

02

‘BELIEVE
**THE SKY IS
NOT OUR LIMIT’**

Wissam Kaddah - Presales & Marketing Director

2024
2023



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‘ BELIEVE THE SKY IS NOT OUR LIMIT ’

Dear First Fix Community Colleagues,

Once again, we meet. Once again, we can proudly say that it has been a significant and successful year for this company. Today, I wish to highlight a brilliant achievement that First Fix secured in the past year – the position of **“First MEP contractor in Saudi Arabia” according to a study conducted by MEED.**

Each valuable member of this company contributed in their unique way, demonstrating dedication that drove us towards this success. Without your commitment, honesty, and motivation, we wouldn't have reached the position we are in today.

Undoubtedly, this isn't the sole accomplishment of First Fix but it stands as a testament to the hard work, dedication and loyalty shown by each project, department and individual, allowing us to earn this significant rank in Saudi Arabia's challenging and competitive market.

For sure, our past represents a story of success worth teaching to the future generation of this company. As we step into the new year, we will face more challenges, but with dedication and a lot of hard work and patience, we will continue our journey of success. Let us empower ourselves with the quote: 'Believe the sky is not our limit'.

Let's continue to grow and shine in the upcoming year. Let's face all challenges with courage and let's aim for even greater results by learning from lessons from the past. I wish each one of you more success and achievements.

At the end, I wish all First Fix employees a Happy New Year. May your hard work and endeavors bring you glory, happiness and a brighter future in 2024. Wishing you and your loved ones a wonderful and beautiful year ahead.

Happy and Successful New Year

Wissam Kaddah - Presales & Marketing Director





EXPO 2030

The Era of Change: Together for a Foresighted Tomorrow

Saudi Arabia won the bid to host Expo 2030, a significant global event aimed at showcasing innovations, culture and advancements. This event will be a perfect occasion for The Kingdom of Saudi Arabia to share the story of unprecedented national transformation with other nations bringing together an estimated 40 million visitors from all over the world to showcase advancements in various fields and address pressing global challenges.

With an inspiring main theme – The Era of Change: Together for a Foresighted Tomorrow – Riyadh Expo 2030 invites the world to share how we will imagine a different future and what actions we take today to shape a prosperous and sustainable tomorrow.

Minister of Investment Eng. Khalid bin Abdulaziz Al-Falih explained that the exhibition budget amounts to \$7.8 billion, motivating the Saudi broader investment plans in Riyadh. Eng. Khalid indicated that this also comes as part of Saudi Vision 2030, which targets national-level investments of over \$3.3 trillion by the end of the decade, with at least 30% allocated to the city of Riyadh.

As First Fix, a leading construction company, this grand event presents a multitude of opportunities. The scale and scope of Expo 2030 calls for substantial infrastructure development, providing a significant opportunity for our company to contribute and benefit.



Potential Projects for Our Company Leading up to Expo 2030:

Venue Construction: The creation of the state-of-the-art pavilions, exhibition halls and event venues.

Transportation Infrastructure: Developing and upgrading transportation systems, such as roads, public transport networks, and parking facilities, will be crucial to efficiently manage the massive influx of visitors. Our expertise in infrastructure development positions us well to undertake these projects.

Accommodation Facilities: With the surge of visitors, the demand for accommodation will skyrocket. Constructing new hotels, expanding existing ones, or developing temporary lodging facilities are projects that align with our capabilities.

In conclusion, Expo 2030 not only symbolizes a global celebration of innovation but also represents an immense opportunity for our company to contribute to the construction landscape of this outstanding event. Our expertise, dedication to quality, and commitment to excellence position us to play a significant role in shaping the success of Expo 2030 while creating a lasting impact on the future of our industry and nation.

