

# NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 21: September 2015



## NESMA IN MAKKAH



### 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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**P**erforming the Islamic pilgrimage, the Hajj, is the event of a lifetime for Muslims around the globe. For many, it involves decades of savings and is a fulfillment of the ultimate dream. For the Kingdom of Saudi Arabia, being Custodian of the Two Holy Mosques is both a responsibility and an honor, as well as an integral part of the Kingdom's identity. For Nesma, our growing presence in Makkah, in service of God's visitors, is a source of true pride. It so follows that we highlight Nesma's efforts in Makkah in this issue of the Nesma Insider, to coincide with the completion of the annual Hajj.

Before reading on, we ask that you take a moment to recite a prayer or observe a minute of silence for those pilgrims who lost their lives during the tragic events that occurred. We pray that God accepts all their good deeds and bestows their families with patience to endure the immeasurable loss.

**Noura Alturki**

Executive Manager of Group Support Services  
Nesma Holding Co. Ltd.



## FEATURED NEWS



### NESMA IN MAKKAH

**T**hrough Mawaddah, Nesma Onur, and Nesma & Partners, we build, service, and operate accommodation solutions for pilgrims, and pave the road for entry into the Holy City.

#### **OPERATING Mawaddah Hotels**

Mawaddah Int'l Group for Hotel & Umrah Services (Mawaddah) is a hotel operator that specializes in the provision of Hajj and Umrah services. The company has several hotels under management in both Makkah and Madinah, and works through an extensive network of travel agents and tour operators across the world. Among the services offered are issuing of Umrah travel visas, arranging air and sea travel to and from Saudi Arabia and providing in-Kingdom ground transportation.

Karim Al-Sharif, Assistant to President of Strategy and Planning says, "Mawaddah has big plans and aspirations to grow and surpass goals and barriers as it is taking on new challenges,

internally and externally and continuously improving the service provided and in the best locations in the holy cities, while increasing the number of rooms to accommodate all nationalities. We would like to invite all Nesma employees to join Mawaddah on this journey of service improvement and would welcome you to regularly visit our hotels and give us your feedback to continuously improve how we do business."

#### **BUILDING Jabal Omar Development Project**

Nesma & Partners began construction of phase one of the Jabal Omar Development Project (JODP) in 2010, and as of today, has completed the construction of four hotels, three of which are currently operational. A fifth hotel, The Hilton Convention Hotel, is in the process of being built. In addition, Nesma has also been executing phase one of infrastructure works, which includes underground utility tunnels that are 1.4 km in length –with 24 km length of pipes (for storm, sewerage, irrigation, gray water, fire and potable water networks) and more than 50 km of cables

## FEATURED NEWS *continued*

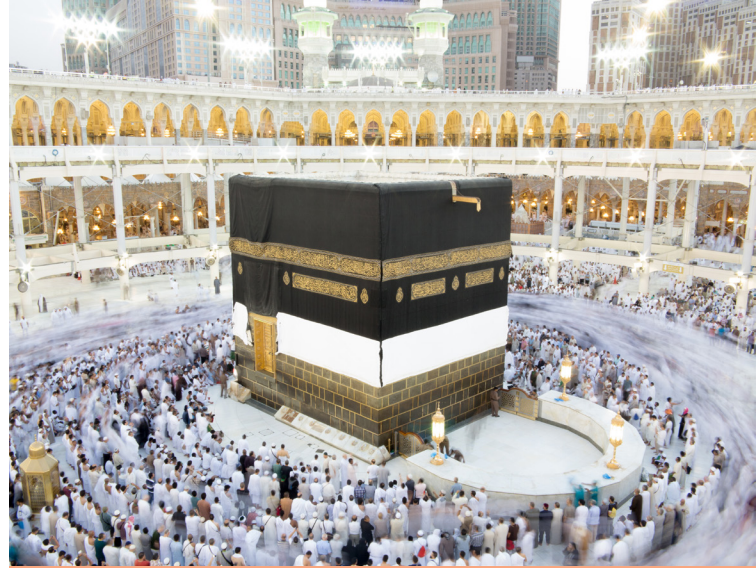
(MV, LV and LC), 3 vehicle underpasses, 1 vehicle tunnel, main pump and power stations for JODP. H. Erden Gurel, Executive Manager of Nesma Onur Activities explains, "As of September 2015, 98% works are completed and works are currently in the handover stage."

