

# the Salam experience

## Employee or Entrepreneur?

I BELIEVE ANYTHING IS POSSIBLE  
I SEE OPPORTUNITIES WHEN OTHERS SEE IMPOSSIBILITY  
I AM FOCUSSED. I AM CURIOUS  
I AM WILLING TO TRY NEW APPROACHES  
I CREATE. I LEARN. I GROW. I LEAD. I TAKE ACTION  
I DREAM. I AM CONFIDENT. I AM A SELF-STARTER  
I AM DETERMINED. I AM DISCIPLINED  
I AM COMPETITIVE. I AM PASSIONATE  
I AM AN ENTREPRENEUR

2<sup>nd</sup> Quarter 2018



Salam International Newsletter

Not for Sale

## editor's note

**Sara Abu Issa**

Manager, Corporate Communications

Dear TSE Readers,

**As you flip through the pages of this edition of The Salam Experience, as you take in the pictures and read the stories, you are sure to notice that - things have been happening! Despite challenges and changes - our people are working. In spite of unexpected realities, our teams are getting the job done. Irrespective of the volatility in the market, some of our industries are going after new opportunities.**

All of this - without exception, is because of YOU. As a member of the extended SILL family, it is your contributions that move our company forward. Whether you shoulder responsibilities in the boardroom or your work is carried out in a warehouse, every time you use your expertise, apply your energy, extend your effort & deliver results, you are creating SILL's future. So to all our people - thank you for your loyalty and your efforts.

When you reach our CEO's message you will see that he has challenged us to view ourselves differently. He has called us to go beyond simply being employees and develop a different mindset; a mindset that will call us to work as entrepreneurs or owners would. Are we up to that challenge to relook at how we view our roles?

As the business environment continues to evolve around us and as SILL looks to the future, we can all agree on this - without the dedication and commitment of our employee-entrepreneurs, growth and success would not be possible. So let's renew our commitment to go beyond and grow beyond so that together we can create the future we all deserve!



# breaking news

## SALAM ENTERPRISES

DUBAI

### CONSTRUCTION DIVISION

The Construction Division of Salam Enterprises LLC - Dubai have been contracted for the supply of Cast-in Channel System for fixing Steel Node to Concrete Slab for **EXPO 2020 Project** in Dubai.

For the **Meydan One Project** in Dubai, we have won the order for supplying Shear Dowel System for the transfer of shear forces between steel reinforced concrete.

We have also been awarded the order for supply of Lifting System for precast concrete element for **Heart of Europe Marine Works Project**, again in Dubai.

Our Mechanical and Chemical Anchors will be used in the following projects in Dubai:

1. **Holiday Inn Hotel Project**
2. **Dubai Metro Extension Project**
3. **Private Resort Villa Project**
4. **Six Tower Project at Dubai Creek Residence**
5. **Al Habtoor City Residential Tower Project**
6. **One at JBR Project**
7. **EXPO 2020 Project**

### REGIONAL WINS In Doha, Qatar:

- For the **Kahramaa Phase-13 Substation Project**, we have signed the contract for supply of Channels System for fixing of power equipment and installing of cable tray & pipe supports.
- For the **Greenline Metro Project**, we will be supplying Lifting System for precast concrete element.
- We have also been contracted for supplying Mechanical and Chemical Anchors for the following projects:-

1. **Moon Island Project**
2. **Al Mutahidah Twin Tower Project**
3. **VVIP Project at Pearl**

In Amman, Jordan, we have been awarded the order for the supply of Cast-in Channel system for fixing of Aluminium Curtain Walling for the **Campbell Gray Hotel**.

In Bahrain, our Mechanical and Chemical Anchors are being used for the **Bahrain Airport Project**.

### WATER DIVISION Projects in UAE

- We delivered a state of the art Ultra-filtration & Reverse Osmosis System for a Café chain in Dubai, of 1.5 M<sup>3</sup>/Hr capacity, to our client Future Technologies.
- We delivered a complete softening, filtration & sterilization system, of 19 M<sup>3</sup>/Hr capacity, for a 5-Star Hotel Apartment Project in Palm Jumeirah - Dubai, through the MEP Contractor: Radiant Electromechanical.

# NEWS ROOM

## STREAM INDUSTRIAL & ENGINEERING

### NEW PROJECTS:

- Client: **MINISTRY OF FINANCE**
- Main Contractor: Salam Enterprises
- Project Name: Ministry of Finance- Interior Fit Out (2B+G+3) MAIN BUILDING +PARKING AREA + EXTERNAL LIGHTINGS + SERVICE BUILDING)
- Description: Supply, Installation, Testing and Commissioning of Complete HVAC, Electrical, Fire Alarm, Fire Fighting System, Plumbing Works including External Lightings.

- Client: **QATAR KENTZ W.L.L.**  
(Member of the SNC Lavalin Group)
- Project Name: West Phase-1 District Cooling Plant, Lusail City Development, Doha, Qatar
- Description: Building Services Works

- Client: **QATAR KENTZ W.L.L.**  
(Member of the SNC Lavalin Group)
- Project Name: West Phase-1 District Cooling Plant, Lusail City Development, Doha, Qatar
- Description: Electrical & Instrumentation Process Works

- Client: **DOHA COLLEGE**
- Main Contractor: Domopan
- Project Name: New Campus for Doha College at Al Wajba
- Description: Supply, Installation, Testing and Commissioning of Complete Electrical, Fire Alarm, Fire Fighting System, Plumbing Works including External Lightings.

