

# the Salam experience



Tamim al Majd Banner

**AT THE GATE MALL**

Company Spotlight

**ITC & MIDECO**

2nd Quarter 2017  
Salam International Newsletter  
Not for Sale

## editor's note

**Sara Abu Issa**

Manager, Corporate Communications

Challenging times are a paradox! On one hand, they can bring out the best in us and on another – the worst. The good news however is that we get to choose which of the two it will be!

Let's think about that for a moment. How can we ensure that challenges bring out our best instead of our worst? The secret lies in our mindset. When faced with a challenge we can choose a winning mindset or adopt a loser's view. The tricky thing is some of us might not even be aware of which choice we have made.

Here are some ways that will help us evaluate: A winning mindset is focused on finding answers. A losing mindset focuses on the problem. Winners always have a plan but losers have an excuse. During a challenging time when everyone gets overloaded, a winning mindset says, "Let me help you". But a losing approach says, "That's not my job." A winner will always see an answer for every problem. A loser will see a problem in every answer. A winning mindset says, "This may be difficult, but it's possible." A losing mindset says, "It may be possible, but it's too difficult!"

Given the sudden shifts we have all experienced in this turbulent season, there is no better time than now, for us to approach our work with a positive, winning mindset and make a decision to take action. For some of us, this action might mean a commitment to developing self-discipline and cultivating self-determination; discipline that will lead to a winning mindset and the determination seek solutions instead of focusing on 'the problem'. If current realities call us to go beyond our comfort zones and attempt to do things we haven't done before; to develop our talents, our capabilities and potential – all with a view of bringing out our best – THAT would make us true overcomers.

SIIL has a reputation for thriving on challenges. So I have every confidence that as a Group, if we choose a winning mindset, we can come out of challenges better than when we went in!



# breaking news

## SALAM ENTERPRISES

ABU DHABI

### Projects Awarded by the following Sectors:

- Al Jawa Holding, LLC, Abu Dhabi
- Mediclinic Parkview Hospital, Dubai.
- American School of Creative Science, Sharjah.
- Emirates National Schools of Boys, Abu Dhabi.
- Higher Colleges of Technology, U.A.E.
- Nareel Island Infrastructure & Public Realm, Abu Dhabi.
- Zayed Higher Organization, Abu Dhabi
- Awarded with a project for supply and installation of office furniture for Al Jawa Holding LLC. in Abu Dhabi.
- Awarded with a project for fit-out works at Mediclinic Parkview Hospital in Dubai.
- Awarded with a project for sports court yard flooring works at American School of Creative Science in Sharjah.
- Awarded with a project for supply and installation of play equipment and rubber flooring, including street furniture for Nareel Island Infrastructure & Public Realm in Abu Dhabi.
- Awarded with a project for supply and installation of office furniture for Higher Colleges of Technology, U.A.E.
- Awarded with a project for supply and installation of safety rubber surface and artificial turf for Emirates National Schools of Boys in Abu Dhabi.
- Awarded with a project for supply and installation of school furniture at Zayed Higher Organization for Humanitarian Care & Special Needs in Abu Dhabi.

## STREAM INDUSTRIAL AND ENGINEERING

- **Client:** New Doha Port
- **Main Contractor:** SALAM Technology & Contractors Group S.A.L
- **Project Name:** NEW PORT PROJECT – PORT MASTER SYSTEM
- **Description:** MDRC & PIC MEP Subcontract Works
- **Client:** MSHEIREB Properties
- **Main Contractor:** JV - Teyseer Contracting Company W.L.L. & Contractors Group S.A.L.
- **Project Name:** MSHEIREB DOWNTOWN PHASE – 1B
- **Description:** Completion of Balance MEP Works (Excluding Section 3)
- **Client:** Public Prosecution
- **Main Contractor:** SALAM Enterprises
- **Project Name:** Public Prosecution Offices Fit-Out Works at Jassimya Tower, West Bay
- **Description:** Supply, Install, Testing, Commissioning & Corrective Maintenance, during Defects, Liability Period of Complete Electro Mechanical Works for Floors 25 to 36

# NEWS ROOM

## SALAM ENTERPRISES

QATAR

### MAJOR PROJECTS WON:

- Design & Built Works at Al Jassimya Tower (Public Prosecution).
- Supply & Installation of Office Furniture at New Port Project.
- Supply & Installation of Furniture at Headquarters Building for Behavioral Healthcare Center.
- Supply & Installation of ASP Raised Flooring at Al Majed Tower.
- Supply, Installation, Testing and Commissioning of Raised Floor in Hermas Development at Lusail City Marina.

## SALAM ENTERPRISES

BAHRAIN

### MAJOR PROJECTS WON: COMMERCIAL/ HOSPITALITY SECTOR

- Awarded with an order for supply & installation of furniture for Ahmed Sharif Office – Bahrain.
- We have received an order for supply & installation of furniture for Arab Open University.
- Received an order for supply & installation of furniture for Hempel Paints office.
- Received another order for supply & installation of furniture for BDF Hospital.
- Received another order for supply & installation of furniture for Tender Council Office at Arcapita Building.
- Received an order for supply and installation of Furniture for Electricity & Water Authority Office.
- We have received another order for supply & installation of Furniture for Royal Charity Organization.

### HEALTH CARE SECTOR/ FIT OUT

- We have received an order for supply & installation of medical furniture for King Abdulla Medical City.
- We have received an order for supply & installation of medical furniture for Dr. Nawaf Dental Clinic.
- We have received another order for supply & installation of medical furniture for KIMS Hospital.
- We have received an order for refurbishment of the Public Security Complex in Muharraq.

### CEILING SECTOR

- We have received an order for supply & installation of Acoustic Ceiling Tiles for EWA Water Transplant.
- We have also received an order for supply & installation of Acoustic Ceiling for GAC Logistic office in BIW.