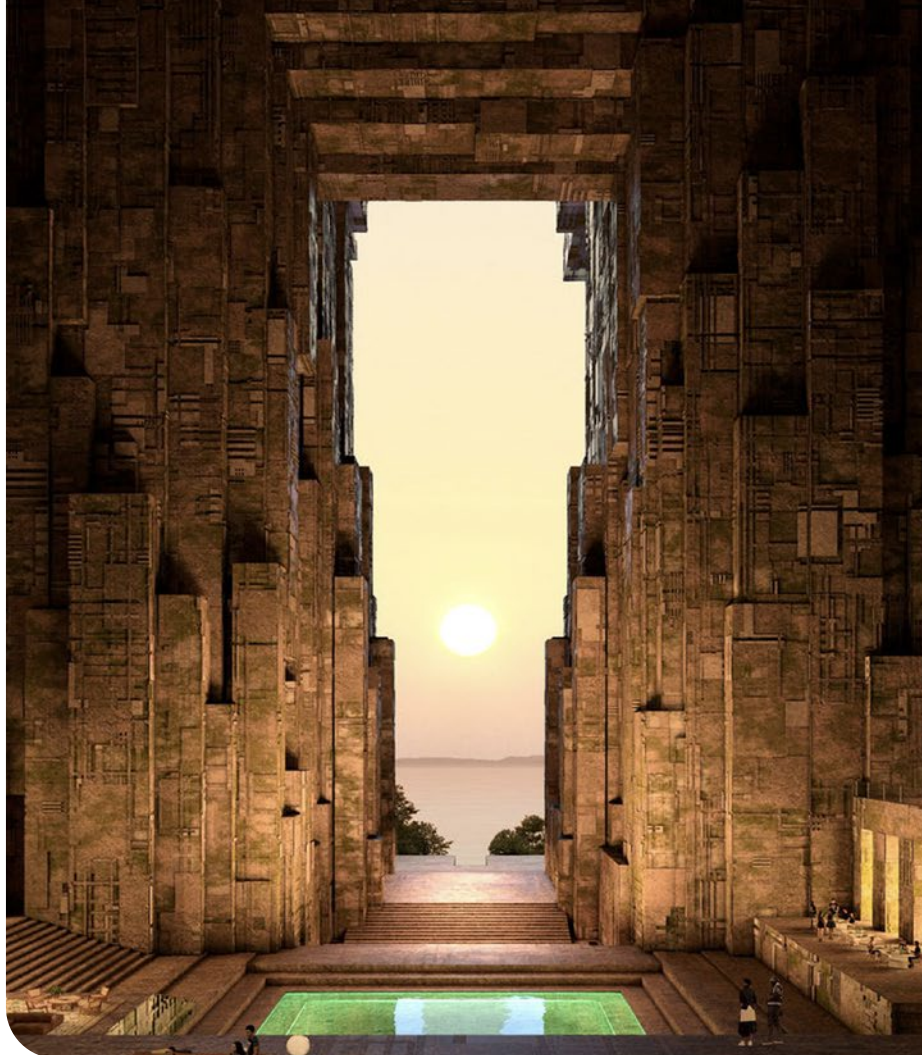




NEOM INTRODUCES UTAMO


It's Immersive Destination for Art & Entertainment

Utamo, an innovative event space to host global artists, is the latest giga-project announced by Neom. Cocooned in a mountain located along the Gulf of Aqaba coastline, Utamo created a unique backdrop for music events, exhibitions, and art activations that will transform traditional entertainment experiences. Combining natural beauty and technology, the venue has been designed to be a place where art and architecture blend harmoniously, providing visitors with a unique experience. Utamo will consist of a capacity events space of 2600 people, 64-meter-high grand hall entrance, signature restaurants and lounges, cutting-edge audio-visual systems and an extended garden promenade.



LITTLE ASIA NOW OPEN IN CITY WALK - JEDDAH


Learn about Eastern Asian traditions and cultures, while enjoying a variety of activities and adventures in Little Asia, which brings together arts, food, music and more all in one place. Hurry up and visit before it closes on March 3rd 2024.

YOU CAN BUY YOUR TICKET HERE 

DIRIYAH SEASON - ENTERTAIN YOUR CULTURAL CURIOSITY



Diriyah Season is an annual themed festival that brings the cultural heritage of Diriyah to life through a captivating array of hundreds of events and experiences. With something for everyone, from live performances to immersive art installations, culinary experiences and outdoor activities, there is always a reason to visit Diriyah.

MAKE SURE TO BOOK YOUR EXPERIENCE HERE 



IN RECOGNITION OF SAUDI ARABIA'S RICH HERITAGE, 2024 HAS BEEN DESIGNATED AS THE "YEAR OF CAMELS". THIS CELEBRATION HIGHLIGHTS THE CULTURAL SIGNIFICANCE AND IMPORTANCE OF CAMELS IN NATION'S HERITAGE.

