

# NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 35: November 2016



## Nesma through the Decades: 2000-09 (Part 3)



### FEATURED



### GROUP NEWS



### FROM THE COMMUNITY



#### 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.

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## FEATURED ARTICLE

# Nesma through the Decades: 2000-09

2000 – 2009

## Branding and Diversification

Entering the millennium, NESMA undergoes a rebranding activity and introduces several new businesses to cater to new clients and markets. Of note is the establishment of a new head office for Nesma Holding and the focus on developing Saudi talent.

- Noting the diversification of the company away from its initial focus on engineering and services, NESMA is rebranded as “Nesma”
- **Namma Cargo** becomes the In-Kingdom Service Provider for DHL Global Forwarding and DHL Industrial Projects
- Nesma signs franchise agreement with **Jollibee** Foods Corporation to open branches of the popular Filipino fast food chain in Saudi Arabia
- **Nesma Trading** is established as the support services arm for the Nesma Group in the Oil & Gas industry

NESMA  
نَسْمَا

تخيل الإمكانيات  
Imagine the possibilities



## FEATURED ARTICLE *continued*



- **Nesma Holding** moves to its new headquarters in Al-Hamrah District, Jeddah
- **Nesma & Partners** signs the first of many agreements with the Human Resources Development Fund (HRDF) to hire and train Saudi nationals in construction-related vocations
- **Nesma Embroidery** is established to provide employment for 40 Saudi women with speech-and-hearing disabilities
- **Nesma Training Center** is established and offers training opportunities to the public in the most important workplace skills including English, IT, and career guidance
- **Istanbulines** is established as a ferry business in Turkey to transport trucks and drivers across the Marmara Sea
- **Etis Lojistik** is founded to provide integrated and effective logistics solutions in Turkey



# 2000s

Nesma Trading   Spacemaker   Nesma Real Estate   Namma International Digitec   Nesma Ommat  
 ReAya Holding   Nesma Havatek   Nesma Batterjee   Nesma Security   Etis Logistics   Nesma Airlines  
 Istanbul Lines   Nesma Chocolate   Al Bishara   Nesma United   Nesma Travel  
 Jollibee   Namma Tours   Nesma Unitrade   Nesma Medical Supplies  
 Negmar   Modern Pioneer   KAEFER



## FEATURED ARTICLE

# Nesma Airlines Launches New Routes



**N**esma Airlines celebrated this month the inauguration of its new domestic round-trip flights from Jeddah to Riyadh, Dammam and Hail.

Director General of King Abdulaziz International Airport, Engineer Abdullah Al-Rimi, celebrated with Nesma Airlines and commented, "King Abdulaziz International Airport is witnessing an increase in demand from both domestic and international airline companies; Nesma is supporting domestic destinations like Riyadh and Dammam in addition to connecting Jeddah Airport to Hail Airport according to the General Authority of Civil Aviation plan."

The new Jeddah routes are based on a partnership with Nesma Airlines and Al-Tayyar Group, using leased aircraft from Small Planet Airlines. On flights originating from Jeddah, Nesma Airlines offers a new experience with aircraft which are equipped with hot and cold beverages, meals and snacks, in addition to a wireless in-flight entertainment system available on smart devices.

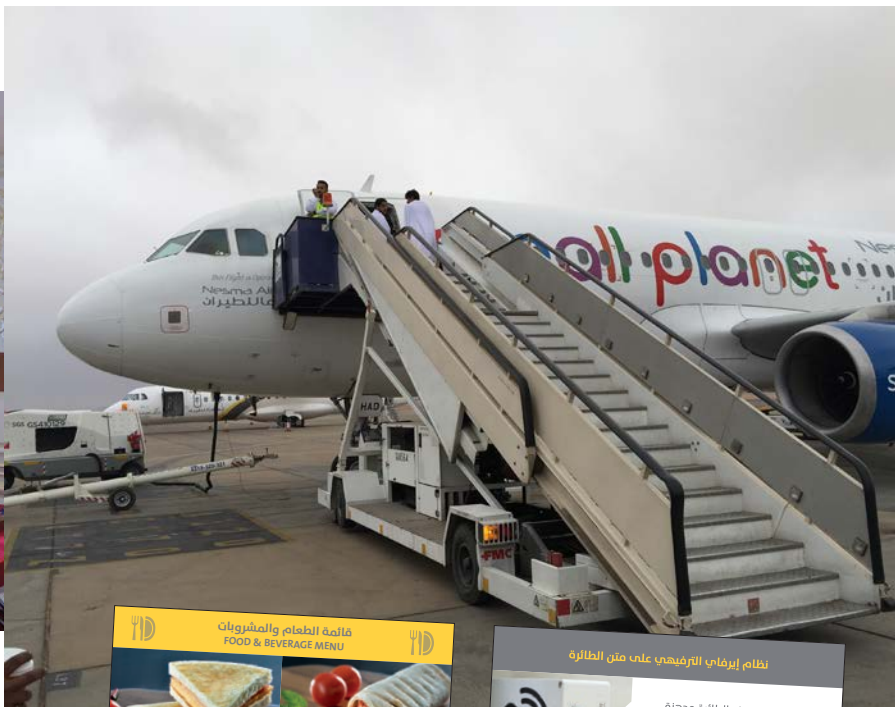
Nesma Airlines has six round-trip flights daily from Jeddah to Riyadh, two round-trip flights



