

First-of-its-kind program in Kuwait

FSRI launches Int'l Master's Program for local graduates

KUWAIT CITY, Jan 18: Under the umbrella of its continuing education program, Fawzia Sultan Rehabilitation Institute (FSRI), the non-profit multidisciplinary healthcare organization, is hosting a Certificate and Master's degree program in International Counseling Psychology in partnership with Lehigh University, one of the United States' premier research universities.

Accredited by the American Psychological Association (APA), the program is the first-

of-its-kind in Kuwait. The program affords people in Kuwait who work in social services or have an interest in earning an advanced degree, the opportunity to obtain a degree from a prestigious, top-ranked psychology program. Select courses will be taught in Kuwait by Lehigh University's renowned professors, while other courses will be taught using state-of-the-art online technology. Upon completion of the 4-course Certificate program, students may apply for the 10-course International Counsel-

ing Master's degree program.

The International Counseling Psychology program is specifically geared towards training people in general counseling skills and methods. It would benefit teachers, counselors, psychologists, school administrators, physicians, social workers, human resources, and others seeking to expand their knowledge of counseling within a multi-cultural environment.

Education remains one of the main pillars of FSRI's mission and philosophy, according

to its President & Medical Director, Dr. Elham Al-Hamdan. "As a healthcare organization operating under a non-profit model, we have always believed in working towards improving the well-being of our community – first by delivering premier quality healthcare to all segments of society, and then by helping develop the local healthcare sector. We are heavily invested in building local capacity, offering training and professional opportunities to both our staff and clinicians from across

the Kuwaiti healthcare community," said Al-Hamdan.

She further added: "As a Kuwaiti institution, we are extremely proud to be recognized internationally as a center for healthcare education and training. Our commitment to offering world-class educational opportunities to local talents is only strengthened by our extensive network of international partners, and our collaborations with leading educational and healthcare institutes from around the globe."



Photos from the event

Guests enjoy lamp chops, steaks

Australian Ambassador Hauck hosts banquet at his residence

By Ahmed Al-Naqeeb
Arab-Times Staff

KUWAIT CITY, Jan 18: The Australian Ambassador to Kuwait Warren Hauck held at his residence Monday evening a banquet where fine Australian meat and livestock were highlighted, through the seasoned expertise of Chef Tarek Ibrahim.

In collaboration with Meat and Livestock Australia (MLA) and Food Choice, Chef Tarek served delicious lamb chops and steaks guests in a bid to further promote Australian meat and livestock, considering the state of Kuwait is one of Australia's biggest market for lamb exports.

This came as an extension to the efforts exerted in the HORECA Exhibition which is held annually in Kuwait, and is the biggest hospitality and food industry event in the country.

During the banquet ambassador Warren Hauck alongside Regional Manager of MLA David Beatty affirmed that Australia is no doubt one of the best exporters of livestock produce, leading the industry for 2 years in a row.

The event was attended by delegates of the industry, participants of the HORECA Exhibition, the media and distinguished guests, who all enjoyed high-quality Australian beef and lamb served and prepared by a master chef.



Seventh week winner receiving his prizes

'Pay Online and Win'

Zain names 7th winner

KUWAIT CITY, Jan 18: Zain, the leading telecommunications company in Kuwait, announced the winner of the seventh week of its "Pay Online and Win" draw that saw a weekly postpaid winner of four valuable prizes when paying their bill using Zain's website or app as well as a grand prize at the final draw that will be held next week.

Zain announced Khalid Mohamed Yaseen Al-Yaseen winner of 4 valuable prizes in the seventh week of the draw, including iPhone 7, Touch Hotspot LTE-A with free 1.5 TB Prepaid Internet line valid for 3 months, and a PlayStation 4 (1 TB).

The final draw will be held on Jan 22, where the grand prize winner will

receive iPhone 7, iPhone 7 Plus, Touch Hotspot LTE-A with free 1.5 TB Prepaid Internet line valid for 3 months, and a PlayStation 4 (1 TB).

Postpaid customers will get one chance to enter the final draw for every KDI paid through Zain's digital channels, including the company's website (pay.kw.zain.com) and Zain's app available for iOS and Android.

Zain launched this exciting promotional campaign to reinforce its leadership position and its pledge in offering the best products and services to meet its customers' personal and professional telecommunications needs, who are considered Kuwait's biggest family of subscribers.

