

# the Salam experience



**CELEBRATING  
THE LEGACY OF  
LONG SERVING  
EMPLOYEES**

## editor's note

**Sara Abu Issa**

Manager, Corporate Communications

**Dear Friends & Family of SILL!**

**It isn't everyday that an Editor gets the opportunity to celebrate members of the SILL family who have served the organization for over four or five decades! However, I am glad that today, that privilege is mine.**

Elsewhere in the pages of TSE our readers will find a full feature where we, as an organization have joined our hands to applaud the years of service of a cadre of our long-serving employees. Some of them are leaving us and moving on to new seasons and new responsibilities in their lives. As the SILL family I believe I will be echoing the sentiments of many when I share the following thoughts.

Let me address our longstanding staff directly - YOU have been an inspiration in more ways than one. In today's world where career tenures are short and the quest to keep seeking greener pastures is long, the fact that some of you have given SILL decades of service is truly remarkable. Beginning from five years and above our long service record holders go past ten, twenty, thirty, forty and even fifty years! That alone is an astonishing career record, deserving of accolades. A few of you have had the privilege of serving three successive generations of SILL's leadership; from our Founder, right through to the 3<sup>rd</sup> Generation. Yet above the display of longevity and commitment there is one characteristic that you have chosen to display which must be celebrated. And that characteristic is - professional loyalty.

Your long years of service prove that you chose to demonstrate a capacity to hold yourself in one place. You made a decision to stabilize yourself where you stood. During your time with us not only has SILL grown but so have you. Your career trajectories must have definitely changed, with you needing to move up and onward, changing from old systems to new, adopting different ways of doing things and realigning your priorities with the directions the entire Group was taking. Your leaders and subordinates must have also changed. Those you served under or those you oversaw may have come and gone, while you made a decision to stay where you were. Some among you must have truly chosen to expand your capabilities and grow your competencies so that you can suit the emerging times and overcome evolving challenges and shine. And as a result you are sure to have risen high above the rank you first joined. All of these are qualities deserve respect. As you move on after building a legacy of faithful service, we would like each and every one of you to know that we value the example you have set. You have proven that it is possible to bloom where one is planted and leave behind a fragrance loyalty that will outlive us all.





# NEWS ROOM

## breaking news

### SALAM ENTERPRISES QATAR

- Construction of Fit-out for Medical Centre at Burj Alfardan – Lusail
- Supply & Installation of Rubber flooring and external fixtures at Al Wakra stadium with Midmac-Porr-Six Construct group.
- Supply & Installation of Carpet Tiles for Supreme Committee for delivery and Legacy
- Supply & Installation of Carpet for Schlumberger Head Office at Tornado Tower.
- Supply & Installation of Carpet at Qatari Diar Office at Lusail.
- Supply & Installation of Office furniture for Qatar Stock Exchange.
- Supply & Installation of Medical Furniture for Dynamic Medical Supplies.
- 2 Years Call Off contract for the Supply & Installation of Carpet & Curtains – Ministry of Municipality and Environment.
- Supply & Installation of Office Furniture for Medtech Corporation.
- Supply of Carpet for Qatar Academy with Doha Floors.
- 3 years Call-off Contract for Supply and Installation of Office furniture for Qatar University.
- Supply, Delivery & Installation of Raised flooring for Manarat Lusail – Marina Mix 002 (2b+G+33 floors) with M.S Engineering.
- Supply & Installation of Office Furniture for Qatar Solar Technology.
- Supply & Installation of Office Furniture for Ministry of Public Health.

### SALAM ENTERPRISES DUBAI

#### CONSTRUCTION DIVISION

- I. We have won the contract for supplying Cast-in Channel System for fixing Aluminium Cladding for the following prestigious projects:-
  1. Wasl Tower 2020 Project, Dubai
  2. Corniche Mixed Use Development Project, Abu Dhabi
- II. We will be supplying Mechanical and Chemical Anchors for the following projects in Dubai:-
  1. Vida Opera Residences Project at Downtown
  2. Cityland Mall Project
  3. Sterling Tower Project at Business Bay
- III. The Construction Division has also been awarded contracts for supplying Fire Stopping Materials for the following projects in Dubai:-
  1. Dubai Hills Mall Project
  2. Cityland Mall Project
  3. Jumeirah Gate Project
  4. Maktoum Hospital Project
  5. Medan Hotel Project

### STREAM INDUSTRIAL & ENGINEERING

#### NEW PROJECTS:

- Client: **AL FARDAN**
- Main Contractor: SALAM ENTERPRISES
- Project Name: Medical Center at Burj Alfardan Lusail
- Client: **MSHEIREB PROPERTIES**
- Main Contractor: STREAM
- Project Name: Msheireb Downtown Doha – DISTRICT COOLING PLANT



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## CEO MESSAGE

# WORK HARD vs WORK SMART

**A RECENT CORPORATE PRODUCTIVITY ARTICLE UNEARTHED SOME INTERESTING DATA. AN INTERNATIONAL GROUP OF RESEARCHERS DISCOVERED THAT ON AVERAGE, 80% OF WORK-RELATED CONVERSATION IS SPENT ON PROBLEMS OF THE PAST. THAT INCLUDES ASSIGNING BLAME TO WHOEVER WAS RESPONSIBLE FOR SOMETHING THAT HAS ALREADY TAKEN PLACE.**



15% of conversation is spent on what's happening now. And get this - the amount of time spent discussing solutions and future possibilities? An almost negligible 5%! Think about that for a moment.

Let's assume that at SIL, we reflect a reality that is close to what these researchers discovered. What if we too, who are part of an organization that is far larger than ourselves, spend most of our time focussing on the past, a far smaller amount of time on what's happening right now and only the tinniest bit of our time focusing on the future? Should that be the case, here's something that will be true of us - our productivity at SIL will most certainly be at a distressingly low level.

