

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 97: February 2022

Nesma Celebrates 43rd Anniversary



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

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: 1503

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

STAFF

EDITORIAL &
CREATIVE ART DIRECTOR
Arwa Salem

PHOTO EDITOR
Ashraf Habib



STAY CONNECTED
www.nesma.com



Nesma Celebrates 43rd Anniversary

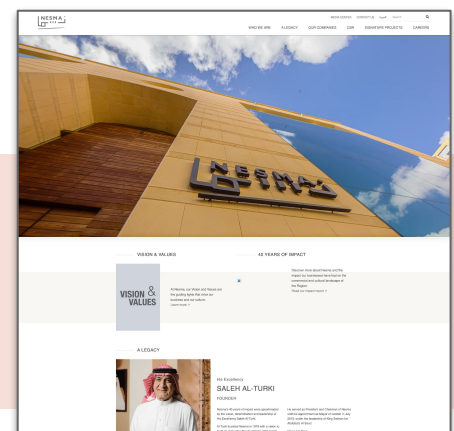


On February 14th, Nesma celebrated its 43 years in business sharing a cake, chocolates, congratulatory message from President Faisal Alturki and QR link to a video that briefly summarizes the markets the company has penetrated beginning with construction, then moving into port operations & marine services, telecom, internet, Hajj and Umrah services, industrial products, fast food, oil and gas industry support services, community outreach projects, airlines, electrical equipment, a training institute, operations of a container terminal, construction contract for King Abdulaziz Road in Makkah and the succession to next generation leadership with President Faisal Alturki and VP Noura Alturki. Moreover, Sh. Saleh, Nesma's founder and former president, sent the employees a message of congratulations and encouragement which was heard throughout the HQ building. The company continues on a trajectory of growth and regional leadership in line with its slogan, "Imagine the possibilities."



Click here to [watch the video](#).

"Celebrating 43 years of success and looking forward to a bright and prosperous future together. Congratulations to the Nesma family."
Message from Nesma President Faisal Alturki



Also, on the occasion of Nesma's 43rd anniversary, a new website was announced. Explore the website at nesma.com.

Modern Bus Co. to Operate New Makkah Bus Lines

Modern Bus Co. has begun its Makkah bus lines operations contract, valued at SAR 3.2 billion over its 10-year period which includes the provision of 400 advanced-tech buses, training and managing drivers, scheduling and bus maintenance. The trial phase began with a route from the Haramain Express train station to the Grand Mosque. The buses are free of charge during this phase while the Royal Commission for the Holy City of Makkah and the Holy Sites measures the satisfaction of passengers and residents.

The project is an initiative of the Saudi Vision 2030 Doyof Al Rahman Program which seeks “to provide the opportunity for the largest possible number of Muslims to perform Hajj and Umrah ...and to work on enriching and enhancing their experience.”



Namma International Marine Services Co. Welcomes Returning Pilgrims

Namma International Marine Services recently welcomed a group of Umrah pilgrims who sailed from Sudan. The pilgrims, the first after a long delay due to COVID-19, were each given a gift bag.

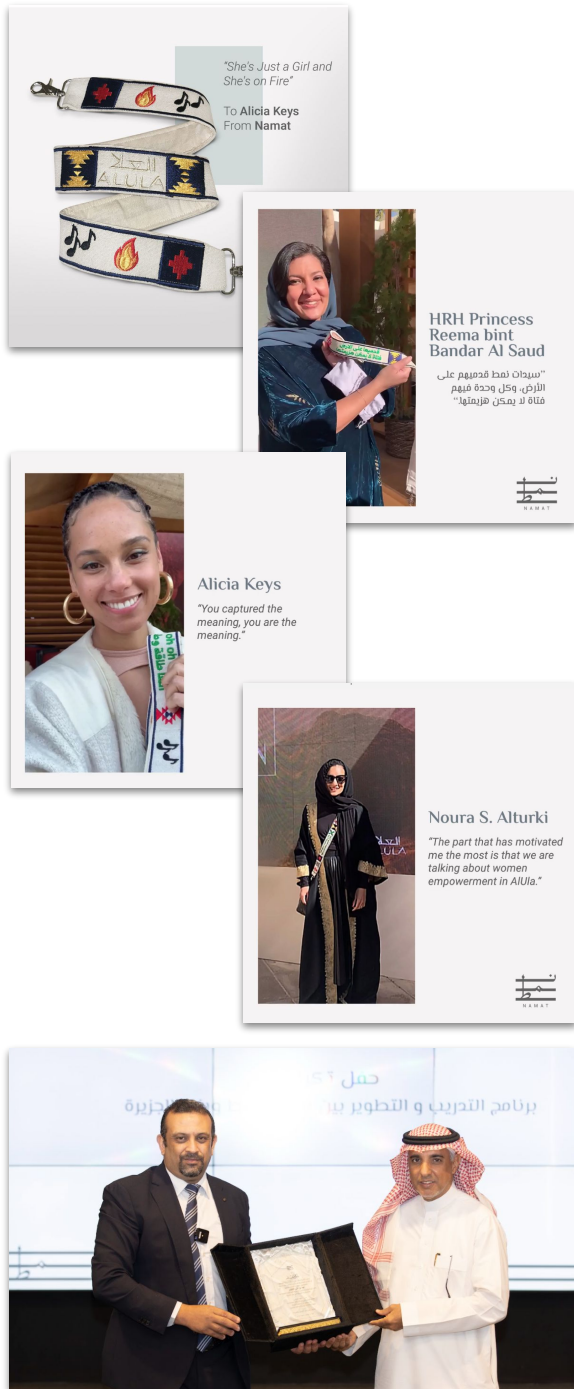
In addition, the company hosted local dignitaries on board the ship Aziz providing them with a tour and complimentary lunch.



