

# the Salam experience

Deputy COO Message  
**OUR PEOPLE HAVE BEEN PIVOTAL  
TO OUR SUCCESS**

Salam International's  
**QATAR STOCK EXCHANGE AWARD**

Salam Stores'  
**SENIOR MANAGEMENT  
VISIT NEW WAREHOUSE**

Salam Technology  
**STRATEGIC PARTNER IN QITCOM 2017**



## editor's note

**Sara Abu Issa**

Manager, Corporate Communications

Entering the final run-up of any year, provides an excellent opportunity for us to evaluate the terrain we have managed to cover this year. But even more important than that - it also gives us a chance to gear-up, in order to finish things well. While some mistakenly view a finish line as a motivation to slow down, others are inspired to double their efforts. Their goal is to improve, increase and infuse a fresh, new burst of energy towards overcoming everything that has held them back.

Since SILL has a tradition of investing in and supporting sports, let me draw an analogy from the world of motorsports. In Formula 1 Racing, F1 drivers use what is called a Kinetic Energy Recovery System (KERS), to gather and store the energy that is generated when their cars brake or slow down on the track. Instead of letting that energy turn into heat and burn away, F1 drivers store and use that energy to power acceleration, in order to give themselves an advantage and a boost!

Similarly, if all of us look back on the first three quarters of 2017, we will definitely be able to spot the challenges we faced, the sudden circumstances that slowed us down, the tricky or unexpected patches that we had to navigate, be it in our workplace or in some aspect of our lives. But now, in the final stretch for this year the choices before us are; to let the setbacks behind us define how we end this year, or to use those very setbacks to power ourselves up.

This, is the moment for us to draw from our challenges and transform them into a fresh burst of energy. This is the moment for us to tap into what slowed us down and deploy that energy as a new wave of power. This is when we can and we must decide that no matter what is behind, we can still stretch ourselves and leap towards the goals we set when we started this year. That is the kind of mindset that always turns in an unexpected performance, snatching victory, even at the last moment.

**Here's to being inspired by finish lines and ending this year well!**



1<sup>st</sup> Quarter 2017  
Salam International Newsletter  
Not for Sale

# NEWS ROOM

## SALAM ENTERPRISES

### DUBAI

The Construction Division of Salam Enterprises LLC - Dubai has successfully completed the supply of Lifting System for precast concrete element for Integrated Gas Development Expansion (Phase 1) Project in Abu Dhabi.

We have signed the contract for supply of Fixing System for precast concrete cladding for the Sharjah Cultural Monument Project.

Our Construction Division has also won the contracts for supply of Cast-in Channel system for fixing aluminium cladding for the Al Batha Tower and Vivante Tower Hotel Projects in Dubai and the Aloft Hotel Project in Sharjah.

We have also signed the contract for supply of Fixing System for Stone Cladding for Mr. Abdulrahman Taha Villa Project in Dubai.

Again in Dubai, for the Trade Centre Phase 3 Project, we signed the contract for supply of Rebar Couplers for mechanical connection of reinforcing steel bars in concrete structures.

Apart from these, we are supplying Mechanical and Chemical Anchors for the following projects:

1. H.H. Mohd. Bin Rashid Library Project, Dubai
2. Al Jalila Hospital Project, Dubai
3. Boulevard Crescent Project, Dubai
4. Aloft Hotel Project, Sharjah

#### Regional Success

- In Qatar, we have signed the contract for supply of Lifting System for precast concrete element for QPR - Dukhan Road (East Contract) Project.
- In Amman, Jordan, we have been contracted for the supply of Undercut Anchor System for fixing natural stone panels for Capital Bank Project.
- In Saudi Arabia, we have been awarded the order for supply of Cast-in Channel system for fixing cable trays for Riyadh Metro Project.
- In the Sultanate of Oman, we are supplying Mechanical Anchors for the Oman Waterfront Project.

#### WATER DIVISION

##### Projects In UAE

- The Water Division of Salam Enterprises LLC – Dubai has been awarded a new order for the supply of a 6 M<sup>3</sup>/Hr system for the production of ultra-pure water for the well-known perfume maker - Al Rehab.
- We delivered & installed two water desalination machines, each of 5.5 M<sup>3</sup>/Hr capacity and very advanced specifications, at the Flight Catering Expansion project in Dubai International Airport.

- We have also delivered & installed a water desalination system, RO machine of 11 M<sup>3</sup>/Hr capacity, at the EAGLE Labour Camp in Sharjah.

#### Outside UAE

- We won the order for supply of a 35 M<sup>3</sup>/Hr complete water treatment system for production of low-sodium water for the new water bottling project in Qatar – Al Ittihad.
- We have also delivered & commissioned a water desalination system, RO machine of 4.5 M<sup>3</sup>/Hr capacity, at the TASNEEM private farm in Muscat - Oman.

## SALAM ENTERPRISES

### BAHRAIN

#### MAJOR PROJECTS WON:

##### Commercial/ Hospitality Sector

Awarded with an order for supply & installation of furniture for Citibank – Bahrain.

We have received an order for supply & installation of furniture for Tamkeen Corporate Office.

Received an order for supply & installation of furniture for Cebarco Head office.

Received another order for supply & installation of furniture for Batelco office.

Received another order for supply & installation of furniture for Saber Travel at Bahrain Financial Harbor.

Received another order for supply & installation of furniture for Economic Development Board at Arcapita Building.

Received an order for supply and installation of Furniture for King Faisal Cornish Development – The Avenue Mall.

We have also received an order for supply & installation of Playground Equipment's for Noor Al Diyar School.

We have received another order for supply & installation of Furniture & carpet for Saudi Council of Engineering in Kingdom of Saudi Arabia.

##### Health Care Sector

We have received an order for supply & installation of medical furniture for Dr. Nawaf Dental Clinic.

We have received an order for supply & installation of medical furniture for Al Salam Hospital.

We have received an order for supply & installation of Gypsum & Glass Partitions for Salmaniya Hospital Helipad project – Bahrain.

We have been awarded with an order for Fit out & supply & installation of medical furniture, partition walls, ceiling & flooring for Ministry of Health - Najran Project in Kingdom of Saudi Arabia.

##### Ceiling Sector

We have received an order for supply & installation of Acoustic walls panels & Ceiling gypsum for Hidd Post Office.

We have also received an order for supply & installation of Acoustic walls panels for Noor Al Diyar School.

##### Flooring Sector

We have received an order for supply & installation of Vinyl Flooring for Credit Suisse Office.

Received an order for supply & installation of Rugs for Laguna Residence & Wyndham Garden.

Received an order for supply & installation of Parquet flooring for Sheikh Mariam Al Khalifa's Villa.

Received an order for supply & installation of Hand tufted Carpet at Busaiteen Villa.

We have received an order for supply of Rubber Flooring for New Vision Office.

# breaking news

## STREAM INDUSTRIAL & ENGINEERING

#### NEW PROJECTS:

• <b>Main Contractor:</b>	DOGUS
• <b>Project Name:</b>	R6 Tunnel & Tunnel Services · @ Rayyan Road Project 7
• <b>Description:</b>	MEP Works (Fit – Out Work) Construction & Upgrade of Rayyan Road Project 7 Contract 2 (West of Olympic Roundabout to WEST of New Rayyan Roundabout).

## SALAM ENTERPRISES

### QATAR:

#### Major Projects Won:

- Supply & Installation of Office Furniture for Supreme Education Council Head Office with Al Huda Engineering.
- Supply and installation of Sports Flooring, Playground Equipment for Design and Built of Al Bidda Park Phase 1 - 5.
- Supply & Installation of Sports flooring for Oxygen Fitness Club.
- Supply & Installation of Office furniture for Mandarin Hotel, Doha.
- Supply & Installation of Sports flooring for Ain Khalid Gate.
- Supply and installation of Office Furniture, Carpet and Wall paper for QIIB City Center and Festival City Branch.
- Vinyl Flooring for Aspire Zone Academy cafeteria.

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THE EXTRAORDINARY  
LEADER

## DEPUTY COO MESSAGE

# DEAR SALAM FAMILY

WHEN ORGANIZATIONS ARE QUESTIONED ON WHAT LEADS TO ACHIEVEMENT AND GROWTH, THEY WILL RESPOND BY ATTRIBUTING THEIR SUCCESS TO A VARIETY OF FACTORS. THESE FACTORS CAN RANGE FROM MISSION AND GOALS, TO BUSINESS OBJECTIVES, PROCESSES, STRUCTURES OR MARKET CONDITIONS ETC. AT SIIL HOWEVER, WE TAKE PRIDE IN SAYING THAT THE SINGLE MOST FUNDAMENTAL FACTOR IN THE SUCCESS AND GROWTH OF OUR ORGANIZATION IS – OUR PEOPLE!

