

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No.125: June 2024



Nesma United Industries Delivers Aramco VIP Visitor Center

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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View all past issues at the [Nesma Insider Archives](#).

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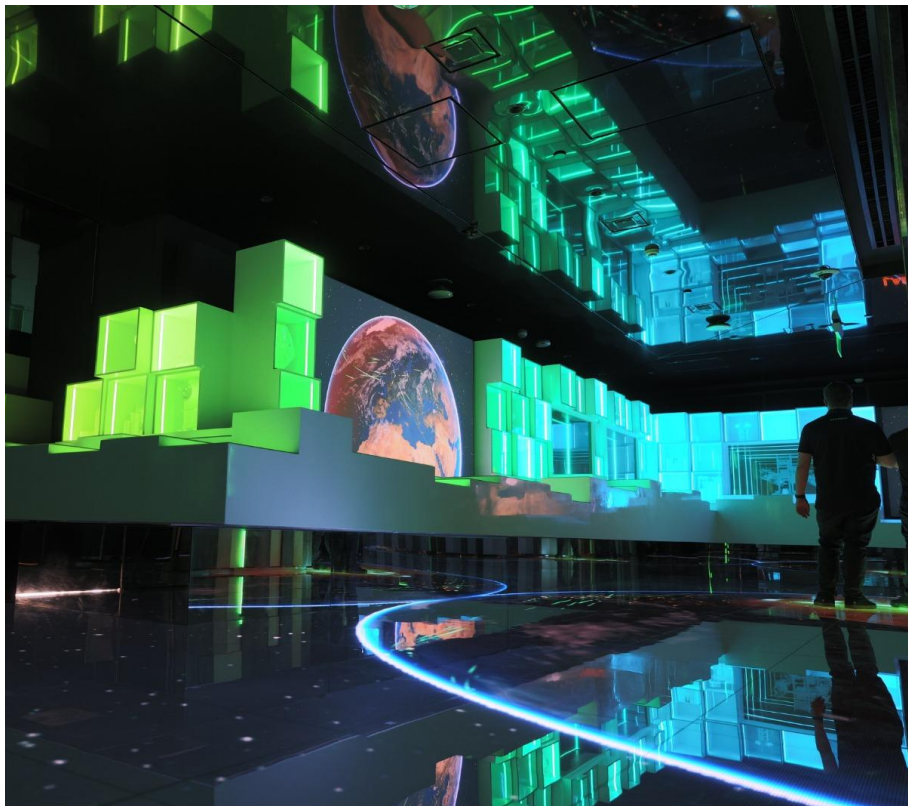
Arwa Salem



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Nesma United Industries Delivers Aramco VIP Visitor Center



Nesma United Industries (NUI) has successfully delivered a SAR 100M contract for Saudi Aramco’s unique, state-of-the-art VIP Experience Center, providing guests with an immersive experience showcasing Aramco’s history and its vision for the future. NUI started work on the project in October 2022 and completed it in May of this year.



“NUI is honored to have been chosen to install and integrate the cutting-edge technology used in the mesmerizing experiences offered by the Aramco VIP Experience Center. Like all projects, this was also a collaborative effort. This project wouldn’t be a success without the consultant DAR, the creative team TMS and our many sub-contractors, especially CTME, LEVA & Lasvit. Lastly, our special thanks to the Aramco teams involved in the various stages of this complex project for their constant guidance & faith in our ability to deliver.”

