

# the Salam experience

Doha Bank

AWARDED SALAM INTERNATIONAL  
AS THE MOST VALUABLE CUSTOMER

Salam Technology

WINS 2016 ME PARTNER AWARD

Salam International's

PHOTOGRAPHY EXHIBITION

AS TRIBUTE TO HIS HIGHNESS

THE GRANDFATHER EMIR

3<sup>rd</sup> & 4<sup>th</sup> Quarter 2016

Salam International Newsletter

Not for Sale

## editor's note

**Sara Abu Issa**

Manager, Corporate Communications

This issue marks ten years since the publication of the first Salam Experience.. To celebrate this strategic milestone, we have decided to **revamp** the newsletter with a new look and feel, while maintaining our constant enthusiasm and commitment to the amicable spirit that defines this publication.

Within this framework, we **realigned** our content to capture the achievements of our growing family of employees, suppliers and partners, in putting our customers always first.

Today, Salam **reemerges** stronger than ever, having skilfully withstood the daunting effects of the global economic downturn; and **relaunches** resilient and ready to **renew** our faith in the positive prospects lying ahead for our diversified business portfolio.

To you all our family and friends, we **reiterate** our commitment to delivering the best working environment and turning it into a Salam Experience like no other.

At Salam, we cherish our employees' wellbeing and believe it is the key to our exceptional customer service which continues to position us ahead of the curve in all the markets we operate in.

As we look forward to many more years of the Salam Experience, we **rely** on your valuable input without which this would not be an authentic **reflection** of our corporate culture.

We believe the value of this publication goes far beyond the number of years, it is rather the continuity we have been able to achieve and sustain that stands testament to our collaborative efforts and ability to **reunite** the Salam family across industries, branches and even countries.







## SALAM ENTERPRISES

### QATAR

This quarter was momentous for us in Qatar with the awarding of major projects including main contractor and construction fit-out works at the much-anticipated first Harvey Nichols store in Qatar located at Doha Festival City mall. In the supply and installation field, we have also been commissioned to set up vinyl and carpet flooring for Phase 3 of Msheireb, office furniture for Khalifa Stadium, rubber flooring at Zone 67 Parks and Knauf raised floors at Lusail Office Tower 1. Last but certainly not least, we will be rehabilitating internal sports flooring for three halls in three different schools.

## SALAM ENTERPRISES

### DUBAI

The Construction Division of Salam Enterprises LLC - Dubai has proudly been awarded the contracts for supplying Mechanical and Chemical Anchors for key projects in the UAE, including Al Hadeel Development Project in Abu Dhabi, Anwa Omniyat Tower Project in Dubai, LaMer Project in Jumeirah, Dubai and the Dubai Creek Harbour Development Project.

As an update on the Jebel Ali Power and Desalination Plant Project (JAMEX), Salam Enterprises has successfully completed supply of the cast-in channel system for fixing of conveyor belts and shelves and installing of cable trays and pipe supports. We have also been contracted to supply the Lifting System for precast concrete element for the same project.

Our achievements at Salam Enterprises Dubai outstretched to the region with some key achievements recorded during the third quarter: In Qatar, we have successfully completed the supply of cast-in channel system for fixing of conveyor belts and shelves and installing of cable trays and pipe supports for the Kahramaa Phase 12 Power Station Project. We have also been awarded the contract for supply of cast-in channel system for fixing cable trays for Qatar Integrated Railways - Redline North

# breaking news

## SALAM ENTERPRISES

### QATAR

- Supply and Installation of Office Furniture for Ashghal Twin Peak Tower with Salam Technology.
- Supply and Installation of Office Furniture at Level 4-13, at Al-Sharq Tower for Civil Aviation Authority.
- Supply and Installation of Rubber Flooring and Artificial Grass for National Service Academy Training Camp at Mazrouaha with Bandary Engineering.
- Supply and Installation of Sports Flooring and Play Ground Equipment for Design and Build of Al-Bidda Park Phase 1 and 2 with General Engineering Technologies.
- Fit out works for Fashion Stores and Perfumery Stores at The Gate Mall, North Gate Mall and Doha Festival City.
- Supply and Installation of Vinyl Flooring Works for New Port Project with Sinohydro Corporation Limited Qatar.

# NEWS ROOM

## SALAM ENTERPRISES

### ABU DHABI

In Abu Dhabi, business has been moving at a fast pace with various new projects being awarded to Salam Enterprises there, mainly in the furniture supply segment. New clients in this regard include the Advance Military Maintenance Repair & Overhaul Center (AMMROC), Dubai Parks & Resorts (rubberized jogging track), EMAAR Meadows Community (outdoor fitness equipment), GEMS Education National School of Boys (playground equipment and rubber flooring), Institute of Applied Technology in Al Ain (carpet floor tiles) and Khalifa University's Medical & Engineering Building (joinery works).

While we brace ourselves to manage these new projects, we have successfully handed over another exciting set of projects, mainly: Bollywood Park (finish flooring for Packages 5A, 5B & 6B), EMAAR Fairways Community (play equipment and rubber flooring), GEMS Education National School of Girls (playground equipment and rubber flooring), GEMS-Winchester School (outdoor & indoor flooring), Injazat Data Systems, International School of Creative Science in Nadd Al Sheba (indoor and outdoor rubber flooring finish and artificial turf), wooden ceiling works for Khalifa University Expansion - Phase I (Student Hub Building), Makan Interiors and Shaam General Hospital in Ras Al Khaimah.

- Institute of Applied Technology, Al Ain.
- International School of Creative Science, Nadd Al Sheba, Dubai.
- Khalifa University Expansion - Phase I (Student Hub Building).
- Shaam General Hospital, Ras Al Khaimah.

#### 4th Quarter of the Year 2016, starting from (October 2016-December 2016).

- Awarded with a project for supply and installation of office furniture for Advance Military Maintenance Repair & Overhaul Center (AMMROC).
- Awarded with a civil work project for GEMS-Winchester School in Fujairah.
- Awarded with miscellaneous joinery work for Khalifa University Expansion Phase I (Medical & Engineering Building).
- Additional project for supply & installation of office furniture for Makan Interiors & Tabreed (National Central Cooling Company).
- Completed with a project for supply and installation of vinyl, carpet, rubber flooring, skirting & self leveling for Bollywood Theme Parks.
- Completed with a project for supply and installation of outdoor rubberized jogging track for Dubai Parks & Resorts.
- Completed with a project for supply and installation of outdoor fitness equipment for EMAAR Meadows Community.
- Completed with a project for supply and installation of playground equipment and rubber flooring for GEMS Education at the National Schools of Girls & Boys.
- Completed with a project for supply and installation of outdoor and indoor flooring for GEMS-Winchester School, Al Barsha.

## SALAM ENTERPRISES

### BAHRAIN

The team in Bahrain has been working tirelessly to accommodate various new projects that have been awarded in the third quarter. In the flooring division, we have received an order for supply & installation of gym flooring & outdoor safety rubber flooring for Cebarco Tower and hand tufted carpet & rugs for Laguna Residence & Al Rumaihi 1. Laminate flooring will also be supplied and installed at Al Abraj Residential - Gold Tower in addition to kids play & outdoor wet flooring for King Faisal Cornish Development.

In the commercial and hospitality division, Salam Enterprises Bahrain has been appointed to supply furniture for Alstom Office, the Economic Development Board at Arcapita Building in Bahrain Bay, GB Corp Tower, Etifaq Club at Diraz and for a residential highrise building at Umma Al Hassan. It will also be furnishing the new building office of the Saudi Council of Engineering in Saudi Arabia. Back in Bahrain, ceiling tiles for EWA - Petrol Station and for MSCEB office at MS Center, are currently being procured in addition to wallpaper for the General Organization For Youth.

As a specialized provider for the healthcare sector, Salam Enterprises is also set to supply and install medical furniture for the Royal Bahrain Hospital.

## SALAM PETROLEUM

Established to serve the upstream oil & gas industry, Salam Petroleum has been working closely with QatarGas for long years. Most recently, it has signed a two-year call off Agreement for Supply of Allen Bradley Spares and Support for Control Systems, PLC's, HMI's, VFD's installed in QatarGas Onshore and Offshore facilities. Another three-year contract was awarded by QatarGas for provision of Siemens Service Engineer to conduct supervisory and technical services for the equipment removal, overhaul and reinstallation of centrifugal compressors of Siemens already installed at QatarGas plant in Ras Laffan. Another two call off agreements for three years were signed with QatarGas Transport Co. (NAKILAT) for the Supply of Personal Protection Equipment (UVEX) and (3M) products. RasGas has also awarded us a three-year contract to carry out the supply of oil field chemicals for Barzan Utilities & Process.

## STREAM INDUSTRIAL & ENGINEERING

The scope of work for Salam Enterprises Harvey Nichols Store at Doha Festival City, Stage 01 - White Box & Perimeter encompasses supply, installation, testing, commissioning and maintenance of complete MEP&D works including the design of the ELV system.

