

# the Salam experience

**THIS IS OUR MOMENT -  
LET'S GO FOR IT!**

**SIIL CELEBRATED  
QATAR NATIONAL  
SPORTS DAY 2018**



1<sup>st</sup> Quarter 2018  
Salam International Newsletter  
Not for Sale

## editor's note

**Sara Abu Issa**

Manager, Corporate Communications

Dear TSE Readers,

**This year, The Salam Experience - our Newsletter celebrates fourteen years! That's fourteen years of bringing you news, of documenting our legacy, of connecting the various branches of the SIIL family, of being a place where we say our hellos, our goodbyes and congratulations. TSE has been a platform that has helped us to celebrate our achievements and a channel that has given us a voice to share our opinions.**

Over time the publication has undergone a facelift or two. This includes the new look of TSE's pages that you are currently enjoying. Still, one thing your Editorial team keeps in mind is this: TSE belongs to you! So you, get a say in fashioning its look and feel. You get to share your input and have your opinions taken into consideration. You have the power influence this publication.

Nestled within the pages of this edition of TSE is a survey. As your Editor, I would like to invite as many of you as possible, to take a few minutes to complete the survey. We have prepared an online version of it and a print version as well, giving you a choice in how you can respond.

Let us know your thoughts. Perhaps you have new suggestions for us or some types of articles you would like to see more of or some types of content you like to see less of. This is your chance to speak and the TSE team is listening.

We look forward to hearing from you!





# NEWS ROOM

## breaking news

### SALAM ENTERPRISES

#### ABU DHABI

##### Projects Awarded

- Awarded with a project for fit out work at Al Taweelah Alumina, Abu Dhabi.
- Additional joinery work for Specialized Rehabilitation Hospital, Abu Dhabi.
- Awarded with a project for supply and installation, apply of shading structure, multi-purpose equipment and surfacing works for Promenade Extension at Al Maryah Island, Area 1, 2A & B, Abu Dhabi.
- Awarded with a civil work project for Takreer (Oil Refining Company), Ruwais.

##### Project Completed

- Completed with a project for supply and installation of office furniture at Injazat Data Systems, Abu Dhabi.

### STREAM INDUSTRIAL & ENGINEERING

##### New project:

- Client: AL WAAB CITY
- Main Contractor: NATIONAL INDUSTRIAL CONTRACTING COMPANY - NICC.
- Project Name: AL WAAB CENTRAL DISTRICT - Phase Package 3 - Site Works.
- Description: ELECTRICAL & FIRE ALARM WORKS.

### SALAM ENTERPRISES

#### BAHRAIN

##### MAJOR PROJECTS WON: Commercial/Hospitality Sector

- Awarded with an order for supply & installation of furniture for Gulf International Bank.
- We have received an order for supply & installation of furniture for BMMI Tower office.
- We have also received an order for supply & installation of furniture for Habbar office.
- Received another order for supply & installation of furniture for Shura Council Office.
- We have received an order for supply & installation of furniture for Kar Properties.
- Received an order for supply and installation of Furniture from Four Square Contracting Company.
- We have received an order for supply & installation of Furniture for Tamkeen 10th Floor office.

##### Health Care Sector/Fit Out

- We have received an order for supply & installation of medical furniture for KIMS Management - Bahrain.
- We have also received an order for supply & installation of medical furniture for KIMS Management - Oman.
- We have received an order for supply & installation of partition system for Tamkeen office.

- We have received an order for supply & installation of partition system for Bahrain Defense Force Polyclinic & Car Parking Building.

##### Flooring Sector

- We have received an order for supply & installation of Carpet Tiles for Bahrain Defense Force - Cardiac Centre.
- Received an order for supply & installation of Carpet Tiles for BMMI Tower office.
- Received an order for supply & installation of Carpet Tiles for Tamkeen Office.
- We have received an order for supply & installation of Luxury Vinyl Tile for Durrat Villa.

### ATELIER

#### KSA

##### MAJOR PROJECTS WON: Commercial/Hospitality Sector

- Awarded with an order for supply & installation of furniture for Al Mossa Specialist Hospital - Oncology Centre. - Al Hassa.
- We have received another order for supply & installation of furniture for Saudi Red Crescent Authority - Riyadh.

##### Flooring Sector

- We have received an order for supply & installation of Carpet Tiles for Gosi Headquarters' Building - Riyadh.

### SALAM INDUSTRIES

##### Awarded to do fit out including MEP work.

- BeIN Sports offices at Al Asmakh Tower West Bay (7,8,9 & 10th floors).
- Qatar Airways offices at Mall of Qatar.

### MIDECO TRADING & CONTRACTING

##### New project:

- We have been awarded to carry out the Construction of Potable Water Line & Fire Water Line At Um Al Houli Economic Zone (Qez-3) Phase 21 (Portion 2a, Marine Cluster) by Manateq which is expected to be completed by end of April 2018.
- We have been awarded to carry out the Excavation and Processing Works in Rawdat Rashed by Lubara Animal Breeding (Represented by Sheikh Hamad bin Saoud bin Mohamad bin Ali Al Thani) which is expected to be handed over to the client by 2019.

### SALAM ENTERPRISES

#### QATAR

- Supply & Installation of Ceiling and Raised flooring for Al Bayt Stadium, Al Khor City with GSIC-JV.
- Supply & Installation of Ceiling and Raised flooring for Al Wakra Stadium with Midmac-Porr-Sixt Construct JV.
- Supply & Installation of raised Flooring Msheireb Down Town Project, with CCC TCC JV.
- Supply & Installation of Vinyl flooring for Supreme Committee for Delivery and Legacy.
- Supply & Installation of Office Furniture for Bein Media Group.

