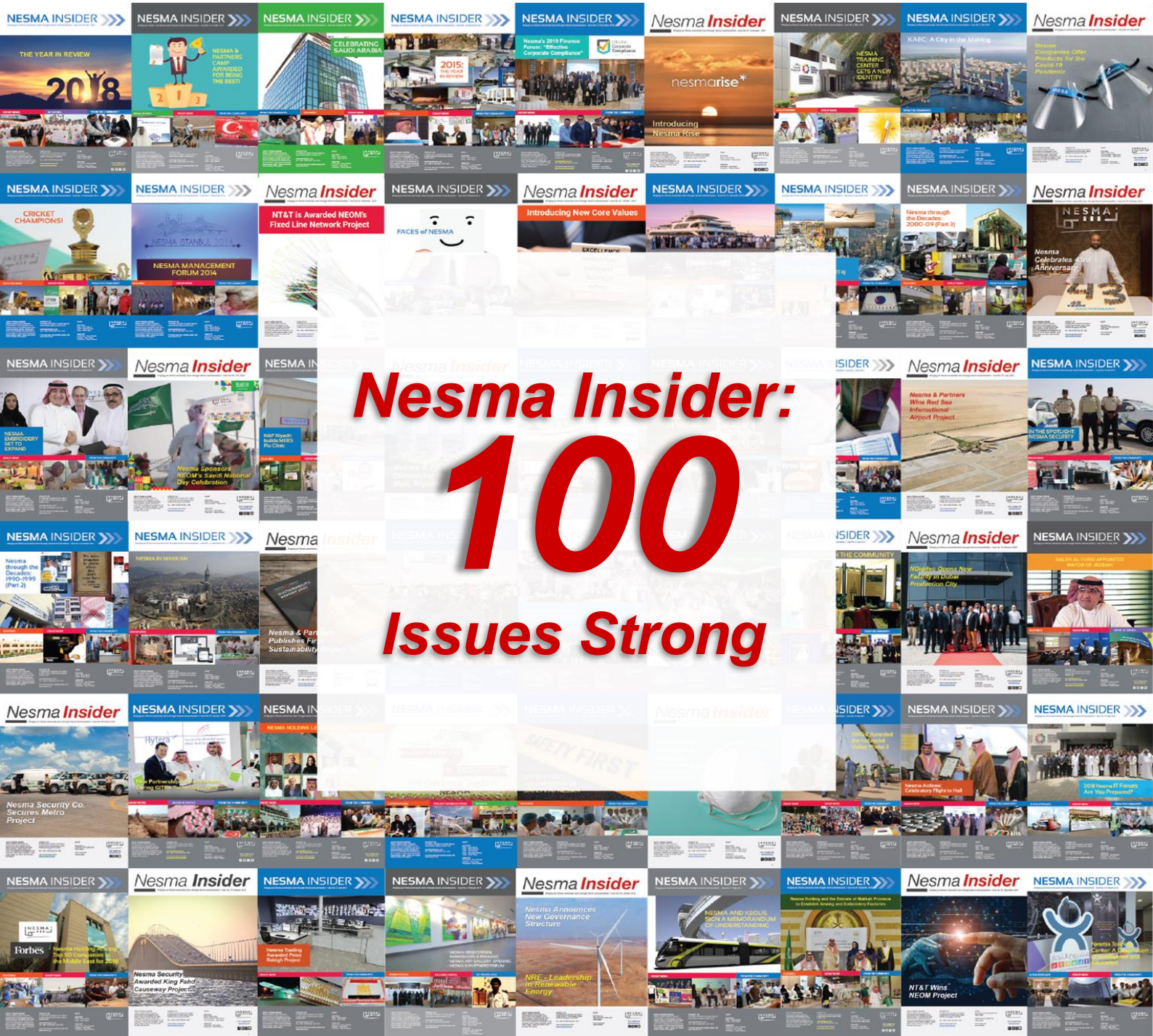


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*Bringing our Nesma community closer through shared communications • Issue No. 100: May 2022*