Given the reality of the markets we operate in, where competition is relentless, productivity and efficiency are two factors worth taking a real close look at. Workplace productivity and efficiency are two characteristics that often make the difference between companies that make it and those who get left behind. To stay competitive and make gains in the market, organizations are in a race to reach the highest possible levels efficiency and productivity. Companies

work hard at reaching the optimum level of operational efficiency by improving quality, reducing costs, and eliminating wastage. In the simplest terms, being productive is defined as the rate of output per input unit. Or to put it another way, productivity is a measurement of what we produce as a result of the time, resources and skills we invest in a particular task. The challenge however is this. In reality, in a workplace like SIL, productivity cannot be accurately measured in 'units', particularly when it comes to human performance. One reason is that the 'Salam way' isn't just about the quantity of the output but also the quality of it.

Efficiency on the other hand can be relatively easier to measure. Management expert Peter Drucker says, "If you can't measure it, you can't manage it." So assessing our workday and locating what we can measure can help improve efficiency. We can easily evaluate the output of what we give our time and effort to. That process of evaluation can certainly make it easier to improve efficiency by discovering at what points we can increase output while using less money, less time, or both. However again at SIL, our way isn't all about cutting corners and saving time but rather about adding value.



At SIL we must always remember that there's a big difference between being busy and being productive. In the same way there is also a difference between working hard and working smart. While assessing your workday you might discover that you spend a large part of it writing multiple emails to people. Should that be the case, a worthwhile question to ask is this - is it useful for you to keep generating more email messages if people aren't responding to what you put into your mails? Would it be smarter to have a face-to-face conversation instead? Let's say as part of your job you write multiple reports. Is it a good use of your time to write more and bigger reports if people don't read them? Would it be smarter to put together a well-planned presentation to get your message across effectively?

It is true that efficiency is about doing the same with less. At SIL we can definitely improve employee efficiency by finding ways to reduce the number of labour hours we need to produce the same level of output. If we find ways to do that, the gain will translate into savings for the company. Higher levels of profits for SIL will mean higher levels of rewards for all our stakeholders, including our

employees. In contrast, productivity is about doing more with the same. To increase productivity at SIL would mean that we focus on our output, by delivering greater, value-driven, growth derived from the same workforce. Value driven growth is another way that we will harness greater rewards all round for everyone.

So here's a challenge. With growth, success, progress at SIL in mind let us ask ourselves three questions. Firstly, what do we focus on the most in our work place conversations; on problems of the past, what is happening right now or are we discussing solutions and future possibilities? Secondly, how can we improve efficiency at the workplace by doing the same with less? And thirdly, how can we improve our productivity by doing more, with the same?

**Mr. AbdulSalam Abu Issa**

# issue article

SALAM INTERNATIONAL



## Believing IN CHANGE

**WE NEED TO BELIEVE THAT WE CAN THINK THE UNTHINKABLE AND BELIEVE THE UNBELIEVABLE. CHALLENGE THE ACCEPTED WAY OF DOING THINGS. OVERCOME YOUR FEAR OF LOOKING FOOLISH IN FRONT OF OTHER PEOPLE AND HAVE THE COURAGE TO PUT FORWARD YOUR IDEAS.**

### CONSIDERING THE IMPOSSIBLE

**IN THE PAST, FEW PEOPLE BELIEVED THAT SENDING A MAN TO THE MOON WOULD EVER BE POSSIBLE. HOWEVER, IT BECAME A REALITY BECAUSE PEOPLE HAD THE COURAGE TO BELIEVE IN IT AND MAKE IT HAPPEN.**



### TAKING A NEW APPROACH

Being creative means using a different approach to the way you solve certain problems. This is not something you need to do all the time – this approach is time consuming and irrelevant when the solution to the problem is clear (close ended). However, if a problem is open-ended and has a number of potential solutions, start to form some creative ideas and discuss them with others.

### RISKING RIDICULE

**THE ASSISTANT IS SHARING AN IDEA WITH HIS TEAM. HE DOES NOT LET THEIR RIDICULE DETER HIM FROM EXPLAINING THE IDEA.**

### ASK QUESTIONS, EVEN IF THEY SEEM RIDICULOUS

1. LISTEN TO IDEAS WITH AN OPEN MIND.
2. ACCEPT THAT CHANGE IS NECESSARY.
3. IMPLEMENT CREATIVE SOLUTIONS.

### IGNORING RIDICULE

When you put forward a creative idea, you stand the risk of being called foolish. No one wants to look foolish in front of their peers and this innate fear often prevents people from voicing their ideas. Do not be deterred by the fear of being ridiculed- have confidence in yourself when you express your ideas.

### CHALLENGING BELIEFS

Sometimes we have creative ideas, but we are reluctant to put them forward because they may create precedents that 'go outside the box' of accepted beliefs. You may not like to say something that others may find challenging and thus reject. Being creative means not only having the ability to come up with ideas but also being willing to challenge the conventional wisdom. Realize that all creative solutions, by their very nature, involve change and change involves having the courage to challenge the status quo.

### THINKING THE UNTHINKABLE

New ideas are essential for progress, yet most new ideas are initially perceived in a negative way. The unknown is seen as dangerous, and an individual's instinctive response to a new idea is often to reject it, because it is safer to stay with what he or she has already tried and tested. Have the courage to think the unthinkable. Persuade others that what seem like impossible ideas are possible.

### POINTS TO REMEMBER

- CLOSE-ENDED PROBLEMS HAVE ONE SOLUTION. FOR EXAMPLE, A FLAT BATTERY WILL NEED TO BE REPLACED.
- OPEN-ENDED PROBLEMS ARE THOSE THAT HAVE MANY POSSIBLE ANSWERS, SUCH AS PLANNING AN OFFICE LAYOUT.
- A GREAT BARRIER TO CREATIVITY IS THE FEAR OF LOOKING FOOLISH.

