

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 83 : December 2020

nesmarise*

Introducing Nesma Rise

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.

CONTACT US

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

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Introducing Nesma Rise

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A Message from Our President: Ready to Rise



Nesma President, Faisal Alturki, has a message for you: THANK YOU.

“2020 has been a year of disruption, uncertainty, and hardship.

It has also been a year of reflection and transformation, as we did everything possible to prioritize our employees' health and to respond to the needs of our dynamic customers. At Nesma, you sacrificed, you did your part, and you adapted to the new reality. Thank you. As we look to a future characterized by more disruption, competition, and change, we also see great opportunities and promise. 2021, we are ready for you, ready to Rise.”

Today we launch Rise

Watch our launch video here:



Movie URL:

<https://youtu.be/gjLowGN3j9c>

What is Nesma Rise?

Nesma is ambitious. Our first 40 years were defined with successes and we want to deliver even more excellence, more innovation, and more social good into the future. Nesma Rise is our strategy to deliver a new level of performance. We recognize that we need to elevate ourselves, in order to stay relevant and responsive to the ever-evolving needs of our dynamic and ambitious customers, especially in times of increased disruption, uncertainty and competition.

Although operating in different sectors, many of the challenges facing our businesses today affect all industries equally. For example, attracting, retaining and developing talent is a common challenge that demands aligning and leveraging group-wide advantages in terms of values, branding, talent development and career opportunities.

Accordingly, Nesma Rise is based on enabling 'best practices' to be designed and implemented across the Nesma Group through leveraging the strengths of our individual companies and the highly skilled and passionate people who work in each of these companies. How will we do this? Rise draws on the passion and initiative of Nesma's talented employees to continuously enhance our client offerings, human resources, processes and systems. We will work in collaborative, inspired and engaged teams across our companies. Doing so will enhance these five business areas:

Product & Service Superiority

We propel innovation and growth through forward-looking solutions, processes and systems.

Talent Retention & Development

We empower our people to achieve their full potential through meaningful growth opportunities.

Sustainability

We strive to build more sustainable and socially impactful activities in the communities where we operate.

Rise, Defined:

verb: to move upwards; to attain a higher level

verb: to get up from sleep

verb: to exert oneself to meet a challenge

noun: emergence (as of the sun) above the horizon

Note: Definitions from Merriam-Webster

Health, Safety and the Environment (HSE)

We look after our people and our workplace by ensuring that wellbeing is a key priority.

Governance & Compliance

We commit to being united, conscientious and accountable across all levels of our companies.

Are you Ready to Rise?

What change do we need to bring to Nesma to prepare us for the future?
Email us at rise@nesma.com.

2020: The Year in Review

New Locations

New Facility for NDigitec in Dubai Production City

Nesma Holding President, Faisal Alturki, inaugurated Namma Int'l NDigitec's new headquarters, located in Dubai Production City.

Chowking Opens 3rd Saudi Location

Nesma United celebrated the opening of Chowking's newest branch in Jeddah.

Completed Projects

Nesma Orbit Finishes Work on Mansard Hotel

Nesma Orbit timely completed work on Mansard Hotel in Riyadh, a project started in 2015. Nesma Orbit was responsible for the production, quality assurance and quality control of the hotel's indoor and outdoor porcelain, marble, wood flooring and slate.

Nesma Trading: Multiple Projects

Nesma Trading's Landscape Division completed the design and building of an onsite landscape nursery for the Red Sea Development Company. The nursery, located on islands in Saudi Arabia, spans over one million sq meters and is considered the largest of its kind in the Middle East.

The Business Ventures Division completed monitoring and instrumentation services at lines 1 & 2 for BACS Consortium at the Riyadh Metro Project.

In addition, Nesma Trading completed the tagging and verification of assets for the Saudi Customs Authority in 51 Saudi customs sites across the Kingdom including the headquarters buildings in Riyadh, along with airports, seaports and landports in Riyadh, Jeddah, Dammam and Abha.