## 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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## STAFF

PHOTO EDITOR  
**Ashraf Habib**

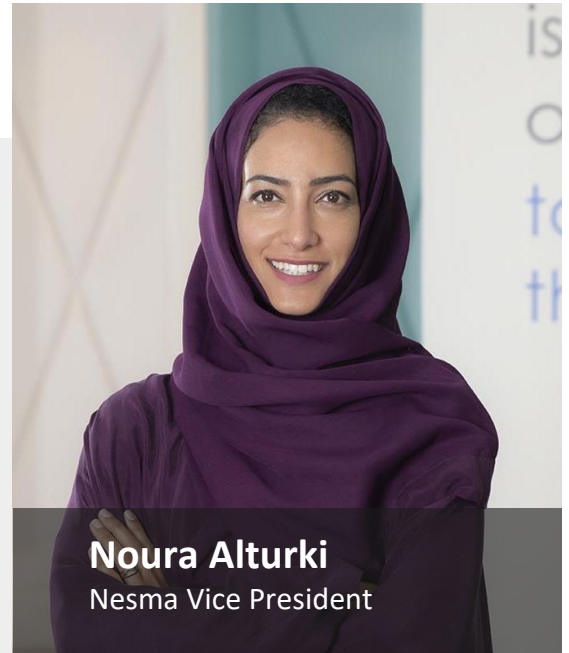


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[www.nesma.com](http://www.nesma.com)



# From the Editor

On this 100th issue of the Nesma Insider, I looked back to our first ever issue, which was published in January 2014, and was reminded of the purpose of this newsletter. Our goal was - and continues to be - to unify our companies with an official means of communication and to enforce our shared values.



**Noura Alturki**  
Nesma Vice President

The first issue of the *Nesma Insider* began with a look at our vision and mission statements, to remind us all of **where** we're headed and **why**. Since then, we have celebrated many new milestones as a company and have also refreshed our corporate values on the occasion of our 40th anniversary.

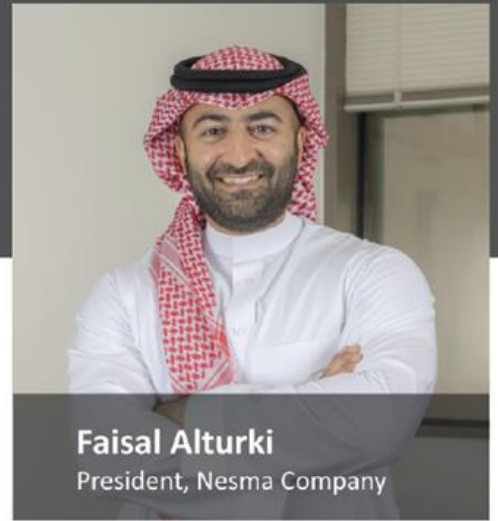
We have also had the pleasure to get to know all of you in the Nesma community better, through the personal stories and achievements you've shared with us. We have race car drivers, Bollywood actors, mountain climbers, and so much more. Thank you for enriching us with your stories.

On our 100th issue, we are shifting our focus to the **how**. How is it that we achieve our mission and vision both as individual employees and collectively as an organization? With that in mind, I am delighted to share the following Statement of Culture from our President, Faisal Alturki. I invite each one of you to read it carefully, reflect upon it, and ask yourselves in what ways you mirror this culture and help to promote it among your colleagues. We ask you to lead the way as ambassadors, proponents and models of this culture.

After all, it is people who create culture and culture that creates engagement.



# Nesma Culture Statement



**Faisal Alturki**  
President, Nesma Company

Nesma is not just  
**a business.**



It is a family of companies  
and people united by a  
commitment to  
**core values** ▶



**Excellence**



**Diversity**



**Respect**



**Innovation**



**Impact**

**When we set up  
or invest in  
companies, there  
is a larger  
purpose that  
drives us:**

- ▶ To partner with **Saudi Arabia** in achieving its bold vision.
- ▶ To empower our **employees** in attaining personal fulfillment, through meaningful careers and dynamic workplace relationships and experiences.
- ▶ To enable our employees in securing their **families'** financial wellbeing, by providing a steady and reliable income.
- ▶ To have an impact on the wider **society**, through giving back in the areas where we operate.

