

the Salam experience

**WELCOMING
MR. ABDUSALAM ABU ISSA
AS OUR NEW CEO**

**Made in
Qatar 2017**

**SIIL PROUDLY STEPS FORWARD
YET AGAIN TO SUPPORT**

4th Quarter 2017

Salam International Newsletter

Not for Sale

editor's note

Sara Abu Issa

Manager, Corporate Communications

Greetings!

On behalf of The Salam Experience and all its readers, I wish to offer my warm congratulations to our new Chief Executive Officer Mr. Abdusalam Abu Issa! We welcome him warmly as he takes the helm at SIIL and carries its mission and mandate forward.

With new leadership comes new momentum. And new momentum provides an exciting opportunity to leap to new heights. In his capacity as DCOO of Salam Mr. Abu Issa took great pains to observe, learn and work in partnership with SIIL's management, equipping himself exceptionally well, to take on the reigns of one of Qatar's oldest and largest conglomerates, so that he can carry it securely towards an even brighter future.

SIIL has long been blessed by visionary leadership, who firmly believe in and acknowledge the power of individual contributions in every significant achievement. We are fortunate that our new CEO who possesses the same mindset and seeks the support and cooperation of all making us co-partners in SIIL's future. Therefore, let's join hands and support him wholeheartedly as he charts new paths and sets new directions. TSE is honoured to have him articulate his most immediate intentions for SIIL through the pages of this publication. In his first CEO message on page 6, he has given us a sneak preview of the direction in which he aspires to lead us and shed light on the overarching goal of SIIL for the next several decades.

On a different note, as your Editor, I would like to keep you informed that the next edition of TSE will carry an important survey. We would love to hear from you as we seek your feedback and input on the new look of TSE. The Editorial team is open to your suggestions on how we can improve our newsletter for the future. So, do look forward to the survey as I look forward to hearing your views!





NEWS ROOM

breaking news

SALAM ENTERPRISES

ABU DHABI

Projects Awarded by the following Sectors:

- Awarded with a project for joinery works at By Terry - Dubai Mall and Tavola, New Springs Village.

SALAM ENTERPRISES

BAHRAIN

MAJOR PROJECTS WON: Commercial/Hospitality Sector

- Awarded with an order for supply & installation of furniture for Bahrain Airport Company.
- Received an order for supply & installation of furniture for University of Bahrain.
- Received an order for supply & installation of furniture for Gulf International Bank.
- We have received another order for supply & installation of furniture for Survey & Land Registration Bureau.
- We have received another order for supply & installation of furniture for Economic Development Board.
- Received another order for supply & installation of furniture for KIMS Management International.

Flooring Sector

- We have received an order for supply & installation of Carpet Tiles for Viva Telecom Office.
- Received an order for supply & installation of Carpet Tiles for Caribou Coffee.
- Awarded with an order for supply & installation of Sports flooring for Ministry of Youth & Sports - Darkulaib Club.

ATELIER 21

KSA

MAJOR PROJECTS WON: Health Care Sector/Fit Out

- We have received another order for the supply & installation of furniture, for SAUDI Council of Engineering.

SALAM ENTERPRISES

DUBAI

Construction Division

The Construction Division of Salam Enterprises LLC - Dubai have successfully completed the supply of Cast-in Channel system for fixing precast cladding for Cityland Mall Project in Dubai.

For the **Dubai Metro Project**, we have won the order for supplying Rebend Connection for connecting Precast Parapet to Balcony.

We have also been contracted for supply of Cast-in Channel system for fixing of Aluminium Curtain Walling for the **Mixed Use Development and Multi Storey Carpark Project and the Dubai Marina 52 42 Project**.

Our Mechanical and Chemical Anchors will be used in the following projects in UAE:

1. **Future Tower, Sharjah**
2. **Mediclinic Project, Dubai**
3. **Zabeel1 Project, Dubai**
4. **Crescent Tower, Dubai**
5. **Al Maryah Central Project, Abu Dhabi**
6. **Arena Stadium Project, Dubai**

Regional Wins

In Saudi Arabia, we have successfully completed the supply of Fixing System for Stone Cladding for New Data Center Project.

In Qatar, we have been contracted for supply of Fixing Anchors for fixing Concrete Slab and Steel Structure for the Al Wakrah Stadium and Precinct Project, Doha.

Again in Qatar, we have been awarded the order for supply of Fixing System for Stone Cladding for Lusail City Development Project.

Water Division Projects in UAE

- We delivered a complete water filtration & sterilization system of 13.6 M³/Hr capacity, for Al Bawardy Mosque Project in Abu Dhabi. The water cooling system to the mosque was also within our contract.
- We delivered and commissioned a water filtration & sterilization system of 27 M³/Hr capacity to the "Spanish Villa" Palace project in Abu Dhabi.
- Again, we completed the delivery of a Grey Water treatment system of 260 M³/Day capacity for a 5-Stars Hotel project in Palm Jumeirah - Dubai, through the MEP contractor: Sterling Sanitary.

Outside UAE

- We shipped five giant Multi-Media filters of 63" size to Oman. These were part of a Sewage Treatment Plant in Muscat Area contracted by our customer: Hallmark Technical Services.

SALAM INDUSTRIES

VIP Villas in the Pearl Qatar

We have been awarded VIP villas in three different locations all in high end joinery and furniture work, in addition to Beach Villa.

Al Wajbah Majlis-Phase I

We have been awarded Al Wajbah Majlis Phase I by the Main Contractor - Midmac.

We have been awarded fit out works for the following:

- Fauchon at Doha Festival City
- Du Pont at Doha Festival City
- Ali Bin Ali Exhibition 2018
- Qatar Airways office at Mall of Qatar
- QNB HQ Offices renovation



contents

→ *editors corner*

SALAM ENTERPRISES ABU DHABI
SALAM ENTERPRISES BAHRAIN
ATELIER 21 KSA
SALAM ENTERPRISES DUBAI
SALAM INDUSTRIES

2 *newsroom*

6 *ceo message*

A NOTE FROM
THE DESK OF OUR NEW CEO

88 *issue article*

MAKING PRESENTATIONS

10 *events*

SIIL PROUDLY STEPS FORWARD YET AGAIN
TO SUPPORT MADE IN QATAR 2017

14 *corporate IT article*

FROM SIIL'S CORPORATE IT DESK
WHAT'S COMING & WHY!
HELPFUL TIPS & INSIGHTS FROM
CORPORATE IT

16 *happenings*

SALAM ENTERPRISES ABU DHABI
SALAM STUDIO & STORES QATAR
SALAM TECHNOLOGY
SALAM INTERNATIONAL
SALAM HOSPITALITY
ITC & MIDECO

25 *company spotlight*

SALAM GLOBEX

27 *employees*

EXPERIENCE
MS. LINA HELENA KAMAL

28 *occasions*

DINNER AT EATOPIA
FAREWELL TO MR. ANWARUL SADATH
CHRISTMAS PARTY

31 *new births*

32 *hot stuff*

BOOKWORM
A SCORECARD FOR MANAGERS

CEO MESSAGE

A NOTE FROM THE DESK OF OUR NEW CEO



DEAR SIIL FAMILY,

I HAVE BEEN WITH THE COMPANY FOR SIX YEARS AS DCOO AND HAVE HAD THE OPPORTUNITY TO MEET MANY OF YOU AS WE HAVE WORKED ALONGSIDE EACH OTHER TOWARDS THE CONTINUED SUCCESS OF SIIL. THERE ARE OTHERS AMONG YOU WHOM I HAVEN'T YET HAD THE OPPORTUNITY TO INTERACT WITH. HOWEVER, AS I ASSUME THE ROLE OF YOUR CHIEF EXECUTIVE OFFICER, I WOULD LIKE TO TAKE THIS OPPORTUNITY TO ADDRESS ALL OF YOU, AS VALUED MEMBERS OF THE SIIL FAMILY.

