

NESMA INSIDER



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NDigitec Delivers Magic for IMG Worlds of Adventure

FEATURED



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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FEATURED ARTICLE

NDIGITEC DELIVERS MAGIC FOR IMG WORLDS OF ADVENTURE



What do zombies and dinosaurs have to do with Nesma? A project completed by NDigitec for IMG Worlds of Adventure announces the arrival to Dubai of the world's largest indoor theme park. The action-packed commercial brought to life by NDigitec showcases the strength of its premedia division, which incorporated a range of global brands and animated characters such as the Hulk, Iron Man, and the Powerpuff Girls for this ambitious project.

"The film is by far the most VFX heavy and advanced CGI-based piece of filmmaking to come from this region. I hear from people all over the world who have seen the commercial and love it," says producer Daniel Sheridan.

The campaign was far-reaching, broadcasting on regional television outlets such as MBC and Cartoon Network (CN), running for 20 weeks in all major UAE cinemas, and entertaining passengers around the globe on Emirates Airline's ICE network.



FEATURED ARTICLE *continued*

“When we first pitched our treatment, the client was blown away at our creativity, attention to brand, and ability to deliver such high-quality content,” says Executive Producer Nathan Ornick. “In this region, there are talented agencies, film production companies and specialized post-production companies, but when it comes to a single, integrated solutions provider for content from concept to color-correction, NDigitec is by far the best.”

The 82-second spot required a turnaround of less than nine weeks. NDigitec developed the script with its internal creative team which required four weeks of preproduction. The film was shot over two days in Dubai on both physical sets and green screen. NDigitec’s postproduction and CGI team then dedicated over 40 artists to create the spot in just five weeks of post, including 3D animation of dinosaurs and Marvel superheroes, 2D animation, 3D set replacements and physical effects.

“Every shot is a VFX shot,” says VFX Supervisor Eyad Arabi. “This production really pushed things to the limit. Working with global brands such as Marvel and CN was a great privilege, and collaborating with their creative departments was inspiring. We got to create the story where many of these epic characters come to Dubai for the very first time.”

Developing the film to appeal to the diverse concerns of each major brand required extreme attention to detail. For example, although the Marvel characters of Iron Man and the Hulk are all from one art guideline set with detailed references, all the assets had to be developed, built and animated from scratch by NDigitec.

“These kinds of projects are the reason many of us got into creating animation and VFX in the first place,” says Arabi.



IN THE SPOTLIGHT

JOLLIBEE



The Jollibee brand has seen a dramatic rise over the years, since its humble beginnings in 1975 as a single ice cream shop in the Philippines, to its move into more types of food that put Jollibee on the map, such as its flagship fried chicken product branded Chickenjoy.

Initially, the Jollibee Foods Corporation (JFC) grew quickly by focusing on the specific tastes and needs of its Filipino customers and later, by turning around and growing its many acquisitions always focusing strongly on the customer experience. Currently, JFC and its franchisees operate over 3,000 stores in the Philippines and internationally. The Jollibee brand attributes its success in part to its family values which make its stores a desirable stop for families. The same values are applied to its treatment of employees making it one of the most desirable companies to work for with the highest compensation package in the fast food industry.



IN THE SPOTLIGHT *continued*

In 2008, JFC's Jollibee restaurant came to Saudi Arabia through Nesma's doors. Nesma created Nesma United Ltd to hold the franchises and has steadily increased Jollibee's presence in the region with multiple branches in the Kingdom and also one branch in Bahrain. The first Saudi branch was located at the Jeddah International Market, Sarawat. It was soon followed by additional branches in Jeddah along with stores in Riyadh, Taif, Jubail, Al Khobar and Yanbu. On opening day, new Jollibee locations often have long lines of eager customers waiting for the doors to open.

With the success of the Jollibee brand in KSA and Bahrain, Nesma acquired another JFC brand – Chowking, which currently operates a branch in Al Khobar. Chowking is a quick service restaurant that combines traditional Chinese cuisine with modern fast food service.

Plans are underway to capitalize on the brand's popularity by continuing to open stores in new markets with a heavy demand for Jollibee and Chowking products in the years to come, earning it recognition from the parent company in the Philippines with Excellent Service, Excellent Product, and Gold Star awards.



About Jollibee/Chowking Nesma's General Manager

Faisal Yeslam Bamhrez has vast experience in managing operations and retail management prior to joining Nesma as General Manager in 2007. Since then, he has steered the Jollibee and Chowking business, focusing on quality and people development.

His leadership, achievement and love for the brand are recognized by Jollibee Foods Corp, being the recipient of the General Manager Star of Excellence Awards from 2009 up to present.

GROUP NEWS

Nesma & Partners Awarded Phase 2 of Umm Wu'al Fluosilicic Acid (FSA) Treatment Project

Nesma & Partners was awarded a second phase of the Umm Wu'al Fluosilicic Acid (FSA) Treatment Project by MA'ADEN, by way of a lump sum contract on an engineering procurement construction (EPC) basis.

