

the Salam experience

editor's note

Sara Abu Issa

Manager, Corporate Communications

Dear Friends & Family of SIIL!

This edition of TSE is choc full of articles that show us what's been happening in our companies, who has achieved what, which companies have had what events and who was present where and when as well as many other things of interest to the wider SIIL family.

However, I'd like to remind every single one of our readers that this is YOUR newsletter. It is your space to use and contribute to. The TSE editorial team is actually at your service. When something newsworthy happens in your company, we will hear about it if you take the initiative to tell us. If one of your teams achieves something we will get to know if you choose to report it. If there is a SIIL social event or a gathering that takes place, if a valued colleague is leaving the company and you want to appreciate their contribution by writing a few lines about him or her, if someone in your department gets married or welcomes a baby into their family, we want to encourage you to take a few minutes to send us an email - add a photo or two, and make sure what you want gets covered here in The Salam Experience.

Apart from that, there could be those of you who wish to send in an article you have written based your workplace experiences. For instance you could be working in HR, or Logistics or Sales and in your years of experience there could be things you've learnt which you would like others to benefit from. If so, please take the time to write down your thoughts and email us. The only thing we ask is that what you send is something that's written by you and not a copy of something you have read or found somewhere else. Don't worry if your writing isn't perfect; that's our job - to polish things up and get it print ready. And we will gladly do that for you.

Do use the below email address and keep mailing us. If you want to talk to someone about an article or a contribution call Jeanette on the number below. We look forward to seeing you fill the pages of TSE with your contributions!

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SIIL GOES GREEN

THE SALAM EXPERIENCE PROUDLY PRINTED ON RECYCLED PAPER

2nd Quarter 2019

Issue #49



Salam International Newsletter

Not for Sale



NEWS ROOM

breaking news

ATELIER 21 KSA

MAJOR PROJECTS WON:

FURNITURE:

- We have received a new order for supply and installation of office furniture for KAMCO
- We have received another order for supply and installation of office furniture for AL MOOSA MEDICAL COLLEGE
- We have received an order for supply and installation of chairs for HALALAH COMPANY:
- We have received an order for supply and installation of office furniture for STC Solutions

TURNKEY:

- We have received an order Fit out work for NOON Head Office - Riyadh
- We have received an order for Fit out work for MITSUBISHI

FLOORING:

- Carpet supply and installation for Al MOOSA Medical College Hospital

SALAM ENTERPRISES ABU DHABI

- Awarded with a project for preparation and rehabilitation of sports tracks in various places in Abu Dhabi Island and Mainland, for Abu Dhabi Municipality.
- Awarded with a project for supply and installation of shade structures at the Eastern Sector of Al Ain Municipality.
- Additional cycling track coats for Al Maryah Island, Abu Dhabi.
- Awarded and completed a project for supply and installation of office furniture for Sharjah Women's Day Care Centre.
- Awarded and completed a project for supply and installation of Island bench, including provision of partitions and furniture for U.A.E. University, Al Ain.

SALAM ENTERPRISES DUBAI

CONSTRUCTION DIVISION

- We have won the contract for supplying Cast-in Channel System for fixing Steel Node to Concrete Slab for Dubai Sports Mall Project in Dubai
- We have also been awarded the order for supplying Fixing System for Precast Concrete Cladding for Harbour Gate Project in Dubai
- We will be supplying Mechanical and Chemical Anchors for the following projects in Dubai:
 1. UAE Pavilion at EXPO 2020
 2. Al Fattan Towers at Downtown Dubai
 3. Element Tower Project
 4. Anwa Residence Tower in Maritime City
- We have been contracted for supplying Fire Stopping Materials for the following projects:-
 1. Al Fattan Towers at Downtown, Dubai
 2. Mediclinic Hospital, Abu Dhabi
 3. Science Park Building, Dubai

WATER DIVISION

We were awarded a new order for the supply of two treatment systems with a total capacity of 3 M³/Hr, for the production of ultra-pure water for the well-known glass factory: Technical Glass and Aluminum Co at their new production facility in Jebel Ali (Dubai). These systems utilize state-of-the-art deionization equipment from Siatra, Italy. This is the 3rd order we receive from Technical Glass for their projects in UAE and Qatar, reflecting the confidence they have in our systems and expertise.

SALAM ENTERPRISES QATAR

Major Projects won:

- SUPREME COMMITTEE FOR DELIVERY and LEGACY - Interior Fitout and Renovation works for Al Bidda Tower - 40th Floor
- GIARDINO VILLAGE INFRASTRUCTURE- THE PEARL- QATAR, Supply and Installation of Rubber Flooring, Tennis Court and Play Equipment.
- QATAR UNIVERSITY - Supply and Installation of Carpet Flooring for 3 years Call-off Order.
- LUSAIL PALACE BOH AREAS - Supply only of SAS and AMF Ceiling System.
- FIT-OUT FOR CLUSTER C AT QPD - Supply of Raised Access Flooring
- RENOVATION OF SOMERSET HOTEL AT WESTBAY - Supply and Installation of Wooden Flooring.
- SUPREME COMMITTEE FOR DELIVERY and LEGACY - LUSAIL STADIUM, Supply and Installation of Carpets, Vinyl and MDF Skirting.