Let me begin this note by placing on record my appreciation and thanks to our Chairman and Vice Chairman as well as to the Board of Directors of SIIL for the much-valued confidence and trust reflected in their appointment of me as CEO. Having taken on this immense responsibility I truly look forward to working with our Chairman and Vice Chairman in order to drive Salam to new heights. It has been my privilege to continue building on the legacy of my grandfather the Founder and my father and uncles the Co-Founders of Salam. My late grandfather worked diligently to start up Salam 65 years ago.

As a visionary and as a passionate entrepreneur he built Salam's core retail and distribution business. Having established the business, he invested his energies relentlessly to grow the company for 30 years. This legacy was continued by the second generation, who advanced Salam's core business.

With unyielding commitment they led the Salam and spearheaded its growth for the next 35 years. Their foresight and vision ushered in another massive leap, carrying the company to a whole new plane. Under their leadership the co-founders expanded Salam from its original retail and distribution core to become a diversified corporate entity. Their discerning decision to go public protected the company, ensured its longevity and enhanced its competitiveness to grow.

During my tenure as DCOO I invested myself wholeheartedly and worked with all levels of Salam's Management to understand SIIL's business potential, opportunities and also understand the risks and threats facing Salam's businesses. This experience has provided me with a great deal of insight on a future roadmap for SIIL. As I accept the role of CEO, let me share in the most brief and concise manner the target I desire to set for the company. Our primary goal as



Salam's Management and as members of SIIL's family at every level is to create and deliver sustainable value to our shareholders and stakeholders. We need to focus on operational excellence. In the coming years, I firmly believe that the concept of "scale management" will rise in its importance. And, it will be applicable to us whether we are managing the scale of risk taking, managing the scale of investment appetite or managing the scale of new opportunities.

Looking to the future, here are some of the steps we will take, which clearly articulate our immediate intentions. We intend work to maximize the Salam asset utilization. We also intend to explore the talent within, emphasizing on the second and third levels of management, to lead and drive Salam. Further, we intend to work productively and efficiently by making timely decisions and we intend to invest in existing operations.

I am very confident that Salam will continue to thrive and maintain the impeccable reputation we have in the market. Salam will also continue its commitment to grow and enhance relationships with all our customers, suppliers, bankers, government and regulatory authorities and the community far into the future. As a third, generation CEO of this 66-years-old family business, my goal is to continue and grow our legacy of success and God willing see Salam pass the 100 year mark in business, while serving the nation of Qatar and its people. Let's work towards that goal. I am certain that together, we can achieve it!

Mr. AbdulSalam Abu Issa

issue article

SALAM INTERNATIONAL



Making PRESENTATIONS

GLOBAL MANAGERS ARE OFTEN CALLED UPON TO MAKE PRESENTATIONS TO CUSTOMERS, EMPLOYEES AND JOINT VENTURE PARTNERS. TO GIVE A SUCCESSFUL PRESENTATION, MAKE SURE THAT YOU KNOW YOUR AUDIENCE AND BE CLEAR ABOUT YOUR KEY MESSAGE AND OBJECTIVES.

MAKE IT EASY FOR YOUR AUDIENCE TO UNDERSTAND KEY POINTS



QUESTIONS TO ASK YOURSELF

- DO I KNOW MY AUDIENCE AND WHAT THEY WILL EXPECT OF ME?
- AM I CLEAR ABOUT WHAT I WANT TO COMMUNICATE?
- AM I ABLE TO ADAPT IF I AM LOSING THE AUDIENCE'S ATTENTION?
- SHOULD I HAVE MY PRESENTATION TRANSLATED OR USE A TRANSLATOR?

FORMING A STRUCTURE



Give your presentation a structure, but research where the emphasis is required. North Americans, for example, will prefer you to get to the point without too much background information.

ASSESSING AN AUDIENCE

Imagine your presentation as it will be seen by your audience. Consider the following points: the potential benefits your presentation offers them; how they will perceive you; what they will think of the subject matter; their cultural expectations about presentations. The more you know about your audience, the more confident you will be in delivering your message. Do not, however, let confidence appear as arrogance.

ADAPTING PRESENTATIONS

Consensus cultures like a relatively low-key, formal presentation with a lot of background information, visuals and handouts. The audience will be attentive, but not very participative. Autonomy cultures tend to like short, well-structured, and dynamic presentations with a relatively small amount of context. Supporting data is important. Expect many questions. Status cultures like a warm, personal touch, and a "soft-sell" approach. They are likely to interrupt regularly and want to engage in dialogue. Gently guide them back to the topics you want to discuss. They will appreciate your flexibility.

PLANNING PRESENTATIONS

A successful presentation needs to connect with the needs and wants of those who are going to be listening to it. Find out about the business situation of members of the audience, their cultural values, and what they will see as the benefits of working with you - such as cost, suitability for their culture, proven reliability and long-term perspective. Identify your key messages and link them to these benefits in a logical sequence. Choose a presentation style that is appropriate for your intended audience, for example, adjust it to be formal or informal.

USING TOOLS AT A PRESENTATION

Tool	How to apply
Presentation Map:	At the outset give an overview of the structure of the key message that you will be delivering.
Change Signals:	Indicate clearly when you are switching topics. For example - "I will now talk about..."
Visual/Verbal Hooks:	Use images, graphs, charts or spreadsheets to highlight points and emphasize key words.
Handouts:	Prepare copies of the presentation and any relevant supporting material.
Pacing:	Alter the speed of your presentation to suit the fluency of your audience.
Body Language	Be aware of cultural differences and omit gestures that might be confusing.

Things TO DO

1. CONSIDER WHAT THOUGHTS YOU WANT TO LEAVE YOUR AUDIENCE WITH.
2. BRAINSTORM IDEAS ON CONTENT, FLOW AND METHODS.
3. IDENTIFY YOUR KEY MESSAGES AND ADAPT THEM TO SUIT YOUR AUDIENCE.
4. REHEARSE THE PRESENTATION SEVERAL TIMES BE FORE HAND.

events

SIIL PROUDLY STEPS FORWARD YET AGAIN TO SUPPORT

Made in Qatar 2017

Every year since 2009, an event of great significance takes place in the heart of Qatar's Business District. Inspired by the wise vision of the Emir of Qatar, His Highness Sheikh Tamim bin Hamad Al Thani and in pursuance of the Qatar National Vision 2030, which focuses on income diversification, Qatar Chamber (QC) holds the "Made in Qatar" Exhibition. Continuing our proud tradition of stepping forward to support Qatar's Government and promote robust activity in the private sector, this year SIIL contributed to "Made in Qatar" as the event's Silver Sponsor along with Qatalum, Astad, & Hasad Food.

As in previous years, made in Qatar's 2017 edition promoted local products in domestic and international markets. The difference however was that the exhibition had commendably bigger and more impactful. The growth of Made in Qatar was self-evident with a far larger number of participants from local industries displaying their capabilities for the exhibition's duration. Made in Qatar 2017 ran from December 14th to 17th, 2017 at the Doha Exhibition and Convention Center. The QC organized event drew over 300 local companies representing a wide range of sectors from multiple industrial sectors to heavy industries and SMEs.



THREE SIIL COMPANY'S PROMOTE THEIR PRODUCTS & SERVICES AT MADE IN QATAR

Three of Salam International companies participated this year at Made in Qatar. They were Salam Industries, Qatari German Switchgear and Gulf Steel Engineering. Our companies confidently promoted local products and services in the domestic market, offering solid, quality alternatives to imports, in order to supply and strengthen domestic consumption.