Nesma Infrastructure & Technology Signs MOU with Kloudspot



NIT signed a memorandum of understanding with Kloudspot for cooperation in the field of AI. The agreement came after the two companies had reached an advanced level of cooperation in the area of seamless internet with the Red Sea Development Company's “Smart” destination initiative.



Namat Focuses on New Partnerships

Namat is promoting its products in creative ways including a recent presentation to international recording artist Alicia Keys. After a performance in AIUla this month, Keys hosted “Women to Women,” a town hall style event at which Nesma VP Noura Alturki presented a strap that Namat had created especially for and inspired by Keys. Evoking Key’s song, “Girl on Fire,” the strap incorporates traditional Saudi patterns and is meant as a tribute to Key’s dedication to women’s empowerment. After presenting the strap, Alturki described to the group her experience in 2006 when doing research in Al Jizan, 300 women showed up with their CVs, hoping for a job interview and dispelling the myth that rural Saudi women weren’t interested in working outside the home. Hear the full story of Noura Alturki’s experience in Jizan [here](#).

HRH Princess Reema bint Bandar Al Saud attended the event and recorded a thank you to Namat saying the strap was a beautiful product from beautiful women who are strong and show a great level of care in their work. Listen to [her message here](#). Alicia Keys also sent an enthusiastic message to Namat, saying the strap was stunning and adding, “*You captured the meaning, you are the meaning, which is why you captured it! You mean so much to me, and I just wanted to tell you that I adore this. It is a very special gift to me. And thank you for blessing the world.*” Listen to Alicia Key’s full message to Namat [here](#).

Another partnership came in the form of 35 advanced tailoring machines donated by AlJazira bank in a special event held in Thuwal. These state-of-the-art machines will be distributed among Namat’s Thuwal, Jeddah and Khulais branches and will facilitate Namat’s production speed and capacity, furthering its business expansion and social development goals.

Nesma Training Center and Saudi Platform Sign Agreement

On Founding Day, NTC and Saudi Platform, as a CSR initiative, signed an agreement of cooperation to publish and support the center’s programs and events.

In other news, NTC has finished testing 1872 employees of Saudi Ground Services Co. with a testing period of 312 hours.



Nesma Infrastructure & Technology at LEAP 2022

NIT participated in LEAP 2022 as an exhibitor and strategic sponsor partner with Huawei.

During the event, the managements of NIT and Huawei agreed to extend their cooperation within the field of cloud and digital transformation, a plan which is in line with the Saudi Vision 2030.

LEAP, a three-day digital economy conference, was held for the first time in Saudi Arabia.



Modern Bus Co Represented at Transport Congress

Khalid Ageel, Head of HR & Training along with Fleet Availability Manager Ahmet Dere attended the MENA Transport Congress & Exhibition held February 6-8 in Dubai, UAE. The congress was attended by 2000 people representing 48 countries. The sessions centered around the themes of the future of mobility and sustainability.



NDigitec 2021 Accomplishments



NDigitec partnered with Dubaiprint again as the official printing partners of a number of large events including Diafa 2021, Emi Gala 2021 and PRIME - Packaging Resource & Innovations Middle East. Based on complementary and synergistic expertise, a new partnership was also formed with Nesma's Sarab Entertainment.