Overall, the Jabal Omar project will see construction by the private sector of 37 towers in six phases, including residential towers, 40 hotels, a retail concourse, 58,000 square meter prayer areas, a 2,000-seat conference hall, and related facilities.

### PAVING King Abdul Aziz Road

In 2014, we announced to our Nesma Insider readers that Nesma & Partners secured a SAR 6.7bn (\$1.75bn) contract from the Umm Al Qura for Development & Construction Company for infrastructure work on the King Abdul Aziz Road in Makkah. It is a major project planned to help alleviate pressure in the Holy City, and is comprised of a wide road that acts as a gateway to the city and incorporates future transportation technology. The project is located in the western part of the city of Makkah, extending for a length of 3,650 meters from the western entrance of Makkah (the intersection of Jeddah highway with the third ring road) up to Jabal Omar Project, and passes through some unplanned settlements. The total area of the project is around 1.2 million square meters.

It consists of 2 metro stations, 5700 meter metro tunnel, 4 carparks, 2 flyovers, 11 underpasses for pedestrians, 12 underpasses for vehicles, 2 bus stations, and South and North tunnels. All underground work and utilities are being planned for, including storm water drainage, sanitary and sewer system, potable water, firefighting, multiple water and electrical networks, and telecom and lighting systems. There will also be landscaping of the main pedestrian boulevard (of 3 km in length) connecting the Holy Mosque with the high speed Haramain train station.



### In Numbers: Umra and Hajj 2015/1436H

The 2015/1436H Umra season welcomed a total 5.7 million pilgrims from 79 countries (through 3,502 external agents). The Majority were from Egypt with 1.1 million, followed by Pakistan 704,000, Indonesia 650,000 and Turkey 444,000.

Violations were low at 21,000 (0.4%), which indicates that the Government's efforts to implement strict regulations are well under way.

Mawaddah received the highest number of pilgrims in the past 5 years totaling 99,000 pilgrims.

Egypt-based Nesma subsidiary, Namma Tours, ranked 4th out of a total of 742 Egyptian agents and 58th from total of 3,502 external agents.

Due to expansion work on the Grand Mosque, the Government has been reducing the number of pilgrims in the past two years by approximately 30% less than previous years.

This Hajj Season, a total of 1.4 million pilgrims visited from 164 countries; 1.3 million arrived by air, 38,000 by land, and 13,000 by sea, in addition to 568,000 local pilgrims from KSA. The top nationalities by size were:

- Indonesia (293,173 pilgrims)
- Pakistan (147,582 pilgrims)
- India (140,819 pilgrims)
- Bangladesh (99,389 pilgrims)
- Nigeria (76,722 pilgrims)
- Egypt (72,622 pilgrims)

Mawaddah hosted a total of 56,754 pilgrims in-house; 15,039 stayed in Makkah hotels and 41,715 stayed in Madinah hotels. Of this number, only 7,778 were accommodated in outsourced hotels.

The final numbers from Madinah are due to increase until end of the Hajj Season.



## FEATURED NEWS

### FOLLOW @NESMAHOLDING !!



## NESMA HOLDING KICKS OFF NEW SOCIAL MEDIA

Nesma Holding has relaunched its social media platforms using channels that, in addition to the website, are the company's voice online.

Our online presence helps build professional relationships, spread awareness, and expand interaction through our rich diversified content. This presence opens up opportunities to communicate Nesma's stories & news to the massive public, it also assists in expanding our online existence world wide.

Throughout the past month's communication on social media platforms we have witnessed a very positive response from our audience. We created an interactive awareness by introducing Nesma's background and communicating our activities. We have managed to achieve a great number of traffic & impressive interaction by fans along with learning that the online existence allowed us to build a two way interaction with the public & develop an emotional relationship with people.