## SALAM INTERIORS / ATELIER 21

DUBAI

- Awarded with a project for placement of furniture, loose furniture, including joinery works, artworks, custom-made joineries, bathrooms equipment and accessories at Al Bayader, Sharjah.
- Awarded with a project for joinery works at Australian International School, Dubai.
- Fauchon at K.S.A.
- Gerard Patisserie, Dubai.

## SALAM ENTERPRISES

ABU DHABI

### PROJECTS AWARDED BY THE FOLLOWING SECTORS:

- Another project for Higher Colleges of Technology, Abu Dhabi for the supply & installation of office furniture.
- New project for Injazat Data Systems, Abu Dhabi for the supply & installation of office furniture.
- Khadamat Facilities Management LLC, Abu Dhabi for supply & installation of office furniture.
- Another project for Nareel Island Development, Abu Dhabi for supply & application of acrylic coating for cycle track surface.
- National Petroleum Construction Company (NPCC), Abu Dhabi for provision of labor, material & workshop facilities to upholster & repair chair & sofa seats on board.

### PROJECT COMPLETED FOR THE FOLLOWING SECTOR:

- Higher Colleges of Technology for the supply & installation of office furniture.
- Injazat Data Systems, Abu Dhabi for the supply & installation of office furniture.
- Nareel Island Development, Abu Dhabi for supply & application of acrylic coating for cycle track surface.

## SALAM ENTERPRISES

QATAR

### MAJOR PROJECTS WON:

- Fit out works for Ministry of Finance Main Building.
- Supply & Installation of Carpet for Five Star Hotel project at Al Muntaza, with Redco Construction Al Mana.
- Supply & Installation of Jogging Track for Katara. Construction, Completion, Maintenance Testing and commissioning of the Masterplan Development of Katara Hills (Phase III) at Katara Project with Boom General Contractors.
- Supply & Installation of Rubber Flooring and Artificial Grass for Qatar Armed Forces with Al Seal Contracting and Trading.
- Supply & Installation of Vinyl Flooring for Baladna Farm Phase 2 Project with UCC.
- Supply and Installation of Office Furniture for Free Zone Authority Doha.
- Supply, Installation and Maintenance of Interior Finishes for Combined Clinin, Qatar Armed Forces, with Al seal Contracting and Trading.
- Supply & Installation of Rubber Flooring, Artificial Grass and Carpet flooring for Ashghal Static Laboratory Testing Equipment project with Doha Group.
- Supply & Installation of Rubber Flooring & Sports Equipment's for Ministry of Education and Higher Education.
- Interior Design and Fit out of Juri a Marwab Hotel Doha for Fahad Bin Abdulla Bin Thani Group.

# contents

→ *editors corner*

SALAM ENTERPRISES DUBAI, QATAR & ABU DHABI  
 STREAM INDUSTRIAL & ENGINEERING  
 SALAM INTERIORS / ATELIER 21 DUBAI

2 *newsroom*

EMPLOYEE OR  
 ENTREPRENEUR

6 *ceo message*

MAKING CUSTOMER FOCUSED DECISIONS

8 *issue article*

SALAM HOSPITALITY, SALAM TECHNOLOGY  
 SALAM INDUSTRIES  
 SALAM STUDIO & STORES QATAR & UAE  
 QATAR GARDENS  
 SALAM INTERIORS & ATELIER 21 DUBAI  
 SALAM ENTERPRISES QATAR, ITC, ITC & MIDECO  
 SALAM ACADEMY

10 *happenings*

21

*new births*

21

*promotions*

21

WARM WELCOME TO OUR  
 NEW TEAM MEMBERS

*new appointments*

22

IFTAR GATHERING  
 FAREWELL GATHERING  
 SOHOUR GATHERING

*occasions*

24

BOOKWORM  
 GLOBAL COMPETITIVENESS

*hot stuff*



## CEO MESSAGE

# EMPLOYEE OR ENTREPRENEUR

DOING BUSINESS TODAY IS NOT FOR THE FAINT-HEARTED! GONE ARE THE DAYS WHEN WE COULD RELY ON PAST SUCCESS ALONE OR EXPECT OLD LOYALTIES TO HOLD STEADY AGAINST RAPIDLY CHANGING TIDES. DESPITE THE FACT THAT AS A NATION, WE'VE PERFORMED WELL TO WITHSTAND THE PRESSURES OF THE ECONOMIC BLOCKADE AND AS A GROUP, SOME OF OUR COMPANIES HAVE RISEN TO THE CHALLENGE – WE STILL HAVE A FEW HOME TRUTHS TO FACE. NO MATTER THE INDUSTRY, UNLIKE THE PAST, TODAY'S REALITY IS THAT CUSTOMERS HAVE AN INFINITE NUMBER OF OPTIONS AND SUBSTITUTES.

**THE CUSTOMER IS TRULY IN CONTROL. THEIR EXPECTATIONS ARE HIGH AND EVER-CHANGING, THEREBY CREATING AN ENVIRONMENT WHERE WITHOUT AGILITY AND CREATIVITY, A BUSINESS WILL NOT SURVIVE.**



While SILL enjoys certain advantages in being a large conglomerate there is also something we must accept. In highly competitive, volatile environments full of new entrants and innovative startups, companies that are big and have long histories tend to move like large cruise ships. The thing about cruise ships is this – when faced with a sudden change, they aren't able to react as quickly and fare as well as small speedboats can. In most industries, newer entrants with smaller operations led by entrepreneurs with vision have realized that they can easily gain access resources and infrastructure. They are aware that they don't require massive capital investments to challenge more established players. Due to technology and connectivity companies of any size can scale up or down, carving out a position that is advantageous to them.

