

# Nesma Insider

Bringing our Nesma community closer through shared communications • Issue No. 73: January 2020



## Nesma Security Awarded King Fahd Causeway Project

### ABOUT NESMA INSIDER

Nesma Insider is part of Nesma's commitment to the integration of the Nesma Group of companies with news, announcements, stories, articles and more. The newsletter encompasses all the countries in which Nesma operates: Saudi Arabia, Egypt, Turkey, the United Arab Emirates, and beyond.

### CONTACT US

To speak with a member of our staff or to send news for future issues, please contact us by [email](#) or by phone:

Tel: + 966 12 669 3322 Ext: 1501

View all past issues at the [Nesma Insider Archives](#).

### STAFF

#### EDITORIAL

Editor - Aisha Yahya  
Communication - Rana Zumai  
Communication - Majdi Saber

#### CREATIVE

Art Director - Arwa Salem  
Production - Hassan Mansai



### STAY CONNECTED

[www.nesma.com](http://www.nesma.com)



# Nesma Security Awarded King Fahd Causeway Project



Nesma Security has signed agreements for several important projects, including a contract from the King Fahd Causeway Authority to provide security and safety services on the Saudi side of the 25km-long, King Fahd Causeway.

The project, valued at SAR1.8M, starts in February 2020 and will require 22 Saudi guards.

King Fahd Causeway has linked the Kingdom of Bahrain with the Eastern region of the Kingdom of Saudi Arabia since 1981, and was built to form long-lasting bonds between Saudi Arabia and Bahrain.

Additionally, Nesma Security was awarded a SAR 13.7 million contract with Tecnicas Reunidas at Haradh village in Al-Hasa.

Nesma Security will provide security and traffic services at the Haradh and Hawiyah gas compression project with a total manpower of 63 Saudi guards for the 21-month project.

Founded in 2007, Nesma Security is located in the Eastern Province of Saudi Arabia and is recognized today as a leading Saudi security firm with a client list spanning the petroleum, education, major construction and government sectors.





# Nesma Holding Cinema

Located at Nesma Holding's Head Office in Jeddah, Nesma Cinema is the latest addition to Nesma's new entertainment activities, initiated to support Nesma employees in attaining a good work-life balance.

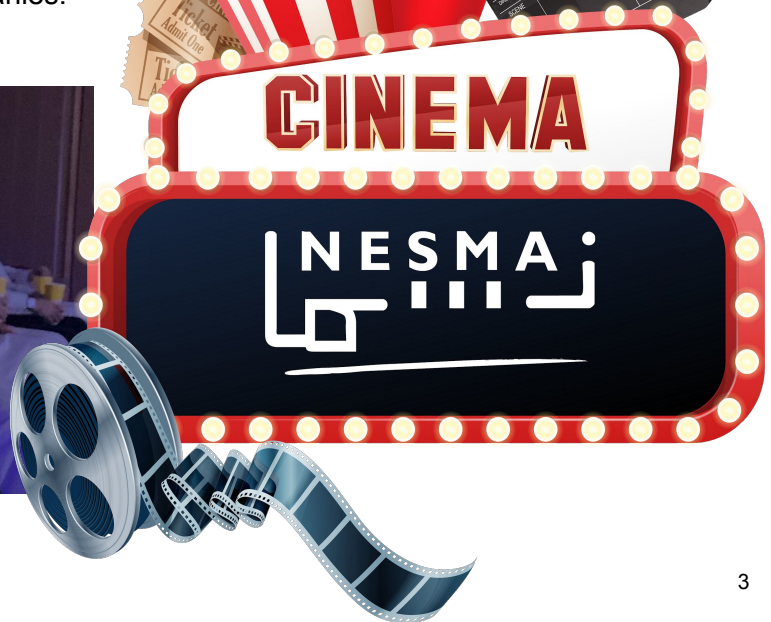
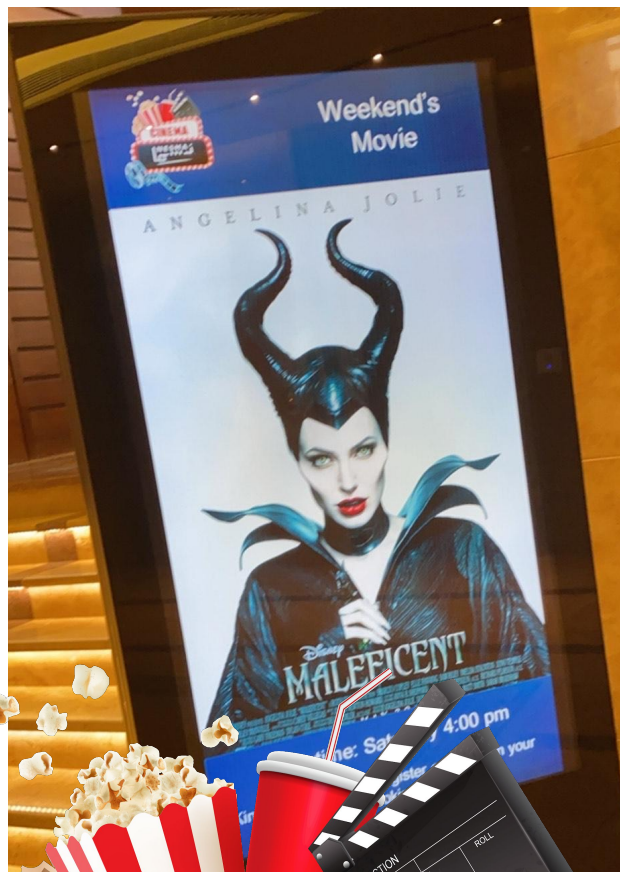
All Nesma Group employees and their families can enjoy Nesma Cinema services in Jeddah free of charge, including a fully prepared, theater-like area and free popcorn to complete the whole moviegoing experience.