NDigitec had many fabrication projects in 2021 such as branding for scaffolding for Sheikh Zayed Grand Mosque and exhibition stands for major events such as Big 5, Wetex & Dubai Solar Show, Gulfood Manufacturing and Dubai Airshow.

NDigitec was a printing partner with famous large brands like Cartier & MasterCard. Also, the company partnered with the Expo2020 pavilions of the USA, Serbia, Russia, Morocco, Madagascar, Nigeria, Rwanda, Vietnam, Congo, Canada, Lebanon, Sweden and the Netherlands.

NDigitec has served over 500 clients.



Certifications & Appreciation



Modern Bus Co. A Great Place to Work

Modern Bus Co. has earned the Great Place to Work® Certification™ which they attribute to prioritizing a positive company culture.

Appreciation for NIT Team

NEOM Tech & Digital Co. CEO Joseph Bradley visited Nesma Infrastructure and Technology's project site for the NEOM Telecom Park in appreciation of the team's achievement in delivering a first-of-its-kind data center.



NIT Receives 5-Star Certification

The Saudi Electric Co. awarded the Nesma Infrastructure & Technology team at Jeddah Economic City 110/13.8kV substation project with a certificate of appreciation for receiving it's 5-Star score after an audit of their health and safety management system.

NIT Receives Huawei Award

During Huawei's special Awards event in Dubai, Nesma Infrastructure and Technology was awarded as the Fastest Growing Partner for the year 2021. **Fouad Alsherebi**, NIT's Chairman, received the award from Mr. Eric Yang, Huawei's CEO in Saudi Arabia.



ISO Certifications for Nesma Co. and NIT



NESMA
INFRASTRUCTURE
& TECHNOLOGY

Both Nesma Co. and Nesma Infrastructure and Technology have successfully completed audits for three ISO certifications. These were initial certifications for Nesma Co. and recertifications for NIT. The **ISO 9001: 2015** standards are for a quality management system.

The **ISO 14001: 2015** certifies an environmental management system, and the **ISO 45001: 2018** is for companies that demonstrate an occupational health and safety management system.

NUI Safety & HR Workshop

A one-day training at the end of December, 2021, was provided for 45 Nesma United Industry employees at Fadhili Aramco Recreation Center at the FBC & GSRC project. The training covered three areas. Yahya Al-Marri and Ayman Khazal discussed safety awareness including risks in the work environment and safety requirements to reduce injuries to workers and equipment. Eng. Walid Kattan talked about HVAC safety procedures to be followed, and HR Coordinator Wael Al-Dakhil, who organized the training, explained a variety of HR forms and requirements.



Creating Shared Value

Nesma VP on Governance

NesmaRise promoted the Pearl Initiative's "Forum on the State of Affairs of Corporate Governance in the Gulf Region." The Pearl Initiative focuses on and endorses governance best practices and sustainability in the Gulf through workshops, meetings, information and strategic partnerships.

As part of their final session on "Governance and Leadership Diversity for the Sustainability of Family Businesses" a panel of three women leaders including Nesma VP Noura Alturki, was convened to talk about sustainability. When asked about strategies to insure diversity in leadership, Alturki noted that in addition to utilizing professional management, Nesma has met the challenge of finding truly independent, diverse expertise by looking outside of their networks and their borders and bringing that perspective to the board level, an exercise, she noted, that has brought concrete results. Listen to the full forum [at this link](#).

A Forum on the State of Affairs of Corporate Governance in the Gulf Region

- 1 Impactful Developments in Anti-Corruption & Integrity Practices in the Workplace
- 2 Building Better Businesses: Corporate Governance Essentials for Tech Companies and MSMEs
- 3 Governance and Leadership Diversity for the Sustainability of Family Businesses

Fireside chat with:
Noura Alturki
Vice President, Nesma Co. Ltd
from: 14:30 - 14:50 GST

Join the Pearl Initiative's upcoming virtual event to hear the opinions of the diverse experts on the subject. This event will provide the business community with a unique opportunity to review the corporate governance journey in the Gulf region and globally and stay up to date with the key priorities for 2022 and beyond.

*** DATE** 16/02 Wednesday *** TIME** 13:00 - 15:00

For more information and to register, visit the link below:
[Register](#)

#RiseTalk nesmarise NESMA

NWE CEO on 21st Century Learners

Another Nesma executive, Nesma Water & Energy's CEO Mahmoud Fallatah, created value in the community when he conducted a session at the 21st Century Learner Personality forum where he covered identity & values, continual education, analytical thinking skills, digitalization and life & work skills. The aim of the conference was to to promote interest in building the personality of the 21st century learner as a deep culture.