A Strong Showing By Salam Industries

The Salam Industries booth was set up to display its position as one of the leading fit-out contractors and furniture manufacturers in the country. Building on the 40 year legacy that Salam Industries enjoys the company displayed its capacity to undertake and execute fit out work for luxury hotels, executive offices, commercial centers, banks, resorts and residential projects giving exhibitors the opportunity to familiarize themselves the company's skills and in-house capabilities, its fabrication sectors and its superior quality hand tufted carpeting works. Salam Industries was also proud to display its recently added comprehensive glass processing line for interior works.



Qatari German Switchgear Company Captures Attention

As a trusted, locally established Switchgear manufacturing and assembly company, SILL's QGC made its presence felt at Made in Qatar. The booth at Made in Qatar clearly communicated QGC's capacity to manufacture, assemble, distribute and import MV (11KV) & LV (415V) panels. Building on the expertise QGC has gathered since its inception in 2004, the QGC team interacted with exhibition-goers promoting their service capacity to supply, supervise, install, test & commission switchgear panels. The team also ensured that potential customers were made aware that QGC's assembling and manufacturing capabilities for low & high voltage switchgear has been enhanced by its technical collaboration with Siemens Germany. Given its proven experience in the total electrical industry and being a partner of Siemens, QGC continued its efforts at Made in Qatar to win over projects from both government and various EPC contractors within Qatar and in the nearby gulf region to supply LV & HV panels.



Gulf Steel Engineering Displays its Expertise

Gulf Steel Engineering (GSE) used its presence at Made in Qatar to highlight its strong portfolio of solutions and services. GSE's strengths in structure designing and manufacturing of high quality, superior and cost effective steel products and Construction of steel works was on display in order to attract the attention of future clients. The company's capabilities in steel structures including Built – up sections, Structural Steel Building, Steel for pipe racks, gantries & overhead traveling cranes as well as miscellaneous structural steel presented one aspect of GSE's work. Additionally, GSE's capacity to undertake and deliver superior solutions in the Plate Work and Pipe Work areas as well as a host of other services including Design & Detailing of Structural Steel Works, Construction & Projects Management of Steel Works, Mechanical Installation, Roofing systems, Fire Proofing & Cladding Installation completed the picture for those at Made in Qatar who were seeking a high quality, internationally benchmarked steel services and solutions provider.



THREE QUICK QUESTIONS FOR OUR CEO ON SILL'S SUPPORT OF MADE IN QATAR

The Salam Experience (TSE) Team caught up with SILL's Chief Executive Officer Mr. AbdulSalam Abu Issa (ASA) for a quick series of questions on his views of SILL's participation and support of Made in Qatar.

TSE: SILL joined hands with the Qatar Chamber as well as several other companies by signing up as a Silver Sponsor of Made In Qatar 2017. What inspires SILL's support?

ASA: First, as a local conglomerate we are truly proud to support Qatar's initiatives. So we didn't hesitate in joining hands with the Chamber to add our strength to this distinctive exhibition. Second, we see the collaboration that Made in Qatar harnesses as a highly positive factor. As in previous years, this year you can see that Made in Qatar is highly supported by various bodies. At SILL we believe in the power of collaboration when promoting Qatar's industries and capabilities. So those factors inspire us.



TSE: What potential do you see in efforts such as Made in Qatar?

ASA: Made in Qatar is an exhibition with enormous potential. It is perfectly poised to contribute to promoting locally-manufactured products, giving them the visibility they need. In the light of the current circumstance the country is facing the importance of promoting local capabilities, products, services and solutions cannot be overstated. There is no better time for local companies to step forward, display their capabilities and shine. The level of interest in made in Qatar this year from all authorities concerned, was a confirmation of this.

TSE: Three of our companies were among the exhibitors, this year. How is their presence at Made in Qatar linked to SILL's strategy, specifically in relation to the current market situation?

ASA: SILL's strategy currently focuses on strengthening our businesses and developing our products to be more competitive. We are willing and ready to step forward and venture out to address the gaps our market is facing, by providing quality alternatives, when and where possible. Made in Qatar provides SILL and other local companies a great opportunity. As for us, we are using it to meet with importers and company representatives and inform exhibition-goers about our local products and services. Made in Qatar provides an excellent opening to demonstrate the quality of solutions. So we are more than happy to make use of that while supporting Qatar at the highest level through our sponsorship.



FROM SIIL'S CORPORATE IT DESK What's Coming & Why!

TSE READERS WILL REMEMBER OUR LAST EDITION CARRIED A FEATURE ON SIIL'S IT DEPARTMENT. IN IT WE PROMISED OUR READERS A SNEAK PREVIEW AND A CLOSER LOOK AT WHAT THEY CAN EXPECT IN 2018. ALONG WITH A FEW INSIGHTS, THE BELOW ARTICLE OUTLINES A FEW AREAS THAT THEY ARE ENGAGED IN TACKLING TO ENSURE THAT WE BENEFIT FROM A SAFE POWERFUL, SECURE IT SYSTEM.

OUR NETWORK

SIIL's network needs some work, primarily because our network grew organically. The downside when that happens is, the planning that goes into building that network becomes minimal. As a result, our system isn't ideally configured, it has a number of security issues, it's got some old hardware and it uses some old technologies. So - we are in the process right now of fixing all that! Why? Because we believe SIIL needs a network that is easy to configure, manage and secure. During the Secure Desktop project, Shiftpoint were able to address a few of the more serious issues and simplify the core network considerably. But there's still some work left to do.

We have two internet connections; a 30 Mb static connection which all our internet facing services are connected to (mail, web vpn) along with the VIP network traffic and a number of the SIIL servers. There is also a 100Mb home broadband connection which is what most of the users use when they browse the internet.

Corporate IT staff are currently working on the main internet firewall and a series of devices running software called PFSense. The internet firewall changes done so far have simplified the firewall rules and have done a lot of behind the scenes changes to the VPN connectivity and security as well as prepare for the use of site-to-site VPN connections.

We are also working to prepare the network to use 802.1x network security. This will deliver a massive improvement to the security of the Salam network by automatically checking and managing devices that connect to the SIIL network. If your devices isn't authorized, you will be automatically connected to the guest network and have no access to any SIIL core services. There is still a lot more work to do on the network in Qatar and we are also investigating expanding connectivity to our company sites in UAE to give them better access to Salam Core IT Services.

MOBILE DEVICES

The first of the Mobile Device Management (MDM) servers is currently online and under test but a further server still needs to be setup yet because different configurations required for Android and Apple. In addition to providing MDM, the server is also going to be able to provide managed AV services to systems not connected to the SIIL domain and will include MAC and Linux devices as well as windows PC's and mobile phones.

Once the MDM is operational then, company by company, all mobile devices will have their mail and network access revoked. To regain access the user will need to raise a request through the Salam IT Support web portal. The user will be sent a link, which they will need to access on their phone which will install the MDM software. Once the device is visible within the MDM control panel then mobile mail access will be restored. Let's keep in mind that any device that the MDM software doesn't install on, will not have access to company data/networks restored, this is likely to include any rooted/ jail broken phones or phones with malware on them.

Helpful Tips & Insights FROM CORPORATE IT



"Why can't we have a simple password? And why do we need to change our password every few months?" "What shall I do if I accidentally click on a Malware link?" These are among the top questions our Corporate IT receives. Here is some insight and some answers.

What to do if you click on a malware link

Just in case any one of us at SIIL ever open a link or attachment and you believe it's malware:

1. Shutdown your PC immediately (turning off the power at the wall is the quickest option). This stops the potential spread of any malware across the rest of your network.
2. Contact your local IT staff or the SIIL helpdesk for further assistance.

Why avoid simple passwords & why change passwords often

The security settings are set as they are because otherwise it would be a severe risk to the whole of the SIIL network.

