

# the Salam experience

## editor's note

**Sara Abu Issa**

Manager, Corporate Communications

**The Salam Experience has now been in print for 13 years, reaching us every quarter and covering a vast amount of SILL's news. For some it might be a quick catch up on what's been happening. For others, it could be a distraction to simply while away some free time. Whichever category we fall into, one thing we must all acknowledge is that Newsletters are truly powerful tools.**

When conglomerates like SILL have a large number of companies under one umbrella, it can be easy to become disconnected and isolated. In such a scenario a corporate newsletter becomes a versatile 'connector'; a platform that brings different divisions together, uniting them under the same flag. It becomes a channel that distributes general company information and a voice that shares company success stories. Newsletters like TSE also create the much needed space to honor, appreciate, welcome, congratulate and celebrate people.

While all of the above might be benefits SILL enjoys internally, TSE also has a crucial role it plays as an external communication tool. Through its pages and its stories TSE strengthens our relationships with our partners and suppliers and on occasion we even challenge and inspire our competitors! Our newsletter has a way of getting our brand and our stories into external circles while demonstrating the versatility and vibrancy of our Group.

So as we celebrate the 13th birthday of this publication, let's aspire to engage and contribute more, making TSE's voice a true reflection of SILL's spirit, its success and its legacy!

## THE STREAM TEAM RISES TO THE CHALLENGE

4<sup>th</sup> Quarter 2018



Salam International Newsletter

Not for Sale





# NEWS ROOM

## breaking news

### SALAM ENTERPRISES BAHRAIN

#### COMMERCIAL/ HOSPITALITY SECTOR :

- We have been awarded with an order for supply & installation of chairs for **Oasis Mall** through Pico International.
- We have received an order for supply & installation of chairs for **Amex** office.
- We have also received another order for supply & installation of chairs for **US Navy**.
- We have received an order for supply & installation of Furniture for **Dr. Hala Clinic**.
- We have received an order for supply & installation of Furniture for **Oracle** Office.
- We have received another order for supply & installation of furniture for **Cebarco** office.
- Received another order for supply & installation of furniture for **National Bank of Bahrain**.
- We have received another order for supply & installation of furniture for **KIMS**.
- We have received another order for supply & installation of Furniture for **Economic Development Board**.
- We have received an order for supply and installation of seating & Fit out work for Amazon office at Bahrain Bay through **Absal Paul Contracting**.

#### FLOORING SECTOR

- We have received an order for supply & installation of Gym flooring for **E.K.Kanoo Parents Health Club**.
- We have received another order for supply & installation of Carpet Tiles for **VIVA** Office.

#### CEILING SECTOR

- We have received another order for supply & installation of Ceiling Tiles for **National Bank of Bahrain**.

### ATELIER SAUDI ARABIA

#### COMMERCIAL/ HOSPITALITY SECTOR

- Awarded with an order for supply & installation of furniture for **State Security Presidency**.
- We have received an order for supply & installation of furniture for **STC Channel** – Head Office.
- We have received another order for supply & installation of furniture for **Al Moosa Specialist Hospital** – Medical College.
- We have received an order for Supply and installation furniture for **Accenture – Riyadh**.

#### TURNKEY PROJECT

- We have received an order for Design Concept for **Tharwat** Office.
- We have received an order for fit out work for **Sky News Arabia - Riyadh**.

### SALAM ENTERPRISES DUBAI

#### MCONSTRUCTION DIVISION

- The Construction Division of Salam Enterprises LLC – Dubai has won the contract for supplying Cast-in Channel System for fixing Aluminium Cladding for the following projects:
  1. Downtown Dubai Development Forte project, Dubai
  2. Al Sofouh Project, Dubai
  3. Burjeel Hospital Project, Abu Dhabi
- Our Fixing System for Precast Concrete Cladding will be supplied to the prestigious Meydan City Residential Tower Project in Dubai
- We have also been contracted for supply of Combi Lifting System for lifting precast slab type elements for Dubai Waterfront Project

- The Construction Division has also been awarded orders for supplying of Mechanical and Chemical Anchors in the following projects: -

1. Yotel Hotel Project at Business Bay, Dubai
2. Parsons Head Quarters Project, Abu Dhabi
3. 52/42 Residential Tower Project at Dubai Marina
4. Grand Belle Vue Hotel Project, Dubai
5. Sustainability Pavilion at Expo 2020 Project, Dubai

### SALAM ENTERPRISES ABU DHABI

- Awarded with a project for false ceiling gypsum works at IBN Battuta Mall Expansion, Dubai.
- Another project awarded for supply & installation of play equipment, shade structure and rubber flooring for Zayed Higher Organization, Abu Dhabi.
- Awarded with a project for supply & installation of play equipment at Ruwais Housing Complex.
- Completed with a project for supply and installation of office furniture for Higher Colleges of Technology, Abu Dhabi.
- Completed with a project for supply & installation of kids play equipment for International School of Creative Science at Nad Al Sheba 3rd, Dubai.
- Completed with a project for supply & installation of office furniture for Emirates Technology Co. (EMITAC) at TSG workshop, Dubai.
- Completed with a project for fit-out works for Jacob & Co. Store at Dubai Mall.
- Completed with a project for supply & fixing of tangled nursery web for GEMS Jumeirah Primary School, Dubai.