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CEO MESSAGE



THERE IS AN OLD ADAGE AMONG SAILORS THAT SAYS 'A RED SKY IN THE MORNING MEAN ITS TIME TO TAKE WARNING'. PERHAPS FOR THE UNTRAINED EYE, A RED SKY MIGHT BE QUITE THE NOVELTY. PEOPLE MIGHT LOOK UP AND BE TAKEN IN BY ITS UNUSUALNESS AND TALK ABOUT IT FOR A WHILE BUT NOT MANY WILL MOVE TO DO ANYTHING BEYOND THAT. HOWEVER, FOR PRACTICED, PROFESSIONAL NAVIGATORS OF THE SEAS, A RED SKY IS A WARNING OF THE STORM TO COME.



WE SAW IT COMING AND DIDN'T SIT STILL

SIIL is a homegrown, experienced conglomerate with a regional presence. At our inception, we rose to our feet and from then on we have journeyed through nearly seven decades, and much like the sailors mentioned above by being guided by a discerning spirit of courage and wisdom.

As far back as 2016, we as an organization were able to judiciously evaluate the status of our companies. We focused our eyes on the future and saw the challenges that were about to hit us. It took courage to look inward and wisdom to acknowledge our realities. That is why, in 2016 our Management had the foresight to identify our suffering businesses and take corrective action. As those who are leading SIIL, we had to face tough choices and make some grueling decisions. Since we were determined to be brutally honest with ourselves and not give into the temptation to be blind, we fearlessly looked at where we were bleeding and took steps to stem that flow.

If someone were to say that doing business in today's fiercely competitive, challenging environment, isn't for the faint-hearted, I will definitely agree. While our legacy is a precious thing, but we can no longer afford to rest on the laurels of the past. As leaders who were entrusted with protecting the best interest of all our stakeholders we knew we had reached the season to cut and prune, to tear down so that we can rebuild. Most importantly, we also faced the fact that the process we began in 2016 has got to continue. To survive turbulent markets and hold our ship steady we have to be bold and take decisive action so we can continue to protect the business. Today, having started on that tough but necessary path, I can tell you with conviction, that we definitely made the right call, on your behalf. But our fight isn't over yet.

SIIL today is certainly a leaner, healthier and a more focused outfit. And we are far better positioned to rise to meet the demands that

assail us. However, as the market continues to be uncertain, we have to continue to adapt in every way necessary. In spite of the unexpected challenges like the blockade and expected market correction like facing robust global competition in our local market, I am happy to tell say that our Management is committed to mitigate the adverse effects of the past two year's losses and erase its impact. We can assure you, our valued employees that we will continue that process for as long as it is necessary because when SIIL does well, you do well and when SIIL prospers, you prosper.

By keeping an eye on the future and 'reading the signs of red skies' so to speak, we changed course well ahead of many companies in the region that folded under the pressure. As a result of what we did, our business was protected and we minimized, colossal harm. So while your management continues those much-needed measures to clean up our financial losses permanently, we are counting on you to do your utmost to ensure that your companies are contributing by continuing to be lean, efficient and profitable. That is most certainly the way to set SIIL on a solid footing, to the benefit of all.

Moving forward, here's what each of us need to know. With the cutting and pruning that began in 2016, our businesses are better positioned to face the challenges of the market. However, as that process continues, it is in our hands to exert more efforts to protect our businesses and to work on rising to new highs in our markets.

Let's go SIIL, those new heights are waiting to be reached!

Mr. AbdulSalam Abu Issa

issue article

SALAM INTERNATIONAL



Setting OBJECTIVES

APPRAISALS PROVIDE THE OPPORTUNITY TO ESTABLISH OBJECTIVES IN LINE WITH AN ORGANIZATION'S STRATEGY. BEAR IN MIND THAT UP-TO-DATE JOB DESCRIPTIONS ARE VITAL IF YOU ARE TO USE APPRAISALS TO DISCUSS, REVISE, AND ALIGN OBJECTIVES TO YOUR ORGANIZATION'S AIMS.

USE APPRAISALS AS AN OPPORTUNITY TO ENSURE THAT PEOPLE ARE REALISTIC ABOUT THEIR POTENTIAL

TRY TO TURN GOOD INTENTIONS INTO ACTIONS

PRIMING NEW EMPLOYEES

The process of setting objectives will begin as soon as a new member of staff joins your team. Induction sessions should be used to introduce newcomers to the aims of your organization, and follow-up meetings should be held afterwards to ask new employees for feedback on the induction, agree job descriptions, and set performance objectives. If you fail to hold this meeting, a new recruit could be working for months before appraisals take place. Use the meeting to pinpoint training needs, identify other members of staff to be met, and plan future development needs.

DOCUMENTING OBJECTIVES

Every team member needs an up-to-date job descriptions so that they understand what is expected of them and what their objectives are. The process of agreeing and documenting job descriptions can be done separately from the appraisal to enable team members to see where they need guidance or training to perform well. Be aware that roles may change between appraisals, since an individual's talents or interests in different aspects of their job can change its very nature. Appraisals enable you to update job descriptions and ensure that a team member's focus is in line with that of the team and the organization.

