

# NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 29: May 2016



## Nesma to Bring Alban El-Malky to Saudi Arabia

### 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 to Bring Alban El-Malky to Saudi Arabia



**A** new addition to the Nesma Group arrives in June with the opening of Alban El-Malky, a restaurant featuring delicious dairy confections. The Alban El-Malky company has extensive experience as a leader in the dairy industry in Egypt dating back to 1917. El-Malky manufactures and distributes its own milk products twice daily using the latest technologies and equipment. Their current factories are located in Alexandria and Cairo.

El-Malky's reputation for high quality, excellent tasting products has led to the company's steady growth in size and reputation. The company has numerous branches in Egypt, primarily in Alexandria, Cairo and Giza. There are also two branches of El-Malky in Kuwait. Over the next two years, Nesma plans to open 25 El-Malky branches in the Kingdom.



The restaurant opening in June, in the Al Salama District of Jeddah, will feature dairy sweets such as ice cream, yogurt, milk, feteer, tarts and even warm desserts.

## IN THE SPOTLIGHT



## MODERN PIONEER

Established in 1991, Pioneer began as a passionate vision to fill a growing niche for promotional products that both advance brand awareness and reinforce a positive corporate image. Today, the company is recognized as an industry leader and trendsetter, providing innovative promotional items and gifts for businesses and professionals in a multitude of industries across the Middle East. Headquartered in Jeddah, Pioneer also has a sales branch in Riyadh and an office in China, which directly oversees operations, sourcing, quality control and shipment.

Since its inception, the company has grown from five employees to more than 30 experienced personnel with diverse skill sets. Pioneer's staff boasts extensive knowledge about local regulations and market trends in Saudi Arabia and



## IN THE SPOTLIGHT *continued*

the broader Middle East. To ensure both quality and promptness, Pioneer maintains agreements with leading international forwarders across the world.

In addition to offering a wide selection of promotional gifts and products, Modern Pioneer also supplies well-known brands such as Mont Blanc, Montegrappa, Chopard, Cartier, RSW, Azzaro, S.T. Dupont, Dunhill, Cerruti, Jean-Louis Scherrer, Ungaro, Cacharel, Nina Ricci, Christian Lacroix, Swarovski, iDAPT & Maxema Italian Pens.

Pioneer has had the privilege of doing business with many distinguished international and local companies including Unilever, Nestle, Pepsi, NCB, Riyadh Bank, Bank Al Jazeera, Alinma Bank, STC, Mobily, Zain, Saudi Arabian Airlines, NAS Airline, Savola, Pure Foods, Nissan, Mazda, Honda, Abdul Lateef Jameel, Aljazeera Paints and many others.

Looking forward, Pioneer has the vision of becoming the largest distributor of promotional and corporate gifts in the Middle East.



### About Modern Pioneer's General Manager

Akram Bandar has a Bachelor's Degree of Business from Beirut Arab University. He has been with Nesma since 1992 and has 24 years of experience at the company. According to Mr. Bandar, the biggest challenges Modern Pioneer faces is being directly affected by the economy whether good or bad. One of the company's greatest successes was starting from ground zero and growing to become a well-known and trusted supplier for a number of local and international companies. He adds: "Our success comes from our teamwork, making the right decisions, and trying to reflect Nesma's values in offering high quality service."

Mr. Bandar is keen on traveling, and his favorite destinations are Asia, the Middle East, Europe, and North America. He also enjoys nature, discovering new cultures and interacting with people from different parts of the world.

## GROUP NEWS



### Nesma Concrete Solutions Jeddah Factory Now Operational

Nesma Concrete Solutions (NCS), a joint venture between Nesma Holding and the Kandussi Group Austria, have announced that their factory in Usfan Jeddah is completed, commissioned and is now in full production. The company was formed to bring new unique concrete block building solutions to the construction industry in Saudi Arabia. The new factory is state of the art and uses the American manufacturing technology, Columbia CPM 50 production line.

NCS, through its partnership with Kandussi Austria, brings 50 years' experience in the production of concrete products and the development of new innovative solutions to the construction industry.

NCS spent the early part of 2016 testing all product molds and achieved excellent results during this phase. At the beginning of March 2016, NCS went into full production under the direct supervision of the highly trained and experienced technical team from Kandussi Austria.

The NCS Team are excited about the future, having already introduced their new NCS SSB range of standard blocks with an innovative interlock system that only requires mortar horizontally. The NCS SSB system significantly reduces construction time, increases accuracy, provides a high quality finish and yields above average compressive strengths.

