

# Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No.139: August 2025

## NDIGITEC Turns 20:

*Built to Create.*

*Powered to Lead.*

*Empowered with AI & HI*



#### 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

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

#### STAFF

EDITORIAL & CREATIVE ART  
DIRECTOR  
Arwa Salem

EDITORIAL & CONTENT WRITER  
Orjwan Abuzaidan



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# ***NDIGITEC Turns 20:***

## ***Built to Create.***

## ***Powered to Lead.***

## ***Empowered with AI & HI***



in July 2025, **NDIGITEC** marks a milestone more than a number. It reflects 20 years of relentless progress, shared passion, and purposeful work across the Middle East, GCC, and beyond, now entering a new era shaped by AI & HI Powered.

Established in 2005, NDIGITEC began with just 10 people and a 100 m<sup>2</sup> space. Today, we are a thriving team of over 200 professionals, operating across more than 20,000 m<sup>2</sup> of integrated facilities in the UAE and Saudi Arabia. What started as a focused vision has evolved into a full-spectrum, 360° production powerhouse.

NDIGITEC is an AI & HI-powered, innovation-driven prepress, premedia, digital printing, and creative technologies production company. We offer a comprehensive value chain of solutions and services tailored to the needs of the graphic arts, printing, packaging, media

industries, and brand owners - delivering with excellence across the Middle East, GCC, and beyond.

As we mark this 20-year journey, we enter a bold new chapter—one in which AI (Artificial Intelligence) and HI (Human Intelligence) come together to shape the future of our industry.

- **20 years of bringing ideas to life.**
- **20 years of innovation driven by commitment.**
- **20 years of excellence shaped by people, partnerships, and a promise to be always promising.**





As we look to the next chapter, we remain built to create, powered to lead, and ready to evolve - where AI enhances what we do, and HI ensures we never forget why we do it.

### Partnerships & Engagement

Over two decades, NDIGITEC has built strong alliances with Esko, BOBST, XSYS, and is part of the Global Premedia Network. These collaborations positioned us among the region's earliest adopters of AI-driven imaging and workflows, delivering clear client value in speed, quality, and sustainability.

We have also served as official printing sponsors and partners for major regional events and supported CSR initiatives in youth talent, design education, sustainability, and cultural preservation.

### Clients & People

For 20 years, our clients have challenged and inspired us, shaping our growth and fueling innovation.

Our people are at the core of every milestone. They are long-standing pioneers and new talents whose professionalism and creativity define NDIGITEC's culture of respect, learning, and uncompromising performance.



*"To every individual who's been part of our journey - thank you. Your passion and integrity have defined who we are and will continue to shape what we become. As we look ahead, we do so with bolder ambitions, better tools, and a deeper sense of purpose. Because the next chapter is not just about growth - it's about leadership And we're just getting started."*

