

NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 26: February 2016



NESMA-INSEAD COLLABORATIVE GOVERNANCE AND LEADERSHIP PROGRAM

FEATURED

NDIGITEC
Nesma's digital ecosystem

YES WE PROMISE:

- 1 To Welcome You As A Friend
- 2 To Serve Our Mutual Interest
- 3 A Win-Win For All Stakeholders

About NDIGITEC

NDIGITEC is an organization which offers a value chain of services, structured to meet our demands consistently. With over 500 customers across 25 countries and with global teams working around the clock, we are committed to deliver on our promises to our customers. End of the day, a promise is a promise.

History

NDIGITEC (formerly NESMA DIGITAL) roots can be traced back to the early 80s when our company CEO - Youssef Khatibani started a company which was one of the pioneers in the field of digital printing in the Middle East. The company ventured into the field of digital printing in the year 2000. Over the last few years, the company has grown its portfolio, expanding its reach and global printing industry. Based on its knowledge base, which has been built over the years, the company has been able to provide a wide range of services to its customers.

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

NESMA-INSEAD COLLABORATIVE GOVERNANCE AND LEADERSHIP PROGRAM

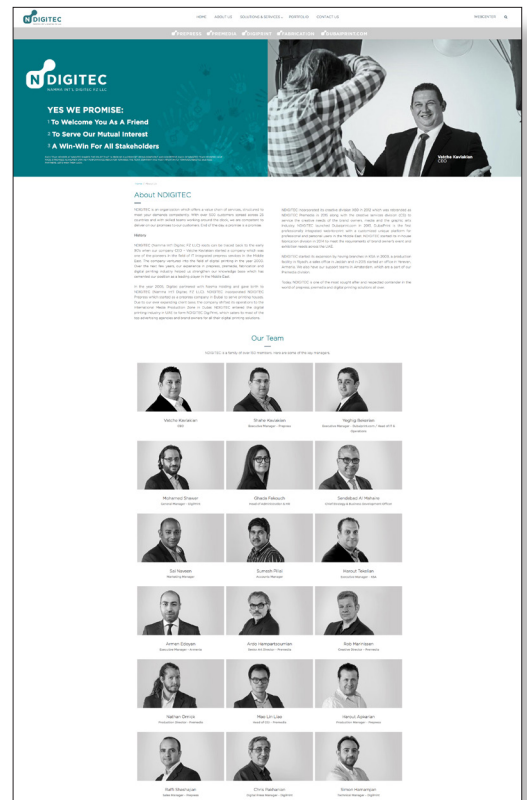


Nesma Holding teamed up with the prestigious INSEAD Business School to deliver an executive education program at the Nesma Training Center in Jeddah, from February 7 to 11. The program, entitled “Collaborative Governance and Leadership,” attracted 28 executives from across the Nesma Group to learn about and discuss the critical topic of corporate governance. The most important objectives of the program were: to improve governance knowledge, to identify the factors and practices that induce governance effectiveness, and to understand the barriers that need to be overcome for any board to reach its desired effectiveness level. The 5-day program was the first step before launching a group-wide corporate governance platform for Nesma.



FEATURED ARTICLE

NDIGITEC REVAMPS ITS BRAND TO SUPPORT ITS VISION



NDigitec has completed a rebranding exercise to support its company's expansion into the graphic arts industry comprising of media companies and brand owners. The 5 divisions of NDigitec have been rebranded as its competencies which are Prepress, Premedia, DigiPrint, Fabrication and its web2print platform: Dubaiprint.com

The entire brand architecture was conceptualized and executed in 6 months, all of it in-house. During the rebranding exercise, NDigitec also restructured its various creative production solutions and services, and is now set to offer its regional & global client-base a unique solution of services, from creative concepts to execution.

NDigitec's new brand signature is "A promise is a promise." What this means for employees, according to CEO of NDigitec Vatche Kavlakian is, "We have no idols or heroes. We admire work, dedication and competence".

According to the company's branding exercise, each team member at NDigitec shares the belief that "a promise is a promise". Being confident and competent, each of NDigitec's team members has made 3 promises as their own key performance

indicator towards the team, company and most importantly towards NDigitec's business partners. NDigitec is a unique company which services the needs of the graphic arts industry, media and brand owners with over 20 solutions and 75 services structured to meet business demands competently. With over 500 customers spread across 25 countries and with skilled teams working around the clock, NDigitec is ready to deliver on the promises they make.