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## CEO MESSAGE

# THIS IS OUR MOMENT - LET'S GO FOR IT!

WHEN THE CURTAINS DREW TO A CLOSE ON RUSSIA 2018 AND THE CEREMONIAL FOOTBALL WAS PASSED ON TO HIS HIGHNESS THE EMIR OF QATAR, THAT WAS A MOMENT OF HISTORY IN THE MAKING. IN THAT VERY INSTANT THE EYES OF THE WORLD, WHICH WERE FOCUSED ON RUSSIA — SHIFTED AND THEY TURNED OUR WAY. WHAT WILL QATAR 2022 DELIVER? HOW MAGICAL WILL THE NEXT WORLD CUP BE? WHAT WILL WE ADD TO IT? HOW WILL WE BECOME PART OF IT?

**IF WE HOPE TO BECOME  
A BIG CONTRIBUTOR TO QATAR  
DELIVERING A WORLD-CLASS  
EVENT WE ARE GOING TO NEED  
TO RISE TO THE OCCASION.**

”

SIL as a Group and each of us as individuals stand on the threshold of tremendous possibilities. We are in a moment where we can take ownership of this once in a lifetime opportunity to contribute. We can as the Qatar 2022 campaign says, be part of the effort to 'deliver amazing!' But here's the thing. A desire to contribute will not guarantee us the opportunity to do so. We will have to fight for our place. If we hope to become a big contributor to Qatar delivering a world-class event we are going to need to rise to the occasion.



World Cup champions France with the trophy after the World Cup final match, Moscow, Russia - July 15, 2018.

Our professionalism, our capabilities and the quality of everything offer will need to outshine the competition. While some might argue that major projects related to 2022 have already been awarded, there is still an incredible amount of work to be done. Soon we will see an influx of new opportunities in the market. How much of these potential projects we will win, is completely up to us.

For 2022 and beyond, Qatar has opted for building new, smart cities with smart architecture and infrastructure. Our country will use Internet of Things (IoT) devices to improve infrastructure, public utilities and services and more. Contained within Qatar's ambitions is countless business opportunities for a diverse organization like us. A World Cup that will be delivered using the power of smart technology will create openings for smart companies. Again, how many of these openings we will grab is completely up to us. Let's remember that opportunity has a way of hiding in unexpected places. While every project will not be built anew, Qatar will have a large number of industries and infrastructure that will seek upgrades. Keeping our eyes open and our teams ready take hold of such openings is something we can start doing right now.

It's been one year since the blockade and Qatar has witnessed some major transformations. Within a short span of time we saw rapid, positive changes as we adjusted and adapted. Yet, all of that will pale, in comparison to the tide of activity that is headed our way. As we look to the future our choice is simple. We can either contribute to 2022 as a conglomerate, as nationals, as expatriates, as professionals, as families or as individuals and make history. Or, we can be bystanders and watch others make it.

SIL, this is our moment - Let's go for it!

**Mr. AbdulSalam Abu Issa**

# issue article

SALAM INTERNATIONAL



## CARING FOR Customers

EXCELLENT CUSTOMER CARE IS AT THE VERY CORE OF EFFECTIVE PR. YOUR REPUTATION DEPENDS UPON IT. AIM TO ATTAIN 100 PER CENT CUSTOMER SATISFACTION BY TRAINING STAFF, INTRODUCING A CUSTOMER CHARTER, AND TAKING PROMPT ACTION TO RECTIFY MISTAKES.

✓ TRY TO ENSURE THAT YOUR CUSTOMERS HAVE NOTHING TO COMPLAIN ABOUT.

✓ TURN DISSATISFIED CUSTOMERS INTO ADVOCATES.

### DELIVERING EXCELLENT SERVICE

One of the best ways to build or enhance a good image is to work hard at getting your customer care right. Conversely, ignore customer care and you will damage your reputation. It is surprising how few staff seem able to provide good service naturally. Most need training. Additionally, they must feel committed and motivated. Check that staffs know what is expected of them. Produce a set of measurable service standards - and incentivize staff to meet them.

✓ TRY TO SEE MATTERS FROM A CUSTOMER'S PERSPECTIVE.

### DEVELOPING A CUSTOMER CHARTER

Draw up a customer charter that tells customers what they can expect from you and what you will do if you fail to keep your promise. Provided that you deliver on your customer charter commitments, this can be an excellent way of enhancing your reputation and giving people confidence in you. Specify how quickly you will answer the phone; reply to letters, faxes and e-mails; and deliver orders. Produce a clear, fair complaints procedure and a returns policy for faulty or unwanted goods. Make sure that you give people confidence to do business with you time and again.

### QUESTIONS TO ASK YOURSELF

- DO OUR CUSTOMERS HAVE STRONG REASONS TO RECOMMEND US TO OTHERS?
- HAVE WE REASSURED CUSTOMERS WITH GUARANTEES OF WHAT WE WILL DO SHOULD THINGS GO WRONG?

✓ MAKE CUSTOMER SATISFACTION THE GOAL OF ALL STAFF.



### INVESTING IN CUSTOMER CARE

Expert customer care training is an investment, not a cost. Remember that all new staff should undergo training in the organization's customer care programme, and existing staff may need refresher training every two or three years.

✓ AVOID PASSING CUSTOMERS FROM ONE DEPARTMENT TO ANOTHER.

### BEING ACCOMMODATING

Adopt a "can do" attitude. Sometimes an organization's rules and regulations, policies, and procedures get in the way of good customer service. Insisting that all enquiries are submitted in writing is an example of an inflexible and unfriendly rule. Check your own rules for customer friendliness: are they entirely necessary? Be prepared to be flexible where you can. Train staff to be genuinely helpful and to accommodate all reasonable customer requests. Go that extra mile to make a customer happy. Total customer satisfaction should be the goal of all staff.

### Points to Remember

- 1 POLICIES AND PROCEDURES SHOULD NEVER BE USED AS AN EXCUSE NOT TO HELP A CUSTOMER.
- 2 THE VALUE OF "PEOPLE PASSION" SHOULD NEVER BE UNDERESTIMATED. STAFF WHO GENUINELY CARE MAKE A HUGE DIFFERENCE TO REPUTATION, AND A PASSION FOR THEIR WORK WILL ENHANCE AN ORGANIZATION'S IMAGE.
- 3 STAFF WHO ARE TREATED WELL WILL BE CHAMPIONS OF AN ORGANIZATION; THOSE WHO ARE TREATED BADLY WILL BECOME CRITICS.

