

What's On



A photo from the event

Zain sponsors seventh RunKuwait charity marathon

Zain, the leading telecommunications company in Kuwait, announced its sponsorship of the seventh annual RunKuwait charity marathon. The event, organized by Fawzia Sultan Healthcare Network (FSHN), aimed at supporting children with special needs in Kuwait.

Zain's support to this initiative came in line with its Corporate Sustainability and Social Responsibility strategy towards humanitarian, social, and health sectors. The company seeks to contribute to the welfare of the society in several ways, and prides itself on its long-track of re-

records and contributions in philanthropic areas. The company strongly believes that such initiatives help infuse a sense of responsibility into members of the society, to help support those who are in need of help.

RunKuwait, held at The Scientific Center, witnessed overwhelming participation of over 2,000 racers from all ages. The initiative successfully raised a total of KD 40,000 to be channeled towards providing treatment services to children with disabilities at the non-profit Children's Evaluation and Rehabilitation Center

(CERC), which is founded by Fawzia Sultan Healthcare Network (FSHN). CERC offers services for children in a number of areas, including physical therapy, hydrotherapy, speech pathology, counseling/behavior therapy and occupational therapy.

Zain is keen to take part in events and initiatives that aim to encourage the community to pursue a healthier lifestyle in order to live healthy and fit through sports and physical activities. Zain will continue to find ways to inspire and motivate people in leading humanitarian ini-

tiatives so as to foster a better world for all members of society. The company will always be keen on shouldering initiatives that work towards enhancing the society's welfare.

Zain's solid Corporate Sustainability and Social Responsibility strategy primarily focuses on the wellbeing of the entire nation. For this reason, the company has maintained its support of numerous initiatives that spread awareness and help make a difference in people's everyday lives.



Peter Baumgartner, Etihad Airways Chief Executive Officer and Lieutenant General His Highness Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior shake hands after a tour of the Etihad Airways A320 flying testbed aircraft, as Emirati cadet pilots from Etihad Flight College look on.

Etihad showcases innovation to Royalty at 'Dubai Airshow'

DUBAI, UAE, Nov 13: Etihad Airways today welcomed a Royal delegation to its aircraft display on the opening day of the Dubai Airshow 2017.

The UAE's national airline is displaying three aircraft at this year's edition of the bi-annual event — an Airbus A380, an Airbus A320 "flying testbed" and an Embraer Phenom 100E from the Etihad Flight College (EFC).

The aircraft were toured by Lieutenant General His Highness Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior and His Highness Sheikh Hazza bin Zayed Al Nahyan, Vice-Chairman of the Abu Dhabi Executive Council.

Peter Baumgartner, Etihad Airways Chief Executive Officer, said: "We were delighted to welcome Royal guests who visited our aircraft on the opening day of the Dubai Airshow. We presented our groundbreaking interiors aboard the A380; innovation and technical excellence on our A320 testbed aircraft; and our Emirati cadets from the Etihad Flight College whose engagement with visitors is a great source of national pride."

Etihad Airways' A380 on display is the same aircraft that took part in the spectacular low fly-by over the Louvre Abu Dhabi at the museum's official opening yesterday. With its four engines adomed in official Louvre Abu Dhabi logos, Etihad Airways' A380 superjumbo interiors boast features which are inspired by the museum's iconic dome and its 'Rain of Light' effect. These include ceiling designs and light projections in the boarding zones, Lobby Lounge, First Class and The Residence cabins of the A380s, and stylised sconce lighting in the Business Studios which imitate the way sunlight streams through the fronds of palm trees in a desert oasis.

Onboard, members of the Etihad Design Consortium who were instrumental in the aircraft's award-winning design — from seating across all classes to the galleys to the overall innovation process — impressed visitors with their fascinating insights into the cabin development process.

The Etihad Aviation Group's role at the forefront of aviation innovation was reinforced on the A320 "flying testbed", which has been converted to showcase WI-FLY+, the new, superfast inflight connectivity developed by Yahsat, the UAE based satellite operator; Etihad Airways Engineering; telecommunications company du; and technology partners Hughes Network Systems and Carlisle Interconnect. Achieving speeds of more than 50Mbps in recent trials, Dubai Airshow guests are able to experience the next-generation system for themselves by accessing HD streaming content such as YouTube or Netflix.

The third facet of the display is Etihad Flight College's Embraer Phenom 100E. EFC was the first flight college in the world to conduct abinitio flight training on the aircraft. It is also the first Multi-Crew Pilot Licence (MPL) programme with all jet training. Also exhibiting on the display apron is an F1 racing car



Saud Al-Motairan

New branches

VIVA announces 'expansion plan'

KUWAIT CITY, Nov 13: VIVA, Kuwait's fastest-growing and most developed telecom operator, announced expansion plan to open new branches in different areas in Kuwait. This new plan aims to serve more customers and offer them ease and convenience.