- Completed with a project for supply and installation of carpet & vinyl flooring works at the Institute of Applied Technology, Al Ain.
- Completed with a project for supply and installation of indoor and outdoor rubber flooring finish and artificial turf for the International School of Creative Science at Nadd Al Sheba, Dubai.
- Completed with a project for the wooden ceiling works for the Khalifa University Expansion - Phase I at the Student Hub Building.
- Completed with a project for supply and installation of office furniture for Shaam General Hospital, Ras Al Khaimah.

## STREAM INDUSTRIAL & ENGINEERING

### NEW PROJECTS:

- Client:** SALAM
- Project Name:** SALAM Studio & Stores Extension at The Gate Mall
- Scope of Work:** MEP Works (Fit - Out Work)



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DEPUTY COO MESSAGE

# THE LIGHT AT THE END OF THE TUNNEL

FOR THE PAST YEAR OR SO, WE HAVE BEEN WEATHERING A POWERFUL STORM WHICH HIT BUSINESS LIKE NEVER BEFORE. DURING THIS TIME OF TRIAL, WE HAVE SHOWN GREAT RESILIENCE, AND HAVE TAKEN ACTIVE MEASURES TO CONSOLIDATE OUR CORE BUSINESS FUNCTIONS AND STREAMLINE PROCESSES TO ENSURE WE PROTECT OUR MARKET SHARE.

In all this, developing a customer-first attitude remains prime, as they are bread-and-butter of our business. It was said that "the customer experience is the next competitive battleground" and if we don't take care of our customers, someone else definitely will. Customer service excellence is therefore a collective responsibility and I have a firm belief that you are enthusiastically doing your part in building Siil's loyal customer base.

And while we look for a healthy pipeline and continue to support operations and sustain investments, we count on your restraint in the last quarter of the year, by adopting conservative spending and proposing reasonable budgets for 2017. So brace yourselves up for the challenge!



**AT THE RISK OF SOUNDING TOO GLOOMY, IT MIGHT RELIEVE YOU TO KNOW WE DO SEE A LIGHT AT THE END OF THE TUNNEL. THE FUTURE IN QATAR IS INDEED PROMISING, AND WE ARE HERE TO STAY.**

Meanwhile, let us stand strong and remain as healthy as possible by focusing on the business' profitability and let us look forward to the looming New Year with great anticipation and hope.

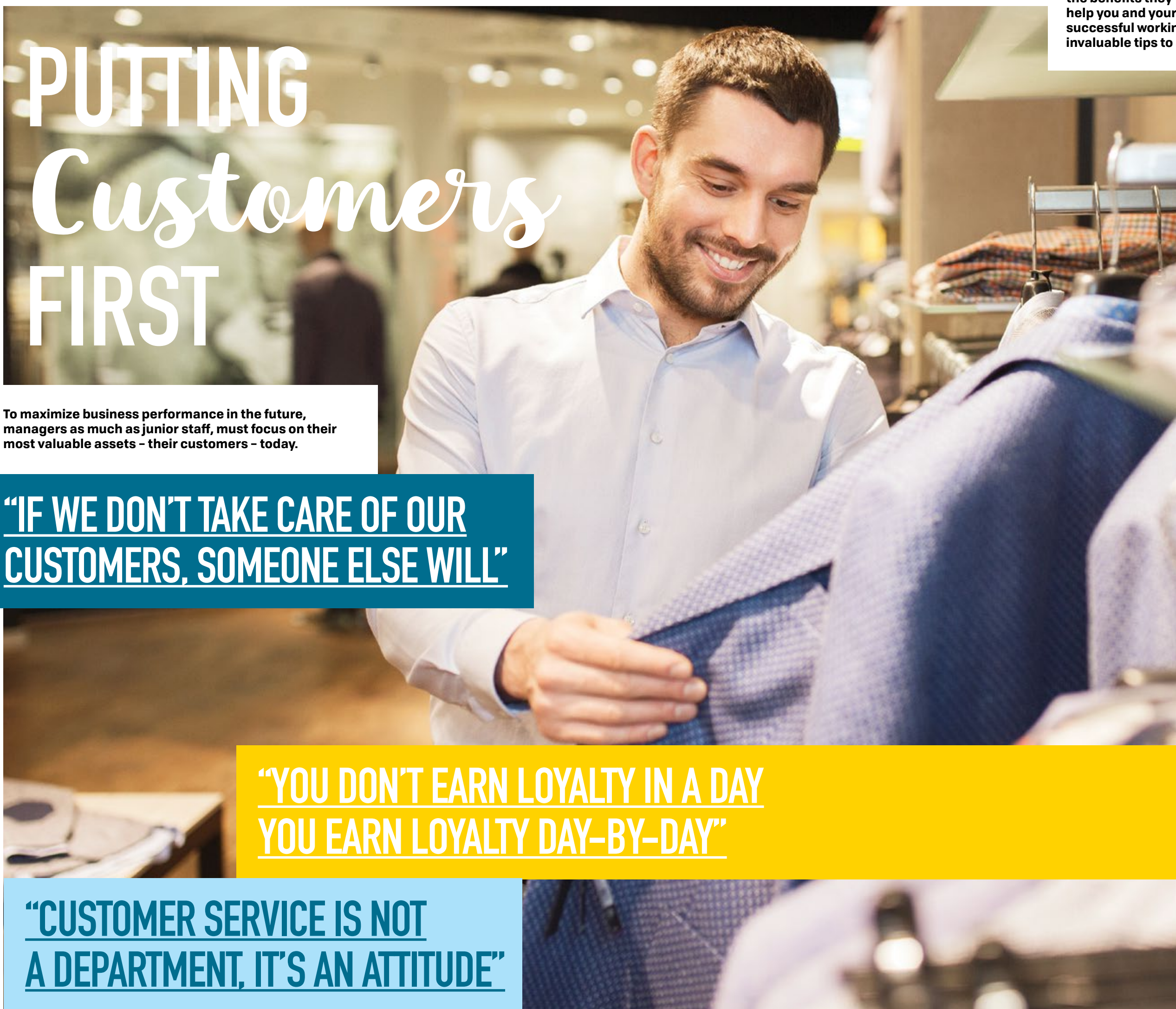
**Mr. AbdulSalam Abu Issa**





# issue article

SALAM INTERNATIONAL



## PUTTING Customers FIRST

To maximize business performance in the future, managers as much as junior staff, must focus on their most valuable assets – their customers – today.

**“IF WE DON’T TAKE CARE OF OUR CUSTOMERS, SOMEONE ELSE WILL”**

**“YOU DON’T EARN LOYALTY IN A DAY YOU EARN LOYALTY DAY-BY-DAY”**

**“CUSTOMER SERVICE IS NOT A DEPARTMENT, IT’S AN ATTITUDE”**

**“CUSTOMERS MAY FORGET WHAT YOU SAID BUT THEY’LL NEVER FORGET HOW YOU MADE THEM FEEL”**

To build your customer-oriented skills, plan effectively to meet customer requirements on time, and give customers the benefits they want. From gathering information that will help you and your team understand your clients, to building successful working partnerships with them, we give you invaluable tips to achieving market-led success:

### UNDERSTANDING CUSTOMERS

A thorough understanding of your customers is essential if you are to serve them well. Think of customers as individuals, even if they are large organizations and encourage staff to analyse all their activities from the customers’ point of view to pick up their mindset and predict their expectations.

### MEETING CUSTOMERS’ REQUIREMENTS

By adopting a customer-first approach, you ensure that you provide the right products and services to the right people now and into the future. If you enable your customers to drive which products and services you provide and how you provide them, you can be certain that you are meeting their needs. This is vital for long-term profitability, since customers will pay only for what they want.

### ANTICIPATING NEEDS

Government policies, consumer fashions, new technologies, economic conditions, and hence customers’ needs are changing all the time. As a result, it is vital that you understand your customers thoroughly, listen to them regularly, watch for developments or events that could affect them and their business, and then plan how to meet their new requirements. You will then avoid the risk that they will go elsewhere because you have failed to identify that their needs have changed or that competitors are offering superior products and services.

### SATISFYING EXPECTATIONS

Today’s customers expect first-class service. If they sense that you are not putting them first, they will feel disappointed. Be aware that your customers will not only assess your performance against that of your competitors, but they will also judge you against what you promised to deliver, and what they believe to be acceptable standards. If you anticipate missing a deadline or failing to deliver exactly what was promised, inform your customers as early as possible.

### FOCUSING ON YOUR BEST CUSTOMERS

Some customers will be more important to your organization than others. Some who are important in the short term may not be so valuable in the long term. Identify your top ten customers and talk to them frequently while it is recommended to keep in regular contact with most of your customers. It is far more cost-effective to retain existing customers than attract new ones, so focus on customers who are likely to provide the best returns in the future.

