



SIAD  
HOLDING  
سياد القابضة

# COMPANY PROFILE



# About us

SIAD Holding is a private family company established and based in Saudi Arabia.

We invest in Services and their Development in the Hajj and Umrah industry, hospitality, catering, travel, transportation and tourism.

SIAD is an abbreviation for 'Services Investment And Development'. The name is also from the root Arabic word 'Siyadah' which means power, glory and elevation.

The first seeds of this company were planted in 1957 by Sheikh Abdulaziz Khogeer.

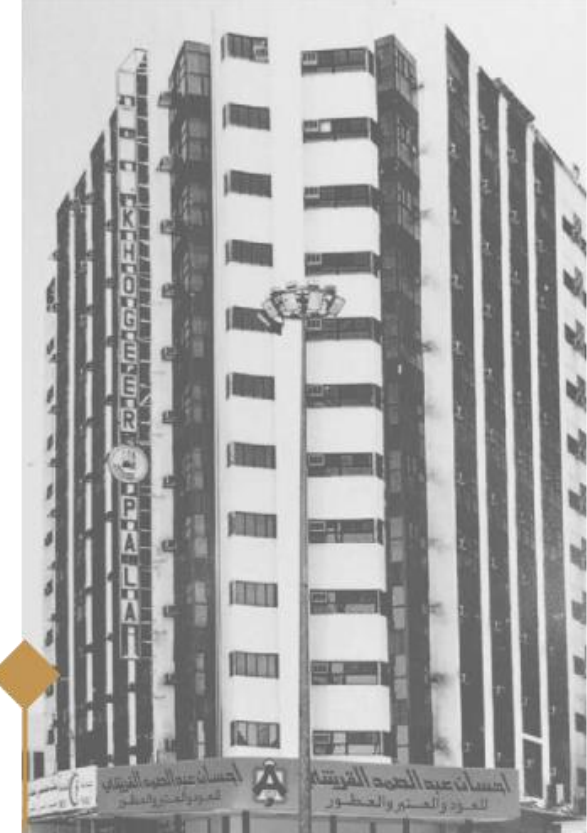
# Our Story

Our story begins with sheikh Abdulaziz Khogeer; An ambitious young man who was born in Makkah and lived his childhood surrounded by the guests of Allah, who come from faraway lands to perform Hajj and Umrah. From a young age, Abdulaziz helped pilgrims perform Umrah around the Kabaa then Safa and Marwa reciting to them all the prayers off-by-heart. He rapidly established a name for himself and become one of the most recognizable Hajj and Umrah guides known to pilgrims. Over 67 years ago, Abdulaziz greeted his first group of Indians from South Africa. He was a self-made entrepreneur and a pioneer in the industry.

He started his hajj and umrah business and quickly recognized a positioning gap in the market and he developed his business model by being the first to offer full packages that included trips between Makkah and Madinah with accommodation, catering and transportation. He went on to establish "Abdulaziz Khogeer Hotels", which later evolved and expanded to "Alhussam Group" with the help of four of his sons: Nabil, Khalid, Mohammad and Mazen.

During their management, Alhussam expanded its local and overseas network of travel agents. Furthermore, they invested into developing various key subsidiary brands, including Fast Bookings for travel and tourism, Alhussam Umrah, Alhussam Catering, ZAER for transportation, and SHS for hotel management. High investment also went into hotels including Saja Almadinah, Saja Makkah and Anwar Almadinah Mövenpick.

As part of their continuous development initiatives, in 2019 SIAD Holding was established as the entity responsible for linking all the various companies and reducing risks. Having all companies under one roof. Today, the company is managed by Eng. Mohannad Khogeer, who continues to grow the legacy of his late grandfather – peace be upon him.



1957



# Our Philosophy



## Our Vision:

To be pioneers of investment and development in innovative Hospitality & Tourism Services, as an extension of our deep-rooted history and experience.