This being the case, the only thing that can truly guarantees success is a great product-market fit, an outstanding relationship with customers and the ability to be agile and creative in a market that keeps on evolving. Soon we will see that it is companies with entrepreneurial team members, who will enjoy success and surpass all others despite how big or small they are. Soon we will agree that an entrepreneurial mindset is something that must be fostered in companies of any size, in order to guarantee success in this new and changing business landscape.

In recognition of these realities SILL has been driving and distilling a performance culture where we are equipping and encouraging our people to function as an 'owner' and 'entrepreneur' as against being an 'employee'. SILL values its employees and respects their experience and expertise. But consider this; if all

of us think of ourselves merely as employees of SILL, we will limit ourselves to being 'resource oriented' people. Our focus will become all about the resources we have or we lack. However, if we choose to think like entrepreneurs we will become 'opportunity oriented' people and our focus will shift. We will not just spot opportunities, but we will go after them quickly and creatively. We will maximize on every opening innovatively and profitably. That, is what an entrepreneur does.

Think about this - while employees crave security and choose to remain 'within the box', entrepreneurs crave freedom and pursue ideas that are 'out of the box'. Where an employee seeks to meet a short-term expectation - an entrepreneur is inspired by long-term vision. An employee will tend to 'wait for the right time' - an entrepreneur will say 'the right time is now'. While these comparisons can go on, the bottom line is this: every single one of us at SILL, no matter what position we hold, have the opportunity to transform ourselves from employee to entrepreneur. We can choose to take full ownership of whatever we are doing. From the bottom right to the top, we can constantly look for opportunities to be innovative and agile. We can hunger for success and be driven by results. And finally, we can actively work at shedding the title of being 'just another employee' and instead embrace the mindset of being an entrepreneur at SILL.

**Mr. AbdulSalam Abu Issa**



# issue article

SALAM INTERNATIONAL



## MAKING CUSTOMER FOCUSED Decisions

IF CUSTOMERS ARE TO COME FIRST, THEY NEED TO BE CONSIDERED AS A MATTER OF COURSE VERY TIME THE TEAM MAKES A DECISION. TO ENSURE THAT YOU MAKE THE RIGHT DECISIONS FOR YOUR TEAM AND YOUR CUSTOMERS, ESTABLISH A LOGICAL PROCESS THAT YOU FOLLOW EVERY TIME.

✓ ENSURE THAT YOU IDENTIFY ALL THE OPTIONS BEFORE MAKING A DECISION.

✓ ALWAYS LOOK AT THE FACTS OF AN ISSUE.

### USING A PROCESS

Following the same customer-first process in making every decision has several benefits. The team will become faster at decision-making, since when everyone knows the process, they quickly eliminate customer-unfriendly options and come to the most suitable alternative. In addition, any team members who are opposed to a decision are more likely to accept it if it has been reached by consensus. Imagine that your customers are present at a decision-making meeting, and consider what they would add to the discussion.

### DEFINING THE IDEAL

The team must agree on the criteria against which they wish to measure a decision. Consider the criteria that your customers would use. Suppose, for example, you need to choose between two suppliers of office equipment. Ask the team to brainstorm what the ideal solution would be from both the customers' and the team's point of view. Ask the questions "What do we want this equipment to do for our customers and the team? What benefits should we look for?" This list then gives the team a way of filtering options and comparing alternatives.

### EVALUATING OPTIONS

With the team's help, identify which criteria are most important to customers. You may find that three or four stand out as vital. Now measure all your options against the ideal agreed for each of these important criteria. The process is logical, but good creative thinking is still needed to evaluate the options effectively. Having carried out this evaluation, you may find that the decision is obvious. If not, take the next most important criterion and repeat the process. Continue until one option stands out, or until the team is certain that, say, two options have nothing between them. Where that is the case, choose the option that is best for your customers.

### CONSIDERING OPTIONS

In this example, a team discusses the option of engaging a new supplier. The manager encourages the team to weigh up the options from both the customers and their own viewpoint before making a final decision that puts the customers first.



## Points to Remember

- 1 IT IS BETTER TO CONSIDER MORE THAN ONE OPTION SO THAT SUFFICIENT THOUGHT GOES INTO MAKING THE BEST DECISION.
- 2 WHEN A TEAM DOES NOT HAVE TIME TO THINK ABOUT A DECISION BUT TAKES THE ONLY OPTION THEY CAN THINK OF THEY ARE FIRE-FIGHTING.
- 3 SUCCESSFUL TEAMS GET OUT OF FIREFIGHTING MODE AND START TO MAKE DECISIONS AHEAD OF TIME.
- 4 WHEN SUGGESTING A DECISION TO YOUR MANAGER, BE PREPARED TO JUSTIFY WHY YOUR OPTION IS THE BEST.

✓ CONSIDER HOW A DECISION WILL AFFECT CUSTOMERS.

### MAKING SAFE DECISIONS

What would be the impact if you made a wrong decision? If it lost you a customer it could be catastrophic, so use the SAFE criteria (Suitable, Acceptable, Feasible, and Enduring) as a final test. Ask yourself "Is the decision really the most suitable one given the current customer situation? Is the decision acceptable to the customer and everyone else who has an interest in it? Will it be feasible and practical to implement the decision given the time and resources available? Will the decision endure in the long term, or will it become invalid or unacceptable to the customer?" Use the SAFE criteria as a quick check for any decision made by teams or individuals.



# happenings

## SALAM HOSPITALITY

### EATOPIA CONFERRED WITH HACCP CERTIFICATION BY Bureau Veritas

Eatopia has achieved another significant milestone by having its food safety management system certified as HACCP compliant by the international certification agency Bureau Veritas on 10th May 2018.

