



1st Quarter 2014

THE SALAM EXPERIENCE



Tavola & 4 Homes
New Jewels In Our Crown

SIIL CELEBRATES
National Sport Day!

SIIL steps forward
as Sponsor of
GCC Traffic Week

Tamkeen Future Leaders
Workshop 2014

BREAKING NEWS



FURNITURE WITH A TOUCH OF CLASS

We have won the tender for supply & installation of furniture for Arab Open University. We have also been awarded with another order of supply & installation of furniture for Hannover office in the Kingdom of Bahrain. In the medical services field, we have been awarded an order for the supply and installation of furniture for Green Pharmacy and clinical furniture for Royal Hospital in Bahrain.

CRAFTSMANSHIP IN CARPETING

We won a contract for the supply of furniture and installation and carpet tiles for the Ministry of Electricity and Water Authority in Bahrain. We have also been awarded an order for the supply & installation of Carpet tiles for Viva Telecom through Four Square Contracting Services. To square off our carpeting work for this quarter we also won an order for supply & installation of Carpet tiles for Arab Open through Rolls Supply Trading.

SUPERIOR FLOORING

We've been awarded a flooring & fit out job for a 3-storey villa Project at Amwaj Island. Also been awarded with an order for supply and installation of Vinyl Flooring for Viva Telecom headquarters through Almoayyed Interiors and for their retail showroom through 3DI International.



International Trading & Contracting Company, O.P.C.

ITC is pleased to announce that we have won a contract for the construction of Building Works and Associated Civil/Builder's Works for Package 7500 of the Energy Center at Doha Festival City.



PLAY ON

Among the projects we completed this quarter are projects for supply and installation of sports and safety rubber flooring for G.H.Q. Armed Forces, U.A.E, Credence High School, and The British International School. We also finished a play equipment project for Al Rayyana Golf Gardens 2 - Zone 5.

APPEALING OFFICE FURNITURE

We also completed an Office Furniture supply and installation project for Tabreed, Al Wathba Services, Alu-Nasa, Dubai, Emirates Technology Co. (EMITAC) and Ambulatory HealthCare Services - SEHA. The project including fixing of furniture for Morgan Limited (OBOS).

FIT OUT WORKS IN THE PIPELINE

In this quarter we have been awarded with a project for Fit-out work and Office furniture for Federal Customs Authority. We will also supply and install safety flooring for EMAAR Properties. The job is to complete the kids Play Area at Tajer Level 5 at the Old Town Island, Dubai along with work at the Al Forsan Hotel. Further, we have been awarded the contract to supply and install park benches and litterbins for U.A.E. University.



STREAM

MEP FIT-OUT WORKS

We won a contract for Doha Bank's fit-out work at a new Branch at Al Gharafa. The project consists of MEP fit-out works of B+G+2F Building with a 1, 375 m² built-up area. We also netted a project from Al Bidda Towers. We are in charge of works for the Mezzanine, Floor consisting of 21,40,41 of fit-out works. The project includes MEP fit-out and MEP Design. The 3,069 m² built-up area at Al Bidda Tower will be occupied by the Qatar 2022 Supreme Committee.



IMAGINATIVE INTERIORS

We are happy to have received an order for interior fit out works on the 14th and 22nd floor, Plam Tower 2, West Bay Dafna for Ministry of Foreign Affairs. We are also in charge of works and service fit outs of the 21st, 40th 41st and a part of the Mezzanine floor at Al Bidda Tower, West Bay in Qatar. This job is for the Qatar 2022 Supreme Committee. Additionally we have won the contract to supply and Install Office Furniture for Georgetown University, in Qatar.

FABULOUS FLOORING

We have won a contract to supply & install Vinyl Flooring and Skirting for 2 Health Centers with Al Sraiya Trading & Contracting Company. We are also supplying and Installation of rubber flooring for the tennis and basketball courts, site furniture and playground equipment for a Barwa housing development project with Group 3 Contracting Company.



OFFSHORE PIPELINE CHEMICALS

In February 2014, we were thrilled to get a new contract, awarded by Occidental Petroleum of Qatar Ltd. (OXY) for the supply of offshore pipeline chemicals. The contract will keep us busy for five years.

LONG-TERM CONTRACTS FOR CHEMICAL SUPPLY

SPS will also supply OXY with NALCO Champion Chemicals, a Corrosion Inhibitor for the PS1 field & production chemicals for the Al-Rayyan field. The contract is due to be completed by January of 2019.



SMDB & ATS PANELS

We were pleased to receive a contract from Al Barq Information Systems Co. for supplying SMDB & ATS panels.

SWITCHGEAR PANELS

We have received an order from Bloom Contracting Co. to supply low voltage switchgear panels for Tower C1 - Parcel 11B - Porto Arabia at The Pearl Qatar.

FEEDER PILLARS

Stream has contracted us to supply QP with Feeder Pillars, SMDB's & DB's in a project focusing on New Roads and Upgrading of Existing Roads in Dukhan. We have also received a Purchase Order from Gazzaoui & Partners to supply Feeder Pillars for some private villas and a couple of external majlis projects.

SERVICE JOBS

We have won a contract with QD-SBG for a five-year Operation & Maintenance Support for Utilities FM0003 at the New Doha International Airport (NDIA). We are also in charge now of a five-year Operation & Maintenance Support contract for Cargo at ATC Substations at NDIA. Further, we received a PO from Keppel FMO for the Preventive Maintenance of MV 415V Switchgear Panel at NDIA.

We renewed a contract with Al Jabor Cement Industries Co. for another 1 year for Annual Operation & Maintenance of 6.6kV Siemens 8BK80 Switchgear. We are also happy to have won a contract from Debbas Enterprise Qatar for the Annual Maintenance of 11kV Switchgears & 11kV/415V Step Down Transformers.

Washington Group International awarded us a Feeder Modification contract for Qatargas II's Common Sulfur Project. Sinohydro contracted us for the Retesting of Rejected Components of 415V MCC Panels at CP1 Lusail. Jamco Trading awarded us a contract for the Testing of Capacitor Bank at Lusail Ooredoo Building.

SUCCESSFUL COMPLETIONS

QGC is pleased to have successfully completed the following projects in this quarter. A Preventive Maintenance of 6.6kV Switchgear for Qatargas, CT Replacement at CP3 Qatar Foundation for Trags Engineering, Testing of 11kV Switchgear as per NETA at NDIA for Hitachi, Annual Operation & Maintenance for NAVAID Package Substation at NDIA for SGW, and a Service Level Agreement for MV Panel 4 at Al Jazeera Satellite Network. We also successfully executed the supply of LV switchgear panels for Residential Old Airport and Workshop for Gulf Steel Substation. Both projects came to us through Stream Industrial Engineering.



Editor's Corner

Sara Abu Issa
Manager, Corporate Communications

Dear Salam Family & Friends,

As we enter the 2nd quarter of the year what if we take the time to step away from our busy schedules, to stop and take some "essential inventories?" in life. When was the last time we took a Value Inventory and asked ourselves 'what do we really value, in life?'

The world around is filled with people who are unhappy at their work places, dissatisfied with their jobs. Experts say that knowing what values drive us is a crucial key to job satisfaction. When did you last do a self-assessment and figure out what drives you? Is it autonomy, prestige, security, interpersonal relationships, helping others, flexible work schedule, outdoor work, leisure time, professional success or a high salary? Those are a few examples of values that people hold dear. If you are someone who has done a value inventory in your life and you are clearly aware of what motivates you, a Skills Inventory is the next step towards progress. Have you self assessed your skills? Are you aware of your strengths and weaknesses?

