



NASS AL IRAQ  
HOLDING

# Empowering Businesses

[www.ni.iq](http://www.ni.iq)

Nass Al Iraq Holding Profile





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## 01 Who We Are?

Started operations in 2007, NASS AL-IRAQ holding is a conglomerate of subsidiaries that establish and empower business strategies via Innovation, modern management, and digital transformation.



## 02 Philosophy

In its essence, business sectors are intertwined with a unifying theme of “client-need”. A term that sounds simple at first, however it is the amalgamation of logistical, technological, financial, psychological, economical, and social multitudes (dimensions) along the (product/service) line. Thus, creates the state of conciliation which refers to meeting the client-needs.

Creating, managing, and harmonizing these multitudes is a challenging task to say the least, as each of which represents a business domain and demands a sovereign entity to be attained. The lack of

such entities in today’s enterprises is inciting volatility in satisfying the client-need.



We in NASS AL-IRAQ holding, strongly believe that today’s enterprises which are pressured in one or many of the following: time, opportunities, capital, skill, personnel, should focus their resources towards exceling and differentiating their product/service-lines while perfecting the other multitudes via delegating and partnering.

To this end, a conglomerate of highly specialized business units in the logistical, technological, financial, psychological, economical, and social multitudes was formed under the name of NASS AL-IRAQ holding. Via its business units, NASS AL-IRAQ holding implements C-Reach (client-reach) strategy in the local and regional enterprises; an implementation that revolves around using NASS AL-IRAQ holding’s entities and capabilities to supplement the missing elements in the “client-need” space of the local and regional clients.

In a bird’s eye-view, NIH is an empowering businesses partner; ensuing the slogan, “Empowering Businesses”.



## 03 Vision & Mission

Domesticate and localize the global trends, solutions, and Outcome of business approaches to meet the out-landish local and regional business echo-system.

**To empower our clients, part-  
ners, and community to excel  
in their domains.**

## 04 Values

Our values define how we do business and interact with our colleagues, partners, customers and consumers.



Innovation



Excellence



Achievement



Loyalty



People

“There is immense power when a group of people with similar interests get together to work toward the same goals.”

— Idowu Koyenikan

## 05 NIH Social Responsibility

This has been the core philosophy in our social reach. Building the individuals is building the group which forms the community on which businesses are built and derived from. Mentorship, leading by example, and getting together are all striving towards empowering “people, community, and businesses”.

In Nass Al Iraq holding, CSR is realized via:

- Youth Training camps.
- Internships
- Paid-On-leave-community-training are given to NASS AL-IRAQ holding employee who engage into community activities.
- NASS AL-IRAQ holding training facility, transportation, logistics are regularly devoted to community services.

In its financial statement, part of NASS AL-IRAQ holding income is allocated in the form of fixed monthly stipend or donations to community development and support associations.



# 06 Core Expertise

Via its subsidiaries and joint-ventures, NASS AL-IRAQ holding offers Research & Development, Services, Operations, Consultancy, and Training in the following areas:

	Management & Business Development	01		System Integration & IT Solution	04
	Digital Transformation & Automation	02		Construction Engineering & Real Estate Development.	05
	Connectivity & Telecommunications	03		General Trading & Commercial Agencies	06
				Advertising, Marketing & Content Management	07
				Printing, Packing & Advertising Realization	08

## 07 Subsidiaries

### 7.1 NASS Connect (NCCIS)

Connectivity and information Infrastructure Services

NASS CONNECT was officially incorporated in 2007 as a part of NASS AL-IRAQ Holding to be a leading connectivity and information infrastructure provider.

NASS CONNECT is recognized in the industry for its sole specialization in the sector of internet and communication technologies and has been providing its services to businesses, organizations, and government agencies across Iraq.

[www.nc.iq](http://www.nc.iq)  
[info@nc.iq](mailto:info@nc.iq)



## 07 Subsidiaries



### 7.2 Digital Transformation Company (DTC)

Exponential Technologies Development

DTC was officially incorporated in 2017 as a part of NASS AL-IRAQ Holding to specialize in providing exponential technologies, digital transformation solutions and services.

DTC intend to transform the enterprises business models and capabilities into the digital domain in accordance with the client-reach philosophy.

[www.dtc.iq](http://www.dtc.iq)

[info@dtc.iq](mailto:info@dtc.iq)





## 07 Subsidiaries

### 7.3 Alayd Company

Construction Engineering, Investments & Real Estate Development

Alayd was officially incorporated in 2016 as a part of NASS AL-IRAQ Holding to provide its services in the domain of Construction Engineering, Investments and Real Estate Development.

Alayd is committed to delivering quality and excellence at every opportunity. In addition, its dedicated teams work hard to ensure the projects are completed on time, on budget, and to the highest standards possible.

[www.alayd.iq](http://www.alayd.iq)

[info@alayd.iq](mailto:info@alayd.iq)

## 07 Subsidiaries

### 7.4 TAMKEEN

#### Business Management Services

Tamkeen Company was officially incorporated in 2020 as a part of NASS AL-IRAQ Holding to provide services in the domain of Management, Logistics, Capacity Building, and Business Development.

Tamkeen is committed to providing the highest quality and uses training, coaching, and mentorship needs-based interventions to its clients.

