

# Nesma *Insider*

Bringing our Nesma community closer through shared communications • Issue No.110: March 2023



## Going Places: Nesma Automotive & Rail Mobility

#### 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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# Going Places: Nesma Automotive & Rail Mobility



In November 2022, Nesma Automotive & Rail Mobility was formed within Nesma Co. with Karim Chaiblaine, a seasoned sector expert, as its CEO. Nesma Automotive is prepared to address the needs of the upcoming Saudi automotive manufacturing market, a sector expected to exceed SAR 100 billion by 2030. In line with Vision 2030, car manufacturers are heading to the Kingdom to start production of Saudi electric vehicles in King Abdullah Economic City (KAEC), 100 kms north of Jeddah. CEO Chaiblaine's vast experience in the industry combined with Nesma's track record for innovation and excellence in project execution are positioning the company well to provide complementary services to the automotive industry in materials, infrastructure and human capital. Nesma Automotive has already signed an MOU with

Electropoli, a leader in high performance metal treatment and is in promising discussions with several other companies.

Again, bringing 25 years' experience to bear, Nesma Rail Mobility is situated to provide services to support the Vision 2030 goals for high speed rail, passenger trains, freight trains, driverless metro and trams. These services include design and development along with operations and maintenance. Recently, Nesma Rail Mobility joined forces with a top mobility player on the world stage. The consortium is set to provide state-of-the-art solutions for the design, development and management of public transport stations.

Stay tuned for exciting developments coming from Nesma Automotive & Rail Mobility.



***Per CEO Karim Chaiblaine, "I'm honored and proud to be leading Nesma Automotive & Rail Mobility. My vision for the company is to make it a major player in the burgeoning Saudi automotive and rail markets as they support the Kingdom's transformation in line with Vision 2030. "***

*This article is for internal use only.*

## Cup 'N Cone Opens New Stores

Cup 'N Cone is going strong having recently opened five new branch locations. Look for a branch near you: in [Ash Shati](#), in [Al Zahra District on Al Batarji Branch Road](#), in [Ar Rawdah on Sari Branch Road](#), in [Al-Safa on Umm Al Qoura St.](#) and in [Abhur Al Junoobiyah on King Abdul Aziz Rd located in Obhur Petrol Station](#).

What's more, Cup 'N Cone has a special flavor for Ramadan called "Saudi Coffee and Dates." They also recently launched the new flavors "Toffee Caramel Cheesecake" and "Chocolate Caramelicious." Give them a try.

You can also look forward to special flavors coming for Eid Al-Fitr holiday so stay tuned.



## Nesma Infrastructure & Technology Holds First 2023 Board Meeting



On March 13th, Nesma Infrastructure & Technology (NIT), held its first board meeting of the year. CEO Salah Al-Sunaid presented a report highlighting the positive growth of the business in the past year and shared exciting plans for the future. The board members were pleased with the progress made and expressed their confidence in the company's ability to achieve its goals for the upcoming year.

In other news, NIT has signed a memorandum of understanding (MOU) with SIDF, the Saudi Industrial Development Fund, headquartered in Riyadh. The purpose of the MOU is for both companies to cooperate in order to facilitate factories' access to financing and technical solutions.

## Namat Signs with Dar Al-Hekma University

Namat CEO Ihab Salem has signed an MOU with Dar Al-Hekma University to implement designs from the university's Visual Communication Department. This collaboration will further Namat's aims at expansion. The agreement includes a competition among students of the Visual Communication Department at the university in order to encourage their participation. The winners will be chosen based on criteria agreed upon by both Namat and the university and prizes will be awarded. The competition provides practical training for the students allowing them to hone their skills.



جامعة دار الحكمة  
DAR AL-HEKMA UNIVERSITY





## Jollibee & Chowking Managers' Annual FSC Awards & Convention

On March 14th, employees from Jollibee and Chowking Nesma took a trip to Riyadh for the annual Restaurant Quality Achievement & Loyalty Awards and Managers' Convention with the theme "Charge Forward!"

The day was full of awards and recognitions from the previous year. Leaders also engaged in building teamwork, commitment setting and going on desert adventures. The day ended with a fireworks show in the beautiful Al Thumama desert.

## BASISTEK Sponsors IT Conference

Istanbul-based Nesma company BASISTEK Information Technologies was a silver sponsor of BMC Day Riyadh, an international tech conference. Under the theme "Innovations & Insights for a Digital-First World," the conference offered networking opportunities and an exploration of the latest IT solutions including those offered by BASISTEK, itself a regional leader in the field. GM Mehmet Ali Ceylan stated, 'We are very proud to be a part of the successful Nesma Family which motivates us to continually improve. At Basistek, we provide services for sustainable technology solutions by constantly renewing with the help of an innovation culture ... We create a difference by combining knowledge and experience in an IT industry that is changing day by day.'



