


# Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 79 : August 2020



## Nesma Embroidery Becomes Namat

#### 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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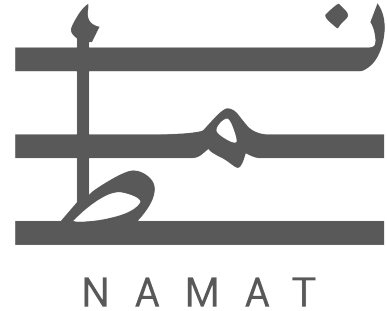


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# Nesma Embroidery Becomes Namat



Nesma Holding has launched a new identity for Nesma Embroidery, one of Nesma's social responsibility initiatives that is focused on creating job opportunities for women.

Nesma Embroidery and Tailoring center's name has been changed to Namat, as part of a development plan aimed at expanding the scope of the initiative and its desired impact.

Namat was established in 2009 (under the name of Nesma Embroidery and Tailoring) as a non-profit institution specializing in the production of clothing, to achieve a greater social benefit by employing women in need of work.

From one location in Jeddah, and in partnership with the Deaf Club, the initiative started with 40 women with hearing impairment and then expanded to Khulais Governorate in Makkah region, where it was agreed with Albir Society to establish a local presence for the project there.



In 2017, an agreement was reached with Saudi Aramco and Al-Rahmah Charitable Medical Society to establish a center in the Eastern Province called Qetan, and in the following year, Nesma Holding inaugurated the initiative's fourth center in Thuwal Governorate, in partnership with King Abdullah University of Science and Technology.

Namat offers its products and services to all companies in the private and public sectors with all their different needs in terms of formal outfits and uniforms. It also provides its services in exclusive production lines of local designers.



The new identity comes after signing an agreement with the Emirate of Makkah region to expand the scope of the project in the governorates of the region, where the initiative aims to replicate the model to serve a larger number of Saudi villages and integrate them into the entity of the national economy, in addition to train and employ women to work in the sewing and embroidery fields.

Namat will play the operational role in all centers, while partners from the private and public sectors will establish and support the centers.



## Namat Operations Team



**Ihab Sabry**  
CEO

### About Namat's CEO

Ihab Sabry is the CEO of Namat, with over two decades of experience in the textile and embroidery sectors, having worked with international brands and companies in numerous markets including Egypt and China.

Sabry holds a Bachelor's Degree in Textiles and a Master's Degree in Fabric Technology from the University of Helwan, Egypt.



**Areej Iskander**  
Sales and Marketing Manager



**Hani Al-Amoudi**  
Operations Manager



**Taher Mohsen**  
Finance Manager





# NDigitec Partners with GPN

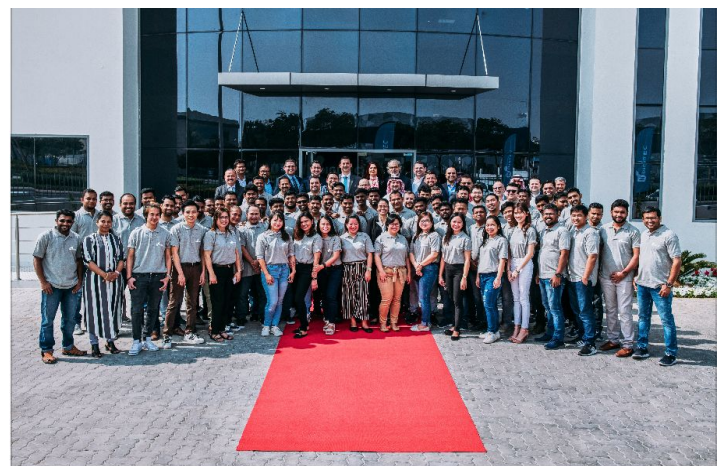


NDigitec is excited to announce a new strategic partnership with the Global Premedia Network (GPN).

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.

Commenting on NDigitec's new exciting partnership, Vatche Kavlakian, CEO, NDigitec, said, "Since our inception, we have been following the same business philosophy of 'A promise is a promise,' and our teams work around the clock to ensure that we always deliver what we've committed to. This is one of many common values which we share with the GPN partners."

Established in 2005, and located in Dubai, UAE, Nesma's NDigitec is a creative production company with a deep understanding of the premedia market and with a value chain of services in prepress, premedia, digital printing and e-commerce. The company offers its services to support a broad range of clients across the Middle East, Asia and Africa.





