

# Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No.104: September 2022

## Happy Saudi National Day



### 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, the United Arab Emirates, and beyond.

### CONTACT US

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

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# NUI Wins Landscaping Projects



Nesma United Industries Landscaping Division has been awarded two projects by the Red Sea Development Company. Both projects enhance the existing plant nursery. The first project has a six-month scope of work to supply and install a guy wire system to stabilize large trees across the nursery. The system will accommodate trees of varying heights and sizes.

The scope of work for the second project which runs until 2025, is to supply 17,000 local palm trees in addition to shrubs, ground cover, annuals, biennials, perennials, climbers orchids, lawn seeding, hydro seeding and soil mixtures.

Together, the contracts are valued at over SAR 60 million.



**General Manager  
for Landscape  
and Irrigation  
Division Chadi  
Menhem**

***“Nesma United Industries is proud to be part of the “greening” of the Red Sea Development projects and furthering the 2030 Vision.”***

# Nesma Security Wins NEOM Contract



Nesma Security will provide NEOM with security guards, supervisors and security patrol vehicles to provide services to the NEOM office building, The LINE, NEOM Zero, NEOM Logistic Park and the Gulf of Aqaba.

Nesma Security has already mobilized 175 Saudi security guards, 24 Saudi security supervisors and 36 security vehicles. The two-year contract could net monthly invoices exceeding SAR 2.5 million.



**Romel, Jeries CEO of Nesma Security**

***“ We are honored to serve prestigious projects across NEOM. This is another turning point in Nesma Security's continual progress and expansion.”***



## NUI Completes NEOM Golf Course

Nesma United Industries has completed work on the unique Sindalah Island Golf Course, part of the luxury development of the island which sits five kilometers from the mainland and is known for its beautiful waters and aquatic life.

Construction on the 18-hole course began in May 2021 and was completed in record time despite major challenges such as a 100-day weather delay. NUI's scope of work has included all infrastructure, earthworks, irrigation, planting, finishes and more. The final product has been hailed as setting a new benchmark for golf course design and aesthetic.



Representation only - actual photos will appear in a future Insider issue.

The Asian Golf Industry Federation magazine featured NUI, one of its executive members, as a leader in the Saudi golf industry. NUI's new golf division is outfitted with the expertise and equipment needed to construct and maintain sustainable golf courses and help their clients meet environmental certifications.

Check out the full article [at this link](#).

## N&P Project Reaches New Turning Point



Nesma & Partners has received the "Building Occupancy Permit" for its Bujairi Car Park project and expects to soon be getting the TOC (Taking Over Certificate). The milestone was accomplished in a limited timeframe and came in ahead of other DGDA development projects in Diriyah. Project Director Wissam Madi congratulated the team on their big achievement, and Nesma & Partners CEO Samer A Samad also sent a message reading, *"Congratulations to all, well done. It would not have happened without the support and effort of all parties."*



## Nesma Makes Forbes 100 List

Nesma Company Ltd. has ranked 36th on the prestigious Forbes Middle East Top 100 Arab Family Businesses 2022 list. A Forbes representative said it was Nesma's excellent performance that earned the high ranking. You can find the listing [at this link](#).



## In the News: Namat - Made in KSA



Nesma VP Noura Alturki was interviewed by The Arab News about the Nesma social enterprise, Namat, in an article featuring Saudi female entrepreneurs who are growing the economy. Contributing to the Vision 2030 goal to have one million women in the workforce, Namat is creating jobs for women in rural areas to produce customized, tailored, embroidered creations for corporations and other organizations.

In the interview, Alturki says, *"This project is inspiring in its inclusiveness... Our vision is to replicate tailoring centers so that women in all 13 provinces in Saudi Arabia have access to employment. I believe an empowered woman is true to herself and silences the voices (internal and external) that doubt her in order to pave the way to her own happiness in the world."*

Read the full article [by clicking this link](#).

## Nesma Hosts Pearl Initiative Networking Event

On September 27th, Nesma hosted a two-hour networking session put on by the Pearl Initiative. Titled **"The Power of the NextGen in Family Businesses,"** the event focused on how next generation business leaders can embrace diversity and sustainability. Included were opening remarks by a Nesma representative, a talk about the power of diversity in the workplace, and a discussion featuring a distinguished panel of business leaders along with question & answer sessions. The event concluded with refreshments and a networking opportunity.





### ***NUI Teams Achieve Safe Hour Milestones***



In its quest to have injury free workplaces, Nesma United Industries management have focused on promoting and implementing HSE policies and procedures, an effort which has paid off with the achievement of two new milestones.

The NUI team at the Fadhili Bachelor Camp Operation & Maintenance project recently celebrated attaining four million safe hours without time lost due to injury, while the team at the TRSDC Southern Dunes Hotel project has surpassed two million safe hours.

### ***NW&E Management Attend Ejadah Workshop***

Nesma Water & Energy management learned about the Ejadah initiative in a one-day workshop. The Ejadah strategy is to implement control mechanisms that ensure that all operations in the field comply with relevant regulations and laws while adhering to a high level of professionalism and standards. This approach aims to result in enhanced operations and increased community confidence in municipal services.

The workshop was coordinated by Public Services Coordinator Ahmed Hawsawi and Compliance & Governance Consultant Mohammed Kadri.



### ***Jollibee Brand Awareness Campaign***

Jollibee is using its mascot along with free merchandise and coupons for free products to promote its brand.