PLAN AHEAD AND MAKE ALLOWANCES FOR ANY FUTURE CHANGES

ENSURE THAT YOU ARE PREPARED FOR THE ARRIVAL OF NEW EMPLOYEES

POINTS TO REMEMBER

1. SETTING ASIDE A LITTLE TIME EVERY COUPLE OF MONTHS TO CHECK THROUGH AND UPDATE JOB DESCRIPTIONS MAKES IT EASIER TO SPOT ANY CHANGES
2. JOB DESCRIPTIONS SHOULD CLEARLY DEFINE OVERALL WORK OBJECTIVES, BROKEN DOWN INTO KEY AREAS OF ACTIVITY
3. JOB DESCRIPTIONS SHOULD BE AS SUCCINCT AS POSSIBLE—IDEALLY FITTING ON TO ONE A4 PAGE — AND SHOULD LIST MAIN RESPONSIBILITIES RATHER THAN DETAIL DAILY ACTIVITIES

PLANNING FOR DEVELOPMENT

Just as there is a strong link between the objectives of teams in an organization, so there is a connected set of training plans. By reviewing training and development needs at each appraisal, you will be able to match an individual's requirements to those of their team and the organization. The appraisal and each development plan are important sources of information for organizations to plan training requirements. Personal development plans (PDP's) should specify the results you want to achieve, so that people develop in a way that helps them to achieve their objectives.

ESTABLISHING LONG-TERM GOALS

In addition to focusing on today's results, appraisals will help you to plan for the long term. By considering the potential of each team member, and discussing their career aspirations with them, you will be able to create a picture of your team in the future and produce a succession plan. Use the appraisal to identify when it is time for an individual to move on. Consider what you will do if someone is suddenly promoted of your team, or there is a change to your role. By planning ahead, you avoid the risk of falling to deliver results during a period of transition. You also ensure that other team members are not disrupted by change and are able to maintain consistent performance.

DEFINING THE PROCESS OF SETTING OBJECTIVES

- INDUCTION SESSION IS HELD TO INTRODUCE NEW STAFF TO ORGANIZATIONAL OBJECTIVES
- FOLLOW-UP MEETING IS HELD TO DEFINE RESPONSIBILITIES AND INDIVIDUAL/TEAM OBJECTIVES
- JOB DESCRIPTIONS ARE AGREED AND DOCUMENTED TO PROVIDE FOCUS AND DIRECTION
- JOB DESCRIPTIONS ARE REVIEWED REGULARLY TO MAINTAIN TEAM AND ORGANIZATIONAL FOCUS
- APPRAISALS ARE USED TO DISCUSS AND REFOCUS INDIVIDUALS IF THEIR JOB EMPHASIS HAS CHANGED
- JOB DESCRIPTIONS ARE UPDATED IF NECESSARY, AND NEW OBJECTIVES AGREED

happenings

SALAM HOSPITALITY



SALAM HOSPITALITY CONTINUES WINNING STREAK AT CTC Festival 2019

Salam Hospitality has further cemented its position of being at the forefront of the country's food and beverages category by winning top honors in the Best Chocolate Mousse and Best Chocolate Cake categories in the recently concluded 2nd edition of Chocolate, Tea and Coffee Festival held between 20 January - 9 February, 2019, at Al Bidda Park. Chef Deepak Kumar Pulami from Eatopia, who scooped both these honors, was awarded a medal along with certificates recognizing his success.

Chocolate, Tea and Coffee Festival 2019 was Qatar's premier event created to bring chocolate, tea and coffee enthusiasts to a unique outdoor venue where everybody

could taste and experience the many offerings of a wide array of exhibitors. The convention also featured culinary competitions, seminars and live cooking theatres.

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.



Salam Hospitality HOSTS ANNUAL STAFF PARTY

Salam Hospitality held its annual staff party on 15th February 2019 at Eatopia. The event was attended by the management along with employees of all the group brands - Eatopia, Hawak Café, Fanajeen Café and Café #999.

The General Manager, Mr. Chady Maalouly, addressed the gathering and highlighted the achievements of the previous year and outlined the annual business plan for the group and the individual brands. This was followed by a brief talent show where the members of the team entertained the crowd with their musical and artistic talents. Engaging games were also held for the employees along with a grand raffle, where every employee won an attractive prize. The event was complemented by the sumptuous multi-cuisine brunch buffet whipped up by the chefs at Eatopia.

SALAM STUDIO & STORES QATAR



SSS QATAR, Bassam Fattouh Masterclass

Achieving the glamorous day and night look with the artistic strokes by Mr. Bassam Fattouh himself. Almost a hundred ladies, mostly locals, were present during this exclusive masterclass event with the makeup artist to the stars on April 29, 2019 at the Central Ballroom - W Hotel Doha.



LANCÔME MAKEUP CLASS WITH Ziad Mustafa

On April 29, 2019, Mr. Ziad Mustafa Lancôme Regional Makeup Expert shared the tips and tricks to achieve a flawless daytime look thru Lancôme Teint Idole Ultra Wear.