### EXAMINING TRENDS

To identify customers who will be most important in the future, look at the underlying trends within your industry. If, for example, you currently serve customers in an industry that is in decline, consider changing the focus of your efforts. You may also need to change your focus to cater for seasonal or fashion trends. Change your focus before sales or revenue fall by anticipating rather than reacting to an economic trend. Look for signs of new trends and seek our growth areas, then alter which customers you target, or your products and services to meet this challenge.

### RETAINING LONG-TERM CUSTOMERS

Selling more of your products or services to existing customers is far more cost effective than selling to new prospects. It therefore makes sense to retain your best customers by anticipating new economic conditions and helping current customers to adapt to them. Make sure that you are prepared to help your customers make the most of opportunities when new markets open up.



# INFORMATION SECURITY

tips & tricks



**COMPUTER SYSTEM THREATS COME IN MANY DIFFERENT FORMS. SOME OF THE MOST COMMON THREATS TODAY ARE SOFTWARE ATTACKS, THEFT OF INTELLECTUAL PROPERTY, IDENTITY THEFT, THEFT OF EQUIPMENT OR INFORMATION, SABOTAGE, AND INFORMATION EXTORTION.**

**Most people have experienced software attacks of some sort. Viruses, worms, phishing attacks, and Trojan horses are a few common examples of software attacks. The theft of intellectual property has also been an extensive issue for many businesses in the IT field.**

Intellectual property is the ownership of property usually consisting of some form of protection. Theft of software is probably the most common in IT businesses today. Identity theft is the attempt to act as someone else usually to obtain that person's personal information or to take advantage of their access to vital information.

Theft of equipment or information is becoming more prevalent today due to the fact that most devices today are mobile. Cell phones are prone to theft and have also become far more desirable as the amount of data capacity increases. Sabotage usually consists of the destruction of an organization's website in an attempt to cause loss of confidence to its customers. Information extortion consists of theft of a company's property or information as an attempt to receive a payment in exchange for returning the information or property back to its owner.

There are many ways to help protect yourself from some of these attacks but one of the most functional precautions is user carefulness. Governments, military, corporations, financial institutions, hospitals and private businesses a mass a great deal of confidential information about their employees, customers, products, research and financial status. Most of this information is now collected, processed and stored on electronic computers and transmitted across networks to other computers. So avoiding confidential information about a business' customers or finances or new product line fall into the hands of a competitor or a black hat hacker, is key.

**ON AN INDIVIDUAL LEVEL YOU CAN ALSO APPLY THE FOLLOWING TIPS AND TRICKS TO PROTECT YOUR PRIVATE LIFE AND PERSONAL DATA**

**USE** a strong, unique password for every website and never use the same password twice. Yes, that means you'll have to install and use a password manager.

**SET** your smartphone to lock after a short idle time, and set it to require authentication for unlocking. If at all possible, use something stronger than a simple-minded four-digit PIN.

**NEVER** click links in emails or texts that seem to come from your bank, the IRS, or any other institution. If you think the message might be valid, log into your account directly, without using the supplied link.

**KEEP** all applications up-to-date with the latest patches, and use a less-targeted browser such as Chrome or Firefox.

**AVOID** installing apps from untrustworthy download portals / vendors

**MOBILE** devices are an open gate to our privacy, secrets, and money (mobile banking). Look carefully for your right to privacy and be very careful what apps you choose to install and pay special attention to what permissions each app is requesting. For instance, it doesn't quite make sense for a weather app to demand access to your photos, does it?



# warm welcome TO OUR NEW TEAM MEMBERS

## SALAM ENTERPRISES ABU DHABI



**Mr. Jehad Saleh**  
joins us as  
Project Manager



**Mr. Gerard Felix  
Maximus C. Gutierrez**  
joins us as  
Quantity Surveyor.

## SALAM ENTERPRISES BAHRAIN



**Mr. Youseef Darwish**  
joins us as  
Project Manager



**Ms. Shooq  
Al Hashemi**  
joins us as  
Interior Designer.

## SALAM ENTERPRISES DUBAI



**Mr. Rami Yahya  
Qaradeh**  
joins us in the  
Construction Division,  
as Senior Sales  
Engineer.



**Mr. Jerico Alimasag**  
joins us as  
Key Project Manager  
for Construction  
Division in Doha.

## SALAM STUDIO & STORES QATAR



**Mr. Dimitri Fiocco**  
Joins us as  
Regional Visual  
Merchandising  
Manager Retail Division



**Mr. Ahmed Ibrahim**  
Joins us as  
Regional Finance  
Manager Salam  
Studio and Stores



**Mr. Sami Al Alami**  
Joins us as  
Store Manager  
Retail Division



**Mr. Samir Fouda**  
Joins us as  
Store Manager  
Retail Division



**Ms. Souheir Dagher**  
Joins us as  
Sales Manager  
D&G and Coty Division



**Ms. Dina Amr  
Moustafa Helmy**  
Joins us as  
Marketing & Training  
Manager D&G and  
Coty Division

## SALAM STUDIO & STORES UAE



**Mr. Mohamed Azmi Kassar**  
joins us as  
Area Key Account Manager -  
AUH & Alain,  
Perfumery Distribution -  
Premium Brands



**Ms. Ahnif Sajid**  
joins us as Marketing  
Coordinator,  
Perfumery Distribution -  
Premium Brands



**Mr. Chafai Merrouche**  
joins us as  
Store Manager,  
Corneliani MOE  
and Dubai Mall



**Mr. George  
Fouad Al Abssi**  
joins us as  
Area Key Account Manager-Dubai,  
Perfumery Distribution  
- Premium Brands



**Mr. Nishchal  
Amruthur Narayan**  
joins us as Senior  
Brand Manager,  
Perfumery Distribution  
- Premium Brands



**Mr. Jamal Nasir**  
joins us as  
HR Consultant -  
SIIL UAE



**Mr. Susakh Sukesa**  
joins us as  
Draughtsman



**Mr. Rahman  
Khan Nazeer**  
joins us as Electrical  
Engineer -  
Procurement



**Mr. Reji Thaha**  
joins us as  
Draughtsman



**Mr. Kevin Roi Bascao**  
joins us as  
Procurement Expediter



**Mr. Mohamed Areda**  
joins us as  
Project Manager



**Mr. Rizwan Khan**  
joins us as  
Sr. Safety Officer



**Mr. Zuhair Ashraf**  
joins us as  
Draughtsman



**Mr. Fremond  
Manzanilla**  
joins us as  
Document Controller



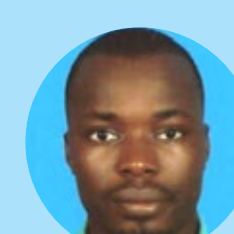
**Mr. Prasad Prakasan  
Nedumperanbil**  
joins us as  
Sr. Procurement Officer



**Mr. Neil Brian Muit**  
joins us as  
Draughtsman



**Mr. Virgilio Cruz**  
joins us as  
Construction Manager



**Mr. Kareem Ismail  
Olajide**  
joins us as  
Safety Officer



**Mr. Mohd Farhan  
Arabi**  
joins us as  
Sr. Safety Officer



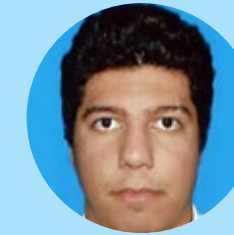
**Mr. Shemeer  
Kanichirakkal**  
joins us as  
Draughtsman



**Mr. Mohammad  
Akhter Alam**  
joins us as  
QA/QC Engineer



**Mr. Mohamad Shafiq**  
joins us as  
Chief Accountant



**Mr. Mena Ragy Amen**  
joins us as  
Sr. Electrical Engineer -  
Estimator



**Mr. Mirza Shabab**  
joins us as  
Mechanical Site  
Engineer



**Mr. Jemshid Gafoor**  
joins us as  
QA/QC Engineer



**Mr. Albert Morales**  
joins us as  
QA/QC Inspector



**Mr. Manesh Suseelan**  
joins us as  
Sr. Safety Officer



**Mr. Ragesh Nair**  
joins us as  
QA/QC Engineer



## SALAM PETROLEUM



**Ms. Jyothilakshmi M.P.**  
joins us as  
Asst. Instrument Engineer



# happenings

SALAM HOSPITALITY

## SALAM HOSPITALITY & QATAR MUSEUMS INAUGURATE NEW CAFÉ #999



SALAM HOSPITALITY HAS RECENTLY OPENED A NEW CAFÉ AND FOOD TRUCK CALLED #999 AT THE DOHA FIRE STATION, OFFERING A PLACE FOR PEOPLE TO

*relax  
'in a hurry'*

Located at the old fire station building at civil defence roundabout, the café covers a surface area of approximately 300 square meters and has been developed in collaboration with Qatar Museums.