From left to right: BASISTEK Solution Director Sezgin Aşkın, Managing Partner Alper Özdemir, GM Mehmet Ali Ceylan, Business Development Manager Serdar Külhancıoğlu



## Modern Bus Co. Opens Medical Clinic

Modern Bus Co. opened a medical clinic on March 16th. A testament to their "Great Place to Work" certification, the clinic is provided to Modern Bus employees as a benefit to improve employee health, productivity and safety.

# Nesma Training Center Updates

## Business English Program Launched

The Nesma Training Center Business English program for Nesma employees started on February 23, 2023. The staff participating in the training program are from several different Nesma Group companies.

Nesma Training Center (NTC) also upgraded its training facility with new, modern Smart Boards to improve the learning experience for trainers and trainees. The boards operate through an interactive pen, touchscreen and many more advanced features.



## Nesma Training Center Honored Twice in March

On March 8th, Nesma Training Center was honored by the Advancement Arab Center for hosting an awareness meeting for the development of supportive special education services in the field of autism, an event that was sponsored by Aljazira Bank. The plaque was received by Ali Al-Sunaini on behalf of NTC during a ceremony with 89 attendees.



The following day, NTC was again honored, this time by the Elite Intellectual Foundation, for their Little Traders program which trains children in entrepreneurship skills.

## Faces of Nesma: Karim Chaiblaine



### Nesma Automotive & Rail Mobility CEO Karim Chaiblaine

is a seasoned executive in the defense, automotive and mobility sectors. He has overseen international teams, multibillion-dollar budgets, and been responsible for program management, innovation, strategic JV development and business strategy at international companies.

Since 2014, he has served as Foreign Trade Advisor for France appointed by the French Prime Minister, providing mentorship for small businesses interested in developing internationally.

Chaiblaine is a frequent speaker at industry conferences and serves

as an advisor to UC Berkeley's business incubator, SkyDeck. He holds a bachelor's in physics from Paris Diderot University and a master's in supply-chain from EIPM along with MBAs from both London Business School and Columbia University, NYC, USA.

When he finds spare time, Chaiblaine enjoys playing competitive ice hockey. He has played in Paris, Lyon, Chicago, San Francisco and Abu Dhabi. He now plays with the Jeddah Eagles Ice Hockey team and is also an active part of the local community.

He is joined in Jeddah by his wife and daughter. He also has a son who is pursuing a degree in Montreal, Canada.



## Reminder! Whistleblower Site Active & Ready

### Notice wrongdoing at Nesma such as:

Theft  
Misuse of assets  
False reporting  
Conflict of interest  
Misconduct



1. [Go to this link](#)
2. Describe the wrongdoing on a very simple form (whistleblowing)
3. Do not talk about your report; it is confidential  
The administration investigates
4. Thank you! You have provided important information to Nesma and your name will be kept completely anonymous and confidential.

## Swiss Ambassador Visits Nesma Executives



The Ambassador from Switzerland, Yasmine Chatila Zwahlen along with Larbi Elattari, the Commercial Counsellor with the Swiss Business Hub, Middle East visited Nesma Co. on March 21st. The visitors were given a tour of the building and listened to presentations by Nesma Chairman of the Board Fouad Jwayed Alsherebi, Nesma VP of Strategic Partnerships and Basistek Chairman Mubarak Al-Obyan and Marketing and Business Development Mgr. Adel Al Sharawy. Also present at the meeting was NUI Area Mgr. Naif Al Qarni. The group discussed cooperation opportunities between Swiss companies and Nesma in the Saudi market.

## Consul General of France Visits Nesma

Consul General of France Catherine Corm-Kammoun visited Nesma Co. headquarters. The meeting was organized by Nesma Automotive & Rail Mobility CEO Karim Chaiblaine and included Nesma Renewable Energy CEO Amaan Lafayette and Nesma VP of Strategic Partnerships and Basistek Chairman Mubarak Al-Obyan to discuss existing partnerships with French companies along with ongoing developments in support of the Kingdom's Vision 2030.