SALAM STUDIO & STORES QATAR

Giorgio Armani
MAKEUP AND
FRAGRANCE CLASS

On June 1, 2019, Mr. Raja Daniel showed the ladies how to glam up with Giorgio Armani Power Fabric matte foundation. Armani Power Fabric provides the same second - skin effect, just with a flattering matte finish. A short fragrance class by Mr. Hazem Zahrouni about Armani Prive fragrance collection followed the session



SALAM STUDIO & STORES UAE

CHOPARD
PR Event

The PR event for Chopard's exclusive line 'Rose De Caroline' held at Robinsons, Dubai Festival City in Collaboration with the Dubai Tourism

On June 25, 2019 at the Robinson's Dubai Festival City, attended by 44 media influencers and VIP customers the event was a grand success attracting a good social media coverage with a COMBINED PR VALUE USD 1,023,750.



Mr. Mohamed Kassar - Brand Manager, Ms. Mona Nasser, Chopard Marketing Manager and Ms. Spandana Hegde, Marketing Coordinator

IPG TEAM
Explores Georgia

On June 18 - 22, 2019, IPG team explores Georgia. This 4 - day trip gave the IPG Team the opportunity to experience the exceptional beauty of Georgia.

Georgia is a country with a very strong national character with a unique architectural style, a very elaborate cuisine and a deeply rooted wine culture.

IPG team went to explore the following places during this trip.

TBILISI

- Visited the Holy Trinity Church - Sameba
- Drive up by the cableway on the Narikala fortress, from there a traveler can witness the most extraordinary view from the city.
- Experienced the authentic Georgian cuisine

GINO PARADISE WATER PARK

- The team enjoyed their sauna and hot tubs area plus the relaxing massage from the Spa/wellness section

KAZBEGI

The team spent 4 hours on the road to see this completely different side of Georgia. Witnessed the breathtaking view from the mountaintop



AMO
FLOWERFUL MEGA
PODIUM EVENT

Salvatore Ferragamo's 'Amo Flowerful' had a mega launch in the UAE with a Mega animation at The Dubai Mall in collaboration with Debenhams Stores from April 25 to 29, 2019. It was a grand success with a sellout 392 pieces in a span of 5 days and # 1 RANKING in Debenhams UAE market.

The main attraction of the podium was the Flowerful room made of more than 500 special paper flowers including 4 giant flowers and a photo stand for consumer engagement purposes wherein the consumers can directly upload their images with the Flowerful theme on their social media.



SALAM STUDIO & STORES UAE

Salam Studio & Stores-UAE, PREMIUM BRANDS, NEW AND RECENT BRAND ACQUISITIONS

Salam Premium Brands UAE Team has been very excited and pleased of the company's progress with the new brands acquired recently this year.

First on the list is the acquisition of **KATE SPADE New York Perfume**, an American luxury fashion design house which is now part of Interparfums and will now be distributed by Salam regionally.

Additionally, new brands like **Roos & Roos Perfume**, a famous French brand and **ETRO**

Perfume, a recognised Italian brand had also given their hope to SALAM UAE and were recently launched in the region.

To end with, **candle deluxe brands** are also part of Salam Premium Brands UAE with the acquisition of **BEREN** and **Victoria with Love** lavish and hand-made candles from Paris, France

We are very pleased with this well-timed acquisitions and valuable opportunity hoping that we will have continuous supports from all sides in constantly achieving business goals.



SALAM ENTERPRISES ABU DHABI

Salam Enterprises ABU DHABI, PROJECTS COMPLETED

We are pleased to announce completion of project for supply and installation of play equipment and rubber flooring at Nareel Island, Abu Dhabi - 3 Play Areas.

We also completed a job for supply and installation of play equipment, shade structures and rubber flooring for Zayed Higher Organization, Abu Dhabi - 4 Centre.

Below also are some of our completed projects:

- Al Maryah Island cycling tracks
- Sharjah Women's Day Care Centre
- U.A.E. University, Al Ain



SALAM TECHNOLOGY

Salam Technology

ENTRUST DATACARD CONFERENCE

Salam Technology attended Entrust Datacard Conference 2019 in Minnesota USA.



Mr. Toufic Rahal (Entrust Datacard, Regional Manager), Mr. Suresh Nair (Salam Technology, Project Engineer), Mr. Santosh Cherieth (Salam Technology, Head of Sales and Marketing) and Mr. Jaroslav Kosek (Entrust Data Card, Sales Director).

Salam Technology received 2019 Quota Achievement award from Entrust Datacard Global Partner Conference in Mineapolis in Minnesota USA.



Salam Technology, IFSEC 2019

Salam Technology participates in the biggest Security Show in Europe as one of the partner in solution with Vidsys in IFSEC 2019 London.



Mr. Shannad Karuvadi (Salam Technology, Product Manager - Homeland Security)

Salam Technology, PARTNER AWARD FOR MISSION CRITICAL CONSOLES SOLUTIONS

Salam Technology received the Partner Award for Mission Critical Consoles Solutions on the Evans International Partner Conference 2019 in Calgary, Canada.