### FLOORING SECTOR

- We have received an order for supply & installation of Carpet Tiles for Supreme Council For Women office in Bahrain.
- Received an order for supply & installation of Carpet Tiles for Rahim Holding office.
- Received an order for supply & installation of Gym flooring for E.K. Kanoo Residence.
- Received an order for supply & installation of Carpet Tiles for Caribou Coffee Shop.
- We have received an order for supply of Carpet for BNP Paribas Bank at Bahrain, Qatar & Oman through ID Works.

## ATELIER

KSA

### MAJOR PROJECTS WON: COMMERCIAL SECTOR

- Received another order for supply & installation of Partition System for Saudi Customs – Riyadh

### HEALTH CARE SECTOR/ FIT OUT

- We have been awarded with an order for Fit out & supply & installation of medical furniture, partition walls, ceiling & flooring for Sharourah Hospital - Najran.

## ATELIER 21

DUBAI

- Awarded with a project for supply and installation of gypsum ceiling, partitions and joinery work for 19 Mansions at Mohammed Bin Rashid City, Dubai.
- Awarded with a project for fit-out works at Giara Offices in Dubai International Airport.
- Awarded with a project for flooring package at Mediclinic Parkview, Hospital, Dubai.
- Awarded with a project for wall covering and flooring package at Dubai Harbour Views.
- Awarded with a project for fit-out works at Gerard's Café in Ajman City Center.

## SALAM ENTERPRISES

DUBAI

### CONSTRUCTION DIVISION

The Construction Division of Salam Enterprises LLC - Dubai has been awarded the contracts for supply of Cast-in Channel system for the Aloft Hotel and Al Fattan Tower projects in Dubai.

We have also been contracted to supply Mechanical Anchors for the Mohd. Boulevard Crescent Tower in Dubai and the Rexos Hotel project in Abu Dhabi.

Our Chemical Injection System will be used in the following projects:

- **ICD Brookfield, Dubai**
- **Zabeel 1 ICD, Dubai**
- **Shams Mira, Abu Dhabi**

For the GASCO Taweelah project in Abu Dhabi, we executed delivery of Cast-in Channel system for fixing precast concrete cladding.

### Regional Success

We are pleased to report the successful execution of the supply of Lifting System for precast concrete element for the prestigious Doha Metro Goldline Underground Project.

We completed supply of Cast-in Channel System for fixing of cable trays and pipe supports for the 400 kV substation project in Umm Al Hassan, Bahrain.

Again, our Cast-in Channel Systems are being used at the Sohar Refinery project in Oman

### WATER DIVISION

#### Projects in UAE

- The Water Treatment Division of Salam Enterprises LLC – Dubai has delivered a complete water filtration & sterilization system of 9 M<sup>3</sup>/Hr capacity, for Al Suweidi Mosque project in Abu Dhabi.
- We also delivered and commissioned a water filtration & softening system, of 12 M<sup>3</sup>/Hr capacity at the AKD hotel project in Dubai.
- Again, a complete water treatment system including multi-media & carbon filtration, of 21 M<sup>3</sup>/Hr capacity has been supplied to the Engineering Building at Higher Colleges of Technology in Ruwais - Western Region.

#### Outside UAE

- We recently shipped a new water desalination system, RO machine of 5 M<sup>3</sup>/Hr capacity, to one of the biggest beverage manufacturers in Sudan: German Sudanese Factory For Food Industries Co. This order reflects renewed confidence and shall be added to the previous supplies to our long standing customer in that country.



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## CEO MESSAGE

# OPPORTUNITY IN ADVERSITY

QATAR AS A NATION AND SIIL AS A CONGLOMERATE IS CURRENTLY FACING CONSIDERABLE ADVERSITY, IN THE FORM OF THE ECONOMIC BLOCKADE THAT HAS CREATED UNPRECEDENTED CHALLENGES FOR OUR REGION. THE RESULTING REACTIONS HAVE RANGED FROM SHOCK TO DISBELIEF; FROM HELPLESSNESS TO A SENSE OF RESIGNATION AND IN SOME CASES, EVEN SPECULATION THAT OUR BEST DAYS AS A NATION, MAY BE BEHIND US. HOWEVER, AS A PROUD QATARI ENTERPRISE, AS A DIVERSIFIED GROUP WITH AN ALMOST SEVEN DECADE LONG TRAJECTORY OF GROWTH TO OUR NAME, SIIL IS PROUD TO STAND IN DEFIANCE OF THAT DEFEATIST VIEW.

## DEFYING A CRIPPLED MINDSET

We believe that turbulent times often make effective barometers. They help separate the weak from the strong, the unwilling from the willing and the pessimists from optimists. Given that SIIL's business sectors are diverse and our geographic footprint is considerably larger than others, we are certainly not immune to the harsh realities of the current market. Neither have we been shielded from the cascading negative effects that a sudden disruption of this nature brings about. Yet, it is in spite of these challenges that our Group has chosen to defy a mindset that would

cripple us; a mindset that would call us to buckle under this pressure and give into inaction that will harm us far more than the blockade might. Inaction in our business divisions will cause us to lethargically wait, 'till things get better'. But a strong, willing and optimistic mindset will help us find ways to push forward despite the current challenges. A crippled mindset in business will be quick to give up. It will occupy itself with excuses instead of seeking new ways to evolve. It will focus on how things 'used to be' and neglect new possibilities of how things 'can be'.