According to CEO Faisal Y. Bamhrez, "We are driving awareness of the Jollibee brand amongst our target market through great taste, value-for-money products and sharing the joy of eating."

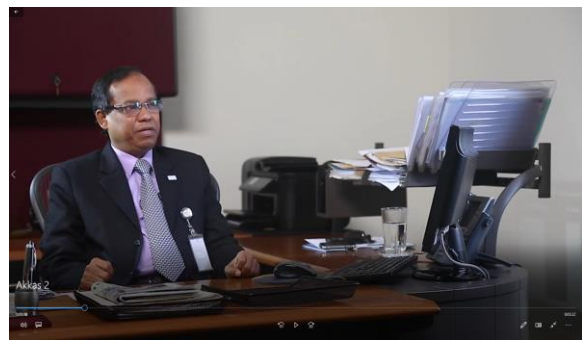




## Farewell to Nesma Executive Akkas Miah

On September 7th, Nesma staff and executives gathered to bid a fond farewell to Mr. Akkas Miah who had been with Nesma almost since its inception nearly 40 years ago. His final position was as CFO. At the farewell event, he was honored for his excellent service and loyalty which have contributed to the company's success.

We all wish him an enjoyable retirement.



View Mr. Akkas's tribute video [at this link](#).

## Nesma Toastmasters Club Invites You!

Nesma Holding Toastmasters Club, NHTC, invites you to join them in learning to be a successful public speaker. Their motto is "We learn by doing," and you can too.

Toastmasters is an international nonprofit organization that has been around since 1924. Their mission is to teach public speaking (in English) and leadership skills. The Nesma club was formed in 2006 and is still active. They meet on alternate Tuesdays at Nesma Training Center.

For more information, contact Leen Alhamdani, [nhtclub@gmail.com](mailto:nhtclub@gmail.com) or at 0568057026.



**NHTMC is an English Toastmasters club, but first, What is Toastmasters?**



Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Headquartered in Englewood, Colorado. The organization's membership exceeds 280,000 in more than 14,700 clubs in 144 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators, and leaders.

### NESMA HOLDING TOASTMASTERS CLUB

NHTMC was established on June 27th, 2006 and still active to achieve Nesma Holding's goal of developing Nesma's Employees and the community.

NHTMC meetings are held on alternate Tuesdays at Nesma Training Center



## Saudi National Day Celebrations!



**Nesma Co. HQ, Jeddah**



**Nesma United Industries. Head office, Al Khobar**



**Nesma & Partners, Head office, Al Khobar**



**Nesma Orbit, Jeddah**



### *Saudi National Day Celebrations!*



**Nesma & Partners, Sang Qassim project**



**Nesma & Partners, Awis project**



**Nesma & Partners, SANG Hospital Taif project**



**Nesma & Partners, NEOM projects Sharma, Tabuk**



**Nesma & Partners, NASJV - KFAA MAJMAA project TSO**



**Nesma & Partners, Western Ring Road project**



**Nesma United Industries, Dhahran  
FA/FF O&M Project & Aramco**



**Nesma & Partners, Shumaisy Camp, MASAR project**



### *Saudi National Day Celebrations!*



Namat, Thuwal



Jollibee and Chowking , Jeddah



Namma Shipping, Jeddah

### *India's Independence Day Celebration*



The **Nesma & Partners** team at the NASJV - KFAA Majmaa project celebrated India's Independence Day on August 15th. Fifty staff members attended the celebration.

### *Around & About*

Nesma Commercial Photographer **Ashraf Habib**, took the initiative to photograph Nesma Co. employees using a skillful light-paint technique, and with impressive results. You can find more of Habib's art on Instagram at: [www.instagram.com/ashraf.habeeb](https://www.instagram.com/ashraf.habeeb).



**Mustafa AlSandak**, Expeditor, Nesma & Partners, shares his cartoon showing the joy of National Day.





## Congratulations!

### Newborns



A new baby girl for **Gaith Awad Alrwaili**, IT Technical Support, Nesma & Partners



A new baby boy for **Abdul Rahman Omar Abdullah Balbaid**, Design Team Leader-Architect King Salman Specialized Hospital Project, Nesma & Partners

### Graduation



**Mohammad El Barakeh**, MEP Construction Manager, Nesma & Partners has attained an

Executive MBA from Lebanese American University

### Certificate



**Moustafa Hamed Abdelkarim Hamed**, Site Safety Engineer, Nesma & Partners is now certified as an OHSMS ISO 45001:2018 Lead Auditor



**Mohamed Zanaty**, Senior SCC Engineer, Nesma & Partners has been

credentialed by PMI as a Project Management Professional.



**Mohammad Jawed Alam, Sr. QA/QC Engineer-E&I**, Nesma & Partners has completed the QMS, IRCA - Certified Lead Auditor Course, ISO 9001:2015.

### Appreciation



**Syed Fareed Ahmed, Sr. Procurement Engineer**, Nesma & Partners received a certificate of appreciation from Saudi Aramco for his excellent performance.

## Stay Connected to Nesma

We want to hear from you! Whether it is a story you think we should publish in Nesma Insider or simply by following our social media channels, we encourage your participation. Send your suggestions, comments and story ideas to:

[newsletter@nesma.com](mailto:newsletter@nesma.com).

Let us feature you in our pages!

