

# Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No.119: December 2023



## Highlights of 2023

### 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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# Celebrating 2023

Each December, the Nesma Insider reviews the accomplishments, celebrations and events that took place across the Nesma Group and throughout the year.

## Projects & Contracts

*This year was powered by the Kingdom's shared Vision 2030. Nesma Group played a significant role in Saudi Arabia's ongoing transformation by winning key projects and contracts across the country totalling many billions of riyals.*

**Combined strength: Nesma & Partners, Nesma United Industries and Spacemaker** teamed up to implement a public-private partnership project for construction villages in NEOM that was put together by **NAD** and sponsored by **Nesma Co.**

**Nesma Infrastructure & Technology** brought in over four billion riyals in contracts mostly for large electrical infrastructure projects but also for a wastewater transfer facilities project.

**Nesma United Industries' (NUI)** projects for 2023 also were valued in the billions. In August, the Insider reported about several industrial security projects that NUI had won. The company also won many more projects in 2023, which will be highlighted in 2024 issues of the Insider.

**Nesma Renewable Energy**, as part of a consortium, won one of the world's largest solar PV projects including a power purchase agreement covering 25 years' of operation.

**Nesma Security** won multiple contracts to secure some of the Kingdom's most important development projects such as the Red Sea Airport, Amala Triple Bay, Diriyah Gate and Al Wadi near Abha.



### Projects & Contracts Cont'd

**Namma Cargo Services** partnered with CJ Logistics to land a construction and operations contract for the new iHerb warehouse and distribution center.

**Play Cinema**, one of the newer Nesma ventures, secured a 20-year contract to operate 12 cinema auditoriums in two popular malls.

**Namma International Marine Services** was contracted by the Saudi government to assist with evacuating civilians from the conflict in Sudan.

**NDigitec Fabrication** created exhibition stands for multiple clients at multiple conferences and other venues.

**Nesma & Partners** has had many significant projects this year and continues to be a powerhouse among MENA contractors. The Insider announced in February that, for the time being, it would cease reporting on N&P in part because the company now distributes its own newsletter.



### Growth & Transformation

*Nesma companies continued to expand and evolve in 2023.*

**Nesma & Partners** received a sizable investment from the Public Investment Fund (PIF).

**Cup 'n Cone** added five new locations.

**Modern Bus Co.** concluded a trial period and officially launched services in Makkah.

Many Nesma companies including **Nesma United Industries**, **Modern Bus Co.** and **Nesma Security** experienced considerable growth necessitating substantial recruitment efforts.

**Mawaddah** hosted a record 3,522 Hajj pilgrims.



## New Ventures & Alliances

Nesma grew and expanded with new subsidiaries and strategic partnerships.

**Nesma Agriculture, a Nesma United Industries** subsidiary, was launched in January, in partnership with Daccache Agriculture.

The launching, a few months prior, of Nesma subsidiary **Nesma Automotive & Rail Mobility**, was announced in February.

**Nesma Infrastructure & Technology** signed a Memorandum of Understanding (MOU) with RMS Consulting, a Korean company specializing in smart cities and digital transformation.

**Nesma Co.** signed MOUs with a group of Hong Kong companies for zero emissions transport and with Korean company CJ Logistics to collaborate broadly on future opportunities in Saudi Arabia.

**BASISTEK Information Technologies** signed an agreement to partner with İşNet and BMC Software to create innovative software solutions.

**Namat** signed an MOU with Dar Al Hekma and an agreement with KAUST to cooperate on an array of activities.

## Governance, Management & Employee Engagement

**Nesma Co.** reached out to employees across the Group with a multilingual engagement survey. They also promoted the [Whistleblower site](#) to encourage employees who become aware of wrongdoing within the company to feel safe about reporting it.

**Nesma Co. HR** created an employee padel teams work-life balance initiative.

**Executives from Nesma Co. and Nesma Water & Energy (NW&E)** made a quality control and status update visit to NW&E projects in Bahrain.

**Jollibee and Chowking** welcomed quality control visits from their head offices and organized an annual managers' convention to celebrate successes while providing team building experiences.