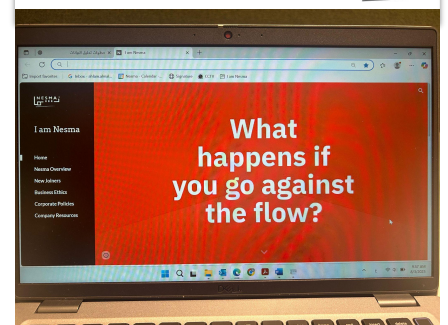
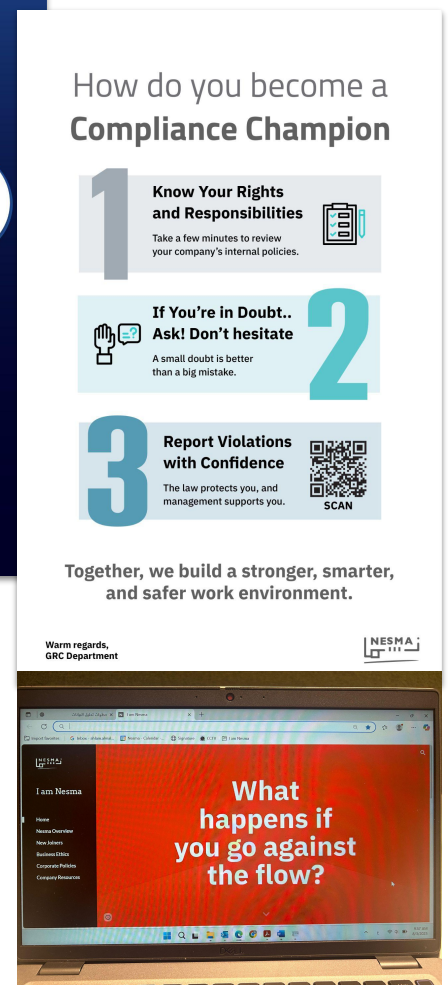
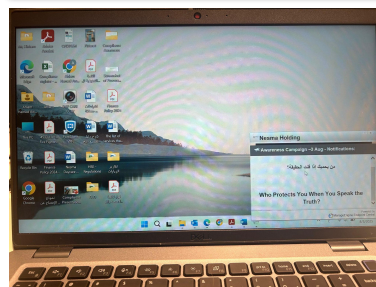
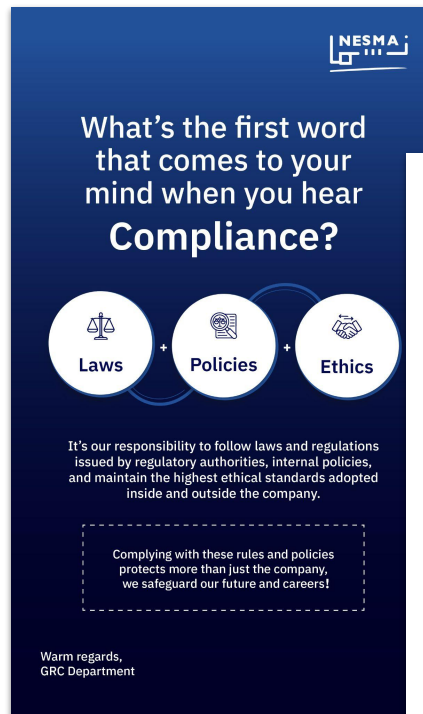
**Vatche Kavlakian, CEO of NDIGITEC**

# Nesma Co. Launches Compliance Awareness Campaign

Nesma Co.'s Governance, Risk and Compliance Department has launched a company-wide awareness campaign to promote a culture of compliance and integrity while reinforcing each employee's vital role in safeguarding the company and their professional future.

The campaign began with attention-grabbing messages to capture interest, followed by informative content explaining compliance and practical steps for every employee to become a "compliance champion." As it continues, the campaign will feature simplified explanations, real-life stories and interactive questions designed to reinforce knowledge and increase awareness.

Messages are shared through multiple channels, including email, internal screens and WhatsApp, to ensure consistent engagement across the workforce. The campaign emphasizes that compliance is not just about policies but a competitive advantage that strengthens transparency, shared responsibility and a safe workplace.



*"Through this awareness campaign, we emphasize that compliance is an integral part of our daily operations. It represents a shared responsibility and a fundamental step toward fostering a culture where integrity serves as the cornerstone of every decision."*

**Hisham K. Alobaidi – Chief GRC Officer**



## Modern Bus Company Completes Jamarat Operation

Modern Bus Company successfully transported over 250,000 pilgrims between Jamarat and Haram during Hajj using 100 buses over three days. The Service Delivery department, supported by other teams, managed crowd flow and operations efficiently under challenging conditions. This was MBCO's first large-scale operation of this kind, providing valuable lessons for future Hajj services.



## Nesma Managers Training Program

Nesma organized the Nesma Managers Training Program for 25 employees from Nesma Group, held at Nesma Training Center (NTC). The six-month program combines online and face-to-face sessions and is conducted by Tenacity, led by Camil el Khoury, an expert with over 20 years of experience in organizational capability building.

The program focuses on developing leadership skills, with Aisha Mahnashi, the organizer, guiding and supporting participants throughout the program.



## NIT Achieves 3.5 Million Safe Man-Hours

Nesma Infrastructure and Technology (NIT) achieved 3.5 million safe person-hours without any Lost Time Injuries (LTI) in the Upgrade Fire Protection & Industrial Drainage System Project. In recognition of this milestone, the company also received the HSE Excellence Achievement Award from Aramco, reflecting its strong commitment to team safety and excellence in safety management.





