

# Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 95: December 2021



## 2021: The Year in Review



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

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# 2021: The Year in Review

## Rebrand, Reimagine, Relaunch

In many ways, 2021 was a year of change and transformation. Four Nesma companies rebranded to better reflect who they are, what they do and who they are becoming.

Nesma Trading is now **Nesma United Industries (NUI)**

Nesma Telecom & Technology is now **Nesma Infrastructure & Technology (NIT)**

Nesma Embroidery & Tailoring is now **Namat**

In addition to rebranding, Nesma Media & Entertainment was reimaged and relaunched under new leadership as **SARAB Entertainment**.

## Nesma Projects 2021

Despite the ongoing pandemic and the variety of challenges it has created, Nesma companies continued to successfully bid on and complete many significant projects some of which represent firsts in the Kingdom.

**Nesma & Partners** completed an electrical works project at the Maraya building in AIUla, the royal terminal apron extension project at King Khaled International Airport in Riyadh and the Fadhili Bachelor Camp which they then began managing, in addition to winning the Ashar Electrification Project in Al Ula as well as a contract for Phase 1 of The Avenues Mall in Riyadh.

**Nesma Water & Energy** won a Bahraini water project for a housing development, a water distribution project in a Madinat Khalifa residential development in South Bahrain, the Madinat Salman and Ramli housing developments transmission augmentation project, the Yanbu-4 reverse osmosis independent water plant project, the Jubail 3B independent water project and an airside civil works project for the World Defense Show 2022. Some of the projects were won as part of a consortium.

**Nesma Infrastructure & Technology** won the implementation of the NEOM Community Internal CCTV enhancement project, the biometric access control system project, an artificial intelligence (AI) project also in NEOM along with the Jeddah City Phase 4 and Makkah City street lighting retrofits,

**Nesma United Industries** won the Red Sea NAVAIIDs project, the Southern Dunes Hotel #14 project, a subcontract from Matarat Holding company for work on an Apple Co. distribution center and the Sindalah Island Golf Course project (a subcontract to Nesma & Partners).

**Nesma Renewable Energy (NRE)**, as part of a consortium, won a solar power plant project.

**SARAB Entertainment** completed a photoshoot project with Fendi, a pavilion design & build for Saudia Airlines and a holographic display project in NEOM.





## Business News

**Nesma Company** was ranked 42nd in the Forbes Middle East's listing of the top 100 Arab family businesses. The company also focused on social media this year topping 10,000 followers on Twitter.

**Nesma & Partners** published its first Sustainability Report, participated in the Marjan Educational & Risk Awareness Square groundbreaking ceremony, began utilizing a new AI tool called OpenSpace, was ranked a top MENA construction company by Forbes Middle East and welcomed 20 new engineers to the ranks.

The CEO of **NESMA Renewables** was interviewed on MASDAR TALKS about their wind farm project.

**Nesma Travel & Tourism** started booking direct flights between Katmandu & Riyadh and chartered special flights between Kathmandu and Dammam for over 4000 passengers.

**Mawqifak's Octopus Car Wash** replaced its steam clean with a soap and water washing method to better satisfy customer needs.

**Modern Pioneer** designed and delivered promotional gifts including Ramadan gift sets created for the private office of Crown Prince Mohammed Bin Salman.

**Nesma United Industries** and the College of Technology in Dammam signed an agreement to provide job opportunities to college graduates.

**Nesma Water & Energy** was featured by Dubai based Saudi.tpg.media and their CEO was interviewed by The Business Year. In October, the CEO, representing the Saudi private sector in water utilities, was received by the Ambassador to Russia & Belarus.

**SARAB Entertainment** managed its first large-scale corporate event for Saudia and Flyadeal.

**Jollibee** opened their 13th store in Saudi Arabia.

**Modern Bus Co.** launched its advanced technology Makkah Bus and trained 39 drivers.

**Namat** exhibited at "Vision Textile," expanded its client base by over 16 clients and created embroidered wearables for the Formula 1 race.

**Nesma Training Center** signed an agreement with Al-Faisalya Society to establish a first-of-its-kind course for autistic youth trainees.

At the DAIFA festival, **NDigitec** displayed original face masks that show the actual face of the wearer.

## Focus on Employees

**Nesma Co.** began offering the Group a series of management reporting and business planning workshops, facilitated by Chief Strategy Officer Yousef Alsalmi.