REMEMBER THAT THERE ARE MANY WAYS OF LOOKING AT THINGS.

BE READY TO QUESTION THE ACCEPTED

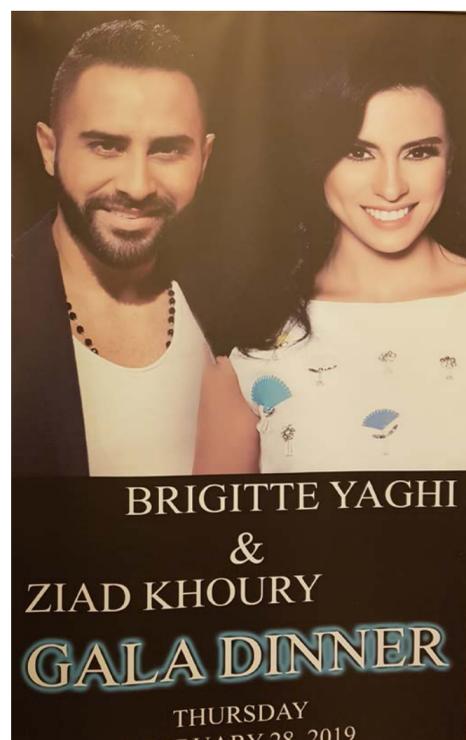
VIEW PROBLEMS AS AN IMPETUS TO CHANGE

### BENEFITTING FROM CHANGE

Most people are intuitively opposed to any idea that they see as "not being in their best interest". The problem is that one person opposing a new idea does not stop others benefiting from it. For example, deciding not to implement a technical innovation in your organization does not prevent a competitor from making that change. Recognize that those who fail to change will be left behind.

# happenings

MIDECO



## Mideco, ANNUAL DINNER OF THE UNIVERSITY OF ST. JOSEPH

Mideco Trading & Contracting was a Silver Sponsor to the Annual Dinner of the University of St. Joseph, which was honored by his Highness Dr. Hamad Bin Abdulaziz Al Kawari, the Minister of Culture, Arts and Heritage of Qatar. The event was held on February 28, 2019 at La Cigale Hotel, Wajba Hall.



## SALAM TECHNOLOGY AND VIDSYS ENTERPRISE PARTNERSHIP

Salam Technology is delighted to showcase a proud and important chapter of a close Business relationship with Vidsys. The partnership resulted in a successful Project for the PSIM Solution for the Ministry which was awarded and officially launched in Q1 -2019. The project is to be completed by end of this year 2019 which will add a great value to the client in their Security Data Convergence.

### Vidsys Sales Performance Plaque with the Team

From L to R: Vidsys VP - Mr. Joe Lawless, Vidsys Country Director - Mr. Phil Stockholm, Vidsys CEO - Mr. James Wang, Mr. Santosh Cherieth - Salam Technology Head of Sales & Marketing, Mr. Fawaz Hadid - Salam Technology Head of Service Delivery and Mr. Mansouri - Salam Technology Project Manager.



Mr. James Wang, CEO of Vidsys and Mr. Santosh Cherieth, Head of Sales & Marketing for Salam Technology.



Vidsys and Salam Technology Enterprise Partnership  
Mr. Abdul Salam Abu Issa, CEO of Salam International and Mr. James Wang, CEO of Vidsys.



# Salam Technology

## PARTICIPATES @ MILIPOL QATAR 2018

In support of Qatar's Security Solutions, Salam Technology was one of the participants @ Milipol 2018. We stepped forward as one of Milipol's key exhibitors, showcasing a dedicated booth with our End to End Security Solutions and Services. The exhibition was held from the 29th to 31st October 2018.

### We had some of our key partners who were part of the exhibition and this is their feedback:

Thanks to Santosh Cherieth and his team for the support. Barco #Videowalls #ClickShare Marco Fornier"

Milipol Qatar is a biennial tradeshow dedicated to homeland security. In 2018, it incorporated the Civil Defense Conference and Exhibition to become the Global Security and Safety Event. Barco was proud to be on show at the event, alongside our partner of over a decade, Salam Technology. Together, we have tackled the biggest control room and surveillance projects in Qatar—and have gained royal attention for our achievements!

**Mr. AbdulSalam Abu Issa lists the partnership between Salam Technology and Barco as one of the most fruitful collaborations to have facilitated this success. It's a partnership that has continued to grow and flourish in the years since.**

The Salam Technology booth at Milipol Qatar 2018 featured ClickShare CSE-800 & CSE-200—Barco's wireless presentation system that allows participants to easily share to a central screen from their laptop, tablet or smartphone with just the click of a button. Collaboration is simple and ClickShare's enhanced security features keep information safe. Also in the tradeshow spotlight were Barco's RGB laser ODL-721 rear-projection video walls—the most intelligent screens in control-room technology, boasting unique features that maximize uptime and offer reliable, clear video feeds with automatic and continuous calibration.

Barco Sales Director, Marco Fornier, attended Milipol Qatar 2018 and was humbled by the overwhelmingly positive reception of Barco technology. 'Barco has been collaborating with Salam Technology for over ten years,' he reflected. 'It's such an honor to be here today, celebrating the long-lasting partnership between our companies and our past successes—and sharing a glimpse of the innovative solutions we have coming next.'

Milipol Qatar 2018 was a bustling and enthralling event, brimming with the latest knowledge driving developments in cybersecurity and homeland security. Barco is proud to stand beside Salam Technology on the front line, offering the best technology to keep information secure and places and events safe. A safe and secure future is one that we're thrilled to help create.

Working with Vendors, we highlighted our latest and most advanced technologies in Control Room, Physical Security systems and Advanced Surveillance Solutions displaying our strength in the niche segments.