Throughout 2016, NCS will continue to develop new solutions and implement ISO 9001 standards. Our target is to become a key player in a very competitive market by focusing on quality and continuous improvement.



### Majid Society Honors Nesma

During their annual meeting, the Majid Society honored Nesma Training Center for cooperating with them to provide specialized training courses. In addition, they also honored Nesma President, Saleh Al-Turki, for his continuing support of the Society.



### Nesma & Partners and Nesma Trading Attend Job Fairs

Nesma & Partners and Nesma Trading, Beirut office, participated in several job fairs at the campuses of LAU Beirut, LAU Byblos, Balamand University, AUB and NDU.

## GROUP NEWS

### 2016 Women's Forum

The 5th Nesma's Women's Forum took place in Jeddah and Alkhobar, hosting roughly 140 female employees in the Nesma Group. The participants engaged with a Human Development Expert, Hana Al Rifaie, who spoke fluidly about Emotional Intelligence and invited audience interaction. Hayat Faisal, Training Coordinator, was the event's MC, and shared that the forum provided her with some strategies for dealing with difficult people.

According to participant Arwa Mohsin, Accountant at Nesma Embroidery, "The presenter used a technique where she teased and tested the audience in order to make her point."

Ranya Al-Hamad, Senior Interior Designer, said what she took away from the forum was "that responding to a situation is more effective and beneficial than reacting to it. Take your time, think about the situation, evaluate it, explore your options, ask for advice, and then take action."



وبعدين  
منتدى نسما الخامس للسيدات



### Nesma Chocolate Gives 20% Discount for Nesma Employees

Starting from June 1, 2016, all Nesma employees, are entitled to a 20% discount on any quantity of chocolate purchased at any Nesma Chocolate branch. Nesma employees need only present their office ID and are not limited on the number of discounted purchases they may make.



### Nesma Marketing Department Attends SNCI Workshops

Nesma Holding marketing employees, Majdi Saber, Hassan Idris, Arwa Salem, Hind Zaki and Aisha Mahnashi attended training courses with the Saudi National Creative Initiative (SNCI), a collaborative creative knowledge exchange platform to help people develop, exercise and celebrate creative potential. Majdi Saber, Senior Communication Officer reported, "It was fantastic, and very beneficial. The presenters gave practical theory and made sure we understood how to apply it." This program, developed by creative consultancy Tashkeil, is a tool to enable Saudi Arabia's economy to become more knowledge-based.

## GROUP NEWS



### Nesma Honored in Nebras Closing Ceremony

Nebras honored Nesma Holding in the closing ceremony of the drug awareness campaign "Nebras." The campaign was sponsored by Nesma and conducted under the patronage of Umm Al Qura University President, Bakri M'atoog Al-Assas. Also present at the closing was Brigadier General Mohammed Al-Thobaiti, manager of the Directorate of Narcotics Control in Makkah.

### Nesma To Restore Abu Enaba



Nesma Holding will have the honor of restoring Abu Enaba, one of Jeddah's beautiful and historic mosques located in Al Balad. This is one of two remaining mosques which need restoration. The project will run for two years at a cost of SAR 2 million.

The agreement to proceed with this restoration was signed in Riyadh during a workshop on the care of historic mosques in the Kingdom. Representing Nesma, Mr. Saeed Al-Moshrif signed the agreement with the General Authority for Tourism and National Heritage. Present at the signing was His Royal Highness Prince Sultan bin Salman bin Abdul Aziz and His Excellency the Minister of Islamic Affairs, Sheikh Dr. Saleh Al-Sheikh and Sheikh Abdullah Mutlaq.



A Nesma Board Meeting took place on April 21-22, 2016 in Egypt.

## GROUP NEWS



### Nesma Airlines KSA Cabin Crew Training at GAA

Nesma Airlines, Saudi Arabia, has made it a priority to recruit qualified local candidates and to invest in proper training to create cabin crews of 'flying ambassadors' for Nesma's national carrier.

Nesma Airlines decided to train the cabin crew at one of the best training facilities available in the region, Gulf Aviation Academy (GAA) located in Bahrain. The intense training included customer service and guest safety and security as well as the handling of all types of emergencies. Upon completion, the new cabin crews are fully qualified to handle all on-board situations and certified in first-aid training.