## ***NRE Hosts Delegation at DAJ Wind Farm***

Nesma Renewable Energy (NRE) welcomed a delegation from the Ministry of Industry and Mineral Resources and the Ministry of Energy to the DAJ Wind Farm. The visitors praised the professionalism of the team, the scale of the wind farm, and the technology in use. Sponsors—EDF, Masdar, and NRE—were recognized for developing and training local Saudi talent to operate the largest operational wind farm in the Middle East.



## ***Namma International Marine Services Conducts Vessel Visits***

Namma International Marine Services carried out visits to the vessels Aziz and Joudi at Jeddah Islamic Port. The visits, led by Prashant Poduval (CEO NIMS), Waleed Abdulmohsen and Abdullah Alghamdi, included a session to review safety procedures, ensure compliance with company policies and discuss challenges faced by the crew. Appreciation was extended to the crew for their dedication, and the company reaffirmed its commitment to providing a safe and motivating work environment.

## ***Nesma Orbit Secures Materials for Riyadh Project***

Nesma Orbit recently conducted quarry visits in Portugal, Turkey, and Spain to secure high-quality materials for the Prime Business Resort in Riyadh. The visits, attended by the Nesma Orbit CEO and Operations Manager alongside the client representative, focused on selecting premium stones, including Mocha Cream.

The Prime Business Resort is a new concept blending hotel-quality amenities with world-class office and business spaces, spanning nearly 140,000 sqm of green areas, public spaces, villas, and offices connected by serene pathways. This innovative concept sets a new benchmark for premium residential and business offerings in Saudi Arabia.





## Mawaddah NEWS:

### Mawaddah Engages in ESG Activity with Orphanage Visit

Mawaddah organized a visit to the Abdullah Al Sharbatly House for Orphans in Jeddah, engaging 12 employees in cultural and recreational activities to bring joy to the children. The maintenance team also contributed by repairing lights, doors and painting to ensure a safe and comfortable environment. This initiative reflects the group's commitment to social responsibility and giving back to the community.



### Mawaddah Shines at International Tourism Forum in Turkey

Mawaddah participated in the International Forum for Tourism Programs and Hotel Services in Istanbul, Turkey. Representatives Abdulrhman Alshammari, Shadi Ayed and Amr Mohamed Khalifa showcased the company's projects and expansion plans in Saudi Arabia.

The booth attracted strong engagement, helping strengthen international partnerships in the Hajj & Umrah sector, exchange best practices in religious tourism and promote the upcoming property Jayden Al Masar. The event also generated sales opportunities before the Ramadan season, highlighting Mawaddah's growing presence in the tourism industry.

### Mawaddah at the International Forum for Religious Tourism in Morocco

Mawaddah participated in the International Forum for Religious Tourism in Casablanca, Morocco, showcasing key projects and connecting with industry leaders in the hospitality sector. Representatives Magdy Metwally, Abdulrhman Alshammari, Mohammad Ahmad Khattab, and Ahmed Shaaban highlighted Mawaddah's expertise and leadership in religious tourism, strengthened regional partnerships, and promoted the upcoming property Jayden Al Masar as part of the group's strategic expansion.



### Mawaddah at Cairo Tourism Forum

Mawaddah, represented by Ahmed Shaaban and Mohammad Ahmad Khattab, participated in the International Forum for Religious Tourism in Cairo. The booth received strong engagement from visitors and potential partners and shared promotional materials for Jayden Al Masar, the new hotel opening on 1 October 2025 in Makkah with 144 rooms and key facilities.

The forum highlighted Mawaddah's religious tourism expertise, strengthening regional partnerships and reinforcing its market presence.



## NUI at Facilities Management Expo 2025

Nesma United Industries (NUI) and its divisions, including Spacemaker, participated in Facilities Management Expo 2025 as the Diamond Sponsor. The event showcased NUI's integrated services, from facilities management and catering to landscaping and technology and provided a platform for networking, partnership building and knowledge sharing. The participation reinforced NUI's expertise, innovation and leadership in driving efficiency and sustainability in the sector.