**Nesma is:**

An  
**innovator**

A promoter of  
**excellence**

A magnet and  
incubator for  
**talent**

A passionate  
corporate  
**citizen**

**Imagine the possibilities.**

Faisal Alturki  
President  
Nesma Company



# NUI Awarded Riyadh Nursery Project



Nesma United Industries Co. has been awarded the King Salman Park Nursery project which will be the cornerstone for King Salman Park in the center of Riyadh. It will serve as an acclimatization nursery helping plants to survive Riyadh's climate and will contribute towards the Green Saudi Vision 2030.

The nursery is being designed and built by Nesma United Industries' landscaping division using the latest innovations in landscaping to act as the essence of King Salman Park and beautifying the city for generations to come.





# In The Beginning...

Issue #1 of the Nesma Insider was published in January, 2014. It represented the coming together of many ideas: the newsletter initiated in Al Khobar by what was then called Nesma Trading (now, Nesma United Industries), annual Nesma Co. brand awareness books and the vision of Nesma VP Noura Alturki to “bring our Nesma community closer through shared communications.”

Over the years, there have been some changes to the team and the design but the ability to unite the Group, reinforcing our shared values, has remained.

VP **Noura Alturki** continues to edit each issue with care and attention. The only other original team member who continues today, is Editorial and Creative Art Director, **Ms. Arwa Salem**, who shared her thoughts below.



*“I’ve been part of the Nesma Insider since the first issue eight years ago. During that time, I’ve had the honor and the pleasure of being part of your news, our news, the new companies that have been born, the babies that have been born, the projects won, the trophies won, the rebranding of companies, of leadership and of individual careers. The Insider is a place where we can celebrate each other’s achievements and accomplishments whether it’s a certificate program, a training program or a 100 million riyal project. We celebrate our holidays and mourn our losses together. I’m proud to be able to play a small part in sharing in our growth and the bonds that tie us together. Nesma is truly my family away from home, and my gratitude runs deep.”* **Arwa Salem, Design Manager, Branding and Communication Department, Nesma Co.**

The Nesma Insider reaches approximately 40,000 people across multiple countries.



*“For many years, Nesma Insider has unified the ground for all Nesma Family! The awarded projects, the achievements, the development, the environment as well as people and culture. All were kept informed and connected to each other. We pray that Nesma will continue its great achievement and that we’ll find success stories published in the Insider for hundreds and hundreds of releases. Best of luck Nesma Insider team!”* **Eng. Mahmoud Y. Fallatah, CEO & Managing Director Nesma Water & Energy**



# The Insider's Impact

***Below, Nesma employees share their reflections about the Nesma Insider.***



"Excellent. The feeling that we are one, as if in a family council, discussing projects and achievements, celebrating together, creating opportunities for cooperation. Enhancing the entrepreneurial spirit. Enhancing employee talent and participation." **Emad Abu Alela**, Nesma Rise Project Mgr., Nesma Co



"Congratulations to the Insider team on releasing issue #100! Nesma Insider has always been the channel to stay connected and celebrate success stories across the group. Thank you to the wonderful team behind this project and looking forward to many more exciting releases ahead." **Shaikha Albraikan**, Corporate IT Mgr, Nesma Co.



"It helps us feel connected with the rest of the Nesma family and inspired by our colleagues' diversified achievements from across the companies." **Salsabeel AlSultan**, Branding & Digital Communications Lead, Nesma & Partners



"Nesma Insider is a tool that has contributed a lot to my knowledge about Nesma and respected Nesma Group companies. Congratulations on having reached the 100th issue." **Majdi Saber**, Marketing Manager, Namma Shipping



"Working in a 'holding' company can yield treasures for your spectrum of skills. It assures communications among employees and offers them a window to explore different ways of getting things done. By creating "Nesma Insider," Nesma Co. has marked a great success in connecting the arms that hold us together." **Abdullah AlMulhim**, Marketing & Business Development Department Manager, NUI



"Way to go with 100 editions of creating connections and influence! I'm glad I had the opportunity to be a part of such an awesome project. Congrats Nesma Insider!" **Aisha Yahya Mahnashi**, Service Communication Officer, Mawaddah Internat'I Group