daily from Jeddah to Dammam and one round-trip from Jeddah to Hail.

During the launch campaign, Nesma Airlines provided free seminars for travel agencies and agents to introduce the new Jeddah routes. The events took place in Jeddah, Riyadh and Dammam

## FEATURED ARTICLE *continued*



and focused on the ease of ticket sales and availability of seating for the new flights.

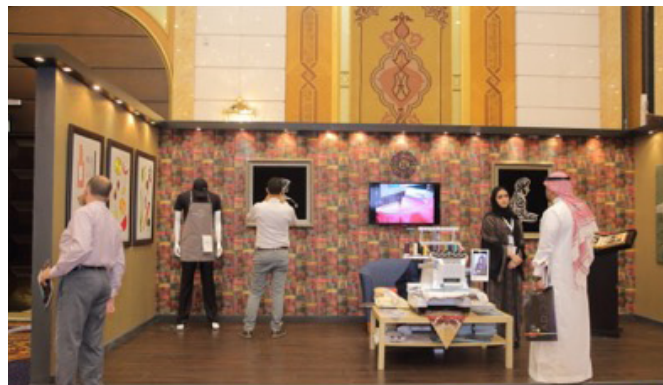
In October this year Nesma Airlines launched domestic flight services with a central hub at Hail Regional Airport to various locations in the Kingdom which currently include Tabuk, Qaisumah, Turaif and Medina with future flights from Hail to include Rafha, Arar, Qurayyat, Al Jouf, Riyadh, Dammam and Qassim. All flights are flying with the airline's ATR 72-600 aircraft.

Regarding the airlines' fleet, CEO of Nesma Airlines, Faisal Al-Turki, said, "Nesma Airlines is planning to increase its fleet during the next three years to include six ATR72-600 aircraft for flights operating in the northern cities, and one Airbus A319 and one Airbus A320 for flights operating from Hail Airport to major cities. Another A320 aircraft along with two Airbus A321s will operate commercial flights between Jeddah-Riyadh and Jeddah-Dammam."





## GROUP NEWS



### Nesma in 2016 Decofair

Nesma Concrete Solutions, Nesma Chocolate, Nesma Art Gallery and Nesma Embroidery participated in the 8th International Design trade show “Decofair” at the Hilton Hotel in Jeddah. These Nesma companies had the opportunity to network and do business with buyers, interior designers, architects, and investors from 12 different countries.

In total, seventy-five exhibitors and over 8,000 visitors participated in the 2016 Decofair. The products and services were divided into nine sectors: furniture, lighting, materials design, home accessories, textiles, home automation systems, kitchen and bathroom products, flooring, and design & architectural services.

### Mawaddah Recieves Award



Mawaddah Int'l Group for Hotel & Umrah Services received a special award by the Minister of Haj and Umra for their efforts during this year's Haj and Umra seasons.

## GROUP NEWS



### Nesma Chocolate Supports Mothers Working From Home

As part of its social responsibility and the importance of a clean environment, Nesma Chocolate is now proudly working with “Kees Chic” and “Ahad Crochet”, local brands owned by Saudi females who work from home to produce beautiful gifts and accessories.

“Kees Chic” produces bags, coasters, bean-bags, pouches, and much more from recycled materials. And “Ahad Crochet” employs “working from home Saudi mothers”, using crochet to create well known Arabic children’s story characters and children’s drawings in addition to home accessories.



### School Children Visit Nesma Chocolate Factory

Nesma Chocolate was proud to host a school visit for 6-year-old children from Baraem al Zohoor International School.

Sixty children enjoyed the Nesma Chocolate factory tour which started with safety protocols by fitting the children with factory robes, plastic shoes and head covers for cleanliness and sanitation purposes. The children were taken around the preparation area, as well as the production machines, air tunnel, and wrapping area. Then they were given refreshments, chocolate gifts and certificates for becoming little chef’s.

### Alternative Marketing Activities in Basistek

Basistek’s management team has established alternative marketing activities including a band called “Push-IT” and a sailing team.

