

# NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 6: June 2014



## RAMADAN KAREEM!

### JOLLIBEE... UNSTOPPABLE

# Free YUM!



### 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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## **Ramadan Mubarak to you all!**

We hope that your holy month is off to a great start and that you and your families are experiencing the blessings that it brings. We pray that your hearts be filled with thanks and gratitude, that your actions be filled with prayer and reflection, and that your good deeds be rewarded in this life and the next.

The Nesma Group is mostly focused on business-to-business services, but Nesma is also home to some special products and services that are oriented towards the end-user directly. In this “retail” issue of The Nesma Insider, we highlight a number of special brands that Nesma brings

to individual customers in Saudi Arabia. We also share with you two \*exclusive\* discounts offered by Nesma Shaheen and Nesma Chocolate. But hurry, they have a time limit!

We thank you for sending us your stories and value the opportunity to learn more about you each month. Please do keep sharing.

### **Noura Alturki**

HR and CSR Executive Manager  
Nesma Holding Co. Ltd.



## FEATURED ARTICLE

**CELEBRATING 116 YEARS OF PHILIPPINE INDEPENDENCE.**

**Freedom.  
Free YUM!**



**Free Regular Yum for every purchase  
of Chickenjoy Bucket Meal on June 12, 13 & 14  
at all Jollibee branches in the Kingdom.**



**Jollibee**

## Jollibee... Unstoppable!

As part of the 116th Celebrations of the Philippines Declaration of Independence, Nesma Jollibee hosted a series of activities in its nation-wide stores, as well as a festivity at the Nesma Training Center for its employees under the theme "We Celebrate Together, We Explore Together". Through advertisements placed in The Saudi Gazette, the public was offered free Regular Yum for every purchase of Chickenjoy Bucket Meal. The #1 family fast food chain in the Philippines also had a special performance by the Jollibee mascot, which danced to the applause of children and children at heart alike. At the Nesma Training Center, Jollibee hosted the Consul General of the Philippines in Jeddah,

**Saudi Gazette** **PHILIPPINES INDEPENDENCE DAY** THURSDAY, JUNE 12, 2014 **11**

**LuLu to mark Philippines Independence Day with feasts**

**Jollibee emerges as the No. 1 family fast food chain in Philippines**

**LuLu** is the largest food chain in the Philippines, operating a nationwide network of over 900 stores. A distinctive market leader in the Philippines, Jollibee enjoys the most than all the other multinational fast-food chains in the country. The company has also expanded its footprint to other countries in the Middle East, Europe, and Asia. In the Philippines, Jollibee is the most loved fast-food chain, with a market share of over 30 percent. The company's success is attributed to its commitment to quality, innovation, and customer service. Jollibee's products are known for their delicious taste and high quality ingredients. The company's growth has been remarkable, with a significant increase in sales and market share over the years. Jollibee's success is a testament to its dedication to providing a high-quality dining experience to its customers. The company's commitment to excellence has earned it a reputation as the leading fast-food chain in the Philippines. Jollibee's success is a result of its innovative marketing strategies and its focus on customer satisfaction. The company's dedication to quality and innovation has allowed it to maintain its position as the top fast-food chain in the Philippines. Jollibee's success is a testament to its commitment to providing a high-quality dining experience to its customers. The company's commitment to excellence has earned it a reputation as the leading fast-food chain in the Philippines. Jollibee's success is a result of its innovative marketing strategies and its focus on customer satisfaction. The company's dedication to quality and innovation has allowed it to maintain its position as the top fast-food chain in the Philippines.

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## FEATURED ARTICLE *continued*

Mr. Uriel Garibay. Together the audience sang the Filipino and Saudi Arabian national anthems, followed by an audio visual performance and a cultural dance.

June also witnessed a sales rally at Jollibee under the theme “Unstoppable!” Billy Junn Tabares, Senior Marketing Officer at Jollibee explains, “This year’s theme is unique compared to our previous years, which are usually being held in a hotel. We decided to make this year’s program more provocative, energetic, excitement that calls for action, thus, we have chosen the Saudi Paintball Field to be the location of this event.” The purpose of the event is to ensure that all the marketing and sales strategies are being cascaded from the management to every single staff that works in Jollibee-Nesma every single year. The first half of the program started with some short review of Jollibee’s performance in 2013, in addition to the

marketing plans and strategies. The second part of the program featured the Paintball War Games. All the Jollibee team, including top management, support teams and operations changed to battle mode and enjoyed the activity. Specific games were designed to inspire the team to strategize and meet the game’s objective to reach a certain goal. This goal was also be applicable in actual sales generating activities.





