

Nesma *Insider*

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Nesma & Partners: Main Contractor for Avenues Mall, Riyadh

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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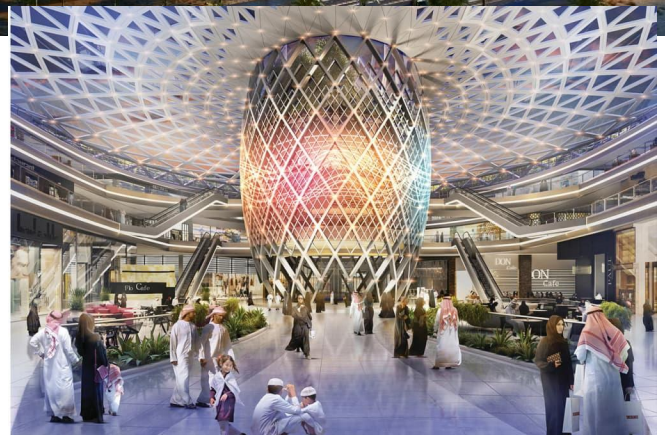
Nesma & Partners: Main Contractor for Avenues Mall, Riyadh



Nesma & Partners (N&P) signed an agreement with Shomoul Holding Company to be the main contractor for Phase 1 of The Avenues Mall in Riyadh. Valued at SAR 6.2 billion, The Avenues Riyadh Phase 1 Mall project is expected to produce nearly 40,000 job opportunities in the central region and play a significant role in promoting the Kingdom as a tourist destination while enhancing the retail and services sector. One of the largest commercial malls in the Middle East, it boasts a development built up area of around 1.5 million square meters.

Nesma & Partners' scope covers Phase 1, the design and construction of a luxury shopping mall with parking for over 15,000 vehicles, substation buildings, and landscape and external works. Taking after its first location in Kuwait, each "avenue" of the mall is designed with a unique character: Grand Avenue, Prestige, The Souk, The Mall, Electra, Oasis, Urban Walk and Grand Plaza.

When completed with phase 2, the full project, located in the north of Riyadh, will also include offices, apartments, hotels and a convention center.



SARAB Builds Pavilion At Dubai Airshow

SARAB Entertainment again had the pleasure to serve Saudia Airlines; this time to design and build a pavilion for them at the Dubai Airshow. Over 50 senior staff from Saudia, along with other global industry executives, were hosted at the pavilion where six agreements were signed with international aerospace leaders such as GE and Boeing.

Managing Director Sumai Ounallah said, “Given our first successful project with flyadeal, we have been trusted once again to work with the SAUDIA Group; this time on a much larger scale with a tougher mandate, at one of the world’s largest airshows, and we have successfully come together as a team to deliver this project outside of our operating domain of Saudi Arabia, with our extensive network of regional partners delivering on our promise and commitment.”

The 250 square meter pavilion was built in six days.

