

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No.114: July 2023



Nesma Security Going Strong

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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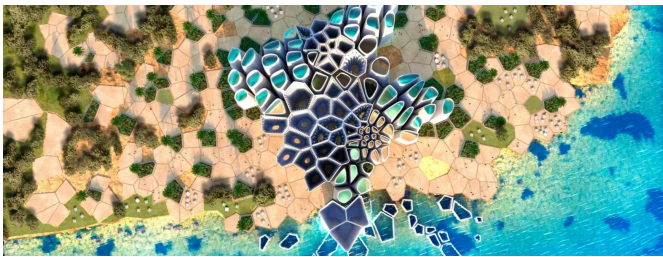
Arwa Salem



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Nesma Security Going Strong



Nesma Security has won a site-security operator contract for the Amaala Triple Bay development. The three-year contract, awarded by Red Sea Global, is worth around SAR 30 million and will employ 60 Saudis.

Amaala Triple Bay is an ultra luxury wellness spa and development designed for active jetsetters looking for a resort that centers on art, health and meditation.



Romel Jeries
CEO Nesma Security

" Projects like these allow Nesma Security to hire additional Saudi professionals while supporting the Kingdom's goal to develop its tourism industry with must-see destinations such as the Amaala Triple Bay development."



NAD

Headquartered in Jeddah, NAD was formed in 2017-2018 as a partnership between Nesma and Banan Aloula Company Ltd. with the goal of identifying and developing public-private partnerships (PPPs) in alignment with Vision 2030.

The company has strong support from shareholders and is adept at pulling together the right partners from among its strategic international connections. Some partners NAD has worked with to date include GMR, a top tier global private airport operator, MAHB and many well-known international consultants to advise on legal, technical, finance, market, insurance and other issues. In short, NAD is in the business of knowing how to find and connect the right people and companies in order to develop a successful, impactful project. In the process, the company brings valuable international experience firmly into the local content knowledge base.

NAD is looking into PPP projects among a variety of sectors from utilities, to logistics & transportation, to management & operations, but the company's current focus is on social infrastructure, aviation, education and healthcare.

NAD's biggest success so far has been reaching financial close on the SAR 3.45 billion residential community projects in NEOM sponsored by Nesma.

What's next? Watch this space for exciting news coming soon from NAD with more NEOM projects.



Sultan Bin Muammar CEO

Sultan Bin Muammar joined NAD as the company's CEO in 2021. His background includes a degree in finance and marketing from the University of Denver in Colorado. He began his career in investment banking, from there he served for eight years as chief executive officer of Saudi Elaf Company, a construction, engineering & project management enterprise. He has served on the boards of both Energim Sustainable Solutions and Manar Al-Tarbiyah Al-Ahliya Company.

Bin Muammar likes to focus on opportunities with a problem solving attitude. His vision for NAD is to hone in on PPP projects that align with Vision 2030 and contribute to making a better future for society.

Bin Muammar's favorite hobbies are playing football and hiking. He is also happily married and feels blessed to have both a son and daughter.

Nesma & MEDEF Find Opportunities

Nesma President Faisal Alturki headed to Paris this month, with a delegation from Nesma including Nesma Automotive & Rail CEO Karim Chaiblaine, to meet with French business leaders at MEDEF (Mouvement des Entreprises de France). The meeting featured speeches by Nesma executives and offered an opportunity for significant networking. The 40 business leaders in attendance represented strategic sectors such as energy, transportation, infrastructure and technology.

Nesma Automotive and Megatech Industries AG signed an agreement to partner on projects that will contribute to the development of the automotive sector in Saudi Arabia. Stay tuned for future exciting developments from this new partnership.



Mawaddah Hosts Multitudes During Hajj

During the month of Alhajj, Mawaddah received

3,522 PILGRIMS

at its affiliated hotels in Makkah & Madinah.