## DISCERNING AREAS FOR GROWTH

Changed realities in the market create an opening for us to pause and if need be, edit and reset. It gives us a chance to tighten up, trim down, adjust and redeploy resources. The key however is to do so with discernment. The goal must always be to better our products, solutions, services and our people. While this is something that must happen internally, the discovery of opportunities externally, must be simultaneously pursued vigorously and swiftly. At SIIL, our GMs and Managers have been empowered to defy pessimism and focus on discerning opportunities we can develop. There is no better time than now to look at what each of our business units are good at; to review our core competencies and seek out newly created spaces in the market that we can step up to or step into. This is also a good time to explore collaborations within the SIIL family and seek ways to adapt and evolve together. Once an area of growth is spotted, we can effectively use the interruption brought on by the current scenario to evaluate the opportunity wisely and well, before moving on it.



## DEVELOPING THE POSSIBILITIES

Spotting possibilities is the easy part. Seizing them and developing them is much harder. Yet, that capacity to go after something new, to reach beyond what we have been used to doing, to stretch ourselves to limits we have previously not thought possible; those are the characteristics that separate the weak from the strong. That capacity is what will determine whether we will come out of this current challenge, better and stronger than when we went in. As your CEO, I have every confidence that we will rise to this task; that we will defy a crippled mindset, discern areas of growth internally and externally and develop the possibilities we encounter.

**Mr. Issa Abu Issa**

# issue article

SALAM INTERNATIONAL



## OVERCOMING COMMUNICATION Barriers

**DO-IT-NOW PEOPLE ACT ONCE THEY HAVE MADE A DECISION BASED ON THE INFORMATION THEY NEED. ORGANIZE YOUR INFORMATION SO THAT YOU CAN MAXIMIZE YOUR OVERALL PRODUCTIVITY.**

**EMPATHIZE WITH YOUR FOREIGN COLLEAGUE'S NEEDS AND WANTS**

### MISINTERPRETING SIGNS

It is easy to misinterpret someone's behaviour by assuming that they share our understanding of it. For example, many Westerners interpret direct eye contact during conversation as a sign of sincerity, whereas in Asian cultures, a lowering of the eyes communicates respectful deference. The Asian may consider the Westerner's behaviour as aggressive, even hostile, while the Westerner sees the Asian's behaviour as insincere. The result is instant distrust between the parties.

### READING BODY LANGUAGE

Along with eye contact, body movement (facial expressions, gestures, handshakes, bows, and posture) is an important form of non-verbal communication. People from all cultures use their bodies to reinforce the meaning of what they say, to communicate something that they have not said, or even to oppose what they are saying. Be aware of your body language and learn about the body language used in other cultures. For example, pointing a finger to emphasize a point can be seen as rude, rather than emphatic, in some Asian cultures.

**ALWAYS CONSIDER WHETHER YOUR BODY LANGUAGE IS HELPING OR HINDERING A DISCUSSION**

### AVOIDING ETHNOCENTRISM

Making the standards of one's own group – what is considered right, reasonable, and rational – the standards for the rest of the world, is known as ethnocentrism. It is usually accompanied by feelings of superiority. Everyone experiences ethnocentric feelings. Acknowledge them for what they are: destructive responses to the unfamiliar. Stay constructive and try to see things from the other person's point of view. Ask yourself: "What is causing such a strong reaction in me?" and "Am I being objective?" Look for what is interesting and valuable in the way the other person sees things.

**STAY OPEN TO AN ISSUE, EVEN IF IT APPEARS TO GO AGAINST YOUR VALUES**

### RECOGNIZING GENDER ISSUES

It is widely thought that women face more prejudice than men in the international workplace. In fact, many women report a "halo effect" when working in some male-dominated cultures. The men recognize that women managers are rare, and so think those that do exist must be outstanding. However, remember that some cultures demarcate strongly between male and female roles and this can make it difficult for women to succeed.



**Building Relationships**  
It has been suggested that women are more successful than men in international business because they pay more attention to building and maintaining positive relationships.

### POINTS TO REMEMBER

- KEEP YOUR LANGUAGE SIMPLE AND PRESENT – ONLY ONE IDEA AT A TIME.
- IF YOU DO NOT UNDERSTAND A POINT, DO NOT PRETEND THAT YOU DO.
- BE PREPARED TO ASK QUESTIONS.
- IF YOU MAKE A TELEPHONE CALL, FOLLOW IT UP WITH AN EMAIL.
- SPEAK SLOWLY AND CLEARLY.



**Showing Understanding**  
In this example, two managers are arguing about how to deal with a procedure, and their conversation is quickly deteriorating. To try to prevent the discussion breaking down in animosity, the managers must follow the golden rule of communication: listen first, think second, and then talk.

### USING CLEAR LANGUAGE

The key to communication is to put yourself in your reader's or listener's place, while paying attention to some basics. Be careful to avoid slang, jargon, acronyms, buzzwords, clichés, and colloquialisms. Make sure that you are literal and specific; vague, abstract language will confuse and frustrate your customer or colleague. Provide adequate contextual information. Do not simply count on others knowing what you mean.

**AVOID POTENTIALLY CONTROVERSIAL TOPICS AT THE BEGINNING OF A RELATIONSHIP**

### BEING SENSITIVE

A general rule in successful communication is to stay clear of subjects such as sex, politics, and religion until trust is established. Initially, discuss neutral topics like your journey, the weather, and holidays. Wait until you know someone better before talking about families. Take your cue from them as to when this might be appropriate. A sense of humour enables you to put your cultural mistakes into perspective. However, beware: jokes rarely translate well, because they often rely on local knowledge.