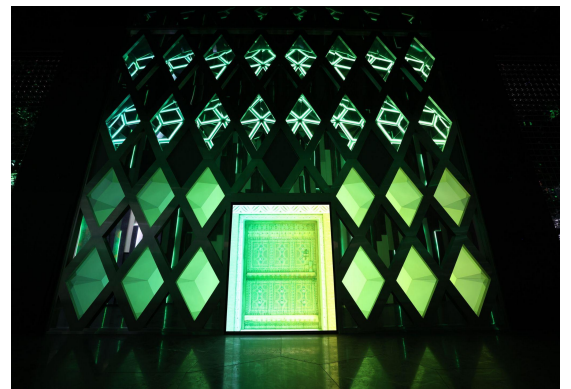
Tony Rahme GM-TSD

Nesma United Industries Delivers Aramco VIP Visitor Center Cont'd



The Aramco VIP Experience Center is located on the 12th & 13th floors of Aramco's Tower in KAFD, Riyadh. NUI's scope of work covered complete installation, testing and commissioning of all the elements (civil, mechanical, electrical, plumbing and all low current systems) of the project which included enchanting interior fit-out works like the Kaleidoscope wall, the "flying sheets" stretch ceilings from Barrisol, feature & hero boxes and string curtains as a projection surface. All of these elements were integrated with leading edge technology such as Disguise Media servers, ROE video wall (floor, wall & ceiling), Barco projectors, the largest-ever moving puffer sphere, L-Acoustic's L-ISA immersive sound system, pixel LED lighting system, chandelier & molecular lighting from LASVIT and one of the biggest kinetic wall installations in the world from LEVA. These elements were then used as a canvas by the creative team (TMS) to deliver the client with a world-class immersive experience center.

This project is one of four shortlisted under the Museum category for the Mondo Awards 2024 held in Las Vegas.



Namat

Namat’s capabilities have grown along with its reach and visibility across the Kingdom. As one of the largest manufacturers of high-quality embroidered uniforms and products, Namat has four factories capable of producing thousands of bespoke items within days. Their designers use CAD to create the client’s desired design or logo and can also assist clients in creating designs.

Namat creations are worn by employees of “Information and Welcome” services at major airports, Ministry of Tourism information centers in AIUla, NEOM and the Holy Mosque of Madinah and large companies in Jeddah such as Nestle Water, SADA Academy, Nahdi Logistics, Volvo, Al Marjan School and Toyota. Namat uniforms are also found in well-known hotels (in housekeeping, spa, restaurant and maintenance departments).

Namat recently beat out large corporate competitors to win a contract to manufacture the official uniforms at King Abdulaziz International Airport in Jeddah. Additionally, they’re proud to have signed a third annual agreement with TasHeel to continue creating their uniforms.

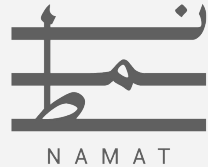
Namat is a non-profit that embodies the Vision 2030 goals of local production, women’s empowerment and sustainable development of rural areas.

Lean management, ethical business practices and a price-conscious approach make Namat an easy choice for manufacturing bespoke corporate items such as uniforms, t-shirts, abayas, scarves, jackets, caps, straps and towels.

What can [Namat](#) manufacture for you?

Follow them on social media:
@NamatbyNesma.

“We are one of the biggest embroidery designers in KSA.”



4 Days to fill large orders



Many fabric choices



**7000 pcs
Pants & shirts**



**3000 pcs
Abayas & vests**



[Click the image to see the video.](#)



[Click the image to see the video.](#)

Nesma United Industries & Almoayyed Contracting

Nesma United Industries (NUI) and Almoayyed Contracting Group of Bahrain have formed an unincorporated joint venture (JV) to leverage the strengths and resources of both organizations to achieve successful project outcomes.

A supervisory board, comprising representatives from both companies, will oversee the venture's operations, finances and strategic decisions. The agreement outlines a collaborative framework with clearly defined roles, shared responsibilities and an organized approach to managing projects. NUI will act as the leader and legal representative of the JV.

The agreement was signed on May 29th by NUI Deputy CEO Naif Alabeedi and Executive Director of Almoayyed Contracting Group Hala Almoayyed.



Namma Cargo Oil Rig Move

Namma Cargo lifted and moved two oil and gas rigs and four camps for the Arabian Drilling company. The weight of each rig is 2,245 Metric Ton with a total of 201 packages. 220 trailers were used to transport the rigs and camps from Dammam seaport to Sakaka and Haradth. Namma Cargo successfully completed the customs clearance the transportation within the KPI.

Namma Cargo Joins ELGN

Namma Cargo has become a member of the Elite Global Logistics Network (ELGN) a World Cargo Alliance Network of unique freight forwarders and logistics corporations. The invitation-only membership offers a variety of benefits and tools to Namma which will allow the company to enhance its reach and its services.