**Modern Bus Co.** pursued and achieved six ISO recognitions. The company also opened an on-site medical clinic for employees.

The **Namma Mawaddah Hotel** achieved a 3-star rating.

# Highlights of 2023

## Goodwill

Through corporate social responsibility programs and other acts, Nesma Group extended goodwill to the community.

As a Nesma CSR initiative, **Nesma Training Center** assisted the Family Protection Assoc., Ishraq Assoc., Internat'l Toastmasters' Young Leaders Program and Al-Sabr Mosque. They hosted a Ministry of Tourism course, a Saudia Cargo training, a computer camp for those with disabilities and a Hamm training about inclusion in the workplace.

**BASISTEK** sponsored an IT conference.

**Nesma United Industries** gave Saudi Aramco an industrial sized food composter.

**Modern Bus Co.** provided practicums for 137 university students.



## Official Visits & Recognition

Nesma Group hosted its share of diplomats and high-ranking officials.

**Nesma Co.** hosted multiple diplomats and officials including Swiss Ambassador Yasmine Chatila Zwahlen who came with Larbi Elattari, the Commercial Counsellor with the Swiss Business Hub, Middle East, Consul General of France Catherine Corm-Kammoun and French Ambassador Ludovic Pouille.

**Namma Shipping Lines** was visited by the mayor of Sawakin, Sudan and several officials from the Thai and Indonesian consulates who all expressed appreciation for the company's assistance with evacuation efforts.

The Minister of Environment, Water & Agriculture visited the **Nesma Water & Energy** Jeddah Main Transmission Line project.

### Marketing, Outreach & Media

Nesma companies found public recognition again in 2023.

**Nesma Renewable Energy CEO Amaan Lafayette** and **Nesma VP Noura Alturki** were interviewed as part of the TBD Media Group's 50 MENA Leaders campaign. [Watch the video here.](#)

**Nesma Co.** made the #34 spot on a Forbes 100 Top list. [Read about it at this link.](#)

**Nesma President Faisal Alturki** and **Nesma Automotive & Rail CEO Karim Chaiblaine**, were featured speakers at a meeting of French business leaders at MEDEF (Mouvement des Entreprises de France) in Paris.

**Nesma Water & Energy** was featured in The Business Year magazine. [Read it at this link.](#)

**Modern Bus Co.** joined the Internat'l Assoc. of Public Transport and moderated a discussion panel at its Egypt Public Transport Conference. The company also launched a [new website.](#)

**Namma Cargo** was a featured exhibitor at the Saudi Smart Logistics convention.

**Namat** designed, created and sold both Hajj prayer kits and Founding Day abayas.

A **Nesma Co. Corporate HR** executive provided a lecture at the University of Business and Technology.

Three **Jr. Graphic Designers** from **Nesma Co.** spoke to potential graduates at the Females' Digital Technical College in Jeddah.

### Awards & Appreciation

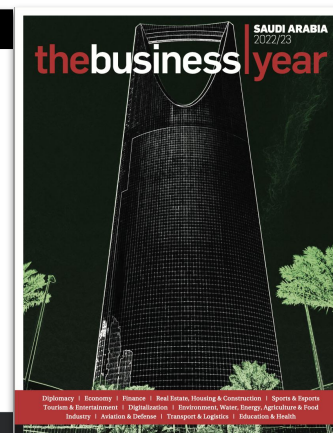
Each year, Nesma companies receive praise and recognition for outstanding performance. Below are the highlights from 2023.

**Nesma Training Center (NTC)** received numerous accolades including from the Zamzam Association, the Advancement Arab Center, the Elite Intellectual Foundation and from Prince Khalid bin Faisal Al Saud, Governor of the Makkah Al-Mukarramah Province for the logistical support NTC provided to the Prince's Hemam Initiative.

**BASISTEK** earned the OpenText Regional Partner of the Year - Emerging Markets award presented at OpenText World 2023.

**Nesma United Industries** accepted the Customer of the Year award from Schneider Electric.

**Nesma Security** received a certificate of appreciation from the Al Khobar Labor Office.



### Training, Safety & Awareness Campaigns

In keeping with their core values of respect and excellence, Nesma companies conducted trainings and HSE events.