Knowing yourself well enough to not just be aware of what values motivate you, but also knowing clearly what skills you possess to attain those values, is critical. It is this self-knowledge that helps set goals leading to true job satisfaction. But that's just half the picture. The other half lies in finding a good balance between your goals and the goals of the organization you are part of. Have you assessed and studied your company's goals? Are you aware of what your department, manager, company, or Group expects of you? Can you find a synergy between your value inventory, your skills inventory and the expectations of your organization?

If yes, then you are well positioned to enjoy a high degree of job satisfaction. The wider the gap between your values and company values, your skills and the company requirements, the higher the chances of there being dissatisfaction on both sides. In this light Salam is especially proud of our Tamkeen initiative. (You can read more about Tamkeen in the pages within.) Tamkeen is built around the idea of utilizing self, peer and other's assessments to the maximum. Tamkeen is just one programme that demonstrates the Salam commitment, to ensure a close match between our employees values, skills and the company's goals, eventually leading to job satisfaction, shared growth and success.

Before we go deeper into this quarter, let me invite you to commit to take these essential inventories. Take the time and trouble to find out how close or far you are from that synergistic balance we spoke of above. Here's what I can guarantee you; the effort will be worth it!

I wish you every success!

Editor

HAPPENINGS



Salam Technology Awarded as **BEST PERFORMING SALES PARTNER** for Motorola in Middle East 2014

Salam Technology participated in the 2014 Middle East Channel Partner Conference as a qualifying partner for Motorola which was scheduled from the 2nd to the 4th of MARCH 2014 at Phuket, Thailand.

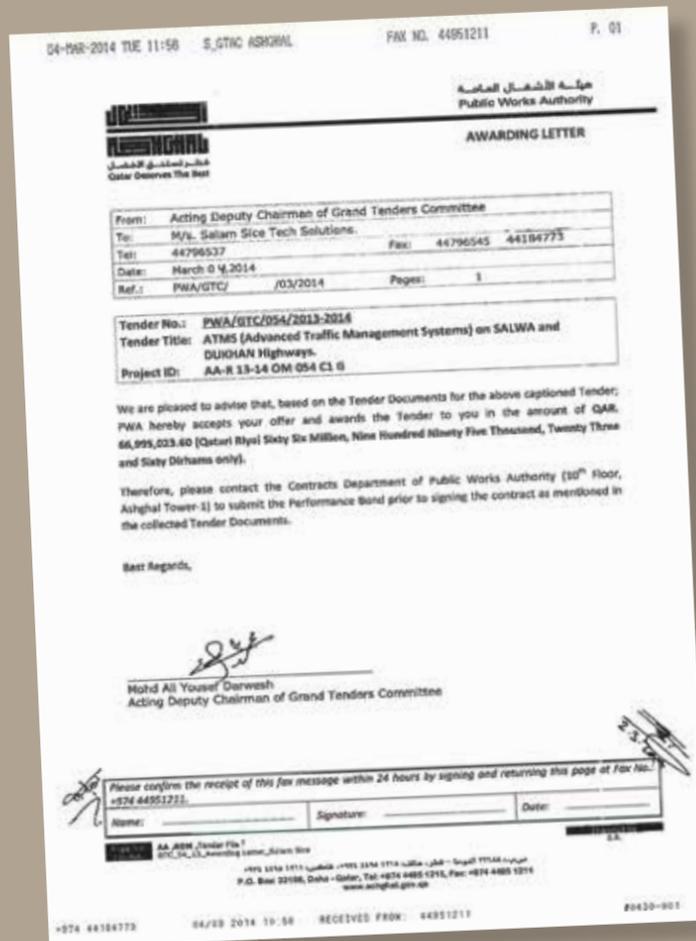
Salam Technology rose as a shining star amongst the partners in the Middle East region by being awarded as the Leading Partner for Motorola in the Middle East.

In addition, business personnel from Motorola gave an overall business update also discussing Motorola Solutions APME Regional Channel Strategy.

MELE Enterprise Business Overview & Strategy also was made apart of the presentations at the partner conference 2014.



ATMS on Salwa and Dukhan Highways April 8, 2014



Salam SICE Tech Solutions, a joint venture company between Salam Technology (SIIL) and SICE of the ACS group was awarded on March 4, 2014 – a QAR 67 million contract by the Public Works Authority (Ashghal) for an intelligent transportation system. The Works shall include the procurement, construction, installation, integration and maintenance Advanced Traffic Management Systems (ATMS) on Salwa Highway and Dukhan Highway, the upgrade of the control room and equipment room of the existing Traffic Control Centre building on Salwa Road. The aim is to have a centralized control room for both highways in order to monitor the operations on both highways and aid in the maintenance of both highways.

Intelligent Transportation Systems (ITS), also called Advanced Traffic Management Systems (ATMS) and Freeway Management Systems (FMS) is an umbrella term for a broad range of diverse technologies including information processing, communications, control and electronics that are applied to a transportation system. The infrastructure proposed under this project will allow PWA to implement in the future the rest of the ATMS system to provide drivers with warnings, manage speed limits, enforce height limits and provide travelers with appropriate travel time and road selection information.

This is the first fully integrated ITS system ever to be installed in Qatar, and the first of a series of similar systems to be implemented in the country.





DRÄGER AWARDS us "Highest Net Sales Increase from 2012 - 2013"



Salam Petroleum Services is delighted to report that we achieved a new record of success in 2013, in the field of "Application Engineered Solutions". This success was recognized by SPS principal Dräger who awarded SPS the "Highest Net Sales Increase from 2012 - 2013. The award commended us for our outstanding performance and sales achievement in selling Dräger Application Engineered Solutions in Qatar.

The award was handed over to SPS during the Dräger 2014 Annual Export Committee gathering which was held in February 2014 in Cape Town, South Africa. Mohamed EL-Shanti, SPS Sales Manager commented on this achievement by saying "This victory has come to us as a result of the work we have done, together, hand in hand with each member of our dedicated team. This outstanding performance during 2013 is a direct result of that dedication. We are thrilled that we were able to wrap up a good year with this achievement. Besides exceeding our department's annual target we

have achieved this additional success being awarded by our principal Dräger for the Highest Net Sales Increase in the Application Engineered Solutions. We couldn't be happier."

Mohamed EL-Shanti offered his thanks to SPS' Dräger Sales and Service Team and to SPS Support Staff for their excellent effort and contribution over 2013 to achieve this Award. He made special mention of his appreciation of the SPS Management and particularly SPS GM Mr. Radwan Ghazal for his unstinted support.



SPS SUPPORTS Qatar's Ministry of Interior

Salam Petroleum Services (SPS) has won a new contract from Qatar's Ministry of Interior (MoI) for the supply of Dräger's top-of-the-range Self-Contained Breathing Apparatus (SCBA). The equipment will be used by the Qatar Civil Defense Department. We are especially proud to represent Dräger, a brand which holds international leadership in medical and safety technology. Dräger develops trusted, innovative equipment and solutions to people all over the world. For over a decade SPS and Dräger Safety have worked together side by side to provide the Qatar market and its different sectors with the latest products, solutions and services, supporting their customers' and partners' requirements for safety, protection and detection solutions.



Through this project we are pleased that we are continuing to support Qatar's Civil Defense, who play a critical role in the country.

SE Holds Water Treatment Equipment SEMINAR



On the 28th of January 2014, the Water Division of Salam Enterprises UAE organized a seminar at the Le Meridien Hotel Dubai, with reputed US manufacturer MAR COR Inc. The theme of the seminar was 'Water Treatment Equipment for Medical Purposes'.

The invitees at the event included most of the major hospitals in UAE and the region, both from private and governmental sectors.