**MAKE YOUR INTERPRETATIONS TENTATIVE UNTIL THEY ARE CONFIRMED**

### Women WORKING GLOBALLY

Women working on an assignment in a different culture of their own can be faced with a variety of challenges. There are ways to help overcome any potential difficulties:

- Find a consultant who can brief you on values and norms of behaviour
- Display professionalism in how you dress and respect local customs
- Be very well prepared (more than your male colleagues) and make your presentations direct, with few qualifiers
- Demonstrate your decision-making power and authority
- Do not take male-dominated cultures personally or react to them by becoming aggressive

### Case study

**A Western businessman visited a bank in Tokyo. He walked into the meeting room and threw himself into his chair. He sat back and crossed his legs casually. The Japanese bankers said nothing but exchanged quick glances with one another. They knew instantly that their bank would not want to do business with this rude man.**

Realizing his mistake the next time the Western businessman planned a trip to Japan, he took the time to learn about Japanese habits and manners. When he arrived he greeted his hosts with a small bow and exchanged business cards with both hands. He sat formally in his chair and did not rush to talk about business. But discussed his trip and his interest in Japanese current affairs. He also exchanged small gifts with his hosts. He was received positively.

### AVOIDING STEREOTYPES

Stereotypes are relatively fixed generalizations made about others and they leave little room for identifying and adapting to individual differences. Stereotypes can be negative ("all... are lazy") or positive ("all... are clever"). Both types are empty statements with no value. One of the most important tasks facing any global manager is to examine your, largely unconscious, stereotypes. Any generalizations that you do make must be very tentative and open to change. Keep in mind that you do not interact with a whole culture, but with individuals from within it.

**KEEP YOUR SENSE OF HUMOUR, BUT LEAVE YOUR JOKES AT HOME**

# company spotlight



**IN THIS EDITION OF TSE, WE PLACE TWO OF SIIL'S FAMILY COMPANIES UNDER THE SPOTLIGHT, SO THAT WE CAN GET TO KNOW THEM BETTER, UNDERSTAND THEIR CAPABILITIES AND CELEBRATE THEIR ACHIEVEMENTS! ITC AND MIDECO ARE SIBLING COMPANIES THAT ARE PART OF THE EXTENDED SIIL FAMILY.**

**Operating under the leadership of General Manager Mr. Michel H. Deeb, both ITC and MIDECO are taking confident steps in consolidating their positions in the Qatar market. As two companies belonging to SIIL's Contracting Sector, they possess differing but related competencies and therefore complement each other's missions. ITC and MIDECO are both respected entities that have served the industry for many years and share common goals, while specializing in their own distinct areas of expertise.**

## Introducing MIDECO

**MIDECO is essentially a contracting firm, engaged in the execution of civil contracts, which focus on the development of infrastructure. MIDECO delivers specialized services in heavy civil construction, earthworks, water, sewerage, drainage and structural concrete related to tunnelling and pipeline protection.**

Since its inception, a diverse portfolio of clients have placed their trust in MIDECO, counting on the company's expertise to deliver superior solutions on large and medium scale projects. Having successfully provided service to the Qatari market for over a decade, MIDECO joined the SIIL family in mid-2016. Today, MIDECO continues its proud reputation of excellence to clients in Qatar's Government and Public Sector.



A glance at the company's client list reveals that MIDECO has served as a preferred solutions provider to Government agencies such as Ashghal and Kahramaa, as well as to other top-tier entities such as Qatar Foundation and Qatar Petroleum. In addition, MIDECO also has a long list of well-known, private sector organizations in its portfolio. TSE sat down with General Manager Mr. Michel H. Deeb, founder of MIDECO, asking him to shed further light on the company and its mission.

**TSE: Tell us a bit about how MIDECO joined the SIIL family of companies.**

**MICHEL DB (MD):** MIDECO launched its operations in 2006. 10 years down the road the firm had definitely grown, but it had also reached a plateau. The company needed an infusion of financial resources as well as the organisational strength of an entity that was bigger and better positioned to allow for further growth. MIDECO's years in the market had brought it to the attention of SIIL. SIIL was a giant in the industry. It had a solid reputation. It was known for innovation and its capacity to bring out the best in companies under its umbrella. It had strong, admirable leadership plus MIDECO's interactions with SIIL had always been exceptionally positive. So for MIDECO, the possibility of being taken into SIIL's fold held a lot of promise. So, we pursued this possibility and were extremely glad to join SIIL in 2016. MIDECO started life as a company with 5 employees and zero machines.



Today, following the merger with SIIL, we not only have over 100 employees and 60 machines, but we are proud to say that MIDECO brings in an average QAR 20 to 30 Million per year, more than enough to finance its operations.

**TSE: So the dividends for MIDECO were immediate?**

**MD:** Yes. Joining forces with SIIL had the effect of immediately elevating MIDECO's profile, bringing us into a whole new expanded market. With a higher status and strengthened organisation, we were therefore able to compete for a greater market share of opportunities. The merger also empowered us to pursue much larger business prospects and win projects that had previously been beyond our reach. If I fast-forward to the current blockade and the resulting challenges that our industry is experiencing - MIDECO would not have weathered this storm, if it didn't have the strength and resilience of SIIL to shield it.

**TSE: Since SIIL is a conglomerate with diversified businesses, how has the SIIL network benefitted MIDECO?**

**MD:** It is a huge boon to any stand-alone business to have access to natural alliances built within a conglomerate structure. For MIDECO it has opened up avenues for us to work with several SIIL entities with complementary competencies. ITC is the best example. As the General Manager, I oversee both these entities and the natural synergies between these two companies alone are a massive strength to both. For instance, while MIDECO takes on infrastructure project, ITC's mandate is General Contracting. So naturally, when our strengths are combined we make a formidable team and we can deliver massive projects with ease. If we add, let's say the Electrical and Mechanical works aspect that we have access to through Stream or landscaping work through Q-Garden and we include IT capabilities through Salam Technology, as one business entity we can offer a unified solution to our clients. From the client's point of view this is a huge benefit and makes it so much harder for us to be beaten by our competitors.