During the first month of activity the Facebook book gained more than 13,000 new fans

The current social media platforms that Nesma Holding is participating in are Facebook, Twitter, Instagram and LinkedIn.

We encourage you to participate on the new Facebook page and become a fan if you are not already, as well as any of the new platforms.



[Nesma Holding Company](https://www.facebook.com/NesmaHoldingCompany)



[@NesmaHolding](https://twitter.com/NesmaHolding)



[Nesmaholding](https://www.instagram.com/Nesmaholding)



[Nesma Holding Co](https://www.linkedin.com/company/NesmaHoldingCo)





## GROUP NEWS



## BUSINESS NEWS

### Jollibee Opens First Restaurant in Bahrain

Jollibee celebrated the opening of its first restaurant in the Kingdom of Bahrain. The new establishment marks the 11th Jollibee restaurant operated by Nesma for the fast food chain.

Located at the G 435 - Road 1805 - Block 318, Hooraa District, the new restaurant features a dining capacity of 189 seats where families and friends can bond over delicious Jollibee treats. Hours of operation are from 7:00 a.m. to 12:00 a.m. daily.



### Nesma Onur Commercial Registration Completed

Commercial Registration (CR) for the new entity “Nesma Onur Contracting Co Ltd” has been completed. This completes the legal process of incorporation of the new entity in Saudi Arabia. “Nesma Onur Contracting Co Ltd” is now officially an addition to Nesma Group companies.

### Nesma Catering Joins Beach Clean Up

Employees from Nesma Catering spent some of their free time on September 18, 2015 cleaning up Salman open beach, in North Obhur, Jeddah.

The event was lead by (APOCEA) Alliance of Proactive Organizations Center for Environmental Advocacy, the Jeddah branch of the Ocean Conservancy group. Other volunteers came from the Filipino Community thru the Philippine Consulate in Jeddah, some civic oriented organizations and several Jeddah-based International schools.



The event aimed to promote environmental protection and waste management. Nesma participated as part of its commitment to the environment and Saudi community.



## GROUP NEWS *continued*

### BUSINESS NEWS



## Namma's Al Nawa Carries Donations to Yemen

Nesma's ship "Al Nawa Express", transported Saudi donations to Aden, Yemen, on Saturday, 19 September.

Al Nawa sailed from Jeddah Islamic Port to Aden loaded with donations of 4,500 tons of food, medical equipment and electrical generators to illuminate some of the health sites, It arrived on Monday, 28 September at Al Mualla port in Aden.

The ship was greeted upon arrival by Vice President of the Republic of Yemen and Prime Minister Khaled Mahfoud Bahah, a number of Yemeni officials and a team of specialists from King Salman Humanitarian Aid & Relief Center.

The aid has been provided for the second time to Yemen and organized by the King Salman Humanitarian Aid & Relief Center in cooperation with the International Islamic Relief Organization, a subsidiary of the Muslim World League. This latest shipment carried relief worth SR 30 million.

Al Nawa Express is a cargo ship and part of the fleet of Namma International Marine Services, which includes the passenger ships Mawaddah, Mahabah, and Massarah in addition to the cargo ship Namma Express.



## CEO Mohammed Hammad Awarded by the Egyptian Red sea Naval Base

During his visit to the Egyptian Red Sea Naval Base, Mr. Mohammed Hammad, CEO of Nesma Egypt, was awarded with a shield from the Chairman of the Egyptian Red Sea Naval Base, in Safaga, Egypt. The award comes as a recognition of the contribution and efforts of Namma Shipping Lines.



## Modern Pioneer - Cricket Cup

The Modern Pioneer Summer Cricket League tournament was played at Askan ground, and organized by the Western Province Cricket Association (WPCA)

The tournament, comprised of three divisions started on March 20, 2015 and ran for 17 weeks excluding Ramadan.

Around 67 Clubs took part in the three levels of the tournament with a total of 232 matches taking place and more than 1000 players in action.



