

# NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 15: March 2015



## New Frontiers

### 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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# New Frontiers



## NESMA LANDS NEW PROJECT

**N**esma & Partners was awarded a contract worth SR 6.7 billion by Umm Al Qura for Development & Construction Company for the construction of the infrastructure works related to King Abdul Aziz Road in Makkah.

King Abdul Aziz Road project is one of several key strategic development projects being implemented in Makkah by the private sector, with stated objectives of achieving economic, social and urban development goals that contribute to better services for pilgrims and visitors to the Holy City.

King Abdul Aziz Road project is located in the western part of the city of Makkah, extending for a length of 3,650 meters from the western entrance of Makkah (the intersection of Jeddah highway with the third ring road) up to Jabal Omar Project, and passing through some unplanned settlements. The total area of the project is around 1.2 million square meters.

This project aims to fully support the government's strategic plans to redevelop some of the least developed districts, upgrade the existing infrastructure, and create a major movement axis in the city of Makkah comprised of a wide road that acts as a gateway to the city and incorporates future transportation technology.



Sh. Saleh Al-Turki represented Nesma in signing the contract with Umm Al-Qura Company in Makkah. Governor of Makkah Province, Prince Khalid Al-Faisal, attended the signing ceremony and marked the contract with a prayer in Arabic that read, "With God's blessings."

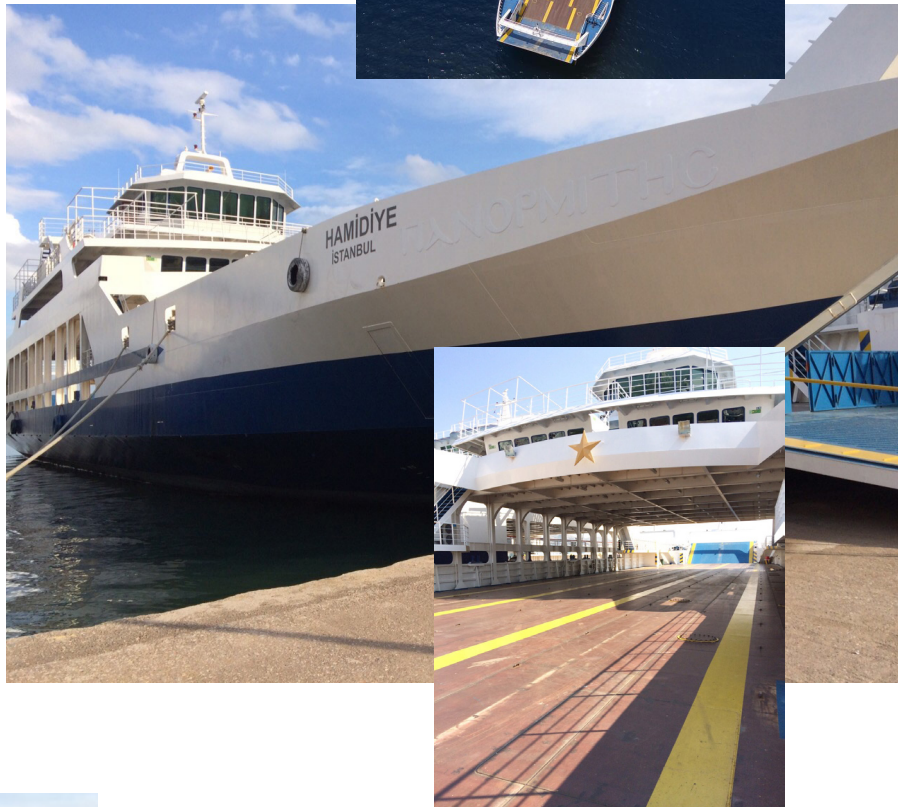


## FEATURED NEWS *continued*

### NEGMAR ACQUIRES NEW FERRY

**N**egmar has added a new ferry boat to its operations on the Marmara Sea in Turkey. The new boat, called Hamidiye, is the fourth in the company's fleet and has a capacity of 100 cars and 433 passengers. The ferry boats offer the community around Istanbul an alternative to land transportation through transporting passenger cars and commercial trucks by sea. The fleets operate under the brand name Narlı.

The planned starting date to operate Hamidiye is April 6th, 2015.