The focus of the seminar was to demonstrate how MAR COR Systems could be an efficient solution for the production of ultra-pure water for kidney dialysis stations. The demonstrated technology combines pretreatment, filtration, reverse osmosis and ultrafiltration to provide a complete package that is compliant with applicable medical regulations. The seminar proved to be very informative and was attended by representatives from major medical providers in the region. MAR COR Purification is a leading supplier of hemodialysis water systems in the United States and is now joining forces with Salam to cover the Gulf Region.



Anchoring Projects

Salam Enterprises in Dubai has gained a very strong reputation for being a superior supplier of mechanical and chemical anchors for construction projects. Over the years the company has won the trust of customers across the region and has its work displayed on iconic buildings in the UAE. In this edition of TSE we feature a few projects of Salam Enterprises where they have excelled at supplying anchors. The Construction Division of Salam Enterprises UAE started off this quarter by winning contracts for the supply of Cast-in Channel systems for fixing aluminium curtain walling at the Najmat Residential project at Reem Island (Abu Dhabi). We also won the Damac Heights project (Dubai).

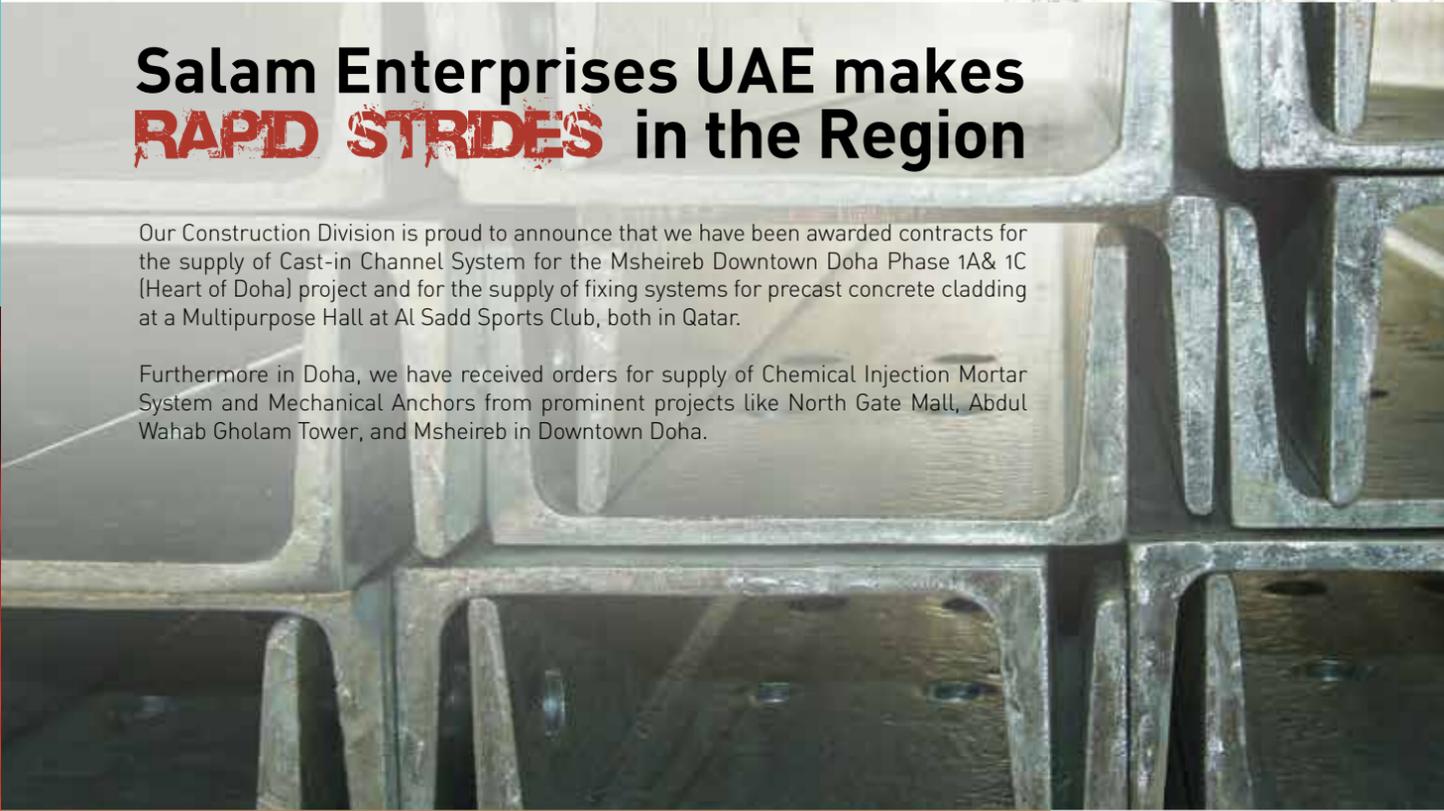
On the chemical front the company received orders for the supply of a Chemical Injection Mortar System and Mechanical Anchors for the following projects in UAE: Executive Bay Project, Dubai; Capital Bay Project, Dubai; Red Residence Project, Dubai; Shooting Club Project, Abu Dhabi; and the Louvre Abu Dhabi Project, Abu Dhabi. Additionally, the company has been hired for the STEP Deep Tunnel Sewer project in Abu Dhabi, where they are supplying sockets for fixing and transporting precast concrete units.



Salam Enterprises UAE makes **RAPID STRIDES** in the Region

Our Construction Division is proud to announce that we have been awarded contracts for the supply of Cast-in Channel System for the Msheireb Downtown Doha Phase 1A& 1C (Heart of Doha) project and for the supply of fixing systems for precast concrete cladding at a Multipurpose Hall at Al Sadd Sports Club, both in Qatar.

Furthermore in Doha, we have received orders for supply of Chemical Injection Mortar System and Mechanical Anchors from prominent projects like North Gate Mall, Abdul Wahab Gholam Tower, and Msheireb in Downtown Doha.



Cover Story



This edition of TSE celebrates a number of new additions to the Salam Family. Joint ventures, new businesses, that are now in progress having benefitted from SIIL's strength and dynamism. Our cover story reflects our conviction that in unity lies our strength!

A Glance at Our Completed Projects

Salam Industries always takes pride in the work we complete with dedication. This quarter we would like to share a few projects that display the skill and dedication of our team. Among our dedicated projects, we are pleased to hand over the Hackett London Shop at Villaggio Mall. We make a special mention of this project due to the high-end quality and workmanship it called for. Over this quarter we were also busy with various other brand shops that are now on the edge of completion. Among them are Sephora, Dolce & Gabbana, Roberto Cavalli and L'Occitane.



Repeated Business For Salam Enterprises UAE **WATER TREATMENT SYSTEMS**

Our Water Division has received an order for the supply of water filtration and softening system, 50 m³/Hr, for the prestigious Fairmont Hotel in Fujairah. Regionally, we have received an order for supply of a new water desalination plant (RO system) of 30 m³/Hr production capacity from one of our old customers: El Berier Group in Sudan. This repeated business from one of the leading beverage manufacturers in Sudan reflects their satisfaction in our systems & services. Apart from this, we delivered a DI system (5 m³/Hr capacity) for the production of ultra-pure water to a leading perfumes manufacturer in Saudi Arabia: M/s. KOOB Co. Ltd.



The following Salam Stores UAE's highest achieving sales teams were congratulated and rewarded for their tireless contributions which resulted in great accomplishments.



The teams exceeded the store sales budget for the months of July to September 2013 and as always it didn't go unrecognized. To reward the teams on the 24th of November 2013, the Dubai Outlet Mall team, was rewarded with a Safari trip. On the 25th of November 2013, the De Beers - Dubai Mall team, was rewarded with a Dhow Cruise Dinner.