### SALAM INDUSTRIES

- We have been awarded Msheireb Properties Head Quarters office fit out works in F 01 Building Msheireb in addition to the Leasing Center.
- We have been awarded CBQ Branches at Milaha Industrial Area, Le Boulevard, Q Rail Branches at DECC and Al Wakra.
- We have been awarded by ABA Group various shops at Katara Commercial Plaza for fit out work ( Vakko, Ermanno Scervino, 100% Capri, Van Cleef & Arpels and Joe's Café) in addition to Jewelry and Watches Exhibition.



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## CEO MESSAGE

# ACKNOWLEDGING THOSE WHO HAVE GIVEN US THEIR BEST!

LOYAL AND DEDICATED EMPLOYEES ARE CORNERSTONES OF ANY SUCCESSFUL COMPANY. THEY FORM THE STRONG FOUNDATION UPON WHICH COMPANIES RISE AND BUILD THEIR STORIES OF SUCCESS.



AT SIIL WE ARE PROUD OF ALL OUR EMPLOYEES AND WE VALUE ALL CONTRIBUTIONS MADE BY OUR PEOPLE AT EVERY LEVEL. HOWEVER, EVEN AS I PEN THIS MESSAGE TO YOU, WE ARE PREPARING TO BID FAREWELL TO SOME WHO HAVE GIVEN US LONG YEARS OF DEDICATED SERVICE. SOME AMONG THEM HAVE EVEN PLAYED A KEY ROLE IN SHAPING, STRENGTHENING AND CONTRIBUTING TO LEGACY WE ENJOY TODAY.



Over the course of SIIL's existence it has been the 'Salam way' to recognize the contributions our people make. Not only has it been our way, but we also take every opportunity to tell them that. Reflecting that same mind set, I would like to use my column in this edition of The Salam Experience to celebrate and honor the outstanding employees who will be leaving their work family and stepping into the next phase of their lives.

To those who are leaving I'd like to say - throughout our history we believe that our success and accomplishments have been made possible by the collective efforts of our committed employees. It is in that spirit and on behalf of the extended SIIL family, that I would like to say a heartfelt thank you to you!

We recognize and appreciate your dedicated tenures of service and I acknowledge your outstanding contributions to our success.

The top-tier management at SIIL and your own Managers appreciate your commitment and endurance.

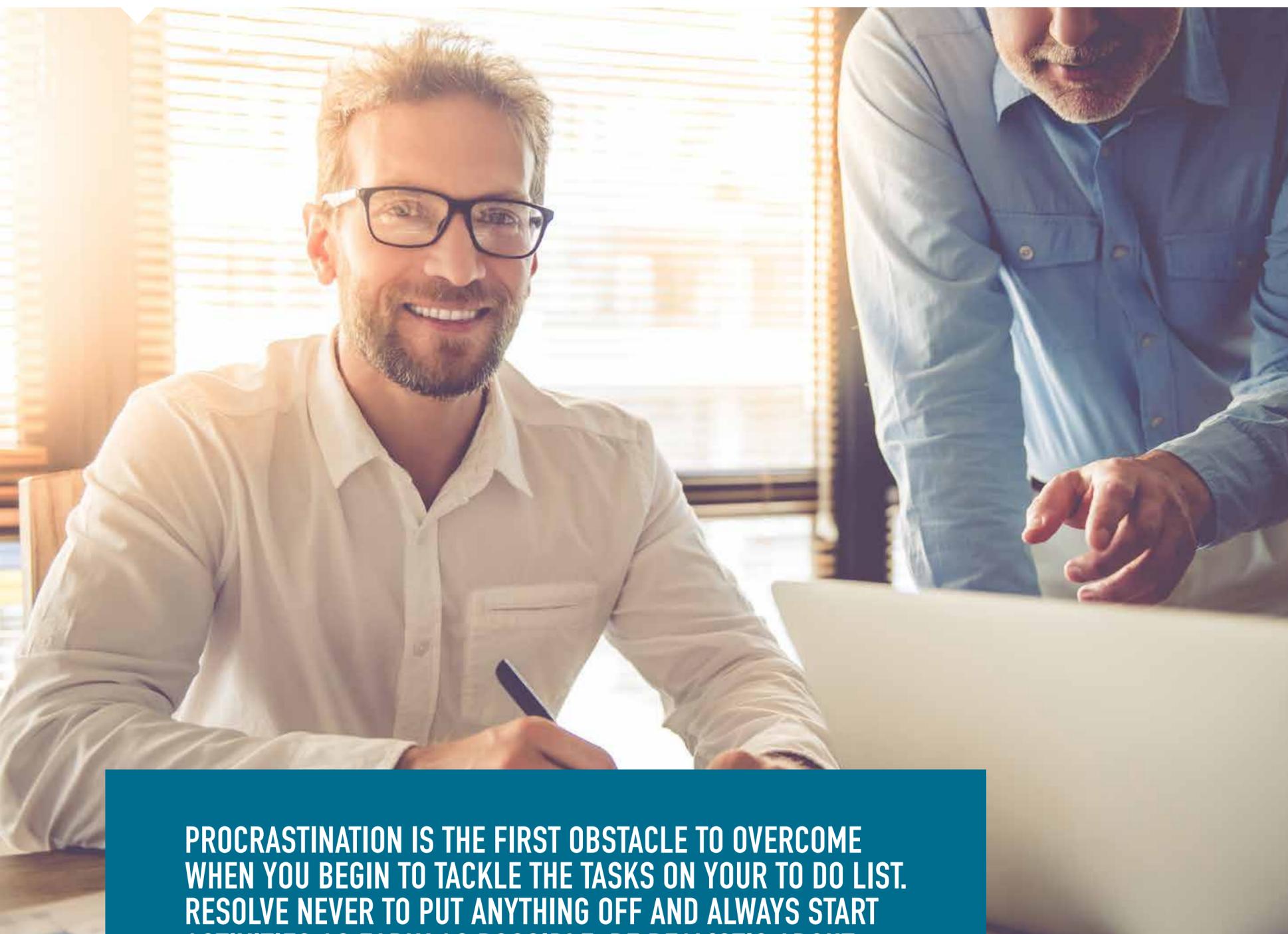
It has been a long journey full of both challenges and opportunities, and you have contributed your knowledge, experience and skills to help develop this company and transform it into what it is today. SIIL will not forget what you have given.