## GROUP NEWS *continued*

### TRAINING NEWS

## Nesma Marketing Department Completes Advanced Training in Adobe Creative Cloud

Employees of Nesma Holding Marketing Department completed Advanced Training in Adobe Creative Cloud with Mohammad Jaghbir, a Training Specialist from Grapheast Jordan. The training took place at Nesma Holding during a 10-day period and covered five different Adobe Applications.

“It is important to receive training for our day-to-day software skills especially in Adobe products. Staying up-to-date on the technical side helps all of us to do work more efficiently,” said Steve Westfall, Marketing Manager, Nesma Holding; adding “The training has been of great value, giving everyone new skills to aid them everyday.”



## Welcome to Nesma!

Nesma Holding welcomes Samie Uz Zaman Ashraf, Maathir Alqudaihi, and Naim Shah JR.



Samie Uz Zaman Ashraf, who has a Bachelor of Science in Information Technology in addition to multiple certifications, has joined the IT Department at Nesma Holding as a System Architect. Over the last ten years, Mr. Ashraf has worked on large projects using cutting edge technology both in Dubai and Karachi.



Maathir Alqudaihi has joined the HR Department at Nesma Holding as an HR Senior Officer. She has recently returned from the US where she completed her Bachelors in Human Resource Development with a minor in Business Administration and her Masters in Organization Development and Knowledge Management.



Naim Shah JR joined the HR Department as an English Language Teacher. He has more than 15 years' teaching experience in USA, KSA, and Africa. He has a Masters in International Literacy. Naim is also proud of the work he has done with an organization he co-founded that aims to provide education and employment opportunities in California, USA.



## Nesma Embroidery & Al Jazira Bank Training Program

Nesma Embroidery celebrated its third graduation ceremony for the training program “Introduction to Wilcom Embroidery Studio Designing e3” sponsored by Al Jazira Bank.

The training graduates were 17 employees from Nesma Embroidery branches in Jeddah and Khulais, two trainees from Jeddah College of Technology, and one trainee from Prince Majid for Community Development.



### AWARENESS & SAFETY

#### Lunchbox for Students

##### Ideal School Lunch Box

It's a well-known fact that children in preschool and school get sick quite often and may tend to have a high absence rate. Lack of proper nutrition is one of the reasons, and this will eventually affect a child's performance at school.

If your child is skipping meals, then he is probably hungry during his school day and a hungry child is mentally absent even if he's physically present.

Children who don't have a proper breakfast and lunch will most likely become dependent on food served at school, which often consists of pizza, fries, pastas with cheese, cakes, pre-packed juices, soda beverages, etc.

As a parent, ask about the types of food offered at school and help your child make healthy choices if he will occasionally be buying food from school; however the healthiest choice is to provide your child with a packed lunch.

What does the ideal lunch box include?

It should meet one third of your child's daily nutritional needs and include proteins, healthy carbs, veggies, and fruit.

Practically speaking, this is one example of what you could include: brown bread with veggies and hummus spread, grapes, mango slices, yogurt, and a simple treat such as a muffin. This kind of lunch box will satisfy your child's hunger pangs, meet their increased nutritional needs, and improve their learning in class.

For younger kids or pre-schoolers, offer a miniature version of the above: sandwich, a healthy drink, fruit, and a muffin.



Mix and match the suggestions in the following table for healthy and creative options!

- Sandwich
- Carbohydrates and Protein
- Fruit/Vegetables
- Vitamins and minerals Cheese/Yogurt
- Protein Drinks
- Provide the body with sufficient fluids
- Others

##### Food safety in lunch box

In most cases, food is stored in lunch boxes for several hours, so the lunch box needs to stay cool. Food safety suggestions include:

- Choose an insulated lunch box or one with a freezer pack to keep the lunch box cool.
- Follow hygienic food preparation methods. This is especially important when food will be stored in the lunch box for many hours before eating.
- Perishable foods such as dairy products, eggs and sliced meats should be kept cool and eaten within about four hours of preparation. Don't pack these foods if just cooked. First cool in the refrigerator overnight.