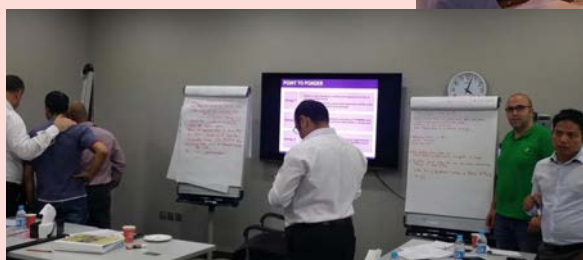
### Namma Shipping Lines Begins Mid-Voyage Technical Training

Namma Shipping Lines has started an internal technical training course for all non-technical employees to prepare them to face any challenges that might arise mid-voyage. The course includes damage mitigation, maintenance and repair of engines, stern drives and related marine systems, as well as care and maintenance of machinery and general equipment. The goal is to train all on board to be able to spot potential problems, understand the causes and take the steps needed for a solution.

### Team Building & Food Safety Courses for Nesma Trading

In an effort to build teams, Nesma Trading provided a Managerial Excellence Program for Middle Line Managers in Atheeb Village, Al Khobar.

Additionally, courses were given for employees at Ras Tanoura and Nesma Training Center (NTC) in Jeddah to focus on the best practices regarding food safety.



## GROUP NEWS

### HEALTH AWARENESS

#### Nesma Trading Raises Awareness About Eating Disorders

Recently, the Quality, Health, Safety and Environment (QSHE) department at Nesma Trading raised awareness regarding “Eating Disorders” by sharing important information about the disorders and some types of treatment.

The eating disorders anorexia nervosa, bulimia nervosa, and binge-eating disorder, and their variants, all feature serious disturbances in eating behavior and weight regulation. They are associated with a wide range of adverse psychological, physical, and social consequences. A person with an eating disorder may start out just eating smaller or larger amounts of food, but at some point, their urge to eat less or more spirals out of control.

Eating disorders affect both genders, although rates among women and girls are 2½ times greater than among men and boys.

Typical treatment goals include restoring adequate nutrition, bringing weight to a healthy level, reducing excessive exercise, and stopping bingeing and purging behaviors. Specific forms of psychotherapy, or talk therapy—including a family-based therapy and cognitive behavioral approaches—have been shown to be useful for treating specific eating disorders.

Treatment may include one the following:

- Individual, group, or family psychotherapy
- Medical care and monitoring
- Nutritional counselling
- Medications

Some patients also may need to be hospitalized to treat problems caused by malnutrition or to ensure they eat enough if they are very underweight. Complete recovery is possible.



#### Nesma Holding Bupa Health Check

This month at Nesma Holding, Bupa offered a free “Health Lounge” where employees had access to an array of services such as eye, dental, diabetes and diet checks, a health risk assessment and body fat analysis.

Thanks to Mr. Qaisar Haq, Accounts Manager, Banking & Insurance, for launching this initiative.



#### Nesma Trading Encourages Safe Driving

The Quality, Health, Safety and Environment (QHSE) Department in Nesma Trading launched a public safety awareness campaign at Nesma Trading’s head office. The goal of the campaign was to create awareness regarding safe driving habits in order to minimize car accidents, injuries and fatalities on the roads.

## GROUP NEWS

### FACES OF NESMA



#### Saeed Al-Moshrif

Saeed Mohammed Al-Moshrif has been a loyal representative of Nesma for the past fifteen years. Currently, he is proud to be serving as the Community Relations Manager of Nesma Holding. As such he oversees and implements the company's vision of its philanthropic role in the community. This includes developing Nesma's community relations with individuals, institutions and the media. He helps to build and promote these relationships at various community events and functions and through his management of press coverage. He also manages the care, maintenance and safety of Nesma's parks. In addition, Saeed administers Nesma's scholarship program in accordance with the company's policies and procedures.

Saeed's career at Nesma has spanned multiple high-level positions in the development of health services, neighborhood centers, charitable work, community relations and the company's vision for social responsibility.

When asked what he has gained from his experience at Nesma, Saeed thought first about how impressed he was with the character of Saleh Al-Turki, President, Nesma Holding because of his convictions, basic respect for people from all walks of life and desire to raise awareness in the community. Concurring with these views and principles, Saeed has drawn great satisfaction from his work serving the community and helping poor and needy families. His desire for the future is to help to eliminate poverty in the Kingdom.

### Nesma Art Gallery: 'Here I am' Exhibition

Nesma Art Gallery proudly exhibited works from Art teacher, Maha Al-Ghamdi and her talented students of the Al Amal Institute, a private school for the deaf and hard of hearing.

