

NESMA INSIDER

Bringing our Nesma community closer through shared communications • Issue No. 11: November 2014



NESMA MANAGEMENT FORUM 2014

FEATURED



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.

CONTACT US

To contact our staff or to send news for future issues, please contact us at:

newsletter@nesma.com
Tel: + 966 12 669 3322 Ext: 1500

For more news and updates please visit
www.nesma.com

STAFF

EDITORIAL

Editor - Noura Alturki
Editor - Mazen Munshi
Editor - Sara Trabulsi

CREATIVE

Art Director - Steve Westfall
Designer - Arwa Salem
Production - Hassan Mansai





What do these company logos have in common? They all represent Nesma investments in Turkey! This month, the Nesma Management Forum was held in Istanbul, Turkey. Company managers from Beirut, Cairo, Alexandria, and across Saudi Arabia gathered for two days to enjoy one another's company, get to know one another better and gain exposure to Nesma's activities that they may not be aware of. Istanbul was chosen for three reasons: to enable managers to distance themselves from their work environment and the daily pressure; to maximize corporate social interaction in a refreshing and pleasant environment; and to recognize the increasing investments that Nesma has in Turkey.

This edition of the Nesma Insider highlights the events of the Nesma Management Forum, including the Nesma Management Awards. It also showcases stories of Nesma's projects, companies, and employees that demonstrate various features of the Nesma culture and



<http://youtu.be/jD4JSpqRCTc>

our commitment to the Nesma values: quality, reliability, innovation, value-for-money and a sense of competitive challenge.

We invite you to follow the link above to learn more about Nesma's operations in Turkey.

Noura Alturki

HR and CSR Executive Manager
Nesma Holding Co. Ltd.

FEATURED ARTICLE

NESMA MANAGEMENT FORUM IN ISTANBUL



Nesma Holding held its annual management forum in Istanbul, Turkey on November 13-14, 2014.

At the start of the forum, Nesma Holding Founder and President Saleh Al-Turki welcomed the Nesma Managers. He expressed that Nesma has an impressive association with Turkey and that Nesma is committed to developing this relationship. He also highlighted that Nesma's biggest Turkish operations are actually in Saudi Arabia: "Together with our Turkish partner, Onur Construction, we have completed infrastructure projects in Saudi Arabia in the billions of Riyals. This year we will build hospitals in Taif and Qassim, as well as at King Abdullah University for Science and Technology, among others. We also have a Turkish factory operating in Alkhobar called Havatek that has specialized tank and pressure vessels."

Sh. Saleh's main message was a warning to managers about expansion. He said, "2014 was a very heavy year. We have expanded in all levels. Most of the companies have achieved the target of the coming 3 years. I take this opportunity to warn the management that expansion and increasing your volume does not come easy. It comes with heavy risk. All of our companies have achieved tremendous growth this year and I hope

"Together with our Turkish partner, Onur Construction, we have completed infrastructure projects in Saudi Arabia in the billions of Riyals."

*Saleh Al-Turki
President, Nesma Holding*

FEATURED ARTICLE *continued*

that 2015 will also be a successful year. We will use the profit to reinvest in the company.”

The management forum also included remarks from Ken Loughnan, a former Managing Director and CEO of Telecom Australia's global business. In that capacity, Ken was a joint venture partner with Nesma in the successful major contract with Saudi Telecom in the late 1980s. Introducing Mr. Loughnan, Sh. Saleh described him as his mentor and friend:

“I met Ken 27 years ago when I was quite young with a lot of hair and energy. I have learned a lot from him. Ken Loughnan taught me how to run a project, how to become positive under pressure, and when you have a problem you say ‘what is the maximum liability out of this problem’. You then dissect the problem until you reach the solution. When you do that, you see that the problem and solution are easy. The most important thing is to keep the quality high, not to jeopardize the integrity of the quality or the integrity of the manpower. Ken taught me also that you have to have fun at work. If you go to a meeting, don't be overly serious and don't develop high blood pressure. Go relaxed, and have a purpose before you go into the meeting.”

Ken spoke about the importance of knowing one's personal values, and emphasized the importance of integrity, mentoring, a positive attitude, and helping others. He said, “When we get to the end of whatever our life is, we will ask ‘Have I done as good a job as I could have done for my organization? Have I done as well as I could have



for my family, and for my friends, and for the world at large?’ Let's set targets for what we want to achieve, and focus on how we can improve ourselves individually, the way we work with our colleagues—as team players not just individuals—in order to fulfill the objectives of the organization.”