Nesma's scope of work in this EPC contract is to provide a detailed design, materials, equipment and construction of the FSA facility and water treatment plant in the Umm Wu'al Project site, located in the North Western region of the Kingdom. In addition, Nesma & Partners will provide onsite support to deliver a fully functional FSA treatment facility, tie-ins & reactors.

The work includes earth and concrete works, water proofing and insulation, steel work and asphalt paving as well as electrical, instrumentation, communication & control installations.

The expected duration of the project's execution phase is estimated to be 10 months.



Nesma Travel Awarded Best Travel Agency by Turkish Airlines

Turkish Airlines presented Nesma Travel & Tourism with two awards based on having the highest increase in sales for 2016.

The "Best Travel Agency" and "Best Corporate Account" awards were presented during a ceremony in Al Khobar attended by over 120 agencies and 250 VIPs including top level officials from the General Authority of Civil Aviation, Immigration & Security, King Fahad International Airport Dammam and the corporate sector along with social media personalities.

Mr. Adem Ceylan, Senior Vice President of Turkish Airlines, presented the awards to Mr. Naser Al Nasr who accepted them on behalf of the company. Mr. Naser expressed his appreciation for the awards and for the great efforts of his team members.

GROUP NEWS

Nesma & Partners' Employee Publishes in International Journal of Sustainable Built Environment

Waseem M. Hamweyah, PMO LEED Coordinator, Nesma & Partners, recently published research he conducted on sustainable concrete produced with reject desalinated brine, an idea with the potential to have a significant positive impact on the environment.

According to Mr. Hamweyah, his research looked at a possible solution for lessening the negative environmental consequences associated with the production of concrete and Portland cement (PC), a major ingredient of concrete. He explained, "In the Kingdom, the production of concrete requires a substantial amount of desalinated water, a scarce resource, and this in turn causes a significant increase in the by-product of desalination, reject brine, a highly salty wastewater which is typically returned to the sea. In addition, PC production is responsible for the generation of nearly 5% of global carbon dioxide, a potent greenhouse gas."

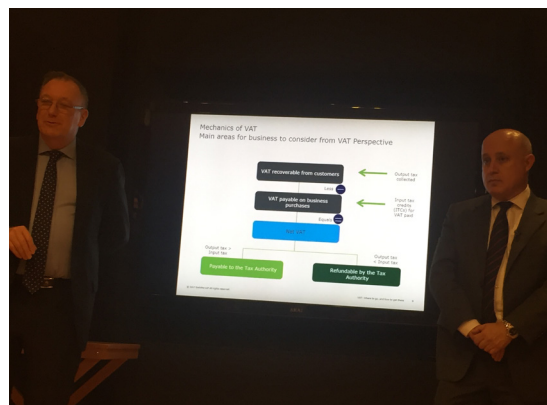
The research team looked at making concrete with reject brine instead of desalinated water and combining it in part with ground granulated blast furnace slag (GGBS), a more eco-friendly alternative to PC. GGBS is a waste product from the manufacture of iron and is similar in composition to PC but has a smaller carbon footprint. Results of the study showed that the use of GGBS and reject brine improved the strength of the resultant concrete by 16.5%. Replacing 50% of the cement with GGBS and using reject brine as the source of water has a potential for reducing 176 kg CO₂ and 1.7–3.4 kg of CO₂ equivalents per one cubic meter of concrete, respectively, while conserving a valuable resource. In addition, the use of the waste reject brine can potentially save USD 170–340 per cubic meter of concrete produced. In addition to being stronger, greener and cheaper, he found that the new concrete was also less porous.

Mr. Waseem's next research will look more deeply into this innovation to see if there are any negative impacts from using reject brine as a key ingredient.

You can read the research study here - [Fattah, K.P. et al. Evaluation of sustainable concrete produced with desalinated reject brine. International Journal of Sustainable Built Environment \(2017\)](#)

Nesma & Partners Hosts Environmental Campaign at Jubail Bulk Plant

Nesma & Partners' Jubail Bulk Plant conducted an intensive, week-long environmental awareness campaign covering several themes including the importance of: environmental protection; caring for trees; water conservation; dust control; pollution control; waste management; housekeeping; spill protection and noise protection. A variety of activities such as viewing educational videos, discussing and sharing with co-workers, planting trees and installing paper recycle boxes, were employed to help participants explore the daily themes. Banners and posters placed around the meeting area served to remind employees of key points. The effort boosted environmental awareness and reinforced existing policies.



Nesma & Partners Workshop Explains Upcoming Saudi VAT

Nesma & Partners hosted a presentation by Deloitte at the head office in Al Khobar to spread awareness regarding the new Value Added Tax (VAT) which is scheduled to be implemented in Saudi Arabia by January 1, 2018.

GROUP NEWS



Nesma Airlines Hosts Smoking Cessation Workshop

In honor of “World No Tobacco Day,” Nesma Airlines hosted a “How to Quit Smoking” workshop which covered a variety of topics from the ingredients of cigarettes to a discussion of abstinence during Ramadan to methods of kicking the habit altogether.