The works were created using a variety of media including paintings, ink drawings, pencil drawings, pastels, ceramics, collage and mosaics. The exhibition, called "Here I Am," impressed the media and other visitors with the technical skill displayed by the students. A statement by Ms. Al-Ghamdi sums up the voyage these young hearing challenged artists are on, "The beauty of this journey is the silence, which takes us away from the noise to hear the inner voice without ego. In silence, all the senses paint a picture which reflect the aesthetics of a language understood by all and the message "Here I Am".

In addition to the "Here I Am" show, Nesma Art Gallery is currently exhibiting the work of internationally acclaimed artist, Zuhair Tolah, whose exhibit focuses on the strife faced by the victims of the Syrian war.

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)





## Congratulations!

### Newborns



A baby girl for **Ahmed Hassan Azzam**, Project Engineer, Nesma & Partners



A baby boy for **Yogaraj**, AMIE/ SAP/PMP Manager, Nesma & Partners



A baby boy for **Mohammed Athar Adeeb**, Piping Engineer, Nesma & Partners

### Promotions



**Yara Hatem**, Office Manager, promoted to Organization Development Manager, Nesma & Partners

### Employees of the Month

**Mohammed Amjad Ansari**, Electrical LM, Nesma & Partners



**Ahmed Hassan Sayed**, General Foreman Electrical, Nesma & Partners

**Ernesto T. Alfeche**, Mason Foreman, Nesma & Partners

**Ahmad Ali Al Abdullah**, Rough Carpenter, Nesma & Partners

**Mohammed Noor Alam**, Plasterer, Nesma & Partners

**Abdul Gaffar**, FM Carpenter, Nesma & Partners

**Raj Kumar Khadka**, Laborer, Nesma & Partners



Namma Shipping celebrates Mother's Day.

**Sukhdev Raj**, Sr. Timekeeper, Nesma & Partners

**Mohammed El Haj**, Foreman Structural, Nesma & Partners

**Jerome S. Manigos**, Steel Fixer, Nesma & Partners

**Calvin Villegas Ilao**, Data Entry Operator, Nesma & Partners

**Viqaruddin Ahmed Mohammed**, Secretary, Nesma & Partners

**Hassan Ali Al Muhsin**, Security Guard, Nesma & Partners

**Anil Thankchan**, Cad Operator, Nesma & Partners

### Employee of the Quarter



Employee of the Quarter at Nesma Telecom & Technology is **Mohammad Hossain**, Senior Accountant.

### Marriage



Marriage of **Hesham Darwish**, Accountant, Nesma & Partners

### Certificate



**Sandip Khairnar**, Mechanical Engineer, Nesma & Partners, received his professional membership from the SFPE board of directors

### Welcome to Nesma



Welcome to **Noura AlAshwali**, Graphic Designer, Nesma Holding Marketing department. Miss Noura graduated

from Dar Al Hekma University in 2012 and has been freelancing for the last three years. She has had experience as an illustrator as well as working with branding at Yves Rocher. In addition, she gave a one-day illustration workshop at Al Bir Society and volunteered at Al Faisalya Women's Welfare Society. Her interests include: oil painting, writing, product design, apparel and textile design, film editing, calligraphy and music.



## FAREWELL!

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



**Venugopalan Veettil**, Electrical Supervisor, Nesma & Partners, who is retiring after 34 years of service



**Vareed Johnny Kilukkan**, Treasury Manager, Nesma Telecom & Technology, who is retiring after 20 years of service with NT&T Riyadh



**Maximo La Rosa, Sr.**, Document Controller QA/QC, Nesma & Partners, who is retiring after 11 years of service

**Rajesh Menon**, IT Manager, Nesma & Partners, who is retiring after 23 years of service with Nesma

**Faisal Shamsudeen**, Infrastructure Tech, Nesma & Partners, who is retiring after 17 years of service



## FROM THE COMMUNITY *continued*

Nesma employees celebrated the national days of Yemen and Jordan.



JODC Makkah - Nesma & Partners



Nesma & Partners Head Office



Mawaddah



Nesma Trading



Modern Pioneer



SANG Hospital Jeddah - Nesma & Partners

## FROM THE COMMUNITY *continued*

Nesma employees celebrated the national days of Yemen and Jordan.



Aramco Jazan Project - Nesma Catering



Dirab Airbase - Nesma & Partners



JODC Makkah and KAAR Project



KIC Project - Nesma & Partners



Nesma & Partners Head Office and Nesma Trading



Nesma Telecom & Technology



SADARA SPC -  
Nesma & Partners



SANG Hospital Jeddah - Nesma & Partners



RMC - Nesma & Partners



SANG Hospital Riyadh