

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 90: JULY 2021

Sarab and Fendi Take The Road Less Traveled



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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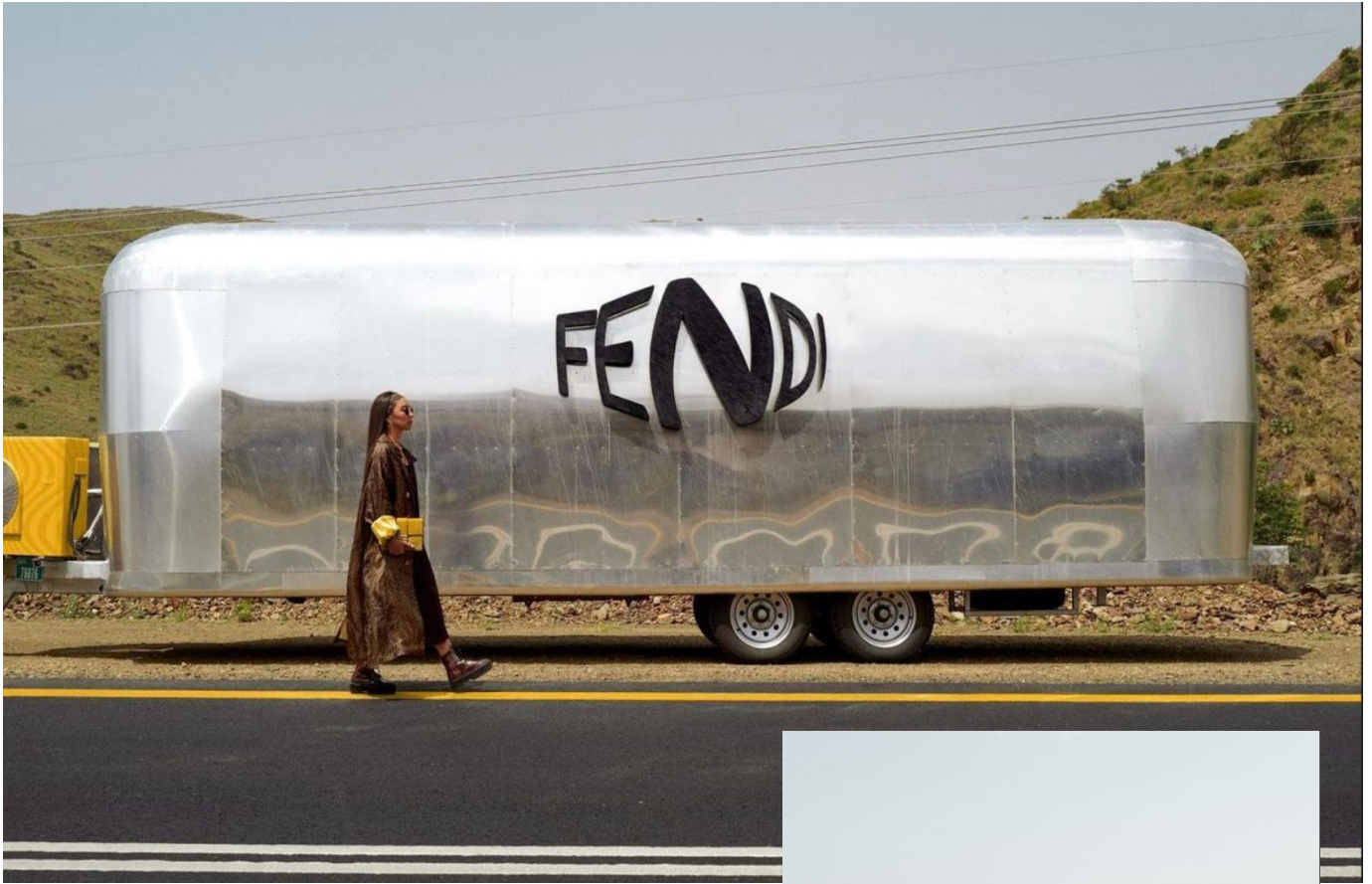


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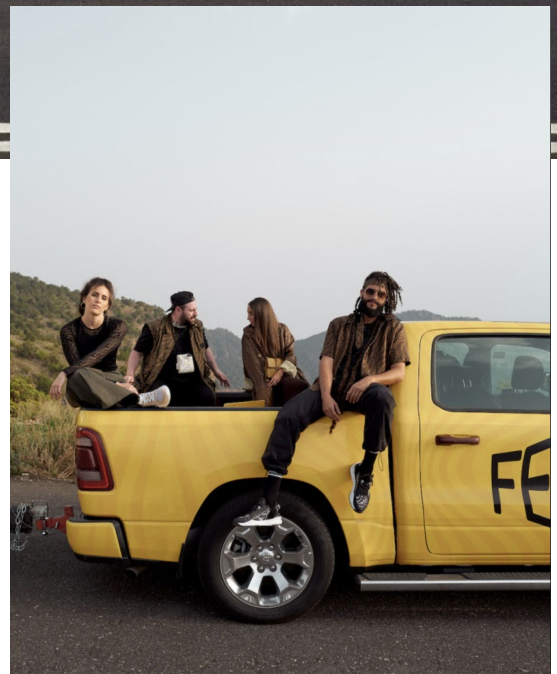