## SALAM ENTERPRISES

# Salam Enterprises Dubai,

## 23<sup>RD</sup> ADDIS CHAMBER INTERNATIONAL TRADE FAIR

The Water Treatment Division of Salam Enterprises LLC – UAE, participated in the 23rd Addis Chamber International Trade Fair – held in Ethiopia from February 21-27, 2019. This is an annual event hosted by the Addis Ababa Chamber of Commerce with representation from various companies, both from the Middle East and North Africa. Mr. Hussam Abdelkareem, Operations Manager of Water Division, headed our delegation for the event. The exhibition was also honored by visits of high-ranking officials from the Ethiopian government.



## SALAM INDUSTRIES

# PROJECT COMPLETED

We have completed project for ABA 2019 Exhibition.



## SALAM INTERNATIONAL



# Social RESPONSIBILITY

On February 26, 2019, A Social Responsibility seminar was being conducted by Dr. Adnan Steitieh. It was held in Dar Al Sharq Building.



## QATARI GERMAN SWITCHGEAR

# QGC ACHIEVES ANOTHER MILESTONE

Qatari German Switchgear (QGC), has achieved yet another milestone, having been awarded the ISO 2019 Certification.

The certification, conducted by Bureau Veritas was one of QGC's strategies in continuously developing and improving its reputation in the industry.





Salam Stores Retail Beauty Department launched Bvlgari's Le Gemme new trilogy of men's fragrances on April 4, 2019, to a sell-out crowd eagerly waiting for the unravelling of this High Perfumery Collection.

Ms. Zahra Kademi, Bvlgari Regional Training Manager, welcomed the crowd and was "thrilled to introduce this new chapter in Bvlgari's latest travels along the Gems Road, in search of the inspiration found in precious gemstones".

In the new trilogy, "musk defines the character of each fragrance", stressed Ms Kademi. Opalon, a tribute to Australian white opal, expresses the fresh light of a Roman morning. Yasep is inspired by Madagascar's red jasper, a bold woody musky scent with a creamy sandalwood soul. The third scent, Falkar, embodies the blue-green iridescence of Brazilian Falcon's Eye and shimmers with black musk accord, leather saffron notes and oud in a tribute to the Middle East, the cradle of perfumery.

Ms Kademi excitedly gave one-on-one fragrance consultation with discerning customers who wanted a more personalized scent for their lifestyles and moods. A calligrapher was on hand to write your chosen text in Bvlgari bottles. The thrill of the day was posing with a trained falcon!

During this event, more than 50 bottles of Bvlgari Le Gemme Masculine New Trilogy were sold. **Congratulations to the team for a job well done!**

**BVLGARI LE GEMME  
MASCULINE NEW  
TRILOGY A HUGE HIT  
@ SALAM THE GATE**



Guerlain ladies event - Mar. 30. Salam The Gate

**Salam  
Stores  
HOST BEAUTY  
CLASSES**

Salam Stores Retail Beauty Department continue to bring international beauty experts to share the latest beauty trends to the women of Doha. Learn how our experts tackle the most popular how-to's such as: How to achieve the no make-up look, How to Transform Make-up from an afternoon tea party look to a formal dinner look, How to prepare skin for that bridal glow, etc.

**This season, we have hosted:**

- TOM FORD BEAUTY Masterclass on March 5, 2019  
Mr. Ruel Menor, Tom Ford Regional Make-up Artist (Middle East)
- LANCOME Skincare Event on March 28, 2019  
Ms. Faye Fayrouz, Lancome Regional Skincare Expert
- GUERLAIN on March 30, 2019  
Mr. Daniel Hamdan, Guerlain International Make-up Artist
- YSL on April 6, 2019 Ms. Mariette Douaihy, YSL National Make-up Artist

Seats in these beauty classes fill up fast so it is always best to book in advance. Ladies groups are welcome to book exclusive classes in the mornings.



Tomford - Mar. 5, Ladies Group - Salam The Gate



Ladies Event - 6 April The Gate Mall

**MONT BLANC  
EXPLORER LAUNCH  
EVENT AT DOHA  
festival city**



Mont Blanc launched its newest fragrance for men that pays tribute to theme, which it is closely linked: exploration.

Mont Blanc shares the same values as explorer, such as the relentless quest for excellence. Mont Blanc

EXPLORER invites explorers on a fantastic journey, giving them the opportunity to discover the rarest ingredients and manufacturing methods that combines craftsmanship with the latest technology.

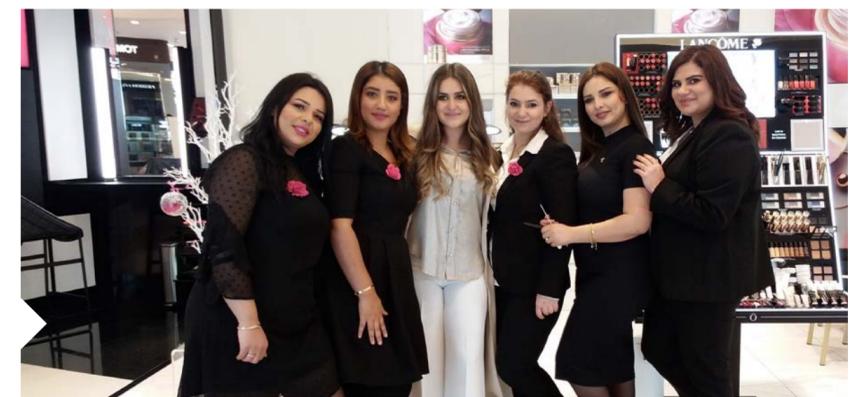
Bloggers and press together with Salam Interparfums team Mr. Mohammad Saad - Brand Manager

of Interparfum Group, Mr. Marwan Abdeen, - Salam Interparfums Group Sales Manager attended the launch event.

It was held on March 30, 2019 at the Mont Blanc Explorer podium near Doha Festival Centre Court.