Nesma Water & Energy Earns Safe-Hour Award

The Nesma Water & Energy (NW&E) team at the Yanbu 4 Independent Water Project (IWP) has achieved over 24 million safe hours without time lost due to injury or accident. The IWP is set to begin production this year.

Yanbu 4 CEO Luis Pascual commented, "Today's milestone is significant. The 24M safe hours reflect our dedication to maintaining and enhancing safety protocols, ensuring that every team member returns home safely each day."



The Safety Certificate was received by NW&E Contracts & Legal Affairs Director Mohammed Al Othman.



NIT Receives Award

May 27th, Nesma Infrastructure & Technology (NIT) was honored by the Saudi Energy Efficiency Center (SEEC) at the Saudi ESCO Conference in Riyadh. The award was bestowed in recognition of NIT's efforts in the development and sustainability of the Saudi energy efficiency sector. Executive Manager of Strategic Alliances and Regulatory Affairs Rayan Alamoudi received the award on behalf of NIT.

Modern Bus Honors Top Performers

Modern Bus Co. held two parties to celebrate its **Best Team** and its **Top 10 Drivers**. The "Best Team" was chosen based on performance, commitment, productivity, collaboration, communication, attendance, report writing, shift handovers and adherence to the dress code.

The top drivers were selected based on performance, driving record, attendance and punctuality.

The chosen employees were honored with shields and certificates.



NDigitec Updates

The first two quarters of 2024 have been busy and successful for NDigitec.

In January, NDigitec exhibited at Gulf Print & Pack 2024 showcasing flexoeasy.com, a digital printing platform designed for flexographic plate-making.

In February, the company sponsored the Red Carpet Gala Dinner of The Children’s Cancer Center of Lebanon (CCCL).

In March, CEO Vatche Kavlakian and Creative Director Ardo Hambartsoumian presented the “Packaging Design Workshop” to College of Design students at the American University in the Emirates.

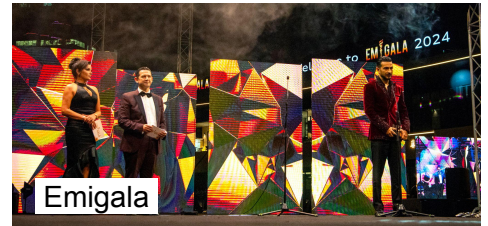
During Ramadan, NDigitec hosted an Iftar with the Saudi team and also honored Thujeesh Thulaseedharan for his fifteen years of dedication, passion and hard work.

In April, NDigitec Dubaiprint.com was the official printing partner for EMIGALA 2024 held at Festival City Dubai.

During the Saudi Print & Pack 2024, held **in June** at the International Convention & Exhibition Center in Riyadh, NDigitec launched [etbaaha.com](https://www.etbaaha.com), the first integrated web-to-print platform for professional and personal users in the Middle East.



Gulf Print & Pack



Emigala



Iftar



Design workshop

Nesma Training Center Updates



The Arab Center

Nesma Training Center (NTC) hosted the Arab Center’s training titled “Speech and Language Disorders.” The June 5th workshop provided 70 parents with tips about how to deal with speech, language and hearing disorders, in addition to information about available treatments.

Nesma Orbit

NTC also hosted a two-day “Strategic Planning Awareness” employee training program for Nesma Orbit. The company CEO met for the first time with 40 new employees to orient them to the company’s vision and goals. The program also educated employees about strategic planning.



Nuthree Initiative



A Nesma team including Chairman Fouad Alsherebi, NAD Managing Director Hamad N AlSulaiman and Nesma Group CFO Amr Rowaihi were invited to attend the launch of the Nuthree initiative.

The Nuthree mining exploration incubator was launched by the Saudi Ministry of Industry and Mineral Resources to encourage new sustainable mining exploration.

Nesma Mobility Connects with Delage

The team at Nesma Mobility had productive meetings in Jeddah and Riyadh with Delage CEO Laurent Tapie to explore business opportunities in the Kingdom.

Delage is one of the most iconic brands in automotive history winning legendary races such as the Indianapolis and Le Mans. Stay tuned for future developments.