Sarab and Fendi Take The Road Less Traveled



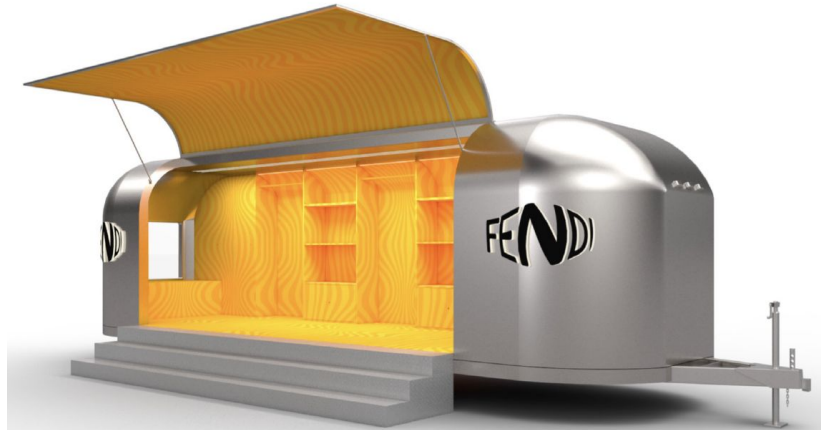
The Italian designer, Fendi, chose Sarab Entertainment to identify locations across Saudi Arabia for their Spring/Summer collection photoshoot which included planning the entire itinerary and logistics such as venues for the shoots, activities for the FENDI gang “influencers,” transportation, acquiring relevant permits and identifying local hosts. Sarab’s team coordinated with the influencers and content team to produce state-of-the-art images highlighting the collection against a backdrop of Saudi Arabia’s varied and pristine landscapes, all while adhering to strict COVID-19 guidelines.

The 4-day journey, dubbed the “Fendi Airstream Vertigo Trip,” covered lesser known destinations from Obhur’s coast to the southern mountains of Al Soudah with stops in the heritage villages of Al Muftaha and Rijal Almaa’a.



S A R A B
ENTERTAINMENT

The **Fendi “Gang”** consisted of artists and creatives with an impressive social media following. Add to that Fendi’s world-wide audience of young sophisticates, and this photoshoot will likely help unveil some of Saudi’s undiscovered gems.



Sumai Ounallah, Sarab’s managing director has a wealth of experience launching products and companies in a variety of fast-growing fields. He’s also helped kick off major events such as Jeddah & Riyadh Season. In addition, he has raised millions in funding from venture capitalists and angel investors. Ounallah has a BBA from the American University in Dubai.



Omar Basaad, the head of entertainment/marketing, has worked with multinational brands. Basaad has provided a variety of audio immersive experiences and creative consultancy for several famous brands. Basaad has a bachelor’s in audio engineering & production from SAE Institute.



Having worked on many notable events across the MENA region, **Noubar Melkonian**, Sarab’s projects director, is adept at teams management, event operations and execution. Melkonian has a degree in hospitality management from the American University College of Science and Technology.

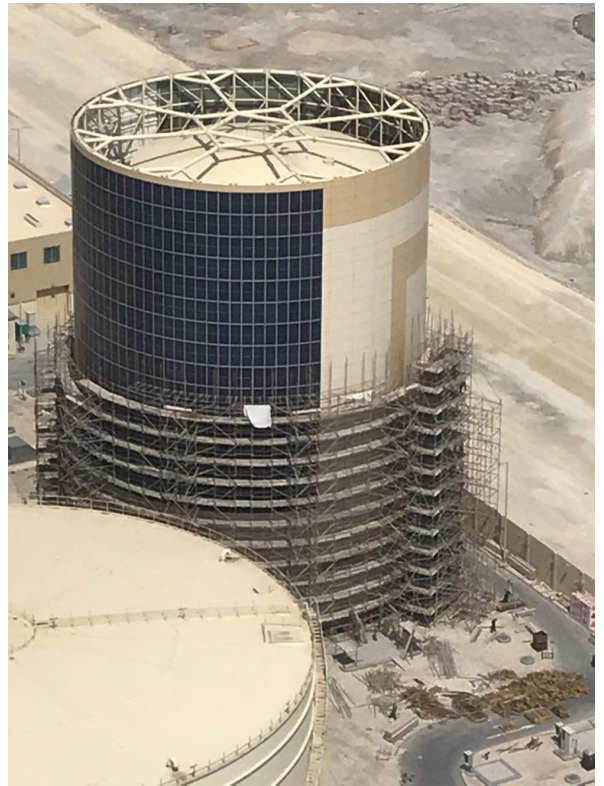


As the team’s operations director, **Omar Zaza** is a results-driven and resourceful event management professional with experience managing both small and large scale events. Zaza has a bachelor’s in accounting from Applied Science University, Amman, Jordan.