Saudi Arabia designated 2024 as the "Year of Camels"

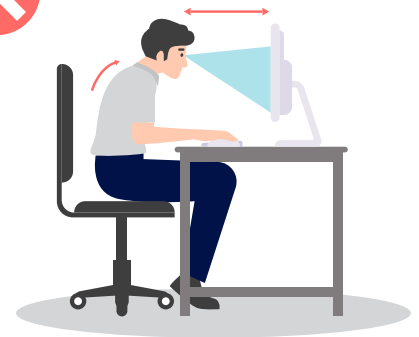
Camels, known as the "ship of the desert", hold a special place in Saudi Arabia's history serving as a symbol of resilience, companionship and endurance.

In recent years, the camel business has remarkably grown in the kingdom. There are around 1.8 million camels with a market value of over SR50 billion in Saudi Arabia, according to official figures.

The Kingdom annually hosts the King Abdulaziz Camel Festival and the 8th edition is currently ongoing in Riyadh. This big event has become a major cultural, tourism, entertainment and economic event captivating audiences not just from the region but from all around the world. This year's edition will run until mid-January, promising to be an unforgettable celebration of camels and Saudi Arabian culture.



BETTER POSTURE AT YOUR DESK: 5 EASY TIPS



Maintaining a good posture is important, especially during long hours at a desk. Here are some steps to help avoid back and neck strain:

Chair Setup: Ensure feet are flat on the floor and use lumbar support.

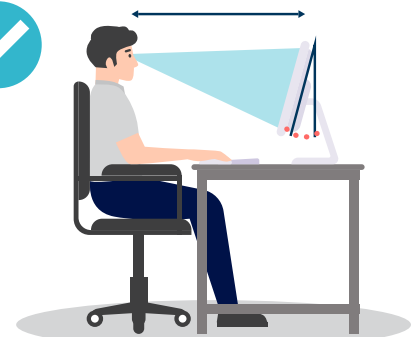
Monitor Height: Position your screen at eye level to prevent neck strain.

Keyboard & Mouse: Keep them within reach to avoid overreaching

Take Breaks: Stand, stretch or walk around every hour to counteract long sitting.

Mind Your Posture: Sit straight, avoiding slouching or leaning forward.

These small adjustments can make a big difference in reducing discomfort and promoting better posture!





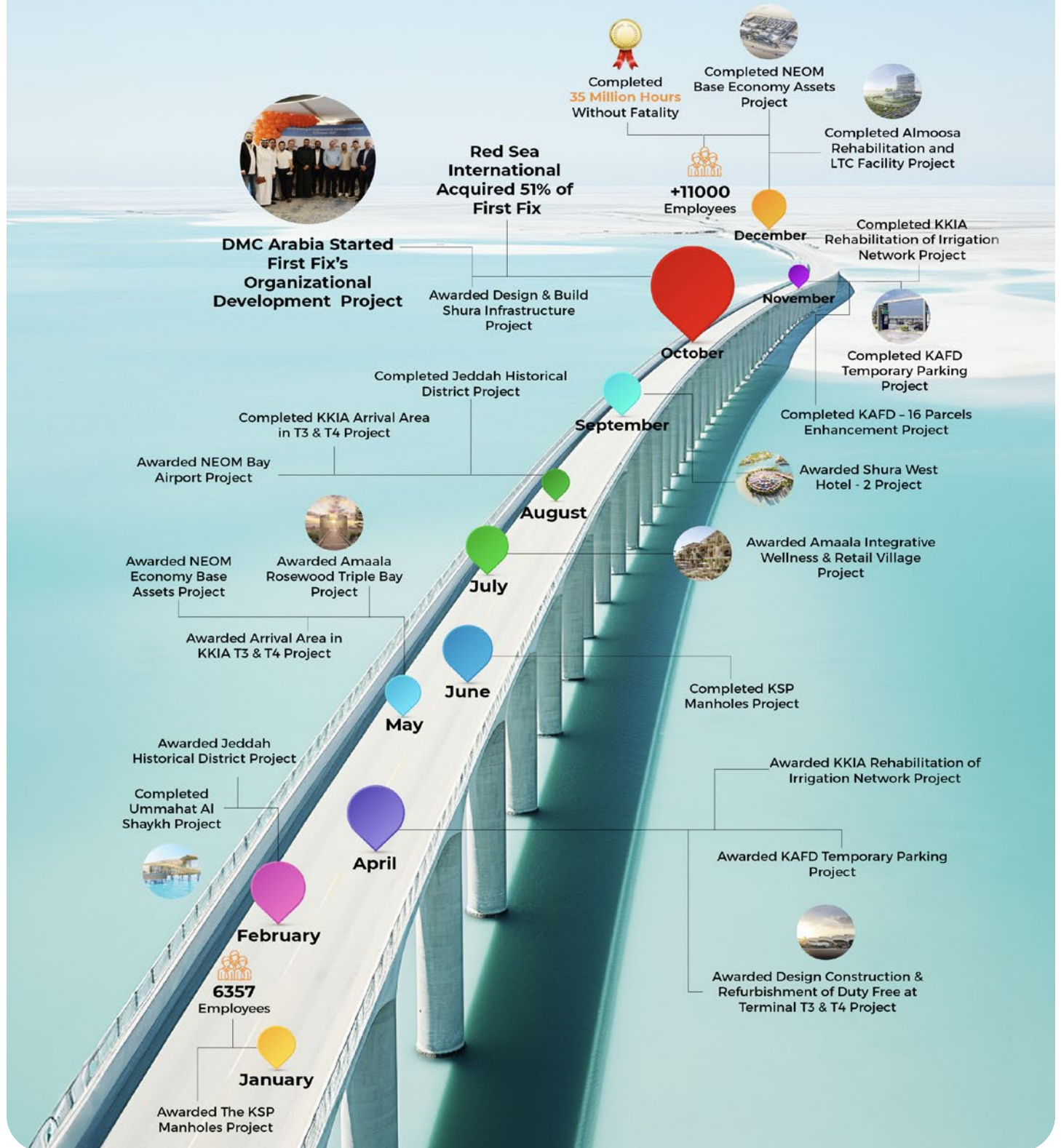
Introducing
DMC Arabia
Our Partner for
Organizational
Development