“Push-IT” successfully took the stage at the recent Hewlett Packard Enterprise event. The band drummer, Baris Baykan, who is also Basistek’s Managing Director, says, “This was the best concert that I have ever played. The sound, acoustics and performance of the band was wonderful and the audience was very encouraging.” Push-IT’s next concert will be in the Irish Pub in Istanbul.

Also, Basistek has established its own sailing team to race in Istanbul and has already started training. Skipper of Basistek’s sailing team and the company’s Managing Director, Baris Baykan, reported that in building the sailing team, they are focused on physical and mental preparation, boat preparation, boat handling, boat speed, teamwork, strategy, rules and tactics.

Basistek’s sailing boat carries the company logo and flag on its canvas and main pole.





## GROUP NEWS

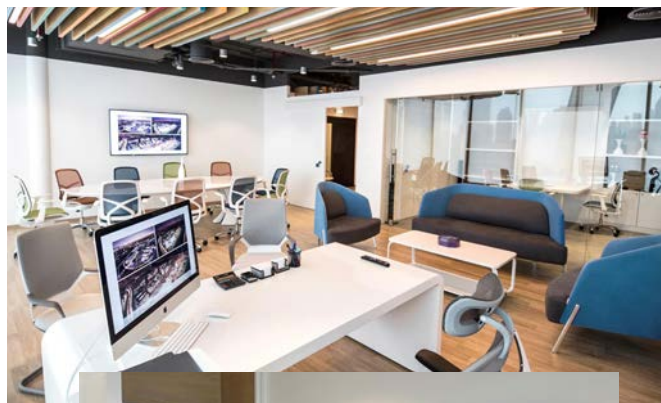
### NDIGITEC Inaugurates New Lounge in Dubai Design District

NDIGITEC has opened its new lounge in Dubai Design District [d3], showcasing the latest in augmented reality and virtual reality content in its dedicated demo room.

NDIGITEC's lounge is designed to inspire creativity, stimulate innovation and highlight the company's core competencies as well as offer hi-tech technologies to relevant stakeholders as a step to boost customer interaction.

The recent Dubai Design Week offered an opportunity for Dubaiprint.com, NDIGITEC's web2print platform, to provide a glimpse of AR/VR content showcased in its new d3 print lounge.

"NDIGITEC has ambitious expansion plans and the inauguration of the company's lounge at Dubai Design District is a step in that direction. We plan to invest more in NDIGITEC's Premedia division as we see tremendous potential for our solutions in the region," says Vatche Kavlakian, CEO of NDIGITEC.



NDIGITEC Premedia also develops augmented reality and virtual reality content to help design companies at d3 and beyond test their concepts in real time. The lounge offers a vibrant ecosystem that enables NDIGITEC's customers, a state-of-the-art space to explore ideas beyond boundaries.

### N&P Employees Receive Training from ABB

Six employees from Nesma & Partners received training at the ABB Training Center in Jubail. The training session covered ABB's Variable-Frequency Drive (VFD), which is a type of adjustable-speed drive used in electro-mechanical drive systems. ABB is one of the world's leading power and automation engineering companies that provides solutions for secure, energy-efficient transmission and distribution of electricity.





## GROUP NEWS

### 3rd Quarterly Induction Programs

Photos of Nesma's newest members from Induction Programs during the 3rd quarter of 2016. Programs were held for Nesma Embroidery, Nesma Telecom & Technology, Nesma Holding Jeddah and Nesma Holding Riyadh.



## GROUP NEWS



### Kholood Al-Mattar Joins iLead Program

Kholood Al-Mattar, Senior Training Specialist, earned a scholarship from the Human Resources Development Fund (HRDF) to attend iLead Program in Medina.

In alignment with the National Transformation Program of KSA, the HRDF has launched "iLead program" to strengthen the skills of the Saudi labor force to match the capabilities required in the job market. The mission of the program is to create a pool of national leaders from the private, public and NGO sectors, to enhance their knowledge and capabilities and participate in solving the challenges faced by our country.



### Nesma Art Gallery: "Sense of Color" Exhibition

Nesma Art Gallery proudly exhibited the work of 12 female artists from Jeddah. The 10-day exhibition, "Sense of Color," showcased 50 different artworks and impressed the media and other visitors with the talent and passion the Saudi female artists demonstrated in their work.

Nesma Art Gallery Manager, Mohammad Al-Ablan, explains the aim behind hosting the event, "We are keen on hosting "Sense of Color" particularly because of the strong presence these artists have established in recent years through the diversity of their work and variety of the subjects they highlight."

The 12 participants in "Sense of Color" were: Seham Mansouri, Rawan Morshed, Rasha Siddiq, Malak Ansari, Munira Shara'abi, Nouf Al-Sharif, Lamia Hejab, Rosana Mansouri, Zahra Khalaf, Heba Attar, Fatima Hakami and Shaima Fawzi.