### NDIGITEC EXPANDS TO ARMENIA

**N**DIGITEC has added a new geography to the Nesma Group through its establishment of a support office in Armenia. The new office, located in Central Yerevan, is focused on providing design and sales support to the Company's Saudi and Dubai-based operations. Four employees have been recruited so far.

NDIGITEC has also been busy promoting its brand and services in Saudi Arabia; this month it participated in the Saudi Print & Pack 2015 Exhibition, which took place at the Jeddah Exhibition Center. The objectives of participating were to network with clients and to promote some of the company's key products and services, namely: Dubaiprint.com, an online platform providing web-to-print solutions; D-Board, an eco-friendly exhibition solution; and CGI, which is the application of computer graphics to create or contribute to visual images.



## GROUP NEWS

### Mawaddah Satisfies Requirements for the Ministry of Hajj

Mawaddah International Group scored 98% in the latest evaluation conducted by the Ministry of Hajj for companies operating pilgrimage services. The purpose of the thorough evaluation is to assess the company's commitment to ensuring the smooth arrival and departure of pilgrims without delay. Areas evaluated include: housing pilgrims within 24 hours of arrival, transporting pilgrims in suitable buses, balancing the number of pilgrims being served throughout the year, orienting lost pilgrims, and reporting on the status of pilgrims upon their timely departure from the Kingdom. The evaluation also includes the company's ability to meet Ministry of Hajj staffing requirements and satisfying the Ministry's checklist of hotel services.



### Nesma Electric Achieves Safety Standards

Nesma Electric achieved 300,000 safe man-hours without any Lost Time Incidents (LTI) on its project, "KAUST-2 S/S". Commenting on this outcome, Safety & Quality Representative Riyadh Al-Shehri said, "We are committed to achieving zero harm across our businesses. Only by setting the highest standards for ourselves will we be able to retain the trust of our customers." To promote this message, a celebration was held at Nesma Electric in the presence of General Manager Salah Al-Sunaid; two employees were recognized for their compliance without fail with the company's safety rules and regulations.





## GROUP NEWS *continued*

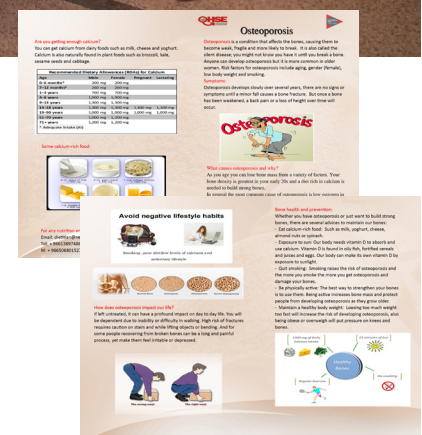
### Nesma Holding Spreads Road Safety Awareness

“Your Decision Defines Your Fate” was the message at the Nesma Holding-sponsored Traffic Week campaign, in collaboration with the Highway Safety forces. Awareness messages were posted along the Jeddah-Madinah road, and an exhibition was held in Jeddah’s Mall of Arabia, under the patronage of Jeddah Governor Prince Mishaal bin Majed bin Abdulaziz. Community Relations Manager Saeed Al-Mushref received the appreciation award on behalf of Nesma Holding.



### Nesma Trading Raises Awareness about Osteoporosis

Nesma Trading organized a health awareness campaign for staff in the Ambassador Hall at Nesma & Partners head office, with the aim to raise awareness about the causes and prevention measures of osteoporosis. Quality, Health, Safety, and Environment (QSHE) Supervisors Ayman Abu Dargham and Chadi El Hage were at the forefront of the activities to promote a healthy lifestyle and healthy eating habits among employees.







### IT Launches Ambitious 2015 Roadmap

Nesma Holding's IT Department has successfully transitioned Nesma Airlines to an Oracle system, making it the 20th company in the Nesma Group to implement Oracle financial management and supply chain management so far. These implementations are part of a bigger plan to build a consolidated financial management platform for Nesma that would provide business intelligence and analytics; 9 more companies are planned for 2015.

Oracle financial management is just one of the many services launched by Nesma Holding's Corporate IT department to secure the critical position of Information Technology in Nesma companies. Mubarak Al-Shahrani, Executive IT Manager at Nesma Holding explains, "Information Technology has become a major player of any successful business, and has transformed from being just a technical enabler to a Strategic Partner that can drive the business to gain competitive advantages and increase market share."

