

# Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 86: March 2021

## Nesma Water & Energy Wins Bahrain Water Project



### 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.

### CONTACT US

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

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# Nesma Water & Energy Wins Bahrain Water Project



نسما للمياه و الطاقة  
Nesma Water & Energy



Nesma Water & Energy, in a joint venture with Bahraini company, Almoayyed Contracting, has secured a water distribution project in a Madinat Khalifa residential development in South Bahrain valued in excess of SAR134M. The 22-month project was awarded by Bahrain's Electricity & Water Authority (EWA) and involves the construction of a water distribution station at Askar which will distribute potable water to the new South Bahrain housing development. The scope of work also includes the engineering, design and construction of a branching pipeline to draw potable water off existing pipelines from the pumping station in Al Dur to the plant in Ras Abu Jarjur and from Al Dur to the West Riffa pumping station in addition to rehabilitation of the current Al Dur seawater reverse osmosis pump station. The contract is inclusive of all engineering design associated with the site related work and

related infrastructure such as boundary walls, large capacity ground storage reservoir, ancillary buildings, internal roads & utilities, site drainage, water quality monitoring, chlorine dosing equipment and new break pressure tank.

This engineering, procurement and construction (EPC) lump sum turnkey project, being called EPC-2, is intended to alleviate the intensive water demands of the government's new housing project. The housing developments at Madinat Khalifa and East Hidd are part of Bahrain's governmental response to its housing crisis. When completed, the initial development in Madinat Khalifa, which covers 734 hectares, will accommodate around 48,000 people in 7,000 houses. Planning for additional units is also underway.

The project is financed by the Saudi Fund for Development which required the participation of a 100% Saudi owned company.



## *Nesma Media & Entertainment Is Now Sarab Entertainment*



Working with the best creative talents to build a brand that is local, yet international, and above all timeless, Sarab Entertainment was an easy choice as a new name for Nesma Media & Entertainment.

Sarab Entertainment, striving to work with international brands and IPs, recently signed a strategic partnership with Realfiction, a Danish company listed on the NASDAQ which produces a technological artifact for experiencing HD-3D holographic motion graphics.

The team at Sarab consists of diverse talents with expertise across the fields of music production, artist management and event production. In addition to its interactive experiences, Sarab offers technological solutions through mechatronics, interactive display systems, augmented reality and virtual reality.

Managing Director Sumai Ounallah is excited about the company's direction and states that with an ambitious team, great leadership, and support from senior management, the company is poised to realize its vision to captivate audiences through international partnerships and events throughout the Kingdom.

Sarab's corporate values of creativity, innovation, excellence and integrity promise a satisfying customer experience.



### **About the Director**

Sumai Ounallah is a consummate communicator experienced at bringing visions to life. He has raised millions in venture capital, launched products and worked to brand large events such as Saudi Seasons and Comic Con.

He holds a BBA from the American University in Dubai and competes in international tennis tournaments.

As managing director of Sarab, Ounallah reports directly to the CEO of Nesma Telecom & Technology.

## ***BASISTEK Information Technologies Partner Award***

BASISTEK was presented with the “2020 Partner of the Year” award by Micro Focus at their Partner Kickoff 2021 online event.

BASISTEK also took part in this special event attended by leading IT companies. General Manager Mehmet Ali Ceylan received the grand prize and congratulated the BASISTEK family for all of their successes. He predicted that 2021 will be even better with the support of international business partner, Nesma.

Micro Focus is an enterprise software provider that leverages its 7,500 partnerships to maximize its solution offerings.

BASISTEK was listed in 10th place among the top 500 ‘Turkey Based Service Providers’ according to the Bilişim500 Research Platform, putting BASISTEK well on its way to achieving its vision of being an international IT provider making a difference with innovation informed by deep knowledge and experience.



## ***Nesma & Partners Sponsors ‘Future Projects Forum’***

Nesma & Partners again was a platinum sponsor of the Future Projects Forum 2021, this time held as a “Digital Edition.” Nesma offered a virtual exhibit in order to engage in new opportunities in the industry.

Organized by the Saudi Contractors Authority, this year’s forum presented more than 600 projects valued at over 120B USD and involving more than 10,000 contractors.

Nesma & Partners has contributed to the successes of the past three Future Projects Forums which allows contractors in both government and private sectors to learn about upcoming investment opportunities.



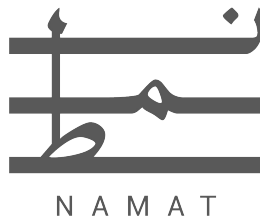


## Mawqifak Transforms Car Wash Services

Mawqifak has reimagined its Octopus Car Wash replacing its steam clean with a soap and water washing method, a move based on customer preference surveys. They've also included a VIP style waiting room. While the car is being professionally washed, customers can enjoy a comfortable waiting area with free wifi, a TV screen and private, relaxing seats. Octopus Car Wash is also offering a 30% discount for Nesma employees.