Mr. Bill Brukett (CEO - Evansonline) and Mr. Santosh Cherieth (Head of Sales and Marketing - Salam Technology)



SALAM INDUSTRIES

SALAM INDUSTRIES

Projects Completed

We have completed fit out works projects for Ali Bin Ali Group. These are Ermanno and Vakko at Katara Commercial Plaza, Galleries Lafayette department store at Katara Plaza.

Apart of above, we have also completed other shops fit out namely: Joe's Café, 100% Capri, Dennis Basso, Graff at Katara Commercial Plaza.



SALAM ENTERPRISES BAHRAIN



Actiu and Salam Enterprises Bahrain gathered and discussed all the contentious growing business between Actiu, Salam Enterprises, Atelier 21 and Diversa.

Salam International and Actiu have been in business for the last fifteen years, it's been a success story from

day one and we are looking forward to continuous success in this relationship. The two companies have grown together through trust, hard work and the commitment of both parties. With the potential growth within our region and beyond we will continue to achieve our targets and reach new levels.

A BOOST IN OUR JOURNEY TOWARDS GOING GREEN

At SIIL we have made a commitment to do our part to protect the environment. For several years, we have led the way to ensure that the buildings we build promote eco friendly lifestyles, the lighting we use captures maximum natural sunlight and our waste disposal procedures are conscious of environmental considerations. However, our agenda doesn't end there. As a responsible corporate citizen we continuously look at ways to maximize care for our planet.

With our recently concluded System Automation we instantly saw a new opportunity emerge. And we have grabbed it! Today, we can proudly say that all our office activities are capable of exclusively depending on electronic formats. So that presents us with the opportunity to level-up on our commitment to the environment and reduce the financial and social impact.

Experts have estimated that there are more than 5 billion boxes of records or files being kept in storage with millions more kept in-house. They say that the costs of using paper as the primary medium for storing information goes far beyond environmental impacts such as cutting down trees to make paper. Now with our automation system on place, keeping records in physical storage is no longer the best or most logical solution.

Think about it, paper is sensitive to its environment. If air is too humid, paper will eventually mold and deteriorate. So whatever documents we print out and physically file will one day be of no use. So why keep doing it?

Environmental experts also say that much of our paper usage is unnecessary. For example, just think of how we reprint a document to make a small change or fix a typo. That may seem an insignificant offense. However, when practices such as these are carried out on a large scale throughout an entire organization like ours, inefficient paper use adds up and makes a significant financial and environmental impact.

So here's how we can all start. Let's aim to contribute to the 'paperless' initiative by saving on the purchase of A4 and A3 paper we buy on a monthly basis starting next month. Let's target ordering 5% less paper immediately. This is definitely achievable if we commit to it. By doing so, we will not only be saving trees but also contributing to the protection of our planet.

TO SUPPORT THE INITIATIVE OF GOING GREEN, WE HAVE PRINTED THIS EDITION OF THE SALAM EXPERIENCE ON RECYCLED PAPER. AND WE WILL CONTINUE TO DO THIS AS A SYMBOL OF OUR COMMITMENT.

employee

EXPERIENCE



Ana Gafoor

It was a great honour for the TSE Team to have an opportunity to feature Mr. Ana Gafoor who has been with SIIL for 40 years. Mr. Gafoor has served Salam Stores with great commitment for these four decades and he has been among the staff whom we recently felicitated. After joining the company in the capacity of our Messenger, Mr. Gafoor has stayed with us and has seen the growth of Salam happen right before his eyes. We are very pleased to feature him in this edition of The Salam Experience.

How did you join Salam?

In 1977 I was in Qatar and I got my driving license. At the time one of my roommates told me that there is an opening at Salam. So the very next day, after getting my driver's license, I approached Salam. When I came into Salam, I was interviewed by Mr. Abdul Raheem Abu Issa. He was the brother of our founder Mr. Abdul Salam Abu Issa. Mr. Abdul Raheem told me to join the next day itself. One added advantage I had was my license. Because in those days to obtain driving license was not easy and driving licenses were in great demand.

At the time you joined, who did you report to?

I didn't have a direct manager as such. Because the way the organization operated was different. Salam was small in size and everybody used to report to Mr. Abdul Raheem Abu Issa and our Founder Mr. Abdul Salam Abu Issa drove the entire operation of the company.

What were your job responsibilities when you joined?

I was in charge of staff pick-ups, airport customs



After 40 years at Salam what are three things you can say about the company?

clearance duty and documents submission and collection from banks.

Over the years how has your job role changed?

Over the years I gradually stopped picking up staff and I moved more towards our Logistics Department. So I was mainly liaising with forwarders, and I continued to handle submission and collection of documents from banks and the airport as the volume of shipments increased considerably as the years went by.

Over the years how have you seen Salam change?

I have been someone who truly witnessed a great change in Salam, because I joined at a time when the company was small and I have had the privilege to watch it grow. I really saw a great change take place right before my eyes as Salam grew into a large organization with many employees. At the time I joined and for some years after that we used to know all the employees by name. We had the opportunity to interact with each other closely since the company was small. Naturally, as Salam grew we hardly had time or the possibility of catching up with each other.