We applaud the determination and the effort you have demonstrated during your time with us. We are so proud to have had you as part of our work family and we wish you and your families the very best as you move forward and upward!

**Mr. AbdulSalam Abu Issa**

# issue article

SALAM INTERNATIONAL



**PROCRASTINATION IS THE FIRST OBSTACLE TO OVERCOME WHEN YOU BEGIN TO TACKLE THE TASKS ON YOUR TO DO LIST. RESOLVE NEVER TO PUT ANYTHING OFF AND ALWAYS START ACTIVITIES AS EARLY AS POSSIBLE. BE REALISTIC ABOUT YOUR SCHEDULES AND YOUR WORKLOAD.**

## Avoiding PROCRASTINATION

### TACKLING HARD ISSUES

You may put a task off because you believe the completing it is going to be difficult. However, activities that cause you concern frequently turn out to be easier than you expected if you act immediately. For example, you may procrastinate when you realize that a deadline is going to be impossible to keep. Instead, contact the person who is expecting you to finish the task on time and tell them of the potential problem. Acting in advance of missing a deadline may either get you more time, or result in a suggestion as to how the matter could be handled differently and in time.

**GET INTO THE HABIT OF TACKLING DIFFICULT ISSUES FIRST THING IN THE MORNING.**

**ANALYZE THE REASON WHY YOU ARE POSTPONING A TASK.**

**REMEMBER THAT PROCRASTINATION ONLY MAKES MATTERS WORSE.**

### DELIVERING PROMISES

A reputation for delivering on time will make your colleagues regard you as dependable. It is one of the best reputations to have. Live by the slogan "Under promise and over deliver". Add contingency time when you are scheduling. Offer dates that you are confident you can meet and, if possible, deliver early.

### BEING REALISTIC

Encourage your team to alert you to any problems that are likely to affect your deadlines, and then you will be able to take any necessary action.

### STARTING EARLY

Learn to start activities as early as you can. Even if the deadline is far enough in the future to make starting unnecessary, it is good to practice to "front end load". This means doing as much as you can as early as possible. The opposite of front end loading is leaving everything until the last minute. People who do that are much more likely to miss deadlines. They cut away all the time they might need to handle the unexpected. Suppose you are moving offices: if you leave packing until the day before the move, you make it impossible to do any other work that day. You have no contingency time to deal with any unforeseen problems or issues that might arise.

### THINGS TO DO

1. **LOOK AT YOUR ACTION LIST AND DECIDE WHICH ACTIVITIES YOU COULD START ON IMMEDIATELY.**
2. **START ON THESE TASKS AS SOON AS POSSIBLE, EVEN THOUGH THE END DATE IS SOME TIME IN THE FUTURE.**
3. **MAKE SURE YOU PLAN CONTINGENCY TIME IN YOUR NEW SCHEDULES.**

# happenings

## SALAM HOSPITALITY



## SALAM HOSPITALITY CONTINUES WINNING STREAK AT

## Hospitality Qatar 2018

**Salam Hospitality has further cemented its position of being at the forefront of the country's food and beverages category by winning bronze medal in the Master Showpiece category in Qatar's premier culinary competition.**

In the recently concluded Salon Culinaire event at the 4th edition of Hospitality Qatar show held on 6-8 November 2018 at Doha Exhibition and Convention Centre, the participating team from Salam Hospitality came out with flying colors. Chef Lasantha Peiris won the bronze medal for Best Master Showpiece, along with certificate recognizing his success. Other members

of the participating team too were presented with certificates recognizing their immense contribution towards the event.

Hospitality Qatar 2018 was Qatar's premier international hospitality and HORECA trade show, which attracted hospitality, food and beverage, and franchising stakeholders from across the region and the world. Salon Culinaire is Hospitality Qatar's signature culinary showcase that celebrates gastronomic excellence and creativity. The Salon featured competitions and live demonstrations dedicated for top local and international chefs to showcase their skills and artistry

across various scrumptious categories and are judged by a panel of top international experts. It is a platform designed to foster competition and highlight the best within the culinary industry in Qatar.

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



## SALAM STUDIO & STORES DUBAI



## BASSAM FATTOUH EXCLUSIVE MASTER CLASS IN DUBAI

As BASSAM FATTOUH brand with Salam Premium Brands continue to build up its partnership and keep moving forward in UAE region, the brand held an exclusive make-up event graced by Mr. Bassam Fattouh himself, the renowned celebrity makeup artist and the founder of Bassam Fattouh Cosmetics.