Since its inception Salam has always valued its employees and placed them front and center. At the heart of what makes us 'who we are' as a conglomerate, is a clear recognition that our people have been pivotal to our success. The strength and vision that drives us, the focus and energy that sustains us, comes from the extended Salam



# OUR PEOPLE HAVE BEEN PIVOTAL TO OUR SUCCESS

International family who serve, at every level, across all our operations and business divisions. They are the hands behind our success.

Over what is soon to be seven decades of existence, Salam has made it a priority to acknowledge and appreciate as well as recognize and reward our staff. We have done so throughout the past and we will continue to do so into the future.

One way, in which this commitment to our people manifests itself, is through the constant efforts we make to enhance our internal policies, systems and procedures. The goal for us is to enrich productivities and efficiencies while placing a high degree of emphasis on policies that affect the wellbeing of Salam employees. A further hallmark of our approach is that we often go above and beyond general expectations and norms.

One of the most recent examples of this was seen in how the Salam management revised the company leave policy to the benefit of our employees. We went from being an organization that rewarded leave pay based on basic salary, to an organization that calculates it on an employee's full salary entitlement. And in so doing, we surpassed the legal, labor law requirements by far!

Operating in the midst of countless other organizations that are solely driven by a 'profit at any cost' mindset, which can result in indifference to employee needs, Salam's motivation was simple. We recognized that the gains and rewards our employees and their families will make through our revised leave policy will help them face the continued elevated cost of living in Qatar. The management also expanded the leave and ticket entitlement policy, elevating it to provide greater flexibility for employees.

While acknowledging the power of rewards to increase productivity, our greater desire through these decisions among others was this: as we face challenging seasons together, we want YOU – our staff, to know that we value you and we are with you! What you face as individuals and as families, we face on a far larger scale as an organization. When you win, we win and when we win, you win. So let's make it our priority to work hard alongside each other and for each other and come out together on the winning side!

**Mr. AbdulSalam Abu Issa**

# issue article

SALAM INTERNATIONAL



## Taking Action Now

**ACTION NOW IS OFTEN MORE EFFECTIVE THAN ACTION LATER. DECIDE WHAT NEEDS TO BE DONE, MAKE SURE THAT YOUR DECISION IS BASED ON A GOOD UNDERSTANDING OF THE FACTS, THEN DO IT NOW.**

### Creating A TO-DO LIST

The starting point of getting organized is your action list, or to-do list. This document controls what you do and when you do it. Draw up a to-do list with all the entries relevant to your operational responsibilities, and prioritize your time.

**BE RUTHLESS IN TAKING IRRELEVANT ACTIONS OFF YOUR TO-DO LIST.**

### MAKING YOUR LIST

Start by making a to-do list that is up to date. Make sure that it is comprehensive and incorporates all the operational matters that need to be done, while also including what you need to do to plan ahead. Your list will then include actions that are important for the present as well as the long term. Go through the list looking for actions that make no contribution towards achieving your objectives. Assess these actions and whether they must remain on your list.

**SEE IF THERE ARE ANY TASKS THAT YOU COULD DELEGATE.**

**MAKE SURE YOU ARE NOT DOING OTHER PEOPLE'S WORK.**

### ALLOCATING STATUS

Sort the list according to status of the activity. If the action is straightforward, and you have all the information you require to carry it out, allocate it status "green". If you are unsure how to carry out the action, or you need further information, allocate that action "amber". "Red" status actions are those that you know are going to give you a problem. For example, if you know that an activity involves expenditure that will cause you to exceed your budget, give it status "red". Disregard any unnecessary actions.

### COMPILING A TO-DO LIST

In this example of a to-do-list, the tasks involved in planning a conference are subdivided into their relevant categories.

Topic	Actions	Status	Date
Book facilities	1. Get three quotes	Green	19th June
	2. Check with speakers what visual aids they need	Green	
	3. Place order with full requirement described	Green	
Brief participants	1. Agree joining instructions with conference leader	Green	25th June
	2. Issue joining instructions	Green	
Secure budget	1. Calculate travel and subsistence budget	Amber	30th June
	2. Prepare total budget	Green	
	3. Present and agree with Finance Director	Red	



**REVIEW YOUR TO-DO LIST FREQUENTLY AND DISCUSS IT WITH YOUR TEAM ON A REGULAR BASIS.**

### DISCUSSING THE LIST

Your to-do list now reflects what you think needs to be done and what problems you are going to have to overcome. Now talk through your list with the members of your team so that you get another perspective on your main aims. They may help you to see that some actions are unnecessary. The status of an action may be reduced by a change in your objectives – for example, by the allocation of extra funds to your budget from a source that is known to be underspent.

### USING ABC ANALYSIS

Assess the priority of each action. Rate actions that are crucial to the achievement of your performance objectives as category "A", and include difficult actions that are still critical. Label actions that will have a lesser impact on your performance, or ones that are not yet urgent, as category "B". Each day, prioritize the "A"-rated actions first and, when you can make no more progress with them, go on to the "B"-rated activities. Allocate "C" to the rest of the to-do list.

### ASSESSING YOUR PRIORITIES

Decide which actions are critical to your objectives

Consider which actions have a lesser impact or are not urgent

Allocate a priority rating to each item on your list

Concentrate your actions each day on your top priorities

**USE YOUR PRIORITY RATINGS TO SCHEDULE YOUR WORK.**

**GIVE YOURSELF THE TIME TO TAKE UP OPPORTUNITIES.**

### DOS AND DON'TS

<input checked="" type="checkbox"/> Do be analytical and honest with your priority ratings.	<input checked="" type="checkbox"/> Don't give priority to actions just because you enjoy them.
<input checked="" type="checkbox"/> Do test all "C"-rated actions to make sure they are relevant.	<input checked="" type="checkbox"/> Don't be afraid to discard actions on your list.
<input checked="" type="checkbox"/> Do act on difficult actions first rather than delaying them.	<input checked="" type="checkbox"/> Don't concentrate on one task to the detriment of others.

### SCHEDULING YOUR ACTIONS

Concentrate on category "A" actions first, followed by category "B" actions. Work on category "C" actions when you can make no further progress with the "A" and "B" categories, or when the urgency of a "C"-rated action increases and you have to re-rate it.

Topic	Actions	Status	Priority	Date
Book facilities	4. Get three quotes	Green	A	19th June
	5. Check with speakers what visual aids they need	Green	B	
	6. Place order with full requirement described	Green	B	
Brief participants	3. Agree joining instructions with conference leader	Green	C	25th June
	4. Issue joining instructions	Green	C	
Secure budget	4. Calculate travel and subsistence budget	Amber	B	30th June
	5. Prepare total budget	Green	B	
	6. Present and agree with Finance Director	Red	B	

### TAKING CONTROL

Some actions will be considered urgent by you or your colleagues. Make sure that they are also important before you agree to do them urgently. An urgent action is one that needs to be done now, but an important action is one that is vital to achieving your objectives. Explain to your manager if a task he or she thinks is urgent is actually not important to you. Your manager may delegate the action to someone else, or change your objectives to reflect a new business requirement.

### KEEPING CONTROL

In the long term, take such good control of your business life that you reduce the number of urgent actions on your list, even though you are unlikely to remove them completely. If you find yourself regularly dealing with things that have high urgency and high impact, then you are still in fire-fighting mode. The ideal is to look ahead and foresee problems and opportunities before they become urgent. When you find that much of your time is spent on actions that are high impact but low urgency, you have got things under control.

**PREDICT AND PREVENT PROBLEMS BEFORE THEY OCCUR.**

**ENSURE YOUR TEAM UNDERSTANDS THE DIFFERENCE BETWEEN WHAT IS IMPORTANT AND WHAT IS URGENT.**

### BEING SELFISH With Your Time

Many people may make demands on your time. It is important that you, not they, make the decisions about what is high priority and what is low priority. If someone is putting pressure on you to complete an action that you consider to be low priority, explain to them why you have set your priorities as you have. **Selfishly guard your time. Avoid acting on low-priority activities when you have more important things on your to-do list. This can be difficult if the person who is putting you under pressure is senior to you. You must still explain your priorities and let your senior know that they are jeopardizing your performance by insisting you carry out a low-priority task. It is preferable to be open and honest about conflicting pressures by regularly discussing priorities with your team.**

## USING TIME Wisely

The key to using time wisely is to have a good plan that recognizes not only what you have to do, but also how long it will take to carry it out. Set deadlines for the actions on your to-do list so that you allow enough time to complete them.