NDIGITEC offers:

- Brand experiences and digital production solutions
- Web development and interactive solutions
- Augmented Reality / Virtual Reality and film production solutions
- Photography and talent services
- Prepress solutions
- Large and small format digital and 3D printing solutions
- Exhibition, digital signage and fabrication solutions including installation
- Web2print solutions through Dubaiprint.com

To learn more about NDigitec, please visit www.ndigitec.com

IN THE SPOTLIGHT



NAMMA CARGO

Namma Cargo Services was founded as an international freight forwarding company with a long range strategy of providing comprehensive and integrated logistics and materials management services for international project forwarding.

Their comprehensive services include everything from packing and crating to transporting to transit insurance and finally, to import permits. Namma Cargo aims to meet the needs of Saudi industrial, commercial and public sectors with warehouse-to-warehouse and door-to-door services. They include warehousing and distribution, air and ocean forwarding, customs clearance, transportation and storage duty exemption services, temporary import services and obtaining chemical permits.

نما للشحن
Namma Cargo



IN THE SPOTLIGHT *continued*

In addition to transportation services, their project division handles comprehensive logistics services including forwarding of materials and equipment for petrochemical plants, fertilizer plants, refineries, power plants and other heavy industrial complexes.

Namma Cargo's major offices are located in Al-Khobar, Riyadh and Jeddah. Branch offices have been set up in Jubail, Tabuk, the Saudi-Bahrain Causeway, the Batha border and Yanbu. The company's total warehouse capacity is approximately 500,000 sq ft with main warehouses located in Dammam, Riyadh and Jeddah. In addition, it has a fleet of 272 vehicles that are either owned or leased.

Namma Cargo employs 700+ full time personnel. Although many factors have contributed to Namma's development, the key to the company's growth and success today is the quality and dedication of its employees, all of whom are geared to responding to the client's requirements with a sense of urgency.



Namma Cargo's CEO

Wadeea A. Derar studied Business Management in the United Kingdom and completed a training course in Cargo Skills and Procedures, Dangerous Goods Regulations and Cargo Marketing.

During the four decades of his career with Nesma & Namma Cargo, he has pioneered a new culture by working closely with the Namma team to develop a committed, hardworking and skilled set of employees. Under his leadership, Namma has received numerous appreciations and awards from various agencies and clients.

Mr. Wadea reports that both his biggest challenge and biggest success derived from the same event, which occurred when they switched the focus of their activities from Household Goods and Personal Effects to General Cargo and Industrial Projects. It was a big shift that required a lot of time, effort and international qualifications but was ultimately quite successful and resulted in the company's being awarded large industrial projects.

In his free time, Mr. Wadea enjoys walking and watching sports. His favorite vacation spot is Montreux, Switzerland.



Nesmal Egypt Implements New Systems

Nesmal Egypt used a consolidated action plan to successfully implement four new systems on all of its vessels including central reservations, retail sales, new shipping operations and preventive maintenance.

The central reservation system offers certified central agents an easy booking process for Namma Tours. Another new service uses a barcode to provide customers with a booking confirmation, similar to what is used in the aviation sector. This new service yielded impressive results when implemented in all the ports in Egypt and Saudi Arabia, as the passenger waiting period was reduced by 50%. Another benefit of this system, is immediate access to trip statistics. Namma Tours is the only company in the area providing this modern technology.

The company has developed a retail sales plan in order to provide customers with more services. These new shops sell a variety of products from perfume to household goods to electrical appliances. This plan has already been implemented on all passenger ferries within the Namma Tours fleet.

According to the organization's vision for continuous development in all sectors, a new operating system has been developed to ease the Shipping Agency's work.

In alignment with the organization's vision to develop and supply the Namma Tours fleet with the latest navigation capabilities, the company has entered into a contract with Danwas India Co., a leader in the navigation software industry, to provide the fleet with a preventive maintenance program. The program, which will be implemented on all ferries by the end of 2016, is already being used successfully on the Massara Ferry.



Nesma Orbit Completes Hilton Hotel Project

Nesma Orbit has recently finished a large project at the Hilton Hotel, Riyadh. This project was undertaken on four levels, data collection, engineering, approval, and delivery. Via this project, Nesma Orbit introduced a revolutionary product into the Kingdom; a thick, high-performance Italian porcelain stoneware designed specifically for outdoor use in both public and residential environments. Nesma Orbit supplied more than 35,000 m² of the fine Italian outdoor porcelain by "Mirage" in over 25 different sizes. The porcelain was installed as "ventilated facades" with invisible fixation.