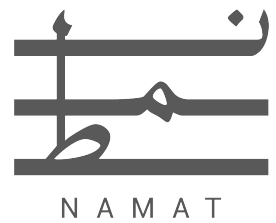
The company also completed work for Binzagr Company on the largest integrated logistics center in Saudi Arabia.

Nesma & Partners Delivers Desert X Al Ula

During this conceptual art exhibition, Nesma & Partners was responsible for transporting and installing the artwork in addition to constructing a visitor center and the project's temporary facilities, along with work in maintenance, catering, hospitality, entertainment and security. The work was carried out with excellence and the company received a glowing letter of praise that is worth reading here:

<https://medium.com/@noura.alturki/now-you-see-me-now-you-dont-ccf51c9367cf>





New Partnerships

Nesma Training Center - New Agreements

During February 2020, Nesma Training Center signed agreements with the following organizations: Saif Alturki Group law firm; Himayah Association; the Charitable Family Protection Society; Wedad Charity Foundation; Alhasalah Foundation; the Social Development Bank and Tawahud Steps for autistic children.

Modern Bus Signs with HRDF, Technical and Vocational Training Corporation

The Modern Bus Company signed a memorandum of understanding with the Human Resources Development Fund (HRDF) to provide skills training and jobs to Saudi candidates. Training will also be provided via an agreement with the Technical and Vocational Training Corporation.

NDigitec Partners with GPN

NDigitec announced a new strategic partnership with the Global Premedia Network (GPN). The GPN is a network of fully independent but technologically connected international packaging premedia providers who maintain brand consistency with the highest level of quality and operational practices and in accordance with international standards.

N&P Initiative with Sakan Umluj

As part of its CSR initiatives, and in partnership with Almbani General Contractors Company, Nesma & Partners (N&P) worked with the non-profit, Sakan Umluj to provide job training and jobs for local youth at the Red Sea Airport project.

After the pandemic has ended, based on an agreement with Tarmeem, N&P plans to rebuild homes for 200 people living in the Eastern province

NW&E Collaborates with Takamol

Nesma Water & Energy (NW&E) collaborated with Takamol Holding and HIBIT training center to provide personalized employee training that focused on specific areas of improvement for each individual to help employees work to their full potential.

Nesma Travel Named General Sales Agent of Himalaya Airlines

Nesma Travel became officially the general sales agent of Himalaya Airlines, a Nepalese airline operating from Tribhuvan International Airport in Kathmandu, Nepal.

Business News

Amanah Vessel Transports Over 19,000 Passengers

Namma Tours' vessel, Amanah, transported a total of 5000 pilgrims during the first month of Umra season alone in addition to hundreds of vehicles.

Nesma Companies Offer Products for Covid-19 Pandemic

Nesma Media & Entertainment and NDigitec introduced new products to address some of the challenges brought about by the COVID-19 pandemic.

This included sanitizing booths, mobile infrared thermometers and disinfection channels.

NDigitec's New Flexo Plate Offering

NDigitec created NDXC XPS crystal digital flexo plates that provide customers with exclusive packaging in flexo plate quality and introduced flexoeasy.com as a new sales tool.

Nesma Embroidery Becomes Namat

Nesma Holding launched a new identity for Nesma Embroidery, one of Nesma's social responsibility initiatives that is focused on creating job opportunities for women. The name of Nesma Embroidery and Tailoring has been changed to Namat, as part of a development plan aimed at expanding the scope of the initiative and its desired impact.

Nesma Officially Launches "Canoe"

Nesma's Water Taxi officially launched their "Canoe" floating restaurant. Canoe restaurant is reminiscent of the Egyptian "felucca," a traditional wooden sailing boat used in Egypt and Sudan along the Nile river.