Café #999 welcomes its guests into an open dining space set in consonance with the look and feel of the old fire station building. The atmosphere is characterized by a sense of simplicity: cement flooring left in its natural state, white table tops, and the wooden floating shelves add a rustic component to the overall style. The café is completed with a seating capacity of 72 indoor and 52 outdoor.

Café #999's culinary offering focuses on international cuisine with a touch of local influence, paying particular attention to the healthy ingredients. The menu options include gluten free, organic, healthy, and a 'touch of Doha'. The signature dishes of the café, as claimed by the Chef, include some remarkable creations namely the sujak burger and the camel kofta wrap.

Alongside its dine-in menu, the café offers simple take-out meals from a specially-branded food truck outside. The truck is Qatar's second oldest fire engine, and the second food truck to open in Qatar.



SALAM STUDIO & STORES QATAR

Giorgio Armani  
HOLDS  
NOVELTIES  
TRAINING  
SESSION &  
IFTAR IN QATAR

Training on Giorgio Armani novelties was delivered to Salam Studio & Stores' related sales team and representatives.

The training was facilitated by L'Oreal Group's Regional Training Manager Ms. Carla Tabet who revealed information on the brand's exciting new launches in the beauty and fragrance divisions.

The training which was followed by an amicable Ramadan Iftar, was further attended by Giorgio Armani's exclusive Beauty and Fragrance Advisors, and other retailers.



SALAM STUDIO & STORES  
SPONSORS NIKON SEMINAR  
LED BY WORLD-FAMOUS  
PHOTOGRAPHER

Feroze Babu

All photographers and visual artists in Qatar were treated by Nikon School and Salam Studio and Stores to the first ever seminar of its kind in the region, led by Feroze Babu - India's first Google Certified Photographer and official photographer of Google street view.

More than 130 photographers from various parts of Qatar attended the Panoramic and 360° Photography class, and had the chance to capture all the skills and techniques needed to thrive in this revolutionary imaging genre, that marks Feroze Babu's photographs.



SALAM STUDIO & STORES LAUNCH  
YSL Mon Paris  
IN QATAR

Yves Saint Laurent Beauté introduces a new sparkling fragrance, inspired by Paris, the city of intense love.

Red berries and pear immediately exude sensuality and femininity. The exotic white Datura flower forms the soul of the fragrance while it embodies desire and seduces the senses. Finally, this modern and daring floral scent is balanced by creamy white musk and patchouli. A passionate and unforgettable whirlwind journey to Paris.

The fragrance was launched to an audience of perfume retailers and sales representatives in Qatar, in collaboration with Salam Studio and Stores featuring the valued attendance of L'Oreal Luxe regional training managers: Mr. Ghassan Hajjaj, Ms. Sara Matinzadeh and Ms. Carla Tabet.



THE GATE MALL HOSTS  
Ramadan  
Night Markets  
IN SUPPORT OF QATARI  
START-UP BUSINESSES

With Ramadan being a holy month of sharing and benevolence, Salam Studio and Stores has echoed this spirit by extending support to new Qatari start-ups and businesses which gathered at The Gate Mall to display and sell their homemade products.

This fruitful collaboration initiated by Qatar Development Bank with Bedaya Center for the development of small and medium enterprises in Qatar, was a vital part of the Ramadan activities planned concurrently at Maysaloun Hall of The Gate Mall. The Bazaar took place from June 11 to 24, 2016.

The highly-priced Ramadan Night Markets gave the opportunity to a lot of new Qatari businesses to market themselves and start their new business with the remarkable exposure allowed at The Gate Mall, as a highly frequented and exclusive shopping destination.



GET YOUR KIDS BACK TO SCHOOL READY WITH  
SALAM STUDIO & STORES KIDS COLLECTIONS

With the school year rolling round yet again, not only may that be a joyous moment for most parents, but it also serves to remind us all that the cooler months are ahead, and that in itself is enough reason to rejoice!

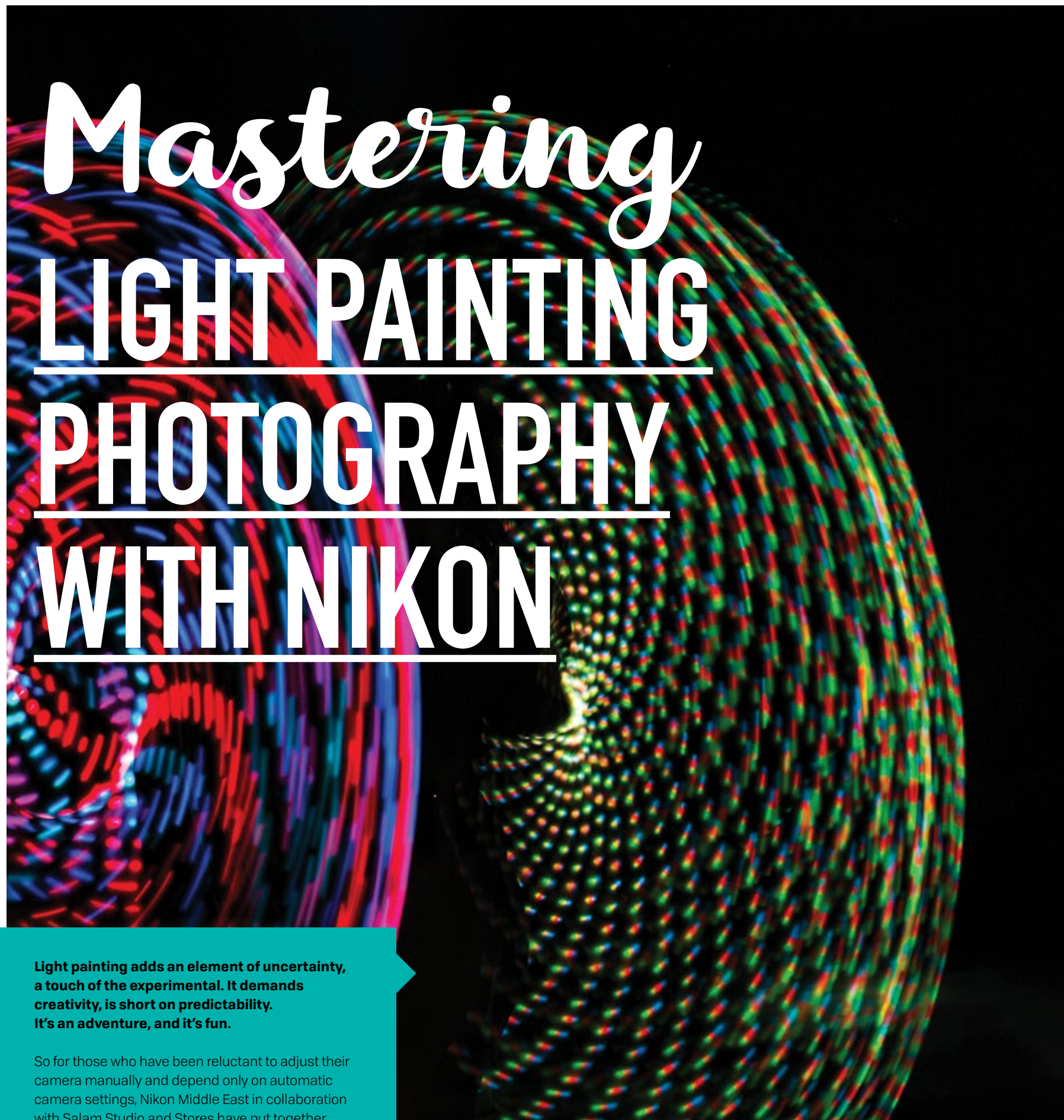
So trying to get organized for your little ones' new school term may come with a lot of moans and groans - from their side, but Salam Studio and Stores luckily have their Kipling collection and

kidswear perfectly fit to equip kids with the fashionable items they need to confidently hit the school year.

To capture the excitement and hype surrounding the Back to School season, Salam Studio and Stores pre-planned a photoshoot to promote its "Back to School" fashion items. The photoshoot was released as part of the full-fledged campaign right ahead of the return to school allowing parents to plan their purchases accordingly. The photoshoot happened last August 9, 2016.







# Mastering LIGHT PAINTING PHOTOGRAPHY WITH NIKON

Light painting adds an element of uncertainty, a touch of the experimental. It demands creativity, is short on predictability. It's an adventure, and it's fun.

So for those who have been reluctant to adjust their camera manually and depend only on automatic camera settings, Nikon Middle East in collaboration with Salam Studio and Stores have put together a hands-on training covering light painting techniques as a great way of learning how to use manual camera settings while having fun.

The event coincided with World Photography Day and was organized as a tribute to photography enthusiasts in Qatar.