CELEBRATING THE WINNERS OF THE NESMA MANAGEMENT AWARDS 2014

Nesma is formed of companies, projects, and individuals; with the individuals being the most important as they comprise the companies and projects. Nesma created 5 awards to recognize them and to create healthy competition among them. For more information about the awards, criteria and selection process, you may visit <http://awards.nesma.com>. Every year, the nominees and winners are recognized at the Nesma Management Forum.



FEATURED ARTICLE *continued*



AWARD: BUSINESS LEADER OF THE YEAR

Nominees:

1) ***WINNER* Mohammad Mahfouz** (Nesma & Partners)

Mahfouz was first appointed as project coordinator at Nesma & Partners, after which he was promoted to construction manager, then project manager. Eng. Imad Gholmieh describes him as follows: "His character and ease of communication with clients and colleagues distinguished him in the appointment of manager of procurement. Mohammad always manages to procure material on budget or below budget. He is a good leader, he has initiative. This earned him the nomination."

2) **Emile Hanna** (National Port Services)

Emile Hanna is the director-in-charge of assets. Dr. Marwan Gholmieh explains his nomination as follows: "Emile was responsible for the planning, design, engineering, procurement, construction, supervision, delivery, and safe commissioning of equipment for the King Abdullah Port. He is a perfectionist: nothing comes out of his desk that isn't perfect."

3) **Salah Al-Sunaid** (Nesma Electric)

This is Salah's second nomination for a Nesma Management Award. He was described as having excellent management skills and skills in handling customers, securing contracts, and securing orders. CEO of Nesma Electric describes him as follows, "He is the best Saudi I personally know in my business. I don't know anybody who is better than him."

FEATURED ARTICLE *continued*



AWARD: COMPANY OF THE YEAR

Nominees:

1) Jollibee

Jollibee was nominated because their profit increased by 7.8% from January to August in 2014, compared to last year. They were awarded from Jollibee Philippines with three distinguished awards, Excellent Service, Excellent Product, and Gold Star. They started to work on employee engagement and training needs in 2014, which is a positive step for the organization.

2) TRAP

TRAP was nominated due to its phenomenal growth, as it tripled its size in the last 3 years. They had a dengue fever mosquito control project at the Makkah haram in 2014, and other projects that made them highly visible in the community. They also created a safe environment in all their areas of work.

3) *WINNER* Nesma Telecom & Technology

NT&T spent the last year setting new policies and procedures, project control, and knocking on new customer doors, as part of their efforts to make their merger successful. Sh. Saleh Al-Turki comments on NT&T as follows: "NT&T is an old company in the Nesma Group that joined the move and changed from being a contractor only in infrastructure, telecom and electricity, to being the first and the leader in the Internet era. Everybody used to remember Nesma from the internet. Then, Nesma Telecom merged with Nesma Advanced Technology, which was our first experience at Nesma with a merger. It wasn't easy and they deserve the award because they are struggling together to become one entity but in the meantime they did not lose their position in the market."

FEATURED ARTICLE *continued*



"At Nesma, we don't worry whether the project is a billion dollars or 5 dollars. Once we commit to a project or an idea, we follow up and support the company and make sure the company will grow."

*Saleh Al-Turki
President, Nesma Holding*

AWARD: PROJECT OF THE YEAR

Nominees:

1) **Namariq Jizan** (Spacemaker)

This was Spacemaker's first project with a non-Nesma client, covering an area of over 50,000 square meters and requiring a short time of completion. One significant challenge was the location of the job in Jizan Province, and the logistical difficulty of mobilizing such a huge project in a remote area. The project is ahead of schedule, which resulted in an excellent relationship with the client.

2) ***WINNER* Shemaisy Deportees Center** (Nesma Catering)

This project outside Makkah includes an excess of 2.6 million meals per month. This covers packing, delivery, and distribution of food meals to all of the units within the center, with limited time, manpower and resources to mobilize the project. The combined efforts of Nesma Trading and Nesma Holding helped make the project a success.

3) **Earthquake Relief** (Etis Logistic)

This project involved the design and production of 1,632 forty-inch containers in China and shipping them to several ports in Turkey and distributing them to 22 warehouses across Turkey. The project offers mobile and fast solutions to any disaster that could happen in Turkey (such as earthquakes) by storing aid materials in remote warehouses for quick use when needed.

4) **Nylon Project** (Nesma & Partners)

The Nylon Process Plant started 3 years ago but was extended due to additional scope of work. Piping, cabling, instrumentation, and testing were all done by Nesma & Partners after manufacturing the plant abroad and transporting it to the location by sea. The project has received many awards from the client for safety and quality performance.