Nesma Orbit is the exclusive vendor of this porcelain stoneware which offers a pleasing visual aesthetic and technical characteristics that are unmatched in the marketplace today. These high-performance stoneware slabs are fabricated through a process of pressing and vitrification. This revolutionary product exhibits such exceptional technical specifications and aesthetic qualities that it is expected to become the standard in the Kingdom.

The Hilton Hotel, Riyadh Project is important because it's considered to be the biggest in the Middle East and Africa, and such a mega project for a well known hotel garners attention in many sectors.

GROUP NEWS



Nesma and Partners Safety Award

Nesma was awarded by AECOM for its outstanding achievement of 11 million safe man-hours worked at King Abdullah Financial District Project where Nesma worked on the project's infrastructure, roads and utility networks.

AECOM is an American worldwide provider of professional technical services and management support services to a broad range of markets including infrastructure, transportation, environment, and government.



Nesma Electric honored as Special Business Partner

Nesma Electric was honored by the National Grid SA as a "Special Business Partner" in the field of Electricity Transmission.

The ceremony was held during the 3rd Forum of Communication with Contractors of Electrical Transmission Networks Projects.

Nesma Electric CEO, Eng. Salah Al-Sunaid received the trophy on behalf of the company.

NDIGITEC's New Facility

NDigitec is proud to announce the construction of its new, 40,000 sq. ft. facility in KSA located in the Second Industrial City in Riyadh. This new facility will be the base of NDigitec KSA operations encompassing all its competencies with over 75 solutions and services.

GROUP NEWS



Nesma Participates in Qaderoon Meeting

Nesma participated in a Qaderoon meeting hosted by Hyper Panda management, one of the Savola Group companies.

The meeting included a tour of one of Hyper Panda's branches to observe how they provide a work environment that welcomes and engages employees with disabilities. One of the objectives of the tour was to show that disabled employees interact efficiently and effectively with their

colleagues. In addition to the tour, network members also met and discussed problems and solutions they face facilitating disabled employees.

The ten-member Qaderoon group meets quarterly. Qaderoon is a non-profit, non-governmental organization that aims to help companies become better employers of people with disabilities. Rana Zumai, General Manager of Nesma Embroidery, attended the meeting as a representative of Nesma, a Gold level member in the Qaderoon network.

NTC Training in February

During February, Nesma Training Center delivered several workshops including: Working with Diversity & Different Personalities; Strategic Thinking; Business Writing; Service Management and Leading with Emotional Intelligence.

Each workshop's duration was two days and they were delivered by trainers from the consulting and development companies Ideas Group and Leap to Success.



GROUP NEWS



NTC Hosts Israr Academy

Nesma Training Center again welcomed Israr reality show candidates in a one-week training program on employability skills. Nesma has been a proud sponsor of the TV show that aired on MBC since its inception.

Nesma provided a training program, called Israr Academy, which included 33 trainees divided into two groups. The groups had five days of employability training including personal branding, time management, presentation and interview skills. On the last day of the training, they competed against each other to demonstrate their newly developed skills and abilities.

Fire Suppression Training at Nesma Holding

Nesma Holding conducted a Fire and Safety Training for its employees presented by the Total Safety Quality Center.

The training included a practical session on how to use fire extinguishers and a theoretical session on common causes of fire in the workplace.



Nesma Embroidery in TV Documentary

Nesma Embroidery Center was featured in a documentary filmed by a German team.

The aim of the documentary, which was authorized by the Ministry of Culture and Information, was to highlight the many positives of life in Saudi Arabia and the role played by Saudi women to support the achievements of society and their country. The filmmakers will show the facts about the fine quality of life generally in Saudi Arabia and specifically in the Muslim community to illustrate these advantages and counter the

negative image that Western media often promotes.

Accordingly, Nesma Embroidery has been selected as an extraordinary environment that supports women's work and provides excellent possibilities for those in need, particularly women with disabilities. Programs like that of Nesma Embroidery, accelerate the development of society and show the world that society in the Kingdom is supportive and caring of all its men and women.

The documentary will be displayed on a number of local and international channels.

GROUP NEWS

Nesma & Partners Toastmasters Speech Contest

Nesma & Partners Toastmasters Club conducted its Annual Speech Contest on February 13, 2016. The competition included International Speech, Table Topics, Evaluation and Humorous Speech.