# AFTER HOURS

## Zakir Ahmed Hussein: Musician & Sound Engineer

Zakir Hussein, Bank Representative at Nesma Holding in Jeddah, enjoys many hobbies which keep him busy outside of the office.

He has written two books of poetry, as well as many original musical compositions. He has acted and is a singer himself. He is well versed and experience in audio recording, editing and sound engineering.

Zakir recalled how he started performing music, "When I was a child I loved music. At five years old, I sang in my school competition winning first prize. This encouraged me to continue with music."



When asked how became so interested in sound engineering and recording Zakir explained, "When I was 14 years old we took a school trip to a local television studio. Instantly I became fascinated by the equipment and technical aspect of live production we saw in the studio. I knew I had to learn everything I could about audio equipment."

## Nesma Employees Graduate with MBAs

Four Nesma employees graduated from Multimedia University in Malaysia receiving their MBA (Master of Business Administration) degrees.

The graduates are: husband and wife, **Aisha Yahya**, Senior Communication Officer, Nesma Holding and **Essam Kamil**, Assistant Manager Freight Forwarding, Namma Cargo; **Majdi Saber**, Senior Communication Officer, Nesma Holding, and **Mazen Abdullatif**, Accountant, Nesma Holding.

An MBA was also awarded to **Mohammed Sufiyan**, Electrical Engineer, Nesma & Partners, by Sikkim Manipal University, India.

In addition, **Pawan Kumar Singh**, Document Controller, Nesma & Partners, received a Master of Computer Application degree from the Indira Gandhi National Open University, New Delhi, India.

Nesma Insider congratulates the graduates and wishes them all the best.