**Nesma Training Center (NTC)** hosted or delivered multiple trainings both public and internal relating to interior design, English language skills, breast cancer awareness and first aid skills & awareness.

**Modern Bus Co.**, in coordination with **NTC**, delivered an intensive training program related to software acceptance testing and systems integration. **Modern Bus** also provided seasonal influenza vaccinations to 436 employees.

**Nesma Co.** offered breast cancer awareness training.

**Nesma Real Estate** presented a health, safety & environment training.

**Nesma United Industries** put on a medical emergency evacuation training drill.

**Jollibee** and **Chowking** conducted their Basic Operations Training Program with nine new managers.

**Namma Cargo Services, Riyadh** partnered with **KIMSHEALTH** to present antibiotic awareness seminars in observance of World Antibiotic Awareness Week.

**Nesma IT Dept.** offered tips on creating effective passwords, avoiding phishing and preventing spear-phishing.

In June, the **Nesma United Industries** Tanajib Gas Plant Operations and Maintenance project was recognized by **Aramco** for successfully completing 1.8 million safe hours.

*Nesma Insider looks forward to another year of celebrations and successes. Please share your news with us [at this email](#).*



# Spacemaker Wins Red Sea Projects



Spacemaker, a subsidiary of Nesma United Industries, has won contracts to install bathroom pods at luxury villas located on Shura Island, part of the Red Sea development project.

The Shura Island Program 4 Golf Estate will be fashioned with an 18-hole golf course, practice facilities and clubhouse. Integrated into the design are 75 villas with luxury amenities. Spacemaker will supply high-end bathroom units for each villa, a total of 400 pods, with marble and other high-quality finishes along with the associated

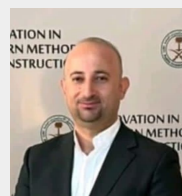
mechanical, electrical and plumbing (MEP) work. The SAR 61.8M project is due in April 2024.

Spacemaker will install similar bathroom pods for Hotel Central 3 (The Reef), an exclusive hotel and spa on Shura Island with 150 guest accommodations ranging from rooms, to suites, to villas each with a view over the swimming lagoon or the beach. This SAR 49.4M contract due in June 2024, calls for an additional 204 Spacemaker bathroom pods with high-end finishes along with the MEP work.



**Majed Alkisswani**,  
GM, Bathroom  
& Kitchen Pods  
Division

*“The Spacemaker PODs team is excited to be part of the construction and delivery teams on this unique Red Sea luxury tourist destination, producing high-end finished bathroom PODs and contributing to the Kingdom’s Vision 2030 to offer world-class resorts.”*



**Mohammed Amro**, GM, Light  
Gauge Steel  
Modular System

*“Spacemaker’s customizable modular construction provides consistent quality and fast installation which is a key factor in the current development projects occurring across the Kingdom. We’re honored to be contributing to these important projects.”*



# Nesma Infrastructure & Technology Wins NEOM Project



SINDALAH  
THE ISLANDS OF NEOM

The dream location, designed to perfection.

Nesma Infrastructure & Technology signed a contract with NEOM valued at around SAR 50 million to install Sindalah's public safety systems. The scope of work covers the design, supply, installation, operation and maintenance of comprehensive security systems, including CCTV cameras, radar and more. Delivery of the project is anticipated for June 2024.

Billed on its website as "a place where enhanced nature meets responsible design, advanced technology and inspirational architecture," Sindalah is set to be a luxury island resort destination with golfing, wellness spas, yachting and exclusive retail.



Executive Manager of QEHS  
**Bander Al-Shehri**

***"Being entrusted with providing security technology for an important development project in the Kingdom such as Sindalah is a testament to NIT's reliability and leadership in the field."***

## Nesma Water & Energy Delivers Al Zaidi Project

The Nesma Water and Energy Al Zaidi Water Network project was completed and closed in October, 2023.

The scope of work was to deliver two 50,000 m<sup>3</sup> carbon steel tanks, excavate and backfill 190,000 m<sup>3</sup>, complete 59,000 meters of pipe work, apply asphalt on a guard house building, relocate existing services and more. Upon delivery of the project, National Water Company praised its high quality.