**Nesma & Partners** launched “Excellerate,” a program created with the assistance of line managers and delivered by Tenacity to enhance the capacities of newly joined professionals and set them on a fast path to success. The company also provided a 30-hour OSHA training program to all of the supervising engineers at the Marwan Increment Package 7 project, offered flu shots to employees at the MASAR project and provided a virtual session on CPR and other lifesaving first aid skills facilitated by experts from the German Saudi Hospital.

**Nesma United Industries** began preparing current employees for the government’s Professional Verification, trained over 45 new employees to be certified safety officers and instituted an employee scholarship program for those pursuing academic degrees. Also, NUI’s HR department conducted a breast cancer awareness campaign.

**Namma Cargo** provided flu vaccines to its employees.

**DEFAF** implemented a three-month employee training program.



## Safety First!

**Nesma & Partners** gave its first quarter Safe Site Award to the Onshore Maintain Potential Project team and its 3rd quarter award to the “Completion of Ashar Tented Resorts and Secondary Infrastructure” team in Al Ula. The team at the MIP-PKG.7 project successfully conducted an emergency rescue drill for confined space entry and N&P’s Onshore Water Supply Facilities (MIP7) project passed a safety audit.

### Safe-person Hours: No Time Lost Due to Injury

The **Nesma United Industries’** team at **Fadhili Bachelor Camp** Operation and Maintenance project: 2,000,000 hours

The **Nesma United Industries** team at the **La Palma Villas** project in Riyadh: 1,000,000 hours

The team at **Nesma & Partners’** **Bujairi** car park project: 1,000,000 hours

The **Nesma Electric** team at the **Bahraini EWA AMAS Bahrain 66/11 kv Substation** project: 616,888 hours

The **Nesma Water & Energy** team at the **Zaydi Water Network** project: 500,000 hours



## Certifications & Authorizations

**Nesma High Training Institute** was designated as an OSHAcademy Authorized Training Provider recognized by the Ministry of Human Resources and Social Development (HRSD) and as an official Exam Center for the Saudi Verification Program, became a Saudi Aramco and Prometric certified exam center for the Contractor Workforce Qualification Assurance Program and was authorized as a PMI training partner.

**Nesma & Partners** was certified as LEED Gold by the USGBC for its design and construction of the DOW ME Innovation Center at KAUST, was honored with a gold ranking on the Mowamah Certificate 2021 awarded by the Saudi HRSD, was certified by Crowe Saudi Arabia as cybersecurity compliant per the Saudi Aramco Third Party Cybersecurity Standard and was certified as meeting the ISO 14001:2015.

**Nesma Infrastructure & Technology** was recertified as meeting the following ISO standards: ISO 9001: 2015, ISO 45001: 2018 and ISO 14001: 2015.

**Nesma Catering** was recertified as meeting ISO 9001:2015, ISO 45001:2018 and ISO 14001:2015.

## Appreciation & Awards

The Jeddah office of **Nesma Travel & Tourism** was awarded by Pakistan International Airlines for being a best seller in the Makkah region.

**BASISTEK** was presented with the Micro Focus "2020 Partner of the Year" award.

**Nesma Security** received a certificate from the Eastern Region Welfare Organization for both their support and their help in qualifying for ISO certification. In addition, the company received appreciation from His Highness, the Commander of the Air Force and from Nesma board member Sheikh Abdulrazak Al Turki.

**Nesma Infrastructure & Technology** received appreciation from Saudi Electricity Co. for its performance on the Modon Asfan electrical project.

**Nesma & Partners** received appreciation from client WSP for contributions to the "Treat the Heat" campaign at Bujairi car park project. The company also won Bechtel's Annual Supply Chain Award.

Certificates were awarded for **Nesma United Industries'** and **Nesma & Partners'** contributions to the Tanajib Gas Plant Plantation Eco Park.

### Socially Responsible

Nesma **President, Faisal Alturki**, sponsored the Al-Jouf Award.

**Nesma Catering** sponsored two training sessions in food safety management and oversaw students from Zadk Saudi Culinary Academy in the creation of a cupcake Saudi Flag that made the Guinness Book of World Records.

**Nesma & Partners** was a platinum sponsor of the Future Projects Forum 2021, made donations to benefit the Children With Disabilities Assoc. and provided digital media sponsorship of Tarmeem's home restoration program. Many Nesma & Partners' **employees** volunteered with Tarmeem to renovate a home for an underprivileged family in Dammam.

A team at the **Nesma & Partners** MIP14 project engaged in an environmental clean-up in the surrounding area, and another team led a waste clean-up campaign at the Tanajib Gas Program project.

**Nesma Water & Energy** was a gold sponsor of the 5th Global Conference in Plastic and Reconstructive Surgery Symposium.

