

NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 7: July 2014



KAEC: A City in the Making



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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As Ramadan draws to a close and the vacation approaches, we wish you all a very happy and blessed Eid. This past month, a host of events brought the Nesma community together in honor of the Holy Month. In Jeddah, Al-Khobar, and King Abdullah Economic City among other cities, Nesma people gathered at sunset to share smiles, prayers, and hearty meals. Nesma Insider is pleased to share these photos with you in this issue.

We also shed light on one particular community where Nesma companies are working side by side today with visible energy and enthusiasm: King Abdullah Economic City (KAEC). When I visited KAEC several years ago, it was not more than a gated desert located 100 kilometers north of Jeddah along the Red Sea. Today, a

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community is beginning to emerge and Nesma is very much a part of that development. We present the projects in their current stage for your interest, and we are certain that they will be a fascinating reference for comparison in the future.

Noura Alturki

HR and CSR Executive Manager
Nesma Holding Co. Ltd.

FEATURED ARTICLE

KAEC: A City in the Making



It is not every day that one has the chance to see a new city being built before their eyes. The world's first city, Uruk, was created more than 6,000 years ago in what is now present-day Iraq. Today, considering that more than half of the world's population lives in cities, it would not be surprising to go about our days without ever asking what it takes to create a city or how a city originates. The announcement of King Abdullah Economic City (KAEC) in 2005 changed all of that.

KAEC is a new city/megaproject being developed by Emaar, E.C., a Tadawul-listed real estate development and management company. It is designed to attract investments to Saudi Arabia and promote economic activity. It is located 100 km north of Jeddah along the coast of the Red Sea and spans 168 square kilometers. The City is comprised of six components: Sea Port, Industrial Zone, Central Business District, Educational Zone, Resort Zone and Residential Communities.



**KING
ABDULLAH
ECONOMIC
CITY**

Reflecting on Nesma's history, business values, and portfolio of capabilities, it is clear that Nesma is very well positioned to assist Emaar in building the city, which is planned to be completed by the year 2020. After all, partnering to build a city is the perfect opportunity to act upon Nesma's mission of "bringing innovative ideas to life, in business as well as society."

FEATURED ARTICLE *continued*

Cities Need Water and Electricity

Through its subsidiary, Nesma Water & Energy (NW&E), Nesma will be providing businesses at KAEC with the needed water and electricity to start operating their factories in the industrial area. Water networks consisting of drinking water, sewage water, treated sewage and storm water drainage will be created. Power utilities will also be delivered, comprised of low voltage, medium voltage and telecommunications networks, as well as transformers and street lights/poles.

The project was awarded last June 2014 through a contract valued at SR 310,800,000. Rayan Bukhari, Business Development Manager at NW&E explained the significance of this project, saying “This is the biggest infrastructure project that KAEC will be awarding in the next 2 to 3 years. Companies like Toyota, Mars, and Toys R Us, are all expecting water and power to be provided to them in 12 months from now. These factories are relying on our project to get clean water for their use and to eliminate the wastewater and sewage that they produce.” Bukhari also explained that the project includes building a “TSE” (treated sewage effluent) network. This network sends waste water to a sewage treatment plant to be processed, recycled, and reused for industrial and irrigation purposes. As for power, low voltage is normally used for street lights, while medium voltage is used in the factories; as part of the scope of work, transformers will also be delivered in order for companies to increase or decrease the voltage depending on their needs.



نسما للمياه و الطاقة
Nesma Water & Energy



FEATURED ARTICLE *continued*

Cities Need Services

Incidentally, Nesma will have a chance to directly benefit from the services provided by NW&E in the Industrial Valley. Earlier this year, in February 2014, Nesma signed a contract with KAEC for an industrial plot with the purpose of establishing a regional logistics center. The contract was signed by Mr. Faisal Alturki, Vice President of Nesma Holding and Mr. Fahd Al-Rasheed, Managing Director and CEO of KAEC. Commenting on the role of Nesma, Mr. Al-Rasheed said: "Nesma Holding is one of the leaders of the real estate management and development industry and we are delighted that the company has chosen to invest in a logistic services center at KAEC as part of its diversification strategy." Basim Al-Saif, Nesma Real Estate manager told the Nesma Insider that the land has been purchased for the logistics center, and that the designs and building plans are currently under discussion for implementation.