A hacker will have a dictionary file that contains millions of words, names and common phrases. There are dictionaries available online of up to 4TB

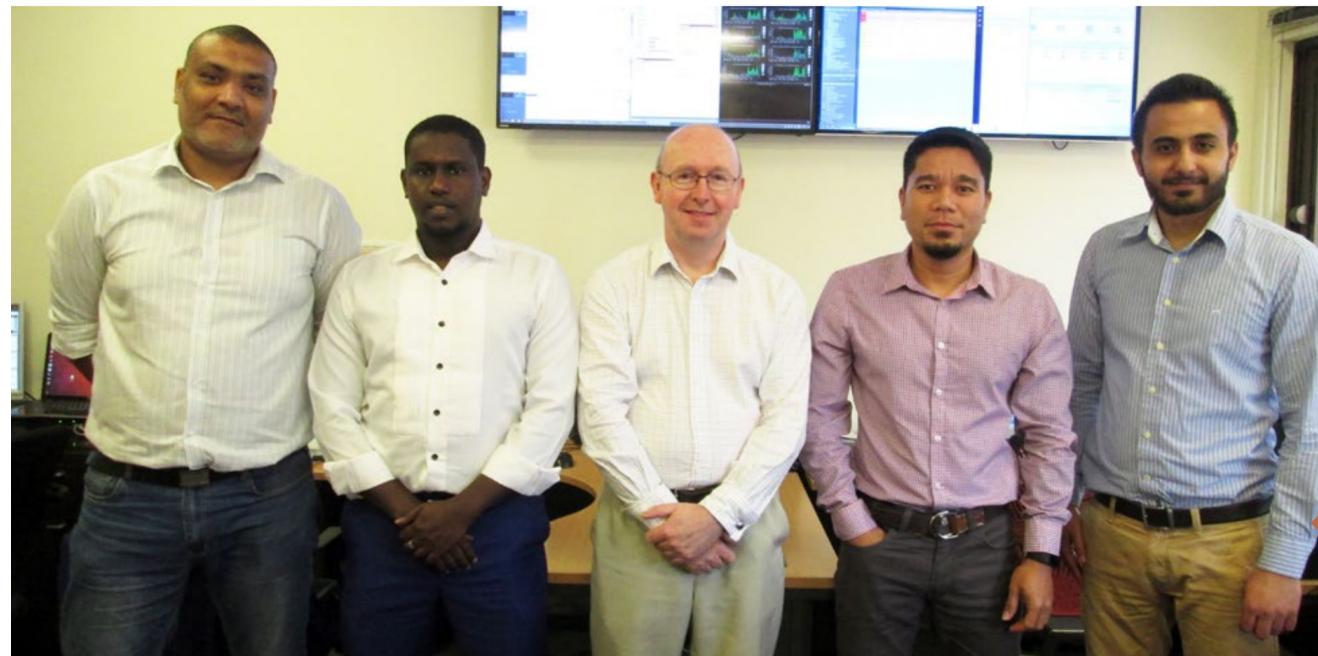
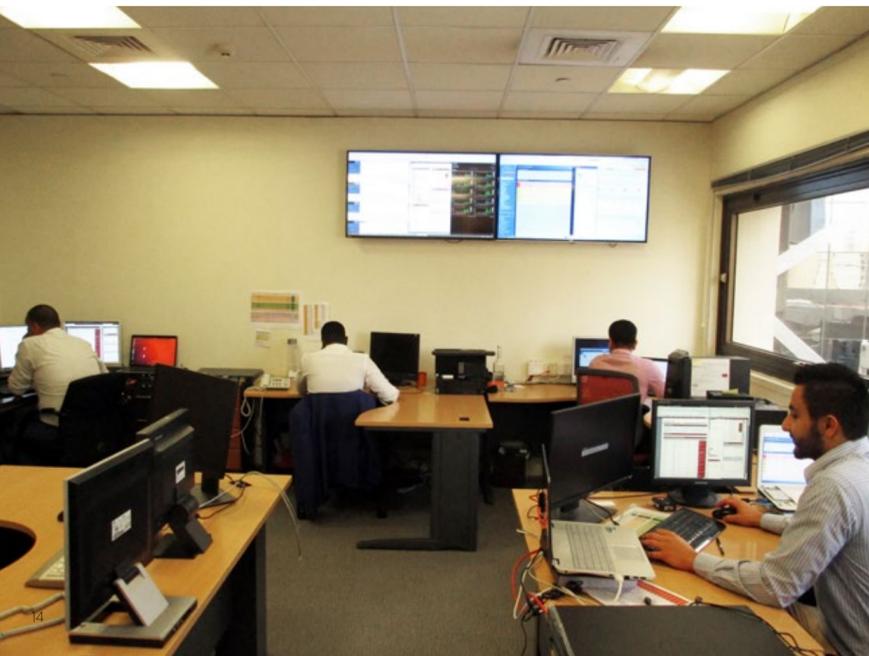
size that contain all the previous words you have mentioned plus the compromised passwords from most major hacks in the last 5 years.

The hacker will then run this dictionary through a software tool that expands it to include general substitutions we commonly make. For instance some of us may use the digit 4 for A, 3 for E and the like. So the word 'scrambled' will become 'scr4mbl3d', or 'scr4mb13d', or 'scr4mb13d' even something like 'scr4mb13d'. This, plus variants substituting capital letters for lowercase. If the hacker is doing a targeted spear phishing attack on you, they will have gathered as much information about you as possible and the dictionary will also include family names, pet names, dates of birth and all sorts of combinations and substitutions of the personal information they've harvested. This dictionary file is then used to brute force the users password be it email, social media, website or pc logon.

Here's how SIIL's Corporate IT is helping you - Our current settings give you domain password around 7-8 months survival time against current brute force decryption attacks. Remove 2 characters off your

password and it changes the brute force time to 4-5 weeks. Here are some insights:

- Use a standard word available in a dictionary, even if it's a complex password and it can halve the time required to crack a password.
- Using common sequences 12345, abcde, qwerty or repeating characters more than twice aaaa, bbb, in your password can reduce the cracking time to days or even hours.
- Once the hacker has cracked your password then they will try it everywhere, all the different social media sites, banks, different email systems. Once they've tried it and used it wherever they can, then they will sell your logon and password on the dark web as part of a batch of compromised accounts.
- You should not re-use passwords across multiple sites and we strongly advise you use a password manager to not only store your logons securely but most good ones will generate truly random strong passwords for you that you can then save in the password manager encrypted store.



SECURITY

Security is one of the biggest headaches for any IT department and SIIL's Corporate IT is no different. For SIIL's IT, it is a constant balancing act of keeping company data secure while allowing users access to data to do their jobs. Our PFSense devices are equipped to check the traffic passing through the system while comparing it with a set of rules to detect malware etc. This month alone, we picked up 23 devices with some form of malware or that were accessing sites that were trying to download malware onto the users device. In nearly all cases this was brand new malware that was not yet being picked up by the antivirus software on the systems!

So there's a brief description of what SIIL's Corporate IT is doing for you day in day out and round the clock!

Corporate IT Team

From L to R: Hussein Abdelwahab, Liban Mohammed, Andrew Baker, Dojie Glariada and Ahmad Zayed.

happenings

SALAM ENTERPRISES ABU DHABI

PROJECTS COMPLETED

- Completed with a project for supply of sports flooring material for Salam Enterprises, Doha.
- Completed with a project for fit-out and furniture works at Gerard Café, Ajman City Center.



Certificate of Appreciation FROM ABU DHABI CITY MUNICIPALITY:

We are pleased to inform you that Salam Enterprises Abu Dhabi has received a Certificate of Appreciation from Abu Dhabi Municipality, and has been recognized as one of the Industry Leaders during the event, held on the 10th and 11th of December 2017.