## GROUP ACTIVITIES

### Nesma Co. Celebrations

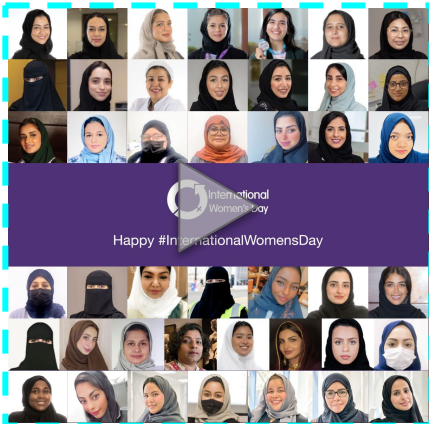
**Ramadan Celebration** - a bookmark for reading the Quran was distributed to all employees at Nesma Co. HQ. It contained a link to a booklet which has helpful Ramadan information, tips and **discounts** from some Nesma Group companies. [Click here to get your copy of the booklet.](#)



امسح الباركود  
scan the barcode

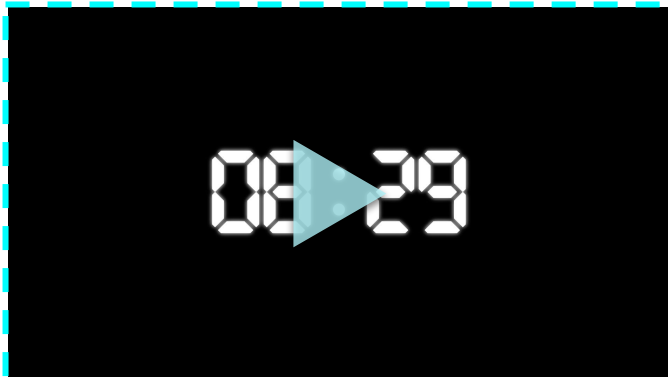


The children in Nesma Co. daycare created surprise **Mothers Day** gifts for their mothers. [Click here or on the image to watch the video.](#)



On **International Women's Day**, Nesma Co. women received gifts of flowers, lavender and cards. In addition, Corporate Communications & Branding created a video to honor the women of Nesma Co. and the corporate values of diversity, impact, innovation, respect and excellence. [Click here to see the video.](#)

### Nesma Co. Honors Earth Day



[Click here or on the image to play the video.](#)

### Social Responsibility Day



In honor of the new Social Responsibility Day each March 23rd, Nesma Co. created a video to highlight their own corporate social responsibility initiatives.

[Click here or on the image to play the video.](#)



## Modern Bus Co. Celebrations



Modern Bus celebrated **Saudi Founding Day**



Modern Bus celebrated **International Women's Day** [Click here or on the image to play the video.](#)

## Nesma Training Center Celebrations

Seventy-three participants at NTC celebrated the approach of **Ramadan** with traditional costumes and food along with a guessing game about religious history.

In a **Founding Day Celebration** with "English 4 Employability Program" candidates, trainees wore traditional dress, enjoyed traditional food and participated in competitions.



## Nesma Water & Energy on World Water Day

**نيسما للمياه و الطاقة**  
Nesma Water & Energy

02 MARCH  
WORLD WATER DAY

### Playing Our Part

- Independent Water Projects (IWP) - Sea Water Reverse Osmosis (SWRO)
- Construction and Operation & Maintenance (O&M) of Brackish Water Reverse Osmosis (BWRO)
- Construction of Water Transmission Lines
- Construction and O&M of Water Pumping Stations
- O&M of Water Networks and Electrical Utilities
- O&M of Sewage Treatment Plants

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Nesma Water & Energy (NWE) posted the following statement from CEO Mahmoud Yahya Fallatah. "It is very encouraging that the global focus has been on our planet's natural resources this month, with both the World Water Day and Earth Hour events. At Nesma Water & Energy, our business is all about two of these most precious resources, water and energy, and how we can develop and maintain their sustainable supply for the Gulf region as well as explore new ways to better conserve and preserve them for future generations.

Looking ahead, we are excited about our role in the many innovative new projects to increase the use of clean energy, conserve water and promote the aspirations of Saudi Vision 2030 and the wider region."

## Congratulations!

### New Joiners



**Lora Bahamdain,**  
Junior Legal Counsel,  
Nesma Co.



**Alaa Alzahrani,**  
Payroll & HR Supervisor,  
Mawaddah Int'l Group

**Rahaf Maarouf,** HR Officer,  
Namma International Marine Services

### Appreciation



**Leovi Badana,** Safety Supervisor,  
Nesma United Industries received appreciation from Aramco for exemplary performance.

## Generate Your Own Nesma Ramadan Greeting Card!

To have your own personalized Nesma Ramadan greeting card, follow these steps:

- 1- Click the [link](#).
- 2- Select your company logo and write your name in your preferred language.
- 3- Press the **generate** button.
- 4- Select your favorite card design.
- 5- Download it on your device and share your Nesma Ramadan greetings with your family and friends.



[Click here or on the image for a Ramadan message.](#)

**Ramadan Mubarak!**

## 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!