Nesma Holding Cinema is currently open twice a week, after working hours on Tuesdays and every Saturday. Joker, Aladdin, and Dumbo are examples of movies that have already been featured at Nesma Cinema, and to suit all tastes there's a plan to add more diverse movies in the future.

The Nesma Cinema has its own professional team of organizers led by Majdi Sabir, Senior Communication Officer, Nesma Holding, who manages the Cinema area, employees' weekly registrations, showtimes announcements via the "Nesma Entertainment" email.

Speaking about the aim behind initiating a cinema for Nesma employees, Sabir says, "We are delighted to contribute to creating an entertaining environment for Nesma employees! Everyone now has the chance to enjoy unforgettable moments at Nesma with their loved ones, which acts to strengthen our family-like culture at Nesma, boost everyone's mood and increase work productivity."

Showtimes and bookings will be available soon on a Mobile App for all Jeddah-based Nesma companies.



# Nesma Holding



In 1979, His Excellency Saleh Al-Turki had a vision to build an innovative Saudi company that was capable of meeting the diverse needs of the rapidly-growing Kingdom.

He set out to build a company that would be widely respected for its quality, reliability, and know-how, while prioritizing positive relationships with every employee. Out of that vision, Nesma was born.

Nesma Holding maintains a diverse business portfolio of 52 companies, partnerships, and joint ventures operating in Saudi Arabia, the United Arab Emirates, Egypt, and Turkey.

In partnership with world-class providers, it has offered critical support services to the Saudi Air Force, and helped develop world-class logistics, freight forwarding, and port services in the Kingdom.

Nesma's corporate objective is to lead strategic planning for the Nesma Group of Companies and provide subsidiaries with support services that promote a resilient organizational culture, exemplified by strong financial management, governance controls, and talent development.

The financial management targets at Nesma include delivering growth from core businesses, achieving a balanced sector revenue and meeting statutory tax liabilities.

The company's goals in brand management are focused on delivering value to subsidiaries, maintaining positive community relations and attracting new business partners.

Nesma Holding's service provision objectives include, but are not limited to, ensuring compliance with the code of conduct, promoting brand positioning, maintaining positive public and government relations and supporting community initiatives.



In the capability development area, Nesma Holding aims to identify and develop future leadership and succession potentials, develop a skilled Saudi workforce, ensure diversity in human resources and enhance employee engagement.

The Nesma Group of companies operates across varied industries such as food & retail, engineering & construction, materials & manufacturing, property management, power, telecom & technology, hospitality & tourism, transportation, marine & airport services and business & consumer services.

Effective August 2018, Nesma Holding announced its new leadership structure with freshly appointed President, Vice President and board. The Nesma Holding board sets the strategy and direction for the Nesma Group of companies. It communicates the vision and mission of the company, promotes business ethics and corporate culture, and is accountable to shareholders for business performance. Reporting to the board are the Nesma Holding Audit and Finance Committee, the Management Committee, the HR Committee and the CSR Committee.