You can visit Nesma Art Gallery on the second floor of Nesma Embroidery located in Al Rawdah district. For more information contact them at +966 55 1624842 or by email at [art@nesma.com](mailto:art@nesma.com)



## GROUP NEWS

### Top Chef Contestant Visit Nesma's Restaurant

Top Chef contestant, Abdullah Shaheen, visits Nesma's kitchen at Nesma Holding, Jeddah.



### Namma Wins Jeddah Tournament

Namma International Marine Services football team took home the championship and the goalscorer trophies in Jeddah Tournament for Companies' Employees.

The championship game between Namma's team and Atlas Olive Oils company's team ended with a victory for the Namma team with a score of 5-4.



### Saif Rahman Wins the Championship Crown

Two of Nesma & Partners Toastmasters Club members participated in Toastmasters Area Level Contest. The participants are Saif Rahman, Training and Development Unit Head, who won 1st place and received the "Tall Tale Championship Crown of Area 61" and Sanker Dev, Material Coordinator.

During the event, both Saif and Sanker delivered splendid speeches and successfully achieved their goal of entertaining the audience.

# From the Community



## Congratulations!

### Newborns



A new baby girl for **Faiyaz Ahmad**, QC Communication Engineer, Nesma & Partners



A new baby boy for **Mohammed Ahmad**, Marketing Supervisor, Namma Tours



A new baby boy for **Saeed Al-Zahrani**, Security Supervisor, Nesma Holding

## Employee of the Quarter



**Kamil Farook**, Chef De Partie, Nesma Catering

**Makbool Alam**, Store Keeper, Nesma Catering

## Interesting Places: Al Wahbah Crater

Three Nesma employees visited Al Wahbah crater, a volcanic crater located about 250 kilometers away from Taif, Saudi Arabia, on the western edge of the Harrat Kishb basalt plateau.

Samie Uz Zaman, Infrastructure Manager, Nesma Holding, shared his thoughts about the trip, saying, "The first panoramic glimpse of the crater is mesmerizing. Nearly 2 kilometers in diameter, it is a sight to see! And the bottom of the crater is a steep 30-to 40-minute hike." He added, "The place

## Employees of the Month



**Wael Ali Saber**, Steel Fixer Leadman, Nesma & Partners



**Abdallah Al Ghamdi**, General Foreman, Nesma & Partners

## Promotion



**Mohammad Irfan Halwi**, Office Boy, promoted to Clerk, Nesma & Partners

## Farewell

Farewell parties were held on the occasions of the retirement of key employees:



**Peter Silva**, Quantity Surveyor Electrical, Nesma & Partners



**Khan Sannu**, Painting Leadman, Nesma & Partners



could be a picnic spot if you do not mind the wild heat radiating from the volcanic rock."

Al Wahbah crater was formed by volcanic activity in the form of an

underground phreatic eruption, a massive steam explosion generated by molten basaltic magma coming into contact with subterranean water.



## FROM THE COMMUNITY *continued*



Nesma Telecom & Technology employees recently celebrated the national day of Palestine.

Across Nesma, employees recently celebrated the national day of Turkey.



Nesma & Partners Head Office



Jabal Omar Infrastructure Project - Nesma & Partners



KAUST Innovation Center - Nesma & Partners



NESMAL - Turkey



Negmar - Turkey



Anadolu Anka - Turkey



## FROM THE COMMUNITY *continued*

Across Nesma, employees recently celebrated the national day of Lebanon.



Dirab Airbase Riyadh - Nesma & Partners



JODP & KAAR Projects - Nesma & Partners



KASC Project - Nesma & Partners



Nesma Fab Shop



Modern Pioneer



Jubail Camps -  
Nesma & Partners



KAUST Renovation Project - Nesma & Partners



Ma'aden Project - Nesma & Partners



KAUST Student Housing Project - Nesma & Partners



## FROM THE COMMUNITY *continued*



Nammar Valley Camp -  
Nesma & Partners



Jubail Bulk Plant - Nesma & Partners



Jubail Camp 2 - Nesma & Partners



National Port Services



Nesma & Partners Head Office



SANG PMO - Nesma & Partners



Jazan Aramco Project - Nesma Catering



Nesma Electric



Shumaisy Camp -  
Nesma & Partners



Spacemaker



## FROM THE COMMUNITY *continued*



Nesma Orbit



Nesma Palms Compound Jubail



Nesma Trading



Nesma Trading - Beirut Office



Nesma Telecom & Technology



PMV - Nesma & Partners



SANG Hospital Qasim -  
Nesma & Partners



Riyadh Metro Project - Nesma & Partners



SANG Hospital Riyadh - Nesma & Partners