VIVA has inaugurated recently three new branches in the areas Mahboula, Jilib Al-Shuyukh and Jaber Al-Ahmad. These new branches joined VIVA's new branch network in Kuwait to cover all residential areas.

Commenting on this occasion, Saud Al-Motairan, Sales Director at VIVA said: "VIVA aims through these new branches in the areas of Mahboula, Jilib Al Shuyukh and Jaber Al Ahmad which will serve a large segment of customers, to provide convenience to its customers and to satisfy their needs and requirements. This move will bring VIVA and its customers closer and keep them posted regularly with the latest products and plans."

He added: "The increase in customer base requires the strengthening of our branch network, to provide the best services and products according to the latest and best standards in the world of communications to our customers. In addition to our branch services, VIVA's customer care line at 102 is ready round the clock and up to public holidays, to provide outstanding service to our valued customers through team of specialists."

promoting the forthcoming Formula 1 Etihad Airways Abu Dhabi Grand Prix. Alongside is a 16-metre mobile exhibition vehicle (MEV) featuring cabin products and inflight service elements on long-haul aircraft, including The Residence on the A380.

The Etihad Airways aircraft, MEV and F1 car will be on display all week at the Airshow 2017, being held at Mak-

'Tmkeen symposium proves excellent forum for aspiring entrepreneurs'

AI concludes youth forum sponsorship

KUWAIT CITY, Nov 13: Alghanim Industries, one of the largest privately owned companies in the region, concluded its strategic sponsorship of the 6th annual Tmkeen Youth Symposium, which was held under the patronage of the Amir, H.H. Sheikh Sabah Al Ahmad Al Sabah, from Oct 23 to 25, 2017.

Speaking about the sponsorship, Alghanim Industries CEO, Omar Kutayba Alghanim said: "Through six years of growth and continued success, Tmkeen's Youth Empowerment Symposium has proven to be an excellent forum for young, aspiring, entrepreneurs to interact with key business leaders. Both the public and private sectors must play an active role in enabling our youth to become masters of their economic futures. We hope to see more participants and more success stories out of Kuwait."

He went on to say, "Alghanim Industries is dedicated to youth empowerment and education — that's why we will continue to support initiatives that address this key segment of our society. We're proud to have taken part in Tmkeen, and are happy to see it thrive year after year."

Discussions

The first day of the symposium held at the Jaber Al-Ahmed Cultural Centre (JACC) started with two panel discussions on both "Youth Opportunities in the Energy Sector" and "Startup Opportunities in the Private Sector", in which a group of local business leaders participated in the discussion. Following that, a seminar on "Strategic Leadership" was held, which included Simon Ainslie, former Global Vice President of Nokia, who discussed his perspective on the subject.

The second day of the symposium had a group of young local entrepreneurs engage in a panel discussion titled, "Tech Startups: Growth Challenges". The event continued with two seminars, the first titled "The Secrets of Launching a Startup" where Ghina Abbas, Senior Research Manager of Marketing Services & Insights at Alghanim Industries, spoke about her experience alongside Victoria Grace, Founder of Colle Capital. The day was concluded with a seminar titled "Next Generation of Tech Entrepreneur" featuring Patrick Pichette, former Senior Vice-President and Chief Financial Officer at Google Inc.

On the third and final day, Sam Chamberlain, Chief Operating Officer of Five Guys Group, spoke of his endeavors in a seminar titled "Building and Evolving Your F&B Brand". The final seminar, "Lessons for Young Entrepreneurs", included Mike Tattersfield, Chairman of Caribou Coffee, who shared his insights on the subject.

Chairman of the Tmkeen Youth Symposium, Ali Al-Ibrahim said: "Alghanim Industries is one of the first companies to support us. We share the same goals to inspire youth to become future leaders and entrepreneurs. As an organization that has set many of the standards that businesses in the country follow today, we are grateful for their partnership and leadership. We thank them once again for placing their trust and confidence in our work and look forward to more successful partnerships in the years to come."

This initiative comes as part of Alghanim Industries' Corporate Social Responsibility (CSR) program, which is committed to giving back to the



Omar Kutayba Alghanim



A photo from the event

'Makers of Quality. Mastered in Japan'

Panasonic's new campaign fosters customer value

KUWAIT CITY, Nov 13: Panasonic Marketing Middle East & Africa (PM-MAF) has launched its one of the biggest consumer marketing campaign in the Middle East — 'Makers of Quality. Mastered in Japan', to emphasize on stronger customer value for the brand.

With this new campaign, Panasonic aims to continue delivering on its century old heritage of Japanese craftsmanship and quality innovations laying emphasis on 'Japan Quality'. The brand is looking to further empower its regional customers, by offering products that not only provide comfort, ease, and convenience on a daily basis, but match their premier lifestyle as well.