Lancome Event W Faye - Mar. 28 Salam The Gate



# CONTINUED EDUCATION FOR OUR Beauty Advisors

Excellence in Customer Service is a proud legacy of Salam Stores. To achieve that, we always ensure that our Beauty Advisors are continually updated with the latest developments in the field of beauty, particularly, in the brands that we carry.

**This quarter, our Staff Training focused on the following brands:**

- SALVATORRE FERRAGAMO on Jan 23, 2019**  
Conducted by: Mr Irfan Ul Haque  
Area Manager Middle East, Ferragamo Parfums SPA
- COTY GROUP on Feb 13, 2019**  
Conducted by: Ms Nayla Lamak  
Training Manager, Coty Middle East (Luxury Division)
- GUERLAIN on Mar 12, 2019**  
Conducted by: Ms Elvira Distefano  
Guerlain Regional Training Manager With Mr. Sami Zgueb, Guerlain Training Supervisor (Qatar)
- INTERPARFUM on March 13, 2019**  
Conducted by: Mr Chabel Abi Saad  
Training and Merchandising Manager, Creation Alexandre Miya Paris
- ROOS & ROOS on March 27, 2019**  
Conducted by: Ms Chantal Roos  
Founder, Roos & Roos



Guerlain Training - Hilton



Coty Training - Movenpick Feb. 13



S. Ferragamo Training - Intercon Hotel



IPG Training - Marriot Hotel - Mar. 13



ROOS & ROOS

# ROOS & ROOS EXCLUSIVE COLLECTION LAUNCHED AT Salam Stores Qatar

**The luxurious and exceptional perfume collection of Roos & Roos was launched at Salam Stores in The Gate Mall Qatar on Wednesday, March 27, 2019.**

Welcoming the guests was the founder, Ms. Chantal Roos, a legend in the perfume world. "Roos & Ross is a unique brand. A company formed in the spirit of two women, arising from their combined talents. A feminine voice that rises loud and clear in a world often dominated by men", exclaimed Ms. Roos.



The brand is a story of transmission and passion written by two generations from very different creative fields that complement each other, the meeting of perfume embodied Chantal (the mother) and music by Alexandra (the daughter).

Ms. Roos introduced the collection and added that the perfumes are "made to rigorous standards in France with the finest raw materials". Every Roos & Roos fragrance embodies "the excellence of a tradition unique in the world, illustrating inimitable, rare and precious skills".

Roos & Roos are "distinctly uncommon perfumes that imbue the women who wear them with their own singular values. Companions of a confident lifestyle free from clichés, they delineate a liberated, bold, sometimes cheeky personality", summarizes Ms Roos.

The Roos & Roos Exclusive Collection is now available at Salam Stores, Qatar's leading department store that features luxurious collection of beauty creations from the world's most renowned brands.

# SALAM STORES MOQ (RETAIL BEAUTY DEPARTMENT) HOST FAMOUS QATARI BEAUTY BLOGGERS



**The hugely popular Ms Fatma Al Ahmed and Ms Shaikha Al Nasif welcomed Qatari ladies to a make-up class at Salam Stores Mall of Qatar last April 17, 2019.**

Dr. Irena Eris, a recognized Polish cosmetics and skincare brand, was highlighted in this event. Ms Julia Detka, Brand Manager for the Dr. Irena Eris brand, exclaimed "We are excited to be in Qatar. We are confident that our beauty brand will be a bestseller in the country". She also added that Dr Irena Eris has

been "accepted into the prestigious Comité Colbert – an association of the most luxurious brands including, among others, Chanel, Dior, and Louis Vuitton. As such, "Dr Irena Eris brands means not only an appreciation of cosmetics of exceptional quality, but also the philosophy espoused, which sets out the direction of the business – respect for tradition, business ethics, striving for perfection, realization of a holistic approach to beauty, and innovativeness", summarizes Ms. Detka.

And indeed it was successful make-up class based on the active participation of our Qatari ladies in

attendance. They were in awe with the artistic make-up application done by Ms. Shaikha Al Nasif, and did not hesitate to ask questions on techniques and stroked. Ms. Fatma Al Ahmed promptly answered all questions and in fact offered deeper insights to achieve a more wow effect.

Valuable gifts were given to the ladies to try the Dr Irena Eris brand at home. We are overwhelmed by the positive feedback received on the L-Ascorbic Power Treatment and its immediate effect on the skin! Thank you ladies!

# CELEBRATING THE LEGACY OF LONG SERVING EMPLOYEES

There are times in life when organizations choose to stop everything and pause so they can look back. The 2nd of April 2019 was one such day. That was a day SILL set apart to honour and celebrate the careers of a group of our long service employees.

Given the fast tracked world we live in and the constant pace of change, it is an accepted fact that career moves are swift and frequent. Expertise has a way of whizzing in and whizzing out of positions. In that kind of environment a 5 year tenure can be considered as 'significant'. Against that backdrop a truly astounding thing to see would be the careers of people who have stayed on at the same organization for 10, 20, 30, 40 and even 50 years! That's a span of 5 decades serving the same employer. And here we are at SILL, not just proud but also completely able to claim that rare privilege!

We are proud to say that in our midst we have had the following numbers of employees completing, remarkable numbers of years with us. We have 6 employees who completed 40 years with us, 28 Employees who completed 30 years and above, 60 employees who completed 25 years and above and 97 employees who completed 20 years and above. Those numbers paint an astonishing picture of loyalty and commitment, of dedication and service that's worth honouring.

On the 2nd of April when we held our first "Recognition Day" we were celebrating the long years of service of Executives, Managers and Staffs who have stayed with SILL for varying degrees of time. Chief among them was one employee who had given 50 years of service. You can read about him in another space in this edition of TSE. Others had completed 25 years

upward. The ceremony held at the Maysaloun Hall of the Gate Mall on the 2nd April, was to particularly honour those who completed between 25 to 50 years at Salam.