## FREE NIKON PHOTOGRAPHY SESSIONS TO ALL DSLR MODEL BUYERS

Nikon School Qatar organized a portrait photography training programme for Nikon DSLR buyers. The session was conducted by professionals from Nikon Middle East and locally organized by Salam Studio and Stores. Buying a Nikon DSLR camera now will give you a chance to avail of the three free Basic Camera Training sessions worth QR 1500. Newcomers to the world of Digital SLR photography can enrol in this photography course which will cover the basics - from the camera's layout and different modes to lenses and other accessories.

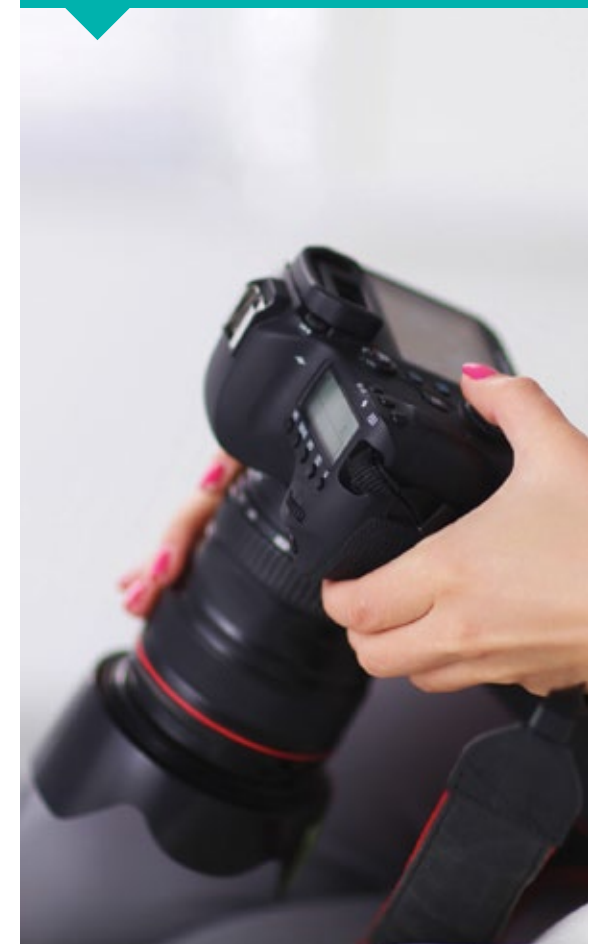
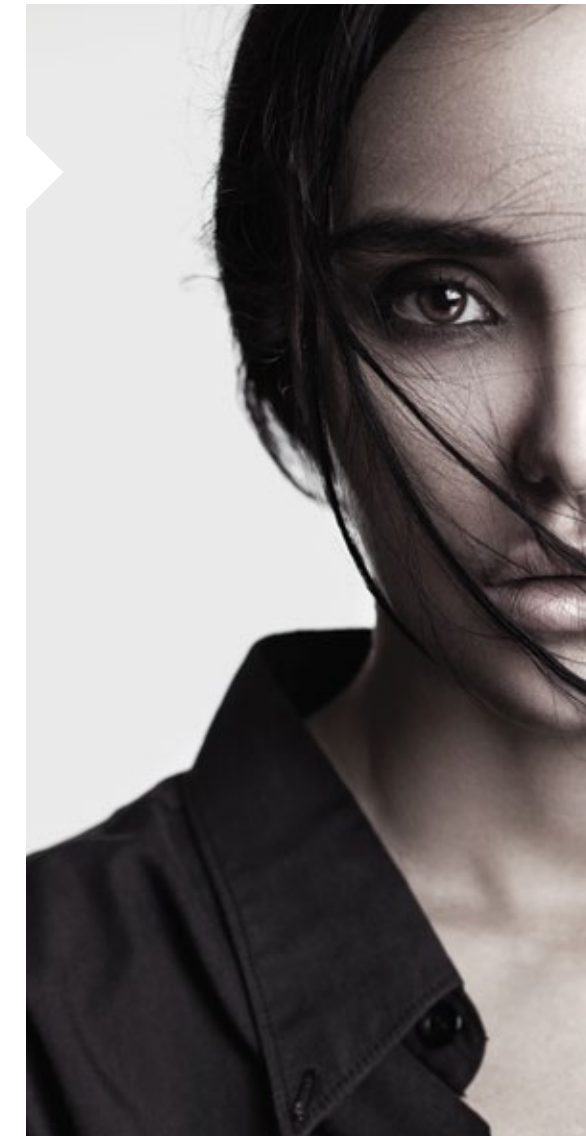
Nikon School is a series of courses that aims to enhance the creative and technical skills of photographers, and educate them on different ways to use their camera. This will cater to participants of all levels: from absolute beginners to professionals.

## Nikon's CREATIVE TAKE ON PORTRAIT PHOTOGRAPHY

Famous Kuwaiti photographer Mr. Bahadeen Al Qazwini was invited to Doha to deliver a Nikon creative lighting training to an eager audience of 95.

The training specifically underlined the importance and usage of Nikon's creative lighting systems in portrait photography.

Nikon, represented in Qatar by Salam Studio and Stores proved once again its loyalty to its customers by continuing to extend complimentary value-added trainings to up the skills of amateur and professional photographers in Qatar.





# SALAM BEAUTY Celebrates YEAR-END SUCCESS IN 2016

**Salam Beauty management and staff recently got-together for a tiki brunch at the Trader Vic's at Hilton Hotel Doha to celebrate the year of success for the whole team.**

Ms. Bettina Alqubba, Regional Retail Manager led the group together with Shop Managers from different retail boutiques: Ms. Chadia Mazloun, Ms. Roula Adaime, Ms. Cory Profitana and Ms. Mardee Fernandez bringing in all units in camaraderie with all the team members present.

Several team achievers were also presented with awards and prizes from categories such as Best in Grooming: won by Mr. Gokarna Basaula, Ms. Jennifer Galido, Mr. Hermie Mendoza; Best Cashier: Ms. Joana Manguait and Mr. Anthony Bugayon; Star of the Year: Mr. Om Kumar Nepali, Ms. Susie Jacinto, Mr. Ray Anthony Villacarlos; and Best Supervisor: Ms. Lina Rezek and Ms. Amelia Trinidad.

To end the event with more fun and surprises, lots of valuable door prizes had been raffled off to all the team members' delight.



## Tom Ford REGIONAL MAKEUP ARTIST HOSTED MASTERCLASS AT SALAM THE GATE MALL

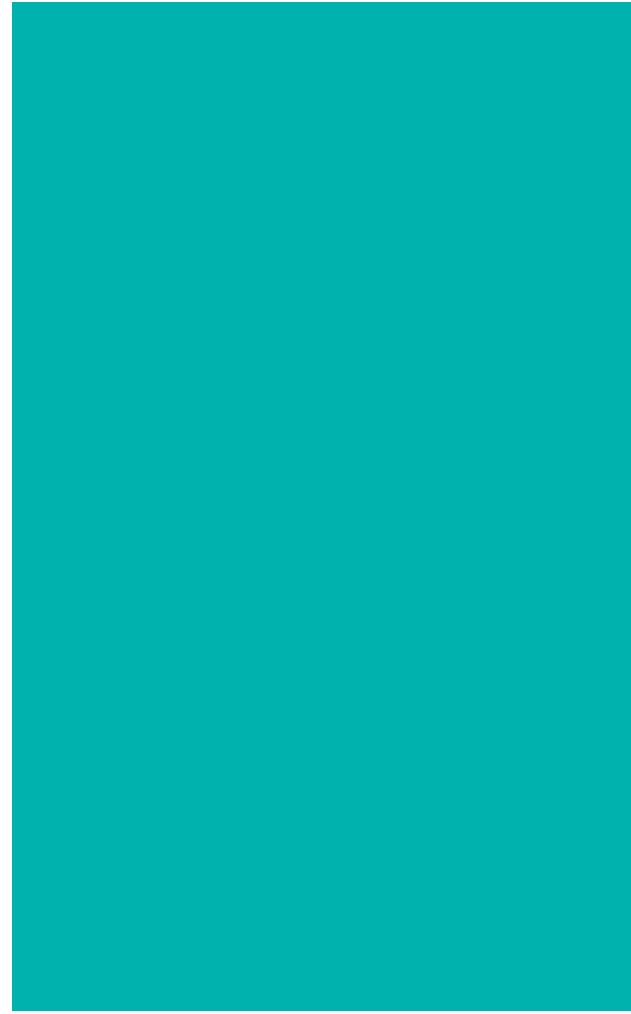
**Tom Ford's Regional Makeup Artist Mr. Ruel Menor recently graced Salam the Gate Mall by hosting a makeup Masterclass with various women's group here in Doha.**

The half-day masterclass included tutorials on Tom Ford look with the brand's newest collection and contouring makeup. In addition, Ruel also provided one-on-one consultation among all attendees to help them find the best skincare and makeup according to their personal needs.