## FEATURED ARTICLE

# Dunhill... presents an Exclusive Nesma Offer!

To welcome the Holy Month of Ramadan, Nesma Shaheen has launched a new design of the Givenchy 'shmagh' to the Saudi market. On this occasion, General Manager Abdulhameed Al-Sunaid announced to the Nesma Insider team an offer to provide all Nesma Group employees with a 20% discount as well as shipping by DHL for any order exceeding 500 Saudi Riyals. OFFER ENDS AT THE END OF RAMADAN 2014, so hurry! Contact [sunaid@arsh.sa](mailto:sunaid@arsh.sa) to place your order.

Nesma Shaheen is the first company in the GCC to brand the Arabian men's traditional headdresses, or 'shemagh.' The company was founded in 1997 and has since specialized in distributing luxury branded 'shemagh' and 'ghutra' all made of 100% cotton. Nesma Shaheen has over 18 years of experience in this field, with authorized distributors in Kuwait, Bahrain, Qatar and the United Arab Emirates. It is the exclusive agent for headdresses using the brand names of Dunhill and Givenchy.

The advantage of this newly launched design lies in its high quality cotton threads.



افضل جودة. افضل سعر



130 ريال

شركة نسما شاهين للتجارة المحدودة  
الرياض - جدة - الخبر - الممّام - دبي - أبوظبي - البحرين - قطر - الكويت  
الممّام : ٠٠٩٦٦١٣٨٣٤٥٩١  
هدية قيمة





## FEATURED ARTICLE

# Nesma Chocolate Ramadan Special

On the blessed occasion of Ramadan, Nesma Chocolate would like to announce a 20% discount for all Nesma employees. You can visit any of their Jeddah branches to place your order, or if you're from out of Jeddah, please contact the brand's Operations Manager, Mr. Ahmed Habib, to discuss possible delivery options; [ahabib@nesma.com](mailto:ahabib@nesma.com).

Established in 2009, Nesma Chocolate is a chain of high-end retail shops in Jeddah that offer consumers the "complete chocolate experience" by providing unique recipes in wrapped & unwrapped chocolates. Stores are located in Arafaat Street, Sari Street & Sultan Street.

Nesma Chocolate produces its products locally in their state-of-art chocolate factory, located in Jeddah's industrial district. The factory is currently undergoing ISO 22000 Food & Safety standard.





# GROUP NEWS



## Nesma Embroidery completes new level of training

Nesma Embroidery completed its third phase of training in industrial sewing for employees in Jeddah and Khulais. This training was unique in its partnerships and execution: The training was delivered by Turkish partners who have extensive experience in industrial sewing for international markets. The training was delivered “on-the-job”, meaning that all pieces that were produced during training were prepared for customers. This made the training much more focused and deliberate, as the employees were extra diligent about meeting expected quality standards. As part of the training, two Nesma Embroidery employees also traveled to Istanbul to get practical training in Turkish factories. Nesma Embroidery is now well positioned to deliver corporate uniforms (pants, shirts, aprons, and the like) to its corporate customers.



At the conclusion of the training, the employees celebrated with a themed cake and speeches.



From right: Mr. Antoine Medawar, Amadeus MENA Vice President; Mr. Naser Al Nasr, Nesma Travel General Manager; Mr. Nashat Bukhari, Amadeus General Manager for Saudi Arabia.

## Nesma Travel Receives Award

Nesma Travel was awarded an appreciation plaque by Amadeus Travel Corporation as a token of appreciation for Nesma Travel's efforts in achieving the 2014 first quarter sales targets. The award was handed to Naser Al-Naser, General Manager of Nesma Travel, during the Arab Travel Market Conference in Dubai.

Amadeus is one of the world's most advanced research and ticketing engines that is utilized by millions of travel companies to research customer inquiries, book and issue their plane tickets, including check in and departure processes.





## JODP Camp Outdoor Tournament Closing

Employees at the Jabal Omar Development project completed their first outdoor tournament championship, which included basketball and volleyball. On this occasion, Joel Loriyo, Recreation Supervisor wishes to thank Ziad Chahine, Mohammed Kadri, and Khaled Butt for their participation in the awarding of trophies and medals, and Nesma Catering for the food and beverages. He also delivers special thanks to the recreation committee comprised of Dawud Reyes, Ariel Ompad, Erjay Altura, Dennis Huavas, Jamael Pangaga, Vicente Aguhay and Datunot Ampatuan.