SSS UAE, Top Achieving Sales team, enjoy a **SAFARI TRIP** and **DHOW CRUISE**



SSS UAE **WELCOMES** Special Guests

On the 25th of February 2014 our Mirdif Kido team welcomed Mrs. Caroline Setbon from Baby Dior. Ms. Setbon visited our store and shared valuable information with us about the brand's new collection. On hand to welcome and participate at the event were Mr. Yousef Taha, Mrs. Sanam Khan Mr. Tariq Asad, Mr. Mustafa Alalawi, Mrs. Virginia, Ms. Jackie Lou Cinco.



Guerlain holds 3-day **INTENSIVE TRAINING**

To further strengthen its presence and equip its brand ambassadors with relevant product knowledge, Guerlain recently conducted a 3-day intensive training at the InterContinental Doha.

Focusing each day on a different axis - perfume, skincare and makeup, the training was conducted by Guerlain's Training Supervisor Ms. Sheryl Estropia. Exclusive BAs and other general promoters were present during the training, which involved presentations, discussions and exciting games bringing in learning and fun together.



LANVIN JIMMY CHOO

INTER PARFUM holds first semester training



The Inter Parfum Group (IPG) team welcomed 2014 with a full day loaded with information and exciting news about the brand's new launches in the first semester.

IPG Regional Training Manager Mr. Charbel Saad held a training in Qatar and brought with him great news about the new fragrances set to arrive in Doha. He also shared news on new brands recently acquired by the group. These new brands will be contained under the IPG umbrella. Mr. Saad focused on developing valuable selling techniques and upgrading the skills of trainees from different retail boutiques. Those at the training enjoyed the energetic day of activity.

PUIG and Guerlain hold YEAR END PARTY

Division Manager Ms. Effat Samir once again treated the PUIG and Guerlain teams with an evening to remember. The combined year-end party for both teams which was held at the Hilton Doha paved the way to recognizing everyone's contribution to the success of the brands. The evening contained several recognitions for performances and gave away fabulous gifts aimed at inspiring the teams to do more in the coming year. The event challenged and inspired others to keep up with the demands of the market and aspire to be among the next batch of winners.



SIIL steps forward as **SPONSOR** of GCC Traffic Week



SIIL was a proud sponsor of Qatar's efforts to commemorate the unified GCC Traffic Week. The Unified GCC Traffic Week this year was held under the theme 'Your Safety is Our Goal.'

SIIL was happy to step forward as a sponsor of the events planned under the banner and gave its full support to activities, including a traffic exhibition, workshops, educational lectures, entertainment and contests related to traffic safety. At the event Qatar honoured veteran drivers and those supporting road safety. SIIL's Deputy COO Mr. Abdulsalam Abu Issa is pictured below receiving a certificate of appreciation from Brigadier Mohammed Saad Al Kharji, Director of the Traffic Department. SIIL's contribution was valued by the Brigadier who told a press conference that the Traffic Week this year complements previous such events and reflects experiences that contribute to the overall development of the country.



دعوة لكسرهم
لتشرف إدارة المرور
بمعاونتكم لحضور حفل تكريم وتوزيع الدروع المدام على شركتكم كرملة لأسبوع المرور الخليجي الثلاثون الموحد

لحظة!
ONE SECOND

اسبوع المرور الخليجي الموحد 2013
شايئنا سلامتك
YOUR SAFETY IS OUR AIM

اسبوع المرور الخليجي الثلاثون ٢٠١٤
غايئنا سلامتك
الرعاة الرسميون

الراعي الماسي
QNB

الراعي البلاطيلي
ooredoo

الراعي الذهبي
UDC

الراعي الفضي
mowasalat

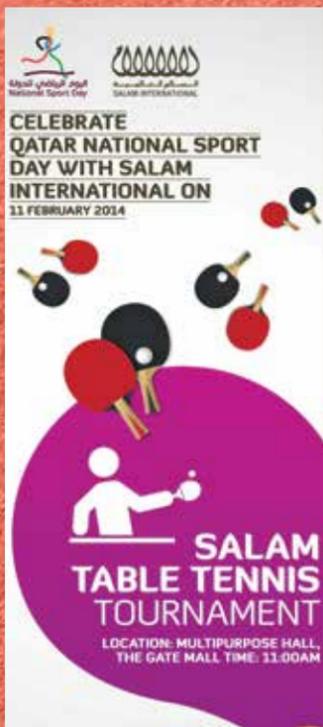
Included in this edition of TSE is a flyer aimed at supporting safety. We hope to distribute a series of flyers within the SIIL family in this manner. Feel free to become and advocate for safe roads in Qatar by sharing the material or use these flyers to start a conversation.



SIIL CELEBRATES National Sport Day!

On the 11th of February, 2014 SIIL was delighted to join Qatar's national drive for an active healthy lifestyle. We celebrated Qatar National Sport Day with multiple exciting activities at a variety of locations.

Among our activities were walking events at the Corniche, bowling, cricket, table tennis, and a basketball tournament. We are pleased to report that our celebrations drew support from the Salam family and the effort was indeed a great success.



HAPPENINGS



CELEBRATE QATAR NATIONAL SPORT DAY WITH SALAM INTERNATIONAL ON 11 FEBRUARY 2014

SALAM WALK
LOCATION: CORNICHE
TIME: 9:00AM - 10:00AM



CELEBRATE QATAR NATIONAL SPORT DAY WITH SALAM INTERNATIONAL ON 11 FEBRUARY 2014

SALAM BASKETBALL TOURNAMENT
LOCATION: SALAM INDUSTRIES
TIME: 8:00AM



CELEBRATE QATAR NATIONAL SPORT DAY WITH SALAM INTERNATIONAL ON 11 FEBRUARY 2014

SALAM BOWLING TOURNAMENT
LOCATION: DOMDOLAMA, VILLAS ADRIA
TIME: 11:00AM





Below are the winners of various events:



Basketball Tournament

held at the Salam Industries premises on Street 23, Gate 53 of the Industrial Area, 8am to 5pm

Salam Stores

Champion



Salam Industries

1st Place



Jose Nagera of Salam Stores

Most Valuable Player



Cricket Tournament

held at the cricket ground near Shafallah Centre, 8am – 6pm

Salam Industries

Champion



Salam Stores

1st Place



Bowling Tournament

held in Gondolania, Villaggio at 11am

International Trading Company & Q Gardens

Champion



Salam Petroleum

1st Place



Table Tennis Tournament

held at the Multipurpose Hall of The Gate at 11am

Jay Balleca of Salam Stores

Champion Men's Category



Mustafa Abdul Aziz of Salam Enterprises

1st Place Men's Category



Margarita Komarova of Salam Stores

Champion Women's Category



Isabella Ibrahim of Salam Bounian

1st Place Women's Category



PUIG holds first Semester Training and **LUNCHEON**

Our PUIG team recently held a training covering all brand launches for the first quarter of 2014. The event took place at the InterContinental Hotel in Doha. It was attended by all PUIG exclusive promoters and general fragrance advisors from different retail outlets. The day's programme consisted of interactive sessions and fun-filled activities administered by PUIG Regional Training Manager Mr. Hamed Mortgage. Prior to the training, PUIG exclusive promoters also enjoyed an Iranian themed luncheon at Shebastian restaurant at Souq Waqif. The luncheon was held in recognition of the team's contribution towards the success PUIG achieved in 2013.

Ms. Effat Samir, Salam-PUIG Division Manager, said "The challenge for us now is to maintain our position in the market. All our efforts paid off in 2013 and we will aim to come out on top this year as well. This requires a joint commitment by all to the brand." Ms. Samir thanked all present for sharing a passion for success and working toward the achievement of a common goal. PUIG proudly launched successful fragrances in 2013 the likes of Carolina Herrera EDP Sublime, Paco Rabanne Invictus, Valentina Oud Assoluto to name a few.