# ITC IN THE Spotlight

**With over 3 decades in the industry, SIIL's International Trading and Contracting (ITC) is a respected construction industry company.**

As one of Qatar's best known Contractors, ITC holds a Grade "A" classification as a Local General Contracting Company. Renown for its industry expertise and superior workmanship, ITC enjoys a position of confidence and trust as a capable, efficient contractor with the ability to deliver massive turn-key projects flawlessly, on budget and on time. In addition to specializing in General Contracting and Construction Management, ITC operates in the Buildings Construction and its activities extend to both Public and Private Sectors.

Employing a team of industry professionals, ITC's staffing level stands at about 60 t, added to which is a labour contingent of almost 500 workers. The company also owns and operates over 50 types of specialized Plant, Equipment and vehicles. ITC possesses a long and illustrious list of Qatar's top-tier clients. Among them are such leading entities as Qatar's Public Works Authority, Ashghal, the Ports Authority of Qatar, Qatar Foundation and Qatar's National Olympics Committee.

TSE posed several questions to Mr. Deeb on a few of ITC's star projects and requested that he highlight some of the company's achievements.



**TSE:** Can you give us an example or two of ITC's star projects that make you proud.

**MD:** We have many projects of which I am proud but if I had to choose, it would be the following. ITC won a two-year prestigious project with our services being retained by Ashghal to construct Two Health Centres for Qatar. With the completion of this project we are delighted to have made a very significant contribution to the wellbeing of nationals and residents in Qatar. Another large project of which we are very proud is the construction of three schools for the country.

**TSE:** In closing, tell us about some of ITC's and MIDECO's respected certifications.

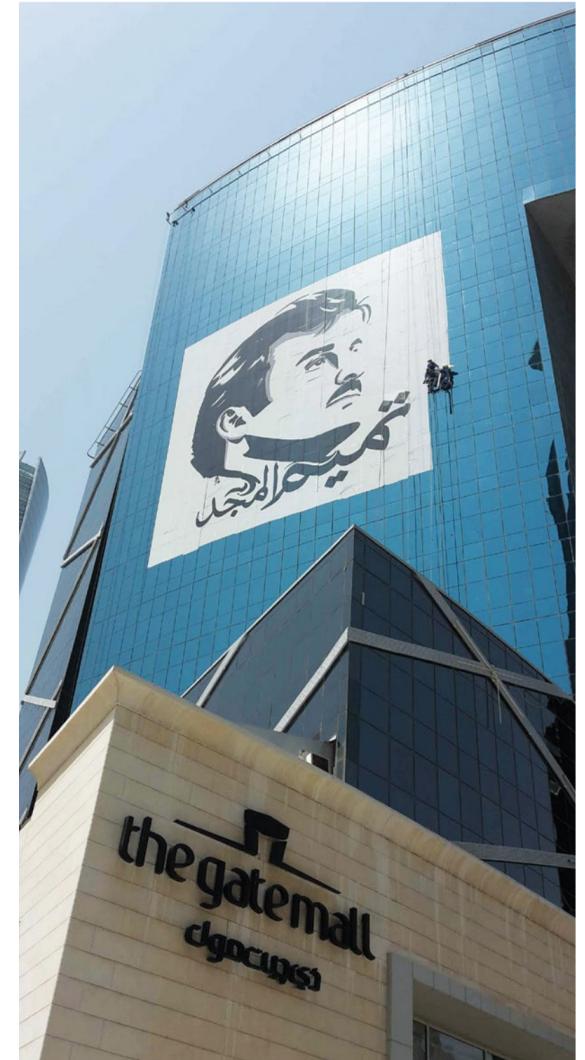
**MD:** MIDECO holds ISO certifications for ISO 9001:2015, ISO 14001:2015 and OHSAS 18001:2007. These attest to quality of MIDECO's operation to international standards. On ITC's side we have achieved ISO 14001:2004, ISO 9001:2008 and OHSAS 18001:2007 certifications. Let me also refer to a few certifications, issued locally, for Health and Safety performance on site that we value greatly. ITC has received several such certifications for delivering between 1,000,000 and 3,000,000 man-hours worked on site without a single lost time incident.



# happenings

## THE GATE MALL

The Gate installed in July, support Sheikh Tamim signing banner, tower banner & flags. The signing banner was filled up in 3 days starting with the Qatari ladies signing the banner. It was wonderful to see the public stopping their cars in the street, signing the banner and leaving again. The filled banner has now been included in the MIA park banner exhibition underway.



## Banner SHEIKH TAMIM



## ATELIER SAUDI ARABIA

# HAI AL DHUBBAT PHCC Najran, KSA

Najran – capital of the Najran province, situated in the south-west region of the Kingdom of Saudi Arabia sharing a border with Yemen is said to have derived its name from the first man to settle in the area, Najran ibn Zaydan ibn Saba ibn Yahjub ibn Yarub ibn Qahtan. Najran was the Yemeni center of cloth making and originally, the kiswah or the clothing of the Ka'aba which was first started by the Yemeni kings of Saba.

ATELIER 21 – KSA was awarded with a very challenging project by Ministry of Health Affairs of Najran to complete the fit-out work of Hai Al Dhubbat Priority Healthcare Cooperation as the job site was on the Border with frequent military & rebel activity which runs like clockwork in the area. This challenge was accepted by Atelier 21 with the full support & team effort from various departments of Salam Enterprises - Bahrain and the execution by Mr. Youssef Al Darwish under the guidance of Mr. Hossam Gomaa.



The job order necessitated a supply and installation of furniture, flooring and ceiling work. This was the first project in which the DIVERSA partitioning system was installed on a large scale – giving the entire Health Centre a sophisticated feel with a user and medical friendly system. Complementing this partitioning system, the furniture system was provisioned from Actiu furniture, Spain and soft seating from Al Mashriq Furniture, UAE, flooring & Ceiling from various vendors in the region.

The Health Centre in the Najran District has been completed with the highest quality of design and implementation in record time, which has led to it being awarded the Best Health Center in K.S.A. for the year 2017.