"Issue #100! Congratulations! I still remember the very first issue in 2014! Seems like yesterday! I've had a great opportunity to work closely with the Insider team and experience how they care about the tiny details to come up with material and content that suits Nesma's reputation and history. The Nesma Insider was, is and will always be awaited by Nesma's staff and clients. It has always brought all the pieces together and gotten our Nesma people more connected and informed about our achievements." **Mohammed Kadri**, Governance & Compliance Consultant, NW&E



"I celebrate the achievement of 100 newsletters and thank the team for the great work in keeping us informed of highlights within the Group. It opens collaboration and new business channels among the Group which leads to our growing together as one family, reinforcing a very important pillar in Nesma culture. Congratulations with great thanks." **Hani Al Amoudi**, Operations Manager, NAMAT



"We are truly excited to be part of this issue of the Insider. A special appreciation goes out from the Sarab Entertainment team to our leadership for all their support and commitment to making every Nesma company a success story." **Sumai S. Ounallah**, Managing Director, Sarab Entertainment

## Thank You Tawasul Team!

The Insider would like to extend our deepest gratitude to the current members of the Tawasul team for their contributions over the years, their patience, cooperation and enthusiasm.

The partnership we've had with the members of the Tawasul team has been invaluable over these past eight years in creating the success we've had with the Insider. We look forward to many more years of collaboration.

### Join Us!

The Insider seeks a representative from each company to communicate with Nesma Insider - sharing your company news about new projects, remodels, training, certifications, awards, employee achievements and any other updates you'd like to share with our some 40,000 readers.

The Insider is also a way to celebrate and energize your staff by sharing their triumphs and important news.

To join the team or learn more about it, please contact [Ms. Arwa Abdurrahman Salem](#).

## THANK YOU

VERY MUCH

1. Ali AL-Senini - NTC
2. Amr Aly - Nesmal
3. Angela Hakobjanyan - Ndigitec
4. Arwa Salem - Nesma Co.
5. Billy Tabares - Jollibee
6. Dino Harb - Trap
7. Hashim Al Ghamdi - Mawaddah
8. Khaled Aqeel -MBCO
9. Lamies Hennawi \_ MBCO
10. Lujayn Muqaddam - NAMAT
11. M abujamous - Namma Cargo
12. Maram Al Subaii - Cup N Cone
13. Mohammed Kadri - NW&E
14. Motea Ahmed - Namma Cargo
15. Mubarak Hassan - NRE
16. Mustafa Haikal - Nesma Airlines
17. Nouf Almubarak - NUI
18. Rayan Alamoudi - NIT
19. Romel Jeries - Nesma Security
20. Salsabeel AlSultan - N&P
21. Samer Yaacoub - Nesma Orbit
22. Sultan Al Yazeedi -NIT
23. Sumai Ounallah - Sarab
24. Syed Minhas Aftab - Pioneer
25. Vatche - Ndigitec



## SPECIAL OFFER

In honor of the 100th issue of the Nesma Insider, Mawaddah is pleased to offer the following discount to Nesma employees who stay at the three-star Al-Baraka Mawaddah Hotel in Makkah located in the Ajyad Al-Sad area, opposite the royal palaces, 350 m from the Haram.

Double rooms - 150 riyals  
Triple rooms - 160 riyals  
Quadruple rooms - 180 riyals  
Five-person rooms - 200 riyals



This offer is according to availability, does not include meals and is a fixed price offer throughout the year except for the Ramadan and Hajj seasons.

## FREE CHICKENJOY VALUE MEAL



In honor of Nesma Insider's 100th issue, Jollibee is offering **100** three-piece ChickenJoy value meals!

The meals are offered on a first come, first served basis to Nesma employees.

Get a coupon for your meal with the QR code or [by clicking this link](#).

Offer expires August 31, 2022



## ***NW&E Bringing Potable Water To Central KSA***

Nesma Water & Energy has won the O&M Dawadmi RO Plant project which will bring clean drinking water to approximately 330,000 residents of Dawadmi and Afif. The plant will use reverse osmosis to purify water from deep wells. Valued at well over eleven million riyals, this National Water Co. project is an extension of an earlier project that NW&E completed in the region and is expected to bring new jobs for Saudis living in the central area while contributing to the Kingdom's national water strategy.