In a brief ceremony held at Eatopia on 11th June 2018, the certification plaque was handed over to Mr. Chady Maalouly, General Manager of Salam Hospitality, by Mr. Selim Kseib, Country Chief Executive of Bureau Veritas International Doha. Also present at the ceremony were Mr. Wadiah El Haddad and Mr. Charles Omezi, Executive Chef and Food Hygienist respectively at Salam Hospitality, and Mr. Vinoth K P and Mr. Makram Abou-Fakherdine, Certification Manager and Sales Manager respectively at Bureau Veritas International Doha. The handover was followed by ceremonial cake-cutting celebrating the achievement.



HACCP (Hazard Analysis and Critical Control Points) is a quality management standard incorporating systematic preventive approach to food safety. The certification is awarded after an extensive period of rigorous evaluation and periodic audits by experts from the agency, and is valid for a period of three continuous years before renewal.

Salam Hospitality is extremely proud of the certification achievement by Eatopia which demonstrates the organization's commitment towards maintaining the highest standards of food safety in all aspects of production and service, and acknowledges the dedicated commitment by all the staff at Eatopia towards this remarkable achievement.



Certification handover ceremony (L-R): Mr. Vinoth K P, Mr. Wadiah El Haddad, Mr. Chady Maalouly, Mr. Selim Kseib, Mr. Maram Abou-Fakherdine

## SALAM TECHNOLOGY



### Salam Technology WINS CISCO'S "ENTERPRISE NETWORKS PARTNER OF THE YEAR"



Salam Technology is extremely proud to receive Enterprise Networks Partner of the Year Award 2017/2018 during CISCO Annual Partner Summit.

This demonstrate Salam Technology capability and commitment in providing end-to-end Solution to our enterprise valued customers.



HUAWEI AWARDS SALAM TECHNOLOGY WITH AN EXCELLENCE AWARD FOR ENTERPRISE SCALE OUT STORAGE FOR HAMAD INTERNATIONAL AIRPORT PROJECT



Salam Technology is extremely proud to receive First Huawei Enterprise Scale Out Storage Excellence Award for Hamad International Airport Project.

SALAM TECHNOLOGY BREAKS NEW GROUND AS THE FIRST TO OFFER HUAWEI'S PRIVATE CLOUD HYPER CONVERGED SOLUTION



Salam Technology is extremely proud to receive First Huawei Private Cloud Hyper Converged Solution Sales in Qatar



## SALAM TECHNOLOGY

### VISIT TO China

Mr. AbdulSalam Abu Issa, SIIL CEO and Mr. Santosh Cherieth, DIS Manager (Salam Technology) visited Huawei HQ factory in China on April 27, 2018.



## SALAM INDUSTRIES

### Projects Completed

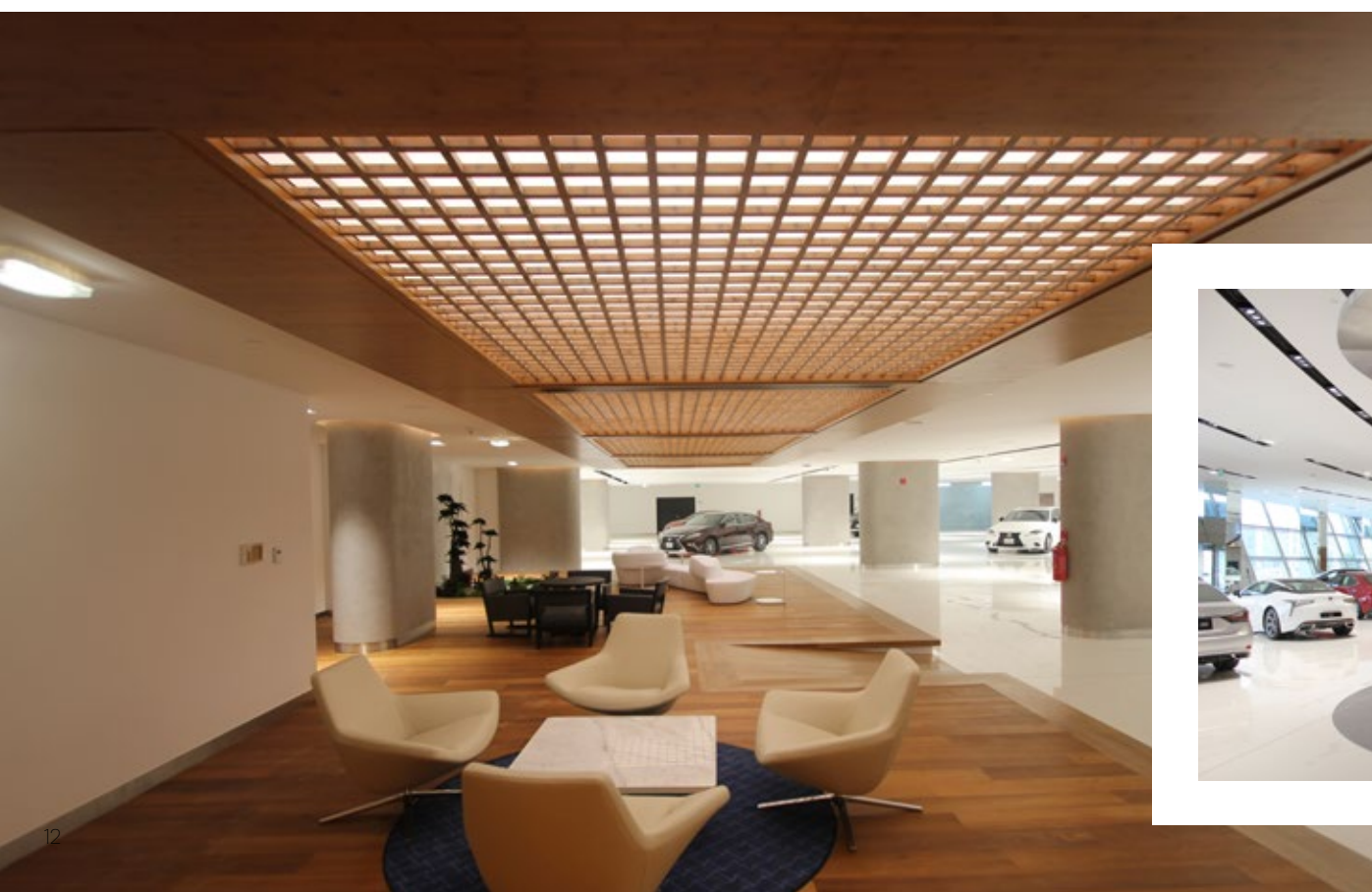
Salam Industries have executed the Turnkey and fit out works and successfully delivered the project to Abdullah Abdulghani & Bros. Co. new Lexus showroom in Doha.