## SALAM STUDIO & STORES QATAR

# Yves Saint LAURENT NOVELTIES TRAINING

L'OREAL – YSL BRAND (PERFUMES & COSMETICS) conducted product knowledge training for the novelties of Yves Saint Laurent Make-up and fragrance.

This was held on August 21, 2017 at the St. Regis Hotel. All staff were trained well for each of the new products that will be launched in the market for the second semester. Ms. Dana Ali Ahmed – L'Oréal Training Manager, was the one who conducted the Event.



## SSS QATAR, KANREKI TEAM RECOGNITION TO Mr Pierre Khoury

Kanreki team would like to give thanks to Mr. Pierre Khoury (Managing Director) for his effort to support the Kanreki team in the SSS Oracle Retail Solution Project.



## SALAM ENTERPRISES QATAR

# HARVEY NICHOLS Site

Salam Enterprises Project Team at Harvey Nichols Site, which is nearing completion.



**SALAM STUDIO & STORES QATAR**

**CREATIVE LIGHTING SEMINAR**

by **Cesar Parocoo**

Nikon school with salam stores organized creative lighting photography seminar by Mr. Cesar Parocoo from Nikon MEA on May 12, 2017 at Warwick hotel Doha.

Nikon school in its continuous efforts to give more information and training to Nikon customers organized this training for more than 100 photographers in Qatar.

The event was attended by Salam Studio & Stores and Nikon MEA staff.



**DYNAMIC LANDSCAPE**

**Photography Seminar**

Nikon school with salam stores organized dynamic landscape photography seminar by Mr. Hammad Iqbal on August 12, 2017 at Warwick hotel Doha.

Nikon school in its continuous efforts to give more information and training to Nikon customers organized this training for more than 80 photographers in Qatar. The event was attended by Salam Studio & Stores staff.



**Salam Technology AT THE DELL EMC XCHANGE 2017**

Salam Technology Team made its presence felt at the DELL EMC XCHANGE 2017 on the 12th of April 2017 at the St. Regis Hotel, Qatar. We had an individual booth at the venue in order for the customers to visit us and get familiar with the DELL EMC Solutions and Services we offer.

In this era of digital transformation, at DELL EMC XCHANGE we explored the major challenges with our esteemed clients, covering everything from trends and cloud directions, to use cases, and discussions.



**SALAM ENTERPRISES ABU DHABI**

**COMPLETED PROJECTS**

- Alliance Traffic System LLC, Abu Dhabi.
- Dubai Parks & Resort.
- GEMS Education for the National Schools of Boys, Al Barsha.
- GEMS-Winchester School, Fujairah
- Health Authority, Abu Dhabi.
- Makaan Interiors LLC, Dubai.
- Massar Solutions PJSC, Abu Dhabi.
- Completed with a project for supply and installation of office furniture for Alliance Traffic System LLC, Massar Solutions PJSC and Health Authority, Abu Dhabi, as well as for Makaan Interiors LLC, Dubai.
- Completed with a project for supply and installation of playground equipment for GEMS Education at the National Schools of Boys, Al Barsha.
- Completed with a project for supply and installation of playground equipment for GEMS Education at the National Schools of Boys, Al Barsha.
- Completed with a civil work and footing for play equipment at GEMS-Winchester School, Fujairah.



## SALAM STUDIO & STORES DUBAI

## SALAM PREMIUM BRANDS UAE 2017

### Interparfums Training

With the group's continued growth, Salam Premium Brands UAE in partnership with Interparfums held its annual Brand Training.

The event was intended for both valued Retail Partners and the whole Salam Premium Brands Team not only for product updates but also to formally introduce and launch the group's newly acquired Interparfums Brands.



It was organized by Salam Premium Brands - UAE Team in coordination with Creations Alexandre Miya Paris conducted by Mr. Hazem Kardan, an in-house Trainer from Creations for Interparfums.

The training was held in Shangri Hotel Dubai on August 1 and 9, 2017. It was participated by Salam Premium Brands Team, UAE Head Office, Sales Team (Dubai and Abu Dhabi Staff) and Retail Partners within UAE region, Salam Retail Stores, Debenhams, Wojooh/Faces, Paris Gallery, Rivoli Group - Mont Blanc Boutique, Richemont Group - Mont Blanc Boutique, Richemont Group - Van Cleef Boutique, Layal Grand Stores, House of Fraser, Exquisite Boutiques, Areej Stores and LE BHV MARAIS Store.



## SALAM PREMIUM BRANDS UAE REVEALS ITS 2ND YEAR BY WAY OF ACQUIRING MORE BRANDS OF INTERPARFUMS

Salam Stores has been the distributor for almost 80% of Interparfums Brand portfolio within the UAE region since February 2016 and as the group reach and celebrate, its 2nd year of growing venture, Interparfums once again entrusted SALAM the handling and management of their 4 new additional brands in UAE: Repetto, Rochas, Paul Smith and St. Dupont, respectively.

This achievement is sustained with constructive business proposal alongside other distributors, established organizational structure, innovative scheme and remarkable teamwork headed by Mr. Saddam Rawahdeh, the Group Operations Manager.

Truly, that the partnership built with Interparfums has been very rewarding which brought a successful business year for Salam Premium Brands UAE and we are certain that this addition in our portfolio will continuously alleviate SALAM presence in UAE market.

“THE BEST WAY TO ACHIEVE BIG GOALS IS TO TAKE SMALL STEPS.”



**REPETTO, ST. DUPONT & ROCHAS BRANDS:** From left to right: Mr. Saddam Rawashdeh, Ms. Catherine Beyron-Salin, Mr. Serge Kotovsky, Ms. Angel Ory and Mr. Mazen Qudmani.