5) **KAUST Operations & Maintenance** (Nesma Trading, Facilities Management)

This is the first government contract to be signed with a contractor for a long-term period, specifically 20 years. This project duration enhances its sustainability and allows the Company to meet capital investment needs as well as to manage risk. Its awarding to Nesma distinguishes us as a leader in operation and maintenance, particularly in universities.

FEATURED ARTICLE *continued*



AWARD: MANAGER OF THE YEAR

(VOTED BY THE GUESTS!)

Nominees:

1) **Omar Karam** (Nesma Trading, Technical Systems Division)

Omar Karam is an Electrical Engineer who has progressed in different positions from site engineer to project manager. He is described as an efficient, skillful, and good manager who has executed many projects, including the upgrade of security systems for 28 Aramco oil and gas complexes.

2) **Ahmad Ramadan** (Project Manager, Nesma Water and Energy)

Ahmad Ramadan is described as very hardworking, very enthusiastic and as someone who was able to take a very difficult project and turn it into a profitable and money-making project.

3) ***WINNER* Abdulelah Al-Hejailan** (Namma Cargo):

Abdulah Al-Hejailan is described as an example of professionalism, dedication, sincerity and excellence in logistics operation and management, contributing innovative ideas, processes and systems which we have implemented in our company.

4) **Mike Fakhoury** (Nesma & Partners)

This is Mike's second nomination for a Nesma Management Award. Mike Fakhoury was assigned as a trainee in the fabrication workshop, and then within a short period became manager of the workshop. He showed potential in his labor management and cost control, which distinguished him to become the youngest project manager in Nesma & Partners.

5) **Abdulrahman Dawood** (Namma Shipping)

Abdulrahman Dawood is a fast track manager, known for his achievement in dealing with shipping agencies, which increased the sales of Namma in the last few years, reduced delays in shipping, and contributed to excellent relationships with customers.

FEATURED ARTICLE *continued*



"Every job position at Nesma has a purpose, and every person working at Nesma should realize that his or her contribution is important. Any position you are in is valuable to us, and the employee of the year award was introduced to confirm this point."

*Saleh Al-Turki
President, Nesma Holding*

AWARD: EMPLOYEE OF THE YEAR

(VOTED BY THE GUESTS!)

Nominees:

1) *WINNER* Saad Ahmad Saad (Data Entry, Mawaddah)

Saad Saad is described as proactive, eager, and hands-on. He performs his duty to the best of his ability and has risen through the ranks from a housekeeping attendant to HR trainee, in a period of less than 2 years.

2) Adeel Abid (Business Unit Head, Nesma Catering)

Adeel Abid has demonstrated a high level of commitment, integrity and perseverance in transforming opportunities into real operational businesses. He has also acted as project controller.

3) Edgar Rogero (SCADA & Electrical Engineer, Nesma Water)

Edgar Roger is described as a hardworker, good team player, very well organized, and multi-disciplinary. He helps and supports the company in estimation, engineering, design and execution at site. He is always willing to train others.

4) Rene Septimo (Networking Engineer, Nesma Telecom & Technology)

Rene Septimo is described as the example of an ambitious, hardworking, and honest employee. All his clients and colleagues are happy with him, and he is very pleasant to work with. He began as a secretary serving the company's managers but then was given the authority and responsibility for clients.

5) Afzer Mohammad (Travel Coordinator, Nesma Travel)

Afzer Mohammad has 8 years of experience in ticketing with Nesma. He is described as reliable, hardworking, and multi-skilled in handling several airline reservation systems.

GROUP NEWS

NESMA JOINS TRADE EXHIBITIONS



As part of enhancing Nesma's visibility to businesses and to society, several Nesma companies participated in trade fairs and exhibitions that increase exposure to their brand, products, and services.

Etis Logistic participated in the "LogiTrans International Transport Logistics Exhibition" which took place in Istanbul from November 19th to 21st. Their booth also included a Logigame. In Jeddah, Nesma Orbit, Nesma UniTrade, and Nesma Embroidery participated in Decofair, Saudi Arabia's leading international interior design show.

Nesma Catering proudly took part in Horecca Saudi 2014 Salon Culinaire in Riyadh, making a clean sweep of the show by taking home numerous gold, silver and bronze medals as well as three other awards "Best Working Practices of Hygiene", "Overall Performance" and "Highest Scores".



Logitrans,
will have a new highlight this year:
Etis Logistic

See you at the
Logitrans Exhibition,
November 19-21.

19-20-21,
2014 November
Hall 9,
Joint Stand No. 303
Istanbul Exhibition
Center

First time
in Turkey: Visit our
booth and
play Logigame
with us.