DMC was assigned to lead First Fix's organizational development project. Over the next six months, their expertise will guide us through a transformative journey aimed at enhancing our companies' capabilities. We look forward to this collaboration and the positive impact it will bring to our organization's growth.





First Fix's 2023 Milestones





COMPLETED PROJECT – RAC;
THE INSTALLATION OF
NEW FIRES & POTABLE WATER NETWORKS



WE ARE EXTREMELY PROUD TO HAVE SUCCESSFULLY DELIVERED OUR PROJECT WITH RAC AT KING KHALID INTERNATIONAL AIRPORT: THE INSTALLATION OF NEW FIRES & POTABLE WATER NETWORKS.



Client



Consultant



Contractor

The aim of the project was to provide all airport buildings and facilities with approximately 190km of high-tech fire-fighting and potable water pipelines supported by new specialized automated systems designed to monitor and control the entire networks. This system will have a direct positive impact on reducing the water consumption by implementing new sustainable solutions in compliance with Saudi Vision 2030 and the latest global standards.

A heartfelt thank you to RAC for entrusting us with this project and to Egis for their consultancy. A special appreciation to every individual at First Fix whose dedication and hard work contributed significantly to the success of this project.





PADDEL TOURNAMENT



First Fix participated in Bupa's padel event as part of their 'Live Right' initiative. We would like to thank **AHMAD SONBOL** and **RAYAN CHAABAN** for representing our company and demonstrating their sportsmanship!



CELEBRATING SAFETY EXCELLENCE at KAFD – Enhancement Project

In recognition of their outstanding performance with safe practices and hard work at the KAFD – Enhancement Project, several of our employees were awarded the HSE Appreciation Monthly Award.

Their dedication sets a remarkable standard for all of us.





EFFECTIVE COMMUNICATION SKILLS & EMOTIONAL INTELLIGENCE:

A Recap of Our Training Session

We recently conducted a comprehensive training session on Effective Communication Skills and Emotional Intelligence, aimed at empowering our team members with crucial tools to excel in interpersonal interactions. The sessions covered a wide range of topics such as:

- Identifying barriers to effective communication and how to overcome them
- Mastering Body Language and Vocal Tone
- Active listening skills
- Understanding the 3 levels of communication within an organization
- Developing empathy and social skills
- Recognizing personal motivations and strategies for motivating others
- Understanding the relevance of emotional intelligence and its practical application and how to develop it
- Conduct a self-assessment using SMARTS

We hope that through the application of these learnings, our team will witness a positive transformation in communication dynamics, leading to greater interaction and productivity.