[www.tamkeen.biz](http://www.tamkeen.biz)  
[info@tamkeen.biz](mailto:info@tamkeen.biz)

## 07 Subsidiaries

### 7.5 Qafia Agency

Advertising Agency

Qafia Agency was officially incorporated in 2014 as a part of NASS AL-IRAQ Holding to be a strategically focused advertising agency on branding and digital marketing that understands business goals and develops fast, purposeful, creative approaches to surpass the challenges.

Qafia Agency localizes the global, regional, and local brands according to the Iraqi business atmosphere.

[www.qafia.agency](http://www.qafia.agency)  
[info@qafia.agency](mailto:info@qafia.agency)



# 08 Industries



Government Sector



Health Sector



Media Sector



Retail Sector



Financial & Banking Sector



Industrial Sector



Oil & Gas Sector



Sports Sector



Educational Sector



Construction Sector



Tourism Sector



Training & Development Sector



ICT Sector



Exhibitions & Conferences Sector



Real-Estate Sector



Commercial Sector

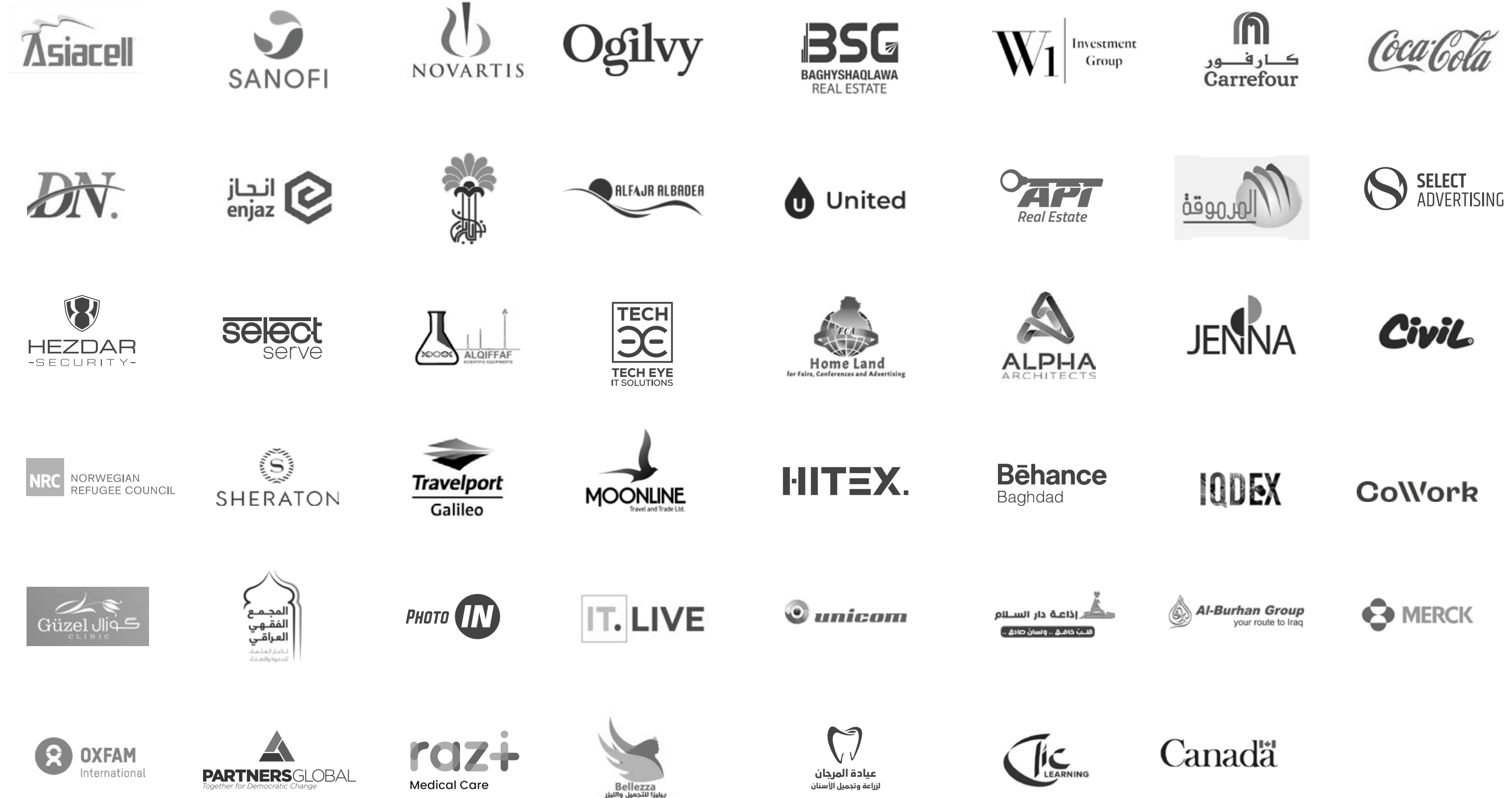
## 10 Project Partners







# 11 Clients



## 12 Branches & Contact Info.

**Baghdad Office** (Headquarter)  
Building 7, Street 27, Section 601, Al-Mansour

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