REFER TO YOUR TO-DO LIST TO CHECK YOU ARE MEETING YOUR DEADLINES.

ADD CONTINGENCY TIME TO PROJECTS, SO THAT YOU CAN COPE WITH UNFORESEEN DELAYS.

### ESTIMATING DURATION

Being in control means being able to complete the required actions on schedule. Work out what is involved in each activity and how long it will take. Put the high-priority ones first. Forecasting the duration of an action is vital, but it is often not easy – especially when the activity is new or reliant on others. Break actions down into stages and then estimate the time required for each task. Use historical data to help you. If someone has done a similar task before, ask them how long it took.

### ACTING LOGICALLY

When you have estimated the time the actions on your to-do list will take, and have split them into manageable tasks, decide what to do first. Always bear in mind your top "A"-rated priorities and be careful to make an accurate estimate of the time it will take to carry them out. Now look at the relationship between the activities. For example, if you are organizing a training workshop, check the availability of the facilities before finding out when the participants are available.

### RELATING TASKS

Where a task is complex, take the time to draw a simple workflow diagram. Also called a network diagram, this reveals the order in which tasks must be completed. It also clarifies which tasks have the greatest time pressure. If there is a single task that has to be done before others can start, the network diagram will show you this and will allow you to trigger early action in this area. Look at the logic of the network diagram and see if it brings you some insight into how the tasks could be simplified and done faster.

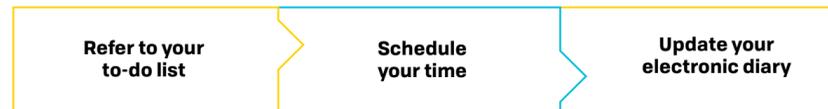
### WORKING SIMULTANEOUSLY

SEE IF THERE ARE ANY ACTIONS ON YOUR TO-DO LIST THAT COULD BE RESOLVED AT A SHORT MEETING WHERE QUERIES CAN BE ADDRESSED SIMULTANEOUSLY AND THE JOB COMPLETED FASTER.



### CONSIDERING ORDER

Analyze the task on your list; recognize some actions can only be done when others are completed; then schedule your tasks.



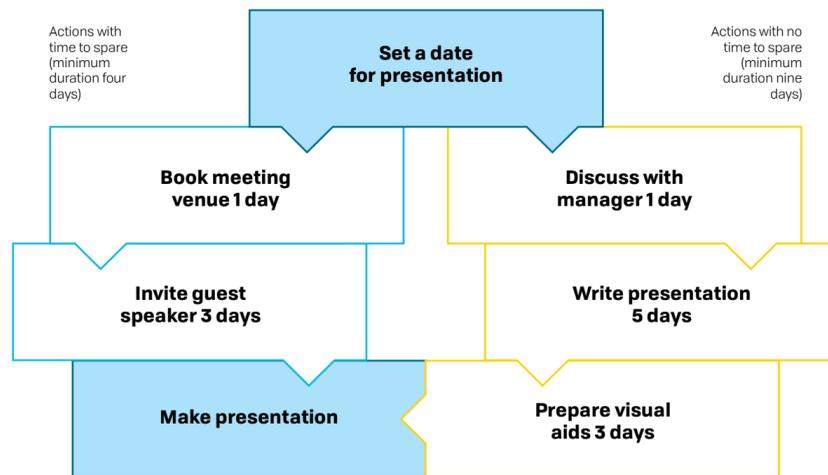
### POINTS TO REMEMBER

- IT IS ALWAYS WORTH TAKING THE TIME TO SCHEDULE TASKS.
- YOU SHOULD EXAMINE WHAT TASKS NEED TO BE COMPLETED BEFORE YOU BEGIN WORK ON THE NEXT TASKS.
- YOU NEED TO RECOGNIZE WHICH ACTIONS CANNOT BE DELAYED.

REFER TO YOUR TO-DO LIST TO CHECK YOU ARE MEETING YOUR DEADLINES.

### PREPARING A NETWORK CHART

In this example, a salesman used a network diagram to schedule the actions he needed to carry out before a presentation. He referred to the diagram to make sure that tasks were completed in the right order and in good time so that he could meet the end date.



## Avoiding PROCRASTINATION

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.

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

### TACKLING HARD ISSUES

You may put a task off because you believe that 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.

## Making THINGS HAPPEN

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.

GAIN A REPUTATION FOR BEING DECISIVE AND ACTING WITH INITIATIVE.

### LEADING WITH INITIATIVE

When you are approaching a new task or a series of tasks, work out what needs to be done and start decisively. When you are operating in a new area, it is easy to lack confidence and act hesitantly. Such hesitancy, however, passes itself on to others and leads to a loss of momentum. Think things through, then act decisively with leadership and authority. Work hard to get it right first time. When a project begins, build up team spirit and make sure that everyone knows what their role in a new project will be.

### STARTING EARLY

Learn to start activities as early as you can. Even if the deadline is far enough in the future to make starting now unnecessary, it is good 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.

### 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.

REMEMBER THAT PROCRASTINATION ONLY MAKES MATTERS WORSE.

ANALYZE THE REASON WHY YOU ARE POSTPONING A TASK.

### THINGS TO DO

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



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.



**BUILDING TEAMS**  
AT THE START OF A PROJECT, CREATE A UNIFIED TEAM. HOLD A TEAM MEETING AND TURN IT INTO A SOCIAL OCCASION AFTERSWARDS TO ENABLE PEOPLE TO GET TO KNOW EACH OTHER.

### POINTS TO REMEMBER

- PROJECT OBJECTIVES SHOULD BE PUT IN WRITING AND CIRCULATED TO ALL TEAM MEMBERS.
- ALL THE TEAM MEMBERS SHOULD HAVE A COPY OF CURRENT SCHEDULES.
- FROM TIME TO TIME, GET EVERYONE TOGETHER TO MONITOR PROGRESS AND SHARE IDEAS AND FEEDBACK.

**TAKING LEADERSHIP**

It is essential that team members are aware of their roles. They will remain focused if they are kept informed.



**USING YOUR STRENGTHS**

Remember that putting a wrong action right can take twice as long as getting it right the first time. Recognize your weaknesses and build on your strengths. Understand that in today's changing business environment more and more is expected of people. New tasks will feel uncomfortable and you will lack confidence – recognize and accept this as a natural human trait, but avoid letting it stop you from completing tasks. Maximize your chances of success, but also accept challenges.

**BE INVOLVED IN TASKS THAT USE YOUR STRENGTHS.**

**REMAIN FLEXIBLE SO THAT YOU CAN ADAPT TO NEW SITUATIONS.**

**BE INVOLVED IN TASKS THAT USE YOUR STRENGTHS.**

**PLANNING FLEXIBILITY**

No matter how well you have planned, some things will go wrong. There is an adage used in the military that goes, "No plan ever survives contact with the enemy". This also applies to the business environment. Make sure you do not let your to-do list become set in stone. Review it regularly. Check whether or not that actions are still relevant, or if you need to change the list to reflect circumstances you were not expecting. Be open, admit problems when they occur, and remain flexible enough to respond to difficulties.

**Involving OTHERS**

You may have to answer a call to action through the work of others as well as your own endeavors. Make sure that everyone involved in your to-do list understands their responsibilities, and aim to empower them to excel in their work.

**ENSURE THAT ALL TEAM MEMBERS ARE WORKING TOWARDS THE SAME GOAL.**

**ASK YOUR TEAM MEMBERS TO KEEP REVIEWING THEIR ACTIONS WITH THE CUSTOMER IN MIND.**

**ALIGNING PEOPLE**

If a team is to work together to improve overall performance, each member must agree on a group aim. A split in focus can cause conflict and adversely affect performance, particularly when team members come from different parts of the organization. Get them to understand and agree to the objectives of the team. Align the team towards the customer so that the team has the right focus and all members are focused on the same goal.

**DOS AND DON'TS**

<input checked="" type="checkbox"/> Do ask questions to make sure the team is co-operating willingly.	<input checked="" type="checkbox"/> Don't assume that your team, will agree with your plan.
<input checked="" type="checkbox"/> Do find out if there are any obstacles preventing an action being carried out.	<input checked="" type="checkbox"/> Don't delegate and then relinquish all responsibility for the actions.
<input checked="" type="checkbox"/> Do check that no-one is hiding resentment.	<input checked="" type="checkbox"/> Don't ignore the value of your team's ideas.