The event took place in The Grand Millennium Hotel, Business Bay, Dubai on the 10th of October 2018.

This make-up master class was mainly for the VVIP's of Dubai and for keeping up with the latest looks and trends with new make-up techniques for today's modern women.

VVIP's from the Dubai Tourism, Media personnel from MBC and Dubai TV, UAE's Famous influencers, Dubai's

Women Entrepreneurs and Salam Premium Brand's Bassam Fattouh Team.

It was a successful event where all participants/ attendees were awarded with a certificate of attendance along with exclusive gifts and surprises.



# SSS UAE

## Christmas Party

SSS UAE Christmas party was held in Salam Business Bay office. The event was approximately 3 hours. Games, catering Christmas decoration and gifts for all attendees were arranged by Tomford, uji ccEstée Lauder & Clinique brand. Everyone enjoyed the party shared the laughs had lot of fun along with the gift exchange.

It was attended by all the team from Business Bay office. All ACs from Tomford, Clinique & Estée Lauder. HR and warehouse team as well.



### SALAM INDUSTRIES

## Salam Industries, PROJECT COMPLETED

We have completed and handed over to Qatargas Palm tower Boardroom meeting table /furniture and AV System.



### SALAM ENTERPRISES - DUBAI

## COMPLETED PROJECT



Under our Water Division, SE Dubai installed and commissioned a state-of-art water treatment system at one of the leading hospitals in UAE: Al Zahraa Hospital (Sharjah). The system produces 3000 Gallons/day of ultra-pure water for kidney dialysis purposes – a complete desalination, disinfection & recirculation system that complies with the highest quality standards of water for medical purposes.



Van Cleef & Arpels

## INTERPARFUMS FRANCE VISIT TO Salam UAE

On November 15 to 19th, 2018, the Export Manager L&F of Interparfums France, Mr. Olivier Desmaison visited Salam Premium Brands UAE Head Office in Dubai.

During the visit, Salam UAE was able to share constant positive business growths and achievements of Interparfums France for 1st Semester of 2018.

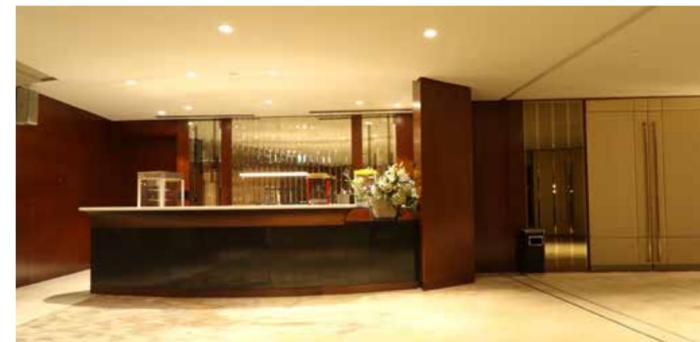
On the same period, Van Cleef & Arpels held a major event in Bloomingdales Dubai Mall resulting from the success of the preceding Mega Podiums held for other Interparfums brands and as good luck would have it, Mr. Olivier Desmaison himself attended the inaugural of the event and formally welcomed our event's guests.

From L to R: Mr. Mina Zakaria, Mr. Olivier Desmaison, Mr. George Al Abssi and Mr. Mazen Qudmani

### SALAM ENTERPRISES - ABU DHABI

## COMPLETED PROJECT

Completed fit-out works for DAMAC Towers in Dubai.



## SALAM ENTERPRISES - BAHRAIN



Invited by UOB for Design IIII as a juror - March 2018



Educated Lecture by Herman Miller's Insight Manager Mr. Oliver Baxter at University of Bahrain- September



Educated lecture by Ms. Lama Al-Kurdi the Dealer Market Manager - March 2018



## QATAR GARDENS

# Q Gardens APPRECIATION

In recognition of the outstanding performance, productivity and contribution to the maintenance of the indoor plants at a VVIP Project during the last three years, the management has distributed certificates of appreciations to the indoor maintenance team involved in the Project last November 2018.

## SALAM STUDIO & STORES QATAR



# SSS PHOTOGRAPHY, BEHIND WINNING IMAGES

On September 2018, Nikon school with Salam Studio and Stores arranged a seminar with the award winning photographer Mr. Donell Gumiran. He had shared techniques on his award winning images. The event took place in Warwick Hotel Doha.



**SALAM STUDIO & STORES – QATAR**

**Beauty Classes AT SALAM THE GATE**

**Beauty Dept of Salam The Gate hosted two beauty classes for various ladies groups.**

The visiting beauty experts were Ms. Fayrouz Najdi – Regional Skincare Expert, Lancome, Ms. Marriette Douaihy – YSL Regional make-up artist and Mr. Ruel Menor – Tom Ford Regional Make-up Artist. It was attended by various ladies groups in Doha.



**YSL MAKE-UP CLASS:**

New make-up trends and looks from YSL How and when to apply YSL All Hours Concealer. Handling your YSL mascara for long lasting curly lashes.



**LANCÔME SKINCARE CLASS:**

Ms Fayrouz showed the proper way to clean the face and prepare it for make-up. She also addressed various skin concerns such as achieving natural sun-kissed skin, wrinkles and aging, dark spots, blemishes, etc.