The role of Nesma Holding's Corporate IT Department is to provide strategic direction for the Group's IT services and to support Nesma subsidiaries to enhance and automate overall operation management and core infrastructure. The department's services include offering business applications, establishing unified communication channels, and providing technical

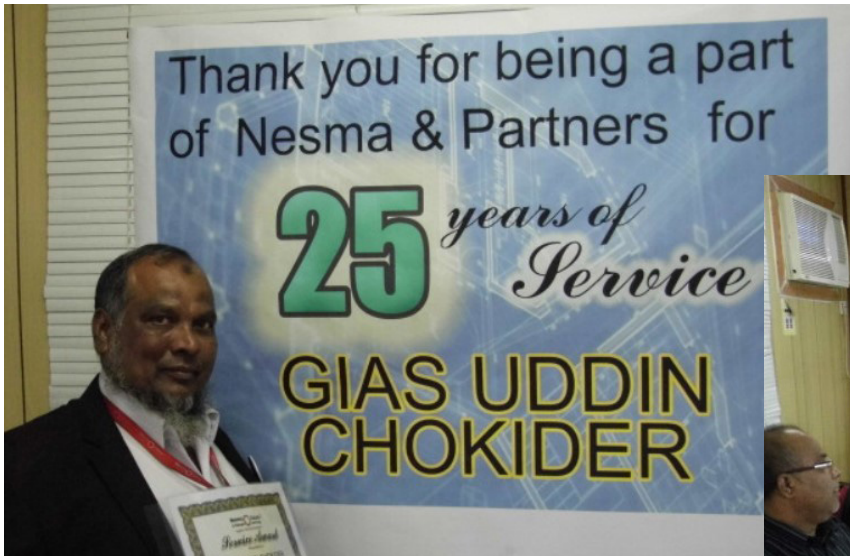
consultation and training. The Department is also working on increasing IT maturity through standardizing the policies and procedures for shared processes and operations, and building a service management system to enhance the performance of IT services and users' satisfaction.

Below is a snapshot of some exciting IT developments:

- Namma Cargo has launched a mobile app to track shipments, review detailed shipping history, and locate Namma offices
- Nesma Holding has launched the Nesma Private Cloud to support Nesma subsidiaries through application hosting, infrastructure hosting, hosted backup and disaster recovery
- Namma Shipping Lines is working to issue e-tickets to seaport passengers in the Jeddah Islamic Port; this would build on its prior success in developing passenger manifests with a barcode
- Nesma Trading is planning a new data center and new IP telephony system, while upgrading current technologies
- Mawaddah plans to launch a new platform for online hotel reservation to provide customers and agents with more booking convenience
- Nesma & Partners will soon launch an Oracle system that produces timely and accurate reports, and provides insight for future operations



## GROUP NEWS *continued*



A farewell party was held for **Gias Uddin Chokider**, Mason Foreman in Jabal Omar Development Project, Nesma & Partners. Gias completed 25 years of service at Nesma and decided to retire this year to spend more time with his family. The event was held in the management mess hall in al Shmaisy camp and a certificate of appreciation was handed over to Mr. Gias by the HR Unit Head at JODP. We thank Mr. Gias for his efforts throughout the years. His remarkable contribution is greatly appreciated.



March 30th marks the occasion of "Land Day", an annual day of commemoration for Palestinians of the 1976 events. The Palestinian employees at Jabal Omar Development Project gathered for dinner along with the HR staff.





## Congratulations!

### Newborns



**Akeel Matroud**, Logistics Coordinator, Nesma & Partners.

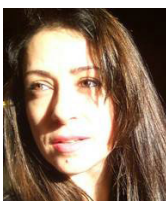
**Wael Al Habibi**, Project Engineer, Nesma & Partners.

**Ehab Mostafa**, Senior Electrical Engineer, Nesma & Partners.

**Jameel Nasr Din**, Senior Mechanical Engineer, Nesma & Partners.

**Saud Daud Dar**, Project Coordinator, Nesma Trading.

### Engagements



Congratulations from the managers and staff to **Diala Daccache**, Executive

Secretary for the Finance & Administration Department, Nesma & Partners Beirut Office, on her engagement.

## Marriage



Marriage of **Ahmed Said**, Civil Engineer, Nesma & Partners.



Marriage of **Bara Al Rabai'ah**, Electrical Engineer in Nesma & partners.