SALAM STUDIO & STORES QATAR

EL MASTERCLASS EXCLUSIVE

for Qatar Airways Airways

SALAM BEAUTY ROYAL PLAZA

EL masterclass exclusively held in Salam Beauty - Royal Plaza, hosted by Ms. Angie - EL Skincare expert & Ms. Rania - EL Make up Artist. Main event lasted for 1½ hours.

All attendees enthusiastically & interestingly graced the event were well - equipped on their skincare care daily regimen & make up application custom fitted on their individual concerns & needs.

The event happened in Nov. 9, 2017, from 6:00pm - 8:00pm.



TOP NOTE
Italian Festival
AT LULU GHARAFFA

Top Note Gharrafa supports Italian Festival, a one week campaign of Italian products, dedicated to the Italian tradition worldwide,

From Nov. 20, 2017 to Nov. 26, 2017 at Top Note Lulu Hypermarket Al Gharrafa.

Italian Festival was launched at Lulu Gharrafa, organized by the Italian Trade Agency. Top Note Gharrafa supports the campaign by showcasing the Italian products directly sourced from various companies in Italy.

Attended the festival were HE Pasquale Salzano, Ambassador of Italy to the State of Qatar and Mr. Giosafat Rigano, Italian Trade Commissioner to Qatar.



PRESTIGE GROUP TEAM BUILDING

at Banana Island

A one day learning experience through discovering effective ways to achieve goals as a team by participating in a fun-filled activities during Prestige-Team Building at Banana Island.

The event was held at Banana Island Last Oct. 15, 2017 from 10:00am to 6:30pm.

The main objective of the event is to bring the staff together to work as a team to enhance their confidence, enthusiasm, and discipline.



It was attended by:

PRESTIGE Division team:

Ms. Joumana Bou Haidar
Division Manager
Perfumes & Cosmetics

Mr. Amjad Alhamwi
Brand Supervisor Perfumery
& Cosmetics Division

Ms. Margie D. Zacarias
Office Assistant Perfumes
& Cosmetics Division

P.E. Marketing team:

Ms. Treldy Averia
P.E. Marketing Manager Perfumes
& Cosmetics

Mr. Peter Manghano
Marketing Coordinator Perfumes
& Cosmetics

PRESTIGE Staffs and other Guests.



SALAM TECHNOLOGY

Qatar Huawei Day

HUAWEI HOSTS ICT INDUSTRY LEADERS AND EXPERTS AT QATAR HUAWEI DAY 2017

Huawei's ICT convergence strategy and new solutions and the role ICT is playing in driving digital transformation across a range of industries were highlighted at the 'Qatar Huawei Day' at the Sheraton Grand Doha.

Industry leaders and experts attended the event, held under the theme "Leading new ICT, the road to digital transformation".

Huawei dedicated the day to showcasing the role of innovation, exploration, and openness in creating advanced knowledge-based economies. The theme falls in line with Huawei's vision to assist governments across the region in achieving the targets outlined in their national agendas, including Qatar Vision 2030.

As a leading global ICT solutions provider, Huawei aims also to work with local authorities to improve access to educational technologies across the Middle East. On Huawei Qatar Day, Zong Yan, Huawei Qatar CEO, said: "Huawei strives to enable the population of Qatar to explore the full potential of ICT technologies. Digital transformation will bring exciting opportunities, as well as new challenges, to all industries."

"Huawei views the Middle East as a significant market where we can contribute to the development of the ICT industry and enable the region's digital transformation. We hope to work with local organizations to build innovative solutions that target regional needs of key vertical sectors," Yan said.

"Our goal is to help customers succeed through a seamless integrated experience with our unique cloud-pipe-device strategy. By riding the wave of digital transformation together with our partners, we would like to offer a bright future to everyone in Qatar," added Yan.

Among the dignitaries who attended the event were Reem al-Mansoori, assistant undersecretary (Digital Society Development) & Member, Shura Council; Li Chen, Chinese ambassador; Dr Saad bin Ahmed bin Ibrahim al-Mohannadi, president, Ashghal; Sheik Hamad bin Mohamed al-Thani (GSDP, QSA); and Dr Ahmed al-Sulaiti, QNBN chief executive officer.



OUTSTANDING PRE-SALES



Avinash Hari
Senior Pre-Sales
Salam Technology



2015 Initiation Touch

2016 H1 Breakthrough

2016 Q3 Keep Tracking

2016 Q4 Open the Door

2017 Q1 CSP 3 Star & VAP Renewed

Outstanding Partner of Year 2017

HUAWEI AWARDS SALAM TECHNOLOGY AS OUTSTANDING PARTNER OF 2017 AT QATAR HUAWEI DAY

- IN 2015, HW AND ST SIGN THE VAP AGREEMENT.
- IN 2016, HW & ST BREAKTHROUGH THE LOCAL MARKET.
- IN 2017, HW & ST TOGETHER ACHIEVED THE MILESTONE WITH MAJOR REFERENCES & HW AWARDED ST AS OUTSTANDING PARTNER.
- ST BECAME THE 1ST IP/IT CSP 3 STAR CERTIFIED PARTNER IN QATAR.
- ST PRE-SALES ENGINEER GETS AWARDED AS OUTSTANDING PRE-SALES FOR 2017.
- ST ENGINEERS GETS HUAWEI CAREER CERTIFICATION.
 - HCS PRESALES – AVINASH HARI.
 - HCNA – MOHAMMED KUNHI, RANA MONDAL, ROOHI RAHMAN, AJITH RAJU, ROVINSON GOMEZ.



SALAM INTERNATIONAL

SIIL MANAGEMENT VISITS SALAM INDUSTRIES OFFICE

Mr. Issa Abu Issa, Chairman of SIIL and Mr. AbdulSalam Abu Issa, Chief Executive Officer of SIIL visited one of our companies in the Industrial Area, Salam Industries.



Photo, From L to R: Mr. Issam Al Faqih - GM of Salam Industries, Mr. Issa Abu Issa - Chairman of SIIL, Mr. Hussein Al Zaghaf - Finance Manager, Mr. Sherif Yousif - Chief Accountant, Mr. Sameer Parkar - Accountant, and Mr. AbdulSalam Abu Issa - CEO of SIIL.

BLOOD DONATION Drive

In partnership with Hamad Medical Corporation's Blood Donation Unit, SIIL organized a blood donation drive last January 2, 2018. The drive was held at the mall's West entrance, and garnered a steady participation from employees and visitors alike.

26 people was able to successfully donate bloods.



SALAM HOSPITALITY

SHINES AT Hospitality Qatar 2017

Salam Hospitality has further cemented its position of being at the forefront of the country's food and beverages category by winning awards - two gold medals, one silver medal and one bronze medal - across four categories in Qatar's premier culinary competition.

In the recently concluded Salon Culinaire event at the 3rd edition of Hospitality Qatar show held on 7-9 November 2017 at Doha Exhibition and Convention Centre, the participating team from Salam Hospitality came out with flying colors. Chef Mohantha Madushan won the gold medal for Best Hors D'oeuvre (Salty Canapes), and Chef Lasantha Peiris won the gold medal for Best Master Showpiece. Chef Dushantha Manikpura scooped silver medal for Best Four Plates of Dessert, and another bronze medal for Best Plated Dessert. In addition to the Salon Culinaire 2017 trophy, each of the winners were awarded certificates recognizing their success.



Hospitality Qatar 2017 was Qatar's premier international hospitality and HORECA trade show, which attracted hospitality, food and beverage, and franchising stakeholders from across the region and the world. Salon Culinaire is Hospitality Qatar's signature culinary showcase that celebrates gastronomic excellence and creativity. The Salon featured competitions and live demonstrations dedicated for top local and international chefs to showcase their skills and artistry across various scrumptious categories and are judged by a panel of top international experts. It is a platform designed to foster competition and highlight the best within the culinary industry in Qatar.