## Our Mission:

We find effective solutions in a volatile environment to invest and develop in Hospitality & Tourism Services to achieve growth and sustainable value for our stakeholders.



## Our Values:

### 1-Credibility and Commitment:

We believe that these are the foundation of building human relationships and achieving personal growth and excellence. We are dedicated to delivering the best with the highest standards of quality and professionalism.

### 2-Creativity & Innovation:

We strive to foster this in everything we do. We aim to deliver innovative solutions that elevate the level of excellence and ambition, contributing to the development of individuals and teams, and advancing the entire sector.

### 3-Collaboration & Team Spirit:

We believe that these are the keys to success. We work together with enthusiasm and harmony, ensuring efficient and positive achievements while reinforcing the significance of our roles in accomplishing shared goals.

### 4-Social Responsibility:

We are committed to contributing positively to society and the environment, ensuring sustainable growth and community well-being.

## Our strategic goals:

We have a set of strategic goals to insure we are pioneers of investment and development in Hajj and Umrah, hospitality and tourism.



### Growth and Profitability:

To build our company's assets by working on growing our investments.



### Relationships:

To build a network of distinguished local and international.



### Investment:

We work on attracting attractive investments and investors.



### Solutions:

In relation with business performance, we find solutions to improve and develop.



### System Development:

We develop systems to improve and optimize financial, administrative and governmental business functions.



### Human Resources:

To train and develop our employees and working family members. To attract and motivate real talent.

## *We at SIAD Holding pride ourselves on the ability to coincide with the main themes of Saudi Vision 2030.*

We help to build a vibrant society seen as our main purpose is to invest and develop within the industries of Hajj and Umrah, hospitality and tourism. We help the economy thrive by increasingly employing Saudi nationals, both male and female, and by investing in the private sector; we continuously seek new opportunities, investments and diversification in the field. By regularly assessing our Corporate Social Responsibility, we do our part to help build an ambitious nation. As the world evolves, grows and comes closer together, The challenges and responsibilities evolve with it. In 2016, Saudi Vision 2030 was announced with a plan to reduce dependence on oil, to diversify the economy, and to develop public service sectors, infrastructure, recreation and tourism. Some of its goals are to reinforce economic and investment activities, and to increase non-oil industry trade between countries.

### **Three main themes form a blueprint for diversification and improved competitiveness:**



**A vibrant society:** with a focus on urbanism, culture and entertainment, sports, Umrah, UNESCO heritage sites, and increased life expectancy.