## Promotions



**Zaidoon Darabseh**, Electrical Engineer from Nesma & Partners was promoted to Sr. Electrical Engineer.

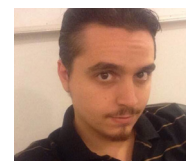
**Ahmed Daguhstani**, CSR Coordinator from Nesma & partners was promoted to HR Coordinator.



**Mahmoud Salah**, Civil Engineer from Nesma & Partners was promoted to Senior Civil Engineer.



**Wajdi Khalifeh**, HR Coordinator from Nesma & Partners was promoted to Senior HR Coordinator.



**Mohammed Soubra**, Electrical Engineer from Nesma & Partners was promoted to Senior Electrical Engineer.



**Ahmed el Sawy**, Electrical Engineer from Nesma & Partners was

promoted to Senior Electrical Engineer.



**Mohammed Abdul Almas**, Electrical Engineer from Nesma &

Partners was promoted to Senior Electrical Engineer.

**Ashraf Hussin**, an assistant cook on Massarah, was promoted to Cook.

**Tamer Nagub**, Stewart, employee on Amanna ship, was promoted to Clerk.

**Mahmoud Alsaman**, Wiper, Namma Express, was promoted to Store Keeper.

**Ahmed Moustager**, Cook, Nesma Egypt, was promoted to Chef.





**Eman Ahmed**, Assistant, Nesma Egypt, was promoted to Marketing Manager



**Hossam El Dardiry**, Civil Engineer, Nesma & Partners, promoted to Senior Civil Engineer

## Employees of the Month



**Faruk Khan**, Surveyor in CS Division, Nesma Telecom & Technology



**Mohammed Abdul Quadeer**, Senior Admin Officer, Nesma Telecom & Technology

## Awards & Appreciation



Civil Engineer **Houssam Al-Hasan**, Technical and Contracts Manager, Nesma & Partners, received an appreciation letter from KAUST & Thuwal projects Department for his outstanding support and commitment during the emergency reverse osmosis plant water line repair at KAUST.

Congratulations to **Athul J. Nair** son of **Janardhanan Nair**, Sr. Office Associate, at Nesma Trading, for securing Gold Honor at the French Olympiad 2015



An indoor table tennis tournament was held at El Kheriji compound in Jeddah. Nesma & Partners was represented by Mr. Jabar Tarabuco, Data Entry Operator, who demonstrated high skills.

Direct flights between  
**Cairo & Jizan**

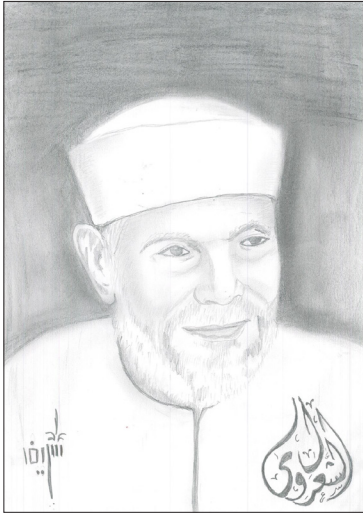
with Nesma Airlines

Starting 9 April, 2015

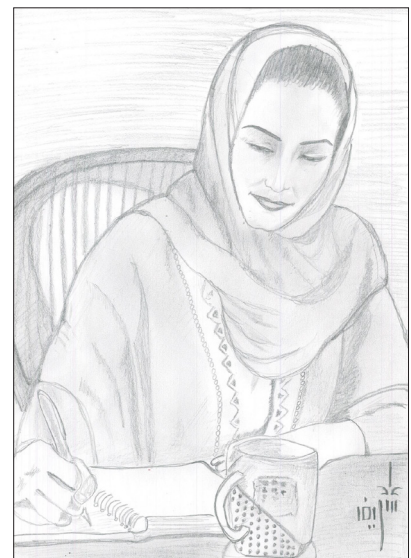




## FROM THE COMMUNITY *continued*



Intricate drawings by Nesma talent Sharif Montaser, Sales Coordinator, from Nesma Telecom & Technology.





## FROM THE COMMUNITY *continued*



Bangladesh Independence Day  
was celebrated throughout Nesma  
companies



Nesma Telecom & Technology



Namma Cargo



Namma Shipping



Nesma Holding



Nesma Orbit



Nesma Embroidery



Nesma Trading



## FROM THE COMMUNITY *continued*



Nesma Trading



Nesma Trading



Nesma & Partners



Mawaddah



Nesma & Partners