# Canon Middle East HOSTS ANNUAL PARTNER CONFERENCE



A key highlight of the conference this year was Canon Middle East's announcement of an open communication strategy, which will enhance partners' synergies with the mother company and hence will become a platform for mutual success in the future.

Anurag Agrawal, Managing Director, Canon Middle East, said: "Canon's Annual Partner Conference is a strategic opportunity for us to further engage with our partners and strengthen our relationships with them. Our newly announced open communication strategy is also a reaffirmation of our continuing thrust to provide our partners with all the support they need to help them achieve business growth, giving us the opportunity to interact with all of you and pursue together new possibilities and extend our horizons."

Attending this function from Salam International in Qatar were Mr. Abdul Salam Abu Issa, Deputy COO and Mr. Bassam Abu Issa, Executive Director. Mr. Mahaboob Ali, Regional Manager of Salam Studio & Stores' Photo Imaging Division and Mr. Shoukath Hussain, Department Manager were also present at the conference where Mr. Abdul Salam Abu Issa and Mr. Mahaboob Ali received the Business Driver's Award for Mid High DSLR Category.

## Nikon MIDDLE EAST'S MANAGING DIRECTOR VISITS QATAR

**Nikon Middle East's new Managing Director Mr. Naoki Onozato visited Qatar accompanied by a senior delegation from the brand, responsible for the Middle East region.**

As official Nikon partners in Qatar, Salam Studio & Stores welcomed the group and took Mr. Onozato around the Nikon sales section and service facility while briefing him on a range of subjects essential to remaining aligned with the mother company including sales, marketing, operations, customer service, training and others.





# Salam Studio & Stores' BEAUTY MERCHANDISING WINS INTERNATIONAL ACCOLADES



Salam Studio and Stores in the UAE had triple times the reason to celebrate last August, as its brand Tom Ford Beauty won best three out of 30 global door designs.

Winning doors are located in Bloomingdales Dubai Mall (Rank 12), Harvey Nichols Mall of the Emirates (Rank 16) and Paris Gallery Dubai Mall (Rank 21).



TO THE SPECIALISTS IN THESE THREE DOORS: YOUR DEVOTION TO DELIVER THE TOM FORD LUXURY EXPERIENCE HAS PUT YOU IN THE COMPANY OF THE BEST IN THE WORLD. YOU SHOULD BE PROUD. I KNOW MR. FORD IS,



Matthew Tyler,  
Tom Ford International  
Education Director

Matthew Tyler attended the celebratory dinner event alongside other senior officials and beauty experts from Tom Ford's regional office in the UAE.





# SALAM STUDIO & STORES STAFF IN THE UAE RECEIVE THEIR FIRST *Team Building Training*

Demonstrating that teamwork, cooperation and diversity are key tenets of Salam's family of companies and successful ventures, Salam Studio & Stores - UAE in cooperation with Salam Academy held their first ever Team Building Training.

The event saw retail sales and back office staff come together into a casual setting of fun activities and discussions that serve to build synergies among team members and heighten the spirit of trust and unity under the umbrella of Salam International.



ALL TRAINING PARTICIPANTS ARE ALREADY LOOKING FORWARD TO REPEATING THIS EXERCISE PERIODICALLY NEXT YEAR, PROVING AGAIN THIS TRAINING WAS HELPFUL IN MOTIVATING TEAM MEMBERS AND BRINGING THEM CLOSER TO EACH OTHER.



SALAM INTERNATIONAL

# Doha Bank AWARD WINNER SALAM INTERNATIONAL

"SIIL is recognized by Doha Bank as one of the most valuable customers and the award conferred on Salam and received by Mr. Hekmat Al Younis, Group Chief Financial Officer on 14th November 2016 in the presence of Dr R. Seetharaman, Chief Executive Officer, Doha Bank and Mr. Rashid Ali Al Mansoori, Chief Executive Officer & Board Member of Qatar Stock exchange, at an event organized by Doha Bank.

Doha Bank has emerged as our preferred financial partner in our business over the years and whose unstinted support has contributed immensely to Salam scripting a high trajectory growth over the years, with the best yet to come."



NEW IMAGE

# New Image ANNOUNCES CONTRACT RENEWAL FOR SERVICES AT HIA

**New Image Building Services Gulf States LLC, a Doha based facility management company is pleased to announce the renewal of its contract with Facility Management & Maintenance (FMM) for the provision of specialty high access cleaning services at Hamad International Airport.**

HIA began full operations of all airlines on May 27, 2014. New Image has been of service to Qatar Airways since 2011 and has been providing services at HIA since October of 2013 including training services for supervisors and cleaners, management personnel for cleaning operations as well as executing a contract to provide the external & internal façade and glass cleaning.

The scope of work includes the approximately 300,000 SM BEMO USA stainless steel roof and all the internal cleaning over 2M in height. New Image being well regarded as a specialty cleaning contractor is trusted with cleaning the various art sculptures that adorn HIA, water features and many challenging architectural affects.

HIA is a 5-Star home to 5-star airline Qatar Airways, with capacity to serve over 360,000 flights and 50 million passengers every year. Please see their impressive user friendly web site at [www.dohahamadairport.com](http://www.dohahamadairport.com)

New Image was first founded in the USA in 1988 and operates in 10 of the United States, Qatar and the UAE. The company provides specialty cleaning & maintenance services including high access cleaning, marble care, carpet cleaning and various other facility services. In the Middle East, New Image is a member of Salam International.

Please visit our web sites at [www.nibsgulfstates.com](http://www.nibsgulfstates.com) and [www.salaminternational.com](http://www.salaminternational.com)



# NEW IMAGE ANNOUNCES Call Center Services

**New Image Building Services Gulf States LLC is pleased to announce the launch of call center services. What started as an internal function to the support the customers of New Image with a typical help desk solution, has evolved into a new business line.**

Mr. John Ezzo, the founder and managing partner, said: "We work with B2B and B2C businesses who are...frustrated by lack of competency in who answers the calls of their customers; concerned with meeting key performance indicators for customer service; upset because of the difficulty in finding and training customer service operators; mad about repeat customer complaints and under pressure to reduce cost and improve service."

The call center services offered include:

- Customer service
- Outbound marketing
- Social media management

The call center team is staffed by professionals who have managed call centers for Comcast Cable, Vodafone, Amazon, General Motors and Volkswagen/Audi.



THE GATE MALL

**JustKidding®**  
**OPENS FLAGSHIP**  
**IN DOHA!**

**As part of their ongoing expansion strategy JustKidding® the Dubai based award-winning baby goods retailer is pleased to announce the opening of their first venture into Doha with their new 505 sqm store which has opened in the Gate Mall, West Bay, Doha.**

The store is designed to cater to all of your parenting needs. Stocking a comprehensive range of luxury products for newborns, young children and pregnant mothers – with a focus on staff expertise and your child's safety – JustKidding® includes everything from furniture and tech smart products to fashion forward clothing.

With over 50 international brands from the baby and toddler industry represented, and featuring

a custom built events' area where parents can meet and enjoy a coffee together, JustKidding® is a one stop shop to get you ready for your new arrival.

CEO - Annemarie Retera comments "We are extremely excited to open in Qatar, which has long been an ambition for us, and we are looking forward to offering the parents of Doha our wonderful products, our excellent service, and our very popular events calendar. The shop is a delightful space to browse and view our fantastic range of world class baby brands, including Bugaboo, Stokke, Recaro, and Beaba to name a few."

The store design was created by multi-award winning, Dubai based agency, DAY.



**ABOUT JUSTKIDDING®**

JustKidding® is a trademark of Dubai-based JustKidding® General Trading (LLC). Fresh, unusual and captivating, Award-winning JustKidding® is an exciting retail store concept for modern, predominantly first-time parents. It introduces a comprehensive range of internationally acclaimed, high quality, high-end products for newborns, young children and pregnant mothers. The products range from furniture and interior design elements to tech smart, stylish strollers and ultra safe car seats and from hip fashion labels to the ultimate in baby care. JustKidding® is supported by a team of skilled sales consultants and expert parents. All colleagues have detailed product and practical knowledge. JustKidding® prides itself in being the parenting expert in its community.

**JustKidding® Stores can be found at:**

- Emaar Gold & Diamond Park, Sheikh Zayed Road
- Matloob Building, Sheikh Zayed Road (next to the Safa Park junction)
- Salam Store and Studios, Wafi Mall Dubai
- Localizer Mall, Riyadh, KSA
- Shop-in-Shop Harvey Nichols, Riyadh

**Future openings:**

- Abu Dhabi, Al Forsan Community Mall: September
- Al Hamra Mall, Riyadh: coming soon

**Q1 2017:**

- Doha Festival City
- Mall of Qatar

All JustKidding® products are available online [www.JustKidding®-me.com](http://www.JustKidding®-me.com) with free shipping in Dubai and regular shipping to the GCC.