The winners are :

Francis Fajardo, Executive Secretary, Nesma & Partners, won 1st place in International Speech and 1st place in Humorous Speech

Ahsan Zaeem Raja, Senior Accountant, Nesma & Partners, won 1st place in Table Topics and 3rd place in Evaluation

Nayaz Kaisar, Senior Accountant, Nesma & Partners, won 1st place in Evaluation, 2nd



place in Table Topics, and 3rd place in International Speech

Sanker Dev, Material Coordinator, Nesma & Partners, won 2nd place in Humorous Speech

Ziad Bou Alwan, Finance Manager, Nesma Onur, won 2nd place in International Speech, 2nd place in Evaluation, and 3rd place in Table Topics

Nesma & Partners Toastmasters Club is a corporate club

chartered on June 12, 2007. Only employees of Nesma Group are eligible to be members. The advantages are that members can improve their communication and leadership skills, learn to deliver effective impromptu speeches, and enjoy networking in a friendly, supportive group.

More information is available at <http://nesmapartners.toastmastersclubs.org/>

Growing with Nesma: Abdul Hameed



Abdul Hameed Rahman started at Nesma & Partners in 1991 as a timekeeper on an Aramco

project that they were involved in. He was later transferred to a housing project, again as timekeeper. Then Pannesma OMMS was formed and Abdul Hameed was promoted to

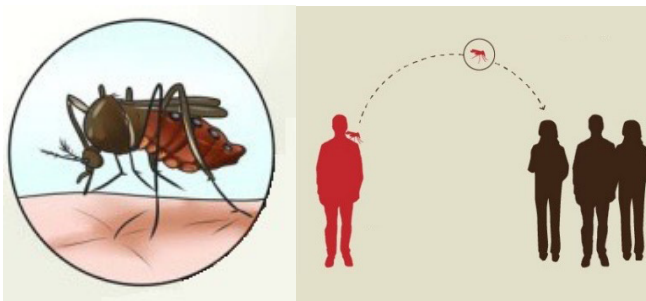
an administrative position as the camp boss. By 1998, he had been transferred to the head office in Khobar as an Administrator and was in charge of taking care of personnel matters related to new employees. In 2006, Abdul Hameed was again promoted when Pannesma became Nesma Trading, this time to Administrative Supervisor. His most recent promotion came in 2009 when he was made Logistics Manager. His department arranges accommodation for Nesma Trading employees on project sites and handles the logistics

of transferring employees from one site to another.

Throughout these changes and his many promotions, Abdul Hameed says he has acquired leadership skills including how to set and achieve goals that are in line with corporate vision and values. He's successfully adapted to challenges and has learned how to encourage and inspire others. Abdul Hameed is quite grateful to the company for all it's done for him and in particular to his superior, Dr. Marwan Gholmieh for all his kind support.

GROUP NEWS

HEALTH AWARENESS



Zika Virus Awareness by Nesma QHSE Department

Zika is not a new virus; it has been around for decades. It is an emerging mosquito-borne virus, transmitted to people through the bite of an infected *Aedes* mosquito, the same mosquito that transmits dengue, chikungunya and yellow fever.

The incubation period (the time from exposure to symptoms) of Zika virus disease is not clear, but is likely to be a few days. Symptoms can last between 2-7 days and include: fever, skin rashes, conjunctivitis, muscle and joint pain, malaise, and headache.

Prevention and control relies on reducing mosquitoes through source reduction (removal and modification of breeding sites) and reducing contact between mosquitoes and people. This can be done by: using insect repellent; wearing clothes (preferably light-colored) that cover as much of the body as possible; using physical barriers such as screens, closed doors and windows; sleeping under mosquito nets; and emptying, cleaning or covering containers that can hold water such as buckets, flower pots or tires, so that places where mosquitoes can breed are removed.

Zika virus disease is usually relatively mild and requires no specific treatment. People sick with Zika virus should get plenty of rest, drink enough fluids, and treat pain and fever with common medicines.

Remember, the best form of prevention is protection against mosquito bites.



Nesma Trading High Blood Pressure Prevention Awareness Campaign

Nesma Trading organized a High Blood Pressure Campaign for staff in Aramco, Wasit. The purpose was to explain the cause of high blood pressure, how to monitor blood pressure and how to maintain a healthy lifestyle.

Quality, Health, Safety, and Environment (QSHE) Supervisors Ayman Abu Dargham and Chadi Al-Hage were at the forefront of the activities to educate the employees about blood pressure.

If your blood pressure is too high, you can make healthy changes to your lifestyle to help bring it down. The following changes can have a real effect on your blood pressure:

- Eat less salt
- Eat more fruits and vegetables
- Keep to a health weight
- Get 30 minutes of moderate exercise five times a week to keep your heart healthy

GROUP NEWS

SPORTS

Nesma & Partners Organizes Best of Three Cricket Match

Nesma & Partners organized “Best of three cricket match” between Nesma and HAFCO. Nesma won all three matches against HAFCO on the JODP Nesma Shumaisy Cricket Ground.