In Makkah

1909 Pilgrims in Nama Hotel

813 Pilgrims in Naseem Hotel

813 Pilgrims in Al Baraka Hotel



In Al-Madinah Al-Munawarah

29,421 Visitors in Jayden Hotel

1300 Visitors in Al Burj Hotel

Modern Bus Co. Achieves ISO Certifications

Modern Bus Co. is celebrating its multiple ISO achievements. The company has been assessed and found to conform with:

- ISO 14001:2015** Environmental Management Systems
- ISO 45001:2018** Occupational Health & Safety
- ISO 9001:2015** Quality Management Systems
- ISO 24014-1:2021** Public Transport - Interoperable Fare Management System
- ISO/IEC 27001:2022** Information Security Management Systems
- ISO 50001:2018** Energy Management Systems

ISO certification evidences the company's commitment to quality service and operations by adhering to stringent international standards and Saudi laws and regulations.



Jollibee Brings Its Chicken Sandwiches to Saudi Arabia



Nesma's Jollibee stores in the Kingdom will now offer chicken breast fillet sandwiches which are crunchy on the outside and juicy on the inside. Try the original version or the spicy version with sriracha hot sauce.

Jollibee offers dine-in, take-out and drive-through options. See Jollibee's [full menu at this link](#).

Find the location nearest you by [clicking this link](#).

Eid Celebrations

Modern Bus Co. celebrates Eid Al Adha



Nesma Company held a successful and unique event by gathering the employees to celebrate Eid Al Adha with maamoul, coffee and a puzzle activity that engaged the participants. Upon entering the event, each employee was asked to give one word describing their Eid. Many said things like, “joyful,” “family,” “travel,” “chocolate,” “daughter,” etc. Then, they were photographed standing in front of the puzzle board which read, “Our Eid is?” They were given their photo which they placed on the board as a tile in a mosaic. At the end, the board revealed an embedded message reading “Our Eid Is Completed With You” showing that for Nesma, Eid is all about the Nesma family of employees.

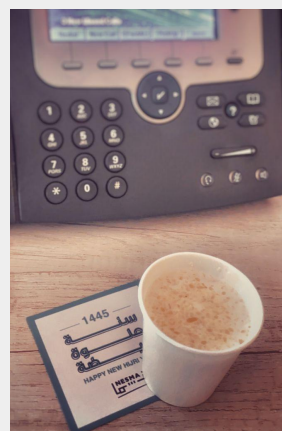


[Click here or on the image for an Eid message.](#)



Celebrating a New Year at Nesma

Nesma Co. celebrated the Hijri New Year by bringing each employee a card and white “coffee” made from almond milk and signifying a wish for peace and kindness for the upcoming year.



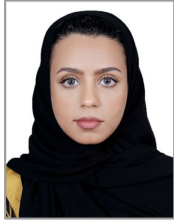
Congratulations!

Newborns



A new baby boy for **Nesreen Hussein**, Purchasing Officer, Namat.

Certificate



Afnan Alamoudi, Procurement Coordinator, Namma Cargo, completed Level 1 of a 6-month Business English course with Nesma Training Center.



Wejdan Abdulkarem, Senior Application Developer, Nesma Co., has earned the Power BI Data Analyst Associate certificate from Microsoft.

New Joiners

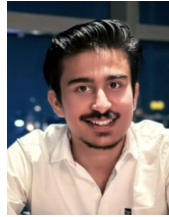


Welcome to **Najwan Al-Shahrani** who has joined Nesma Co. as an Admin Legal Assistant.

Promotion



As of July 5th, **Zeshan Aziz** has been promoted from Workshop Engineer to Operation Manager at Modern Bus Co.



Seed Shukoor has been promoted from Assistant workshop Engineer to the role of Operation Supervisor at Modern Bus Co.



Mohammed Adam has been promoted from Foreman to Driver Supervisor with Modern Bus Co.



Abrar Hussain has been promoted from Foreman to Driver Team Leader with Modern Bus Co.

Stay Connected to Nesma

We want to hear from you! Whether it is a story you think we should publish in Nesma Insider or simply by following our social media channels, we encourage your participation. Send your suggestions, comments and story ideas to:

newsletter@nesma.com.

Let us feature you in our pages!