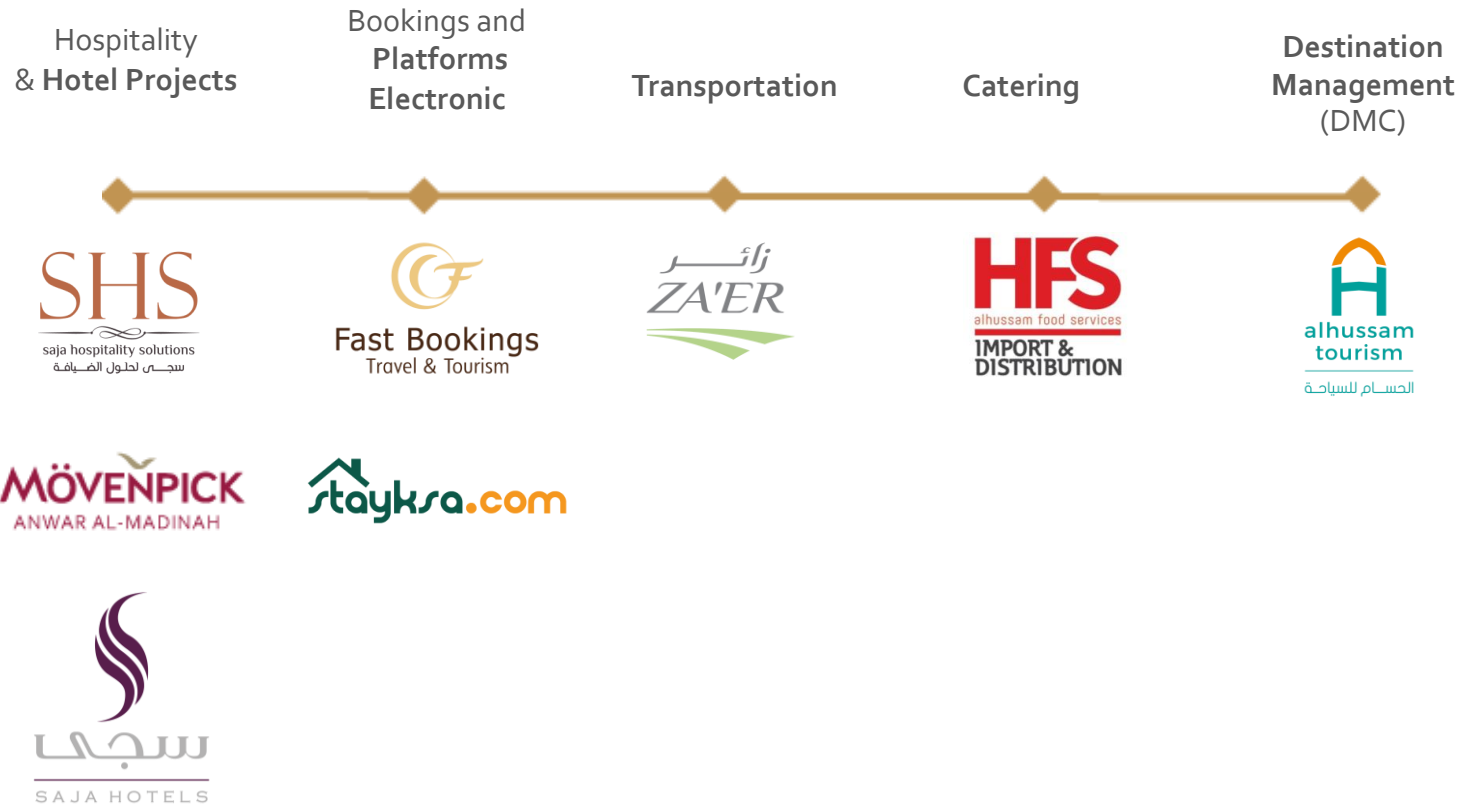
**A thriving economy:** with a focus on employment, encouraging females in the workplace, becoming internationally competitive, Public Investment Fund, Foreign direct investment, private sector, increasing non-oil exports..



**An ambitious nation:** with a focus on finding non-oil revenues, improving government and e-government effectiveness, increasing household savings and income, and encouraging more volunteering and non-profits.

# Portfolio

Through the years, we have built a strong portfolio of Companies and Brands that span the industries of Hajj & Umrah, Hospitality, Catering, and Travel & Tourism.



# Destination Management (DMC)

Our country is honored to be the caretaker of the two holy mosques and thus we are blessed to be able to serve the Guests of Allah. We take the responsibility of making their sacred trip as comfortable and as easy as possible. Our destination management companies provide all ground services from transportation, accommodation and proper nutrition. We also provide them with tourism and entertainment experiences.



est. 2000  
Alhussam  
Tourism

For more than 65 years, Al Hussam Company has been serving the pilgrims of Allah by providing everything they need during their holy journey.

Alhussam Tourism provides integrated services to pilgrims & tourist including visa issuance, airline tickets, hotel reservations and airport pick-up. With each passing year, we improve and upgrade our services and operations, making it one of the finest and best Tourism companies in the Kingdom.