Tell us about an unforgettable incident during your career at Salam?

The event that comes to mind is the unexpected and very sudden demise of our Salam Stores Showroom Manager Mr. Hussein. As I used to work closely with him his death and the shock of it was something that became unforgettable for me. He was a great personality and a wonderful human being, so I remember him with fondness.

Tell us something you learnt from your manager?

One wonderful lesson I learnt from my manager Mr. Abdul Rahim Abu Issa was punctuality. He drilled that into us. And throughout my career, I am happy to say that I have upheld this quality. I have practiced his advice and it remains ingrained in me.

Tell us something you learnt from a colleague?

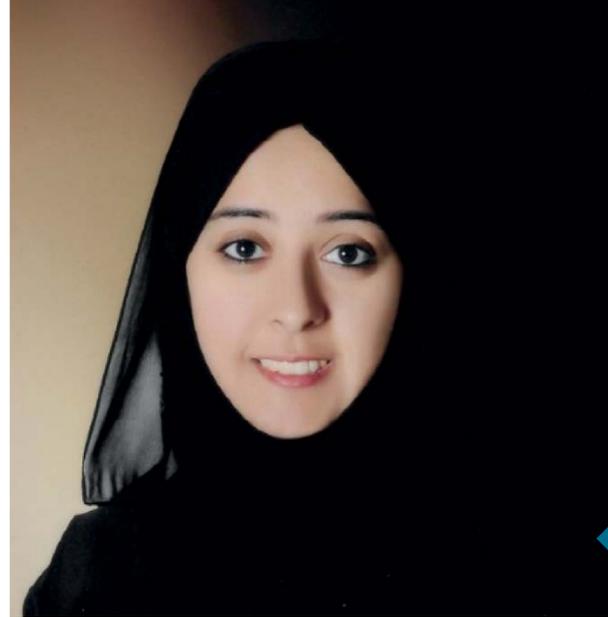
In the initial years, Mr. Mahboob Ali and the late Mr. Abdul Kader and the late Mr. K.J. Francis used to support me a lot and teach me many things. Each of them gave me valuable advice. At the time our families were away and we didn't have much to entertain ourselves with here in Qatar. But music brought us together every weekend and we used enjoy it and to have a great time.

- I only have good things to say about Salam, and I only have even better things to say about the Abu Issa family. They were people who were very supportive of me. Salam gave me and my family the life we enjoy living today.
- After 40 years of serving this company I am proud to tell everyone in Qatar, there wasn't even one instance in all these years where our salaries were delayed even a day. Not one single month did we have to wait, and I know that there employees of many companies in this country who will not be able to say that. But I can proudly say that about my company, Salam never did that by God's grace and I am extremely grateful for that.
- As a Salam employee wherever I went, to whatever institution or to whoever the individual I went to for an official purpose, I was received and treated extremely well because of the respect they had for the Salam name. That was something wonderful to experience. To know that I belonged to a company that had that kind of respect is something I will always cherish.

Tell us a bit about your family?

My family consists of my wife, my 3 children and myself. Our eldest is a daughter and then we have two boys. My daughter was a meritorious student in her school day and today she is a Doctor by profession. Currently she is working in a Hospital in Dubai. Even though I struggled a lot financially to meet her educational needs, I am happy to say that my job in Salam helped me to support her studies. Our elder son finished BCA (Bachelor of Computer Applications) and he too is currently working in Dubai. Our younger son finished a Bachelor of Business and Aviation Diploma and he is seeking job opportunities.

In closing, I would like to wish the very best of everything for Salam and greater strength and more prosperity in the years to come. All my prayers and well wishes to all the employees and particularly to the Salam family.



Rasha Bint Khamis Al-Sulaiti

MEET RASHA BINT KHAMIS AL-SULAITI – NICKNAMED RUSSIA. SHE DESCRIBES HERSELF AS SOMEONE WHO LOVES TO READ AND A PERSON WHO IS A RISK TAKER AND AN ENTREPRENEUR AT HEART. SHE HAS BEEN A TECHNOLOGICAL ENTREPRENEUR FROM 2013, AND IS A PASSIONATE LEADER WHO UTILIZES INSIGHTS AND TEAM APPROACH TO DRIVE ORGANIZATIONAL IMPROVEMENTS AND IMPLEMENTATION OF BEST PRACTICES.

TSE is delighted to carry the below article written by Rasha and we thank her for giving us permission to publish her article in our Newsmagazine. While she isn't an SIIL employee, her article below carries some reflections that make for interesting reading.

While we are on the topic of reading, TSE would like to remind all our readers in the SIIL family that we would love to have contributions from you coming in. You might like to send in something short and concise, a medium sized article or even a long one. TSE's Editorial team will be very happy to hear from you and we will be glad to give you space among TSE's Pages.