Mohammed Jawed Alam, QA/QC Electrical Engineer, Jabal Omar Development Project (JODP), manages the Nesma & Partners’ cricket team. He is also the team captain.



Second SANG Basketball and Volleyball Tournament

The SANG Second Basketball and Volleyball Tournament was held on SANG Senior Basketball Court, in SANG Camp Project, Jeddah. The tournament consisted of 14 teams, two teams from JODP Camp, one from KAAR project, one from Nesma Holding, one from Nesma Catering Jeddah, one from Saudi Ready Mix, one from Arabian International Company, one from Saudi Telecom and six from SANG Camp.

The volleyball event competitors consisted of four teams including one team from JODP project and two teams from SANG Project.





Congratulations!

Newborns



New baby boy for **Abdullah Mohammed Hussain Tayeb, Jr.** Architect Engineer, Nesma & Partners



New baby girl for **Yasir Ali**, Mechanical Unit Head, Nesma & Partners



New baby girl for **Shaban Mokhtar**, Senior Civil Engineer, Nesma & Partners



New baby boy for **Ahmed Adel Mostafa**, Electrical Engineer, Nesma & Partners

Promotions

Ronnie Mendoza, Project Engineer, was promoted to Construction Manager, Nesma & Partners

Obeida Al Qudah, Project Engineer, was promoted to Senior Project Engineer, Nesma & Partners

Kamal Ayoub, Diesel Mechanic, was promoted to Diesel Mechanic L/M, Nesma & Partners

Carlos Nino Liggayu, Cad Operator Civil/Architect, was promoted to Senior Cad Operator Civil/Architect, Nesma & Partners

Prem Bahadur, Assistant Document Control, was promoted to Document Control Construction, Nesma & Partners

Mark Khoury, Mechanical Engineer, was promoted to Senior Design Engineer Mechanical, Nesma & Partners



Abd Elgawad Salah, Marine Master, was promoted to Captain, Nesma Egypt

Employees of the Month

Mohammed Salim Rahman, GFM Electrical, Nesma & Partners

Abdul Kalam, Steel Fixer, Nesma & Partners

Rolan Sawaka Prasad, FM Mason, Nesma & Partners

Bipin Kumar Thakur, Camp Supervisor, Nesma & Partners

Mohammed Wakil, Electrician, Nesma & Partners

Omar Al Hassan, HD Driver, Nesma & Partners

Muraly Achuthan Nair, FM Scaffolding, Nesma & Partners

Anil Daniel, Electrician, Nesma & Partners

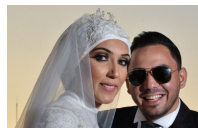
Abdul Celil Duz, Foreman, Nesma & Partners

Ali Altiner, HD Driver, Nesma & Partners

Junn Noli Cabral Miral, Pipe Fitter, Nesma & Partners

Shahnawaz Hamza, Duct Fabricator, Nesma & Partners

Marriage



Marriage of **Ibrahim Al Mikati**, Electrical Engineer, Nesma & Partners



Marriage of **Sultan Omar Saleh Ajlan**, Data Entry Operator, Nesma & Partners



Marriage of **Nayaz Kaiser**, Accountant, Nesma & Partners

Graduation



Graduation of **Ali Mohammed Al-Senini**, Customer Service Supervisor, Nesma Holding, from King Abdulaziz University, Human Resource Management.

Recognition



Vasudeva Warriar, Unit Head E&I Estimation of Nesma & Partners, was recognized from Toastmasters International as "Distinguished Toastmaster DTM" for his participation in the Toastmasters International Educational Program.

The DTM award is given to those who have demonstrated outstanding leadership and communication skills and who have used these skills to help others in their self development efforts.

Celebration



Nabil Aly Sawday, Nesma Egypt, celebrated his 10th anniversary with Namma Tours.

FROM THE COMMUNITY *continued*

In February Nesma employees celebrated the national day of Sri Lanka.



JODP Camp Nesma & Partners



Nesma Catering, Jubail



KAUST Innovation Center



KBR project Nesma & Partners



RMC



Nesma & Partners Head Office



SANG Hospital Jeddah



Nesma Trading Head Office



KAUST New Student Housing, Nesma & Partners



SANG Hospital Riyadh Project