

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 92: September 2021



NT&T Wins NEOM Project

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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NT&T Wins NEOM Project



Nesma Telecom & Technology has been awarded an artificial intelligence (AI) project in NEOM, the visionary city taking shape in northern Saudi Arabia. The AI will serve the Customer Unit project by providing a digital ambassador virtual assistant, customer service ChatBot and intelligent conferencing with a real-time translation system including automatic summarization in both Arabic and English, in addition to remote sensing intelligent twins for satellite and drone image processing.

This end to end solution will reduce overall costs by boosting efficiency as it offers business personnel preset industry workflows that speed application development. Customers can get excellent results after minimal training.

NEOM exemplifies Vision 2030 as a futuristic, zero-carbon city intended to draw the brightest international minds together to drive global innovation.



نسما للاتصالات والتقنية
NESMA TELECOM & TECHNOLOGY



Nesma Telecom & Technology is proud to be involved in building the digital infrastructure of the futuristic city of NEOM commencing with this artificial intelligence project. It offers us an opportunity to present our skills in innovative technologies.

CEO, Salah Sami Al-Sunaid

Sarab Flyadeal Event Takes Off



Sarab Entertainment has concluded its first large-scale corporate event and expects to have many more in the coming weeks and months. The event was for Flyadeal, the four-year-old, low-cost subsidiary of Saudia Airlines, and was held to celebrate the arrival of the first three of approximately 50 Airbus A320Neo aircraft.

The team from Sarab proposed a design idea to captivate and inspire guests with an event entrance that had the look and feel of an aircraft engine. Saudia and Flyadeal agreed with all proposed elements of the drawings and designs allowing Sarab to begin work quickly. Sarab Entertainment lead the production, installation and event operations including provisioning of all audio and visual effects inside and outside the venue. Although busy airport security and restrictions created challenges, the event was a success and garnered remarkable media coverage.



View a promo video of the event [at this link](#).



Building on the spirit of cooperation among Nesma subsidiaries, MAWQIFA was contracted for valet service.

Nesma Catering & Guinness Book of World Records

Nesma has sponsored Zadk Saudi Culinary Academy since its inception in 2016. On the occasion of Saudi National Day, the students undertook the challenge of creating the world's largest Saudi flag made of cupcakes. The task required careful planning and preparation. The 10- by 15-meter mosaic consisted of approximately 15,000 cupcakes that were created by students at the Academy, stored in a Nesma Catering warehouse and then brought to Rashid Mall in Al Khobar to be assembled into a national-flag mosaic display for the public.

The students' efforts won a coveted spot in the Guinness Book of World Records. The entire project was supervised and guided by Nesma Catering Compliance Manager, Rock Zoghbi, who ensured the safety of the final product and compliance with the requirements of earning a Guinness World Record.



Nesma & Partners Power Plant Ceremony

The Ashar Electrification project in Al Ula, nearly a year in the making and valued at well over SAR 200M, has been completed under the guidance of N&P Project Director Yosry Fathy. Although this project, with its 12,950 m² plant, was subject to many unavoidable and unforeseen delays, it was completed on time and handed over to the client in a September 14th ceremony.



Nesma & Partners Project Area Clean-up



A team at the Nesma & Partners MIP14-Nazafa project has completed an environmental clean-up in the surrounding area.



NUI Team Achieves 1M Safe Hours

The Nesma United Industries team at the La Palma Villas project in Riyadh achieved a milestone one million safe hours without time lost due to injury (LTI). At a safety recognition awards ceremony, 27 workers were acknowledged for their HSE compliance and rewarded with certificates and cash bonuses.



Nesma Electric Tops Half Million Safe Hours

The Nesma Electric team working in Bahrain at the EWA AMAS Bahrain 66/11 kv Substation project has achieved 616,888 safe hours without LTI. Nesma Electric is a division of Nesma Telecom and Technology.

N&P Team Attains 500,000 Safe Hours

Under the supervision of Wissam Madi, project director, the Nesma & Partners' team at the Bujairi Car Park project achieved their target of 500,000 safe hours without LTI. A ceremony was held in honor of the achievement and attended by the client who awarded an appreciation Certificate to Site Superintendent Souhail Allaham.



Nesma & Partners Receives Cybersecurity Certificate

Nesma & Partners is now certified by Crowe Saudi Arabia as cybersecurity compliant following a rigorous evaluation based on the Saudi Aramco Third Party Cybersecurity Standard (SACS-002). Following the assessment, carried out between August 2020 and September 2021, N&P was considered compliant with the standard and thus earned the classification of Network Connectivity Type: CCC+.

NUI Utilities Project Director Contributes Article



Osama Attawneh, utilities project director, Nesma United Industries, has written an article entitled “Utilities Digital Transformation Value, Concept & Approach” that considers strategies for modernizing utilities with a “machine self-maintenance” approach. The article has been posted on LinkedIn. Osama Al Attawneh has a BS in mechanical engineering, an MS in energy management and is a Certified Energy Manager. [Read the full article here.](#)

N&P Employees Ride for Saudi National Day

Ezz Ali Al Fadhli, HR Specialist, Nesma & Partners, participated in a major National Day show held on the corniche in Khobar.



National Day Airshow

Insider photographer, **Ashraf Habib**, photographed the air show on Saudi Arabia's National Day.



Special National Day Trip

Amaan Lafayette, Majdi Saber, John Paul and Waleed Abdulmohsen from multiple Nesma companies, got together on Saudi National Day to enjoy a hike on one of the Kingdom's highest peaks, 2300-meter Shada mountain.



Across the Group, Nesma Celebrated Saudi National Day



Nesma Co. celebrates



Nesma Telecom & Technology, Riyadh and Jeddah



Nesma United Industries, QAQC & HSE

Across the Group, Nesma Celebrated Saudi National Day



Namat, Jeddah and Thuwal celebrations



Nesma United Industries, Marafiq industrial security team at Marafiq Jubail Maintenance project



Nesma United Industries, Al Jawhara Mall project



Nesma & Partners, NEOM projects



Nesma Embroidery, Qetan



Nesma & Partners, Bujairi Car Park project



Modern Pioneer Company



Nesma Water & Energy, Tabuk

Across the Group, Nesma Celebrated Saudi National Day



Nesma Water & Energy, Head Office



Nesma Water & Energy, Dawadmi Project



Nesma Water & Energy, Al Zaidi, Makkah



Namma International Marine Services Co.



Nesma Security



Nesma Water & Energy, KAEC



Nesma High Training Institute

Congratulations!

Certification



Ali Baqer, senior HR officer, Nesma United Industries, achieved a CIPD Level 3 diploma in human resources practice.



Mahmoud Mohamed Abdelkader Hanafy, project engineer-civil, Nesma & Partners, achieved a PMI-ACP Certificate.

Employee of the Month



Dhaneswar Ramjanam Mahto, automatic pipeline spacer, Nesma & Partners (July)



Naveed Kamran Liaqat Ali, QC inspector civil, Nesma & Partners (June)

Graduation



Abdualmalik Mohammed Al Suwaigh, talent acquisition specialist, Nesma & Partners, has completed a bachelor's in

business administration from King Faisal University.

Promotion



Danish Ali Khan, has been promoted from Sr. safety supervisor to site safety manager, Nesma & Partners.

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