Logigame
BY ETIS LOGISTIC

**logi
trans**

etis
LOGISTIC INC.

GROUP NEWS

ALEX PHILIP RECOGNIZED BY TOASTMASTER'S INTERNATIONAL



Mr. Alex Philip, Office Manager to the CEO of Nesma & Partners, was recognized as a Distinguished Toastmaster for participation in the Toastmasters International Educational Program.

Toastmasters International is a nonprofit educational organization that operates clubs worldwide, including in Saudi Arabia, for the purpose of helping members improve their communication, public speaking, and leadership skills.

Distinguished Toastmaster recognition is the greatest honor that can be earned by a member of the Toastmasters Organization. To receive the honor, a member must have



participated in Toastmasters' Communication and Leadership Program and met other rigorous requirements.

Members must conduct several seminar-style programs, serve as a leader at several different organizational levels, form or rebuild a Toastmasters Club, and complete other

challenging tasks. To achieve Distinguished Toastmaster status involves years of study, dedication, self-discipline, and active participation in the Toastmasters organization.

We congratulate Mr. Philip for his perseverance in achieving the highest award from Toastmasters International.

GROUP NEWS

NESMA MEETS WITH STUDENTS



Thirty students from Al-Andalus Grade School toured the facilities and learned more about the kitchen operations at Nesma Catering Deportee Center in Shemaisy outside Makkah. Alfredo Ignacio Jr., Logistics Coordinator at the project explained that “the little students were happy watching operations from the start at the receiving warehouse, then in the kitchen watching how to cook, and then packing and distribution.” Meanwhile, at the Jollibee Branch in Riyadh, another 30 students as well as 15 teachers from the Millennium International School visited the Jollibee branch to sample the food and enjoy some activities. Billy Tabares, Marketing Manager explains, “The school principal was curious about Jollibee and why Filipinos always talked about it when it comes to food, service and celebration. Out of her curiosity, she decided to visit the store



and try the food there for herself. Then she came up with an idea that her students must also try the experience.” The visitors were Saudi, Egyptian, Syrian, Lebanese and Vietnamese.

GROUP NEWS

BIRD'S EYE VIEW



1. **Basistek** received an award from Hewlett Packard



2. **Nesma Telecom & Technology** and Cisco participated in the 5th Saudi E-Health Conference as a platinum Sponsor



3. **Nesma Catering** in Jubail had an active month with football games, events, and receiving food safety certifications



5. Sports activities took place in **Jabal Omar** and the **Deportee Center**



4. **Nesma Airlines** will soon begin flights between Cairo and Jazan



CONGRATULATIONS!



Aftab Mulla, Senior Accountant at Nesma & Partners, was blessed with Baby Aisha



Ibrahim Soliman at Nesma Water & Energy was blessed with a daughter



Alaa Al Ahmad, Commercial Manager at Facility Management Division was blessed with Baby Dana



Reda Gamal Khalel (Business Solutions, NT&T) received a certificate of appreciation from the Director of Qassim University for successful completion of the data migration center



Khalid Imam (Assistant Safety Officer) and **Mohammad Hussain** (Electrician) at Jabal Omar Development Project, Nesma & Partners were awarded Employee of the Month



Chef Mohammad Farouk of Nesma Catering celebrated his birthday with colleagues at Nesma Holding cafeteria



Alberto Dizon, HVAC Supervisor at the Nylon Project nominated for Employee of the Month

Khazim Ahmad Abbas an accountant at Nesma Water & Energy Dwadmi Affif Project got married on 14 Oct 2014

Bashar Khawaja passed the PMP exam for the Project Management Institute

FROM THE COMMUNITY *continued*

National Day Celebrations



Celebrating Bosnia's National Day, Nesma & Partners



Bosnia
November 25



Nesma & Partners



Nesma Eser Onur



Negmar

FROM THE COMMUNITY *continued*



Nesma Trading



Etis Logistic



Basistek



JODP



Istanbul Lines, Negmar, and Etis Logistic

FROM THE COMMUNITY *continued*



NESMAL



Nesma Telecom & Technology



Istanbul Lines



ICD Western Region



KAUST



National Port Services (NPS) Jubail and RAK Port

FROM THE COMMUNITY *continued*



JODP



Fab Shop, Dahrn



JODP



Nesma Security



Nesma Catering



Nesma Orbit



Nesma Orbit

FROM THE COMMUNITY *continued*



Nesma & Partners



Nesma & Partners



Merto Project



NYLON Project



Nesma Trading



Jazan Project



SANG



SPACEMAKER