'Coffee culture expanding, changing in Kuwait'

Nespresso adds new line of flavoured coffee

By Cintra Fernandes
Arab Times Staff

KUWAIT CITY, Jan 18: Coffee serves as indispensable function in the daily lives of many, impacting habits, social interactions, and culture. Manuel Sancho, Business Development Manager of Nespresso for the Middle East, Africa and Caribbean, discusses the changing and expanding coffee culture in Kuwait and the region and reveals current industry trends and challenges with the Arab Times.

The following interview was conducted on the side-lines of HORECA Kuwait 2017, a comprehensive exhibition that covers the hospitality, catering & food industry being held at the Kuwait International Fair Ground, where Nespresso, the provider of high-quality portioned premium coffee, is currently demonstrating its coffee expertise.

Nestlé Nespresso SA is headquartered in Lausanne, Switzerland and the brand Nespresso operates in 62 countries and has more than 10,500 employees.

Nespresso is introducing two new coffees to enable its professional customers to cater to consumer demand for flavoured coffee out of home. The two coffees – Espresso Caramel and Espresso Vanilla – will form a permanent line of flavoured coffee, extending the professional range to a total of 13 varieties.

Research by Symrise in 2015 found that millennial coffee consumers now demand a variety of flavoured coffee and that 56% are open to trying new unique flavors if they are offered by their favorite brands. Following the success of the coffees in the Nespresso Original Line range for the in-home market, Nespresso is making them available to professional customers across the hotel, restaurant, business and office sectors so they can help consumers enjoy their favorite aromas out of the home.

The Espresso Caramel and Espresso Vanilla are based on Espresso Forte and balanced with natural aromas, boasting intense aromatic profiles.

The coffees have an intensity of seven which instills a strong profile of flavor forming a delicious crema. Nespresso recommends the Espresso cup size to enjoy the coffee at its best.

Question: Can you begin by telling us about Nespresso's participation at the HORECA Exhibition this year with regard to your motivations and expectations?

Answer: This is our fourth year participating in this event which is the most important event for the hospitality industry in Kuwait. It has been very successful in the past which is why we have continued participating in it. The HORECA exhibition brings together a lot of decision makers, especially during its first two days before it opens to the public. It has been a very positive experience for us from the very beginning.

Q: Tell us a little about the products you are promoting this year.

A: We have a full range of machines on offer for the industry and we have our baristas making recipes based on two new coffees that we are launching in two different flavours.

This is the first time we have launched two flavoured coffees into the business-to-business (B2B) industry and we are very excited to introduce these to our existing range.

In Kuwait, the B2B segment is made



Manuel Sancho

'Coffee culture expanding, changing in Kuwait'

Nespresso adds new line of flavoured coffee



A group photo from the event

Airline committed to equity partner strategy

Partnership strategy key in Etihad growth

ABU DHABI, UAE, Jan 18: Etihad Aviation Group's partnership strategy has been a core element of the growth of the business, said President and Chief Executive Officer James Hogan in a speech today.

Delivering a keynote at the 19th Annual Global Airfinance Conference in Dublin, Hogan said the strategy, which resulted in 5.5 million guests connecting onto the Etihad Airways network from codeshares and partners in 2016, had delivered revenue and synergy benefits.

"Our investments had an immediate impact on the revenue side, delivering hundreds of millions of dollars in additional revenues and allowing us to fill our onward connecting flights. Those benefits have been replicated in all our minority investments – in airberlin, Alitalia, Jet Airways, Virgin Australia, Air Serbia, Air Seychelles and Etihad Regional.

"We also believed our minority investments would unlock an additional advantage that the global alliances were simply unable to use. Because we had 'skin in the game', we could work on joint procurement and other business synergies which would save us – and our partners – hundreds of millions of dollars. Again, we have seen similar benefits from each of our investments, with those synergies being shared by all the partners."

Hogan said the third goal of the equity investments, to allow the management of these airlines to reshape their

of hotels, restaurants and cafes primarily. This segment is very important to us as this field continues to grow.

Q: How would you describe the coffee culture in Kuwait and the region?

A: There is a very long history of coffee culture in the region. We know that coffee arrived in the Arabian Peninsula through Yemen many centuries ago and was incorporated into the culture. In recent history, there has been a significant shift in terms of coffee consumption with people developing a preference for more western coffees like espresso and recipes like that of the latte, cappuccino, as well as other gourmet coffees.