Salam Hospitality is extremely proud of the talented performance and the skills demonstrated by its team during the competition. The victory is recognition of the constant efforts undertaken by the organization to elevate the dining experience of its patrons by endeavoring to be at the pinnacle of innovation in an ever-competitive industry.



SIIL SPONSORS Hathab, QATAR NATIONAL EQUESTRIAN TOUR

Salam International was pleased to sponsor Al Shaqab's equestrian competition named "Hathab".



In an effort to popularize the equestrian sport in Qatar, Al Shaqab and Qatar Equestrian Federation have tied up to start a new series of equestrian competition by the name of Hathab. It is a series of 12 competitions to determine the most consistent performer among horse riders in Qatar. Results of the competition will be used in the selection process of riders to represent Qatar in international competitions.

"Hathab" means "Canter" in Arabic. It aimed at improving the standard of horse riding among Qatari youths while encouraging the involvement of private stables and individual horse owners to grow awareness of horsemanship as part of Qatar's history and tradition.



ITC & MIDECO

The Annual Ceremony OF THE BOARD OF TRUSTEES OF THE LEBANESE SCHOOL

ITC and Mideco were Bronze Supporters for The Annual ceremony of the Board of Trustees of the Lebanese School that was held at Al Wajba Hall inside La Cigale Doha Hotel. Lebanese Superstar, Carol Samaha performed at the ceremony. The ceremony was held on December 7th 2017.



company spotlight

SALAM GLOBEX

For this edition of TSE we are delighted to turn our spotlight on Salam Globex - SIIL's upscale Business Center. Established in 2013 to serve the Qatari market as a quality provider of serviced offices, Globex has a story worth sharing with the extended SIIL family.

Contained in the paragraphs below are several excerpts from an interview the TSE team conducted with Ms. Lina Helena Kamal, the General Manager of Globex. Ms. Kamal gave us her time and helped TSE track the journey of a company in our fold that has grown from the ground up, to become an inspiring example of success.

Salam Globex is housed at a prime location and occupies Level 7 & 8 of The Gate Mall's Tower II. As a premium service provider, Globex offers 2,800 square meters of luxurious office space and 205 exceptionally well equipped workstations to International, Regional and Local clients, looking to position and present themselves at their best. From individual, fully furnished executive style office suites to an extensive range of meeting and boardrooms, Salam Globex provides a business address of distinction with flexible terms, designed to facilitate the growth and success of the its clients.

TSE: Can you look back and share a few memories of Globex' beginnings and track its journey through a couple of milestones from then to now?

Lina Kamal (LK): It is quite heart warming for me to recall that we actually began showing the offices

to prospective clients while Globex was still a project under construction! In fact, we signed our first deal on the reception desk while it was covered with white construction dust, along with a few cables still hanging from the ceiling. Breaking into the market initially was a real challenge, considering the fact that we had 92 offices to fill. To trace the Salam Globex journey from then to now, let me use a couple of numerical milestones. At the inception, we aimed at opening with a 20% occupancy, however, upon starting operations in July 2013, we had only 4 clients and an occupancy of mere 15%. By March 2014, in time for the official opening, we succeeded in pushing that number up to 60%. By October that same year we reached 85%, and were pleased to acquire a clients' base that went from 4 to 73. Since then, we are proud to say our occupancy rates stabilised at around 90-95% for the years that followed. Despite the transient nature of the serviced office clients, we reached 100% in 2015 and we kept that perfect record for several months into 2016. Fast forward to 2018, today, nearly 1 year after the blockade, we are on a strong footing with an occupancy rate of 77%.

TSE: That's an impressive track record. How would you distinguish & differentiate Salam Globex' offering from that of your competitors?

LK: One of our strongest differentiators is our location. We are placed within a sophisticated, upmarket shopping complex that is synonymous to luxury & distinction. That's an unbeatable feature, and none of the competitors have that. Our qualified customer approach is highly service-focused and consistent.

That is something that further distinguishes our offering. Last, I would say that Salam Globex delivers a top quality experience in terms of the Center's facilities, equipment, atmosphere right down to furniture and finish. If I am to pick three words that describe and distinguish us I would say Customer-focused, Quality & Upscale.

TSE: What insights did you use to break into the market and how did you begin establishing relationships with your clients?

LK: To gain market share and establish a presence among the Serviced Office sector in Doha, we focused intensely on sales & networking. That meant attending many business functions to prove our presence, and harness attention. We became members of several key business councils/communities and joined a number of embassy associations. Such initiatives helped us harvest business intelligence, while keeping us abreast with new companies entering Doha. Further, these interactions helped us predict the market movement in our line of business. We also pursued and developed business relationships that showed future potential. In parallel, we signed agreements with international and local brokers who generated office leads by enlisting our business centre on their websites. Simultaneously, we took the time to build a strong online presence on prominent property advertisement sites and we further optimized our own website, improving the inquiry generation feature, to ensure no leads are lost when they reach us electronically. These are some of the things we did.

TSE: Who are some of your top tier clients?

LK: Thomson Reuters, Hitachi, Fujitsu Siemens, Airbus, Ampelmann, Gerberit, American Chamber of Commerce, Blue Rubicon, Euro Diesel, Charter House Recruitment, among others.

TSE: How has Globex dealt with the current market challenges - especially following the 2017 blockade?

LK: Any market in the world has fluctuations and instabilities and the market here is no different. For me as GM of Salam Globex, it was about inventing ways to deal with the circumstances. My view is that the Qatari market hit its changing point in early 2016, following the drop in oil prices. We saw a noticeable echo in the market right after, though it didn't impact our businesses in an adverse manner immediately. But the Blockade of 2017 has forced all of us to look into alternative ways to sustain ourselves with a minimum occupancy rate of 80%. That's what we strive for.



TOURNAMENT BETWEEN Mideco Vs Quantum

On November 10th 2017, a tournament was held between Mideco & ITC teams, in Long Tennis game and it was played at Tennis Court inside Intercontinental Hotel Doha near Katara.

It was 3 teams from Mideco against 3 teams from Quantum to play 9 games and Mideco won the gold medals and Winners Trophy after winning 5 games against 4 to Quantum.



Tournament Between ITC/MIDECO Vs QATAR FOUNDATION

A tennis tournament was held on December 14th 2017, between Mideco/ITC teams Vs Qatar Foundation team at a Tennis Court inside Education City Sports Club.

The teams were divided into 3 categories A, B & C according to professional level and 3 games was played in each level with a total of 9 games. Mideco/ITC won 5 games to 4 and won the Gold Medals and winner trophy.



employees

EXPERIENCE

Ms. Lina Helena Kamal GENERAL MANAGER, SALAM GLOBEX



Following the Company Spotlight interview in this edition of TSE, we continued to ask Salam Globex's General Manager Ms. Lina Helena Kamal a couple of questions, so that her extended SIIIL family can get to know her better.

Describe your professional background to us & describe how your background supports your current role

I hold a Master's of Science in Business Strategy and a Bachelor of Science in International Hospitality Management, from Oxford Brookes University in the UK. My background is in business operations, particularly management of service delivery operations. I began my career in the serviced office sector in Qatar, with the British brand Regus, in 2007, from project construction stage to full operations, including recruitment, training etc. We opened the 2nd centre in 2009, and I also was responsible for that project getting ready for operations from scratch. Later, worked in the UK for the fashion sector in 2010, and took on training & management of staff on service delivery & target achievement.