**TEAM PLANNING**

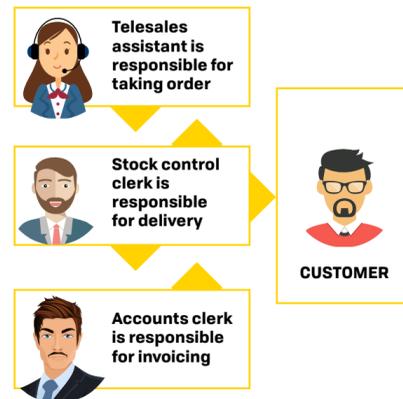
Your to-do list includes the priority you have set on each task, an estimate of how long it is going to take, and a schedule for when it is due to be completed. Ensure your team adopts the same planning method. Allocate responsibility for each specific task to one person. Make sure that people know the schedule and have agreed dates – they should know when you expect them to finish a task. Each team member's to-do list must show who will do what and by when.

**MOTIVATING TEAMS**



**GIVING RESPONSIBILITY**

In this example, the team members each have separate roles and responsibilities, but they are all working towards the same objective of getting the right product to the customer on time.



**DO-IT-NOW LEADERSHIP**

Leadership is the skill of persuading people to co-operate willingly to achieve a result. If you want people to join you in taking action now, you have to motivate them. Listen to them and understand what makes them enthusiastic about certain parts of their job. Your ability to have an impact through others is limited only by your ability to influence others to do it now. There are different leadership styles to motivate different people. Adopt the correct style, from dictatorial to consensus-based, to meet the needs of a situation.

**EMPOWERING PEOPLE**

Most people want to do a good job. Delegate actions in such a way that the person to whom you are giving the task feels a sense of ownership. Encourage this by showing people that, once the task of delegation is complete, you have full confidence that they will achieve their objectives and complete the task on time and within budget. Understand that if you treat people as though they want to succeed and improve their performance, you will produce a strong environment of willing co-operation.

**employee experience**

**interview with FAUZAN MUSTAFA**

Tell us about your experience and beginnings at Salam?

With over eighteen years of finance and accounting experience half of which was with large-scale enterprises. Enthusiastic and eager for new challenges, the prominent Salam International was the employer of choice and the state of Qatar seemed like a very prosperous and flourishing destiny. I joined Salam International in 2012 as a finance manager for both the Technology group and the oil & Gas group.

So how do you describe the working culture?

It is a very professional and business-oriented environment that avails endless career and personal growth opportunities. An innovative mindset and more than 60 years of experience in the market, make Salam a progressive business that not only aspires to grow in numbers and profits, but also in staff success stories and years of experience.

What about the relationship with Executive Management?

Executive management is keen on implementing business best practices in which we are encouraged to express our point of views utilizing both executive management vision and strategic planning to execute our work to the full satisfaction of all concerned. Having an open door policy at Salam makes it easy to finalize and achieve my group-desired goals each time. In my opinion Salam International executive management are the safety tube for the success of our entire operations and without their support I would not be able to accomplish as much of the work load I'm entrusted with.

What challenges you professionally?

Finance is an ever changing business where each day brings a different challenge. I have to be aware of each company's financial data in order to meet the forecasted budgets relying heavily on daily, weekly and monthly generated reports, case by case research, contracts negotiations and data analysis. The extremely challenging financial markets has truly augmented my competitive senses where I have to be ahead of the crowd in order to accomplish the best results.

Do you enjoy reading the Salam Experience newsletter? And what do you like about it the most?

I enjoy reading the newsletter and eagerly wait for the next issue because it gives employees, partners, suppliers and clients, a bird's-eye-view of our collective achievements, news, events, and more. I personally read the DCOO message first because it gives us direction and sets the tone for the coming period.

I also proudly offer it to my visitors mostly because it elevates Salam's competitive edge and boasts its caliber to key stakeholders, and this is what we are tasked with as Finance Department.



# happenings

SALAM INTERNATIONAL

## QATAR STOCK EXCHANGE Award

Qatar Stock Exchange announced the winners of the 2016 IR Excellence Program at the 2nd Annual IR Excellence Program Awards ceremony held in the Four Seasons Hotel on February 6th, 2017.

**BEST SMALL CAP COMPANY:  
SALAM INTERNATIONAL**

Developed and executed by Iridium, the Investor Relations (IR) Program surveyed the expert opinion of the domestic and international investment community. The program also featured a detailed ranking of corporate investor relations websites. The winners were announced as follows:

Best Qatari company overall:	Ooredoo
Best large cap company:	Qatar National Bank (QNB)
Best mid cap company:	Commercial Bank of Qatar (CBQ)
<b>Best small cap company:</b>	<b>Salam International</b>
Best Chief Financial Officer:	Mr. Ramzi Mari of Qatar National Bank (QNB)
Best Investor Relations Officer:	Mr. Mohammed Al Namla of Qatar National Bank (QNB)
Best investor relations website:	(1) Ooredoo, (2) Al Khaliji Bank (3) Mannai Corp

Mr. Rashid Bin Ali Al-Mansoori, CEO of Qatar Stock Exchange, expressed satisfaction of the advanced IR level achieved by Qatari listed companies and said: "For the second year running, we have rewarded companies and individuals that have demonstrated the highest investor relations standards in the country."

"The IR Excellence Program reflects Qatar Stock Exchange desire to achieve best international practice among our listed companies for a transparent investment environment. We want to see our listed companies committed to improving the flow of information in the market, because they are the corporate ambassadors for Qatar. These efforts are aligned to the Qatar National Vision 2030 and diversification plans of the national economy. This recognition is one of the most significant programs in the region rewarding listed corporates for their IR excellence," Mr. Al Mansoori added.

Oliver Schutzmann, CEO of Iridium Investor Relations said: "The QSE's IR Excellence Program is a testament to the Exchange's commitment towards achieving quality investor relations to improve market accessibility and support the development of successful capital markets. We would like to congratulate the Qatar Stock Exchange on their commitment to this initiative and the winners for raising the bar."

Abdul Aziz Al Emadi, Director, Listing Department of QSE, said: "Qatar Stock Exchange has been actively promoting IR for a number of years but there has never been as much attention paid to the prospects of our listed companies since receiving emerging markets status and as we aspire to achieve developed market status."

"We witnessed a good number of companies that upgraded their IR as a direct result of the Excellence Program. We look forward to seeing a stronger engagement from the remaining companies, in order to further improve the IR standards across all Qatar listed companies," Al-Emadi added.

The Excellence Program was launched in 2015. The Program is globally benchmarked against best practices to ensure a transparent methodology. The methodology and all ranking criteria were made public via the QSE's website and other public channels. This enabled all listed companies to review categories and selection criteria, and gave them several months advance notice to improve their investor relations efforts. The IR Excellence Program is not available for sponsorship to avoid any conflicts of interest.

In 2016, the IR Excellence Program featured a new mobile digital tool for website rankings. The tool enables companies to see their 2015 website ranking broken down into technology, content and service, and the areas of improvement of their 2016 score. The 2016 Program was launched in September, the evaluation began in October and was concluded in December 2016.

**"FOR THE SECOND YEAR RUNNING, WE HAVE REWARDED COMPANIES AND INDIVIDUALS THAT HAVE DEMONSTRATED THE HIGHEST INVESTOR RELATIONS STANDARDS IN THE COUNTRY."**

SALAM STUDIO & STORES QATAR



Mr. Abdul Salam Issa Abu Issa, Deputy COO of Salam International, and Mr. Pierre Khoury, Managing Director of Salam Group, led the team of senior managers who visited the new warehouse last Tuesday March, 28, 2017.

The remarkable move from the old warehouse in the Industrial Area to the sprawling GWC warehouse facilities in Busulba, Al Wukair was highly applauded by everyone.

As Mr. Khoury pointed out, "the move was so seamless that it hardly affected the flow of our usual business. Deliveries were not delayed".



Mr. Fouad Abu Hilal, Salam Studio & Stores' Regional Supply Chain Manager, toured the team to the entire warehouse, explaining the new tracking and inventory system, and demonstrating the efficient method of receiving new shipments.

From the smallest eye pencil to the biggest luggage we have in our stocks, our Warehouse Team have ably moved every single item with care and precision.