Nesma to Provide Internships for Female Engineers

In partnership with the Saudi Council of Engineers, Nesma Electric, Nesma Trading and Nesma & Partners shall be offering summer internships to 15 female engineers as part of a national campaign to encourage and train women in engineering. The internships will be in the areas of civil, electrical, mechanical, among others.

Nesma President Attends Albir Society 35 Years Celebration

The Albir society celebrated its 35th anniversary with the many sponsors and donors who have contributed to its success over the years. As Chairman of the Board of Albir Society-Jeddah, Sh. Saleh gave the first speech followed by others who expressed their gratitude for everyone's efforts and commended the society's accomplishments to help the needy including those who are sick, orphaned or poor. An awards ceremony followed. The event was attended by His Royal Highness Prince Meshal Bin Majed bin Abdulaziz, HRH Prince Abdelaziz bin Faisal bin Abdulmajeed and HRH Prince Turki bin Faisal bin Abdulmajeed.



GROUP NEWS

Nesma & Partners Hosts Talent Night for Employees

Two hours of musical performances were provided by eight talented employees from Nesma & Partners and Nesma Trading at a talent show hosted by the Nesma & Partners Entertainment Committee. The committee is tasked with designing programs and activities throughout the year to reduce stress and stimulate employee engagement.



Mohammed Kadri Wins 2017 Toastmaster Table Topics Award

Mohammed Kadri, HR Consultant, Nesma & Partners won the Toastmaster public speaking competition for District 79 semi-finals on Table Topics. He received his trophy and was congratulated by Dan Rex, CEO of Toastmasters International.

Kadri was selected as one of the top six Table Topics Speakers in Saudi Arabia for the year of 2017.

Interesting Images: Kilimanjaro

Congratulations to Mohammed Al Mulhim, Architect Engineer, Nesma & Partners who reached the summits of both Kilimanjaro in Tanzania (5,895m), the tallest free standing mountain in the world and Aconcagua in Argentina (6,830m), the second highest summit in the world. A full profile of Mohammed's passion for mountaineering will be profiled in a future issue.



From the Community



Congratulations!

Newborns



A baby girl for **Majed Alabadi**, Branch Manager, Qatif Branch, Nesma Travel & Tourism



A baby girl for **Mohammad Akramul Haque**, Senior Accountant, Nesma Holding

Employee of the Month

Kazeem Syed, Land Surveyor, Nesma & Partners



Ahmad Mohammed Al Baassiri, Civil Supervisor, Nesma & Partners



Amal Abdelaziz Marsh, Nesma Recycling



Ghazali Fatani, Messenger, Nesma Recycling



Certificate

Mohammed Saleh Yusuf, Computer Technician, Nesma Onur, has been awarded the PRINCE2® Certificate in Project Management from AXELOS Organization



Kholood Al-Mattar, Senior Training Specialist, Nesma & Partners, has earned the industry-recognized certificate – ATD Master Trainer™

Ahmed Adel, Sr. Electrical Design Engineer, Nesma & Partners, completed the Advanced Fire Alarm Course from NAFFCO

Mohamed Fareedul Hasan, Sr. Electrical Design Engineer, Nesma & Partners, completed the Advanced Fire Alarm Course from NAFFCO

Mahmoud Elsayed, Design Electrical Engineer, Nesma & Partners, completed the Advanced Fire Alarm Course from NAFFCO



FAREWELL



Mr. Syed Enayatullah, Senior Accountant, Nesma & Partners who has served Nesma nearly 35 years.



Shaikh Fozaiel Sheikh Hajji, Office Coordinator, Nesma Recycling

FROM THE COMMUNITY *continued*

Across Nesma, employees recently celebrated the national day of Philippines.



Nesma & Partners, SANG Hospital, Riyadh



Nesma & Partners, FIB & FCW



Nesma & Partners, Umm Wual Project



Nesma & Partners, Head office, Al Khobar



Nesma Catering, Schlumbergers Project



Nesma & Partners, KAFD Project, Riyadh



Nesma Catering, Wasit Aramco Project



Nesma & Partners, DIRAB Airbase Project



Nesma & Partners, SANG Hospital, Jeddah

Nesma Recycling employees recently celebrated the national day of Yemen.



FROM THE COMMUNITY *continued*

Across Nesma, employees recently celebrated the national day of Jordan.



Nesma & Partners, SANG Hospital, Qassim



Nesma & Partners, Fadhili Project



Nesma & Partners, SANG Hospital, Taif

Across Nesma, employees recently celebrated Iftar together.



Nesma Holding, Jeddah



Nesma Water & Energy, Dawadmai & Affif Project



Nesma Water & Energy, Modon Project, Jeddah



Nesma Water & Energy, Water Meter Project, Jeddah



Nesma Water & Energy, Hejaz Project



Nesma Water & Energy, Jeddah