## ***Nesma United Industries Wins Corrective Maintenance Contract***

NUI has garnered a one-year contract from Aramco Aviation to provide corrective maintenance at 13 airstrips for airfield ground lighting systems (AGL), instrument landing systems (ILS) and weather stations. Of the 13 airstrips, eight are at remote and five at non-remote sites. The project also involves the supply of spare parts, installation, design support, along with testing and commissioning services for AGL and ILS upgrades that the client may request additionally during the contract period. Non-remote sites include KFIA Aramco Apron & Taxiway, Ras Tanura Airstrip, Udhalayah, Abqaiq and several helipads in the Eastern Province. Remote sites include Tanajib, Shaybah, Haradh, Khurais, Hawtah in addition to Pump Stations 3, 6 and 10. The contract will be implemented by NUI's Aviation Services Department which completed an upgrade of the AGL system at Hawtah Airstrip last year.

NUI has a long standing relationship with ADB Safegate, a leader in airfield solutions, and together NUI and ADB have been providing similar niche airfield related services to key clients in KSA such as Royal Saudi Air Forces and SANG. These aviation related services are being offered under the company's Industrial & Ventures Division.

### Cup N Cone Adds Corniche Store

Cup N Cone's new corniche store is getting rave reviews: "Best ice cream shop in Jeddah" and "Oh my gosh, this is the best soft-serve ever." Customers like the service, the all natural ingredients (nothing artificial is added), the keto choices, the location by the sea and the competitive prices. The new location in Ash Shati will be their main store and is the only one to offer seating. [Click here to find it on the map.](#)

Cup N Cone, a Saudi brand under Nesma United Industries, envisions having a branch in every neighborhood in Jeddah. Currently, they have a [location in Hamdaniya](#) with more branches planned.



### N&P Completes AIUla Infrastructure Project

Nesma & Partners has handed over its Ashar Valley Infrastructure Development project to client AECOM after getting sign-off on its 17-item snag list. The list covered work on a node and pump station including the installation of water tank covers, fire-fighting sprinkler system, suction line, fan ducting and modifications, additional work on the drainage pump, fire pump suction lines and water tank air vent along with tagging, commissioning report and more.

The Ashar Valley Infrastructure Development project is part of a Royal Commission for AIUla master plan to develop the AI Ula region for sustainable tourism beginning with the core historical area. This initial phase includes the development of infrastructure projects such as this one.



### Nesma Security Sponsors PetroEnvironment



Nesma Security was the official security partner for PetroEnvironment 2022, held May 17-18 in Dammam, an event that allows for networking, exchanging ideas and creating business opportunities.

Under the theme of "Environmental Opportunities for Global Sustainability," the event included an interactive symposium, a commercial exhibition and a reverse trade show.



### ***NUI Celebrates World Day for Safety & Health At Work***

On April 28th, the team at the Nesma KAFD00232 Project celebrated World Day for Safety and Health at Work. The event included refreshments along with a talk about the history of the day and its importance. In addition, outstanding employees were recognized with HSE Awards.

The International Labour Organization created this awareness-raising campaign to highlight the importance of safety at the workplace and boost its political importance.

April 28th is also the International Commemoration Day for Dead and Injured Workers, a memorial day for those injured or killed in work-related accidents or events.



The Nesma Cricket Team achieved second place in the tournament organized by the Western Province Cricket Association or WPCA, an affiliate of the Saudi Arabian Cricket Federation.

Congratulations to the team and its leader, Saidul Islam, for their hard work in reaching the finals.



### ***Sarab Updates***

Sarab Entertainment had a role to play in this years' Jeddah Season and had the honor of working on illuminating the Jeddah Pier in Obhur. Also, check out their newly revamped website [by clicking here.](#)

### *Our Celebrations*

#### ***N&P Ramadan Celebration***

Nesma & Partners DGDA Project in Riyadh held a Ramadan celebration.



#### ***NI&T Iftar Gathering***

Nesma Infrastructure & Technology had a large Iftar celebration on April 7th.