Salam Industries have successfully completed the turnkey and fit out works for a 3 floors office space in AL Asmakh Tower.



3 floors office space in AL Asmakh Tower.

Abdullah Abdulghani & Bros. Co. new Lexus showroom in Doha.



## SALAM STUDIO & STORES QATAR

### Bulgari MIDDLE EAST BRAND MANAGER SEMINAR

Bulgari hosts its Middle East Region Brand Managers seminar on 25th July 2018 in Tbilisi, Georgia.

The seminar focused on customer service strategies and BVLGARI new fragrance launches, Roman Night Absolute and Man Oud Essence.

On the same occasion, Qatar Prestige Brand Manager, Mr. Amjad Alhamwi has been awarded as the Best Brand Manager in terms of Analysis among the region.



It was attended by Ms. Shyrine Charfi, Middle East Perfume Director - BVLGARI, Mr. Loic Le Toux, Middle-East Area Sales Manager Perfumes Domestic Markets & Hotel Lines, Ms. Fanny Loan, Perfume Field Supervisor - Middle East Market, Ms. Sixtine Boulard Middle-East Area Sales Manager Perfumes Domestic Markets & Hotel Lines, Ms. Joumana Bou Haidar Prestige Group Division Manager and Mr. Amjad Alhamwi, Prestige Group Brand Manager.

### Portrait FASHION PHOTOWALK

Nikon School organized Portrait Fashion photo walk for Doha Pinoy Shooters Club with Nikon Middle East on July 27, 2018. As a continuous effort to increase the photographic culture in the country, Nikon has organized a photo walk for DPSC group members at Alhazm mall. Subject was portrait fashion photography.





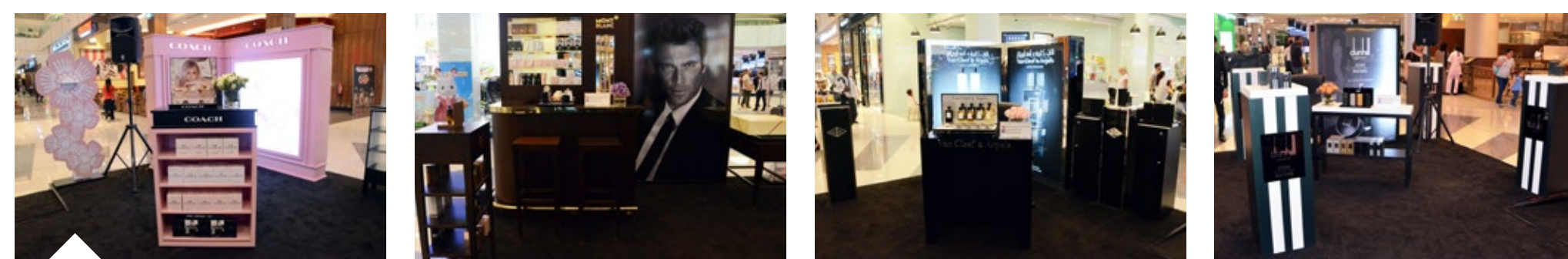
# Carolina Herrera GOOD GIRL LAUNCH

Qatar's leading fashion and beauty retailer, Salam Stores, recently launched the Carolina Herrera collection of luxurious fragrances with a chic and glamorous mega podium at its outlet in Mall of Qatar on June 6, 2018.



Also featured during the event is the ultra-feminine and bold Good Girl EDP Legere - a fresher evolution of the iconic Good Girl fragrance. A glamorous symbol of empowerment, embracing both your good side and bad in a luminous, sophisticated fragrance.

It was attended by Ms. Effat Samir - PUIG Division Manager, Mr. Mina Kamel - PUIG Brand Manager, Ms. Dina Helmy - PUIG Marketing Manager, PUIG Sales Staff and Fashion Bloggers.



# Inter Parfums FRAGRANCE LAUNCH

Salam Studio & Stores, in partnership with InterParfums Group (IPG), launched the Ramadan & Summer Fragrances Collection of some of IPG luxury brands - Van Cleef & Arpels, Montblanc, Dunhill, and Coach - on Saturday, June 2, 2018.

Launch event was held at the IPG podium display in Doha Festival City.

It was attended by Mr. Mohammad Saad - Brand Manager, Interparfum Group, Mr. Marwan Abdeen - Salam Interparfums Group Sales Manager and Interparfum Sales Staff.



