej for Training and Education company



400

Training Center



2,500

Annual corporate Clients



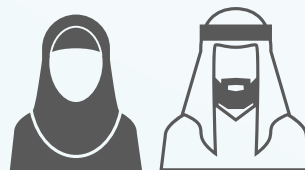
50,000

Individual clients
each year



20

Franchises and Subsidiaries



4,500

Employees



12

National and International
Schools

Education - Training - Call Centers - Educational Projects - Projects Management



25

Allies of Major Companies



4

Call Service Centers



40+

International Awards



8

Educational Projects



%100

Customer Satisfaction



2200+

Trainers

Education - Training - Call Centers - Educational Projects - Projects Management



Our Vision

To be your first choice throughout your knowledge-seeking journey.



Our Message

Building individuals is the essence of our mission and the ultimate goal of our work. We strive to make a positive and sustainable impact on people's lives and the communities we serve. Our mission revolves around developing people thoroughly, enhancing their abilities, and empowering them to become the best possible version of themselves.



Our Values

We highly appreciate our colleagues and customers, and we work sincerely to operate our business according to the following values:

01

Respect



02

Positivity



03

Team Spirit



04

**Challenge
and Development**



05

Ownership



Journey of Achievements



1998

Obtained exclusive franchise rights for Direct English global centers in the Kingdom and the Middle East.

Opened centers in the southern region and Makkah Al-Mukarramah, obtaining exclusive franchise rights for New Horizons global centers in the Kingdom and the Middle East.

1994



1993

The launch and establishment of Al-Khaleej for Training and Education in its first branches in Riyadh, Jeddah, and Al-Khobar.

Journey of Achievements



2005

The acquisition of some subsidiaries and sister companies in the UAE, Jordan, and Egypt.

Launched the services of the largest Call Center in the Kingdom under the name of Link Smart.



2004



2002

Launched a project to operate and manage community colleges for girls in the Kingdom.

Journey of Achievements



- Introduced and entered Al Khaleej Training into the Saudi financial market, as the first training company.
- The acquisition of 50% of Franklin Coffee Middle East.
- Operation and management of the preparatory year in several Saudi universities.
- Obtained franchise rights for Crest Com's American leadership training centers in the region.
- Established a financial services company in Dubai - and obtained OTA financial training franchise rights in the region.
- Purchased an information security training company in the United States of America.
- Al Khaleej Training and Education buys a large share of New Horizons International Centers.

2007

Journey of Achievements



30
YEARS

2012

- New Horizons International Centers celebrates 30 years of its life, during which it trained 30 million trainees, with more than 5.3 million training days worldwide through 300 centers in 90 countries globally.
- Forbes Arabia chooses Al Khaleej for Training and Education on the list of the 100 most powerful Saudi companies after acquiring a large share of the Gulf Institute for Insurance Studies in Bahrain.

- The opening of the first school of the Rowad Al-Khaleej International Schools series in Dammam.
- Award for Best Training Center for the tenth year in a row from Microsoft Arabia.
- Award for Excellence in Performance from Cisco at the level of the New Horizons global network.

2010



 **Linguaphone**

2009

%100 acquisition of the
Linguaphone Education
Group in London.

Journey of Achievements



2016

- Rowad Al Khaleej International Schools won the nomination of the Education Department among the best 10 schools that provide advanced education.
- Opening Rowad Al Khaleej International Schools in Qurtoba district, Riyadh.
- Opening of Baraem Rowad Al Khaleej International Schools in Dhahran in Alkhobar



2015

- The opening of the third school of the Rowad Al Khaleej Schools series in Riyadh.
- Launching Jobzella's portal as the first network for building professional relationships in the Middle East.
- The best training center accredited by Microsoft Arabia for the eleventh year.



2014

- Al Khaleej is listed in the 100 most powerful companies in the Arab world in the list of Forbes Middle East.
- Obtained franchise rights for the American Greenberry's Coffee chain in the Kingdom.



2013

- Al Khaleej celebrates 20 years of its presence in the Saudi, Arab, and international markets.
- Opening the second school from the chain of schools in Riyadh; Baraem Rowad Gulf International.
- Training fields expand to more than 9 training fields, more than 11 international franchises, and 80 training centers.

Journey of Achievements



Al Khaleej Training and Education celebrates 30 years of existence in the Arab and international Markets.

