

Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No. 88: May 2021

Nesma United Industries Wins Red Sea Project



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 speak with a member of our staff or to send news for future issues, please contact us by [email](#) or by phone:

Tel: + 966 12 669 3322 Ext: 1503

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photo

STAFF

EDITORIAL & COMMUNICATION
Rana Zumai

CREATIVE ART DIRECTOR
Arwa Salem

PHOTO EDITOR
Ashraf Habib

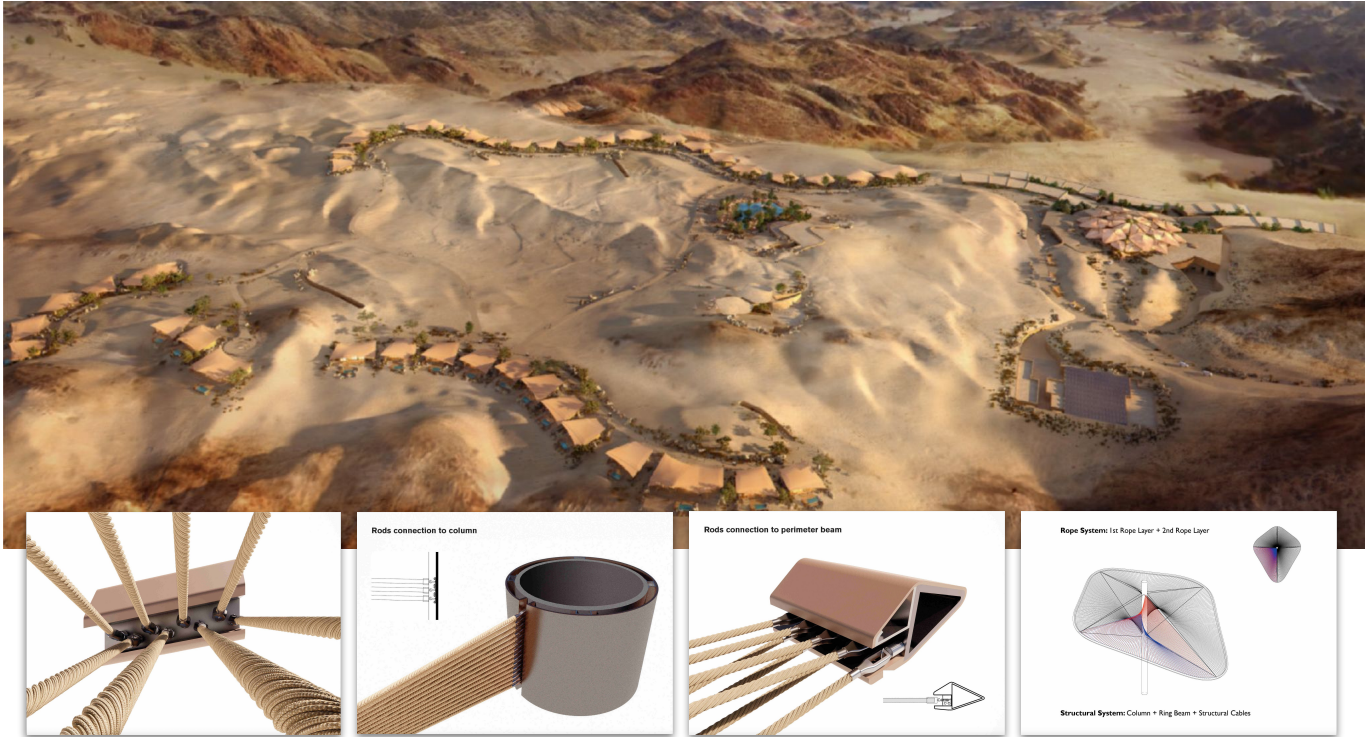


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Nesma United Industries Wins Red Sea Project



Nesma United Industries, or NUI and formerly known as Nesma Trading, has landed a large hotel project awarded by the Red Sea Development company. The Southern Dunes Hotel #14 project, valued at over SAR 142 million, involves construction of the structure, façade, waterproofing and civil engineering works.

