

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No.138: July 2025

Nesma Joins Strategic Partnership to Launch Low-Cost Airline



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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Nesma Joins Strategic Partnership to Launch Low-Cost Airline



Nesma Group has joined a strategic consortium with Air Arabia and KUN Holding, which has won the General Authority of Civil Aviation's (GACA) competition to establish and operate a new national low-cost airline based at King Fahd International Airport in Dammam.

The airline is expected to serve 24 domestic and 57 international destinations, targeting 10 million passengers annually and creating over 2,400 direct jobs. This initiative supports the National Transport and Logistics Strategy and contributes to tourism growth and economic development in the Eastern Province in line with Vision 2030.

GACA announces that AirArabia Alliance formed by AirArabia | كين للاستثمار القابضة | NESMA | KUN INVESTMENT HOLDING | NESMA has won the new national low-cost carrier based in Dammam to operate domestic and international flights to and from King Fahd International Airport in Dammam

AirArabia planned key contribution by 2030

- Serve 24 domestic and 57 international destinations
- Transport up to 10 million passengers annually
- Create over 2,400 direct jobs
- Fleet size 45 aircraft

This move supports the objectives of the aviation sector goals

- Position the Kingdom's civil aviation sector as the leading one in the Middle East by 2030
- Enhance air connectivity for the Eastern Region
- Foster a competitive environment with more options for travelers
- Improve the overall quality of passenger services

[Click here to watch the video announcement.](#)



"At Nesma and KUN, we're proud to partner with Air Arabia Group in launching a low-cost carrier from Dammam. This initiative strengthens tourism, boosts the local economy and supports Saudi Vision 2030 through public-private collaboration."

Faisal Al-Turki – The President

NDIGITEC Partners with Paragon to Enter Events Sector

NDIGITEC has signed a Memorandum of Understanding with global events leader Paragon, marking its entry into the GCC's events and entertainment space. The partnership aims to deliver turnkey, tech-enabled solutions for major cultural, sports and entertainment experiences.

Combining NDIGITEC's production and creative expertise with Paragon's global experience, the alliance will bring immersive activations, fan engagement strategies and fully managed events to clients across the region. The collaboration reflects NDIGITEC's growing focus on impactful, cross-platform experiences that connect audiences in new and memorable ways.



NRE Submits Bid for SPPC Round 6 Solar Projects



The Nesma Renewable Energy (NRE) team has submitted a bid for four solar projects under the Saudi Power Procurement Company's (SPPC) sixth round of the National Renewable Energy Programme. The projects, totaling 3 gigawatts, are located in Najran, As-Sufun, Ad-Darb and Samtah.

The bid was finalized during a 10-day camp in Dubai in late June, with NRE's senior management and technical, commercial and legal teams in attendance. NRE has partnered with Etihad Water & Energy and KEPCO, who will be consortium partners and shareholders if the bid is successful. This is the first collaboration between NRE, Etihad Water & Energy, and KEPCO.

Nesma Orbit Hosts Mid-Year Town Hall Meeting

Nesma Orbit's Mid-Year Town Hall, led by CEO Mr. Khaled Chawki and department heads, fostered an inspiring exchange of ideas. The session included an overview of the company's 5-year strategic direction, focusing on refining its vision to become a top provider of premium interior and finishing solutions in Saudi Arabia. The updated mission emphasizes delivering value through solid planning, accurate estimation and efficient execution, supported by quality materials and a skilled team.



NUI's Latest Accomplishments

TSD Named Regional Partner of the Year by Genetec

NUI's TSD was named "Regional Partner of the Year – Saudi Arabia" by Genetec at the ELEVATE 25 EMEA Channel Event in Lisbon, recognizing TSD's commitment to innovation through projects like HCIS Security Compliance and the Amala Project.