2023



2022

- Acquisition of Al-Raqi National Schools.
- New Horizons Global Centers celebrates 30 years of its life.



Opening of Baraem Rowad Al-Khaleej International Schools, Hittin district, Riyadh.

2021



2018

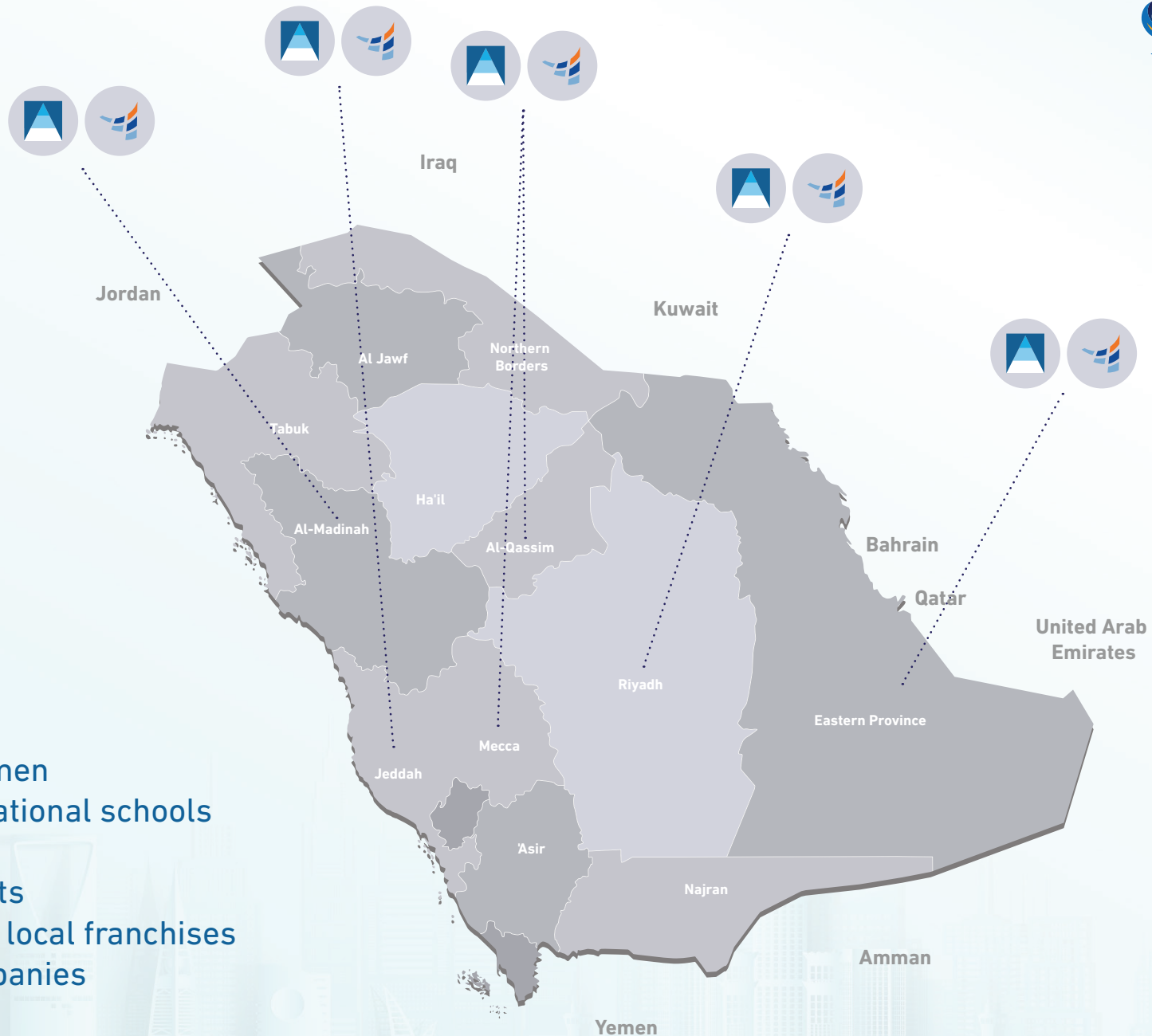
Opening of special education schools in Riyadh.

2017



- Opening Rowad Al-Khaleej International Schools in North Obhur, Jeddah.
- Opening the first outdoor café of the American Greenberry's Coffee chain in Riyadh.