I am not an HR expert, but after being a professional and an employee for more than 15 years, I have compiled several reflections that I would like to share. Not being an expert in this industry, I have read and summarized the contents of some useful books. I have observed the Human Resources industry for years and see it as a regulatory one, that has been set by Humans to regulate Human careers and define people's ranking at work. A career theory written by Donald Super puts forth the Super theory. That theory defines one's career in five stages along with the tasks typically associated with each stage:

1. Growth (fantasy, interests, and curiosity)
2. Exploration (crystallizing, specifying, and implementing)
3. Establishment (stabilizing, consolidating, frustration, and advancing)
4. Maintenance (holding, updating, stagnation, and innovating),
5. Decline (decelerating, retirement planning, and retirement living)

His perspective of the career stages doesn't have time limits. From further readings something surprising I discovered is that some people reach the fifth stage by the age of 35! Career development is defined as a lifelong process of managing learning, work, leisure, and transitions in order to move toward a personally

determined and evolving preferred future. So Let's work with Super's stages and assume that each take 5 years. If so the first 5 years are taken as personal years that is needed to grow into a new field, the second 5 years are taken as professional years that will help you lead in your field, but the third 5 years are taken purposefully. In them you need to give back to the field and teach others what you have learned.

We can simplify the eras of learning and ways of learning. After 5 years of experience, you can learn the basics of a trade and the way industry operates from all perspectives and facets, and define your needs. After 10 years of experience, you can grasp and control of the industry and lead the strategic needs of your industry that suits your team needs and perspectives. But after 15 years of experience, you should start to give back to others and maybe start adjusting the industry rules. Also as you already know the business dynamics of your industry and any shifts that affect the business and its results, you have become an expert eye of the industry.

As M.K. Simpson said in his book UNLOCKING Potential "with practice and the right intent, I believe any leader or manager can get really good at coaching". He refers to the ability to coach (or training others) not as an instinctive skill, which only some people can perform. On the contrary, anyone can master the ability to train others by having suitable guidance. Simpson uses the example of Florence Chadwick. She swam the English Channel with success. In her attempt the weather wasn't good. Freezing water and fog challenged her. With only one-half miles to completing the race, she became discouraged. When the fog was thick she felt tired, she reached for her father's hand – he was in a nearby boat. He pointed to the shore. She raised her head to see the land. With the new clear sight, she went into the fog to achieve her goal to be the first woman who crossed the English Channel. Similarly, a workplace coach or trainer should be the one who will point others in the right direction, encouraging them and making sure individuals see the opportunities ahead of them.

Over the years, I have accumulated a vast amount of experiences, as I was going through the above

outlined stages. Through all of it the singular goal I have always had in my mind is, today I should be better than yesterday. As, D. Clark has said in his book "Reinventing you" - "We reinvent ourselves every day."

I spent the years 2001 - 2006 in understanding and shadowing with self-learning, and observing the way others work, and taking the time to understand the industry's ins and outs.

From 2007 - 2011 I mentored, practiced what I learnt and explored the strengths and weaknesses of the areas I has exposure to. I also closed any gaps by reading on the topics that needed attention.

When it came to 2012 - 2017 I was teaching others, showing others where the gaps are, and suggesting improvements as I saw the business dynamics responding to the suggestions made.

Now I am in the fourth stage of my career and I am maintaining the level of excellence I have set for myself and I am reinventing myself. As Clark mentioned the reinvention of oneself is a term that describes an internal changing decision. Reinvention doesn't happen overnight. Your reinvention is not assumed to be a done deal or a certain time bound activity. You must keep up the monitoring process in order to progress. It is important for you to set a goal for changing yourself. But it is also important to evaluate it periodically to see if it fits your current status. If it doesn't you need to reconsider and set suitable goals to change yourself.

In the course of your career you will join a team or teams to reach a goal or several goals at different points of time for at least for 25 years of your life. If you don't have a goal for yourself, then these years are wasted and not invested in your future. And what is your future? Is it retirement at the age of 40 or to continue the journey of improving yourself?

occasions

SALAM INTERNATIONAL

SIIL BUSINESS UNITS CELEBRATE Iftar Feast



SALAM STUDIO & STORES



SSS QATAR, FAREWELL

Salam Studio & Stores' Warehouse Department gathered for a farewell party given to two of our loyal and dedicated employees.

Mr. Shabbir Ahmad Satti who has been with SSS for 36 years and Mr. Ullattupara Abdul Latheef who served us for 25 years. It was attended by SSS Managers including Mr. Moataz Obar, Warehouse Manager.

new births



Eimerene Gabrielle Estantino Ramirez

Daughter of Mr. Edison Ramirez - Chief Land Surveyor/Project Engineer



SALAM STUDIO & STORES QATAR

Mohammad Hussain Rashid

Son of Mr. Rashid Mohammad, FMCG Distribution



warm welcome NEW APPOINTMENTS

ATELIER 21 KSA



Mr. Faisal Al Bataineh
Joins us as Project Manager



Mr. Alaa Salha
Joins us as Project Manager.