**Nesma Infrastructure & Technology** renovated a mosque.

**Nesma United Industries** received a trophy from client Schlumberger for their support of the Green Site initiative.

### Activities

**Nesma Co.** celebrated International Women's Day with a week-long series of activities.

**Namma International Marine Services** celebrated World Maritime Day.

**Nesma Co.** and **Nesma & Partners** held activities for World Blood Donor Day.

**Nesma & Partners'** Employee Experience Diversity and Inclusion Unit provided an awareness session for World Alzheimer's Day.

**Nesma Real Estate** provided residents at Nesma Village in Jubail with yoga activities on International Yoga Day and residents of Nesma Village Khobar and Atheeb Village with training in health related issues.

**Nesma Co.** presented on the topic of implementing integrity in business at Bahrain U. as part of a lecture series organized by The Pearl Initiative.

**Nesma Catering's** Chef Kholoud Souhail delivered a workshop on entrepreneurship for women.

**Team Nesma** won the runners-up trophy of the Saudi Arabian Cricket Federations' National Cricket Championship 2021 (Premier League).

On a somber note, colleagues, friends and family gathered for a commemoration ceremony to honor **the late Nesma & Partners President & CEO Eng. Imad Gholmieh** on the anniversary of his death.



## Development & Impact

NesmaRise is a people-based strategy to deliver a new level of performance and continue building on 40 years' success by tapping into the experience and innovative ideas of motivated employees from across the Nesma Group.

NesmaRise will enable the Group to bring innovative ideas to life in business and society, long into the future, while staying relevant and responsive to the needs of our dynamic and ambitious customers, especially in times of increased disruption, uncertainty and competition.

The formation of NesmaRise near the end of 2020, was also a fitting time for Nesma to formally adopt its long-held values:



NesmaRise looked to five priority areas when developing initiatives: product & service superiority; talent retention and development; health, safety & compliance; governance & compliance and sustainability. The group then chose to focus on eleven initiatives.

Product & Service Superiority	Talent Retention & Development	Health, Safety & Environment	Governance & Compliance	Sustainability
<ul style="list-style-type: none"> <li>* Vendor registration</li> <li>* Global CRM</li> </ul>	<ul style="list-style-type: none"> <li>* Recruitment</li> <li>* Retention</li> <li>* Elearning platform</li> <li>* EPM (employee performance management)</li> <li>* Growth</li> </ul>	<ul style="list-style-type: none"> <li>* Health, safety &amp; environment</li> </ul>	<ul style="list-style-type: none"> <li>* Business ethics</li> <li>* Delegation of authority</li> <li>* Risk management</li> <li>* Group policies &amp; procedures</li> </ul>	

To plan the details of these initiatives, Task Forces were formed with carefully chosen volunteers to ensure that all shared the same goals, values and unified purpose. Implementation of the initiatives will begin in 2022 and are designed for Group-wide adoption and effect. The impact of NesmaRise has significance for the Nesma Group as well as the customers and communities they serve.

# Impact with Tenacity

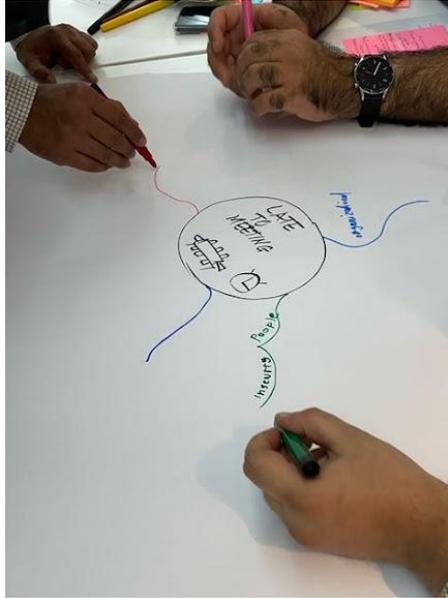


Tenacity is a joint venture between Nesma Co. and ighcc (formerly “ideas group”), a human capital and learning & development consultancy supporting organizations to successfully adapt themselves for an ambitious future. Tenacity’s expertise lies in deploying effective strategy, technology and talent development solutions in the context of a constant and rapidly changing business environment.



Noura AlTurki, Nesma VP explained the appeal of Tenacity: ***“As we have seen disruption to businesses across industries and sectors, we are now seeing disruption to the way companies manage their businesses internally - from how they motivate and reward their employees, to how they optimize technology and foster innovation. Tenacity leverages global expertise and practical local experience to develop solutions that will prepare companies to be well positioned for an ambitious future.”***

Tenacity offers solutions that span the possibilities of human capital consulting. Among its services is to offer executive education that tackles real life issues and transforms learning into successful business initiatives. Tenacity also provides workshops that address behavioral competencies based on the organization's needs.