# ADVANCED FX CONTROLS Training

Nikon Middle East in partnership with Nikon School organize training on Advanced FX camera controls for Photography Malayalam Qatar Members on August 10, 2018.

Attendees were Mr. Cesar Parrocco from Nikon Middle East, Salam staff and PMQ Members.





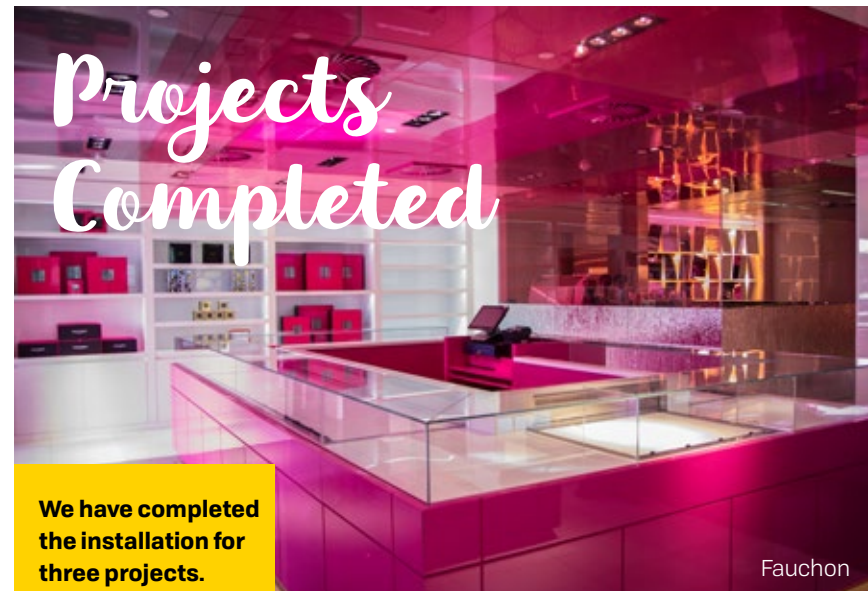
## SALAM STUDIO & STORES UAE

# Perfumery TEAM BUILDING

It was the first time for the brands Tom ford, Clinique & Estee Lauder to have a team building together. It was held in Mushrif park, Dubai on April 10, 2018. Tom Ford, Clinique and Estee Lauder team had fun with lots of learnings.