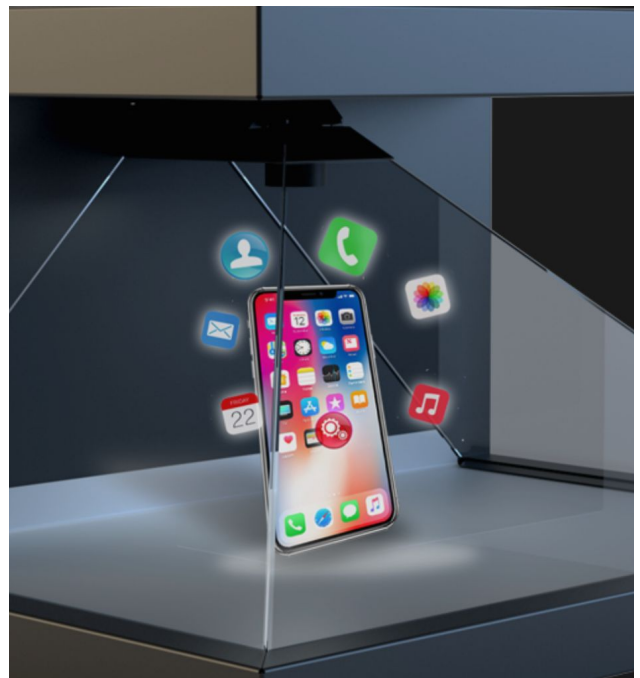


NEOM Awards SARAB Hologram Displays Project

Through its holographic display solutions, SARAB Entertainment is developing a concept to showcase the benefits of NEOM’s digital ID & digital lockers to be used across the city. The company will also create animation to illustrate all the use cases of these technologies at NEOM. Units in the main lobby of the digital government building will have holographic characters to welcome users and direct them to interact with the touch screen to learn more about various subjects of interest.

“I believe immersive technologies will be at the core of our business growth, with mixed reality leading the change in the playing field over the next five years,” says Managing Director Sumai Ounallah.

SARAB is the only reseller in the Kingdom of REALFICTION, a hologram and augmented reality solutions company based in Denmark.



Nesma Telecom & Technology Rebrands

On September 15th 2021, after a couple months' of brand development workshops, Nesma Telecom & Technology announced that it is changing its name to "Nesma Infrastructure & Technology" (NIT). The logo was inspired by a sky-view of a city grid.



"NIT has always focused on and specialized in critical infrastructure development, city electrical grids, and technology solutions that touch and improve people's lives on a daily basis from illuminating the streets they drive on, to powering their home appliances while they spend time with their families, to integrating crucial technology solutions to defend our nation while we carry on peaceful lives, and our new identity will stand out as one of the leading brands in the sector."

Salah Al Sunaid, CEO, NIT

BEFORE



AFTER



N&P Launches Excellerate Program



Nesma & Partners (N&P) has launched "Excellerate," a program created with the assistance of line managers to enhance the capacities of new joining professionals and set them on a fast path to success. President & CEO Samer Abdul Samad and other senior management provided encouraging words in the November 15th opening session.

The program is comprised of behavioral workshops, technical workshops and coaching sessions with the goal of enhancing the performance and skills of new N&P employees, including engineers and safety officers.

Aptly named "Excellerate," as a combination of the concepts 'accelerate' and 'excellence,' the program is delivered by Tenacity, a joint venture between Nesma and ighcc (ideas group).



Namat Creations Serve Formula 1, The Groves

Namat was chosen to create embroidered caps, T-shirts, vests and masks displaying slogans and logos for the Formula 1 race to be held in December at the new Jeddah Corniche Circuit.

In addition, Namat will provide embroidered caps and facemasks for the Groves Zone at Riyadh Season.

The nonprofit tailoring and embroidery center has been doubling down on its efforts to acquire new clients and increase its efficiency.



NTC Offers Computer Skills Course For Autistic Trainees

As computer skills are an important requirement in the modern workplace, Nesma Training Center has formed an agreement with Al-Faisalya Society to establish a course for autistic youth trainees to learn these skills with a sixty-hour, thirty-day course, making this program the first of its kind for people with special needs. The program is sponsored by the First Autism Center in Jeddah and covers those who are self-employed along with baristas, caterers and craftspeople.

Modern Bus Co. Graduates 39 Drivers

Thirty-nine MBO bus drivers passed the theoretical training test after having completed 26 training courses.



N&P Team Achieves 1 Million Safe Hours



The team at Nesma & Partners' Bujairi car park project celebrated the achievement of one million safe-person hours despite a tight time schedule and other challenges. The client, WSP, presented a certificate of recognition in a ceremony at the site.

N&P Receives Supply Chain Recognition Award



Nesma & Partners received Bechtel's Annual Supply Chain Award for 2020/2021 based on the company's overall performance, timely delivery of quality services and supplies, ability to work collaboratively to meet milestones and meeting or exceeding of project expectations in aspects of

safety, performance, technical expertise and environmental compliance.

Nesma & Partners is among 55 supply chain partners worldwide recognized for their support of Bechtel projects across the energy, infrastructure, nuclear, security, environmental, mining & metals, equipment, technology and logistics markets.