Branches Around the Kingdom

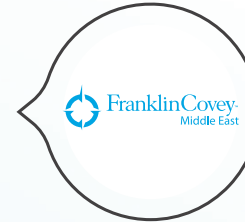


- 8 branches for men
- 10 branches for women
- 10 national & international schools
- 4 call centers
- 8 educational projects
- 20 international and local franchises for international companies

Subsidiaries in the Middle East



Specializing in training & consulting in Cisco technology in Dubai, with several clients exceeding 300.



Franchise owner of the FranklinCovey Coffee brand with over 15,000 customers annually.



Project management, recruitment, outsourcing, event management, creative design, and IT services.



A leader in administration training and IT with a student population of more than 2.7 million around the world.



A leading group that offers courses in self-education and languages with over 100 years of experience.



We own the OTA franchise in the Middle East with many customers reaching 600,000.

Our Training Services

The largest training centers in the Kingdom of Saudi Arabia

The largest technical training center in the Kingdom of Saudi Arabia. Innovative training solutions for individuals and companies, licensed and approved locally by major technology and software manufacturers.



Teaching English using the Direct English system

A summary of educational experiences since 1911, an easy-to-use educational method for teaching English, based on the four language learning foundations and skills: listening - speaking - reading - and writing.

Teaching English to children with the Pingu English system

- Teaching English to children from 10-4 years old in a safe and fun environment.
- A system that focuses on children's needs and abilities and aims to develop children's linguistic and educational abilities.
- Integrated curricula of audio-visual media, provided by a specialized group of qualified teachers.



Be The Next Success Story Be Bold

Direct English Live from London

- Learn the language directly from its native people in the United Kingdom through coexistence and interactive conversations.
- Suitable for teaching business English, English for specific professional purposes, or travel.
- Work towards your learner's goals with one-on-one lessons from a certified English teacher.
- Multimedia Resources Trainees can access our section on teaching videos and other interactive resources.
- Enables trainees to practice English with native English speakers from other countries.

CENTER FOR LEADERSHIP AND DEVELOPMENT

Powered by New Horizons

Leadership and Development Center

Training accredited by New Horizons and regional and international administrative bodies.

Specialized in administrative training in various disciplines: (leadership - finance - management - insurance - entrepreneurship...).

Supports business professionals in all fields to develop and enhance their capabilities, to lead them to the personality of a leader.

The French Academy of Beauty (Formula-A) For Ladies

Specialized vocational training programs for women in the arts of beauty, according to the system of the prestigious International A-Academies group, which has been present since 1982 in France.

Scientifically trained in the latest skills backed by practical training starting with haircutting.

Even the arts of advanced make-up within different levels of training (foundational, advanced, innovative).

Maritime Safety and Security Training

We offer marine training services in the form of a course in seas and another course in marine mechanics, taking into account the marine safety training and courses that are closely related to maritime training, which are four courses that any trainee must pass before boarding the ship, which is: first aid course, And the course of survival at sea, and the course of extinguishing fires and dealing with them, and the course of determining responsibilities and dealing with them, in addition to the exercises for getting out of the plane underwater, which is a course that everyone who uses aviation for oil use needs to learn how to deal with accidents and how to deal with them. With the plane, as it falls, this course is a must for anyone who uses aviation.

Recruitment solutions for institutions and companies wishing to hire

A link between the outputs of the training programs and the Saudi labor market, the recruitment and follow-up of jobholders, through:

- Finding jobs for institute graduates
 - Training and qualifying employees for companies
 - Qualifying graduates for jobs in the labor market
- Through a network of relationships and contacts with the most prominent providers of private and governmental institutions that care about and support the employment of Saudi youth.

Our Education Sector



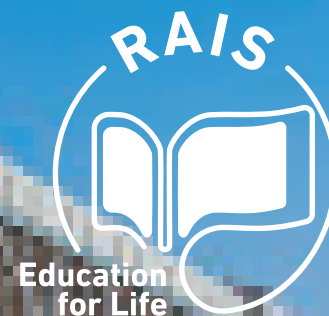
Rowad Al Khaleej International Schools

Rowad Al Khaleej International Schools - Boys/Girls - Dammam City - Al-Zuhour District.

Rowad Al Khaleej International Schools - Boys/Girls - Riyadh City - Al Mughrazat District.

Rowad Al Khaleej International Schools - Boys/Girls - Jeddah City - Northern Obhur.

Rowad Al Khaleej International Schools - Boys/Girls - Al Bahr District - Al Khobar.