Nesma & Partners' New Leadership

N&P's new leadership team pledges to keep the company's promise: "Together We Build Excellence." The change promotes two Nesma veterans, Milhim Ghulmiyyah to president and CEO and Samer Abdul Samad to executive vice president and COO.

Awarded Projects

Nesma Security Awarded King Fahd Causeway Project

Nesma Security signed a contract from the King Fahd Causeway Authority to provide security and safety services on the Saudi side of the 25km-long, King Fahd Causeway. Additionally, Nesma Security was awarded a SAR 13.7 million contract with Tecnicas Reunidas at Haradh village in Al-Hasa.

Nesma Security Awarded Schlumberger Project

Nesma Security won a new project by Schlumberger Middle East to provide security services for Schlumberger's sites and facilities in Saudi Arabia.

Nesma & Partners To Be Part of First Nuclear Power Generation Plant Project

Nesma & Partners signed several agreements with Electricite De France (EDF) to participate in the first nuclear power generation plant project in the Kingdom.

Nesma & Partners Wins Red Sea International Airport Project

The Red Sea Development Company awarded a contract to a joint venture between Nesma & Partners and Almagbari General Contractors to build infrastructure for the Red Sea International Airport.

Nesma Trading Wins Airfield Lighting Project

Aramco Aviation awarded Nesma Trading the airfield lighting upgrade at the Hawtah Aramco Aviation Airstrip, a contract valued at SAR 4.2 million.



Namma to Transport Sudanese Pilgrims

Namma International Marine Services signed a contract with the Sudanese Supreme Commission to transport Hajj and Umrah pilgrims.

NW&E Wins National Water Company Project

Nesma Water & Energy (NW&E) was awarded a new project by the National Water company in Makkah city. NW&E's scope of work includes 22 tanks, a 160km water network and two carbon steel tanks each with a capacity of 25,000 cubic meters.

NW&E Wins Tabuk Pumping Station Project

Nesma Water & Energy's newest projects are the 125,000 M3/day capacity sewage treatment plant and the main pumping station in Tabuk city which were awarded by the Ministry of Environment, Water and Agriculture.

Nesma Renewables Group Awarded Jeddah 300MW Solar PV Project

A consortium made of Nesma Renewables Group, Masdar and EDFR was awarded the Jeddah 300MW solar PV project which is part of the National Renewable Energy Project Development Program.

NT&T Wins Project in NEOM

Nesma Telecom & Technology was awarded a fixed line network infrastructure project in NEOM, valued at SAR 380 million.

Awards and Recognition

Nesma Trading Recognized

Nesma Trading received a certificate of recognition at "ISSD Contractors' Safety Day" for an excellent safety record in 2019.

In addition, Nesma Trading was recognized by Modern Bus Co. for maintaining a high level of cleanliness to address precautionary measures in the pandemic.

Al Jawhara Mall Project Safety Award

Nesma Trading's team at Al Jawhara Mall project was recognized for achieving two million safe man hours.

Namma Cargo Receives Appreciation from Client

Huawei expressed gratitude for Namma Cargo's management and operations teams for contributing to Huawei's success in Saudi Arabia the past 16 years.

Nesma Travel Among Top 10 Best Sellers

Nesma Travel & Tourism was named among the top ten best sellers in Saudi Arabia by Saudia Airlines.

Nesma Honored by the Emirate of Makkah

Nesma Holding was honored by His Royal Highness, Prince Khalid bin Faisal Al Saud, Governor of Makkah Province, for sponsoring "The Makkah Cultural Forum" organized by the Emir to promote human development.

Nesma & Partners (N&P) Safety Awards

Three N&P teams received safety awards for their projects' safety records including two awards for one million safe man hours.

Nesma Holding Makes Forbes List

Nesma Holding was #36 on Forbes Middle East List of 100 Most Powerful Arab Family Businesses in the Middle East 2020.