Canon Holds **PARTNER CONFERENCE** in 2013

The Canon Partner Conference took place in Dubai from the 2nd to 6th of December 2013.

The event was held at the Fairmont Hotel at The Palm - Dubai. At the event Salam Studio and Stores was happy to win the award for aftermarket sales in lens and accessories for the year 2013. Representing Salam at the gathering were Mr. Mahboob Ali (Regional Manager of Photo Imaging Division - Salam Stores) and Mr. Shoukath Hussain (Manager - Photo Imaging Division - Salam Stores), who joined Canon's Top Management and other Canon Partners from Middle East.



SSS Qatar **BEAUTY CONSULTANT** wins 2nd place in Guerlain BC Championship

In 2013, Guerlain held a regional competition. The goal was to locate the Guerlain Beauty Consultant Champion.

We are delighted to announce that one of Qatar's very own Ms. Saja Ghanoum landed second place in the coveted title. She faced stiff competition from candidates from different countries who all participated, displaying their competencies and performance. Saja Ghanoum, our exclusive Guerlain BC, represented Qatar at the regional contest held in December 2013.



Salam Stores' Photography Division **CELEBRATES** **New Year!**

On the 9th January 2014, W Doha Hotel & Residences came alive with celebrations held by our Photo Imaging Division. The day marked the team's celebrations ushering in the new year.

A dinner party hosted by the Photo Imaging Division drew together the entire staff contingent, who enjoyed an evening of relaxed interactions. Mr. Mahboob Ali – Regional Manager – Photo Imaging Division commented on the event, calling it one of the year's happiest moments. He commended the team for maintaining leadership in the market, noting that even global shares in photography is shrinking. Among the attendees of the evening were Ms. Jasmin – Office Manager (MD's Office), Mr. Shoukath Hussain. (PH Manager – Salam Stores - Qatar) and Mr. Abdul Rahim Abu Mahamoud – Credit Control Manager (Salam Stores - Qatar), who joined others in wishing the photography team well for the new year ahead of them.



Legria mini **LAUNCH** held

On the 22nd December 2013 Canon launched its new Camcorder the LEGRIA MINI in Qatar. The launch took place at the Concorde Hotel Doha. As pioneers of the camera-making industry, Canon has entered a new era of videography with the introduction of its LEGRIA MINI Camcorder. The camcorder enables capturing video in a new perspective. Available in black, white and silver, the portable and lightweight form breaks from traditional camcorder design. Thanks to its in-built stand the camcorder offers enhanced flexibility in its hands-free recording and allows users to come out from behind the camera and participate in their videos. With a Canon designed Ultra wide-angle f/2.8 lens, the LEGRIA Mini enables users to capture even more of the world around them. At the launch were Mr. Zamak (Product manager – Video – Canon Middle East), Mr. Ashish Nagar (Channel Account Manager - Canon Middle East), Mr. Allam Asmar, Mr. Allam Asmar (PR Manager – Salam Stores) and Mr. Shoukath Hussain (PH Manager – Salam Stores).



Energizer and Salam conducts **EXCLUSIVE PROMOTION**

Energizer, along with Salam Stores Qatar, conducted an exclusive promotion. The promotion covered Energizer products and took place at all Lulu Hypermarket in Qatar. The span of the promotion was from 14th December to 6th January 2014. As part of the lined up activities a special draw was held on the 12th of January 2014 at Lulu's D-Ring Road branch, which saw lucky winners walk away with attractive prizes. At the draw 10 lucky winners walked away with 16 GB iPad minis.



CANON SALES Kick-off Party 2014

The Canon Middle East and Salam Stores Teams gathered together for the 2014 Sales Kick-Off. On the 22nd of January 2014. The event took place at Doha's Concord Hotel.

Representing Salam Stores at the gathering were Mr. Azhar Ahlam – Manager (Canon Middle East) and Mr. Madhu Dokka – Area Sales Manager (Canon Middle East). Mr. Ashish Nagar – Channel Account Manager (Canon Middle East), Mr. Girish Tejwani – Channel Account Manager (Canon Middle East), Mr. Mahboob Ali - Regional Manager (PH-Division, Salam Stores), and Mr. Shoukath Hussain- Manager (PH Division – Salam Stores) along with the rest of the Canon team from Salam Stores- Qatar.



Salam & Grand Hyatt **WELCOME** KARL Lagerfeld's new fragrances

Salam Perfumes and Cosmetics Division and Grand Hyatt Doha celebrated the arrival of Karl Lagerfeld's new fragrances with a themed brunch on the 21st of March 2014. The black and white party, hosted by Grand Hyatt Doha in cooperation with Salam's Interparfum team, which handles Karl Lagerfeld perfumes. The event drew over 300 guests who enjoyed a sumptuous brunch and fabulous gifts from the brand. Mr. Sadam Rawashdeh, Salam-IPG Division Manager commented on the event saying "An enjoyable brunch at Grand Hyatt Doha, which rewarded fans of the brand was a perfect way to celebrate the launch of Karl Lagerfeld's new perfumes. These new additions celebrate and reflect the luxury and elegance from the brand." Salam has been appointed by the Inter Parfums Group to exclusively distribute Karl Lagerfeld Perfumes in the Qatari market after IPG acquired the worldwide and exclusive license agreement to create, produce and distribute perfumes under the Karl Lagerfeld brand.



Salam Stores holds Workshop on FLASH PHOTOGRAPHY

On the 12th of February 2014, Salam Stores offered its loyal photography customers a wonderful opportunity to further their skills.

A special workshop on flash photography was held by Salam at the Indian Club in Doha. The event was organised by Nikon ME and Salam Stores in a joint effort to give back to customers. Using a workshop approach, special trainers led the participants through a series of knowledge and experience building exercises focused on Flash photography. The workshop was designed for a wide group from amateurs to more advanced users. The workshop lasted four hours and included instructions as well as hands on training. The participants were given shooting opportunities using a variety of flashes. In attendance were Mr. Cesar Parraco, Products Support Specialist, Nikon Middle East, who conducted the workshop along with 60 photographers who were trained by him.



4U Celebrates MOTHER'S DAY



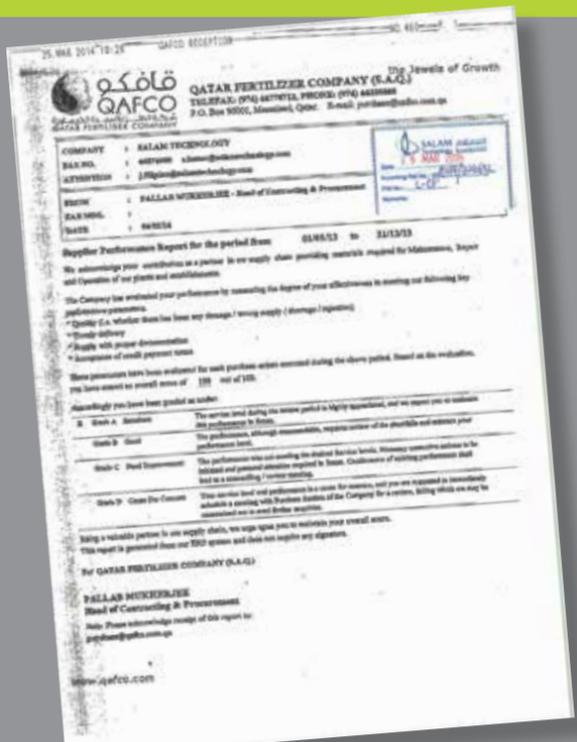
4U celebrated Mother's Day by inviting children to create artwork, poems and essays as a tribute to the leading lady in their lives – Moms!