Following that I worked for Swedavia, the company managing Swedish airports, where I along with a consultants' team had to overlook airside processes to streamline them, negotiating with airport partners, such as airline carriers & caterers to sign agreements to adapt to those new set structures. The goal there was to increase productivity, cut unnecessary costs, and eliminate turnaround delays. The professional experience I accumulated in these, positively impact my current role as GM of Salam Globex.

How did you join SIIIL and when?

I came to become a part of SIIIL as a result of headhunting. In Late 2012, I was approached by SIIIL and got interviewed on video conference initially to later be invited for a face to face interview in Qatar. Mr. Suleiman Al Khateeb, Mr. Yasser Hamad, and Mr. Issa Abu Issa all interviewed me. They encouraged me to follow my gut feeling, which I did, by joining Salam a few months' after that interview.

What attracted you to become a part of SIIIL?

I felt very comfortable joining a large and reputable cooperation that carries its weight in Qatar and The Gulf. I knew there were a lot of opportunities for me to explore as Salam has a broad array of business fields, here in Qatar, and internationally, so I sensed it will be a stimulating and interesting environment to work in.

What attracts you to your line of work?

I do enjoy working in business that has service delivery at heart. I am results-oriented and detail-attentive by nature. So I truly enjoy the process of strategizing to reach a target. Any business/project with clear delivery guidelines attracts me, as it gives me the opportunity to set a strategy for achievement and work towards making it a reality.

Describe a typical day in your life at Globex

My specific duties may vary, from planning direct activities, meeting with prospects or staff, laying out an achievement strategy, approving a new sales

promotion, or policy to recover from an incident, or reviewing financial statements to assert collection.

Normally my day would start off with phone calls in the morning, mostly agreement related, or municipality documentation in need of review or registration. Those are treated as urgent, since clients' submissions for tenders, is reliant on those approvals.

At the beginning of the day, I usually meet with prospects, business partners, a broker or attend a business function or even schedule a competitive centre visit. Post that, I am on site, to take care of any pending matters, such as sales or operational activities, respond to emails, attend booked appointments for office viewings, take incoming calls, review budget achievement this far, and plan responsive measures.

At times, I also join the operations manager and sit down with partners, negotiate terms or discuss errors in delivery or service, if I deem it affecting the centre standards.

How do you keep yourself engaged with the core business of the centre?

Personally I like to overlook the centre's activities, whether it's a new move-in or a move-out. I do this by MWA, which is "Management by Walking Around". I find it resourceful, as it allows me to be hands on, and approachable. By doing that, I know what my center's agenda is for the day, the bookings we have, and conferences to be hosted and can intervene if needed. Throughout the day, I greet and speak to clients as we meet in the corridor, or in the business café, we catch up on both current market conditions and family. I enjoy my job greatly and really value the social aspect of it. At the end of the day 'People really do like to do business with people that appreciate them'.

What do you find most enjoyable about your job?

I really enjoy the complete accountability for delivery of the business unit and also the possibility of meeting inspiring persons during the prospect meetings.

What do you find least enjoyable about your job?

Signing off the suppliers' invoices!

Would you recommend SIIIL to a future employee? If Yes why?

Yes, I find SIIIL evolving, adaptive, and solid as a cooperation. Furthermore, they allow their employees to assume their responsibility autonomously, which is a sign of respect and fairness.

Tell us a bit about your family

I have an international background, my father is Lebanese of Palestinian heritage and my mother is Swedish from Stockholm. I feel comfortable in both regions as I have been exposed to both from childhood. I like to view myself as culturally diverse.

Being the 3rd daughter of 5 siblings has made me a versatile negotiator since I have had to affirm my stance as a middle child! As for my own small family, I met my partner in Qatar and have recently been blessed with a son.

TSE: TALK TO US ABOUT YOUR TEAM...

LK: AS A TEAM – WE ARE JUST A FEW. WE ONLY HAVE 6 PEOPLE ON BOARD. EACH OF US MANAGE OUR FUNCTIONS WITH SKILL AND COMPETENCE. WE HAVE A CAPABLE SALES MANAGER, A WELL-VERSED OPERATIONS MANAGER AND VERY ATTENTIVE, LIVELY CUSTOMER SERVICE REPRESENTATIVES AND I LEAD THE TEAM AS GENERAL MANAGER. SO WE ARE A TRIM OUTFIT, BUT IT WORKS WELL FOR US.



TSE: Can you briefly outline your short term & long term plans for Globex's future?

LK: Our short-term plan is to focus all our energies on weathering this tough economic climate and get ourselves into 2018, with the forecasted results intact. our long-term plan is to open a 2nd center in Qatar. We really want to establish an international presence for Globex with 1 or 2 centers abroad, located in buildings that will reflect the spirit of exclusivity that is synonymous to the Salam brand. This is where I would like to see Globex in the next 5 years.

TSE: What kind of solutions & services can Globex offer companies in the SIIIL fold?

LK: We are proud that several companies in the SIIIL family use our services. For example, Salam Technology, and Salam Petroleum have used our services on multiple occasions. At times SIIIL's companies utilize our conference rooms as Globex hosts the latest technology in presentation systems and video conferencing. We have also secured a few short-term office deals with SIIIL. Having a company like Globex is very advantageous to SIIIL as a conglomerate, because it solves the problem in the interim of presenting companies in the best possible light while they become fully operational or till move to their own spaces.

TSE: How does Globex work in partnership with other SIIIL companies?

LK: We are pleased to receive several of our prospects from SIIIL companies. At times, several of the SIIIL & SB directors, refer us prospects from their own professional network. When SIIIL companies' business partners are in need of establishing a legal presence in Qatar, we are very happy to step in and assist. We have several instances when such associations have led to these parties becoming our clients, for the purpose of obtaining a trade license with a registered offices or to host their company in a prestigious space that they feel proud to refer to as their company address. This is how we ensure that we keep our bonds with the rest of SIIIL's companies mutually beneficial, so that our Group benefits as a whole.

their functions regularly in an attempt to position and promote our company's professional services. It is my experience that this is how we keep ourselves alert to any sales opportunity, whether it is an office, a trade license, or a conference booking.

TSE: Given market challenges, we are sure that just like you, even your competitors are evolving & trying to find new ways of attracting clients. How does Salam Globex stay ahead of the competition?

Repetitive, and my original answers were simple and concise, I would prefer you place it in bullet points, and straight forward:

In response to this answer, I will state it simple and concise, these measures, reap the rewards, and have positioned Globex well with our existing clients, and with new prospects as well. We focus on these points:

- Client retention – (Open negotiation) we provide flexibility in the agreement, duration of stay, payment terms etc.
- Customer surveys & acting on the feedback received, we listen and validate the needs expressed.
- Keeping abreast with competition and its latest offerings thru mystery shopping, other center visits.
- Continuous maintenance of the centre, so it stays tip top.

If I am to comment on the steps we are taking towards that - we have become strict on not losing any existing clients to another Business Centre, or office provider. Our team aims at retaining most of our clients so long as they are still in business. This is an effective strategy since it gives us a solid base occupancy. To retain our existing customers, the key is to delivering superior services. While staying flexible on the terms and providing transparency in cost; no hidden fees are applied. Clients have come to trust us and feel secure in our rental agreements.

Post blockade, We noticed a change in the segmentation of Globex prospects. While previously, we used to have several international blue chip companies enquiring on a weekly basis, now, mostly the new enquiries come from locally based companies, or new Qatari business initiatives. Therefore, we responded to what we noticed and launched a new product - a Trade license, which enables companies starting up in Qatar to obtain a trade license, at a minimum monthly cost. This has been successful as several SMEs (Small & Medium Enterprises) forming in Qatar, established a legal entity through us and have gone to join the market, by applying for tenders on the opportunities that has opened up for local companies. That's one of the ways we adapted and innovated.