**TOM FORD MAKE-UP CLASS:**

Achieving the runway look of Tom Ford Beauty and holiday make-up looks.

**INTER PARFUMS Training**

INTER PARFUMS TRAINING hosted by Mr. Charbel Abi Saad, Training and Merchandising Manager, InterParfums on November 19, 2018, from 9: 00 AM to 4:00PM at Hilton Hotel and Resorts

This training was conducted to orient the Fragrance Advisors on the new launches of Interparfum in the coming months. (Launch of the New Dunhill Century EDP, Coach Floral EDP, Rochas Moustache EDP, Jimmy Choo Fever EDP). It was attended by 60 Fragrances Advisors of IPG.



**2018 Nikon ASIA RECEPTION**

Nikon Asia has organized an event for its distributors at Hokkaido Japan. Nikon's new flagship mirrorless camera launched and introduced to all its distributors. It was attended by Mr. Nobuyoshi Gokyu Senior VP & GM – Nikon Imaging; Mr. Narendra Menon MD - Nikon MEA; Mr.Hiroki Yamaoka GM – Nikon International Business Unit; Mr. Yoshida MD – Nikon Singapore; Mr. Mahaboob Ali Regional Manager-SSS and all distributors from Asia and MEA.



# Prestige Team YEAR END APPRECIATION PARTY



Gathering Dinner for all Prestige Department Staff at Aziza Restaurant and appreciating the team for their efforts and hardwork during year 2018.

It was attended by Mrs. Joumana Bou Haidar - Prestige Division Manager, Brand Managers Mr. Amjad Al Hamwi - Fragrance Division, Mrs. Fouada Younes - Cosmetics Division; Mr. Souhail Mounir - Whole Sale Manager, Mr. Joseph Stanly - HR Manager, Prestige Back Office Team, Prestige Sales Team, and PE Marketing Team.



# CHOPARD PARFUMS Rose de Caroline HOLDS 1ST GCC REGIONAL LAUNCH IN SALAM DOHA

Luxury fragrance house Chopard held the 1st GCC regional launch of its latest perfume Rose de Caroline at a Salam Stores Doha on Tuesday, January 29, 2019.

The rose-themed set-up enthralled the guests as they followed the trail of roses, leading them to experience Rose de Caroline, a perfume evoking all authenticity of a bunch of roses.

Ms. Paola Cominelli, International Trade Marketing Director of Chopard Parfums, introduced the perfume to the guests that included beauty editors and bloggers, distinguished VIPs and notable local personalities in Qatar's beauty industry.

Rose de Caroline is exclusively available in Qatar at Salam Stores. This exceptional luxury fragrance comes in one size onlyw - 100 ml - and only a limited number of pieces per year are available across the world.

In Photo (next to models, L-R): Paola Cominelli - Chopard International Trade Marketing Director, Joumana Bou Haider - Salam Stores Division Manager for Prestige Brands, Bettina Alqubaj - Salam Stores Regional Retail Manager for Perfumes and Cosmetics, Treldy Averia - Salam Stores Marketing Manager for Perfumes and Cosmetics.



# Beauty @ Salam

## THE GATE CONTINUES TO EXPAND

Pursuing its commitment to be the leading beauty retailer in Doha, the Beauty Department of Salam Stores Doha proudly opened the new personalized counters of world-renowned beauty brands – Chanel, Guerlain, Shiseido and Bassam Fattouh.

The reopening of these beauty counters have been much awaited by local beauty aficionados and surely, it was worth the wait! These beauty counters carry the most exclusive lines as well as bestsellers, new launches, and traditional favorites in a truly sophisticated setting.

Feel free to walk into the counters, and get your customized beauty tips – whether skincare concerns or the latest make-up trends from the well trained Beauty Advisors. Of course, not to be missed are the best-selling perfumes

that suit your every mood and every occasion!

These new personalized counters come a few months after Salam Stores The Gate opened the Maison des Senses (exclusive collections from Boucheron, Bvlgari, Chopard, Ferragamo, Hermes, Penhaligon's and Van Cleef & Arpels). Not to forget the additional beauty wing which brings together D&G Beauty, Yves St Laurent, and Clinique & Estee Lauder. Last but not the least, the personalized counter for Carolina Herrera CH Confidential, which continues to be #1 CH outlet worldwide.

Stay tuned for the next opening of the personalized beauty counters of your favorite brands in the coming months!





# SALAM STUDIO AND STORES DOHA (BEAUTY DEPARTMENT) HONORS OUTSTANDING EMPLOYEES FOR YEAR 2018

**Our Beauty Team in Doha had a celebratory year-end gathering on Friday, December 28, 2018, at the Flying Carpet Restaurant of Doha Torch Hotel.**

"It has been a tough year for beauty retail but with everybody's hard work, commitment and dedication, we have sailed through successfully", shared Bettina Al Qubaj, Regional Retail Manager for Perfumes & Cosmetics.