On the 1st of March, 4U launched the campaign at different schools. They also engaged social media through which 4U received an overwhelming number of entries. These entries were judged by Ms. Jinane El Hage, 4U Regional Manager and Ms. Deliah Furcoi of Abode magazine, who picked out the most creative and heart-warming entries. Winners were then awarded gifts at a event at 4U Royal Plaza, held on the 20th of March 2014.

As part of the prizes the grand winner received an opportunity for a photoshoot along with a feature article in Abode magazine; overnight stay at Mövenpick Tower and Suites; spa treatments at B/Attitude; premium cake from Biscotti at Grand Hyatt Doha; and beauty kits from 4U.

4U thanks all the schools – Sumbeam Kinder, American Academy and the Lebanese School which supported the endeavor and the sponsors Mövenpick Tower and Suites, B/Attitude, Grand Hyatt Doha and Abode magazine who provided fabulous prizes and most specially 4U followers on Facebook who enthusiastically participated in this campaign.

Salam Technology scores 100% as TRUSTED SUPPLIER to QAFCO



Salam Technology was proud to receive and acknowledgement from QAFCO, confirming that from among a number of suppliers, we have scored a perfect record with them for our services. A note of thanks was received from QAFCO stating that as a client they were exceedingly satisfied with our performance measured across parameters including quality, timely delivery, supply with proper documentation, and acceptance of credit payment terms. Salam Technology is proud to have received this ultimate compliment from a client and looks forward to serving them with the same standard that earned us a perfect score.

BRIDY LAUNCHES at The Gate Mall

On the 27th of January 2014, 'Bridy' a wedding organiser shop was launched at The Gate Mall.

Attending the opening was the first lady of Cyprus, Mrs. Andrea Anastaziado. Mrs. Anastaziado was welcomed by Bridy's owner Ms. Mona Al Sulaiti. Among the high profile invitees to the launch were Doha's leading society ladies and VIP guests who enjoyed live oriental music and finger food. The shop is located on the first floor next to Doha Bank and covers an area of 231 sq. m. Bridy offers a range of services from organising a whole wedding, covering Henna events, right upto details in the likes of beautiful wedding dresses, accessories as well as wedding decorations, chocolates and wedding gifts.



DIVA SPA Opens at The Gate Mall

Diva Lounge Spa, one of the leading spa's in Qatar, has opened a branch at The Gate Mall.

The opening reception was attended by Mrs. Aisha Al Fardan, Vice Chairwoman, Qatari Businesswomen's Association along with other members and prominent guests. The concept of Diva Lounge Spa revolves around the elements of earth, fire, water and wind, as a balance between these elements reflects the balance between the body, mind and soul. Group Spa Manager of Diva Lounge Spa, Sophia Tamong commented, "Women nowadays struggle to maintain a balance between their personal and professional lives. They are in great need of allocating some "ME Time" to themselves. To help women in Qatar overcome life's daily stress and rejuvenate, Diva Lounge Spa offers a range of services that balance the body, mind and soul." Ms. Aisha Al Fardan, commented saying "The State of Qatar continues to witness robust growth and women are playing an increasingly important role in this development. As such professional women face a lot of challenges which makes them feel overwhelmed and stressed. Spas like Diva Lounge Spa allow women to enjoy relaxing treatments that compete with those



treatments offered by five-star spas but at a competitive price. We congratulate the Diva Lounge Spa team on the opening of the new branch and wish them more success." The Gate Mall Management also commented on the opening saying, "We are delighted to welcome Diva Lounge Spa to the Gate Mall. The spa will offer a range of services that are guaranteed to pamper our lady shoppers and guests leaving them totally invigorated and revitalised. With its luxuriously designed menu of relaxing treatments, we believe Diva Lounge Spa is the perfect addition to our unique tenant mix of high-end brands and top quality services." Diva Lounge Spa at The Gate Mall comprises of four treatment rooms including a VIP Room, a Hammam Demashqui, a fitness lounge, a nail lounge and a hair lounge. It also includes a relaxation room where customers can relax after their treatments to enjoy the signature ginger tea.





L'ATELIER DU CHOCOLAT picked The Gate Mall to open its first branch in the region

L'atelier Du Chocolat held the Grand Opening of its first retail shop at The Gate Mall in the presence of the French ambassador HE Jean-Christophe Peaucelle. The French chocolatier Serge Andrieu chose The Gate Mall in Qatar as its ultimate destination to open the brand's first confectionary shop in the Middle East. Located on the ground floor of the Gate Mall, West Bay, the boutique offers an expanded assortment of fair trade chocolates, ranging from delectable bonbons to classic chocolate bouquets.



Commenting on the opening Mr. Serge Andrieu, President and Founder of L'Atelier Du Chocolat said "We are delighted to open our first chocolaterie in the Middle East. We believe that Qatar is the perfect country to start our business venture in the region. Our boutique is situated in one of the most prestigious malls in the country, The Gate Mall. L'Atelier Du Chocolat reaches out to customers with exquisite tastes, offering them quality chocolates infused with exotic flavours. In addition, the lusciousness of the chocolate selection is solely attributed to the quality and concentration of our premium cocoa beans. Our love and passion for chocolate will unite us with customers who appreciate fine taste and this is why we are extremely excited to see how events will unravel in the upcoming months."

Adding to the opening of the chocolaterie, TBM Hospitality Co-Founder Mr. Ahmed Dahbour said "It is an exciting step for TBM to support such a unique business venture, the main idea behind introducing a one-of-a-kind concept to Qatar. The boutique will give local customers an extensive collection to choose from, abiding by the highest standards of excellence. After deciding to expand in the region, TBM and Mr. Serge Andrieu are confident that the boutique will bloom. At the heart of L'Atelier du Chocolat, we believe in attention to detail as well as the essence of creativity. As one of the leading Chocolatiers in France, L'Atelier is dedicated to creating every collection soulfully, by tailoring to a diverse range of tastes.

"I would describe the boutique opening in Qatar as an important milestone, one of many on the way to success in the GCC market. We also have other interesting projects in the pipeline and are looking forward to launching them soon in Qatar".



Chocophiles of every taste will find something to love in L'Atelier Du Chocolat's broad range of delicacies — from the deepest of rich, aromatic chocolates paired with unique flavours to baskets of chocolate bundles. The most popular offering being the chocolatier's exquisite bouquets assorted from a selection of 19 different types

of fine French chocolate, the flavourful slabs presented gather exotic flavors from around the world. Furthermore, the boutique continues to impress by offering customers a range of other treats including a unique spicy Espelette chocolate bouquet, homemade hazelnut spreads, melted hot cocoa and customised calligraphy creations.

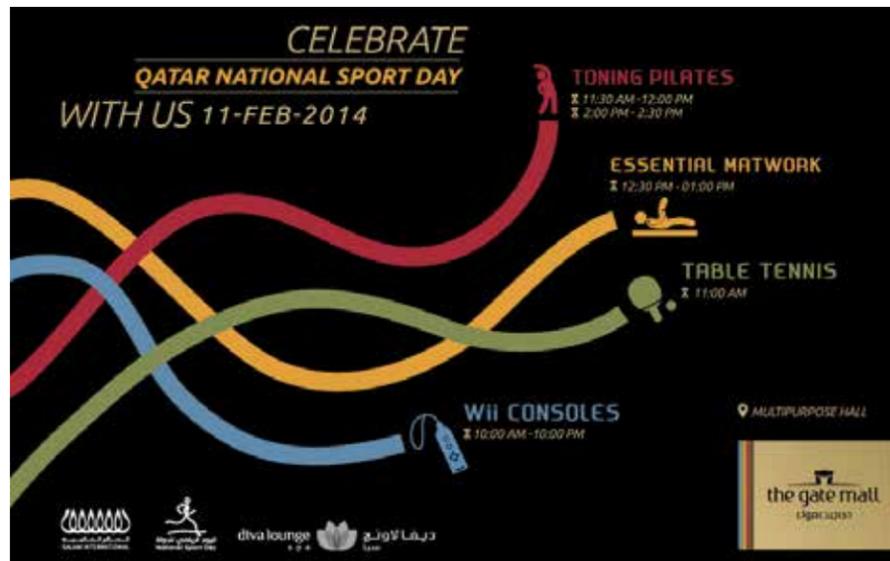
SPORTS DAY Activities at The Gate Mall

The Gate Mall celebrated National Sports Day on the 11th of February 2014. Different activities were organised at The Gate to join in the nation's celebrations at the first floor at the Multipurpose Hall on the first floor, which offered up a dedicated 600 sq. m of space for activities.