## Namat at Vision Textile Exhibition

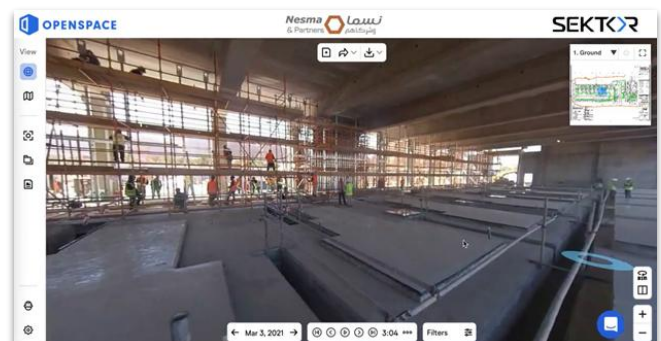


Namat, formerly Nesma Embroidery & Tailoring, participated in an exhibition entitled "Vision Textile" and showcased its embroidered strap which honors traditional Saudi art designs from the Hejaz, Tihamah, Asir and Najd regions. This popular item, also used as car shoulder straps and bag straps, has been produced and sold for Saudi National Day the past two years.

The exhibition, was a collaboration among Namat, KAU and SITRA ALSAGGAF. The latter also presented Namat with a Certificate of Appreciation for its participation which was inspired by the goals of the Vision 2030 to support a sustainable local economy with local content exported abroad. In addition, Namat saw the exhibition as an opportunity to have an impact on the field of modern fashion while supporting Saudi culture as represented in its traditional arts.

## Nesma & Partners Leads In AI Integration

The Strategy and Business Transformation department at Nesma & Partners collaborated with SEKTOR to utilize the new cutting-edge artificial intelligence tool, OpenSpace, which remotely monitors project sites. OpenSpace provides 360° photo documentation software, powerful integrations and smart analytics tools for the construction industry. Not only is N & P among the first in the Kingdom to use this technology, its partnership with SEKTOR is an attestation to its commitment to its core value of innovation, placing it one step further on the global digital transformation map.



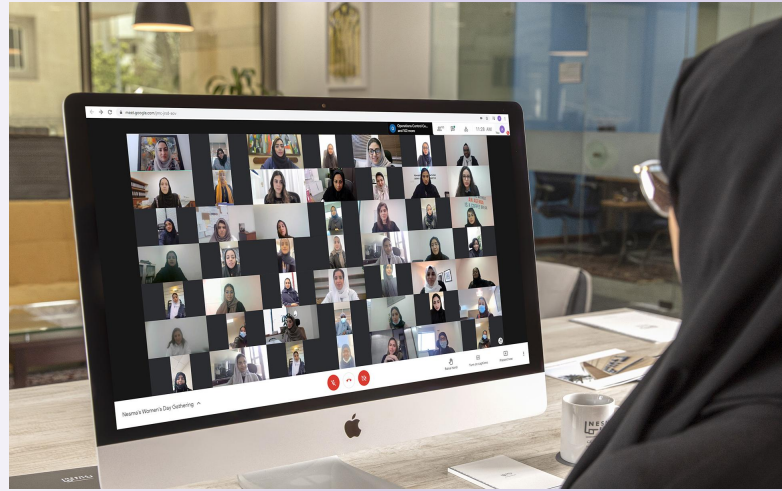
## Women's Day Campaign

In collaboration with the Ideas Group, Nesma celebrated International Women's Day with a week-long series of activities. The campaign began with the sending of "kits" to every female employee across the Group. The kits contained Lego blocks and a card with the inspirational message, *"Each one of us is built from tiny pieces that are combined in different ways to make us the unique individuals we are today. On International Women's Day, we present you this kit to honor the 'woman' in you. What holds you together? What makes you, you? We invite you to take a moment to reflect on your journey, on what you have built, and on the achievements of women..."*

Next, up to 200 Nesma women gathered at an online event organized and hosted by Nesma's Corporate Communications department. The gathering began with leadership insight provided by Nesma Vice President Noura Al Turki. In addition, ten representatives from across the Group shared their greetings and their excitement about their career future in Nesma. They had an enjoyable time building their own Lego models to express their personal response to the inspirational message. Images of what they built can be seen [at this link on Twitter](#).

Illustrating Nesma's impact on women's empowerment in Saudi Arabia, Rana Zumai, the executive manager of corporate communications, represented the company in various Women's Day sessions and panels including:

- "Women Leading the Transformation in Saudi Arabia: Alumni Panel,"  
**IE University Alumni Panel, March 6**
- "Women's Advancement in the Workplace: How Organizations Can Support Female Upward Mobility,"  
**The Pearl Initiative, March 10**
- "The Role of the Public Sector in Equal Opportunities in Innovation,"  
**Monsha'at, The General Authority for Small & Medium Enterprises, March 14**





### Congratulations!

#### Newborns



A new baby boy for **Zain Malik**, freight forwarding supervisor, Namma Cargo Services – Riyadh

#### Farewell



**Adnan Rashim**, safety officer, SANG Hospital Project Riyadh, Nesma & Partners has passed the



Farewell to **Ilhan Ceylan**, electrical unit head, Nesma & Partners Contracting Co. Ltd. Al-Ula

#### Employee of the Month



**Imtiyaz Mohammed**, electrical supervisor, Nesma & Partners Contracting Co. Ltd. Al-Ula was named employee of the month for February.



**Shohidul Islam Abdul Kader**, assistant document controller, at MASAR Project, Nesma & Partners Contracting Co., Ltd was named employee of the month.

#### Certificates



**Aamir Zohaib**, HSE coordinator at MASAR project, Nesma & Partners, has achieved a NEBOSH Environmental Management Certificate.

### Around and About

**Syed Hassan Askari**, sr. safety supervisor, MASAR Project Makkah, Nesma & Partners Contracting Co. took these shots at the MASAR project. Syed is a photography hobbyist.