Specifically, the scope of work includes construction of sub and superstructure, solid and hollow blocks, paint, precast panels, drywall and petal structures in the Oasis Building, along with a steel roof structure system for the swimming pool. NUI will deliver the project by June 2022.

According to NUI's commercial division general manager, Kamal Nahhas, "At NUI, we are all excited to implement our first construction project at the Red Sea attaching the highest priority towards the sustainable development goals of Saudi Vision 2030."

The Southern Dunes Hotel and resort is part of an immense luxury tourism destination. The new international airport and the first four hotels

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**Kamal Nahhas, General Manager
Commercial Division**

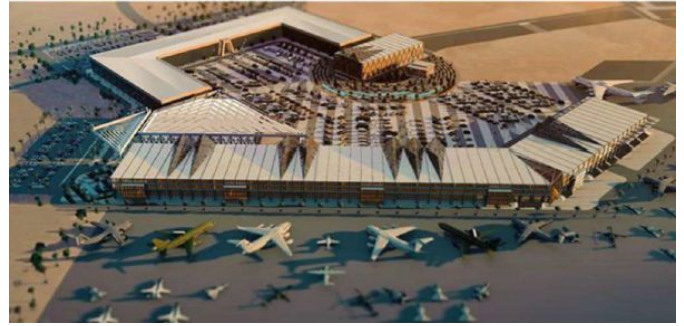
will be open by the end of next year, and ready to welcome guests. By 2030, the transformed landscape will include 50 resorts, 1,300 residential properties and 22 island destinations. In total, the Red Sea project will span 28,000 km² including canyons, dormant volcanoes and ancient cultural heritage sites.

The Red Sea destination places Saudi Arabia in a leadership position with regenerative tourism meaning that the revenue generated will be used to conserve, sustain and also enhance the outstanding local environment of coral reefs, unique wildlife and beautiful dunes.

NW&E Wins World Defense Show Contract

Nesma Water & Energy has won a contract with Sela Co. to provide airside civil works for the World Defense Show 2022. The contract, valued at nearly SAR 80 million, is to be completed within 166 days and covers the construction, completion, maintenance and delivery of infrastructure and road works.

The World Defense Show, founded by KSA's General Authority for Military Industries, is set to take place in Riyadh, March 6-9, 2022, and demonstrate defense interoperability while



showcasing cutting edge technologies in the land, air, sea, security and satellite defense domains.

The show aligns with Saudi's Vision 2030 goal to localize 50% of domestic military expenditure and be a leader in future defense technologies.



NUI NEOM Golf Course Project

Nesma United Industries has been awarded another large project, this time in NEOM, and as a subcontract to Nesma & Partners. The Sindalah Island Golf Course project, valued at SAR 153 million, is due to be completed by March 2022. The scope of work encompasses construction of an 18-hole golf course and corresponding irrigation system.

NEOM, the brainchild of Crown Prince Mohammed bin Salman, is a planned tourist destination and futuristic city where sustainability meets the future of urban living, science and technology. NEOM is located in the Tabuk region in the northwest corner of Saudi Arabia.

NT&T Awarded Makkah Street Lighting Project

Coming on the heels of its award of the Jeddah street lighting retrofit project, Nesma Telecom & Technology has now secured the Makkah City street lighting retrofit as well. NT&T will replace 57,765 lamps with energy efficient LED streetlights. In addition to supplying the lighting fixtures, NT&T will provide lighting expertise, design support and technical assistance to TARSHID during the project's execution.

This project is an implementation of the Kingdom's Vision 2030 objective to reduce energy consumption and associated government expenditures.



NUI To Build Apple Distribution Center

Nesma United Industries has won a subcontract from Matarat Holding company for work on an Apple Co. distribution center. The scope of work involves cut and fill of over one million m³ including compaction and disposal of unsuitable and unused excavated material. In addition, the scope includes the design and building of the distribution center, an 18,000 m² steel, temperature controlled warehouse along with the associated electro-mechanical work. The project is valued at SAR 154 million and will be located next to King Khalid International Airport outside of Riyadh, KSA.