In the company of these long serving employees and the top management of SILL, our Chairman Mr Issa Abu Issa, Chief Executive Officer Mr. AbdulSalam Abu Issa gathered to hand out certificates of appreciation and recognition. Our Chairman and CEO expressed their deep appreciation and congratulated the invitees who were being felicitated. Their words conveyed the value they place on the partnership these long service employees have built with SILL. While SILL has invested in them, the employees have given back to the company, contributing their time and talents, skills and competencies to make SILL all that it is today.

The 2nd April gathering wasn't the only one organized to honour these executives and managers. On the 5th of April another ceremony took place, also at the Maysaloun Hall of the Gate Mall. At this gathering once again the top management took time to recognize the service of the workers who completed 20 years up to 40 years of service. Our Chairman Mr Issa Abu Issa, Vice Chairman Mr. Hussam Abu Issa, Chief Executive Officer Mr. AbdulSalam Abu Issa and the Business Unit Managers and Representatives presented the certificates to those gathered. Once the ceremonial and felicitation aspects of the program ended those present shared a time of fellowship and enjoyed a buffet at the Eatopia restaurant.

On behalf of TSE and our readers we would like to congratulate our entire long service employees contingent. Your service to SILL is inspiring and you leave us a challenge to emulate you and serve SILL with the same level of dedication you have shown!



Mr. Issa Abu Issa - Chairman of SILL



Mr. AbdulSalam Abu Issa - CEO of SILL



# CELEBRATING SALAM EMPLOYEES OVER "2000 YEARS" OF SERVICE

## Salam Long Serving Employees Recognition Ceremony

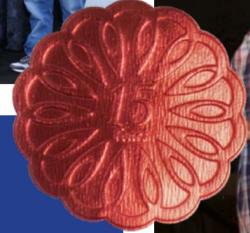


# CELEBRATING THE LEGACY OF LONG SERVING EMPLOYEES





# CELEBRATING THE LEGACY OF LONG SERVING EMPLOYEES





بالالتزام والتركيز  
نثب نحو  
المستقبل

FOCUS AND  
DISCIPLINE TO  
MOVE FORWARD

جمعية عمومية  
GENERAL ASSEMBLY

# SIIL & SALAM BOUNIAN GENERAL ASSEMBLY

Salam International and Salam Bounian Annual General Assembly was held last April 1, 2018 at the Maysaloun Hall of the Gate Mall.

It was attended by the shareholders and Board of Directors of Salam International and Salam Bounian.



Basketball Champion Stream Industrial Engineering together with Mr. Sery Sousou – GM of Stream, Mr Suleiman Al Khateeb, Executive Director –Corporate Development of SIIL, and Mr. Radwan Ghazal – GM of Salam Petroleum.

# SIIL, CELEBRATED QNSD 2019



Badminton Champion Salam Studio & Stores together with Mr Suleiman Al Khateeb, Executive Director –Corporate Development of SIIL.



Table Tennis Winners together with Mr. Samer Bitar – Retail Director of Salam Studio & Stores, Mr. AbdulSalam Abu Issa – CEO of SIIL, Mr. Yasser Hamad – Managing Director of SIIL and Mr. Mustafa Abdul Aziz – GM of Salam Enterprises.



Cricket Team together with Mr. P. Rahiman Sab -Finance Manager of SIIL Head Office, Mr. AbdulSalam Abu Issa – CEO of SIIL and Mr. Samer Bitar – Retail Director of Salam Studio & Stores.

# employee

## EXPERIENCE



### Mahboob Ali

#### REGIONAL MANAGER – PHOTO IMAGING DIVISION

IN THIS EDITION OF TSE WE ARE DELIGHTED TO HAVE SAT DOWN WITH A MEMBER OF THE SALAM FAMILY WHO HAS A VERY UNIQUE DISTINCTION. MR. MAHBOOB ALI REGIONAL MANAGER – PHOTO IMAGING DIVISION, IS SOMEONE WHO HAS COMPLETED 50 YEARS WITH THE SALAM GROUP! THAT ALONE PUTS HIM IN AN EXTREMELY UNIQUE POSITION. SINCE HE IS A RARE EMPLOYEE WHO HAS SERVED UNDER THREE, SUCCESSIVE GENERATIONS, TSE WAS ABLE TO CATCH UP WITH HIM AND LOOK BACK ON HIS ILLUSTRIOUS CAREER, AND HEAR HIS PERSPECTIVES ON MANY AREAS OF WORK AS WELL AS LIFE.

#### Which year did you join Salam, how did you join and what was your job title at the time?

Mr. Mahboob Ali (MA): I joined Salam on the 13<sup>th</sup> of March 1969. My first designation was Sales Assistant. I was introduced to Salam by my uncle, the late Mr. Abdul Kader, who was working with Salam. My uncle was hired by our Founder the late Mr. Abdul Salam Abu Issa. That was an amazing privilege. I was just 18 years old when he brought me down and paved the way for me to become a part of this Group.

#### What was Salam like in those days in terms of its size and its business focus?

First of all, the company was known as Salam Studio & Stores. At the time our company looked like a small department store. The main focus areas of the business were retail Photography, cosmetics & perfume, fashion & household. So you can see, even as far back as then, we had a leaning towards owning and operating diverse businesses. We also had a photo studio at Salam. Our staff strength at the time was around 15-20 in total.

#### At the time you joined, under whom did you receive your guidance and who did you learn your work from?

Mr. Osama Faquih, he is the uncle of our past CEO Mr. Issa Abu Issa - It was Mr. Faquih who was the Manager of the Studio. He was my teacher in photography. The late Mr. Hussain Abu Mahmood, he was my supervisor. Our Founder Mr. Abdul Salam was also someone who encouraged me greatly. I am really indebted to these people who took me under their wing and made me comfortable to explore my capabilities. They invested in me and helped me to hold my position and grow in those early days at Salam. I am very grateful to them.