### About the Partner.

Over the past 18 years, Camil El Khoury, the Managing Partner at Tenacity and Senior Partner at ighcc, has helped organizations build capabilities for growth in over 80 countries. Camil's expertise lies in culture and change, leadership and behavioral development, assessments and human capital solutions.

He is certified by the European Federation of Psychologists' Associations and is a member of both the Professional Speakers Assoc. and the Internat'l Coaching Federation.

***“Saudi Arabia is witnessing an unprecedented transformation. Being part of that change, through a new partnership, that is “Made in Saudi Arabia” with a team of global experts is something enthrusting. Tenacity uses a contextualized approach in all of its services to be able to provide a high return on investments for all its partners.”***

## First Nuclear Plant in KSA

Nesma & Partners signed an MOU with “Bouygues Travaux Publics” at the World Nuclear Exhibition in Paris, France to implement all civil and construction works at the first nuclear power plant in the Kingdom of Saudi Arabia.

The MOU was signed following establishment of a strategic partnership between Nesma & Partners and the nuclear electric power generation company Électricité de France.



## Nesma Water & Energy Begins Construction Phase

NW&E began construction on the Yanbu-4 and the Jubail 3B water projects, both of which are reverse osmosis, desalination projects incorporating solar energy to lower operational costs.

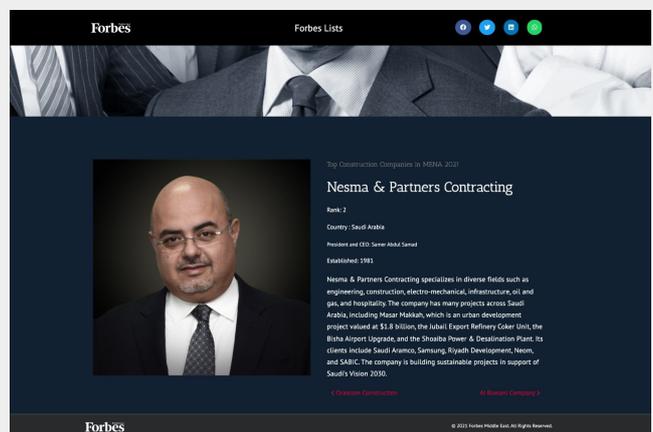
In addition, both consortiums have chosen NW&E CEO Eng. Mahmoud Fallatah as Chairman of the Board. These two unique mega projects illustrate how NW&E is playing a leading role in the vital Saudi water sector.

Middle East  
**Forbes**

## Top Construction Companies in MENA 2021

## N&P Ranks 2nd in Forbes List

Forbes Middle East ranked Nesma & Partners as one of the top ten construction companies in MENA for 2021. It placed the company 2nd in the MENA region after assessing the value of projects completed, projects under construction, number of employees and number of years in operation.



[Read the full article here:  
https://www.forbesmiddleeast.com/lists/top-construction-companies-in-mena/nesma-partners-contracting/](https://www.forbesmiddleeast.com/lists/top-construction-companies-in-mena/nesma-partners-contracting/)

## Being Cool at Formula 1

Cup N Cone, a brand created by Nesma Catering, kept customers refreshed and satisfied at the recent Formula 1 race in Jeddah, KSA. The race served as an excellent venue to introduce this new soft ice cream brand with its unique, fresh taste and innovative menu. Sales were greater than expected and customer satisfaction was high.

Cup N Cone is operating in 2 locations in Jeddah, with a plan to expand to 6 locations in Jeddah by March 2022. For more news on Cup N Cone, follow our account on social media.



## Nesma Training Center & English Language Services

Nesma Training Center has partnered with Saudi Ground Services Co. (GSC) to provide facilities for an English language training program. This month, they celebrated the first group of graduates. A new session of English language courses will begin in 2022.

In addition, Nesma Training Center provided English language assessments for 1080 GSC employees.



## Appreciation for NW&E

The Brigadier General Dr. Basem Al Badri, Commander of the special forces of road security, honored Nesma Water & Energy with an award and certificate of appreciation for its support at the Al Zairo and Jeddah-Makkah Highway projects.

Public Relations Coordinator Ahmed Mohammed Ibrahim Hawsawi was also honored.