## Nesma Infrastructure & Technology Wins Excellence Award

Nesma Infrastructure & Technology (NIT) has received the Corning Partner Excellence Award for 2023. NIT's relationship with Corning began in 2016 and the award highlights the company's dedication to delivering cutting-edge projects and solutions.

Corning, a leader in optical communications and the sole provider of integrated optical solutions, recognizes outstanding organizations that demonstrate exceptional performance and contributions to the industry.

## NDigitec Sponsors Prime Awards, Fosters Innovation

NDIGITEC and its Dubaiprint.com were the official sponsors and printing partners of PRIME Summit & Awards 2023. In addition, Creative Director Ardo Hampartsoumian and Mechatronics Engineer Varoujan Ambarson, inspired by the idea of "deconstruct to reconstruct," created an artistic and futuristic jewelry box which won the Student of the Year - Design & Innovation Project PRIME award. PRIME, which stands for "packaging resource & innovations Middle East," held its two-day exhibition, conference and gala dinner at the Conrad Dubai in November.



## ***NIT Commended by SEC for Safety Practices***

Nesma Infrastructure & Technology (NIT) received appreciation from the Saudi Electricity Co. (SEC) for its safety record and exemplary practices at the NEOM NIC Substation project.

The NIT team achieved an incident-free record upon completion of around 198,000 safe-hours. NIT administration credits their success to the team's diligence and strong safety culture having worked closely with the SEC safety team to exceed SEC standards.

In addition, consultants visited the site to benchmark with NIT's approach to material stacking and storing, along with their method for covering floor openings.

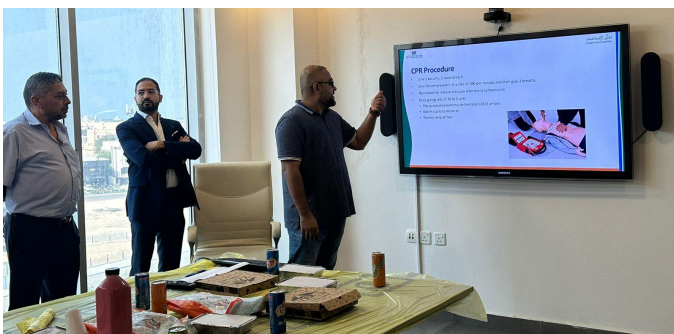


## ***Nesma Water & Energy Team Achieves 1M Safe Hours***

The Nesma Water & Energy (NW&E) team at the Al-Falwa project in Hofuf was congratulated by client Roshan Co. and consultant, Dar International Office for completing one million safe hours free from injury. The certificate of appreciation and award were received by Project Manager Mohammed Refaat on behalf of NW&E's management.

## ***Nesma Water & Energy Delivers CPR Training***

Nesma Water & Energy provided CPR training to 40 employees at its head office in Jeddah. Conducted by Head of HSE Bilal Ishrat, the training covered the proper procedures for doing CPR along with the importance of having trained employees on staff.



## ***Nesma Training Center Adopts LMS***

Nesma Training Center (NTC) conducted a train-the-trainer workshop on its newly adopted learning management system (LMS), Classera. Twelve participants learned how to create assignments, lessons, quizzes, forms and take attendance using Classera. The new platform will allow NTC instructors to create an innovative, mobile friendly user experience.

## Congratulations!

### Newborns



A new baby boy for **Magdy Omar**, IT Manager, Jayden Hotel, Mawaddah International Group

### Certificates



Chef **Kholoud Souhail**, Nesma Catering received a Japanese Cuisine Diploma Certificate from CookTech.



**Rami Khairy**, Head of Programs Western & Central Regions, Nesma Infrastructure & Technology achieved the

Portfolio Management Professional (PfMP)<sup>®</sup> certification becoming one of only 200 in Saudi Arabia and 1,350 worldwide to do so.

# Happy New Year!

# 2024

On behalf of Nesma, the Insider wishes you a happy and prosperous 2024.

## 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](mailto:newsletter@nesma.com).

Let us feature you in our pages!