Q: How well has Nespresso performed so far in the region?

A: We are very happy with our performance in the region in general and especially here in Kuwait where we have very good penetration especially in the hospitality industry. We continue to develop and believe that the region has great potential for further growth.

Q: What are the major industry trends right now?

A: The major trends in hot beverages right now is the preference for flavoured drinks influenced by mixology and bar recipes. Since most of the countries in the region do not serve alcohol, coffee is a very important beverage and is developing very fast in terms of flavours.

Q: How does Nespresso as a brand

ABK announces MasterCard exclusive offer for this season

KUWAIT CITY, Jan 18: Al Ahli Bank of Kuwait (ABK) announced today the start of the holiday season for its customers with the exclusive MasterCard deal enabling its holders to stretch their vacations instead of their budgets.

ABK's MasterCard holders have now the chance to indulge themselves in one of their favourite AccorHotels in the Middle East and Egypt until Feb 28, 2017, allowing them to take a break away from the stress.

Aligned with ABK's belief in making banking simpler & easier for clients, MasterCard holders will only have to visit AccorHotels website, pay for two nights and they will instantly

receive the third one for free by selecting their destination and vacation dates.

AccorHotels oversees 77 hotels in the Middle East and Egypt ranging from mid-range to luxurious brands & properties: Raffles, Sofitel, Fairmont, Novotel, Ibis, Pullman to name a few.

ABK continuously seeks to offer new promotions and engage in partnerships that bring more value and benefits to its customers, creating a more enjoyable banking experience.

For more information about Al Ahli Bank of Kuwait please visit eahli.com or contact a customer service agent via 'Ahlan Ahli' at 18998999.

businesses into sustainable profitable operations, required a longer term view.

"Of course, their business strategies remained in the hands of the local management in each case. We are pleased to support management, and to advise where requested, but the plans and implementation are in their hands."

"In this third area, we have had some strong results but we also face some significant challenges. Jet Airways, Air

Serbia, Air Seychelles, Virgin Australia and Etihad Regional have all used our capital investments to help structure their businesses into more efficient and profitable operations. In those cases, our long term investments are already delivering a return.

"We are committed to our equity partner strategy – it delivers a huge amount to our business. Some of those airlines need to react to the market pressures they face, and we are supportive of that process."

set itself apart from the rest?

A: One of the main differences between Nespresso and other brands beside the quality of the coffee is the services that we provide to our customers.

For both the quality of the coffee and the delivery of our services, innovation is a very important aspect which is why we are introducing two new varieties.

Two years ago for the B2B clientele, we had only 7-8 varieties on offer while today we have 13 different varieties. We see that in the B2B industry, people are asking for more varieties as mixology recipes are becoming more important. Flavoured coffee allows restaurants and hotels to increase their revenue from hot beverages.

Q: How are you impacted by global coffee retailers and specialty coffee shops that are spreading all around the country?

A: Yes it impacts us, but positively. More coffee shops opening up, especially of the gourmet kind, will lead to a greater awareness of gourmet coffee among consumers. We all more or less help each other by increasing the awareness of gourmet coffee and recipes. So we see this as a positive development because we believe competition is important for us and as a brand it pushes us to think out of the box and do things differently.

Q: What are the key challenges you

face in the market?

A: One of the challenges in the market right now is the economic slowdown caused by the fall in oil prices that has led to low public investment. At the same time, we see it as an opportunity to showcase our unique offerings and set ourselves apart from the competition and reaffirm our position in the market.

Q: Can you tell us about your business-to-consumer segment?

A: The B2C business is larger than the B2B. At Nespresso, historically we started with the B2C business. The B2B business is important to us and is growing fast. Any restaurant, hotel, or cafe in the world will serve coffee, so the potential of coffee is infinite and we see it as a growth driver for the company. For the B2C segment, we have our own boutiques, call centres and an online store while for the B2B we have a sales force that visits clients and helps them sell to other customers.

Q: What is the most important quality that Nespresso brings to the hospitality industry?

A: One of the biggest advantages of Nespresso having a capsule is the consistency it delivers in preparing a hot beverage. This is one significant benefit we can bring to the hospitality industry. Even with people of varying skills working behind the machine, the quality in the cup will always be the same.