# events

## SIIL CELEBRATED QATAR NATIONAL SPORTS DAY

13 FEBRUARY, 2018

ESIIL organized several activities such as Basketball, Cricket, Badminton, and Table Tennis Tournament.

The day was filled with fun and excitement but at the same time, everyone was very competitive. All players displayed good sportsmanship and had immense support from spectators – Salam employees and their families. It was indeed very successful.

Below are the winners:

### 1. BASKETBALL TOURNAMENT HELD IN ARAB INTERNATIONAL ACADEMY

Champion:  
**Stream Industrial & Engineering**

2nd place:  
**Salam Studio & Stores**

Most Valuable Player:  
**Mr. Kevin Roi Bascao of Stream**



### 2. CRICKET TOURNAMENT HELD IN WESTBAY CRICKET GROUND

Champion:  
**Salam Technology**

2nd Place:  
**Salam Studio & Stores**

Man of the Tournament:  
**Mr. Ejaz Ahmed of Salam Technology**

Best Batsman:  
**Mr. Hamad Riyad of Salam Studio & Stores**

Best Bowler:  
**Mr. Niyamat of Salam Technology**



### 3. BADMINTON TOURNAMENT HELD IN CAMBRIDGE SCHOOL FOR BOYS ABU HAMOUR

- Champion:  
**Salam Studio & Stores**
- 2nd place:  
**Salam Technology**
- 3rd Place:  
**Salam Industries**
- 4th Place:  
**Stream Industrial & Engineering**



### 4. TABLE TENNIS TOURNAMENT HELD IN MAYSALOUN HALL OF THE GATE MALL

- Champion Men's Category:  
**Mr. Kareem Olajide Ismail**  
of Stream Industrial & Engineering
- 2nd place Men's Category:  
**Mr. Ibrahim Bitar**
- Champion Women's Category:  
**Ms. Shairen Pie Lagunday**  
of Salam Enterprises
- 2nd place Women's Category:  
**Ms. Salwan Abou Salem**  
of Stream Industrial & Engineering



# SIIL & SALAM BOUNIAN GENERAL ASSEMBLY

Salam International Investment Ltd. and Salam Bounian held their Annual General Assembly last February 26, 2018 at the Maysaloun Hall of the Gate Mall.

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



# HAMAD NEW PORT PROJECT

Mr. AbdulSalam Abu Issa, CEO of Salam International attended the Weekly Progress Meeting on the NPP (HAMAD NEW PORT PROJECT) (PORT MASTER SYSTEMS INTEGRATION) to check, and monitor the performance of the project.

Salam Technology team and subcontractors team, Stream, Q Gardens and ITC are also present on the site visit to discuss the target dates to complete the project, the ongoing issues and obstacles.

It was held on May 26, 2018.



# happenings

## SALAM HOSPITALITY

CAFE #999

## NEW MENU FOR The New Year



Salam Hospitality refreshed its Café #999 brand by modernizing the menu in January 2018. The menu revamp saw the introduction of a sumptuous selection of several new dishes along with exquisite desserts, delightful ice-creams and innovative beverages. The revised menu includes our signature contemporary take on breakfast, salads, appetizers, wraps, sandwiches, burgers, pasta and main-course, along with multiple organic, vegan and healthy options for our patrons. Certain customer favorites such as the Shrimp Tempura Wrap and 999 Burger from the previous menu have been retained as they have managed to become an integral part of the Café #999 experience. The menu revision also saw the introduction of two new signature dishes - Chicken Surprise and Angus Beef Tenderloin.

This is complemented by options with local influence such as Grilled Halloumi Salad, Falafel Balls, Chicken Musakhan Rolls, Sujuk Burger, Kofta Burger, Pistachio Cake and much more.

Café #999 will continue to pride itself in its philosophy where each dish is carefully crafted by our chefs using locally sourced fresh produce and quality ingredients. We would like to invite all the readers to visit us with friends and family, and experience the new Café #999 menu bearing the hallmark of the Salam Hospitality promise.

## SALAM HOSPITALITY HOSTS Annual Staff Party

Salam Hospitality held its annual staff party on 26th January 2018 at Eatopia. The event was attended by the management along with employees of all the group brands - Eatopia, Hawak Café, Fanajeen Café and Café #999.

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



## SALAM INTERNATIONAL

### Qatar Racing & Equestrian EVENT SPONSORSHIP

Salam International is pleased to sponsor the Qatar Racing & Equestrian Club event.

Mr. Mahboob Ali, SSS Regional Distribution Manager - Photo Imaging Division and Mr. Shoukath Hussain, SSS Photography Department Manager awarded the winners during the event.

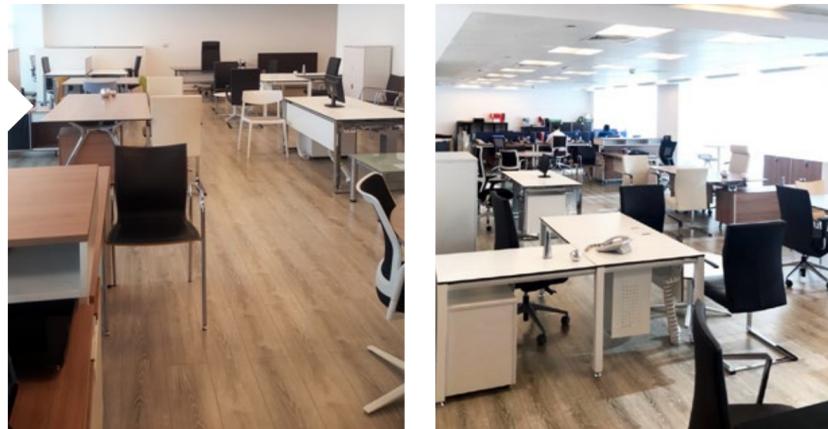


## SALAM ENTERPRISES ABU DHABI

### NEW OFFICE

**Relocation of Al Salam Enterprises W L L to the New Office:**

We are pleased to inform you that we have shifted to our new Office, located at C54\_ C55, Mezzanine 006, Al Aryam Tower (Block B), Mina St., Abu Dhabi, U.A.E.