**PAUL SMITH BRAND:** From left to right, Mr. Mazen Qudmani, Mr. Saddam Rawashdeh, Frederic GARCIA-PELAYO, Mr. Pierre Khoury, Mr. Olivier Desmaison and Mr. Alexander Kotovsky.

## ATELIER 21 DUBAI

### Completed Projects

- Completed with a project for fit-out works at Damac Maison Upper Crest Hotel, including Hotel Damac Maison Royale The Distinction, Dubai.
- Completed with a project for flooring works at American School of Creative Science, Sharjah.



SALAM HOSPITALITY

# Fanajeen Café

## NEW MENU, NEW BEGINNINGS

Salam Hospitality refreshed its Fanajeen Café brand by modernizing the menu in October 2017. The menu revamp saw the introduction of a sumptuous selection of several new dishes along with exquisite desserts and innovative beverages. The revised menu includes our signature homely take on salads and burgers along with new options for our vegan patrons. Certain customer favorites from the previous menu are retained as they have managed to become an integral part of the Fanajeen Café experience. The menu revision also saw the introduction of several new options among chocolate, ice-creams and other desserts, which are guaranteed to make our customers absolutely ecstatic.

The menu revision was a strategic decision that aimed at augmenting the Fanajeen Café concept, which celebrates romance with magic, colors with shapes and food with fulfillment. It puts the patrons in a comfortable setting of colors, deep with its thoughts but relaxed with its seating and openness. With two outlets in The Gate Mall and Mall of Qatar, Fanajeen Café is one of the city's premier modern cafes with an atmosphere that is fun, welcoming and calm. Be it for a relaxing breakfast or the delightful afternoon tea, the unique Fanajeen Café experience is bound to keep our patrons coming back for more.

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



# events

## SIIL SPONSORS PHILIPPINE EMBASSY

### Photo Exhibition



The Philippine Embassy, in coordination with Katara Cultural Village launched the photography exhibition titled 'Qatar Through Filipino Lenses'.

Salam International is pleased to be one of the sponsor of the said event. The exhibition features the works of 32 Doha-based Filipino photographers and is part of the embassy's initiative to promote the Philippines and the Filipino culture.

The photo exhibition runs from August 17 to August 27, 10am to 10pm at the Katara Cultural Village.



# occasions

## SALAM ENTERPRISES

### Farewell to MR. NAZIH GHANEM

Salam Enterprises LLC - Dubai, bid farewell to Mr. Nazih Ghanem - Executive Director of SIII, who is retiring after a successful career spanning over 25 years. A farewell lunch was hosted in his honor on the 27th of July 2017 at the Al-Mawal Lebanese Restaurant in Al Bustan Rotana.

It was a relaxed setting filled with nostalgia. At the end of the lunch, our General Manager - Mr. Hasan Hasayen gave a short thankful speech on behalf of the company and presented Mr. Ghanem with a souvenir as a token of our esteem and appreciation. Following this, Mr. Ghanem addressed the gathering with words of advice and encouragement.

Though he will be greatly missed, we wish him all the very best in his future.

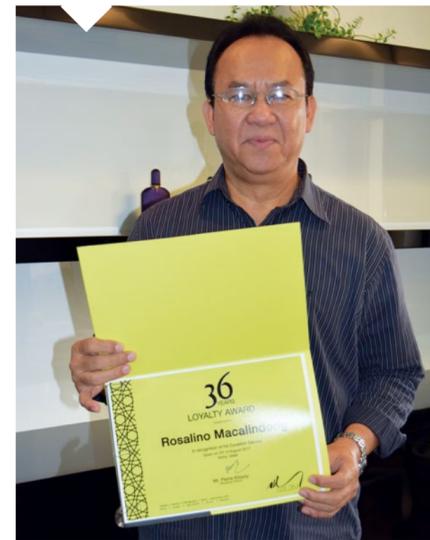


## SALAM STUDIO & STORES

### Farewell to MR. LINO MACALINDONG

Mr. Rosalino Macalindong Joined Salam Stores Qatar in May 25, 1981 to August 31, 2017.

After 36 Years in service to Salam he decided to retire and spend more precious time with his family in the Philippines.



# new births

This page in The Salam Experience, celebrating the birth of our Salam babies, is sponsored by JustKidding, the one-stop shop for modern parents.

JUSTKIDDING SOURCES THE WORLD'S LEADING BRANDS IN SAFE AND STYLISH FURNITURE, SMART ANDELEGANT TRAVEL GEAR, STYLISH YET ORGANIC CLOTHING, JOYFUL TOYS AND SUPER-PRACTICAL AND HEALTHY BABY CARE PRODUCTS.