Management took notice of top employees who have gone the extra mile to make sure that sales targets are on track and operations go as smooth as possible at all times. The deserving awardees were:



**CERTIFICATION OF RECOGNITION FOR EXCELLENT RESULTS FOR 2018:**

<b>Salam Plaza</b>	Chadia Mazloum Susanita Jacinto Assem Hassan
<b>Salam Beauty The Centre</b>	Mohammad Amine Miri Glady Siman
<b>Top Note Gharada</b>	Maridee Fernandez Lady Galang

**Certification of Appreciation for the Hard Work and Efforts for 2018:**

<b>Salam MOQ</b>	Lina Rizk Ghassan Hammami Richard Santos
<b>Top Note Hypermarket</b>	Nicktar Abuyan
<b>Top Note Alkhor</b>	Ana Male

**Individual Achievement awards were also given to:**

<b>Best Storekeeper</b>	Romarich Espedido (Salam MOQ)
<b>Best General Fragrance</b>	Vergel Ruiz (Salam Beauty The Centre)  Hossam Ibrahim (Salam The Gate)  Juancho Pangan Cynthia Convento (Top Note Hypermarket)  Lolita Valencia Hermie Mendoza (Top Note Gharada)  Ray Anthony Villacarlos (Top Note Alkhor)
<b>Certificate of Outstanding Performance</b>	Arlene Mendoza (Top Note)  Edith Evangelista Kellen Nepomuceno (Maison des Senses)
<b>Best PE Retail Secretary</b>	Sheila Lagrazon

# THE STREAM TEAM RISES TO THE CHALLENGE

## SAMSUNG C & T HONOUR & AWARD STREAM INDUSTRIAL & ENGINEERING

"In honour of the dedication and professional enthusiasm shown as a partner." That is how the Plaque of Appreciation began its acknowledgement of the stellar work completed by SIIL's Stream Industrial & Engineering projects. The initiator of the award was the global giant Samsung C & T who duly recognized Stream's dedication and professional commitment and its exemplary contribution of HVAC & Plumbing works toward a mega project set to serve the nation of Qatar. Stream was pleased to step forward and offer its professional contribution to the project especially as the project is being implemented under the government's Qatar National Vision 2030.

Hired by the Client Umm Al Houli Power and internationally renowned Samsung C & T who was the Main Contractor of the project, Stream undertook this key segment, and completed the project while meeting the highest international standards. Stream's team worked with commendable professionalism, reliability and efficiency and concluded the work well within the demanding timeline set for them.

It is a matter of pride for the Stream team that their contribution was also recognized not only by Samsung C & T but also by Umm Al Houli Power, who placed on record their gratitude, by handing over a letter of appreciation for the excellence displayed by Stream.

The award (pictured below) was handed over at a special appreciation ceremony held at Al Sharq Village, where Samsung C & T acknowledged the work of a selected group of contributing partners who outperformed and exceeded expectations.

TSE caught up with Stream's General Manager Mr. Sery Soussou and took a closer look at how Stream approached the project. The interview coverage is found below.



### Tell us a little bit about the project for which Stream received this award.

The Umm Al Houli Combined Cycle Power Plant is part of Qatar's biggest power and water projects. The project is located in Qatar's Economic Zone 3, south of Doha. It is a QR11bn project and in full operation it is capable of supplying up to 2.52GW of electricity and 590,000m<sup>3</sup> - that's 136 million gallons of drinking water a day to 2.5m homes. Overall, the project is primed to increase electricity and water output in the country by 22% and 25% respectively. So that makes it quite a significant contributor to the country's infrastructure and services.

### When and how did Stream get involved in the project.

How we got the project is by chasing after and competing rigorously for the business. Once we won the project the work started in 2016. To be specific, Stream's contribution of Heating, ventilation and air conditioning (HVAC) in addition to Plumbing works lasted from 6th May 2016 to 23rd June 2018.

### Samsung is an international giant. What was Stream's experience like, working with global leader?

Working with an international client is a great experience. Their standards are tough and their norms are challenging. For some that might feel like extra effort - to try to meet those standards. But at Stream we looked at it differently. We figure that this gives us an opportunity to raise our game. During the course of the project for instance we had to ensure that we obtained certain certifications. The ultimate benefit of those certifications is actually for us. Because once the project is over our team has elevated their capabilities as well.

### Considering that Stream was awarded for its work, do you feel Samsung might become a repeat client?

I hope so. There is some work in the pipeline and we hope to secure it. We are counting on two things. One is the relationship we have built with the client and two is the quality of our work. We are confident that these two factors will very likely earn us repeat projects with them.

### So you believe that a job well done is a good calling card to leave behind?

Yes, the quality of your work today is one of the most powerful sales tools, that can secure you a new business opportunity tomorrow.

### Tell us a bit about how you built your relationship with Samsung C & T?

I am a big believer in being available to your client. As a Contractor, whenever they had any need to meet and discuss something, to clarify and confirm something I made myself available to be there personally. Whether that meant going over to the site or to any other location I was ready to do that because I recognized how important it is to the Contractor to develop trust. My team was on site and they were very well organized. We had a dedicated Operations Manager and a Project Manager under whom the rest of the team worked. So while the work was taking place on one side, we always made sure Samsung had direct access to reach out and be responded to. That is how we try to build our relationships - through trust and a personal touch.

### So beyond winning the business, winning trust is your next goal in relationship building?

Yes but it doesn't stop there. Once you establish a business relationship, you have to maintain it!



### Give us an idea of the size of the Stream team that worked on the project

At its peak we had 200 people working on it. And that included Engineers, Technical and Supervision people, Quality Control staff etc. In addition we had about 20 managerial staff including Project Managers and Operation Managers. So it was quite a big operation.