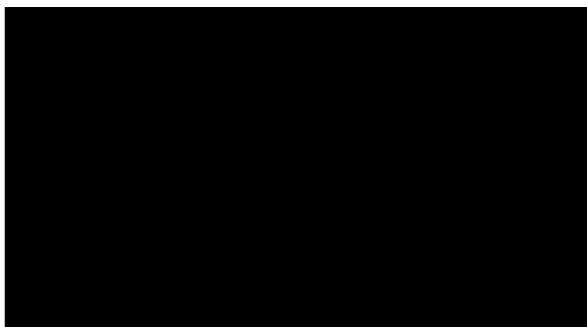


NUI Celebrates Graduation from ZADK Academy

NUI celebrated the graduation of the 7th and 8th cohorts from ZADK Academy of Culinary Arts, supporting national talent in the hospitality sector. The ceremony was attended by Prince Saud bin Naif, Governor of the Eastern Province, and Rania Maalouf, CEO of ZADK Academy. This achievement reflects NUI's commitment to empowering Saudi talent for impactful roles in the industry.

NUI Launches Empowered Internal Training Program

NUI launched its first internal training program, "Empowered from Within," with over 600 employees participating. The program covers key topics like business ethics, cybersecurity, and career development, highlighting NUI's commitment to fostering a culture of learning and leadership.



NUI Hosts Food Safety Day at NEOM NRC1

NUI marked **Food Safety Day** at the **NEOM NRC1** site with demonstrations, talks, and a quiz competition. The event, involving chefs, cooks, and catering staff, emphasized best practices in food handling, with nine employees honored for their contributions.

NUI Achieves 30 Million Safe Work Hours

NUI contributed to the NEOM Green Hydrogen Project – Air Products by achieving 30 million safe work hours without any Lost Time Injuries (LTI) since March 2023. NUI was responsible for constructing RC buildings, slope protection, and structured cabling. Team members were honored for their dedication to safety at an award ceremony.



NTC's Latest News

NTC Hosts Session on Starting Your Import Journey from China

Nesma Training Center (NTC) held a session titled "How to Start Your Import Journey from China," aimed at raising awareness among aspiring business owners and entrepreneurs about importing for retail and online stores.

The session drew between 50 and 70 participants and covered essential topics such as product selection and sample approval, understanding market demand in Saudi Arabia and how to identify and contract with Chinese factories.

The session was led by Ahmed Al Moajel, Founder and CEO of Al Ujwah Company for Importing from China, Omar Al-Sini (An Zirui), Co-founder and General Manager of Al Ujwah Export Company in China and Ahmed Baalayan, CEO of Fast Hub.



NTC Hosts Workshop on PR and Media for Hajj Success

Nesma Training Center (NTC) hosted a workshop in collaboration with Nawader Al-Maaref Training Center, focused on the critical role of public relations and media in the success of Hajj. The workshop, attended by 50 media officials, public relations staff and official spokespersons from various ministries and Hajj service sectors, explored key aspects of media and public relations essential for Hajj.



Play Cinemas Hosts Special Screening for Charity

On July 18, Play Cinemas at Jamea Plaza, Jeddah, hosted a private screening of *The Smurfs* for 20 underprivileged children, including orphans and those with disabilities, in collaboration with Nafaa Charity Association.

The children, many attending their first cinema experience, enjoyed the movie followed by face painting and gift distribution. The Play Cinemas team ensured a smooth and joyful experience from start to finish.

This initiative underscores Play Cinemas' commitment to social responsibility and creating inclusive, joyful experiences for the community.