#### What was Qatar like at the time you joined?

Qatar looked more like a small town with a population of perhaps 250,000. It certainly didn't look anything like the big cosmopolitan city that it is today. The traditional old souq was the central hub of activity, with a lot of small shops and local restaurants. I must say this - despite Doha's small town feel, all the reputed brands from all over the world had somehow found their way to Qatar, even way back then. So we had renowned brands available in all aspects of business.

#### Did your family come along with you to Qatar right from the start or when did they join you? Tell us a bit about them

I got married in January 1977. My wife and my oldest son came to Doha in 1982. Having settled down here my wife and I went on to have 2 sons and 2 daughters. Today we are proud grandparents to 7 grandchildren. My daughters are working in Doha and my two sons are working in Dammam in Saudi Arabia.

#### Over the years how have you seen Salam grow?

Over the years I have witnessed an amazing growth in Salam. Like I said I joined at the time when our Group's Founder was laying the groundwork for what the company has become today. Salam International was formed and it grew in leaps under the leadership of Mr. Issa Abu Issa. I was witness to how the Group flourished under his hands. As far as Salam Stores is concerned I have watched operations expand and grow not only in Qatar but also across the Region. Now we can see the younger Mr. Abdul Salam is taking the company higher, and to the next level. So all that growth has happened virtually in front of my eyes. Today I can confidently say that Salam is one of the most reputed in the Middle East and I am proud to have been of that.



#### What are your thoughts on Salam's Leadership through three generations?

I am now with the third generation of the Abu Issa family. I have been with the Group from Mr. Abdul Salam our Founder, to Mr. Abdul Salam his grandson, who is now my CEO. The legacy of our Founder Mr. Abu Issa was continued so capably by his son Mr. Issa Abu Issa and his brothers. Today it is a privilege for me to see that vision going forward under the steady and very capable hands of Mr. Abdul Salam. The growth from an old conventional studio and coffee shop to a multinational company that diversified into many kind of businesses was something truly amazing to see. I have cherished memories of the members of the three generations of the Abu Issa family. I am sure Salam's legacy will continue and go further, because that's the kind of visionary leadership this group has always been blessed with. The passion is there with the family and they are all professionals. I worked with all of them very closely. Especially, Mr. Issa Abu Issa. Mr. Issa gave me a lot of opportunities for my growth in the company and I am so thankful for that.

#### What do you consider to be your most memorable contribution to your work?

I consider myself to be a proud and privileged member of the Salam Group. I have thoroughly enjoyed working with Salam. My contribution was to continue to not just run the Photography Department but also to grow it and help it to reach the level of being one of the best photo imaging distributors in the Middle East. That is a contribution that has meant a lot to me. Beginning from being a stand-alone studio, today we not only sell cameras but complete imaging systems and solutions. I have experienced the expansion of many technological aspects of the business and we have been able to grow alongside every single one of them in the imaging sector. At Salam Stores we never fell behind but we kept up and led the industry. That's another contribution that is noteworthy to me. As much as we witnessed huge successes we also faced many challenges. We enjoyed the booming years of digital imaging and we have faced the reality of a declining photo industry and consumer electronics. That happened with the flood of the mobile phone business. Even so, I can confidently say that Salam has maintained its strength by staying ahead and showcasing every new product line. Our Photo Imaging Department has become stronger and we have established our brands as market leaders. I am very proud and honored to have handled and managed the most reputed brands in photography like Canon, Nikon, Minolta, Pentax, Konica, Polaroid, SanDisk, Energizer just to mention a few. We have received so many awards over the years for our outstanding performances and achievements. So these are contributions that are memorable to me.

#### As you complete your 50 years who would you like to thank?

First I would like to thank the Abu Issa family and my management for their support and encouragement for my career. I also want to thank my suppliers/principals who have been very supportive of me and my work right throughout. I thank them for the trust they put in Salam. I also must thank my loyal customers who have kept us busy through the years. Another word of thanks is due to my colleagues who have worked with me for long years offering their loyalty, dedication and contribution. Without them I would be nowhere. Finally, I want to thank my family who have kept me alive and active.



#### What words of advice would you like to leave behind with others who are employees at Salam?

In 1976 our founder asked me to start the distribution of our products in the market. When he did that, he also gave me a piece of golden advice. He said "if you want to sell or market any product - first you have to believe in that product and you have to love it. It is only then, that you will be able to sell it" I have never forgotten those words. They have stood to be so true in life. So I have taken those words to heart and many times I have repeated it to my colleagues. This is the same words of advice I would like to leave behind with other employees at Salam. It doesn't matter what part of Salam you work at. If you want to market something - know it first and make sure you love what you sell. That will be your key to success.

# occasions

SALAM ENTERPRISES QATAR



## CHRISTMAS AND NEW YEAR Celebration

Salam Enterprises Qatar Team gathered to celebrate the holidays, Christmas and New Year Celebration. Mr. Mustafa Abdulaziz, General Manager graced the event.

## Congratulations Rodaina

Congratulations to Rodaina Louay Hashem on her academic achievement. Rodaina is the daughter of Mr. Louay Hashem, PRO of Salam Technology. SILL is proud to sponsor her education. Good luck Rodaina!