### We assume the safety requirements for such a project must be very high

Yes absolutely. Safety requirements were exceptional. In fact for the safety aspect we got some of our people specially certified so they could complete the work to the required standard. For this project installation wasn't straightforward as it would be in a regular industrial project. Our people were working at heights of 30 meters and we had to utilize a lot of equipment to get the job done.

### To shift a bit away from this project, who are some of Stream's significant clients?

We have Msheireb Properties, Harvey Nichols, Ashghal, Doha College, SNC Lavalin, NBK among others in our portfolio.

### Looking in to the year ahead what kind of goals do you have as GM for Stream and its people?

I am very focused on elevating the bottom line of our company. When a company does well, its people do well. So together with the team I want to carry the company to a financially secure footing. We are aiming to have a yearly turnover of QR250 Million. I also want to do all I can to inspire my team to become the No.1 MEP Contractor in Qatar. These are our aspirations and we are working at them.



### Given the somewhat challenging economic environment around us, what strategies do you employ to keep Stream financially healthy?

I strive to be judicious in the types of projects we passionately chase. Yes we are hungry for business and we want to maximize on opportunities. But I also believe in exercising good judgement. There are times when going after several smaller or medium sized projects that will pay, is definitely more profitable than labouring to secure a large project where payments will be tied up or delayed. So I don't necessarily get motivated by size alone. On the other hand it is also my responsibility to keep Stream visible in the market. So there is a place for courting big names as well. The key is to know your mix. So in that sense my ideal is always a good healthy mix of projects.

### Thank you so much for your time and on behalf of the TSE team and the extended SIIL Family, congratulations on your Samsung award.

Thank you!

# employee EXPERIENCE



**Sery Soussou**  
GENERAL MANAGER  
STREAM INDUSTRIAL  
& ENGINEERING

**What is your general approach when it comes to managing a large staff?**

I believe in having an open door policy. As a leader I am aware that I must keep myself approachable. It is my conviction that to manage things better you need to be in sync with your people. And to do that communication is the key.

**If you had to pick a work philosophy for your team what would it be?**

Whether we succeed or we fail - we do it together!

**If you pick a work philosophy for yourself, what would it be?**

Take care of your people and they will take care of your business! I really believe in that. People perform best when they are valued and heard. So I try to hold myself to that standard.

**Since joining, what is one of the most refreshing things you have discovered about SIIL?**

I have been pleasantly surprised by the very hands on approach of the top management at SIIL. For instance in other large Groups with multiple companies you will not find your CEO to be engaged and available at the level that our CEO is. I am very appreciative of how hands on Mr. AbdulSalam Abu Issa is in the companies he leads. Him and several other top rung leaders are very accessible. I find that very refreshing and I value it very much.

**What value do you see in SIIL being a conglomerate?**

One of the key values I see is that, as a conglomerate we get a chance of working together and biting off a bigger piece of the pie - so to speak. For instance, we have adjacent business whose disciplines



compliment each other. That gives us an opportunity to work together and present a strong offering to clients. Stream has worked closely with the contracting sector companies like Salam Enterprises, ITC, Salam Technology and that has been very advantageous to us.

**Outside of work what are your interests?**

I am a car buff. Motor vehicles is my passion. I also love sports and I play basketball, football and tennis.

**Tell us a bit about your family**

We are a family of four. My wife and I have been blessed with two lovely daughters. My wife's name is Lilliane. My older daughter Tia is 13 and the younger one Zein is 12. The three of them are based in the US and they relocated recently because my wife works for Shell Oil Company.

# warm welcome TO OUR NEW TEAM MEMBERS

**SALAM ENTERPRISES BAHRAIN**



**SALAM ENTERPRISES ABU DHABI**



**Ms. Nahed Naser**  
re-joins us as Design & Projects Manager



**Ms. Fatima Al-Alwani**  
joins us as Interior Designer



**Mr. Amr Essam**  
joins us as Key Accounts Manager



**Mr. Mohannad Younis**  
joins us as Key Account Manager



**Mr. Huzaifa Hasan**  
joins us as Project Manager

**SALAM ENTERPRISES ABU DHABI**



**Mr. Freddy El Abed**  
joins us as Key Account Manager - Division 2

**ATELIER 21 SAUDI ARABIA**



**Mr. Iyad Abu Mousa**  
joins us as Projects Coordinator



**Mr. Mohammed Al Fars**  
joins us as Sales Representative



**Mr. Nawaz Ali**  
joins us as Site Supervisor



**Mr. Tareq Salem Mohammed Bamgda**  
joins us as PRO.



**Mr. Hatem Bikhit**  
joins us as Site Supervisor



**Mr. Mohammed Noor Al Hinnawi**  
joins us as Admin & Logistic Assistant



**Mr. Abdul Rahman Maik**  
joins us as Supervisor



**Mr. Mahmoud Al Gouhary**  
joins us as Projects Manager

# new births



**SALAM STUDIO & STORES DUBAI**

**Huda Mushahid**

daughter of Mr. Ahnif Said,  
Marketing Coordinator.



**When did you join SIIL?**

I joined the SIIL Group in April 2015.

**How long have you worked in the Qatar market and in what field did you work?**

I have been in Qatar since 2002. I have built my career in the contracting field and I continue to this day in it.

**Tell us a bit about your background & training?**

By profession I am an Engineer. And my specialization is in Electrical works. I have a degree in electrical engineering from Jordan.