The three-day conference supported KSA's Vision 2030 Human Capability Program's goal to "develop knowledge and values that enhance 21st century and global citizenship skills."



Farewell to CEO Wadea Derar



A farewell party was held to honor Mr. Wadea Derar, who retired after 39 years with the Nesma family.

Derar sat down with the Insider to reflect upon his Nesma journey. He told the story of a young man who found direction and passion when he was taken under the wing of Nesma founder, Sheikh Saleh Al-Turki. He began his Nesma journey as a

logistics admin. for a Nesma JV project at a time of exponential growth both in the Kingdom and the Company, when Nesma was awarded new projects weekly. Then, for another project, they needed 72 workers from the Philippines within six weeks and as their mobilization recruiters were busy in Bangladesh, they sent Wadea Derar. At just 21 years of age, he was very grateful for the opportunity and succeeded with the assignment. Promoted to Personnel and Administration Manager at Nesma Co., he spent the next two years traveling the globe to hire and mobilize workforces of up to 400 people. Sh. Saleh then transferred him to Namma Cargo which was involved with shipping household goods for the many expats moving in and out of the Kingdom. As the country headed towards a Saudi-based workforce, Sh. Saleh shifted the emphasis of Namma Cargo to the industrial and commercial sectors. In 1998, Derar became CEO of Namma Cargo and in that first decade, achieved 50% market share partly due to several exclusive agency agreements. Namma Cargo continues to be a top company in the sector. Derar attributes his success to the kind encouragement and support he always received from HE Saleh Al-Turki who is now Mayor of Jeddah.

In retirement, Mr. Wadea Derar will be a consultant for Namma Cargo and looks forward to traveling the world and meeting up with the many friends he's made through his networking efforts.

Wadea Derar, CEO Namma Cargo Services (retired)

In the early days of Nesma, I attended meetings and just listened and learned from Sh. Saleh. I tried to emulate him...I learned the art of negotiation from him.... he's more than a father to me because he gave me so much.

I have worked with Mr. Wadea Derar closely and consider it my great luck and honor to have had the opportunity to work with a great leader. Under his guidance I have learned several lessons and his image as a leader will be with me throughout my life. I would use one word to describe Mr. Wadea and it is "irreplaceable." **Ghassan Bin Nasser,**
Human Resources Manager



CFO Mr. Mohammed Ali Chowdhury

Personally, he has made a strong and lasting impact on me. At times we had arguments, differences of opinions at work but in the end he was a compassionate friend, brother and a source of encouragement. Indeed, he has been a big part of the company & his influence around the workplace will be deeply missed. We can never forget his humor and the cheerful moments spent together. We will miss his presence but will not forget him and wish him a long, healthy, happy retirement.

Regional Manager, Central Province, LA Malik

Mr. Wadea A. Derar served as an exemplary role model by consistently demonstrating a commitment to upholding company values and encouraging others to do the same. He effectively provided guidance to his team when necessary, while also holding employees accountable for their individual responsibilities. In his leadership, the team was engaged and achieved their goals successfully. He demonstrated a strong ability to balance a willingness to help others on the team and carry out their own direct responsibilities. He demonstrated an admirable ability to turn problems into learning opportunities. I wish him all the very best and value his guidance as I learned a lot from him.

Regional Manager, Eastern Province Haider Abdullah Al Tarooti

Whatever I say about Mr. Wadea, I will not be able to give the words that he deserves. I have really enjoyed working under his leadership. I feel he treated me as his son and was always available to provide me his full support to meet challenges successfully. In the midst of problems, he was encouraging and gave me his full trust so that we could solve issues effectively. In meetings with Mr. Wadea, time passes very quickly and concludes with the best results. From the bottom of my heart, I wish him all the best in his life and even as we move forward, Mr. Wadea will always be in our hearts and minds.

Regional Manager, Western Province, Abdulelah Al Hejilan

You'll always be a part of our hearts. Your positive spirit is contagious. We enjoyed working with you and will miss your presence and leadership, BOSS. Your inspirational and motivational words of advice will push everyone to do their best for the rest of their lives. Surely we can say that our team would not have been as successful without you and your guidance. Your contribution to the company has been magnificent! We will remember you! Your compassion for this field is irreplaceable. You'll do wonderful things, no matter what! We're lucky to have worked with you and the lessons you've taught us will always be remembered. Your positive outlook and friendly attitude have always inspired us. It has been wonderful to have you as our leader. All the best for your upcoming life. Stay blessed!