# Mehrdad Shoghi AT THE GATE MALL, QATAR

The Gate Mall is proud to announce the opening of "Love Song to Source" exhibition by renowned Iranian artist Mehrdad Shoghi, under the auspices of Salam International. Shoghi takes you on a tour through unique pieces based on the art of Kufic calligraphy and that are inspired by the Qura'n and the magnificent Khalil Gibran.

The artist remembers being at a young age where he was first introduced to the subject: "I was 14 when for the first time I saw someone write a piece of Persian calligraphy in person. It fascinated me from that moment on and I knew that this was what I wanted to do. It was like a turning point in my life. So I started learning Nasta'liq which is a traditional Persian script developed in the 14th century as well as related arts such as illumination, restoration and miniature painting for the next five years. Another turning point for me was when I came across a Kufic manuscript from the 8th or 9th century, a Qur'an on vellum. I had been commissioned to restore it and it stayed with me some time while I was working on it. It was of course in Arabic. As you may know Persian and Arabic use the same alphabet, but the language is totally different, so I had no idea of the meaning of the words, but the visual aspect of the words touched me very deeply. I realized that Kufic, which is the root of all seven formal Persian and Arabic scripts, is extremely rich in its visual dimension. From that point on, I started to explore its potential and it helped me realize that the meaning of the word itself is not my primary focus and interest. What I wanted to explore more was the visual aspects of the letters. The Mehr script which I developed years later is a combination of Persian calligraphy forms and Kufic script; in other words, it is the personalized and modernized version of the Kufic."

Shoghi's pieces are a major attraction to art lovers. This is obvious from the high number of visitors Shoghi draws to any exhibition he holds in any part of the world. Make sure to visit the exhibition and explore his work.



# Nisreen and Nermeen Abudail AT THE GATE MALL, QATAR

Naqsh Collective team is proud to announce their participation in the solo exhibition **The Journey of Sadu "Rihlet Sadu"** at the renowned **The Gate Mall in Doha, Qatar, sponsored by Salam International. The two sisters from Jordan will take you on a journey with their amazing, neatly designed, artwork collection that represents their strong bond to their heritage, fused with this region's cultural elements represented in Al Sadu.**

Nisreen Abudail, architect and founder says: "I always dreamed of showcasing our Palestinian culture through modern minimal art". Through embroidery and mixing solid media to draw stories, she reminds us of how beautiful this art is.

Nermeen Abudail, designer and founder: "Finding this graphical treasure and recreating it was an enjoyable challenge, yet it was a duty to bring back the delights of our culture and mould them in a modern context to showcase it to the world, specially our own." They sure delivered their message with decisive elegance found in every piece that will be in display at The Gate Mall.

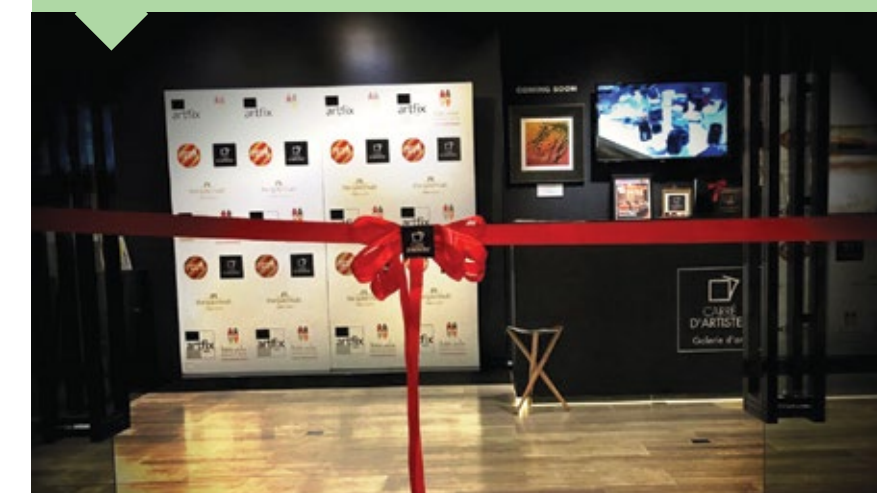
Visiting Naqsh Collective gallery in Amman is an exhilarating experience, where you are exposed to a tremendous amount of culture fused with modern art, transcending through boundaries to bring together people from different backgrounds to share one love... the love of art and craftsmanship.

From what is happening in the art and design scene, the two sisters are striding their way through the design world with tremendous potential, for their work is a major magnet to visitors in all the exhibitions they participate in throughout the Arab world so far and globally soon. If you are an art lover and have not heard of them yet, be sure to stop by The Gate Mall; you will be amazed by what you will see.

# ART FIX GALLERY CELEBRATES ITS First Anniversary IN QATAR, AT THE GATE MALL

The first fine art gallery located at the Gate Mall in West Bay, opened its doors to the public last October.

Carré d'artistes Doha by Art Fix Gallery seeks to promote the love for local culture and arts. It is their fundamental objective to make art accessible to everybody and to give young and emerging artists from Qatar, a global platform to expose their art.





SALAM TECHNOLOGY

# SALAM TECHNOLOGY WINS 2016 'MIDDLE EAST PARTNER AWARD'



**Salam Technology has received the 2016 'Middle East Partner Award' in a conference recently held in San Francisco, California.**

Awarded to "exemplary" channel partners, The Cisco Partner Summit Middle East awards are designed to recognise best-in-class business practices and serve as a model to industry within their respective territory. Areas of consideration include innovative practices, architecture-led successes, strategic business outcome-focused programmes, seizing new opportunities and sales approaches.

Salam Technology managing director Moamoud el-Deeb said "We pride ourselves on building strong and enduring relationships with partners like Cisco, which enable world-class solutions for our customers.

"So I am delighted that our team has been recognised for its outstanding achievement. Salam Technology is a leader in delivering large-scale complex, integrated projects on time and within budget. This is another important example of our continued success."

Zaidoun Arbad, regional partner sales manager for Middle East West Region, said: "It's an honour for Cisco to work with some of the best channel partners in the Middle East to transform the IT landscape that enables customers to differentiate and define their business strategies.

**"IT IS MY PRIVILEGE TO RECOGNISE THAT THE 'MIDDLE EAST PARTNER OF THE YEAR' HAS BEEN PRESENTED TO SALAM TECHNOLOGY FOR ITS OUTSTANDING ACHIEVEMENT AS A CISCO CHANNEL PARTNER IN THE MIDDLE EAST WEST REGION."**

Cisco Partner Summit Theatre awards reflect the top-performing partners within specific technology markets across the Middle East. All award recipients are selected by a group within Cisco Global Partner Organisation and regional and theatre executives.

Now on its 28th year, Salam Technology specialises in delivering large scale, integrated and technology centric projects in Qatar and throughout the wider region.

# employee experience

## interview with SHAABAN OMAR NAIM

### DIRECTOR, CORPORATE PROGRAM MANAGEMENT & CONTROL OFFICE

#### What can you tell us about your journey at Salam?

I joined Salam International in 2008 as Head of Engineering of Salam Bounian and I must say it was a breath of fresh air. My first project was The Gate and ever since then, the work environment project didn't cease to amaze me with its capacity to generate new functionalities each day. Then there was new expansion into Qatar, UAE and Oman and that opened up new horizons and entailed new professional responsibilities. Most recently, we are in the process of finalizing our biggest department store in Mall of Qatar and are preparing for new openings in The Gate Mall including a state-of-the-art medical clinic.

#### How would you describe the working environment?

It is an extremely dynamic and professional working environment, a melting pot of over 30 companies with synergies across five main disciplines. Teamwork, diversity and collaboration are at the core of the corporate culture and I must not forget fun... it is rare to find workplaces that value the role of fun in making employees comfortable, as Salam does. This stems from the management's vision that professionally fulfilled and socially engaged employees will perform better together. I personally enjoy the mix of being able to add value as an individual, socialize with like-minded professionals while acting and making decisions as a team and receiving recognition for team successes.

#### How is the relationship between the business owners?

Admirably, our senior management and business owners have great respect for employees and operate at high standards, which makes Salam International more of a place which nurtures best practice than a traditional family business. The Abu Issa's have been in the market for over six decades and in addition to their full understanding of the industry, they have a clear

vision which is communicated across to all employees. This helps us all feel we are on the same page, while committing to realizing their vision which recognizes employees as a prized company asset.

#### What drives you to work every day?

Good is the enemy of great and working at Salam International keeps me on my toes with new developments and challenges every day. Engineering is not just about constructing buildings, it is about bringing blueprints to life and having them inspire their end users with multiple functionalities. To do so, I have learned to become a good communicator to understand people's vision and expectations, then putting them into action. I believe the ongoing excitement and challenges, kept it interesting for me and so there is never a dull moment: since developing the main building of The Gate Mall and being continuously involved in retail stores design and fit out, to managing multiple projects with diverse uses and requirements in Qatar and the region.