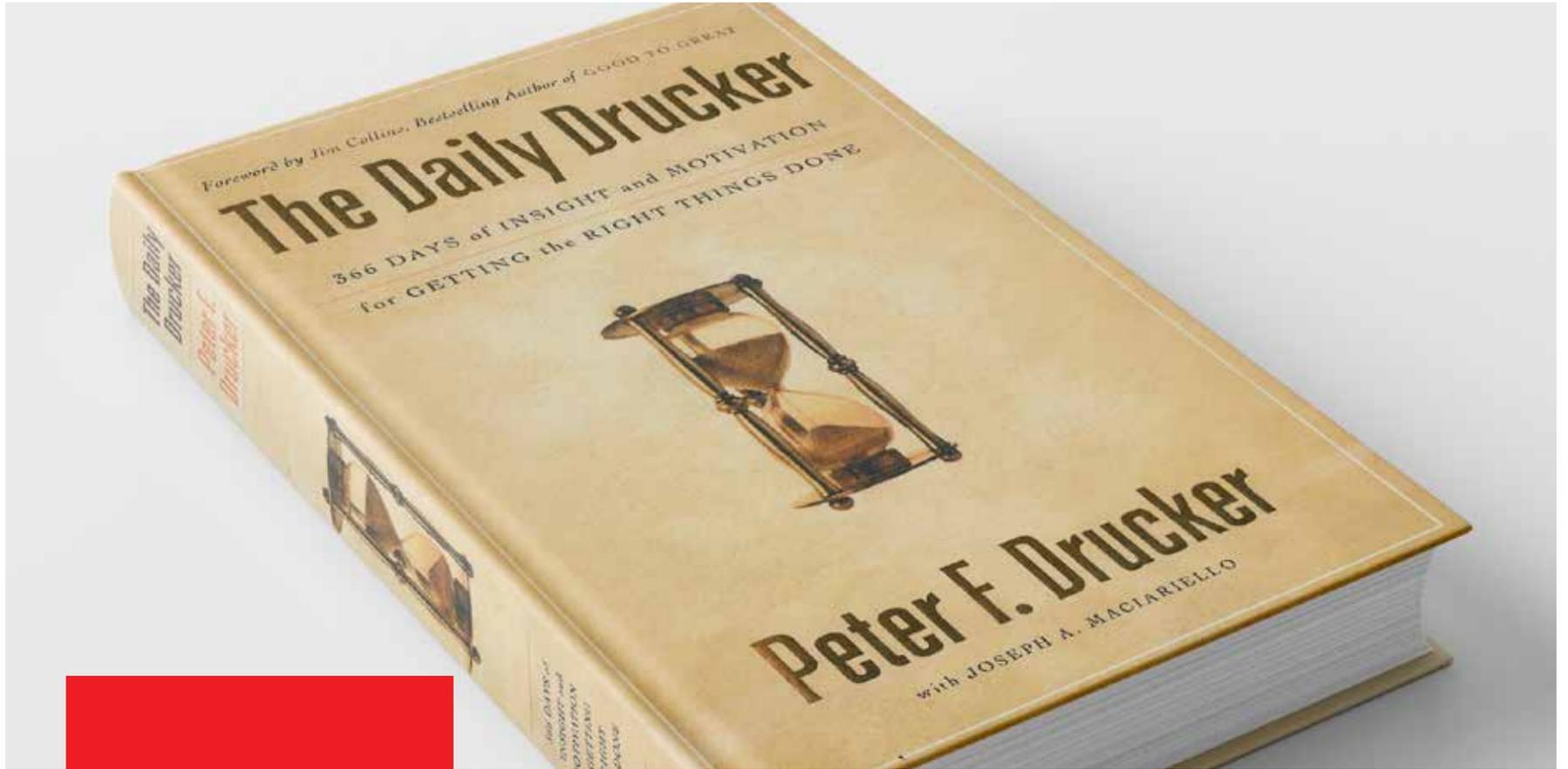
**What was your designation when you joined Stream?**

I joined as Deputy General Manager and I was given my current posting in April 2016.

**Today as General Manager of Stream, how many people do you lead?**

The total strength of our staff is 1600.

# bookworm



## CREATING CUSTOMER VALUE FROM THE BOOK "THE DAILY DRUCKER"

*There is no loss to the customer by eliminating activities that do not add value.*

Activity based costing provides the foundation for integrating into one analysis the several procedures required to create customer value. With activity costs as a starting point, the enterprise can separate activities that add value to customers from those that do not and eliminate the latter. The chain of value-creating activities uncovered during value analysis is the starting point for analyzing the underlying process of value creation. Process analysis seeks to improve the features of the product or service, restructure the process while reducing costs, and maintain or improve quality.

Process analysis is an automobile company involves designing and redesigning components and subfunctions in order to carry out each function at predetermined cost targets. For instance, the basic function of an automobile is to provide transportation, but secondary functions include comfort, fuel

efficiency, and safety. Each of the functions and subfunctions require components or services that create value for the customer. Each also contributes to the quality of the automobile as well as to the cost. A process team is formed from personnel who perform the value chain activities. This team often includes suppliers and customers. The task of the team is to identify the functions the product or service is to perform and to analyze the components or services that go into each function with the objective of achieving value and quality objectives while meeting cost targets.

### Action Point:

Eliminate activities that do not create value. Analyze the underlying processes of value creating activities and redesign the processes if necessary to enhance customer value.



designed by

**[the creative union]**

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

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

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