"Panasonic with its 100-year heritage prides itself in being a brand that genuinely understands quality," commented Keisuke Nakagawa — Director, Consumer Marketing, Panasonic Marketing Middle East & Africa.

"We offer excellence that is deeply rooted within our Japanese culture. Our uncompromising craftsmanship and continued innovations helps to offer premium range of products, that cater to every lifestyle need, be it at home or at work. Our discerning customers are among those who enjoy quality over everything else, and we will continue to offer the widest range of the right products for them," he added.

Wael Deeb, General Manager of the Electronics department at Easa Husain Al-Yousifi & Sons Co elaborated, "Panasonic is a globally recognized brand, and it is hugely popular in Kuwait. This new campaign will further help us strengthen the affinity with our customers who value premium 'Japan Quality' products."

The campaign features three key segments of the brand's consumer product line up which are Garment care, Kitchen Appliances & Beauty/Grooming care for the targeted audiences. Consumers will learn about the durability, efficiency and quality moments that these products bring to their lives. Each product shown in the campaign boasts of Panasonic's unbeatable expertise such as Prime Fresh Freezing (Refrigerator), Abaya Wash Feature (Washing Machine), 360° Sole Plate (Iron), Japanese Blade Technology (i-Shaper Beard Styler) and Nano-TM Technology (Hair Dryer).

Intended to allow consumers to connect with Panasonic on a personal level, the company's brand messaging can be seen across print, online, and broadcast.

community, supporting education and encouraging entrepreneurship. It is worth noting that the company supported the Kuwait Red Crescent Society (KRCS)



Gulf Bank announces daily draws winners of Al Danah

KUWAIT CITY, Nov 13: Gulf Bank held its Al Danah daily draws on Nov 12 announcing the names of its winners for the week of Nov 5-9. The Al Danah daily draws include draws every working day for two prizes of KD 1,000 per winner.

The winners were:
(Sunday 5/11): Obaid Mohammed Rathwan Al-Thafiri, Karim Nabil Al-Sonji

(Monday 6/11): Sahar Kazem Hejazi, Sara Qasem Al-Shuwaiker

(Tuesday 7/11): Mohsen Guloum Malek Hussain, Abdulla Abdulwahab Abdulaziz Al-Asfour

(Wednesday 8/11): Hani Mohammed Sharaf Taqi, Fuad Jawad Yaqoub Abulhasan

(Thursday 9/11): Abdulla Soud Abdulaziz Al-Basri, Hamad Mohammed Obeid Al-Ajmi

Gulf Bank's Al Danah 2017 draw lineup includes daily draws (2 winners per working day and each receive KD 1,000). Al Danah's final draw for 1 Million Kuwaiti Dinars will be held on Jan 11, 2018 whereby the Al Danah Millionaire will be announced.

Gulf Bank encourages you to increase your chances by depositing more into your Al Danah account, immediately from any local bank, using the new ePay (Self-Pay) service, which is available on Gulf Bank's Online and Mobile Banking.

Five reasons why the Al Danah account is the Best:

1) Kuwait's single biggest yearly cash prize of KD 1 Million and the largest international bank prize according to Guinness World Records

2) Kuwait's biggest quarterly cash prizes, up to KD 500,000

3) Two winners of KD 1,000 every working day

4) The most chances to win

5) Only Bank that transfers your chances to win from the previous year to the current year

Only Al Danah Makes Millionaires.

Al Danah also offers a number of unique services including: the Al Danah Deposit Only ATM card which helps account holders deposit their money at their convenience; as well as the Al Danah calculator to help customers calculate their chances of becoming an Al Danah winner.

Gulf Bank's Al Danah account is open to Kuwaiti and non-Kuwaiti residents of Kuwait. Customers require a minimum of KD 200 to open an account and the same amount must be maintained as for customers to be eligible for the upcoming Al Danah draws. If the customer's account balance falls below KD 200 at any given time, a KD 2 charge will be made on a monthly basis to the account until the minimum balance is met. Customers who open an account and/or deposit more will enter the daily draw within two days.

To take part in the Al Danah 2017 upcoming quarterly and yearly draws, customers must meet the required hold period for each draw; customers can visit one of Gulf Bank's 57 branches, transfer on line, or call the Customer Contact Center on 1805805 for assistance and guidance.

Customers can also log on to www.gulfbank.com/aldanahwinners, to find out more about Al Danah and its winners.

Dedicated social media campaigns targeting consumers along with outdoor advertising is set to bolster brand equity

and market share. Panasonic products are available at Best Al-Yousifi Electronics showrooms across Kuwait.

in the "Educate for a Brighter Kuwait" campaign aimed at providing educational opportunities to all non-Kuwaiti children living in the country. The company has

also partnered with UNHCR, signing a MoU through which Alghanim Industries will support the education of Syrian refugee children in Lebanon.