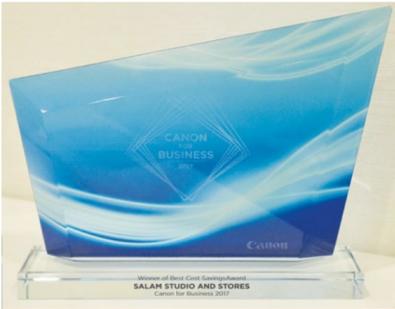
On behalf of the Management, Mr. Abu Issa appreciated all their hard work and noted,

**"THE MOVE HAS BEEN A HERCULEAN TASK BUT OUR DEDICATED MEN AT SALAM STUDIO & STORES WAREHOUSE TOOK THE CHALLENGE AND CAME OUT WITH FLYING COLORS. THANK YOU FOR ALL YOUR HARD WORK".**

Following the visit, the staff were treated to a hearty lunch.

Congratulations to Mr. Fouad Abu Hilal and to our Warehouse Team led by Mr. Moataz Obar, Warehouse Manager.





## Canon Award

**“SALAM STUDIO & STORES QATAR AWARDED BY CANON MIDDLE EAST AS “BEST IN COST SAVING” (IN TERMS OF PRINTING), DURING CANON FOR BUSINESS 2017 EVENT LAST 11<sup>TH</sup> OF APRIL. ON BEHALF OF SSS, MR. KHUBAIB HAMDAN, GENERAL SERVICES MANAGER RECEIVED THE TROPHY AWARDED BY MR. SHADI BAKHOUR, CANON B TO B MIDDLE EAST DIRECTOR.”**

## Nikon School LONG EXPOSURE PHOTOGRAPHY

Long-exposure photography training by famous photographer Mr. Shadi al-Rifai.

Nikon School in partnership with Salam Studio & Stores Photography organized training on long-exposure photography by Mr. Shadi Al-Rifai. More than 80 attendees participated in the event that was held in Warwick Hotel on March 3, 2017.



## Appliqué FASHION SHOW DISPLAYS TALENT OF VCUQATAR'S STUDENTS

“Appliqué” fashion show, was hosted by Salam Studio & Stores at The Gate Mall, on April 12 to 13 and featured the collections of 22 fashion students from Virginia Commonwealth University in Qatar’s (VCUQatar) Fashion Design program. The event was opened by Sandra Wilkins, VCUQatar’s Chair of Fashion Design and attended by guest designer Ahmed El Sayed, the co-founder of House of Nomad and VCUQatar alumnus.

The title of this year’s fashion show was “Appliqué”, which depicts the building of talents and skillsets, while showcasing the ability of students to take a concept all the way through to completion.

Students submitted their designs to be judged by experienced jury members who have thorough knowledge of the fashion industry and who are strong supporters of VCUQatar’s fashion design program.

The emphasis throughout was one of turning creative concepts into ready-to-wear pieces for the runway, which not only had to be beautiful, but also wearable and above all marketable.

Awards were also given to Deborah Sedlacek, Joshua Bigelow, Skyler Crawford and Lydia Critchfield from Virginia Commonwealth University’s home campus in Richmond, Virginia for their Senior Collections which were shown at the event.



18TH EDITION OF THE SHOW HOSTED BY SALAM AT THE GATE MALL HIGHLIGHTED THE EXTRAORDINARY DESIGNS AND SKILLS OF VCUQATAR’S FASHION DESIGN PROGRAM STUDENTS



### Awards received:

- **The Salam Fashion Award**  
Radheya Visperas.  
This award includes mentoring in the development and design of two bespoke collections, which will be sold exclusively within a dedicated space in Salam Stores, Doha.
- **The W Doha Award**  
Sarah Al-Abdulghani
- **The GLAM Award**  
Sarah Al-Abdulghani and Samyah Abou Rahma
- **VCUQatar’s Golden Needle Award, for the best Senior Collection**  
Samyah Abou Rahma
- **The Most Outstanding Junior Collection Award**  
Fatima Al-Khulaifi
- **The Most Outstanding Sophomore Collection Award**  
Heidi Rashad
- **The Outstanding Senior Award with Highest GPA**  
Radheya Visperas
- **The Outstanding Junior Award with Highest GPA**  
Alia Al-Sowaidi
- **The Outstanding Junior Award with Highest GPA**  
Sreehitha Saini
- **The Outstanding Sophomore Award with Highest GPA**  
Heidi Rashad
- **The Guest Designer Award**  
Ahmed El Sayed from House of Nomad



THE GATE MALL & SALAM INTERNATIONAL

# THE GATE MALL & SALAM INTERNATIONAL BRING LEGENDARY HEREKE CARPET *Exhibition* TO QATAR

The Gate Mall and Salam International Investment Ltd., joined hands with Turkey's Han Hall, the leading production house of Turkey's Hereke carpets to unveil The Hereke Carpet exhibition at The Gate Mall's Maysaloun Hall from the 11th to the 31st of January 2017.



The exhibition carried 100% handmade Hereke silk carpets that customarily carry 64 knots and over loop per centimeter as a tribute to the unending patience of its weaver; it included stunning collections of legendary carpets from Buckingham Palace, to the Hermitage Museum in St. Petersburg, the White House to Château de Versailles. These carpets are known to adorn iconic locations celebrating an artistic discipline that is admired by the world.

Chairman and CEO Mr. Issa AbdulSalam Abu Issa said during the event, "Salam International is truly proud to support The Gate Mall in its efforts to enrich the art and culture environment in Qatar through initiatives like this."

Han Hall, the creators of some of the carpets currently on display at The Gate Mall have developed a portfolio of over 25,000 exquisite carpet designs from the likes of Classical Hereke, to Turkish-Islamic designs.

# Heritage, ART AND EMBROIDERY

**Heritage, Art and Embroidery is an exhibition of hand embroidered work by the Inaash Association, a Lebanese NGO with almost 50 years' experience that provides employment for Palestinian refugee women and has developed a reputation for exquisite products and fine craftsmanship.**

The exhibition was held in the Maysaloun Hall, Gate Mall, under the auspices of Salam International Investment Limited to help raise awareness of the importance of Palestinian embroidery as the living visual heritage of a nation; itself being the inheritor of over 65-years of heritage.

Inaash's in-house designers work alongside local and international artists to adapt traditional motifs and patterns to the 21st century aesthetic and presented silk coats and jackets, signature embroidered shawls and najaf abayas, as well as a large range of accessories all based on traditional Palestinian patterns, colours and motifs, to capture the imagination of the discerning contemporary buyer. The rich embroidery represents a unique visual 'language' through which one woman could differentiate herself from another by the patterns on her dress.

Inaash previously exhibited in international museums including Pompidou Centre and Tate Modern, and in the Museum of Contemporary Art in Houston among several other exhibitions worldwide.

During the opening of the exhibition Palestinian artist Salim Asi performed a live graffiti painting and Palestinian storyteller, Dennis Asaad, narrated a Palestinian folk tale in its own way that touched the hearts of the masses and brought back memories of the past and the beautiful homeland.



## PHOTO WALK IN SOUQ WAQIF WITH Mr. Subodh Shetty



**Nikon School in partnership with Salam Studio & Stores Photography organized a photo walk with the theme street photography for the Qatar photographers. More than 30 participated in the event. Instructions were provided by Mr. Subodh Shetty, a famous photographer based in Dubai, UAE.**



## Nikon KIDS PHOTO CLUB

**Nikon Kids photo club in partnership with Salam Studio & Stores Photography organized its first training session for kids in Qatar.**

Shantiniketan Indian school students enjoyed a great time and learned new things on camera tricks with our specialist kids trainer Ms.Chitra Shergil.



# Kids PHOTOGRAPHY COMPETITION WITH PMQ

PHOTO MALAYALAM QATAR IS A WELL KNOWN PHOTOGRAPHY GROUP IN QATAR.

Salam Studio & Stores Photography In association with Canon, organized kid's photography competition for school students in Qatar and was a major success due to the exposure and participation. It aimed to promote the skills in children to photography.

This was held in Ideal Indian School on March 31, 2017.



## Canon Support CHI-ALSHAHQAB

Salam Studio & Stores Photography and Canon gave its support to CHI-ALSHAHQAB Horse Performance event.

They provided free printing station, DSLR cameras were also given as gifts for 3 best photographs taken. It was held in Equestrian Club from March 2 to 5, 2017.



## Energizer Lucky Draw AT THE GATE MALL, QATAR

Energizer in partnership with Salam Studio & Stores organized lucky draw contest for the customers who buy batteries from any major hypermarkets in Qatar. 10 gifts were distributed to the winners including iPhone7, iPad pro, ps4, and tv.