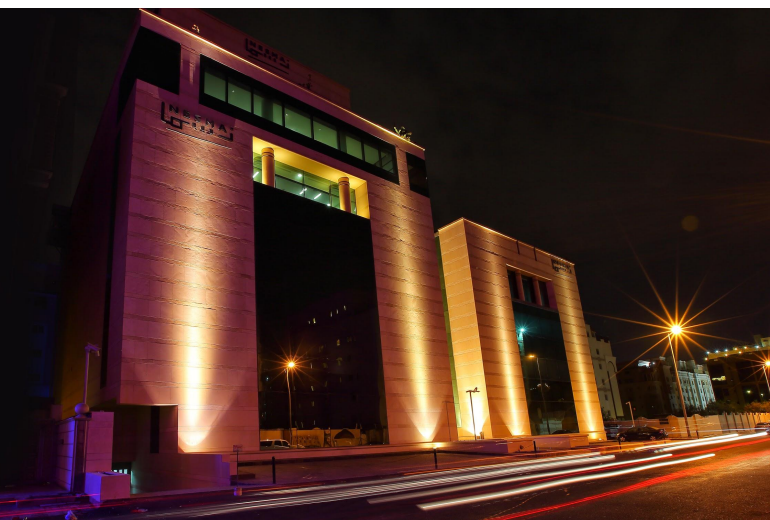
Moreover, Nesma is a proud member of Qaderoon Business Disability Network and the Pearl Initiative.



### About the General Manager

Naif Alabeedi is Nesma Holding's general manager and a member of its board. He oversees Human Resources besides corporate compliance and administration. He also runs Nesma Real Estate as its general manager. He is also a board member of several Nesma subsidiary companies and a member of the "Nomination & Remuneration Committee" for certain Nesma companies.

Naif Alabeedi holds a bachelor's degree in accounting from King Abdulaziz University and a master's degree in business management from the University of Hull, United Kingdom.



## Nesma & Partners To Be Part of First Nuclear Power Generation Plant Project



Nesma & Partners signed several agreements with Electricite De France (EDF) to participate in the first nuclear power generation plant project in the Kingdom.

Five nuclear plant technology provider countries (USA, Russia, China, South Korea and France) are participating in the project which aims to provide support in a variety of ways including the RCC Academy, a training service set-up to spread knowledge of the Nuclear Regulation Construction Code (RCC).

The RCC Academy was established under a protocol signed between EDF, Nesma & Partners, AFCEN (a nuclear code editor from France), Bureau Veritas (training leaders from France) and the Saudi Zamil Higher Institute for Industrial Training which provides vocational training locally.

The first session of the RCC Academy, held over a period of 3 days, was conducted at Nesma & Partner's Head Office.

## Mawaddah Signs with Malaysian Consulate in Jeddah

Mawaddah signed a contract with the Malaysian Consulate General in Jeddah to provide Hajj facilities to the Malaysian Pilgrims during the upcoming Hajj season.

Mawaddah signed its first Hajj agreement with the Malaysian Hajj Commission in 2017, and since then, it continued to grow its market share in Malaysia and the rest of the world for Hajj and Umrah services.





## Namma Signs Contract to Transport Sudanese Pilgrims

As part of the early preparations for this year's Hajj season, Namma International Marine Services signed a contract with the Sudanese Supreme Commission for Hajj and Umrah.

Namma will transport 20,000 pilgrims to perform the annual pilgrimage to Makkah in 1441 AH.



## Amanah Vessel Transports More than 19,000 Passengers

Namma Tours vessel, Amanah, transported a total of 5000 pilgrims during the first month of Umrah season.

Amanah also transported a total number of 19,592 passengers, 942 trucks and 316 cars during December, 2019 and January, 2020.

Namma Tours is a Cairo-based travel agency that offers travel packages for Egyptian pilgrims looking to visit Makkah and Medina with a fleet of vessels that include Mahabbah, Masarrah, Amanah, Roro, Alnawa Express, Namma Express and Aziz Express.



## Nesma Trading Attends ISSD Contractors' Safety Day

Nesma Trading's Safety department attended the "ISSD Contractors' Safety Day" in Dhahran in the Eastern Province, Saudi Arabia.

The "ISSD Contractors' Safety Day" campaign focused on safety best practices, lessons learned and safe procedures.

Also, during the event, a certificate of recognition was awarded to Nesma Trading for maintaining an excellent safety record in 2019.



### **Nesma & Partners Trains 26,249 Saudis in 2019**

In 2019, Nesma & Partners has successfully trained 26,249 Saudis with courses in vocational health and safety, English language, and soft skills such as decision making, problem solving and workplace ethics.

The trainings were presented by certified instructors from Nesma & Partners NTI and HSE departments using a mix of different training methodologies such as workshops, classroom and live interactive video sessions.



### **Nesma Art Gallery Hosts Creators and Alful Memory**

Nesma Art Gallery hosted “Creators” exhibition, showcasing artwork by 50 female artists.

The event is part of the “Creators” annual exhibitions that aim to give center stage to the art of local female artists.

“Alful Memory” by Saudi artist Abdulwahab Otaif was also held at Nesma Art Gallery, displaying a range of artwork inspired by Saudi national heritage and culture.

### **ZADK Provides Classes to Young Females**

Nesma & Partners Sustainability & CSR in partnership with ZADK Culinary Academy, provided a culinary class for 12 girls aged 9 - 14 years coming from Benaa Organization. The training was conducted by Chef Lujain Shaheen.