GATE

2

Baraem Rowad Al Khaleej International Kindergartens

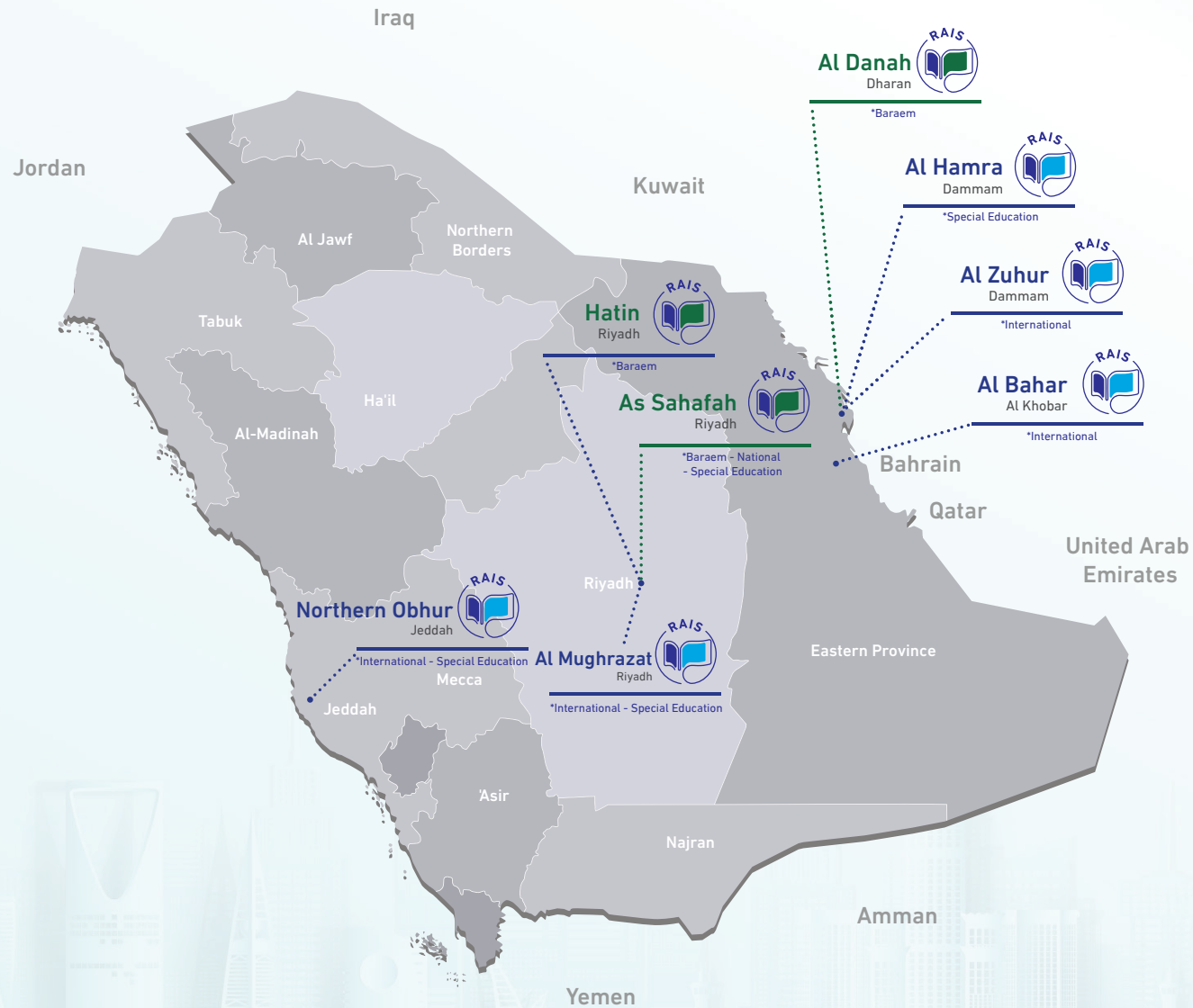
Baraem Rowad Al Khaleej International Kindergarten in Riyadh - Al Sahafa District.

Baraem Rowad Al Khaleej International Kindergarten in Riyadh - Hittin District.

Baraem Rowad Al Khaleej International Kindergarten in Dhahran City - Al Dana District.