Promotion period was 1st December 2016 to 31st January 2017



## SALAM STUDIO & STORES UAE

### Gerry Weber IN DUBAI FESTIVAL CITY

On March 31, 2017, Salam Stores UAE opened a Gerry Weber Shop in Dubai Festival City.



A NEW CONCEPT FOR HIGH-END LADIES FASHION IS NOW AVAILABLE IN DUBAI FESTIVAL CITY.

## Premium Brands TOGETHER EVERYONE ACHIEVES MORE...

Salam Perfumes Distribution Premium Brands Team come to be working so well as a team being the new-fangled company of Salam Studio & Stores in UAE.

The group was initially Interparfums Group and was changed to Premium Brands considering the addition of Salvatore Ferragamo, the team gradually increased to 23 employees and in the span of 10 months of operations, the group got hold of progress considering the 247% growth vs. last year for Interparfums alone.

The team's dedication and valuable contributions headed to successful undertakings and as a recognition, the management presented Certificates of Appreciation to the whole team with the presence of Mr. Sadam Rawashdeh, Group Operations Manager.

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

Andrew Carnegie



**Premium Brands**  
**IS THE NEW DISTRIBUTOR OF SALVATORE FERRAGAMO**  
**AND EMANUEL UNGARO IN UAE**

Signorina  
 Misteriosa

Salvatore Ferragamo

The new fragrance



IT'S WITH A GREAT PLEASURE THAT SALAM PERFUMES DISTRIBUTION - PREMIUM BRANDS HAS BEEN APPOINTED AS THE SOLE DISTRIBUTOR OF SALVATORE FERRAGAMO AND EMANUEL UNGARO PERFUME BRANDS IN UAE MARKET.

These two luxury Italian perfume brands are now one of the key players on the international luxury market, it runs operations in Italy and worldwide which provide the brand with a broad footprint in Europe, America, Middle East and Asia.

With an aggressive business proposal submitted alongside other distributors, Salvatore Ferragamo S.p.A has entrusted SALAM the handling and management of these 2 brands in UAE.

We are confident that this addition and new development in our portfolio will steadily expand SALAM presence in UAE market.

**Interparfums Group,**  
**2ND SEMESTER,**  
**CEO AND EXECUTIVES**  
**OFFICIAL VISIT TO UAE**

THE CEO/OWNER OF INTERPARFUMS GROUP, MR. PHILIPPE BENACIN HAS VISITED SALAM UAE OFFICES TOGETHER WITH THE EXECUTIVES OF THE COMPANY, MS. CATHERINE BEYRON-SALIN, EXPORT DIRECTOR AND MS. VICTORIA RONGIER, MARKETING DIRECTOR.

Our VIP guests were received and welcomed by Mr. Pierre Khoury, Salam Group Managing Director, Mr. Saddam Rawashdeh, Group Operations Manager and Mr. Nishchal Narayan, Brand Manager.

During this day, meetings and market visit were arranged to discuss the progress and future developments of their brands in partnership with Salam Stores.

The Salam UAE Perfumes Distribution Premium Brands formally welcomed the Interparfums visitors being our valued business partner and with pleasure that the whole UAE team was presented to them.

It was started with an official meeting in Premium Brands Offices Salam Stores Wafi Mall in which Interparfums UAE seized this chance to highlight achieved Sales Figures with the growth of 300% vs. last year only from the time of commencement, February 2016 up to date.

It is then followed by a market visit within Dubai and was positively concluded with a dinner meeting.

The Salam UAE Perfumes Distribution Premium Brands formally welcomed the Interparfums visitors being our valued business partner and with pleasure that the whole UAE team was presented to them.

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It is then followed by a market visit within Dubai and was positively concluded with a dinner meeting.



From left to right: Mr. Mazen Qudmani, Mr. Saddam Rawashdeh, Mr. Pierre Khoury, Mr. Serge Kotovsky, Ms. Catherine Beyron-Salin, Mr. Philippe Benacin, Ms. Victoria Rongier and Mr. Alexander Kotovsky.

**SALAM STUDIO & STORES UAE**

**INTER PARFUM - UAE,  
2ND SEMESTER  
Brand Training**

Salam Studio & Stores has been appointed as the new distributor of Interparfums in the UAE region since February 2016 and the group was very enthusiastic to partake on the first ever Interparfums UAE Brand Training which was organized for both valued Retail Partners and the whole Salam Premium Brands Team. The event was headed by Mr. Nishchal Narayan, the Interparfums Senior Brand Manager in coordination with Creations Alexandre Miya Paris and was conducted by Mr. Charbel Abi Saad, in-house Trainer for Interparfums. Generally, the training was to give product and launch updates to all attendees as well as to formally welcome the team to Interparfums' brand history, image, positioning, target market and strategy.



The training was organized for 2 sets timings from 9:00am to 6:00pm. First day was held last Monday, 19th September 2016 where most of Retail partners have attended then the second day Tuesday, 20th September 2016 was allotted for Salam Premium Brands Team. The training was held in Jumeirah Creekside Hotel, Dubai, UAE

The SALAM-IPG UAE group had the privilege to formally welcome and introduce Retail Partners and Salam Premium Brands Team to Interparfums Brands brief history and brand image.

Interparfums also grabbed this chance to highlight and celebrate COACH 75th Anniversary where they formally launched one of their major unveilings this year, the newest women fragrance from COACH completed with some activities.



**Super  
ACHIEVEMENT**

SSS Alain organized 4 days sale event from 26th to 29th Of April 2017 in Ayla hotel in Al Ain, in an area of 450 SQM only. It was big challenge to manage in such space, but the team was real super heroes as they worked for 14 hours every day continuously, and closed the event at 1.6 M sales, which is really an excellent achievement.

Congratulations to the team for the super efforts and unlimited support.



CHLOË Grace MORETZ Introducing The NEW FRAGRANCE for HER

**COACH**  
NEW YORK

**Coach  
COME TO BE EXCLUSIVE WITH  
SALAM STUDIO & STORES**

**SALAM STUDIO & STORES has been appointed by Interparfums Group to exclusively distribute Coach Perfumes both in UAE Market.**

COACH signed an 11-year global licensing agreement with Interparfums for fragrances, walking away from its Estee Lauder partnership after nine years.

Interparfums will create, produce and distribute new fragrances and related products for men and women. Retail stores will carry the Interparfums-made products in the fall of 2016, and its fragrances will be distributed to department, specialty and duty-free stores worldwide.

The brand expected to be the 2nd player in the Portfolio after Montblanc supported with an integrated marketing and communications campaign.

**SALAM TECHNOLOGY**

# STRATEGIC PARTNER IN QITCOM 2017

QITCOM 2017 IS QATAR'S BIGGEST DIGITAL EVENT, CONNECTING SMART TECHNOLOGY WITH INTERNATIONAL EXPERTISE, INDUSTRY SPECIALISTS, KEY DECISION MAKERS AND ENTREPRENEURS.

This Event was organized at the Qatar National Convention Center from March 6-8 under the theme "Qatar Towards a Smart Future" and attracted over 13,000 visitors.



Mr. AbdulSalam Abu Issa, Salam International's Deputy COO, also addressed the importance of Salam Technology being a Strategic Partner during his speech at the opening ceremony.

**SALAM TECHNOLOGY WAS THE ONLY STRATEGIC PARTNER IN QITCOM 2017, SHOWCASING THEIR LATEST PRODUCTS AND TECHNOLOGIES WITHIN ITS DEDICATED PAVILION.**



## SALAM TECHNOLOGY

# QAFCO Award

Salam Technology received a letter from QAFCO which reflects Salam Technology Performance for the Year 2016.

The Performance was rated as EXCELLENT.

Salam Technology has been a long time partner of QAFCO providing materials required for Maintenance, Repair and Operation of their plants and establishments.

Congratulations to Salam Technology Team! Well done!



## SALAM INDUSTRIES



# Free MEDICAL MISSION

The Guardians Legion of Qatar certified by the Ministry of Supreme Health organized a free medical mission in the premises of Salam Industries.

Salam Industries employees were so happy on this initiative. It was held in February 24, 2017.



# Completed Projects

## DOHA BANK NEW BRANCH AT MALL OF QATAR

Salam Industries has completed interior fit out and MEP work for Doha Bank new branch at Mall of Qatar and handed over to the client in the month of January 2017 and it's already opened for business.



## CORAL & MYKONOS RESTAURANTS AT INTERCONTINENTAL HOTEL

Salam Industries has successfully executed interior fit-out work including MEP for both Coral and Mykonos Restaurants at the Intercontinental Hotel.