N&P Offers World Alzheimer's Day Program



Nesma & Partners' Employee Experience Diversity and Inclusion Unit provided an informative awareness session concerning Alzheimer's disease which was facilitated by neurosurgery consultant Dr. Nawal Abdelrahman Fadlallah and included information about how to reduce the risk of Alzheimer's.

Certificates of Appreciation Awarded to N&P, NUI

Certificates were awarded for Nesma United Industries' and Nesma & Partners' contributions to the Tanajib Gas Plant Plantation Eco Park. An individual certificate was also presented to Mohamed Asfari, of Nesma United Industries. The tree plantation project will eventually provide for the planting and 5-years' irrigation of around 200,000 trees, enough time for them to become established.



Namma Cargo Provides Flu Vaccines



Staff at Namma Cargo received flu vaccines provided by the Ministry of Health.



Nesma Representatives Attend HR Tech Summit

Khalid Aqeel, HR and Admin Manager, Modern Bus Company and Ghassan bin Nasser, Human Resources Manager, Namma Cargo attended the HR Tech Saudi Summit, a two-day event held in Riyadh that highlighted the future of work in the “new normal” digital world.



Nesma Represented At OSH Conference

Anees M. Sehly, Manager, QA/QC & HSE, Nesma United Industries, participated in the Occupational Safety and Health International Conference held at the Hilton Hotel Riyadh.

Nesma Head of Communications Receives Government Assignments



Ms. Rana Zumai was honored with a government assignment to form a communications department in a government authority under the Ministry of Industry and Mineral Resources. In addition, she will lead an initiative to bring more women to prominent positions within the ministry. She was also asked to be a founding member as Vice President of the first Saudi Fashion Professional Council at the Ministry of Culture.

“I was happy to accept both assignments, but I will always be in touch with my colleagues at Nesma and will never forget the amazing opportunities this company has brought me. I will be able to show the Ministry how Nesma has built capacity through communication efforts and commitment to diversity. At Nesma, I have learned many things about business and management. I learned from Sheikh Saleh how to make a positive impact on our clients and our community and am also grateful to Faisal and Noura as well, for their encouragement throughout my Nesma journey. Nesma provides a fun, respectful and elegant environment that I will never forget,” says Ms. Zumai.

Congratulations!

Certificates



Mahmoud Mustapha Rashidi, Project Engineer - MEP, Nesma & Partners, was awarded the Project Management

Professional certificate in July and the PMI Risk Management certificate in October, both from the Project Management Institute



Ali Abbas Alshayeb, Instrument Engineer, Nesma & Partners, has earned a master's

degree in electrical, electronics and communications engineering from Indiana State University.

Rami AL Jafari, IT Manager, Nesma United Industries, received a Project Manager Professional certificate from the Project Management Institute.

Appreciation



Hassan Alnaser, Sr. Cad Draftsman, received appreciation from Saudi Aramco for his work on the Haradh Gas Upstream Project.



Azaz M Alam, Sr. Cad Draftsman, received appreciation from Saudi Aramco for his work on the Haradh Gas Upstream Project.

Johar ul Akseer, Site Safety Manager, Nesma & Partners, received appreciation from Saudi Aramco for achieving a safe working environment at a Tanajib Gas Plant project.

Promotion



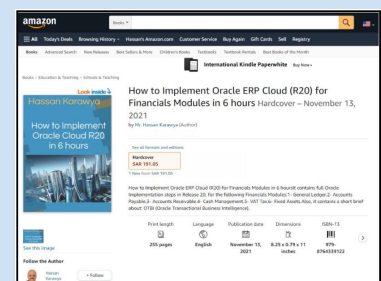
Khalid Aqeel has been promoted within Modern Bus Company from HR and Admin Manager to Head of HR and Training.

Nesma Employee Authors IT Book



Congratulations to **Hassan Karawya**, IT Oracle Functional Consultant, Nesma Co., whose new book, "How to Implement Oracle Cloud R20 in 6 Hours," is now available on Amazon at this link:

<https://www.amazon.com/dp/B09LGP2PT6>



N&P Team Celebrates Lebanon's National Day

The team at the SANG Jeddah Project celebrated Lebanon's National Day.