Modern Pioneer Contracted by Major Brands

Modern Pioneer has been busy designing and delivering promotional gifts including Ramadan gift sets created for the private office of Crown Prince Mohammed Bin Salman and intended for dignitaries and guests.

In addition, Pioneer has recently signed contracts to provide car safety kits to Nissan International, Almajdouie Group (Hyundai, Changan & Peugeot brands) and Kia Aljabr Motors.

In a still larger achievement, Pioneer has been contracted by Panda Hypermarket to supply a variety of items to its stores across Saudi Arabia. The company expects this milestone achievement to pave the way for future business.



Nesma Travel & Tourism Awarded As Top Seller



The Jeddah office of Nesma Travel & Tourism was awarded by Pakistan International Airlines for being among its top three best sellers in the Makkah region.





N&P Team Wins Safe Site Award

The team of Onshore Maintain Potential Project won the Safe Site Award for the first quarter of 2021 for its success in remaining injury free on the job site.

Acting CEO / EVP & COO, Samer Abdul Samad, commended the team and the project

manager, Najib Al Fakhri, for ensuring the safety of employees, writing, "I hope the team's achievement is a fine example to others, injuries within the workplace are avoided, and all employees return safely to their families."

NHTI To Offer CWQAP Exams

Nesma High Training Institute is now a Saudi Aramco and Prometric certified examination center for the Contractor Workforce Qualification Assurance Program (CWQAP), which requires that Saudi and expat technician contractors be evaluated and provide proof of qualification.

The CWQAP assesses contractors' technical abilities in electrical, instrumentation, HVAC, metal-fabrication, metal pipe-fitting and machining skills. Certification is valid for three years from the test date.



NUI Signs MOU with College of Technology

Nesma United Industries and the College of Technology in Dammam have agreed to work together towards a goal of providing 200 job opportunities to college graduates.



Nesma in the News

Forbes

Nesma Again Makes Forbes Top 100

Nesma company is ranked 42nd in the Forbes Middle East's recently released listing of the top 100 Arab family businesses. Forbes noted that, "these businesses have shaped the region."

Companies were ranked by size and value of holdings, number of employees, diversification, performance of sectors in which they operate, age and legacy.

Forbes referred to a 2019 PwC survey illustrating the impact of Arab family businesses as they contribute around 60% of GDP and 80% of the workforce.



42. Nesma Holding Group

► CHAIRPERSON: Saleh Ali Al-Turki

► COUNTRY: Saudi Arabia

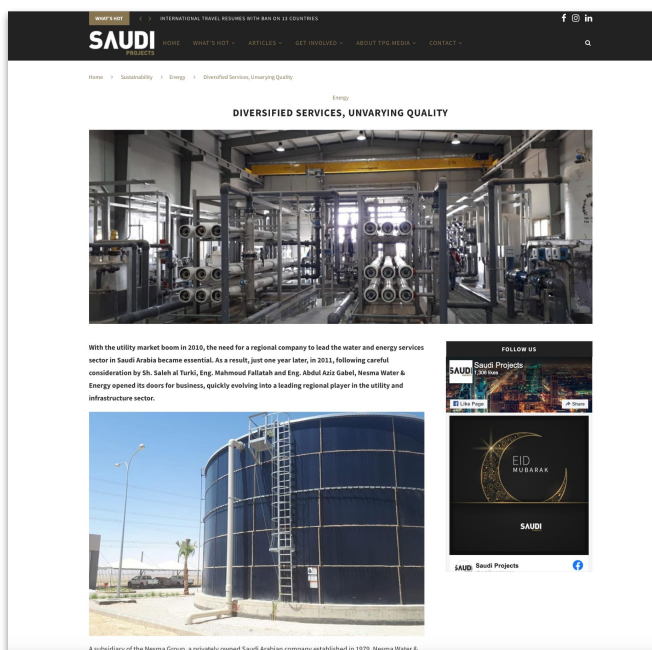
ESTABLISHED: 1979

SECTOR: Diversified

Chairman Saleh Ali Al-Turki established Nesma Holding Group in 1979. Today, the group operates 45 companies across Saudi Arabia, the U.A.E., Egypt, Turkey, and Croatia. Its activities cover sectors such as engineering and construction, food and retail, materials and manufacturing, property management, hospitality and tourism, transportation, and others. Nesma Trading is building one of the largest integrated logistics centers in Saudi Arabia, with an area of 97,000 square meters and a capacity of over 110,000 pallets for storing food and medical goods. Chairman Al-Turki was also the president of the group until assuming the position of Mayor of Jeddah in July 2018.