## COMPLETED PROJECT

**Salam Enterprises Abu Dhabi completed project**

Completed with a project for renovation works at the Office of Intelligent Technologies LLC.



## ITC & MIDECO

### Get together AT EATOPIA RESTAURANT

**International Trading & Contracting Company (ITC) and Mideco celebrated their first dinner get-together last January 26, 2018 at Eatopia Gatemall.**



## SALAM STUDIO & STORES QATAR

### Photography, CANON ANNUAL PARTNER CONFERENCE

**Canon Middle East a leader in imaging solution hosted its regional partners at an event in Dubai UAE. December 4, 2017.**

In the prestigious event, Salam Studio & Stores awarded as Best Retailer for Pro Category in the region. Mr. Bassam Abu Issa SiIL Executive Director, Mr. Mahaboob Ali Regional Distribution Manager - Photo Imaging Division, and Mr. Shoukath Hussain Department Manager Photography Division attended the event.



### Selphy PRINTER CAMPAIGN

**Canon Selphy is a compact photo printer. To promote and make awareness about the product, Canon together with Salam Studio & Stores started an event focusing on cafes where Selphy printer is provided for demo to their customers. Target is to place 100 printers all over Qatar.**

This compact photo printer is very useful for home and even event purposes. Wireless printing from phone is also possible. It offers the creativity you need in a stylish and portable package. Designed for on-the-go printing, it captures your memories anywhere you go, simply connect it to your computer, mobile device, memory card, or USB flash drive for a fun and convenient way to print anytime.



### DLSR CINEMATOGRAPHY TRAINING by Nikon and SSS

**Nikon & Salam Studio & Stores have conducted a training on DSLR cinematography on January 20, 2018 at the Warwick Hotel.**

Famous cinematographer from India, Mr. Radhakrishnan Chakyat gave training to photographers in Qatar about how to take cinema in DSLR camera.



### FOOD PHOTOGRAPHY TRAINING by Nikon

**Nikon School in support of Salam Studio & Stores organized a food photography training.**

A respected photographer Mr. Bader Al Atawi from Oman conducted the training. Attendees included SSS staff, held on February 24, 2018 at the Warwick Hotel Doha.



### CANON'S IMAGING INSPIRED Channel Partner Event

**Canon Middle East brought all its regional channel partners under one roof highlighting business performance and innovative selling practices.**

Major dealer representatives from GCC, staff from Salam Studio & Stores, Canon partners from other GCC, CME officials attended the event in Sheraton Hotel Oman.





## Bassam Fattouh MAKE UP EVENT



Mr. Bassam Fattouh conducted a two-hour makeup event attended by over 50 VIP ladies at Salam Stores - The Gate Mall on 28 March 2018. He introduced his new line of suede-soft matte lip stain, Velour A Levres that is available in an array of 6 coveted shades that work for both day and night. The event also gave the ladies the chance to discover achieving a natural yet glamorous look thru Mr. Bassam Fattouh's unique make up techniques.

The event took place on 28 March 2018 from 5 to 9pm.

## Guerlain MAKE UP EVENT

Renowned International Makeup Artist and a member of Olivier Echaudemaison Art Team, Mr. Daniel Halim, hosted a Guerlain Beauty Class, starting with skincare regimen for spring, and giving step-by-step make-up techniques, transforming simple day make-up to sophisticated evening look.

It happened on March 14, 2018 at Salam Stores-The Gate Mall, March 15, 2018 at Salam the Mall and March 16, 2018 at Mall of Qatar.

The event was attended by Guerlain lovers and Salam VIP's.



## Bulgari REALI TRAINING

BVLGARI REALI TRAINING hosted by Zahra Kademi, MENA Fragrance Training Specialist was held at Marsa Malaz Kempinski on March 14, 2018.

Fifteen attendees enthusiastically & interestingly graced the event as Bvlgari Trilogy of Fragrances for its Le Gemme Reali collection introduced by Ms. Zahra Kademi, MENA Fragrance Training Specialist.

Ms. Joumana Bou Haidar, Division Manager-Perfumes & Cosmetics and Amjad Mohamad Fathi. Alhamwi, Sales Manager-Perfumery & Cosmetics Division were also present on the event.



## Inter Parfums TRAINING

INTER PARFUMS TRAINING hosted by Mr. Charbel Abi Saad, Training and Merchandising Manager, InterParfums.

This training was conducted to orient the Fragrance Advisors on the new launches of Interparfum in the coming months - Montblanc Legend Night, Van Cleef & Arpels Collection

Extraordinaire Reve D'Encens, Coach Platinum, Boucheron Collection Santal De Kandy - and the marketing strategies to be implemented during the respective launches.

60 Fragrances Advisors of IPG attended the training. It was held on March 12, 2018 at Hilton Hotel and Resorts.



## Tom Ford MAKE UP CLASS

25 ladies from the various groups in Qatar graced the event as Mr. Ruel Menor, Tom Ford regional makeup artist, introduces definitive Tom Ford eye looks, featuring new private shadows, 2 couture Mascaras and sleek Eye Gloss.

It happened on March 30, 2018, at Tom Ford Counter, Salam Stores, The Gate Mall.



## Tom Ford OPENED AT DOHA FESTIVAL CITY

Salam Stores, leading luxury fashion and beauty retailer in Qatar, opened its first beauty flagship store - 'Maison des Senses' - at the Doha Festival City on Wednesday, February 7, 2018.

'Maison des Senses' boasts of the full selection of Signature Fragrances for women and men, including the mesmerizing Private Blend, and the covetable collection of cosmetics, from Tom Ford Beauty.