## warm welcome

### TO OUR NEW TEAM MEMBERS

SALAM ENTERPRISES QATAR



**Mr. Samuel James**  
joins us as Construction Manager.



**Mr. Nasser Mohammed**  
joins us as Sales Executive.

## promotions

SALAM ENTERPRISES QATAR



**Mr. Oliver Jayaraj**  
promoted as Sector Sales Manager - Healthcare Division.



**Mr. Remon Fouad**  
promoted as Sector Sales Manager - Furniture and Fit-out Division.



**Mr. Dinto George**  
promoted as Sector Sales Manager - Hospitality Sector.

## new births



**Ruqayyah Firdos**  
daughter of Mr. Firdos Ameer - Administration Officer



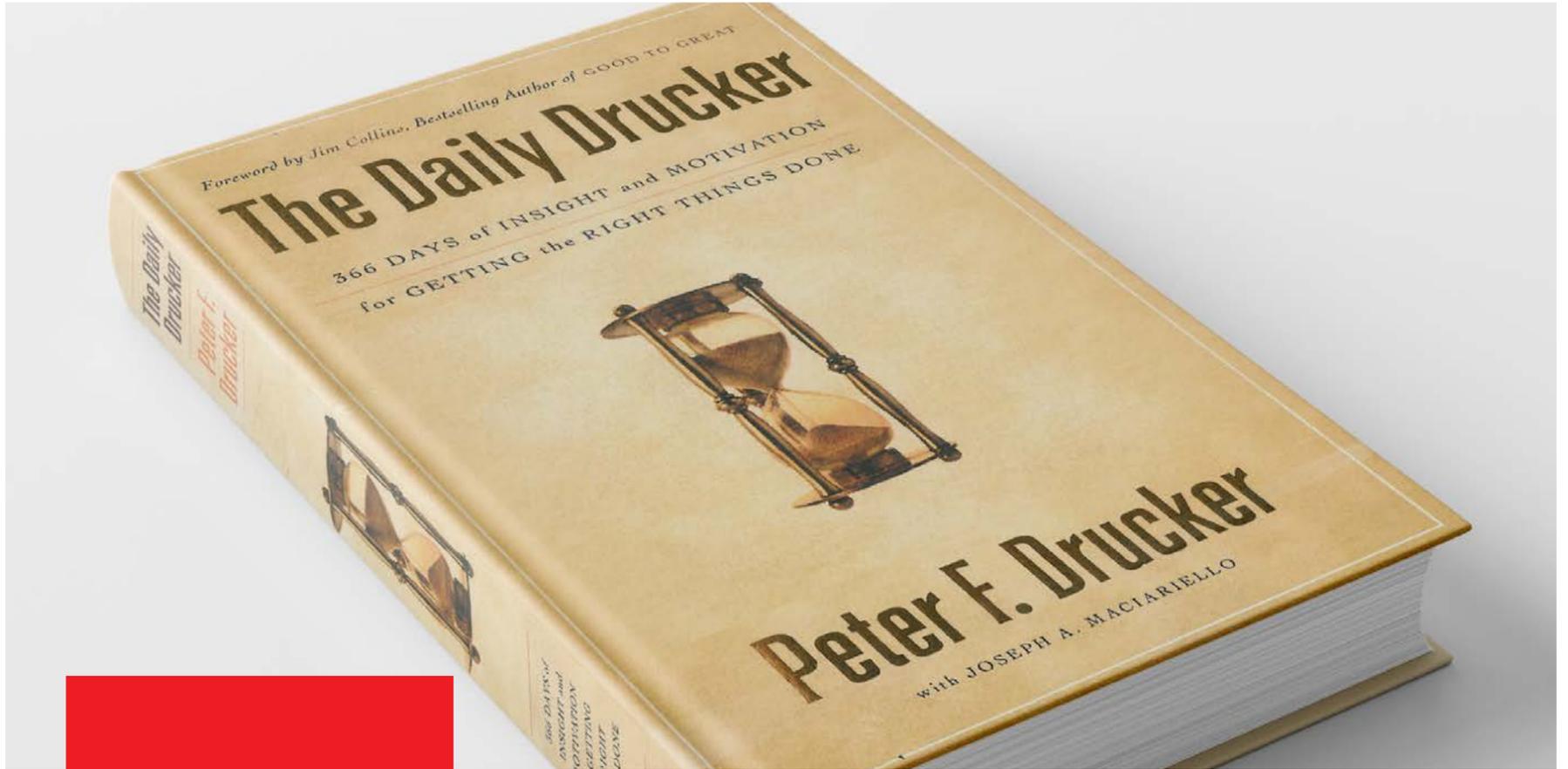
**Liam Yñota Mondal**  
son of Mr. Rana Mondal - Support Engineer

## matrimony



Congratulations to **Mr Mohammed Lal Khan**, HR Officer on his marriage

# bookworm



## THE OPPORTUNITY-FOCUSED ORGANIZATION

*Performing organizations enjoy what they're doing.*

Organizations have a gravity, the weight is constantly being pushed into being problem-focused, and one has to fight it all the time. Not very many organizations are good at what I call "exploitation of success". Look at what is today the world's largest consumer-electronics entertainment company: Sony. Basically, all Sony has ever done is run with the tape recorder and build on its success. But if you build that into the organization and demand it from everybody, then you create a receptivity for being opportunity-focused rather than problem-focused. And above all, you create enjoyment. I know this is not the

academically respectable thing to say, but performing organizations enjoy what they're doing. I'm always asked how I know what kind of an organization to accept as a client. When you walk through the door, you know in two minutes whether they enjoy it. And if they don't enjoy it, then I'd rather not work for them. But if they like it and they feel that tomorrow is going to be better – that creates a totally different climate.

### **Action Point:**

Do what you enjoy.



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**[the creative union]**

The Salam EXPERIENCE is published each quarter by the Corporate Marketing & Communications Department. Its purpose is to recognise employee accomplishments, inform the readers of upcoming events and to report stories of interest to the employees of Salam International Investment Ltd. To be accepted for publication, information must pertain Salam International Investment Ltd. activities, personnel or family members of Salam International Investment Ltd. Submissions will be edited for clarity, brevity, and to meet space limitations.

The Corporate Marketing & Communications Department reserves the right to decide whether or not a submission is newsworthy or acceptable for this medium.

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