<https://www.forbesmiddleeast.com/lists/top-100-arab-family-businesses-in-the-middle-east-2021/nesma-holding-group/>



NW&E Featured in Saudi Projects Magazine



نسما للمياه و الطاقة
Nesma Water & Energy

Nesma Water & Energy's many accomplishments to date and the company's robust capabilities were highlighted in an article published by Dubai based Saudi.tpg.media.

The article describes some of NW&E's more prominent projects from Riyadh's water supply, to the construction and operation of the Afif-Dawadmi wastewater management plant to infrastructure in KAEC and its recent award in Bahrain. The article also notes the stability, depth of knowledge and resources available from highly-respected parent company, Nesma.

<https://saudi.tpg.media/diversified-services-unvarying-quality/>

Nesma Rise Update

Since its inception, the Rise program has been steadily moving forward. This month, members presented to Nesma executives. The meeting began with remarks by Nesma Vice President, Noura Alturki, and continued with Mubarak Alshahrani describing the operating model and Paris de l'Etraz elaborating on the initiatives. After general discussion by executives, the presentation concluded with Fahad AIShehri detailing the strategic focus of corporate communications.

The presenters updated the executive team on the Rise project by:

- introducing all the Rise initiatives and discussing their applicability around the group
- sharing the results of the first quarter of the Rise program
- circulating a brief description of each initiative

The presentation also recapped the strategies being used by Nesma Risers from identifying areas of improvement to launching initiatives that address those areas.

Journey: October 2020 – April 2021



The ten initiatives being developed relate to vendor registration, global CRM, recruitment, retention, growth, HSE, business ethics, delegation of authorities, risk management and group policy & procedure. The For each initiative, sponsors and cosponsors have stepped up from across the Nesma Group. Future Rise meetings will see continued development of these initiatives with the ultimate goal of continual improvement and growth across the Group.

Congratulations!

Newborns



A new baby boy for **Haroon Mohammed**, QA/QC electrical engineer, Nesma & Partners



A new baby boy for **Mohammed Shoeb**, senior design engineer, Nesma & Partners

Certification & Promotion



Victor Geryes Gemayel has been awarded a Façade Engineering Programme certificate from

Al Shabaka Technical Institutional Academy of Dubai. In addition, he has been promoted from Architect to Senior Design Architect, Nesma & Partners.

Certification



Peeran Saheb Akram Shaik, electrical designer, Nesma & Partners, has qualified as an AutoCad Autodesk Certified Professional.



Abdul Rasheed, senior architecture draughtsman, Nesma & Partners, has qualified as an AutoCad Autodesk Certified Professional.

Appreciation



Dinesh Shankar Hire, civil quality control inspector, Nesma & Partners, received a certificate of appreciation from Saudi Aramco for his dedication in expediting the Uthmaniyah project's concrete batching and inspection.



Nesma & Partners' security guards **Abdullah Ali Abdullah Al Ramadhan** and **Qusai Mohammed Jawad Almusabeh** along with their supervisor, **Turki Abdullah Abdulrahman Alrashid** were recognized by Saudi Aramco for their dedication and hard work at the water handling debottlenecking project.

Graduation



Ayman Mohammed, logistic engineer, Nesma Telecom & Technology, has received a masters degree in

supply chain management from the University of Business & Technology.

Farewell

A farewell party was held for **Mohammad Safiullah**, manager of budget & reporting, Nesma & Partners. Safiullah commented, "My 25-year service with Nesma has been memorable. I am proud to have been a partner in the success of Nesma. I was fortunate to have the warmth of the hearts of nice people around me. I express my sincere gratitude to all my colleagues for their sincere cooperation and camaraderie."



Celebration

Nesma Water & Energy Celebrates Eid Al Fitr