GROUP ACTIVITIES



NW&E Celebrates Annual Social Day

Nesma Water and Energy held its annual social day event at a large location with football court, swimming pool and lounges. Executives and staff alike enjoyed a fun day of sports, cultural activities and dinner.

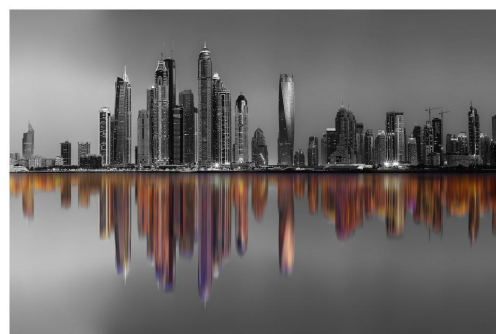
NWE's Mohammed Kadri Featured on Rotana Khalijiya

Mohammed Kadri, Governance & Compliance Consultant, Nesma Water & Energy, was the featured guest on the show "Sa3et Shabbab - An Hour For Youth" where he was interviewed by Lamia Ghaleb. Kadri Talked about his music passion, the Midway Music Band he formed in Jeddah and how the arts can help us maintain intellectual and psychological balance. He and his band performed several of his original compositions. The full interview can be enjoyed at [this link](#).

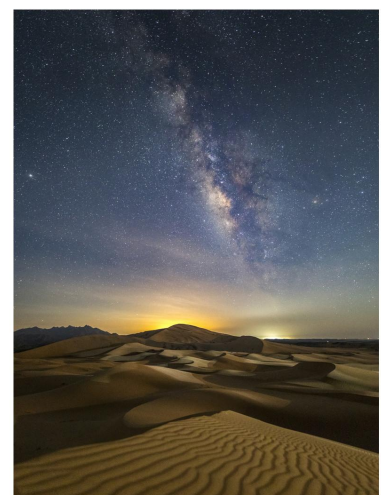


Nesma Photographer Awarded

Ashraf Habib, Commercial Photographer, Nesma Co. has been granted the level of "Awarded Photographer" on the exclusive 1X.com, an achievement which came in record time. Each awarded photo is selected by professional curators.



Ashraf Habib
Awarded on 1x.com



Ashraf Habib
Awarded on 1x.com





SAUDI
FOUNDING
DAY – 1727

Nesma Celebrates Founding Day

Nesma Co celebrated the Kingdom's first annual Founding Day holiday on February 22nd. Employees wore traditional costumes representing the Saudi regions or cities of their own heritage for a fun day with a historical touch.

Nesma & Partners (N&P) provided a trip for senior management to the Heritage Village in Dammam and secured entrance passes to the Village for all N&P HQ employees to be used for a visit anytime before September 21st.

N&P, KSAB Project also had a Founding Day celebration.

Founding Day commemorates the the first Saudi state, the Emirate of Diriyah, established by Imam Mohammed bin Saud in 1727.



Created by Abdullah Al-Ghazal, NDT
Coordinator, Nesma & Partners



Photo shared by Ezz Ali Al Fadhl,
Human Resources Representative,
Nesma & Partners



N&P, KSAB Project

Congratulations!

Newborns



A baby girl for **Hael Mousa**, Senior Electrical Site Engineer, Nesma Water & Energy

Employee of the month



Nasir Amin, Procurement Representative, Nesma & Partners

Appreciation



Huawei's Award for Golden Sales was presented to **Eng. Rayan Alamoudi** from Nesma Infrastructure & Technology.

Marriage



Mohammad Mobashir Khan, Mechanical Supervisor, Nesma United Industries



Mohammad Mobashir Khan, HVAC Mechanical Supervisor, Nesma United Industries



Mustafa Ali Almgaily, Supervisor-Electrical, Nesma & Partners



Qamer Hasnain, Sr. Safety Officer, Nesma & Partners, received appreciation from the Nesma

Almabani JV for his commitment to health and safety. In addition, he was named "Employee of the Month" for January, 2021.

Graduation



Mohamad Moussa El Khatib, Site Engineer/ Building Div., NUI, has earned a Graduate

Diploma in Architectural Science (Sustainable Design) from the University of Sydney.

Promotion



Eric M Castellano has been promoted from Project Engineer to Sr. Project Engineer Instrumentation, Nesma & Partners.

Certification



Hassan Mohamed Karawya, IT Oracle Functional Consultant, Nesma Co, has become a certified member of PMI.

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.

Let us feature you in our pages!