Mr. Mohamed Hosni
Joins us as Senior Sales Executive



Mr. Mohammad Al-Hinnawi
Joins us as Administration and Logistic Assistant



Mr. Khaled Abu Nada
Joins us as Sales Manager



Ms. Rayana Al Qhtani
Joins us as Sales Executive and Project Coordinator



Mr. Mohammad Mousa
Joins us as Store Keeper-Site Supervisor

SALAM ENTERPRISES DUBAI



MIDECO



Mr. Saad Iqbal Sheerazi
Joins us as Senior Sales Engineer - Water Treatment Division

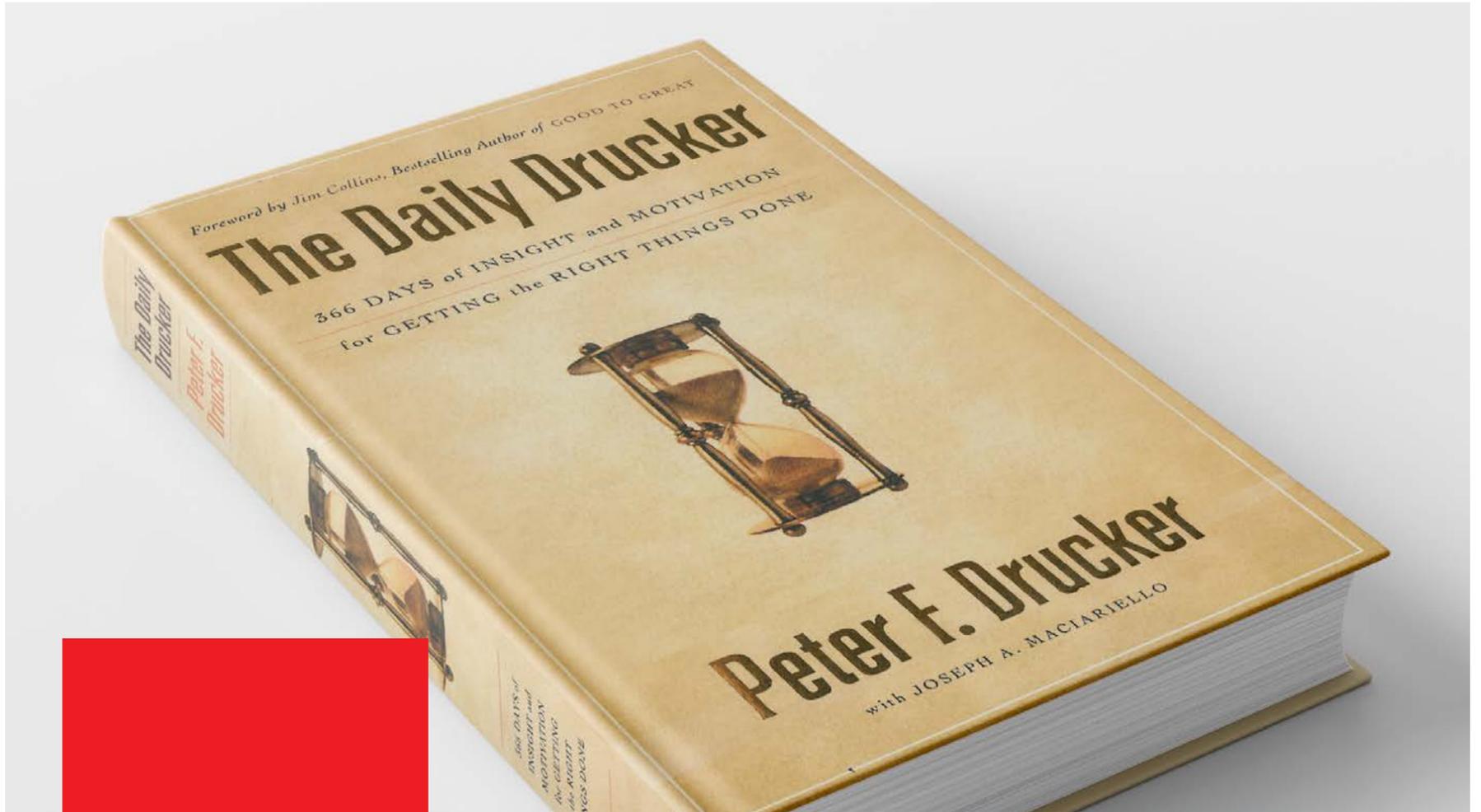


Ms. Nehal Samuel James
Joins us as Accountant



Mr. Mohammed Imran
Joins us as Service Engineer in Water Treatment Division

bookworm



CLASSIFYING THE PROBLEM

By far the most common mistake is to treat a generic situation as if it were a series of unique events.

Executives face four basic types of problems.

1. Generic events that are common within the organization and throughout the industry.
2. Generic events that are unique for the organization but common throughout the industry.
3. Truly unique events.
4. Events that appear to be unique but are really the first appearance of a new generic problem.

All but the truly unique event requires a generic solution. Generic problems can be answered with standard rules and practices. Once the right principle has been developed, all manifestations of the same generic event

can be handled by applying the standard principle. All the executive must do is adapt the principle to the concrete circumstances of the specific problem. Unique events, however, require a unique solution and must be treated individually. Truly unique events are quite rare; someone else has solved virtually every problem an organization faces already. Applying a standard rule or principle can solve most types of problems.

Action Point:

Cite an example of a problem you are facing that has a generic solution to it. What is the solution? Cite a problem you are facing that requires a unique solution. Develop the unique solution by following the rules for effective decision-making.

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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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