Nesma Co. Welcomes Visitors of IEEE Club



Nesma welcomed visitors of the IEEE Club from King Abdulaziz University, Women's Campus, to a workshop titled "In the Field, Hamdan," which aims to familiarize university students with the realities of working in technical careers. The workshop included a tour of Nesma HQ and a field trip to meet with Nesma IT professionals in Jeddah.

The club also seeks to create professional relationships between students and vanguard companies such as Nesma.

Engagement Survey Impact

The Insider is collecting stories about the impact that the recent Engagement Survey has had.

We recently heard from **Namma Cargo Warehouse Manager Ahmed Al-Jawhari**, "... We have been eagerly anticipating special emails from the Communication Department ... allowing us to stay updated on the latest news, exchange greetings on special occasions and look forward to announcements of winners. These emails have made us feel like one big family, bringing us together and reminding us of each other despite our diverse nationalities and cultures. They truly reflect the unity and culture of Nesma."

Jollibee enjoyed a 100% participation rate in Nesma's Engagement Survey prompting **CEO Faisal Yslam Bamhrez** to share this message with employees, "... Direction and Vision 83%: It is important that we now focus on the ways that we can continue to develop and grow as a company, helping us to improve engagement at all levels and enabling us to shape our future. I have therefore outlined below a number of key initiatives that we will be launching in the coming weeks.



نما للشحن
Namma Cargo



- A training program was contracted to develop employees and qualify them for promotions.
- A human resources system (Menaitech system) was contracted to facilitate and expedite human resources processes.
- A meeting was held with employees, the questionnaire was explained to them and their suggestions were taken into consideration.
- More restaurant branches will be opened in the future which will contribute to the promotion rate and increase of employees' salaries.

Once again, thank you for your participation and for your ongoing commitment to our company's success. Your contributions make a difference, and I am truly grateful to have such a dedicated team by my side."

Do you have an impact story to share?
Please send it to Newsletter@nesma.com.



Nesma United Industries (NUI) Activities



NUI Builders Win Championship

Congratulations to the NUI Builders who became the champions of the Friendship Basketball Tournament held in Al-Khobar during Ramadan!

NUI Celebrates World Environment Day



Multiple signs promoted environmental responsibility and the day's activities



Children from the community planted trees



The NUI Camp team conducted a clean-up effort in the area



June 5th, the team at the NUI Air Product project celebrated World Environment Day with signs installed around the site to promote the various activities planned for the day and inspire environmental awareness. Activities revolved

around tree planting, environmental clean-up and water conservation. The team took proactive measures to check for leakages and promote efficient water usage, emphasizing the need to preserve this precious resource.



NUI Wellness Day Event

June 9th, NUI employees in Dhahran participated in Aramco's Wellness Day event to highlight support for women's sports.

Congratulations to Executive Secretary of the Quality and Safety Division Renad Khouj for leading her soccer team to victory.

Eid Al Adha Celebrations

Nesma Co.



Nesma Infrastructure & Technology



Modern Bus Company Limited



Nesma Water & Energy



What's Happening?

Share your company's upcoming community activities and team and club info with us. [Send in your information](#). Do you have an idea for a team, club or activity that you'd like to start at Nesma? We'd love to hear about it and see if we can support it. [Tell us more here](#).

Congratulations!

New Joiners



Nesma United Industries welcomes **Eman Albarakati** as Shared Services Officer.



Nesma Infrastructure & Technology welcomes **Somya Alamri** as Marketing and Communications Specialist .



Nesma Renewable Energy welcomes **Jeff Loh** as EPS & Contracts Manager.



Nesma Infrastructure & Technology welcomes **Abdullah Alsubaie** as Marketing and Communications Senior Specialist.



Nesma Real Estate welcomes **Sara Aljehani** as an Accountant.

Employee of the 2nd Quarter



Nazerul Mazeda, Heavy Duty Driver, Jeddah Main Transmission Line Project, Nesma Water & Energy

Certificate



Al-Hanouf Al-Nujaimi, Marketing Supervisor, Mawaddah, obtained a certificate in Data Analytics in the Hospitality Industry from Barcelona, Spain.

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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!