Furthermore, we keep an eye on any new governmental collaboration, for example recently the UK strengthened its commerce & trade ties in Qatar and has a plan of investing over 21 Billion Riyal in Qatar. Since we have become members of the BBCQ, and attend



occasions

DINNER at Eatopia

ON MARCH 7, 2018 A DINNER WAS HELD IN EATOPIA RESTAURANT AT THE GATE MALL TO CELEBRATE THE APPOINTMENT OF MR ABDUSALAM ABU ISSA AS THE NEW CEO OF SALAM INTERNATIONAL.



SIIL BOARD OF DIRECTORS, SIIL EXECUTIVES AND MANAGEMENT, BANK EXECUTIVES, ABU ISSA FAMILY, SIIL STAFF ARE PRESENT TO EXTEND CONGRATULATIONS AND SUPPORT TO OUR NEW CEO.



SALAM STUDIO & STORES QATAR

Farewell to MR. ANWARUL SADATH

Last Oct.25, 2017, APD team took the moment to express their gratitude for the exemplary contribution of Mr. Sadath on his design skills in promoting client's products, brand and image by creating an eye-catching display using visual and other elements.

Mr. Sadath started his journey in Salam, APD team last May 21, 2013.



ITC & MIDECO

Christmas Party

On December 25, 2017, ITC & Mideco staff gathered to celebrate their Christmas Party.



matrimony



MIDECO

Congratulations to Danica and Vladimir on their marriage.

warm welcome TO OUR NEW TEAM MEMBERS

SALAM ENTERPRISES ABU DHABI



Mr. Arshad Mateen Khan joins us as Head of Projects Department.



Mr. Asif Sultan joins us as Site Supervisor.



Mr. Gagandeep Singh joins us as Key Account Manager.



Mr. Muhammad Mustaqeem Naveed Butt joins us as H.S.E. Officer.



Mr. Rohan Khan joins us as Project Manager.



Mr. Umer Javed joins us as Senior Planner.

ATELIER SAUDI ARABIA



Mr. Emad Hssanin joins us as Senior Sales Executive to handle our clients & Projects based in Eastern Province in Kingdom of Saudi Arabia.



new births

This page in The Salam Experience, celebrating the birth of our Salam babies, is sponsored by JustKidding, the one-stop shop for modern parents.

JUSTKIDDING SOURCES THE WORLD'S LEADING BRANDS IN SAFE AND STYLISH FURNITURE, SMART ANDELEGANT TRAVEL GEAR, STYLISH YET ORGANIC CLOTHING, JOYFUL TOYS AND SUPER-PRACTICAL AND HEALTHY BABY CARE PRODUCTS.

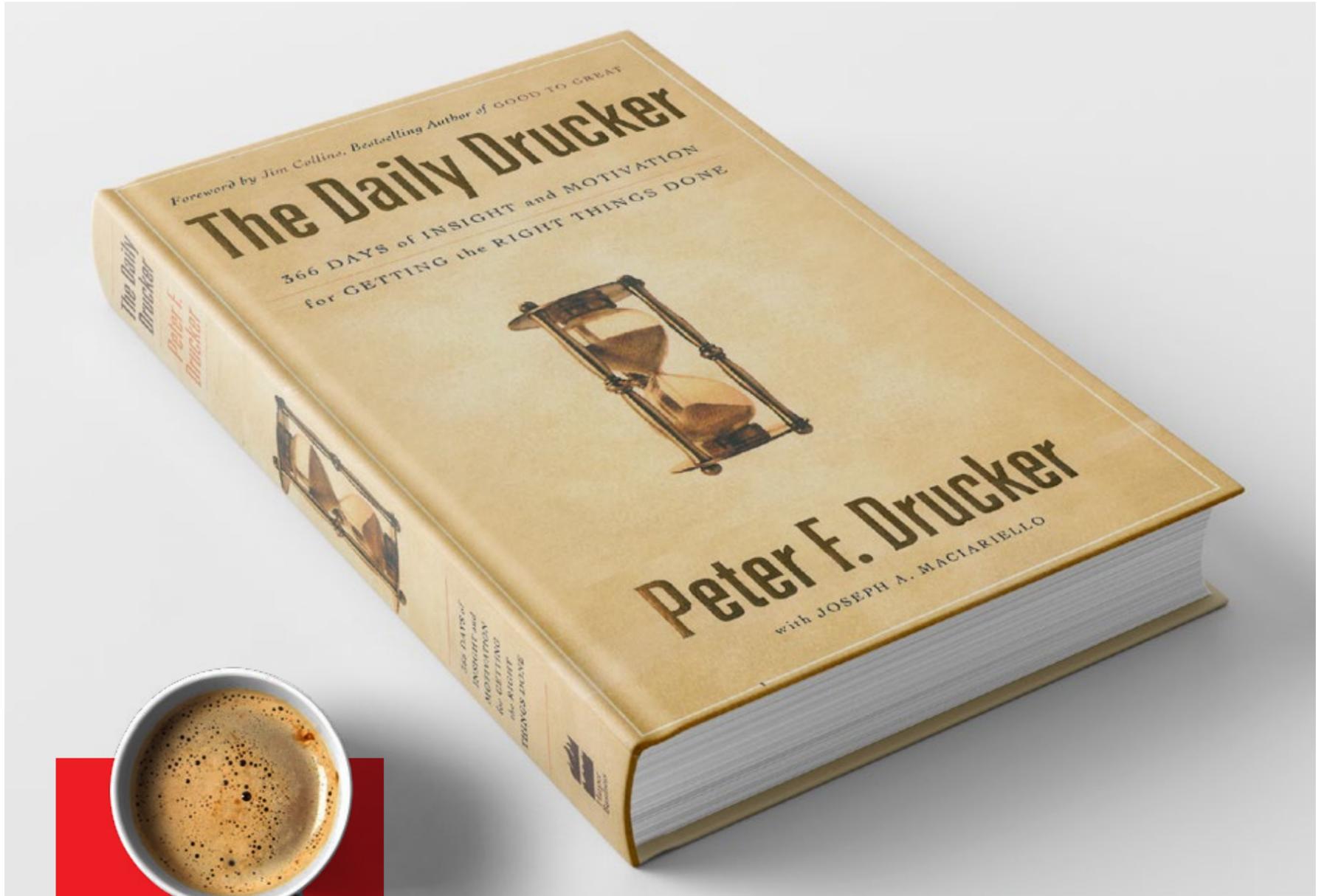


Leen

daughter of Mr. Kasem, PRO.



bookworm



A SCORECARD FOR MANAGERS

The things that proponents of "Management Audits" talk about - integrity and creativity, for instance - are better left to the novelist.

The bottom-line measures business performance rather than management performance. And, performance of a business today is largely a result of the performance of management in the years past. Performance in management therefore means in large measure, doing a good job of preparing today's business for the future. The future of a business is largely formed by present-management performance in four areas.

- **Performance in innovation:** Research results can be appraised and then projected backward on the promises and expectations at the time the research effort was started.
- **Strategies versus performance:** Did the things that the strategy expected to happen take place? And were the goals set, the right goals in light of actual developments? Have they been attained?

Action point:

Perform a management audit on yourself and the people who report directly to you. The criteria should include whether you/they make good people decisions, whether you/they have had any innovative ideas and whether your/their strategic expectations came to pass.

Excerpt from *Managing in Turbulent Times*.

- **Performance in appropriating capital:** We need to measure the return on investment against the return expected.
- **Performance in people decisions:** Neither what is expected of a person's performance when he or she is put into the job, nor how the appointment works out is "intangible". Both can be fairly easily judged.

designed by

[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.

Please e-mail your comments, suggestions and/or submissions to: salamexperience@salaminternational.com or Sara Abu Issa, Corporate Communications Manager at s.abuissa@salaminternational.com or via fax to +974 44838732

www.salaminternational.com