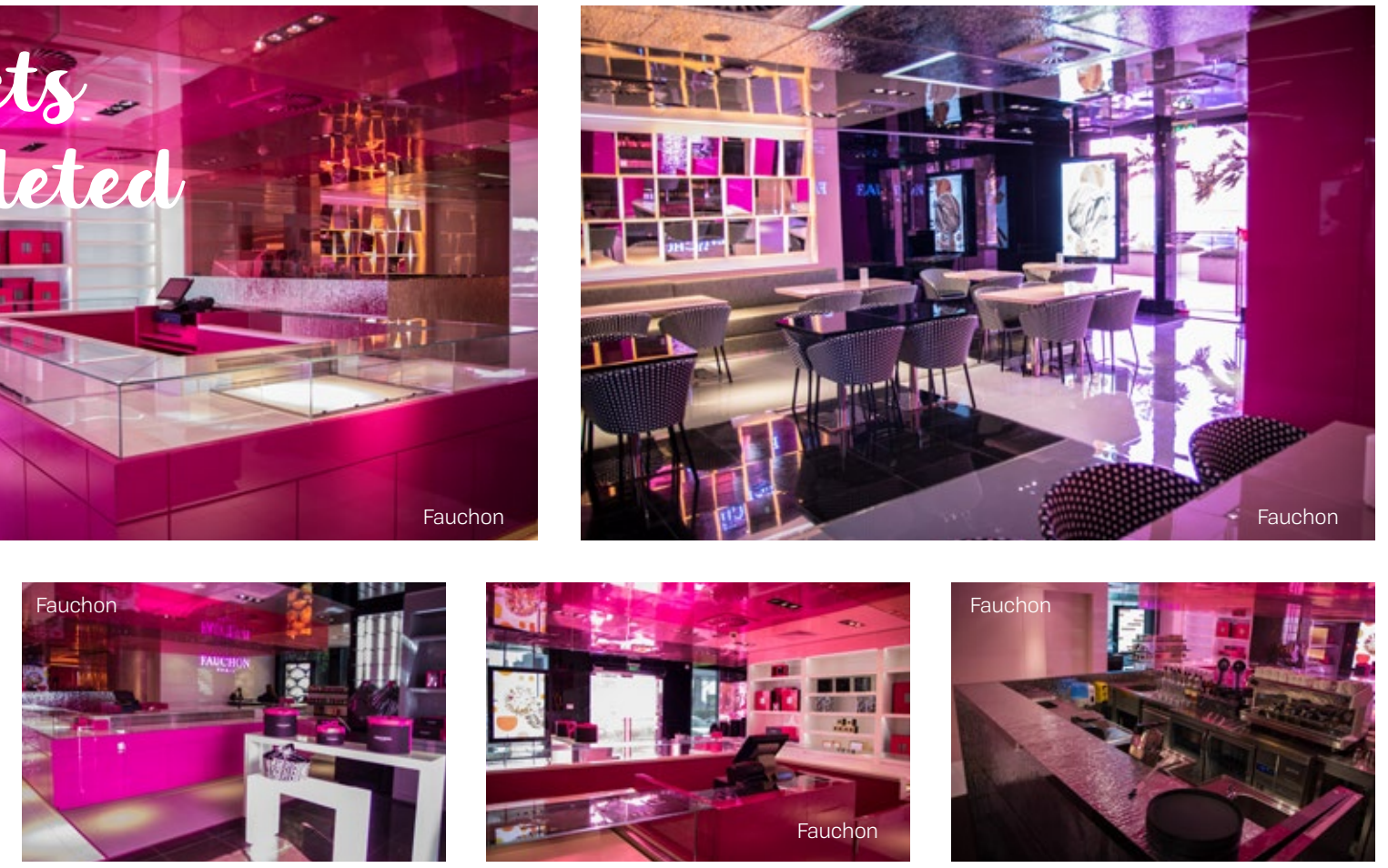


## SALAM INTERIORS & ATELIER 21 DUBAI



**We have completed the installation for three projects.**

1. Additional works (Civil, MEP and Joinery) for Fauchon at K.S.A.
2. Fit-out works for Gerard Café at Al Khawaneej, Dubai.
3. Fit-out works for Tamleek Real Estate's Office, Dubai.



## QATAR GARDENS

# AgriteQ

Q-Gardens has participated in the recently conducted 6th Qatar International Agricultural Exhibition (AgriteQ) held last March 20-22, 2018 at the Doha Exhibition and Convention Center.

Q-Gardens has been one of the 300 participants (both local and international) who has showcased its specialization in the landscaping and irrigation works and supply.

Also showcased in the booth was Q-Gardens' major principals in the trading division: HobbyFlower from Spain for the self-watering planters, Weathermatic from USA for the irrigation materials, Genebre from Spain for the brass valves and accessories and Elmich from Singapore for the green wall system and turf pave solutions.

# Q-Gardens INDOOR & OUTDOOR MAINTENANCE TRAINING HELD IN QG- OFFICE

**A refresher training has been conducted for the indoor plants maintenance team as a part of the company's goal to provide excellent and quality service for all landscaping maintenance works both for indoor and outdoor.**





SALAM ENTERPRISES QATAR



Projects Completed

Completed a project with the client Salah Hamad Al Mana for interior fit out works for Harvey Nichols Shop at Doha Festival City Qatar.



Completed a project with the Ministry of Public Prosecution for the design and built fit out works for Al Jassimiya Tower Doha Qatar.



ITC

Al Wajba HEALTH AND WELLNESS CENTERS

ITC newly built Muaiter and Al Wajba Health and Wellness Centers inauguration last May 14, 2018 was featured on major newspapers in Doha.

Minister highlights role of primary healthcare



ITC & MIDECO

Tennis Match

Mideco/ITC team played tennis against Qatar Foundation team at Sheraton last May 3, 2018. Mideco/ITC team won the said Tennis match.



Arabic version - Al-Raya Newspaper English - Gulf Times Newspaper Published date: May 15, 2018







The trainings delivered by Salam Academy across the region in the 1st half of 2018 were:

- Salam Hi5 Customer Service
- Effective Communication & Public Speaking
- Organizational Strategy
- Leadership
- Microsoft Excel & PowerPoint
- Effective Emailing
- Retail Management
- Men's Basic Suiting

Stay tuned for a Salam Academy Newsletter describing current and upcoming trainings.



# new births

## SALAM STUDIO & STORES UAE

**Leen**

daughter of Mr. Mazen Adnan Abou Jamous



**Fatma**

daughter of Ms. Hina Hamid



**Paul**

son of Mr. Christian Aisa Bustarde Quesada



**James**

son of Ms. Solange Al Ghazal



## MIDECO

**Aya Mehwish**

daughter of Mr. Mohamed



**Heaven**

daughter of Mr. Yousef



**Bhairav**

son of Ms. Sari



## SALAM INDUSTRIES

**Aizah Nishad**

son of Ms. Jazeena Nishad



# Promotions

## SALAM STUDIO & STORES UAE



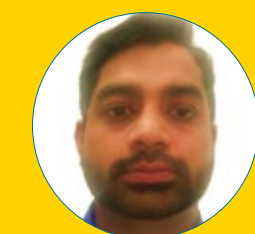
**Mr. Arif Ahmad Naseer** promoted as Senior Supervisor- Supply Chains, Inventory & Purchasing, Distribution Perfumes - Premium Brands.



**Mr. Benali Merhoum** promoted as Fragrance Events Leader, Distribution Perfumery - Tom Ford.

# Warm Welcome TO OUR NEW TEAM MEMBERS

## SALAM ENTERPRISES QATAR



**Mr. Muhammad Muqtadir Hussain** joins us as Key Account Manager



**Mr. Mohammed Shahik** joins us as Document Controller



**Ms. Rima Taher** joins us as Brand Manager, Dist. Perfumes - Premium Brands.



**Ms. Sanam Khan** joins us as Asst. Brand Manager, Dist. Perfumery - Clinique.



**Ms. Hazel Brodit** joins us as Executive Secretary.



**Ms. Raihanath Riyaz Vilakkattu Paramb** joins us as Quantity Surveyor.





# occasions

SALAM STUDIO & STORES UAE

## Iftar GATHERING

Iftar was held in Address Hotel Boulevard Dubai. 11th June 2018 in the holy month of Ramadan. It was attended by all employees from Tom ford, Clinique and Estee Lauder and Management from the brands.



## Farewell GATHERING

We have acknowledged Mr. KESAVAN MADHU SUDANAN and Ms. REYLANI VILLAFLOL BANABAN in appreciation of their outstanding years of loyalty and excellent service in Salam.