## NTC Hosts “Values and Relationships” Workshop

Nesma Training Center (NTC) hosted a six-day workshop, “Values and Relationships,” led by Mohammed Al-Ojaimi from August 1 to 6, 2025, with 40 participants. The program focused on self-development, effective communication, and understanding how personal values strengthen social and professional relationships. Participants actively engaged with Mohammed's interactive style, supported by real-life examples relevant to today's generation.



## Faces of Nesma: Sunds Hamed AlGhamdi

Sunds Hamed AlGhamdi is the HR & Admin Manager at Nesma Water & Energy. She brings together technical HR expertise, strategic thinking, and people-focused leadership. She joined in 2020 through the Tamheer Program and quickly advanced to her current role.

She holds a Bachelor's in Human Resource Management, a Master's in Business Administration and professional certifications, including PHRi™ and an Advanced Certificate in HRM from SHRM. Because of her transparency, accountability and results-driven mindset, Sunds is recognized as a strategic, approachable and inspiring leader.

She is passionate about continuous learning and is enrolled in the Nesma Management Training Program. She enjoys films, series, leadership podcasts and self-development books. Sunds continues to drive growth and aims to leave an enduring imprint at Nesma Water & Energy.

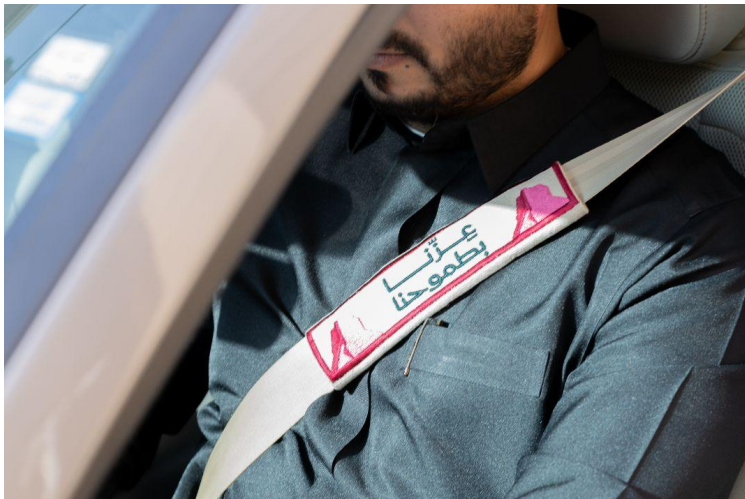
## Namat Launches Special National Day and Handicrafts Year Products

Namat is celebrating Saudi National Day and Handicrafts Year with a new collection of limited-edition products that showcase the brand's creativity and commitment to commemorating national events firsthand. These exclusive items honor the significance of the National Day and the celebration of Saudi heritage.

These products will be available at Homegrown Market, Dar3en and online through Namat Website. The collections will be on sale from the end of next week until stocks run out, with the option to produce more if demand requires.

Namat continues to deliver creative, timely and culturally relevant products that resonate with national events and occasions, reinforcing the brand's unique connection with its audience.

[Click here](#) to view and purchase the products.





### NUI Summer Activities



ice cream world day



World Relaxation Day



### Nesma Group's National Celebrations



Pakistan National Day at Nesma Co. – Head Office, Jeddah



Indian National day at Nesma Co. – Head Office, Jeddah



Indian National day at Modern Bus Company, Makkah



Indonesian Independence Day at Modern Bus Company, Makkah





## Congratulations!

### New Joiners



Nesma Injazat welcomes **Syed Sohail** as Service Desk Supervisor



Nesma Injazat welcomes **Kunal K Mayekar** as Junior System Engineer.

### Certificate



**Arwa Abdurrahman Salem**, Nesma Co. Head of Branding and Communication Department, received American and Gulf diploma certifications and a professional license in Jewelry Design with Artificial Intelligence and Design Software.



**Orjwan Abuzaidan**, Nesma Co. Senior Content Writer, earned the Professional in Hair Treatments certification.



### Around and About

**Hamza Aref**, Nesma Infrastructure & Technology Regulatory Affairs Manager, authored an article titled "The Corporate Secretary: The Board's Invisible Hand," which highlights the vital but often overlooked role of the corporate secretary in strengthening governance and decision-making.

To read the full article, [click here](#).

## Stay Connected to Nesma

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