Complementing these are the iconic products in limited edition clutches by Kilian. Along with its Boutique Exclusives and addictive scents, Kilian best exudes that "Perfume is an Art".

"Maison des Senses is truly your house of exquisite fragrances, cosmetics, and beauty. Our aim is to enthrall your senses with timeless scents and



sensuous colors that distinctly define the precious you", said Bettina Al Qubaj, Regional Retail Manager.

By featuring the glamorous Tom Ford Beauty collection of cosmetics and fragrances, and the luxury niche fragrance lines by Kilian both in one roof, "we are certainly offering a unique experience to our Doha beauty connoisseurs, one that creates deep personal statements of style and lasting impact", adds Al Qubaj.

Tom Ford Beauty make-up artist Ruel Menor showed guests how to achieve a radiant skin and flawless complexion and then apply perfect palettes of color to create a defined look.

Kilian fragrance expert Scott Price explained the art of layering perfumes, helping guests create their own unique scent with the exclusive collection of Kilian fragrances.

Al Qubaj confirmed that Maison des Senses will be hosting regular beauty workshops with visiting international beauty experts throughout the year.

For press inquiries, please contact: TRELDY AVERIA Marketing Manager (Beauty Division) Salam Stores Email: pe.marketing@salam.com, Tel: 44485583.



## SALAM'S GUCCI PERFUMES TEAM SETS THE TREND

### In Qatar

Gucci - one of the prestigious beauty brands of Coty Group, and represented by Salam Stores in Qatar - set up the very first mega podium in Qatar last March 15-31, 2018 at the Center Court of Doha Festival Centre.

Featuring the brand's latest launch of Gucci Guilty Absolute for Her, the mega podium was an instant hit with DFC mall visitors. This 8x10 mega podium was a treat to Gucci lovers and in fact, also became a melting point for fragrance lovers of all nationalities, making them discover the Gucci world of perfumes with the help of specially trained Gucci fragrance advisors.

As special added service to all Gucci customers, an engraver was available to personalize the perfume with the customer's name in his preferred design. Red rose bouquets were also given to all mothers visiting the podium on March 20-21.

The sales figures broke all records made by any perfume brand in just 15 days. Mr. Alexandre



Mandjee, Coty Area Sales Manager for GCC markets, congratulated the Salam Gucci team for the exemplary performance. "A united team, enthusiastic spirit, and definitely, so much hard work, plus unwavering support from Management, has helped us reach our goals", added Ms Mirna Khodr, Salam Distribution Manager for Coty, thanked the team for all the support and hard work during the entire promotion period.



**Congratulations  
SALAM-GUCCI TEAM! JOB WELL DONE!**

## Salam Stores' BEAUTY DEPARTMENT OPENS NEW PERSONALIZED COUNTERS

With the ultimate aim of providing updated beauty products and services to its discerning customers, Salam Stores' Beauty Department opened two personalized counters - DOLCE & GABBANA and CAROLINA HERRERA - at its The Gate Mall showroom during the 1st quarter of 2018.



### Dolce & Gabbana BEAUTY:

Discover Dolce&Gabbana perfume line including the coveted Velvet Collection. The DG perfume line is the unmissable accessory to express your mood every day. As clothing defines women's and men's shapes, fragrances are the gateway to their souls.

The Dolce & Gabbana make-up line is a modern classic range of must-have products for eyes, lips, face and nail. The collection is inspired by the Dolce&Gabbana woman who is always looking for the perfect look each day.

### Carolina Herrera:

Step inside the private world of the iconic CH Confidential, a luxurious collection of eight fragrances that combine elegance, emotion and authenticity. Complementing the existing Private Collection is the new Aguas Confidential, a collection of 6 unisex fresh fragrances that capture the joyful spirit of the House of Herrera in a contemporary way, challenging modernity and tradition.

Be it a fragrance for man or woman, browse the entire collection of timeless Carolina Herrera fragrances at Salam Stores today!



**SALAM STUDIO & STORES UAE**

**Salam UAE FAMILY GET TOGETHER 2018**

**Salam UAE Family Get Together 2018, employees expressed their heartfelt gratitude to the Management for this wonderful and amazing event.**

All the staff together with their families had much fun and enjoyed the game etc. We have also awarded Plaque of Appreciations to all Employees Service Awardees starting from 10, 15, 20, 25, 30, and 35 years of service for their dedication and loyalty service at Salam.



We have acknowledged Mr. Antony Padikka Kunnel Joseph (retired employee) – Cheque Collector Services/Head Office, Accounts Department for his 33-years of dedication and loyalty service. His plaque of appreciation was presented by Mr. Bassam Abu Issa – Executive Director/Board Member.

The following Head Office employees have been awarded also:

- Hassan Ali Sher Duly Khan –Cashier, Wafi Store for 32 years of service.
- Jehad Khairi Mahmoud Shukaidih – Store Supervisor, Mirdif Fashion Store (resigned employee) for his 16 years of service.

**ALL OF THE AWARDEES WERE PLEASED AND GRATEFUL TO THE MANAGEMENT, AS THEIR SERVICES HAVE BEEN APPRECIATED AND ACKNOWLEDGED.**

Managers, Supervisors, Staffs from the following departments/locations attended the event.

- Services/Head Office
- Distribution Perfumery
- Distribution – Premium Brands
- Retail
- Dist. Others – PPH



**SALAM PREMIUM BRANDS UAE CONTINUE TO FLY REACHING THE TOP SPOT WITH**

*Salvatore Ferragamo*

**Salam Premium Brands UAE is more than happy to share the success of the recent launch event of their brand, Salvatore Ferragamo.**

The brand Salvatore Ferragamo indeed conquered Dubai Mall during the time of this new launch event for its new fragrance, "AMO Ferragamo" organized by Salam Premium Brands with participation of our retail partner, Debenhams.

This achievement was really a great success not only for the brand Salvatore Ferragamo but also for Salam Premium Brands UAE taking into consideration the continued business partnership of both companies and appreciation of Ferragamo CEO for this accomplishment.