Mr. Madhu Sudanan is the Logistics and Purchasing Manager, Services – Head Office with 40 years of service. Ms. Banaban is the Account Coordinator, Distribution Perfumery – Clinique with 17 years of service.

The gathering was attended by all the staff, supervisors and managers of the Head Office Team, Distribution Perfumery Team.



STREAM INDUSTRIAL ENGINEERING

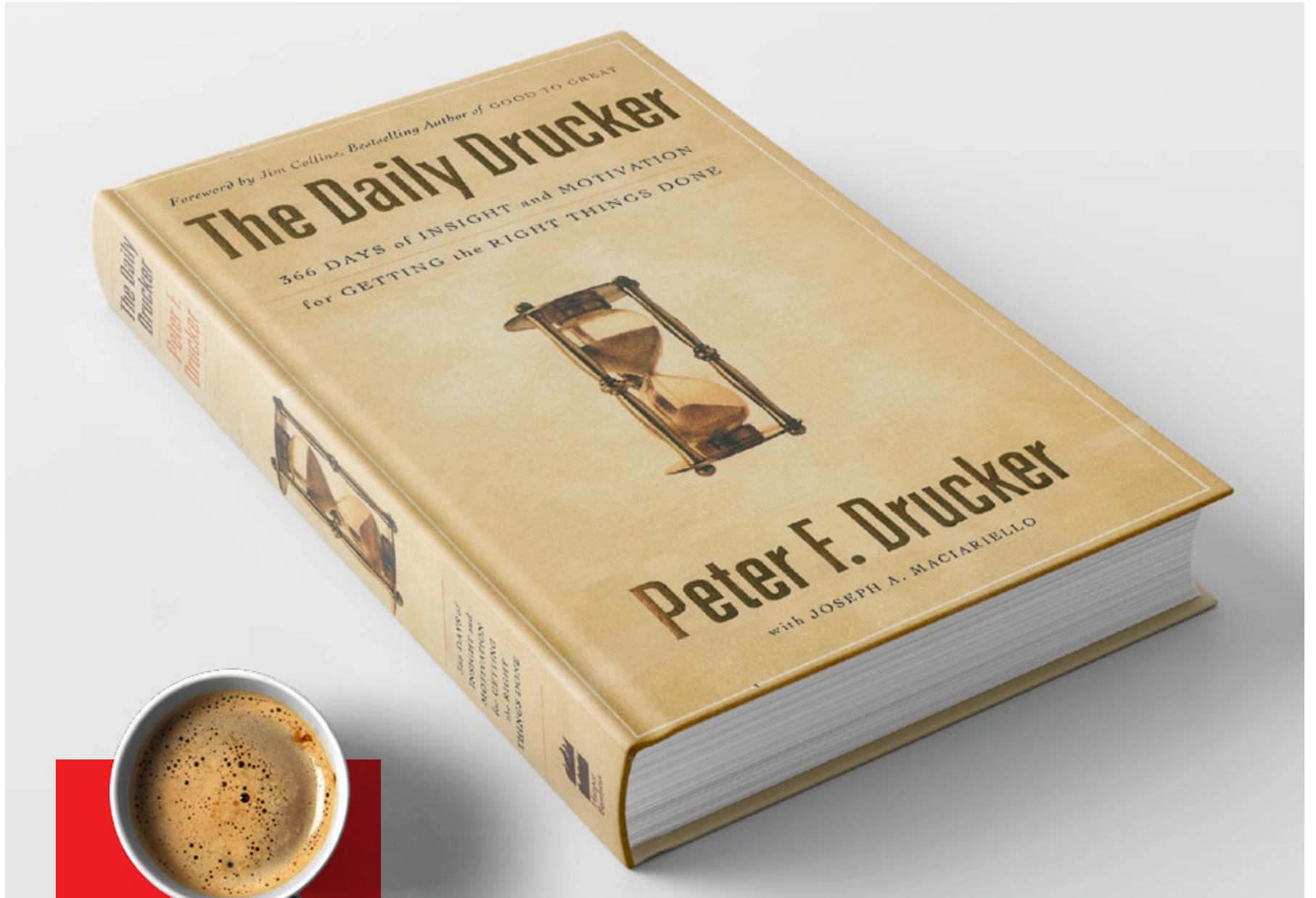
## Sohour GATHERING

A sohour gathering was made for all staff of Stream Industrial Engineering. It was held in Eatopia Restaurant at the Gate Mall and was graced by our SIIL CEO Mr. AbdulSalam Abu Issa.





# bookworm



*“Think globally, act locally.”*

## GLOBAL COMPETITIVENESS

Strategy has to accept a new fundamental. Any institution and not just business - has to measure itself again at the standards set by each industry's leaders anyplace in the world. Given the ease and speed at which information travels every institution in the knowledge society has to be globally competitive even though most organization will continue to be local in their activities and markets. This is because the Internet will keep customers everywhere informed on what is available anywhere in the world, and at what price. E-commerce will create new global channels for commerce and wealth distribution.

Here is an example. An entrepreneur developed a highly successful engineering design firm in Mexico. He complains that one of his toughest jobs is to convince associates and colleague that the competition is no longer merely Mexican.

Even without the physical presence of competitor, the Internet allow customers to stay abreast of global offerings and demand the same quality of design in Mexico. This executive must convince his associates that the competition faced by the firm is global and the performance of the firm must be compared again to global competitors, not just those in Mexico.

### Action point:

Look at your domestic and foreign competitors' Web sites and compare them to your organization's Web site. If you don't like what you see, invest more in E-commerce.

Excerpt from Management Challenges of the 21<sup>st</sup> Century  
The Next Society (Corpedia Script for Online Program)

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.

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