# Catering

Since 1957, Alhussam Food Services (HFS) has been a pioneer in Saudi Arabia's food industry, delivering high-quality products and solutions. Building on a rich heritage of serving pilgrims, we have grown into a leading importer and distributor of premium food products for culinary professionals.



est. **2013** Alhussam Food  
Services

Specialized in catering for the Hajj and Umrah industry, Alhussam Food Services knows the ins-and-outs of serving the guests of Allah in the Holy sites and in Hotels and buildings. They provide an array of services that ranges from 5-star buffets to pre-packed meals, and offer cuisines that cater for various nationalities.





# Transportation

Investment has been made in the transport sector to serve the growing number of pilgrims who need to move from their places of residence to the holy sites and other places.

Since then we have grown and developed to serve the corporate sector as well.



est. 2012 Za'ER Transport

A leading company in the field of private transport services. It serves the Hajj and Umrah sectors and companies. It provides a wide range of services that can be customized according to customer needs and desires.

Za'ER has a modern fleet of vehicles carefully selected to suit the needs of its customers – from basic service levels to VIP.

The chauffeurs at Za'ER are well trained, well prepared and can speak multi-languages all while having great knowledge.

# Bookings and Online Platforms

Investing in online platforms and facilitating reservations was an important step and in line with Saudi Vision 2030, which aims to provide the best services and supporting digital transformation.



**Fast Bookings**  
Travel & Tourism



est. **1996**  
Fast Bookings

est. **2021**  
StayKSA

Fast Bookings is one of the oldest companies of the group. It is a travel and tourism company that provides hotel room reservation, ticketing and transportation bookings.

It is characterized by providing special rates for groups as well as arranging all travel facilities such as Airport pick-up service.

StayKSA was developed with the vision to be the most considered platform for group and individual accommodation bookings in the Kingdom of Saudi Arabia.

On the platform you will find great places to stay – from 5-star hotels to traditional apartments and tents.

# Hospitality and Hotel Projects

Over the years we have gathered experience from some of the most talented and professional experts in management and project development. It started with "Abdul Aziz Khogeer Hotels" more than 60 years ago. This experience is offered to clients and other businesses in the form of the best and highest quality service.



est. 2020 Saja Hospitality Solutions

SAJA Hospitality Solutions (SHS) is a consulting company best described as reliable, transparent and efficient. SHS provides creative hospitality solutions which are bespoke to their clients which are suited to their needs and requirements. SHS exists to offer 'peace of mind' for their clients. SHS represents their clients and supports them by carrying their burdens and reducing the risks associated with their client's project.

SHS offers services and solutions for the following: brainstorming and creative solutions, technical services management (Market and feasibility studies, Architects, Designers, etc...) Auditing, Full Project Management, Tender Management, Procurement, Feasibility Studies, Value engineering, Technical Support, Managing and Operating Hotels, SOPs, and Maintenance Solutions.





A 5-star hotel located in the heart of Almadinah, Almunawarah and a few steps away from the Prophet's Mosque. It is the largest hotel in the area and offers panoramic views of al Masjid Al-Nabawi. The hotel offers extensive facilities for families, individual travelers and leisure groups from an array of different restaurants and cafés offering diverse local and international cuisines to an adjoining mall boasting a variety of retail outlets providing hours of shopping pleasure.

**MÖVENPICK**  
ANWAR AL-MADINAH

est. 20  
03  
Anwar Al Madinah





A local Saudi Arabian 4-star hotel brand. Developed with the vision of offering classic Saudi Hospitality in a luxurious yet economical and affordable way.



est. 2017 SAJA Hotels

One of the finest four-star hotels in AlMadinah AlMunawarah. Just a few steps away from the Prophet's Mosque, it is located in the northern side of the central area in Madinah. It has a unique spirit of classic Saudi hospitality and a luxurious yet economical service that provides its visitors with the most peaceful and comfortable stay possible, in an authentically Islamic inspired architectural setting.



est. 2017 SAJA Madinah



A fine four-star hotel in Makkah AlMukarama. It is located in Kudai, near the Haram. It offers visitors a peaceful and comfortable stay, with an authentic Saudi hospitality.



est. 2024 SAJA Makkah

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