This achievement brought as well TOP RANKING for the brand and getting the no.1 slot with Debenhams - one of the leading department store globally with its very successful sellout of 531pcs sold in just 7 days.



The Mega Podium Opening Event was attended by:

- Stefano Sada, Emea Regional Director
- Irfan Ul Haque, Area Manager Middle East
- Tania Badawi, Debenhams Operations Manager
- Saddam AlRawashdeh, Salam Premium Brands - Operations Manager
- Mohamed Kassar, Brand Manager
- Armando Damasco, Key Account Supervisor
- Ahnif Sajid, Marketing Coordinator
- Spandana Hegde, Marketing Coordinator

**Salam IS NOW THE DISTRIBUTOR OF CHOPARD PERFUMES FOR ALL ITS PARTAKING REGIONS**

*Chopard*

**Salam Premium Brands UAE once again announce with great pleasure their new undertaking with Chopard Parfums as an additional Perfume Brand to the group's portfolio not only in the UAE but also regionally including headquarter Qatar and Oman as well.**

This addition to the group's portfolio is indeed a great achievement to continuously improve market share and alleviate market presence.

It is also a new encounter but with the management's worthy leadership and hard work, it will be again another victory for the company and the brand.

**SALAM PREMIUM BRANDS UAE LAUNCHED ITS FIRST EVER COSMETICS BRAND, Bassam Fattouh AN INTERNATIONAL NAME IN THE MAKE-UP WORLD ORIGINATED FROM LEBANON.**



Salam Premium Brands was mainly focusing on various luxury perfume brands undertakings for almost over a year in UAE and as the group reach its 2nd year, the group finally took a leap as they acquire first ever make-up & cosmetics brand – Bassam Fattouh.

With great pride, we are glad to announce that Bassam Fattouh entrusted and extended to SALAM the handling and management within the whole region of UAE.

This accomplishment was directed by the dedication of the Operations Manager, Mr. Saddam AlRawashdeh through intensive business proposals with the continuous support of the management, carried by the aim to maintain stability of the group's current brands while setting both company's mutual goals. This marks another milestone for the group which will make an uplift within cosmetics world and continuous growth within UAE region.

**SALAM PREMIUM BRANDS UAE LEAD OFF A KEY PARTNERSHIP WITH Angelini Beauty SPA**

Salam Premium Brands UAE once again announce with great pleasure their new undertaking with TRUSSARDI as an additional Perfume Brand to the group's portfolio.

On 28th of November, Salam UAE team welcomed Mr. MATIAS DE ALZUA, Global Sales General Manager together with

**TRUSSARDI**

Mr. ZIAD FAYED, International Area Manager of the group to seal the deal and start the partnership.

It is a great way to improve its fragrance assortment as Angelini Beauty SPA hand over to SALAM the distribution of TRUSSARDI brand within the whole region of UAE.

**SALAM PREMIUM BRANDS UAE WELCOMED THE YEAR 2018 WITH NEW BRANDS FROM INTERPARFUMS INC. USA**

Salam Premium Brands UAE being the firm partner of Interparfums (France) within UAE continues to develop from the time when the group was established in 2016 taking into consideration the progress of the company through its additional brand acquisitions last year, 2017.

And now this year of 2018, we are glad to announce once again that Interparfums entrusted SALAM the handling and management more of their perfume brands from USA which includes five new additional brands in UAE: DUNHILL, Abercrombie & Fitch, Bebe, Agent Provocateur & Oscar dela Renta.

This accomplishment was directed by the dedication of the Group's Operations Manager, Mr. Saddam AlRawashdeh with the intensive business proposals aiming to maintain stability of the group's current brands and the decision was also certainly sustained by increased 2017 sales target of almost all existing brands reaching approximately +205% vs. 2016 results which was made possible with the whole team's hard work, action and commitment.

This proves that Interparfums has been very thrilled and content of the successful business years with Salam Premium Brands UAE.

It is for sure that this addition in our portfolio will make a superior difference and continuously expand SALAM market share within the luxury perfumes distribution sector in UAE region.

EST. 1892  
**Abercrombie & Fitch**  
NEW YORK

dunhill

Agent Provocateur

bebe

Oscar de la Renta

**Salvatore Ferragamo's REGIONAL DIRECTOR, STEFANO SADA VISIT TO UAE**

On November 6th 2017, the Regional Director of the brand Salvatore Ferragamo visited Salam Premium Brands UAE Head Office in Dubai and was welcomed by the Operations Manager, Mr. Saddam AlRawashdeh together with the whole team.

This event has made the professional partnership of Salam with the famous luxury fashion brand even more promising and this brought a chance to discuss the development of a more strategic business for the brand, Salvatore Ferragamo this Year 2018 as it reveals almost 2 years of a growing business with Salam Premium Brands UAE.



From L to R:  
Mr. Mina Zakaria - Brand Manager, Mr. Saddam AlRawashdeh - Operations Manager, Mr. Stefano Sada - EMEA Regional Director, Mr. Irfan UI Haque - Area Manager Middle East, Mr. Mohamed Kassar - Brand Manager, Mr. George Al Abssi - Key Account Manager and Ms. Jenia Tuviera - Executive Secretary

# occasions

## SALAM STUDIO & STORES QATAR

### FAREWELL TO Geraldine Garoy

A simple farewell dinner for Ms. Geraldine Garoy, SSS Chief Accountant – Finance Division was held in Eatopia Restaurant on March 27, 2018.



After 10 years, Geraldine decided to leave Salam for good to become a full time mother to her one and only daughter and focus on her family.

Mr. Ahmad Ibrahim, Regional Finance Manager handed over the certificate of appreciation and some gifts to her.



# employee

## EXPERIENCE

### Remon Fouad PRODUCT LINE MANAGER SALAM ENTERPRISES QATAR



#### How long have you been part of the Salam Family?

I have been a part of the Group since September 2005. So it has been a wonderful, 13 year long journey.