## Congratulations!

### Newborns

A new baby girl for **Naif Al Obaidi**, Executive Manager, Nesma Holding



A new baby girl for **Sabahuddin Ahmed**, HR Coordinator, Nesma & Partners



A new baby girl for **Fadi Bchara**, Senior HR Officer, Nesma Trading



A new baby girl for **Ahmed Al-Jabli**, Accountant, Nesma Water & Energy

### Promotions



**Mahmoud Hawilo**, Civil Engineer, promoted to Project Engineer, Nesma & Partners



**Mazen Hassan Haidar**, Promoted to Architect Design Manager, SANG Hospital Riyadh, Nesma & Partners



**Raed Adhami**, Promoted to Architect Design Team Leader, SANG Hospital Riyadh, Nesma & Partners



**Waleed Saeed**, Promoted to Senior Architect-Engineer, SANG Hospital Riyadh, Nesma & Partners



**Conrado Adarlo**, Promoted to Design Engineer-Architect, SANG Hospital Riyadh, Nesma & Partners



**Abdullah Youssef Kaafarani**, Promoted to Architect Design Manager, SANG Hospital Riyadh, Nesma & Partners

**Amani Jalal**, Administration Officer, promoted to HR & Admin Supervisor, Nesma Embroidery

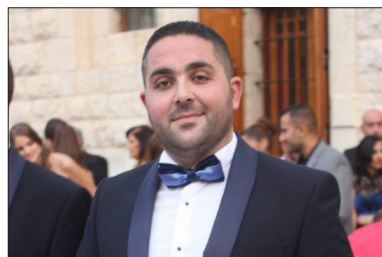
### Marriage



Marriage of **Ibrahim Farran**, Support Services Unit Head, Nesma Trading



Marriage of **Ghanim Al Ghamdi**, Receptionist, Nesma Water & Energy



Marriage of **Ziad Chahine**, Shumaisy Camp Manager, Nesma & Partners



Marriage of **Ahmed Jihar**, Driver, Nesma Chocolate



Marriage of **Mohammed Shalaby**, Mechanical Engineer, Nesma & Partners

### Employees of the Month

**Reyazuddin Ansari**, FM Diesel Mechanic, Nesma & Partners

**Pamakumar S.Nair**, QA/QC Supervisor, Nesma & Partners

**Ahmad Fakhoury**, Civil Engineer, Nesma & Partners

**Prakash Kunjuraman**, Plumbing Supervisor, Nesma & Partners

**Jose M. Delgado**, FM Carpenter, Nesma & Partners

**Volkan Kosar**, Accountant, Nesma & Partners

**Ambadipudi Martin**, FM Diesel Mechanic, Nesma & Partners

**Mohammed Awad A. Abdudeeb**, GFM Civil, Nesma & Partners

**Ganesh B.R Magar**, Pipe Fabricator, Nesma & Partners

### Employee of the third quarter

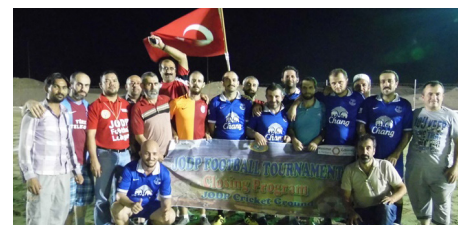
**Menan Al-Meramhi**, Tailor, Nesma Embroidery & Tailoring Center, Khulais Branch

### Graduation

Steefi Grace Baccay and Queenie Mae Baccay Daughters of **Rommel M. Valera**, Deputy Construction Manager, Nesma & Partners, passed the Medical Technologies Licensure Examination and the Nurse Licensure Examination respectively. Congratulations!

### JODP 1st Football Tournament

JODP held a Football Tournament Closing & Award ceremony. The Turkey Football team won the final match and became the Champion of the Tournament.





## FROM THE COMMUNITY *continued*

Across Nesma, employees celebrated several national days with their colleagues from Saudi Arabia, Vietnam, India, and Pakistan.



Nesma Trading



Nesma & Partners, SANG Hospital Riyadh



Nesma & Partners SADARA SPC Project



Nesma & Partners SADARA SPC Project



Pakistan and India National day at Nesma Havatek



Fabrication Workshops - Dhahran - Nesma and Partners



## FROM THE COMMUNITY *continued*

Across Nesma, employees celebrated several national days with their colleagues from Saudi Arabia, Vietnam, India, and Pakistan.



Dirab Airbase & Military Facilities, SANG-2 projects, Riyadh Nesma & Partners



JODP & Shumaisy - Nesma & Partners



Nesma & Partners and Nesma Trading



Nesma Havatek



SpaceMaker



Modern Pioneer -Jeddah



NDigitec



Nesma Recycling



## FROM THE COMMUNITY *continued*



Nesma Jubail camps - Nesma & Partners



Riyadh Metro Consortium Project



Nesma Electric



Nesma Telecom & Technology



SADARA Packaging Center - Jubail - Nesma & Partners



SANG Hospital - Jeddah - Nesma & Partners



SANG Hospital - Riyadh - Nesma & Partners



KAUST building renovation - Thuwal - Nesma & Partners



## FROM THE COMMUNITY *continued*



Nesma Trading Dhahran Aramco



Nesma Trading Head Office



Nesma Trading, Business Venture Division



Nesma Trading, Commercial Business Division



Nesma Trading, Construction Division



Nesma Trading, Corporate Support Division



Nesma Trading, Landscaping Division



Nesma Trading, Nesma Catering Division



## FROM THE COMMUNITY *continued*



Nesma Trading, Steel Build Division



Nesma Trading, Technical Systems Division



Nesma Trading, IT



Nesma Trading, Village, Jubail



Namma Cargo



Nesma Orbit



Nesma Training Center - Jeddah



National Port Service, Jubail



## FROM THE COMMUNITY *continued*



Nesma Holding



Mawaddah



National Container Terminals (NCT)



Unitrade



King Abdullah Financial District Project,  
Nesma & Partners



Nesma Embroidery - Jeddah



### Retirement & Farwell Party for Mohammed Zameer

A Farewell party took place at Shumaisy Camp on the occasion of Mohammed Zameer's retirement. Mohammed reached retirement age after 18 years of service at Nesma. He joined in 1997 as a laborer and was repeatedly promoted until he reached the level of Electrical Leadman.

Mohammed will be able to spend more time with his seven daughters and grandchildren in India. Nesma & Partners thanks Mohammed Zameer for all the efforts he has given in the past 18 years.