#### ***NI&T EID Celebration***

Nesma Infrastructure & Technology organized an Eid Al-Fitr celebration for employees and used the opportunity to enhance team spirit.

#### ***Nesma Co. EID Celebration***



## Congratulations!

### Newborns



A new baby boy for **Rabeh Khidir**, Land Surveyor, Nesma Water & Energy



A new baby girl for **Ahmed Redwan**, Tax Manager, Nesma Co.



A new baby girl for **Syed Shamsuddin Ahmed**, Oracle BI Developer, Nesma Infrastructure & Technology

### Marriage



**Raghdah Aqeel Alsulaimani** Media Relations Manager, Nesma Co. has married **Nader Al Harthi**, Renewable Energy Project Engineer, Nesma Renewable Energy.



**Raghad Abonamai** Senior Graphic Designer, Nesma United Industries

### Certification



**Mohiuddin Qamaruddin Dharwad**, Sr. Storekeeper, Nesma & Partners has earned two

certificates: "Excel in Intermediate Level" from the Great Learning Academy and "The Fundamentals of Digital Marketing," a Google Digital Workshop.

### Employees of the Month



**Amjad Mahmoud Al Bahti**, Power Testing and Commissioning Engineer, Nesma & Partners



**Muzafar Ali**, Sr. Site Engineer-Electrical, Nesma & Partners



**Mohamed Abdelkader Elkadousi**, SCC Reporter, Nesma & Partners



**Ramesh Biswakarama**, Office Helper, Nesma & Partners



**Muharib Ali Alhayeti**, Sr. Timekeeper, Bujairi Car Park Design & Build

### Promotions



**Emad Abu Alela** has been promoted from Data Analysis Manager to Nesma Rise Project Manager, Nesma Co.



**Abdullelah Al-Abeedi** has been promoted from Bank Relations Sr. Officer to Bank Relations Manager, Nesma Co.



**Nader Al-Yami** has been promoted from Admin Officer to Admin Supervisor, Nesma Co.



**Mohammed Al-Qarni** has been promoted from Corporate Officer to Corporate Supervisor, Nesma Co.



**Eman Mousa** has been promoted from HR Assistant to HR Officer, Nesma Co.



**Fadi Bchara**, has been promoted from Senior Logistics Supervisor to Logistics Team Leader, Nesma United Industries

### Congratulations! New Joiners



Welcome to **Nezar Abuljadayel**, Senior Compliance Officer, Nesma Co.



Welcome to **Raed Alhadrami**, Senior Compliance Officer, Nesma Co.



Welcome to **Mohammed AISalman**, Senior Compliance Officer, Nesma Co.



Welcome to **Omar Haddad**, Procurement Engineer - Civil, Nesma & Partners

### Certifications



**Hassan Al Derazi**, Operations Support Unit Head, Nesma United Industries

has completed the advanced level test of the Saudi Labor Law from Emtiyaz with 96.67%, the highest score out of 2400 participants.



**Hussain Saeed Alobaidi**, Deputy Admin. Manager, Nesma United Industries

has achieved a CIPD Level 5 Diploma in Human Resource Management complementing his bachelor's and master's degrees.

### Farewell



Nesma & Partners honored **Sm Abdul Baker Late Moulina Mahmudul Haque**, Executive Assistant, on the occasion of his retirement after 36 years of service to Nesma.



The Nesma & Partners team at the Fabshop in Dhahran bid a fond farewell to **GRANENDRA B.K**, Registrar, and thanked him for his 23 years' service to Nesma.

### Around and About



**Mohammed Kadri**, Governance & Compliance Consultant, Nesma Water & Energy was featured on the Nile Channel's "Our Heritage Program" and interviewed by Ms. Ghada Hafny where they discussed the impact of Egyptian music throughout the ages and on Kadri's own orchestral compositions. Excerpts from his performances in Cairo and Saudi Arabia were showcased.

[Click to watch the full video](#)



**Mustafa AISandal**, Expeditor, Nesma & Partners provides a humorous take on the harsh weather conditions often faced by construction workers.



**Ashraf Habib**, Commercial Photographer, Nesma Co. offers these photos of Eid desserts.