#### How did you join Salam Enterprises?

I had the chance of applying to join Salam, when I was in my home country. Fortunately, Salam Enterprises was hiring and Mr. Mustafa Abdul Aziz, our GM was interviewing people in Egypt. So the opportunity presented itself and I took it.

#### What was your designation when you joined Salam Enterprises?

I joined as a Sales Executive and within a few months of joining I was able to be part of two big projects. One was for Conoco Phillips and the other was for Qatar Financial Center. So I was able to handle project management responsibilities and grow my expertise. Then, from there my career continued to develop and now I hold the position of a Product Line Manager for furniture, mobile shelving systems & fit-outs. I am proud to represent one of the world's top international office furniture brands- Herman Miller- and steward it on behalf of Salam Enterprises here in the local market.

#### Tell us a bit about your background, experience and training

I am an Interior Designer. That's my academic background. My professional experience has come from working on sites in the capacity of a site engineer & site manager. My specialization of course is in interiors, prior to taking on the office furniture segment.

#### Briefly, describe what you do in your current capacity

I oversee a team of four furniture and fit out professionals. My work involves a number of aspects beginning from hunting and securing business by visiting and building relationships with consultants and end users, presenting our portfolio of products and services to potential clients in the market, overseeing projects once we win a business, and ensuring that customer relationships stay healthy and following up with our top tier clients - so that's just a very brief outline of what I do.

#### Who are some of your top tier clients?

Qatar Central Bank, New Doha Port, Qatar's Public Prosecution and Supreme Education Council, Qatar Financial Center, RasGas, ConocoPhillips, ExxonMobil are some of our big clients.

#### What made you pick your profession?

I was intrigued by interior design and I fell in love with this profession around the age of 17. As soon as I entered college I began to study furniture and I committed to develop myself in this profession. Interior Design is quite an intensive field of study. But since I was passionate about it I pursued it. After all these years I still love what I do and I am thinking of doing my Masters in interior design.

#### Tell us about a few unforgettable experiences you have had while working for Salam Enterprises and what it taught you

I had just joined Salam when I had the opportunity to work on a massive oil & gas business project. I was new to the market but I knew instinctively that we had to offer a truly superior service to the client. Because of that determination a few of us decided that we would not go home, but stay overnight at work and ensure that every little detail was accurate and attended to. We had pricing to check, calculations to make, measurements to take, documents to complete and a million other things to do since time was tight. But we did it. We worked together and we won that tender.

Another experience that stands out is a big contract we had with ExxonMobil for Herman Miller Office Furniture. It was the biggest single Purchase Order in Qatar. The project was so difficult in terms of logistics. But we managed to turn that too into a great success. To date we remain a certified supplier for this client and we are their only supplier for furniture.

For RasGas, we worked on their Barzan site – the logistics at the Barzan field were so tough because the site was in a complex location. But we got it handled smoothly and efficiently, despite intense challenges. So what these experiences taught me was that hard work, commitment, sacrifice and dedication – always yields results.



#### If you wanted to encourage someone to join Salam, what would you tell that person?

Welcome to a huge conglomerate, where everyone feels like they are part of one family! I would tell them that our Group is a highly professional one, with international standards and a high-performance environment but our atmosphere is one of a close-knit family. We do have a hierarchy and structures but our management works alongside everyone else. We are diverse but with one mind. These are some of the things I would say.

#### What are three positive words people use to describe Salam out there in the market?

Excellence, quality and professionalism

#### Tell us a bit about your hobbies, your future plans and also your family

I love football, music and I really enjoy reading. My wife and I have been in Qatar together since September 2009. We've been married 9 years. She works at Sidra in the administration sector. We have been blessed with twin boys who are 6 years old now. Our sons were born and raised here. Qatar feels like home to us because we have spent one third of our lives living and working in this country. Looking to the future, we know that this is an exciting time for us to be here and contribute to this nation and especially to our Group. With the 2022 World Cup, at work we are gearing up to maximize on business opportunities and grab a share in the market. So as a family and as an individual we are really looking forward to that.

# warm welcome

## TO OUR NEW TEAM MEMBERS

### SALAM STUDIO & STORES QATAR



**Ms. Manna Caiulo**  
 joins us as Head  
 of Buying & Merchandising,  
 Retail Division



**Ms. Karen Nicolet**  
 joins us as  
 Digital Media Specialist,  
 Marketing Department



**Ms. Mehzabeen  
 Chalukandy Peedikayil**  
 joins us as Accountant,  
 Accounts Department



**Mr. Abdul Mannan**  
 joins us as  
 Chief Accountant,  
 Accounts Department

### SALAM STUDIO & STORES UAE



**Mr. Armando Damasco**  
 joins us as Key Accounts  
 Supervisor - Distribution-  
 Premium Brands



**Ms. Spandana  
 Sadanand Hegde**  
 joins us as  
 Marketing - Distribution-  
 Premium Brands.

### SALAM ENTERPRISES QATAR



**Mr. Saravanan Ramaraj**  
 joins us as Sales Executive



**Mr. Najeeb Shaikh**  
 joins us as  
 Key Account Manager

### MIDECO TRADING & CONTRACTING

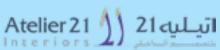


**Mr. Imdhiyas Ibrahim**  
 joins us as Accountant



**Ms. Jessica Corbitto**  
 joins us as  
 Site Document Controller

### ATELIER SAUDI ARABIA



**Mr. Gebran Hadded**  
 joins us as Senior Sales  
 Executive to handle our clients  
 & projects based in Riyadh in  
 Kingdom of Saudi Arabia

# promotions

### SALAM STUDIO & STORES UAE



**Ms. Elaine Calimbahin Dela Cruz**  
 promoted as Key Accounts  
 Coordinator - Boutique Accounts,  
 Distribution - Premium Brands