FEATURED ARTICLE *continued*

Cities Need Security

Rayan Bukhari of Nesma Water is a regular visitor to KAEC. Commenting on the city itself he said, "Lately there is huge potential at KAEC, especially with the amount of people commuting every day. Two years ago, there was nothing. Today there are coffee shops and restaurants, a supermarket, and a clinic. There is an international school with the highest education system. The city is picking up." It is no wonder that the city also needs security services, and these are being provided by Nesma Security Services through a contract that was awarded in 2013.

Building on Nesma Security's expertise in providing customized, comprehensive and effective security solutions to suit each customer's specific requirements, the KAEC contract delivers Nesma security services and security guards who are well trained and dedicated to providing residents, visitors and businesses a safe and secure environment 24 hours a day, 7 days a week.

The contract is for 36 months at an approximate total value of SAR20 million. It includes 73 security and safety staff with traffic police guards and 11 patrol vehicles to cover the following areas: Main gate, Construction gate, Traffic control for all roads, the KAEC fence, control center and firefighting unit.



FEATURED ARTICLE *continued*

Cities Need a Competitive Edge

The most significant project entrusted to Nesma in KAEC is the King Abdullah Port (KAP), KAEC's flagship project and nucleus of the economic city. Nesma company, National Container Terminal (NCT) has begun implementation of a world class container terminal in KAP that will be developed in phases to become a major transshipment hub in the Middle East, having the potential to put Saudi Arabia on the global map for innovation and efficiency. In its final phase, it will be one of the top 10 largest ports in the world.

Saleh Al-Turki, President of Nesma Holding, explained that King Abdullah Port has an important competitive advantage due to its ideal location on the Red Sea and easy access to large-scale industrial importing and exporting within the area. Adding to its significance, KAP is the first fully fledged private port in the Middle East. Above all, NCT is committed to equipping and operating a technologically advanced, modern, efficient, safe, secure and reliable port.



شركة محطات الحاويات الوطنية المحدودة
National Container Terminal Company Ltd.



From the Community



CONGRATULATIONS:

Engineer **Mohammad Sami**, NW&E on his marriage

Engineer **Mohammad Sabri**, NW&E on the birth of his daughter



Table Tennis Champion:
Ahmad Soussi

Dart Champion:
Rene Ian Delos Reyes

Billiard Champion:
Mhammad Iskandarani



Employees of the Month:

Alamgir Taher Ali, Plumber
at Nesma & Partners
JODC project

Naushad Alam, Electrician
at Nesma & Partners
JODC project

GROUP NEWS

Bird's Eye View



1. Nesma Airlines successfully renewed its IOSA certification and thereby completing its operational safety audit.



2. The Nesma Water & Energy workforces in Dwadmi and Affix were congratulated and appreciated by company CEO Eng. Mahmoud Fallatah for their great efforts, professionalism and accountability in dealing with the challenges of the operation and maintenance projects.

FROM THE COMMUNITY *continued*

Thank You for Sharing Your Photos

Iftar for Nesma Group staff and families, Jeddah, Intercontinental Hotel



FROM THE COMMUNITY *continued*

Iftar for Nesma Group managers, Jeddah, Park Hyatt Hotel



FROM THE COMMUNITY *continued*

Iftar for King Abdullah Port staff, KAEC, NCT site



Nesmal Istanbul Office #selfie :)



Iftar for Nesma Group staff, Al-Khobar, Nesma Village



FROM THE COMMUNITY *continued*

Iftar for Al-Birr Society orphans, Jeddah