The activities began at 10am and continued on until 4.30pm. The hall was set up professionally with table tennis tables and professional scoring system. The table tennis competitions organised for men and ladies were sponsored by SILL.

Diva Lounge, the new spa at the Gate mall, organised free classes of Toning Pilates and Essential Mat Work headed by professional sports trainers. Additionally, The Gate Mall provisioned Wii Console+Wii Fit boards plus Xbox digital games related to sports especially for kids. 'Spicy Pickle', the new F&B outlet located on the ground floor spoiled everyone to a delicious array of healthy sandwiches while Farggi offered drinks.



The Gate celebrate MOTHER'S DAY

The Gate Mall celebrated Mother's Day on the 21st of March 2014. A unique on-the-spot sketches of mothers and their children added an imaginative touch to the celebrations.

The activity was offered to express The Gate Mall's appreciation and gratitude towards all mothers by combining two meaningful elements - art and emotion - to produce something of sentimental value.

A talented local artist set up his stationery in the central court area, and sketched mothers and children who walked by between 4pm and 10pm. Each of his sketches was completed in a span of ten minutes, free of charge. Among the visitors were Doha Mums, who were also invited for this activity.



Introducing **GLOBEX** - A new SIIL initiative

Salam Globex was opened on the 24th March 2014. Among those present at the event were SIIL Chairman and CEO Mr. Issa Abdulsalam Abu Issa, our Deputy COO Mr. Abdul Salam Abu Issa, Globex General Manager Ms. Lina Helena Kamal and other important guests.

Globex is a new addition to the Salam International Investments portfolio of businesses. The company focuses on providing customers workspace solutions to fulfil their need for a relaxed, luxurious and serviced office environment. Globex offers Workspace solutions, and offers the promise of taking good care of the for space requirements, so that Globex's clients can concentrate on their core business, while being confident that their operations are housed in a valued location and upmarket environment. The services and solution offered by Globex includes conference rooms, spacious relaxation lounges and a fitness centre, all of which can be found at Doha's prime business location, The Gate. Since commencing soft operation in the summer of 2013, Globex has now officially announced its presence in the market as the forefront provider of serviced offices. Globex has indeed proved to be in demand for Doha office customers looking for a distinguished address that offers a professional environment in a trendy setting.



A spokesperson for Globex say "Many of our companies are used to the high standards in their home countries and do not wish to compromise those standards. Hence they enjoy the various options we offer through Globex at The Gate. They also appreciate the calm surroundings in the business centre, and the excellent networking opportunity of having multiple businesses just a step away from their offices. Many of the clients do business together, and have benefited from the open & welcoming environment."

Among the companies that have chosen Globex as their business address here in Doha, are:

- Euro Diesel
- Geberit UK
- Tokyo Doha Consultants LLC
- Habegger Productions LLC
- 25 Spaces Real Estate LLC
- Bounce Fitness LLC
- APCO worldwide
- Sustainability Excellence LLC
- AXIS Communication LLC
- AES International Financial Services

Globex has already developed a reputation for offering:

- Flexible Terms
- Fully furnished light & spacious offices at prime business location
- 4 Conference rooms including the premium finished and equipped 80 person Salam Conference Hall
- Professional Support Team
- State of the art IT and Telecommunications infrastructure
- Smart and professional communal areas
- Facilities management





Mr. Hussam AbdulSalam Abu Issa

COO MESSAGE

Our Health, Our Responsibility

They say that as individuals the most common resolutions we make and break are resolutions related to healthy lifestyles. More exercise, less junk food, an intention to quit smoking altogether or reduce our sugar intake, walk more or drive less; researchers list these among the promises we are quick to make and quicker to break.

Researchers also say that what stands between an individual and his/her success in this area isn't a lack of time, resources or energy. Rather, it is a lack of understanding on the power of choice.

SILL has just completed some fun-filled participations at National Sports Day. As a local conglomerate that is supportive of the nation's directives, SILL must commend Qatar for placing such an important emphasis on health and well-being. The challenge however, for all of us, is not limit the commitment to health and wellbeing, simply for a season. Our focus and dedication to an active lifestyle must continue throughout the year.

Something we all tend to forget is that health is more than the absence of disease. Instead, if we think about it, health is actually a state of optimal well-being. Let's take a closer look at the idea of optimal well-being. If we widen our scope and frame good health to include overall well-being in every area of our lives, it will soon be apparent that good health goes beyond the curing of an illness. The focus will instead settle on achieving wellness. And to create that wellness we must expand our focus beyond mere physical health. We must bring the strength of our minds and health of our emotions into focus as well.



healthier diet or giving up a less than healthy habit. We might fall back on the all time, favourite excuse of "tomorrow.. I will start tomorrow... or next week.... or next month!" [which translated, is likely to mean never!!] We know the drill. We've all been there and done that! Gaining the upper hand in such situations, and winning is largely dependent on us understanding the power that lies in our decisions rather than our muscles. The battle starts in our minds long before it reaches our schedules.

A comfortable, healthy balance between our physical, mental and emotional aspects doesn't happen accidentally. Someone has to be in charge, and that someone is always you. Our behaviour and the choices we make in life affect our health. We can choose to do more of what's good for us and the world around us, and to do less of what is harmful.

To reach a wellness goal we must first define what wellness is for each of us. What kind of lifestyle do you have now? What kind do you want? Think about what isn't working for you. Think about what you want to change. Be specific. Take a moment to write down your wellness goals. For each goal, list all the positive benefits you will gain by reaching your goals.

Once we have determined our personal wellness goals, we must decide what changes we need to make to achieve them. Let's be patient. Creating wellness is an ongoing process. As we make more beneficial choices and fewer harmful ones, we will gradually tip the scales toward wellness. We can reach our wellness goals, even difficult ones, one step at a time.

Living and working in a fast-growing market here in Qatar, and being part of an active, dynamic organisation like SILL, where there's always work to be done, we might be easily tempted to think that our health depends solely on the quality of the healthcare we receive. But here's an alternate thought. Our health is our responsibility. If we really think about it, we will accept that we are the only people who can make lifestyle decisions that can help or hinder our well-being. Therefore, we are the ones who must take proper steps to preserve our health and promote our own wellness. It is we, who possess the power to create wellness for ourselves.

This power lies in the choices we make every day on our own behalf. For instance, if we react out of a habit or a fixed attitude, we might fall into the trap of thinking we are too tired to exercise. Countless experts have used scientific data to prove that energy is created in exercise. Yet, we often fall back on the excuse that we are too tired, therefore we have no energy to exercise, little realising that the secret to creating energy is to go right ahead and exercise! Some of us may battle with procrastination when it comes to committing to a

SILL's Future Leaders Programme Tamkeen kicked off the new year by conducting a series of 4 workshops in Doha with one workshop being held in Dubai. A total of 110 participants participated at the two locations, out of which 88 formed the Doha Contingent.