The girls learned basic cooking skills and practiced making their own meals.





## FACES OF NESMA:

### Sami Jarrar



Sami Jarrar is Nesma Holding's Compliance Manager. He works on managing the corporate compliance framework by assessing and ensuring that all Nesma companies are aligned with corporate standards.

Also, he serves as secretary of the Nesma Holding Management, Audit and Finance, HSE, HR and Nesma & Partners Audit committees.

Jarrar studied in the University for Criminal Justice in Sarajevo, Bosnia and Herzegovina where he also earned his Master's degree in Transnational Law and Compliance.

Jarrar joined Nesma in 2014 as a Risk and Compliance Controller. Speaking about what he has gained from his journey with Nesma, Jarrar said that working in a very diverse environment among diverse industries/sectors has given him a wider picture of corporate targets setting, achievements and management along with effective communication skills and a clear understanding of how Nesma promotes best practice in corporate culture, governance systems and principles.

In the future, Jarrar sees himself as a corporate compliance executive, supporting the corporate governance and risk management objectives which, in turn, support the Nesma Group's mission and vision.

In his free time Jarrar likes to work on electronic music production and events management. For more info visit [www.samyjarrar.com](http://www.samyjarrar.com)

## Albraikan at The Women Leaders 2030 Program

Shaikha Albraikan, Corporate IT Manager, Nesma Holding, attended The Women Leaders 2030 program delivered by INSEAD and sponsored by the Ministry of Labor and Social Development.

Held in Riyadh, the five-day intensive program targeted females in leadership positions in large and medium-sized organizations.

INSEAD is one of the world's leading and largest graduate business schools and offers participants a global educational experience. More than 11,000 executives participate in INSEAD's executive education programmes each year.



## Krawya Launches “Introduction to Oracle Financial Applications 12.2.5”

**Hassan Krawya**, IT Oracle Functional Consultant, Nesma Holding, launched “Introduction to Oracle Financial Applications 12.2.5,” a book about Oracle Applications Enterprise Resource Planning (ERP).

The book is now available in Egypt and currently at Cairo International Book Fair. For more information by Eng. Krawya, click on the link:

<https://www.facebook.com/1457732157830537/posts/2592794854324256/>



## Kholoud Suhail at Maggi Arabia Workshop

Kholoud Suhail, Chef, Nesma Catering, was part of Maggi Arabia workshop, held in El Gouna City, Egypt.

Maggi gathered 64 Arab chefs, foodies and dietitians in one place to share ideas and a common passion for food.





## Congratulations!

### Newborns



A new baby boy for **Noura Alturki**, Vice President, Nesma Holding.

### Employees of the Month



**Abdullah Hamad Alkaluf**, Safety Officer, Nesma & Partners



**Ratheesh Kumar** QA/QC Manager, Nesma Trading, received a certificate of appreciation from Petro Rabigh for his contributions to the project's security system upgrade.

### Promotions



**Mohammed Abd El Rahman**, was promoted from Development Team Manager to Software Development Department Manager, NT&T.



**Eljo Lawrance**, HR Coordinator, Nesma & Partners

### Welcome to Nesma

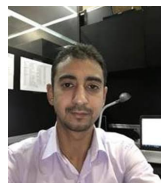


Welcome to **Majed Aldubaikel**, Director, Corporate Communication & CSR, Nesma & Partners.

Aldubaikel has more than 12 years of experience in his field and he holds a bachelors in marketing from KFUPM. He also has credentials in Change Management, and Advanced Public Relations and Communications from Michigan State University.



**Othman Ben Homeed**, Project Coordinator, was promoted to Project Manager, NT&T.



**Mohammed Al Hams**, Senior Network Engineer, was promoted to Network Department Supervisor, NT&T.



**Mohammed Bader Aldin**, Government Relation Representative, Nesma & Partners



Welcome to **Emad Aboalela**, Data Analysis Manager, Nesma Holding. With his 27 years of experience,

Aboalela will work on Nesma Holding data management and analysis through formulating management techniques to ensure adequacy, accuracy and legitimacy of data.



**Yousef Mohammed Ali**, Network Engineer, was promoted to Senior Network Engineer, NT&T.

**Fatimah Alsuhaibani Nasser**, was promoted from Junior Project Coordinator to Project Manager, NT&T.

### Certificates



**Mazen Nabih Hammoud**, Project Engineering Manager, Nesma & Partners, completed Level 7 Diploma in Strategic Management and Leadership.



## *Around and About*



Photos of Jeddah city. Taken by **Mohammad Salman**, Logistics Officer, Nesma Holding.



Photos of Tabuk city in northwestern Saudi Arabia. Taken by **Nassim Saleh**, Project Manager, Landscaping Division, Nesma Trading.