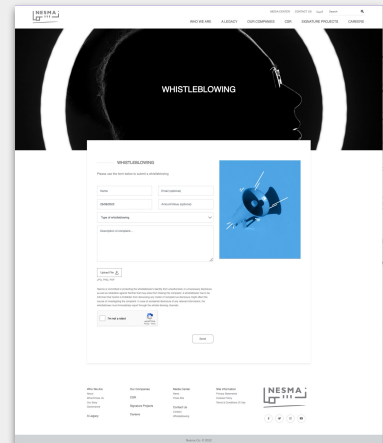
Doha Alshammari Joins Media Leaders Program

We are proud to announce that Doha Alshammari, Communication Manager at Nesma United Industry (NUI), is part of the inaugural Media Leaders program. The program, in collaboration with global universities, focuses on developing media leaders and equipping them to address challenges in the media landscape. It includes phases such as an event management boot camp in Switzerland, a digital advertising course in Riyadh and a media camp in Singapore.



Reminder: Speak Up for What's Right

Nesma's whistleblower link, available through [Click](#), allows you to report concerns about fraud or ethical issues securely and anonymously. Your identity is protected and your feedback helps us maintain integrity and transparency in the workplace.



Arwa Salem Attends Mental Health Program

Nesma Co. Ltd. is proud to announce that Arwa Salem, Head of Branding & Communication, attended the Mental Health Ambassadors Program in the Workplace, held from June 29, 2025, to July 1, 2025, in Al-Khobar, Eastern Province. The program, organized by the National Center for Mental Health Promotion, focused on promoting mental health in the workplace. Nesma is committed to supporting Arwa in implementing the initiative and providing all necessary resources for its success.



NUI ICD Basketball Team Returns to JOBC League

The NUI ICD – Fadhili Basketball Team has returned to the court for the 4th Season of the JOBC Inter-Company Basketball League, starting July 18, 2025 and running until October 3, 2025. After winning the championship in Season 1, the team is back to compete. Special congratulations to Mr. Jaylo Flores Galceran, crowned Three-Point King on opening night!



Nesma Cricket Team Wins Second Place



Congrats to the Nesma Cricket Team for securing **second place** out of 14 teams in the WPCA - Zam Zam Champions Trophy 2025! After an undefeated streak of 15 wins, the team fought hard in the final and showed outstanding passion and teamwork. Special thanks to captain Mr. Said ul Islam, vice-captain Mr. Rafique ul Islam, and the entire team for their remarkable performance!

Nesma and NTC Celebrate Ice Cream Day

Nesma and Nesma Training Center (NTC) celebrated International Ice Cream Day with a fun-filled event featuring an ice cream cart. At NTC, 47 female students, 37 male students and 6 teachers enjoyed a variety of flavors, while Nesma employees shared in the sweet occasion, creating a lively atmosphere and adding joy to the day.



Nesma Celebrates Egypt Independence Day

Nesma celebrated Egypt's Independence Day as part of our efforts to engage and connect with the diverse cultures within the communities.

Congratulations!

Newborns

A new baby girl for **Hayatt Kabli**, Treasury Manager, Nesma Co.

A new baby girl for **Lana Halawani**, Accountant, Nesma Co.

New Joiners



Nesma Company welcomes **Talah Yamani** as Junior Legal Counsel.

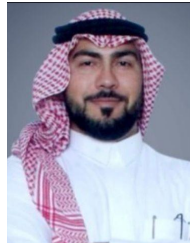
Certificate



Aisha Mahnashi, Corporate HR Supervisor, Nesma Co., completed the SHRM-CP certification,

Presented by the Society for Human Resource Management (SHRM).

Certificate



Hamza Aref, Regulatory Affairs Manager, Nesma Infrastructure & Technology, completed the Mustashar Mini MBA.



Halima Sheikh, Daycare Assistant, Nesma Co., completed the Diploma Certificate in Computer Programming,

from the Institute of Higher Training, Saudi Arabia.

Employee of the quarter



Mohammed Akil Khalil, Plumber, Nesma Water & Energy, employee of the second quarter 2025.

Farewell



Nesma Catering bid farewell to **Chandra Bahadur Chhantyal**, Housekeeper, Nesma Catering, Schlumberger Project – Hawiyah, Al-Ahsa, after 32 years with the company, We thank him for his service and wish him a healthy and happy retirement.

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