## KAUST Appreciation for Namat



For KAUST's Smart-Health initiative, Namat created 600 reusable face masks which were customized with a specialized logo. The customer stated that they were "...very happy with their look, fitting and quality of fabric and seams... we handed out many as giveaways and the visitors were very pleased."



## ***NTC Hosts Pottery Course for Autistic Trainees***

Nesma Training Center is hosting a 2-week pottery course to autistic youth in the Taqaddam program. Conducted by ceramist Fatima Hassanein, the course includes the basics of ceramic formation, manual construction, coloring and the production of art pieces. At the end of the course, an exhibition will be held to display the pieces made by the trainees. Additionally, each trainee will receive a bag that includes pottery making tools.

## ***N&P and NHTI Volunteers Do Home Restoration***

Volunteers from Nesma & Partners and Nesma High Training Institute participated in Tarmeem's volunteering campaign and restored the home of a needy family in Khobar. The volunteers numbered 38, the largest single volunteer group in both Nesma & Partners' and Tarmeem's history.

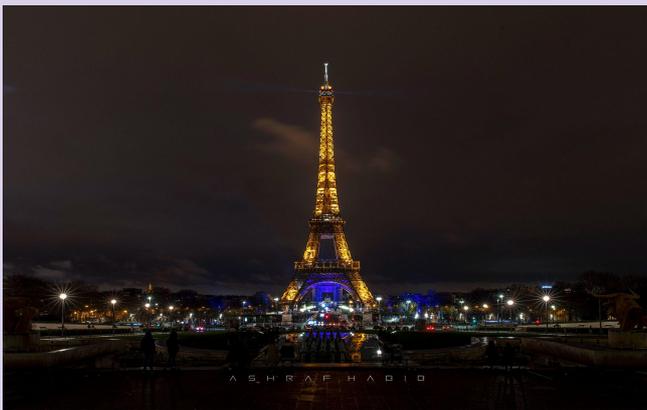


## ***Green Initiative***

In line with Vision 2030 and the Saudi Green Initiative, a "Clean and Green" campaign was launched at Nesma and Partners' Onshore Maintain Potential Project in Al Khobar. Team members initiated the campaign by planting a variety of trees in keeping with the Crown Prince's goal to plant 10 billion trees in the Kingdom over the coming decades. The campaign was spearheaded by HSE Project Manager Yasser Bumoza.

### Around & About

The Insider's own, **Ashraf Habib**, recently visited Paris, Rome, Vienna and Amsterdam. Here you can enjoy his inspirational photography.



### Nesma Employee Wins Competition

Congratulations to **Muhammad Danish Yaseen** who won a quiz competition at “Bahrain Safety Week 2021” while representing Nesma Electric, a division of Nesma Infrastructure and Technology, in an event organized by ESB International under the patronage of Bahrain’s Ministry of Labor and Social Development.



### Other Employee News



Soumya Reddy, the daughter of **Mohan Reddy**, Compound Manager, Nesma Real Estate, represented the Saudi Football team in a league football tournament sponsored by the Ministry of Sports.



### What's Happening?

Share your company's news, upcoming community activities, team and club info with us [using this link](#). Do you have an idea for a team, club or activity that you'd like to start at Nesma? We'd love to hear about it and see if we can support it. [Tell us more here](#).

## Congratulations!

### Newborns



A baby girl for **Makki Ismail Jan**, Auto-Cad Operator, Nesma Water & Energy



**Faisal Mehmood**, General Supervisor-Civil, Nesma & Partners

## Farewell to Nesma Leader Milhim Ghulmiyyah

In September, Mr. Milhim Ghulmiyyah announced his retirement from his position as President and CEO of Nesma & Partners after having served Nesma for 24 years. He joined the Group as General Manager of AGAP Arabia and moved to Nesma & Partners as COO in 2004. In 2015, he was voted "Business Leader of the Year" at the Nesma Management Forum. This month, a farewell ceremony was held at Nesma & Partners' Head Office in Khobar. Mr. Ghulmiyyah will always be remembered for his leadership during a crisis and his dedication to excellence.



### Appreciation



**Ahmed Badr**, Project Manager, Nesma United Industries, received appreciation from SA-Aramco for his outstanding performance.



**Mohammed Salem Saiem**, SR. Male Nurse, Nesma & Partners

### Employee of the Month



**Mohammad Zeyaur Rahman Khan**, Camp Supervisor, Shumaysi Camp, Nesma & Partners



**Mohammad Babuddin Husain**, Foreman-Scaffolding, Nesma & Partners



WE WISH YOU A HAPPY  
NEW YEAR