## NW&E Wins Tabuk Pumping Station Project

Nesma Water & Energy was awarded a project by the Ministry of Environment, Water and Agriculture to work on the sewage treatment plant of 125,000 M3/day capacity and the main pumping station in Tabuk city.

Nesma's three-year contract involves handling the overall operation and maintenance activities of the project.



## Nesma Officially Launches "Canoe"

Nesma's Water Taxi has 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 Receives Honor from 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 Emirate of Makkah Province to promote human development.



## N&P Signs MOU and Spreads Awareness



### MOU with Sakan Umluj

As part of its CSR initiatives, and in partnership with Almadani General Contractors Company, Nesma & Partners (N&P) has signed a memorandum of understanding (MOU) with Sakan Umluj nonprofit organization.

Among the main objectives of the MOU are providing training opportunities and supporting the local community by employing youth at the Red Sea Airport project.

### Awareness Campaign

On another note, Nesma & Partners' Masar Project team (formerly called King Abdulaziz Road Project) in Makkah conducted an awareness campaign titled "Work at Height."

The campaign included safety systems workshops targeting employees who work in activities that are classified as working at height.



### Safety Award

Moreover, Nesma & Partners' Marjan Increment Project team received an award in recognition of its safe working practices during the second quarter of 2020, including the achievement of zero injuries at the job site.



## FACES OF NESMA: Mohammed Nasser



Mohammed Nasser studied accounting at the Jeddah College of Technology. Since joining Nesma in 2011, Nasser has filled several positions including that of GOSI officer with the GOSI & Zakat Department at Nesma Holding and employees relation supervisor with the HR department.

Nasser has recently returned from the UK where he studied English for 5 months. "The program I joined was great. I learned new things, especially living abroad with a family other than my own.

I learned the foundations of English language and tried to increase my knowledge on a daily basis," he said when recalling his experience.

Talking about his future aspirations, Nasser said that he is planning to continue learning new things that could help him excel in his career at Nesma. He added, "I am so thankful for this opportunity, and I am full of hope to go back to the UK soon to continue my program which I had to stop temporarily due to the global spread of the coronavirus."

## Nesma HR Committee Delivers HR KPIs Online Workshop

An online workshop on HR KPIs was delivered by the Nesma HR Committee. The workshop targeted HR managers in the Nesma Group and was designed to clarify KPI tools and approved practices.



### Congratulations!

#### Newborns



A new baby girl for **Mohanad Hemat**, Project Manager, Nesma Water & Energy



A new baby girl for **Faris Almatrafi**, Government Relation Representative, Nesma & Partners

#### Certificates



**Rana Al-Ghamdi**, Project Coordinator, Nesma Trading, completed a three-month "Business Analytics" Nanodegree program with Misk Academy



**Mohammed Ahmed Samy**, Commercial Manager, Nesma Water & Energy, received the Project Management Professional (PMP) from the Project Management Institute.

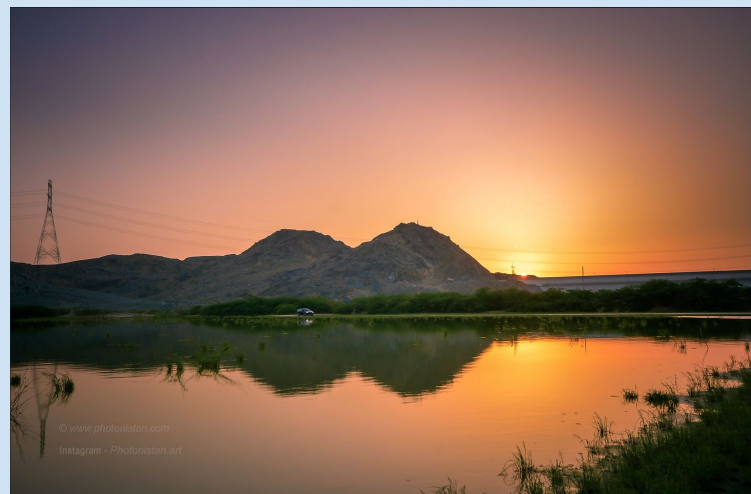
#### Farewell

A farewell party was held for **Shafiq Ahmed**, Light Duty Driver and **Omar Basahel** Admin Assistant, Nesma Water & Energy.



#### Around and About

Recent photos taken by Mohammad Salman, Logistics Officer, Nesma Holding, published on Flickr's daily online magazine.





## FROM THE COMMUNITY

Across Nesma, employees celebrated the independence days of India and Pakistan.



Nesma Telecom & Technology



Nesma Water & Energy



Nesma Holding

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