Our schools and kindergartens around the Kingdom





2010

Dammam



2014

Riyadh



2015

Riyadh



2017

Riyadh - Qortoba



2017

Zahran



2018

Jeddah



2021

Riyadh Hittin



2019

Riyadh

Jeddah

Alkhobar



2019

King Abdullah City



2019

Alkhobar



2023

Alkhobar

Al Khaleej Educational Projects

Managing and operating the preparatory year in some Saudi universities, providing the best curricula by international standards, and providing the best professional teaching staff with master's and doctorate holders.

Call centers - Smart Link

Smart Link for outsourcing solutions for proxy communication services in the Kingdom, with more than 2,600 employees. It provides communication services for companies, institutions, and local banks, equipped with the latest technology infrastructure and communication equipment, with a focus on training and continuous qualification of staff.

Our Awards

Honored with international and local awards from various government and private agencies over the past 29 years.



Our Awards



- Excellence Award from New Horizons Centers.
- Best training center recognized by Oracle.



- The best training center in Europe and the Middle East from New Horizons International.
- Best performance award from Direct International English Centers.
- The best training center recognized by Microsoft.
- Best training center recognized by Oracle.
- Master Franchise Award for the year 2001 - New Horizons (Chairman of the documented branches for the year 2001).



- The best training center in Europe and the Middle East within the New Horizons International Group.
- The best training center recognized by Microsoft.
- Excellence Award from New Horizons International.
- Excellence Award from New Horizons Centers.



- The best training center recognized by Microsoft.

Our Awards



- The best training center in Europe and the Middle East from the New Horizons group.
- The best training center at the international level from the New Horizons group. The best Oracle-certified training center.



- The best-performing partner. Direct English International.
- The best training center recognized by Microsoft.



- Best site in the Middle East and Africa for the year 2007.
- Best Private Training Center Award from ECDL.
- The best-performing partner in the IC3 courses provided by CertiPort Int.



- The highest revenue site for 2012 in the Middle East - The best center in the Middle East and Africa for this year.
- Best Regional Website of the Year.
- Middle East and Africa Center of the Year.

Our Awards



- Award for “Excellence in Performance” at the global level from New Horizons International Centers.



- Award for educational innovation from Microsoft for the year 2014.
- Award for the best training center in the world from the global New Horizons network.
- Outstanding Performance Award for the year 2014 from the New Horizons International Group.
- The leading center award for the Alkhobar branch from the global network of New Horizons centers.
- Direct English is the best provider of PET & KET tests in the Kingdom and the Middle East.



- Microsoft - Best Innovative Partner Award 2014. New Horizons - Global Site of the Year 2014 - Riyadh, Saudi Arabia.
- New Horizons - Top grossing site this year, Middle East and Africa - Riyadh, Saudi Arabia.
- New Horizons - Site of the Year 2014, Middle East and Africa - Riyadh, Saudi Arabia.
- New Horizons - Five Star Award - Al Khobar, Saudi Arabia.



- Circle of Excellence Award from EC Council.
 - “Excellence in Performance Award” for the year 2015 from Microsoft International.



- Rowad Al-Khaleej International Schools receives an honor from the Franklin Covey Foundation.

Our Awards



- New Horizons - Regional Center of the Year Award - Middle East and Africa.
- New Horizons - Highest Revenue Award - Middle East and Africa.



- New Horizons - Turnaround International Award - Al-Khobar, Saudi Arabia.
- New Horizons Five-Star Center for Excellence, Jeddah.
- New Horizons Five Star Center for Excellence, Al Khobar



- Al Khaleej obtained the certificate of an accredited training partner from PMI.
- Al Khaleej obtained accreditation from the IBTA



- Al Khaleej Training and Education earned its New Horizons training centers the first-place award for the best-distinguished performance globally.
- New Horizon Award for Best Performance, Riyadh (corporate) 2022



- In the field of quality, the company received two certificates:
1-ISO9001
2-Al-morakab certificate from the education and Training Evaluation Authority.





Our Partners



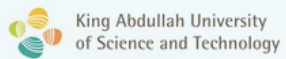
المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation



Our Clients



Our Clients



جامعة حائل

جامعة الملك خالد
King Khalid University



Follow Us



920024824
www.alkhaleej.com.sa

Alkhaleej الخليج
Training and Education للتدريب والتعليم

30 Years
EXCELLENCE & LEADERSHIP

— Thank you —

رؤية مستقبلية، خبرات دولية
Future Vision, Global Knowledge