#### In a sentence, how would you sum up your Salam Experience?

It's the ride of my life.





# events

## SALAM INTERNATIONAL LAUNCHES EXCLUSIVE PHOTOGRAPHY EXHIBITION AS TRIBUTE TO HIS HIGHNESS THE GRANDFATHER EMIR

On Sunday 11 December Salam International Investment Ltd. (SIIL) opened a unique archival photography exhibition titled "Moments" in Memory of Sheikh Khalifa Bin Hamad Al Thani, paying tribute to the nation's grandfather Emir and recognizing his contribution to Qatar's progress.

Launched at The Gate Mall's Maysaloun Hall, the exhibition draws from the private collection of the Abu Issa family, bringing them out for a public showing. The collection on display offers a fascinating glimpse into the country's historic journey, with a prime focus on the Grandfather Emir, making it a must see event for Qatar's nationals, expatriates, students and photography enthusiasts.

The opening of the exhibition kicked off SIIL's celebrations of Qatar National Day. The inauguration took place in the presence of Mr. Issa AbdulSalam Abu Issa Chairman and CEO of Salam International and other distinguished guests, invitees as well as members of the media.



In the ceremonial opening, SIIL Chairman and CEO Issa AbdulSalam Abu Issa said, "SIIL is a local conglomerate, born and bred on this nation's soil. So every year, the commemoration of Qatar's National day is something we participate in with a deep sense of pride and joy. This year, we wanted to elevate the meaning of our celebrations and pay tribute to the memory of His Highness, Sskeikh Khalifa bin Hamad Al Thani. We wanted to honour him for laying the groundwork for the path that Qatar has taken in its journey from past to present. Our photography archives contain many images of the grandfather Emir at occasions of national significance, captured by the hand of Salam International's Founder, my father Mr. AbdulSalam Mohammed Abu Issa himself. We believe these images and the moments they have chronicled deserve to be seen and celebrated. That is why we are bringing out this collection in honour of His Highness".

He concluded by saying that SIIL is delighted to play a role as a keeper of this nation's memories, for Generations to admire value and revisit.



Credited with the distinction of bringing the first ever camera to Qatar and pioneering its photography industry, SIIL's founder the late Mr. AbdulSalam Mohammed Abu Issa covered His Highness Sheikh Khalifa at personal, political and ceremonial occasions. From presenting extraordinary moments in Qatar's history, featuring the country's interactions with Arab leaders, the way of life of its people and chronicling the growth of spaces and places, the "Moments" exhibition is poised to add a rich dimension of reminiscence to this year's National Day celebrations.



# moments

## IN MEMORY OF HH SHEIKH KHALIFA BIN HAMAD AL THANI





# BLOOD DONATION DRIVE

In partnership with Hamad Medical Corporation's Blood Donation Unit, SILL organized a blood donation drive last November 1, 2016. The drive was held at The Gate Mall West entrance, and garnered a steady participation from employees and visitors alike.

36 people were able to successfully donate blood.



# occasions

MANAGEMENT AND STAFF BID FAREWELL TO MR. ZACHARIAH GEORGE – MAINTENANCE MANAGER OF SSS QATAR, WHO SERVED FOR THE LAST 36 YEARS.





# 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.

## SALAM ENTERPRISES BAHRAIN

### Anaya Mariam

daughter of Fayaz Ahammad - Chief Accountant of Salam Enterprises - Bahrain.



## STREAM

### Maria Al Bida

daughter of Mohammad Al Bida - Logistics Officer.



## SALAM STUDIO & STORES UAE

### Aahil Nawyan Syed

son of Arif Ahmad Naseer, Supervisor Services/ Head Office-Purchasing & Logistics



### Jericka Rizz

daughter of Marilyn Binaobawan Tanduyan, Counter Manager Distribution Prf - Estee Lauder



### Falesten

daughter of Jehad Khairi Mahmoud Shukaidih, Store Supervisor Retail-Mirdif Fashion



### Zain

daughter of Ahmad Yousef Saleem Yousef, Beauty Specialist Distribution Prf - Tom Ford



### Mohd Ehan & Mohd Eshen

twin sons of Navas Akathva Lappil, Loading Bay Assistant Retail Loading Bay.



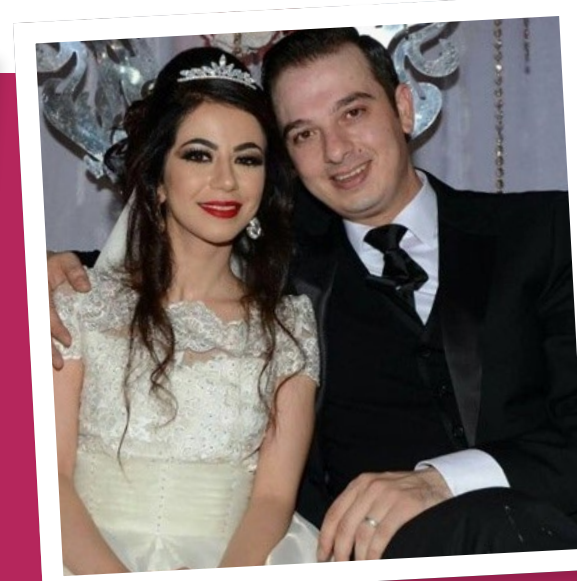
# matrimony

## SALAM ENTERPRISES BAHRAIN



**Congratulations to Mr. Dishan Jayaraj Godfrey**  
Product Manager of Salam Enterprises - Bahrain on his marriage.

## SALAM STUDIO & STORES UAE



**Congratulations to Husam Khaleel Ibrahim Alsughair**  
Sales Associate Retail-Wafi Store on his marriage.

## SALAM STUDIO & STORES UAE



**Congratulations to Khaled Khalaf Salameh Aldabaibeh**  
Department Supervisor Retail-Wafi Store on his marriage.

## SALAM STUDIO & STORES UAE



**Congratulations to Maria Irene Reyes Manganti**  
Education Executive, Distribution Prf- Clinique on her marriage.

## SALAM STUDIO & STORES UAE



**Congratulations to Jocelyn Abiador**  
Beauty Advisor, Distribution Prf - Estee Lauder on her marriage.

# engagement

## SALAM STUDIO & STORES QATAR

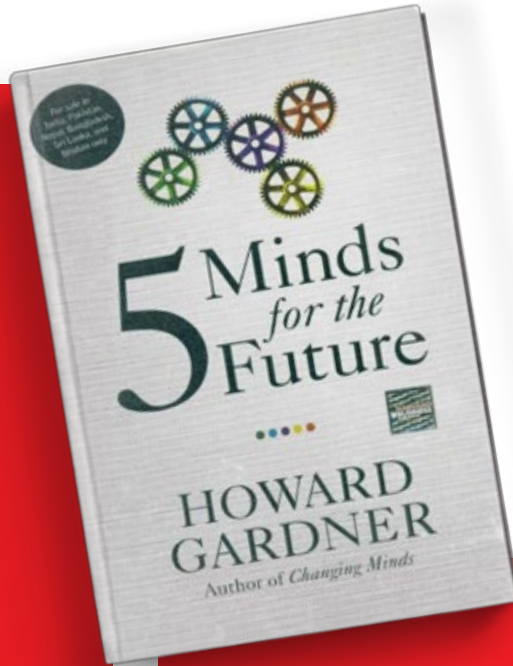


**Congratulations to Prashan** of SSS Q Photography & Jarshana on their engagement



# bookworm

Book Review  
**FIVE MINDS  
FOR THE  
FUTURE  
BY  
HOWARD  
GARDNER**



Five Minds for the Future provides valuable tools for those looking ahead to the next generation of leaders - and for all of us striving to excel in a complex world.



WE LIVE IN A TIME OF RELENTLESS CHANGE. THE ONLY THING THAT'S CERTAIN IS THAT NEW CHALLENGES AND OPPORTUNITIES WILL EMERGE THAT ARE VIRTUALLY UNIMAGINABLE TODAY. HOW CAN WE KNOW WHICH SKILLS WILL BE REQUIRED TO SUCCEED?

In *Five Minds for the Future*, bestselling author Howard Gardner shows how we will each need to master "five minds" that the fast-paced future will demand:

- 1. THE DISCIPLINED MIND,**  
to learn at least one profession, as well as the major thinking (science, math, history, etc.) behind it.
- 2. THE SYNTHESIZING MIND,**  
to organize the massive amounts of information and communicate effectively to others.
- 3. THE CREATING MIND,**  
to revel in unasked questions— and uncover new phenomena and insightful apt answers.
- 3. THE RESPECTFUL MIND,**  
to appreciate the differences between human beings - and understand and work with all persons.
- 3. THE ETHICAL MIND,**  
to fulfil one's responsibilities as both a worker and a citizen.

Without these "minds," we risk being overwhelmed by information, unable to succeed in the workplace, and incapable of the judgment needed to thrive both personally and professionally.