With the start of summer, the sports moved indoors featuring tournaments in table tennis, darts, billiards and badminton.

## GROUP NEWS *continued*



## Nesma Airlines Open a New International Flight

For the first time in its history, Al-Jouf region in the north of Saudi Arabia opened its local airport for international travel. The occasion was the arrival of a Nesma Airlines flight from Cairo on June 24. It was a royal welcome, including government and airport officials, as well as Nesma representatives. The plane landed to the salute of water cannons, which is an international custom for special airline flights. To highlight the importance of this trip, one passenger said, "This flight has reduced the burden for us to travel to Tabouk in order to fly to Egypt. I would like to thank the Emir of Al-Jouf, Prince Fahad Bin Bandar, and all who made this possible." The arrival of the plane in Al-Jouf also witnessed the union of two newlyweds: the bride flew in on the Nesma Airlines plane fully decorated in her wedding gown and veil, much to the delight of spectators. We wish Nesma Airlines (and the newlyweds!) much success in Al-Jouf.



## GROUP NEWS *continued*



### Nesma Industrial Services: Automatic Welding and Coating Services

Nesma Industrial Services conducted a demonstration of its automatic welding and coating services at an event that was attended by major pipeline contractors and Saudi Aramco personnel at Nesma-Havatek in the Eastern Province. The event was held in collaboration with Nesma partner CRC-EVANS, which builds the most successful and widely used automated welding systems for pipeline construction in the world, on land and offshore.

The star attraction of the event was the “Internal Welding Machine”, which has productivity levels and accuracy rates that are unmatched by any other method. This fully automated welding machine reduces the dependency on welders and gives highly accurate and precise welds, thereby increasing productivity.

Also present at the demo was Pipeline Induction Heating (PIH), which provides automated, field joint coating equipment that offers highly repeatable installation processes, allowing for higher coating production rates, faster commissioning, and reduced pipeline construction costs. PIH, in partnership with Nesma, has successfully completed two projects in K.S.A. ahead of schedule, using liquid coating.

### Nesma Dinner Introduces Hajj & Umrah Services



Nesma Holding's Istanbul office (Nesma Investments Holding) hosted a dinner for Turkish tourism companies in Istanbul. The purpose of the dinner was to introduce the Hajj and Umrah services that Nesma provides to Turkish pilgrims through its Turkish presence, Anadolu Anka, and in partnership with Makkah-based Mawaddah International Group. Attending the dinner from Nesma were Anadolu Anka GM Faruk Yıldırım, Mawaddah GM Mohammad Al-Ansari, NT&T CEO Oussama Najjar, Mawaddah Sales Manager Ahmad Bakran, and Nesma Investments Finance & Accounting Manager Ahmet DAĞ.

## Employee News



**Wissam Yaacoub**, Senior Manager of Risk Assessment and Internal Audit at Nesma & Partners spoke at the 4th Annual Enterprise Risk Management (ERM) Conference MENA 2014 in Dubai. It was a unique opportunity to introduce Nesma and its risk expertise and strategy to professionals coming from the four corners of the world.



**Saeed Al-Mushref**, Manager of Corporate Social Responsibility at Nesma Holding, participated in distributing certificates to 57 graduates in Jeddah. The Graduation Ceremony was organized by the Eritrean Community for 51 Bachelor's degree graduates, 4 Master's degree graduates, and 2 Doctoral degree graduates. 450 guests attended to recognize and celebrate the successes of the Eritrean students. Mr. Al-Mushref also represented Nesma at an event hosted by the Consul General of Palestine to honor 60 of its top achieving students who earned 98% to 100% in their high school examinations.





*"Knowledge is like an ocean. Don't drown in it, just be on top for survival in life."*

— Quote by Iftequar Ahmed,  
QA/QC Engineer, Nesma-  
Havatek Industrial Co.Ltd

## ANNOUNCEMENTS:

Congratulations to **Khwaja Hassan Zickriya** in the Import Department at Namma Cargo, for the outstanding achievements of his son Hazim and daughter Sedra in their Goa Board Examinations (Senior Secondary Certificate of Education and Higher Secondary School Certificate Examination, respectively).

Congratulations to **Bassam Al-Saif**, HR Development



Supervisor at Nesma Holding for completing his final year of university examinations!

Congratulations to the **Nesma & Partners Cricket Team** for winning the Al Hudaibah Champion Trophy 2014 in Makkah, after triumphing against HAFCO in the finals.

## Thank You for Sharing Your Photos





## FROM THE COMMUNITY *continued*

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