# New Appointments

## STREAM INDUSTRIAL & ENGINEERING



**Mr. Mohamed Kamakh**  
Joins us as  
Project Engineer -  
Mechanical



**Mr. Sanju Jacob**  
Joins us as  
Mechanical Site  
Engineer



**Mr. Muhammed Sadiq**  
Joins us as  
Electrical Site Engineer



**Mr. Renz Mark Icban**  
Joins us as  
Document Controller



**Ms. Krysthine Joy Angeles**  
Joins us as  
Accounts Asst. /  
Document Controller



**Mr. Louie Togonon**  
Joins us as  
Document Controller



**Mr. Ayman Abdul Karim Al Majali**  
Joins us as  
Operations Director



**Ms. Salwan Abousalem**  
Joins us as  
Mechanical Site  
Engineer



**Mr. Khaldoon Wassouf**  
Joins us as  
Construction Manager



## SALAM STUDIO & STORES UAE



**Mr. Mina Zakaria**  
Joins us as  
Brand Manager  
Perfumes Distribution-  
Premium Brands



**Ms. Maria Khristine Concepcion**  
Joins us as  
Office Assistant,  
Perfumes Distribution-  
Premium Brands



**Ms. Solange Al Ghazal**  
Joins us as  
Brand Manager,  
Distribution Perfumery-  
Estee Lauder



**Mr. Yousuf Sarang**  
Joins us as  
Data Entry & Inventory  
Controller, Perfumes  
Distribution-Premium  
Brands



**Ms. Elaine De La Cruz**  
Joins us as  
Office Assistant,  
Perfumes Distribution-  
Premium Brands



## SALAM INDUSTRIES



**Mr. Reuel Alde Tumbokon**  
Joins us as  
Draftsman, Joined  
Design Department



**Mr. Cristian C. Paul**  
Joins us as  
Draftsman, Joined  
Design Department



**Mr. Gukula Krishnan**  
Joins us as  
Quantity Surveyor,  
Estimation Department.



**Mr. Jessie Cabrera**  
Joins us as  
Project Manager,  
Engineering Department



**Mr. Hardip Singh**  
Joins us as  
Site Engineer,  
Engineering Department



**Mr. Eben George Babu**  
Joins us as  
Procurement/ Estimation,  
MEP Department



**Mr. Fawaz Ajireen**  
Joins us as  
Quantity Surveyor,  
Estimation Department



**Mr. Mohamed Bahar**  
Joins us as  
Project Engineer,  
Engineering Department



**Mr. Khaled Hosny**  
Joins us as  
Architect,  
Design Department



**Mr. Ernesito Nuestro Dela Cruz**  
Joins us as  
Draftsman, Joined  
Design Department



**Mr. Freddie Rick Paulite**  
Joins us as  
Draftsman, Joined  
Design Department



**Mr. Naveen Shetty**  
Joins us as  
Planning Engineer,  
Planning Department



**Mr. Michael Perez**  
Joins us as  
Site Engineer,  
Engineering Department



**Mr. Subash Nagarathinam**  
Joins us as  
Project Manager,  
MEP Department



**Mr. Ryan Rene Arayon Agbon**  
Joins us as  
Draftsman, Joined  
Design Department



**Mr. Shawky Hosny**  
Joins us as  
Sr. Project Manager,  
Engineering Department



**Mr. Nizar Komby**  
Joins us as  
Electrical Engineer,  
MEP Department



## Promotions

### SALAM STUDIO & STORES UAE



**Manal Basem Addnan Salouse**  
promoted as  
Brand Manager,  
Distribution Perfumery-  
Tom Ford



**Olga Gerasimova**  
promoted as  
Assistant Brand  
Manager, Distribution  
Perfumery - Estee  
Lauder & Tom Ford



**Hina Hamid**  
promoted as  
Counter Manager,  
Distribution  
Perfumery- Clinique



**Yousry Shawky Hassan Deyab**  
promoted as  
Counter Manager -  
Beauty Specialist,  
Distribution  
Perfumery- Tom Ford



**Saltanat Abdyrazakova**  
promoted as  
Counter Manager -  
Beauty Specialist,  
Distribution  
Perfumery- Tom Ford



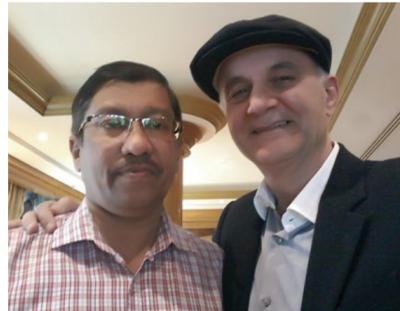
**Maisaa Mustafa Othman**  
promoted as  
Counter Manager -  
Beauty Specialist,  
Distribution  
Perfumery- Tom Ford



**Jenia Krisna Tuvera**  
promoted as  
Executive Secretary,  
Perfumes Distribution  
Premium Brands



# occasions



A very sincere and hardworking gentleman who served Salam for 33 years and seen the company growing from a family business to a Share Holding Company from 1 company then to 43 companies now.

During his speech at the farewell which was held at Salam Petroleum Conference Room, he thanked the top management and the family members for the trust they had in him and for the support he was given by the Salam Family and wished success to the Salam Family in the future.

A Journey of thousand miles by Mr. Salim Chowdhury.



## A JOURNEY OF 33 YEARS IN SALAM FAMILY

## Farewell TO MR. SALIM CHOWDHURY

Mr. Salim Chowdhury joined Salam Trading as an Accountant in 1983 and worked directly with his manager Mr. Hussam Abdul Salam Abu Issa. When Salam was flourishing its business, he was promoted as Chief Accountant of Salam Foods in 1985 where it had a huge show room at Al Saad for 18 years. After the Sale of Salam Foods in 2001 he was then transferred to the Industries Sector of Salam where he served as a Chief accountant for Alu Nasa and Gulf Industries for a period of 6 years from 2002 to 2008. He then worked for a very challenging and new company of Salam International which is Gulf Steel for a period of 7 years form 2009 till 2014. When Salam acquired PRETECT (formerly known as RBG) he was then transferred to PRETECT to manage the Finance as a chief Accountant where he rendered his services for 2 years from 2015 to 2016.

It was March 2016 when he decided to call for a day to quit his job and settled down in his home town Sylhet in Bangladesh and spend time which his family and friends.



# matrimony



SALAM STUDIO & STORES UAE



Congratulations to

**Mr. Niyas Kodaiparambil Sidieq**

Sales Associate - Retail Wafi, on his marriage.



Congratulations to

**Mr. Mohamad Abdulsattar Abodan**

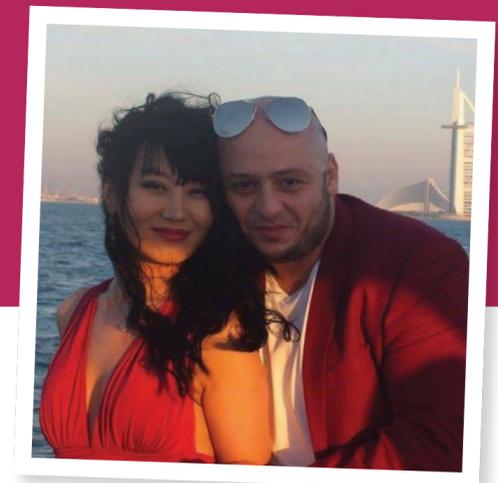
Department Supervisor - Retail Wafi, on his marriage.



Congratulations to

**Ms. Babeth Ann Gamer Imperial-Laborce**

Services/Head Office- HR Dept. & Office of the Country Manager, on her marriage.



Congratulations to

**Ms. Perizat Kyzy**

Sales Associate - Retail Kido Mirdif, on her marriage.

# events

## SIIL CELEBRATED QATAR NATIONAL Sports Day!

On 14th of February, SIIL celebrated the National Sports Day with different sports activities such as Basketball, Table Tennis, Bowling and Cricket.

Basketball was held in Ali Bin Hamad Attiya Court Al Sadd, Bowling in Gondolania Villaggio, Cricket in Westbay Cricket Ground and Table Tennis in the Maysaloun Hall of the Gate Mall.



### BOWLING WINNERS

**Champion:** Salam Industries  
**1st Runner up:** Salam Petroleum  
**2nd Runner up:** ITC & Q Gardens & Salam Enterprises

Mr. Jun Garcia from Salam Industries made it again for the MVP with a 193 points.