**Ms. Catherine Manalo Clemente**  
 promoted as Division Brand Coordinator,  
 Distribution Perfumery



**Ms. Hina Hamid**  
 promoted as Sales & Education Executive,  
 Distribution Perfumery - Clinique



**Ms. Kimia Mahmoud Massah**  
 promoted as Skincare Specialist,  
 Distribution Perfumery - Clinique.



**Mr. Vinod Sundaresan**  
 promoted as  
 Cheque Collector - Services/Head  
 office, Accounts Department



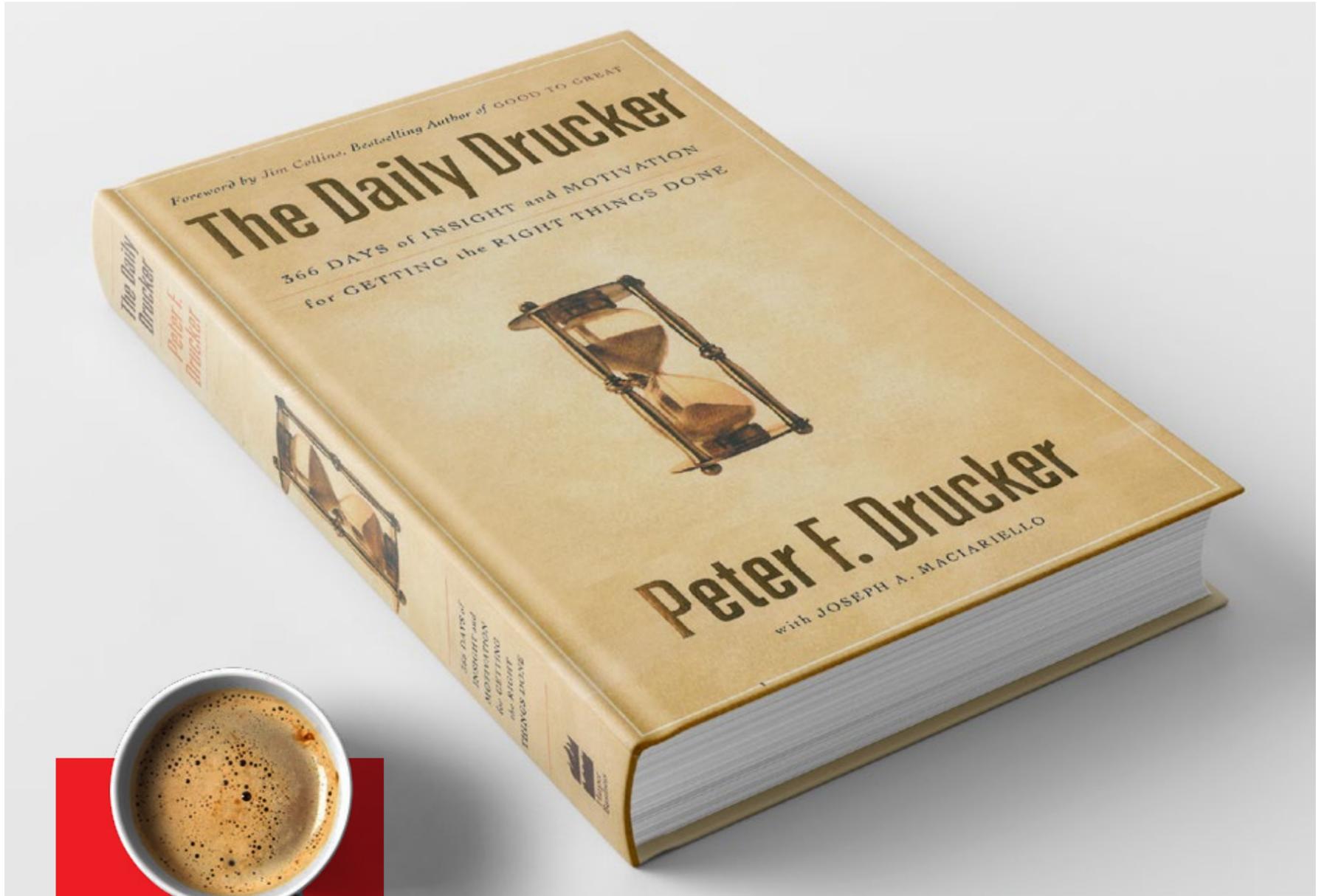
**Ms. Fayegheh  
 Seyedmohammad Hashemigeziri**  
 promoted as Sales & Education Executive,  
 Distribution Perfumery - Clinique



**Ms. Emalyn Ablaza Rico**  
 promoted as Counter Manager, Distribution  
 Perfumery - Clinique.



# bookworm



## Understanding What the Customer Buys

### WHAT DOES THE CUSTOMER CONSIDER VALUE?

The final question needed in order to come to grips with business purpose and business mission is: "What is value to the customer?" It may be the most important question. Yet it is the one least often asked. One reason is that managers are quite sure that they know the answer. Value is what they, in their business, define as quality. But this is almost always the wrong definition. The customer never buys a product. By definition the customer buys the satisfaction of a want. He buys value.

For the teenage girl, for instance, value in a shoe is high fashion. It has to be "in." Price is a secondary consideration and durability is not value at all. For the same girl as a young mother, a few years later, high fashion becomes a restraint. She will not buy something that is quite unfashionable. But what

she looks for is durability, price, comfort and fit, and so on. The same shoe that represents the best buy for the teenager is a very poor value for her slightly older sister. What a company's different customers consider value is so complicated that it can be answered only by the customers themselves. Management should not even try to guess at the answers it should always go to the customers in a systematic quest for them.

#### Action point:

What do your customers consider most valuable about the product or service you provide? If you don't know, find out. If you do know ask your customers if you are delivering.

designed by

**[the creative union]**

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

The Corporate Marketing & Communications Department reserves the right to decide whether or not a submission is newsworthy or acceptable for this medium. Please e-mail your comments, suggestions and/or submissions to: [salamexperience@salaminternational.com](mailto:salamexperience@salaminternational.com) or Sara Abu Issa, Corporate Communications Manager at [s.abuissa@salaminternational.com](mailto:s.abuissa@salaminternational.com) or via fax to +974 44838732

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