## SALAM GLOBEX

### Mayyar

son of Ms. Lina Helena Kamal,  
General Manager of Salam Globex



## SALAM STUDIO & STORES QATAR

### Jaymie Maxine Barte Ballezca

daughter of Jonalyn Barte  
General Service Department Secretary



## SALAM TECHNOLOGY

### Ezharul Haq Camir Ebrahim

son of Saida Camir  
SPD Coordinator



### Marcus Adam Gonzales Chavez

son of Abigail Gonzales Chaves  
DIS Coordinator



### Mohammed Ayaan

son of Fousiya Musthafa  
Sales Executive



### Mohammed Tarek Ibrahim

son of Julie Ann Camille Dizon  
SPD Document Controller



# warm welcome TO OUR NEW TEAM MEMBERS

## ATELIER SAUDI ARABIA



**Mr. Hani Abdullah Salem Alqarmoshi**  
joins us as PRO



**Mr. Nayeemuddin Mohammed**  
joins us as  
Administration Assistant

## SALAM ENTERPRISES QATAR



**Mr. Muhammed Irshad**  
joins us as  
IT Administrator



**Ms. Sherin Thomas**  
joins us as  
Administrative Secretary



**Mr. Mohamed Hisam Jafer Ali**  
joins us as  
Administration Assistant



**Mr. Aseef Hoode Shabbir**  
joins us as  
Accounts Assistant



**Mr. Bitto John Job**  
joins us as  
Quantity Surveyor



**Mr. Idi Nazir Chisti**  
joins us as  
Planning Manager



**Mr. Shanawas Davood**  
joins us as  
Key Account Manager,  
Healthcare Division.



**Mr. Alen George Alex**  
joins us as  
Sales Executive,  
Healthcare Division



**Mr. Mohamed Ghofrane Gouja**  
joins us as  
Commercial Manager

## SALAM ENTERPRISES ABU DHABI

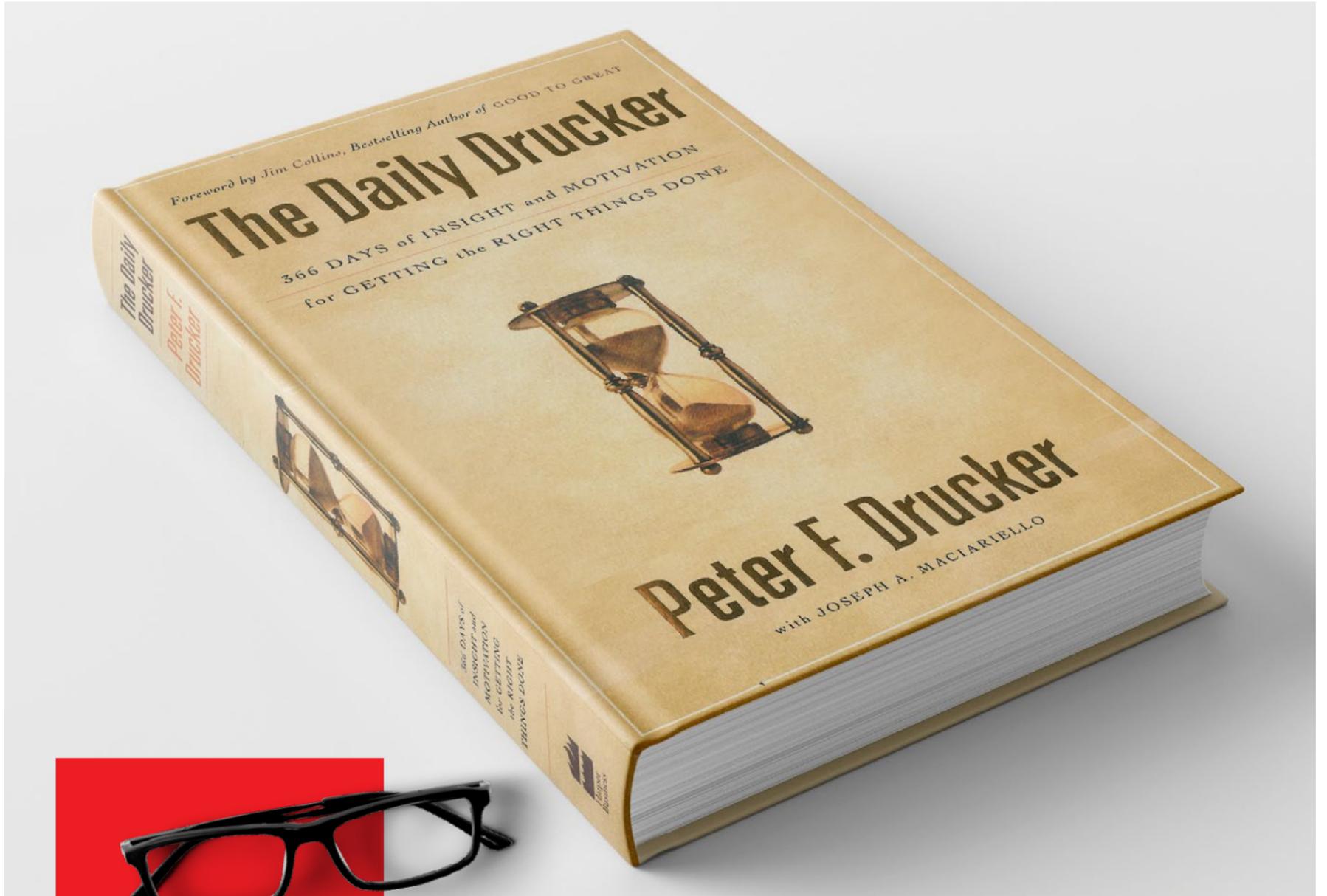


**Mr. Robert Ciprian Busila**  
joins us as  
Key Account Manager



**Dr. Mohamed Ismail Ibrahim Ismail**  
joins us as  
Technical Manager

# bookworm



## HUMAN FACTOR IN MANAGEMENT

*Management is about human beings*

The task of management is to make people capable of joint performance, to make their strengths effective and their weaknesses irrelevant. This is what organization is all about, and it is the reason that management is the critical, determining factor.

Management must be built on communications and on individual responsibility. All members need to think through what they aim to accomplish and make sure their associates know and understand that aim. All have to think through what they owe to others and make sure that

others understand. All have to think through what they, in turn, need from others and make sure others know what is expected of them.

Management must enable the enterprise and each of its members to grow and to develop as needs and opportunities change.

### **Action point:**

Are you a great actor in a terrible play?  
What are you going to do about it?

*The New Realities*

designed by

**[the creative union]**

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

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

Please e-mail your comments, suggestions and/or submissions to: [salamexperience@salaminternational.com](mailto:salamexperience@salaminternational.com) or Sara Abu Issa, Corporate Communications Manager at [s.abuissa@salaminternational.com](mailto:s.abuissa@salaminternational.com) or via fax to +974 44838732

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