Champion: Stream Industrial & Engineering

### BASKETBALL WINNERS

**Champion:** Stream Industrial & Engineering  
**1st Runner up:** Prelect/Salam Petroleum  
**Most Valuable Player:** Mr. Bervic Malalad Higue of Stream



SPS & Prelect Runner Up



Most Valuable Player: Mr. Bervic Malalad Higue of Stream



## CRICKET WINNERS

**Winning Team:** Salam Studio & Stores  
**Runner-up Team:** International Trading & Contracting (ITC)

**Man of the Tournament:** Mr. Shajeer Shajahan of ITC  
**Best Batsman:** Mr. Manohar of ITC  
**Best Bowler:** Mr. Shamsheedul Nahas of Salam Studio & Stores



## TABLE TENNIS WINNERS

**WOMEN:**  
**1st Place:** Ms. Tatiana Hassan (non Salam employee)  
**2nd Place:** Ms. Zyra Barra Valentino (Salam Studio & Stores)

**MEN:**  
**1st Place:** Mr. Omar Al-Najjar (Salam Studio & Stores)  
**2nd Place:** Mr. Mustafa Abdel Aziz (Salam Enterprises)



## GENERAL ASSEMBLY

SIIL and Salam Bounian Annual General Assembly was held last February 26, 2017 at the Maysaloun Hall of the Gate Mall.

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



# Fanajeen Cafe

## GRAND OPENING



Fanajeen Café is the epitome of sophistication and style with its décor that transports you to a timeless place where you can sit and forget – a place to escape.

"This concept celebrates romance with magic", says Mr. Alan Massouh, General Manager of Salam Hospitality. "It puts you in a nice setting of colors, deep in its thoughts, but relaxed with its seating and openness. The cuisine is based on South of France and North of Italy, adding a little bit of local twist whenever we can".

Treat yourself to a visit and enjoy the menu offering that boasts a wide selection of culinary specialties, along with a good choice of signature cocktails, light meals and delectable desserts.

### SALAM HOSPITALITY IS PLEASED TO ANNOUNCE THE OPENING OF FANAJEEN CAFÉ

**Salam Hospitality celebrated on March 8, the grand opening of Fanajeen Café, located on the ground floor of The Gate Mall and Mall of Qatar.**

To expand their reach, Fanajeen Café is the third concept that was added to Salam Hospitality's repertoire, following the opening of Eatopia in September 2014 and Café #999 in July 2016.



Salam Hospitality is an innovative company that aspires to be associated with trendsetting concepts. Salam Hospitality combines a unique set of skills, together with intellectual and hands-on leadership, to offer the successful development and management of unique hospitality concepts and brands.

Salam Hospitality was founded in Doha, Qatar in 2008, as the newest addition to Salam International's bouquet of companies. Salam International embarked on a restructuring initiative to consolidate the various Salam companies into well-optimized sectors, of which Luxury Retail & Hospitality (LR&H) is a prominent sector.

# 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 AND ELEGANT TRAVEL GEAR, STYLISH YET ORGANIC CLOTHING, JOYFUL TOYS AND SUPER-PRACTICAL AND HEALTHY BABY CARE PRODUCTS.

## SALAM INDUSTRIES

### Wynther Zia S. Calma

Son of Ferlin Calma, Draftsman, Design Division



## SALAM STORES UAE

### Alvin Damian Santos Jr.

son of Ms. Raquel Damian, Distribution Perfumery- Clinique



### Cassandra Nicole Rico

Daughter of Ms. Emalyn Rico, Distribution Perfumery- Clinique



### Khalifa Nasser Abbase Albulishoe

Son of Ms. Kolsom Negahdar Ghaedi Zadeh- Distribution Perfumery- Clinique



### Seif Mahmoud Razk Mahmoud Radwan

Son of Mr. Mahmoud Rezk Mahmoud Ibrahim Radwan, Distribution Perfumery- Tom Ford



### Naya Rami Meslet

Daughter of Mr. Rami Meslet, Retail - Armani Jeans Yas Mall



### Ryan Jay Warnasuriya

Son of Ms. Toma Ramona, Retail Escada Dubai Mall



### Maria Alhartha

Daughter of Mr. Alhartha Adnan Fathi Alsabbagh Alnasani, Retail - Boutiques Yas Mall



### Diyorakhon Akhrarova

Daughter of Mr. Farkhod Akhrarov, Retail - Cornelianni Dubai Mall



### Yousuf Moustafa Abdelfah Sayed

son of Ms. Muna Al Taim, Distribution Perfumery- Estee Lauder



### Hala Olabi

daughter of Mr. Adel M.Khair Olabi, Retail Armani Jeans Al Ain



### Juliann Matteo Navia

Son of Ms. Jomelle Reyes, Distribution Perfumery- Clinique



### Aaron Khadgi

Son of Ms. Bishnu Maya Katuwal, Distribution Perfumery- Estee Lauder



### Donay Samier Ismael

Daughter of Mr. Ghaliath Samier Ismael, Operations Manager - Retail Wafi Store



### Rayan Kassar

Son of Mr. Mohamed Azmi Kassar, Perfumes Distribution- Premium Brands



### Rakan Khaled Khalaf Aldabaibeh

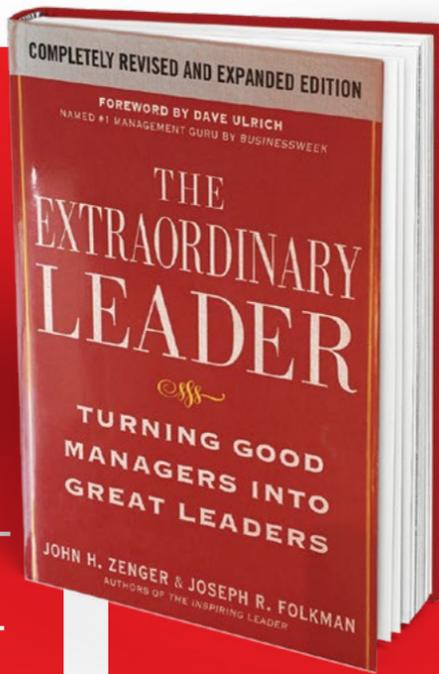
Son of Mr. Khaled Khalaf Salameh Aldabaibeh, Department Supervisor - Retail Wafi Store.



# bookworm

## Book Review

# THE EXTRAORDINARY LEADER: TURNING GOOD MANAGERS INTO GREAT LEADERS BY JOHN ZENGER & JOSEPH FOLKMAN



The Extraordinary Leader is a groundbreaking guide that helps you pinpoint and maximize the leadership qualities you already possess. This brand-new edition has been extensively updated to include the latest research into leadership psychology, case studies for leading in a global environment, and the necessary skills for guiding yourself, your team, and your organization to greatness.

"This is a 'must read' for coaches, leaders, and those who develop them. The Extraordinary Leader... is destined to be a classic in our field."

**Marshall Goldsmith**, named by Forbes as one of five top executive coaches and by The Wall Street Journal as one of the "Top 10" executive educators

"The Zenger Folkman philosophy has its eye on the right goal-real, measurable results. The Zenger Folkman leadership model is distinguished from others in that it is backed up by research and data."

**Bill Blase**, Senior Executive Vice President, Human Resources, AT&T Corp.

"Through their exceptional research, the authors demonstrate and prove that leadership does make a difference and that you can learn to lead."

**James M. Kouzes**, Chairman Emeritus, Tom Peters Company, and coauthor of The Leadership Challenge and Encouraging the Heart.

"Extraordinarily readable! This book represents some of the best thinking on leadership I've seen in a long while."  
**E. David Spong**,  
President, Military  
Aerospace Support,  
The Boeing Company.



A NO-NONSENSE, BATTLE-TESTED PROGRAM FOR DEVELOPING EXCEPTIONAL LEADERSHIP SKILLS – BOTH IN YOUR ORGANIZATION AND YOURSELF.

THE ABILITY TO LEAD, FAR MORE THAN JUST A NATURAL GIFT, IS A CONCRETE AND LEARNABLE SKILL – ONE THAT CAN BE ACQUIRED BY STUDYING AND APPLYING SPECIFIC PROFICIENCIES AND ATTITUDES. THE EXTRAORDINARY LEADER DRAWS ON RESPONSES FROM 200,000 QUESTIONNAIRES TO DEFINE THE SKILLS THAT COMPRISE EFFECTIVE LEADERSHIP, AND THEN PROVIDES A SYSTEMATIC AND INNOVATIVE PROGRAM FOR ATTAINING, DEVELOPING, AND IMPLEMENTING THOSE SKILLS.

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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