Nesma Water & Energy Wins Bahraini Project

NW&E has won a second project in Bahrain, this time at the Madinat Salman (AMAS) and Ramli housing developments. This transmission augmentation project, which is administered and funded by the Saudi Fund for Development, is valued at over SAR 97 million.

The scope of this 18-month project includes the detailed engineering design, construction, testing and commissioning of various water station works under an EPC contract in two lots including site pipework, civil works, MEICA works, SCADA, telecommunication works, fiber optic cables and communication with the water control center.



Chartered Flights Via Nesma Travel & Tourism



Nesma Travel & Tourism has arranged approximately 30 special charter flights between Kathmandu and Dammam. To date, more than 4000 passengers have been brought from Kathmandu and around 3500 have made the return trip.

The company has also scheduled special charter flights from India, Pakistan and Bangladesh for 800 newly recruited Nesma & Partners' employees. In addition to the flights, over 4500 hotel rooms have been arranged for mandatory quarantine amounting to 150 rooms or more per day.

Over the coming months, Nesma Travel & Tourism expects to continue to meet this same steady demand for entrants to the Kingdom needing flights and quarantine rooms.

Nesma Travel & Tourism is a General Sales Agent of Himalaya Airlines.



N&P Achieves LEED Gold



Nesma & Partners was given LEED Gold certification by the US Green Building Council (USGBC) for its design and construction of the DOW ME Innovation Center at KAUST. To achieve Gold certification, the N&P team created a carefully planned roadmap of strategies for focusing on

sustainability and environmental issues such as energy efficiency, interior air quality, purchasing sustainable materials and thorough documentation. In just the first round review, the project submission received a comment of “Excellent” with no further requirements.

Although the client required a Silver LEED rating, the N&P team went for Gold. According to LEED team leader Abdullah Anwar, “N&P will be aiming for Platinum in the future.”

LEED certifications are not common in the Kingdom as of yet, but more companies will likely meet these standards as they fulfill Vision 2030’s sustainability goals.

N&P Volunteers Renovate Home



Promoting sustainable development and social responsibility is a key value at Nesma & Partners. To that end, several Nesma & Partners’ employees from various departments led by Executive Vice Chairman Rami Alturki, partnered with Tarmeem on July 4, to help renovate a home for an underprivileged family located in Dammam.

Tarmeem’s President of the Board of Directors Muhammad Alkhalidi and CEO Ali Alasmari gave N&P volunteers certificates of appreciation for their help on that day.

N&P Treats the Heat

Nesma & Partners received appreciation from their client, WSP, for their contributions to the “Treat the Heat” campaign held at Bujairi car park project as part of the Zero Harm Initiative. The proactive campaign was designed to enhance employee knowledge about the ill effects of working in the hot summer and how to mitigate their risk.

The HSE Department routinely addresses health, safety and environmental concerns with awareness sessions on job sites, wide circulation of guide notes and literature and by placing multilingual posters in common areas.



NHTI Authorized by PMI



Nesma High Training Institute (NHTI) has officially become an authorized training partner of the Project Management Institute. Along with the accreditation, NHTI will have access to PMI training content, training instruction and marketing support.

In addition, Saif Rahman, PMP, from NHTI has been certified by PMI as a training instructor.

Nesma Rise Update

The Rise Team was busy this month strategizing and planning. They held meetings with various Sponsors & Task Force members to analyse milestones, discuss project plans and introduce a next generation platform to manage the efforts and contributions of the Task Force. The Rise team delivered workshops to introduce the next generation Project Management platform called 'ClickUp'. Participants learned about platform features such as collaboration, task assignment, time tracking and organization of elements of Rise Initiatives. The workshops also included demonstrations of workflows for each initiative .



"We rely on people from all over the Nesma Group for their valuable contribution to the Rise program. This platform has brought us all in one place to manage all of our Rise projects as well as see the status of anything and everything. Most importantly, it helps us to work collaboratively even when we are all geographically dispersed."

Rise Program Manager (Mubarak):

Congratulations!

Newborns



A baby girl for **Shakir Mohiuddin Mohammed**, mechanical design engineer, Nesma & Partners



A baby boy for **Safeer Ahmed**, QA/QC civil supervisor, Nesma & Partners

Employee of the Month



Ahmed Mohammed Malas, civil supervisor ULA site, Nesma & Partners

Weddings



Mr. Mahmoud Fallatah celebrated the wedding of his daughter, **Dr. Al Batool** and Eng. Mohammed Yousef Al Farran.



Musab Saleh Idris, senior safety officer, Nesma & Partners, celebrated his wedding.

Farewell

Nesma & Partners bid farewell to **Chellappan Vargees**, mason foreman, Nesma & Partners, after 23 years with the company.

Celebration

Nesma Group Celebrates Eid AlAdha



Nesma Water & Energy



Nesma Holding



Nesma Telecom & Technology