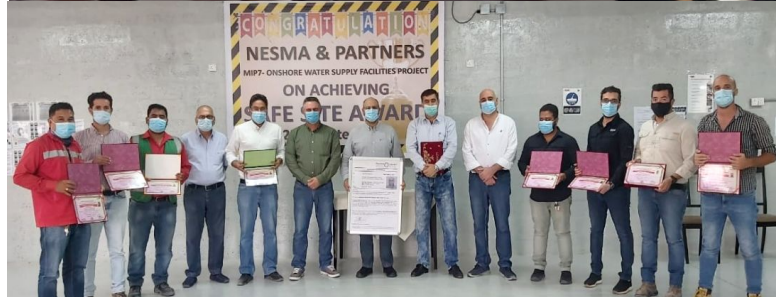
Nesma Events

Nesma Holding Cinema

Nesma Cinema is another addition to the entertainment activities offered free to employees and families at Nesma Holding in Jeddah to support employees in attaining a good work-life balance.

Nesma CEOs' Roundtable Discussion

A roundtable discussion entitled "Fostering a Mentoring & Coaching Culture in Your Organization," was held at Nesma Training Center (NTC) and attended by CEOs and executives from across the Nesma Group.





CSR & Sponsorship News

Nesma Art Gallery Enters New Phase

Nesma announced that Nesma Art Gallery will be entering its next phase, as an independent gallery owned by Mr. Al-Ablan, part of a new era in Nesma's community initiatives and community support, focusing on excellence and sustainability.

ZADK Provides Classes to Young Females

A Nesma & Partners' initiative in partnership with ZADK Culinary Academy, provided a culinary class for 12 girls aged 9 - 14 years coming from Benaa Organization.

Nesma Sponsors NEOM's Saudi National Day Celebration

Nesma Catering, Nesma Art Gallery and Nesma Security, were all part of NEOM's 90th Saudi National Day celebration, which took place in NEOM city located in Tabuk Province, northwestern Saudi Arabia.

Nesma & Partners' Sponsorships

Nesma & Partners (N&P) was the golden sponsor of the International Engineering Conference & Exhibition 2020, held in Riyadh, under the patronage of His Excellency Dr. Majid Al Qasabi, Minister of Commerce and Investment.

The company was also a golden sponsor of the 2020 IKTV annual forum and exhibition, held at Dhahran Expo Center.

N&P was the platinum sponsor of the second edition of the Future Projects Forum, launched by the Saudi Contractors Authority.

Nesma Corporate Social Responsibility During a Time of Crisis

Nesma implemented preventive measures during the coronavirus outbreak including pest control inside the Holy Mosque in Makkah by **TRAP**, a hygiene awareness campaign by **Nesma & Partners**, an on-site medical check-up at KAAR Project, precautions and awareness meetings at **Namma Cargo** warehouse, and safety precautions and requirements across the Group.

Defaf Logistics trucked food supplies and medicines while **Ndigitec** created and sold products to help prevent disease.

Jollibee implemented stringent requirements for contactless food preparation, regular temperature checks and sanitation.

Nesma Water Taxi continued providing transportation to up to 1000 people daily in metro Cairo but implemented a mask requirement along with other preventive measures.

The coronavirus pandemic has allowed the Nesma Group of companies to give back to the community through several initiatives that support the common good, including computer donations, large-scale site sterilization, home sanitization and Health Endowment Fund support.

A **Modern Pioneer** employee, Eman Hijazi, organized women to hand-sew and then donate hundreds of face masks.

Congratulations!

Newborns



A new baby boy for **Waqas ul Hassan**, QA/QC Civil, NEOM Construction Camp, Nesma and Partners



A new baby girl for **Ateeq ur Rehman**, QC Engineer

Please share your feedback with us and ways we can improve our group-wide communication by completing this survey:

<https://docs.google.com/forms/d/1aKX9IXAvppUI-3qMbcKnKBqYoYhMwIV8S-BxKXoNuXc/edit?usp=sharing>