Tamkeen Future Leaders WORKSHOP 2014



Participants from Oman joined the workshop held in Dubai, bringing up the numbers at that workshop to 22. In addition to this, 2 workshops were held as refresher sessions. The refresher sessions were for Salam Certified Trainers and Coaches, who were picked from among previous participants of Tamkeen. The Doha workshops held March 4th & 5th, 11th & 12th, 18th & 19th, 25th & 26th. TSE met up with a few participants and here's what they had to say.

I like the program because it helps me build on my field of expertise. Sometimes you as an individual won't notice that you are good in this or bad in that. But others can easily spot your strengths and weaknesses. At Tamkeen, the focus is on the positive rather than the negative so you can improve more. I have put what I have gained through this programme to good use both at work and in my personal growth. I am a racer and I have utilised some of what I learnt in my hobby as a car racer.

Kennet Dimalanta
Project Architect
Salam Industries

The programme has helped me focus fully on my strengths. It enforces your strengths rather than focusing on what you're not good at. It has really empowered me to build on my strengths. First Tamkeen really reminds you about what you were hired for. At the end of the day, it's important that we become good leaders while acknowledging that different people have different strengths. I'm a fresh grad, I started working one year ago exactly. So it's been important for me to have a training like this at the beginning of my career."

Marion Sanguesa
Marketing Media Coordinator
Salam Studio & Stores

My first time attending the Extraordinary Leadership programme last year was quite helpful. It was valuable because it was the first time that the concept of a 360-degree feedback was applied to us. Through such feedback, we have learnt that we can view ourselves through a different perspective; we know about ourselves but it's interesting to see how others perceive us. This helped us in enhancing certain aspects, which are important.

Hassan Syed
ICT Division Manager
Salam Technology

I participated in the facilitating workshop and I'm certified as a Salam facilitator. I'm working in these workshops now as co-facilitator. I will also be joining the coaching team as my passion is mainly in coaching. One of the tasks I accomplish in my role is to help attendees read the results for instance from their peer feedback. I help them understand the feedback they have received, analyse, interpret and then we help them to formulate a short term two year plan - to grow. Before becoming a facilitator I was part of the EL (Extraordinary Leaders) workshop. Now it's the Extraordinary Performers (EP). I have worked in Salam all my life since I was out of school for the past 27 years. The first job I had was with Salam and this continued for the last 27 years now. The workshop was so good because they let you notice many things that you didn't really see before though you are mentored almost on a daily basis.

Mohammed Shukri Nahar
General Manager, Service, Delivery & Commercial
Salam Technology



TAVOLA



Tavola & 4 Homes - New Jewels in Our Crown

Following a recently concluded acquisition, SILL is delighted to introduce a new member to the Salam family. 4Homes, the parent company of Tavola, which is headquartered in the UAE, is a family-built, marketing and distribution company renowned for representing internationally sought-after kitchenware and tableware brands in the GCC region.

Built upon the vision of Nabil and Wakami Saab, a husband and wife duo, 4Homes' success resulted in the company becoming one of the best known names for baking and cake decoration products, in the larger Middle East region. When SILL welcomed 4Homes into our fold, the company was already well placed as a high-calibre, trusted marketer to department stores, specialty stores, high-end food retailers, hotel and restaurant suppliers, reaching a loyal following of both individual consumers and professional users.

Now, united under the SILL banner and fortified by Salam's strength and statute, 4Homes is poised and ready to grow and expand while building on SILL's synergies. The company continues to retain its individuality, and remains in the capable hands of Nabil and Wakami Saab who steer its operations.

Face to Face With Nabil & Wakami



The Salam Experience (TSE) enjoyed a sit down with Nabil & Wakami, during which they gave us a quick overview of the business.

TSE: How would you introduce 4Homes to the rest of the SILL family?

Nabil (N): 4Homes is a distribution company which also develops and operates standalone or shop-in-shop retail concepts. Our portfolio carries mono or multiple brands, and we work with specific or specialty product categories.

TSE: 4Homes has a popular retail concept Tavola, which has gained considerable traction across the Middle East. Tell us about it.

Wakami (W): Yes Tavola is one of our home-grown brands. It is a retail concept which runs in 17 stores countries in the GCC. Tavola houses a Culinary Boutique, which carries a mix of Kitchenware, Tableware, and Bakeware. Tavola also has another facet and that is a Specialty Bakeware retail store.

TSE: Yes, the link between the name Tavola and specialty bakeware is something that is quickly spotted in this region. How did that happen?

W: One reason for that is the high-level of customer interaction we built into that facet of the 4Homes business. Beyond the products we carry, Tavola's offering includes giving consumers the opportunity to learn Baking, Cake Decorating, Sugar-Crafting and Chocolate Making from trained instructors.

TSE: You have a strong reputation of being accredited by some internationally renowned names in the baking field. What are these accreditations and where did they come from?

N: 4Homes is authorised by Wilton Enterprises to conduct the intensely popular Wilton Method of cake decorating and the Wilton Method Instructors (WMI) training programs. We are also accredited by Knightsbridge PME (UK) to conduct PME sugar crafting programmes. And additionally we conduct programmes in Baking and Chocolate making. So, that's a quick overview.



Building a well-loved brand

How did Nabil and Wakami build the 4Homes brand? Short answer: with a whole lot of hard work and a genuine love for what they set out to do. TSE quizzed the Saabs on what it takes to create a home-grown brand from scratch, eventually building it up into a successful business that has a respected regional presence. We share below some useful insights that can guide SILL's companies.

Authenticity

4Homes and its retail concepts have an unmistakable aura of authenticity to them. A feel of genuine interest lies at the heart of its operations and TSE was curious about that. So we asked Nabil how the brand encapsulated this spirit of authenticity.

"When we set out to build a distribution and marketing company, we knew clearly that we wanted to be distinguished by our sincerity and commitment. So we opted to be more than an intermediary who brought in global or specialty brands and just pushed it on by supplying the market with them. Instead we opted to spend time and energy and effort, to learn the full potential of all products we were promoting. We learned it from the manufacturers themselves, we engaged the experts, and we interacted with users. That way, we were truly able to gain functional, useful product knowledge. Once we did, we began to share that knowledge, and educate end-users from our side. Our contract with our customers didn't end at the point of their purchase, we went the extra mile to show them to the best of our ability, how to put their purchases to good use. So this sort of longer awareness-based journey we took between the manufacturers and our customers, helped us to build that reputation of commitment. That is what gave us authenticity at the center of our 4Homes brand. It wasn't something we conjured up, it's something we worked hard and embedded at the heart of our brand. Today, when we hear that it's visible, it makes the time and effort worthwhile."





Creating value through Events

4Homes stand out in its capacity to create memorable customer-centric events, which outlive product purchases in the minds of clients, thereby building loyalty and trust as a priceless by-product. TSE asked Wakami about this aspect of the business.

"We genuinely seek our customer's satisfaction. We want them to excel at and enjoy what they do, whether it's sugar-crafting, or baking or cooking or whatever. So from the outset we invested in events. Events always give us that extra edge of time, that chance to interact, to pass on knowledge and skills to customers. We took the time and trouble to bring down experts in a variety of fields to share teaching, tips and guidance. We kept ourselves interested in what interests our customers and focused on how we can offer our customers value beyond their purchases. To us and our staff events are occasions for us to hear our customers speak. To take note of what they say. Our cooking demonstrations, or cake decorating events, or Mother's Day celebrations or equipment usage demonstrations all have one goal and that is to give something out. Our harvest so to speak, from doing that, is the trust and confidence our customers have in us. We know they value the effort we put in to creating events that engage them. And they recognise us as a brand that is interested in uplifting their customer experience."

Product knowledge

4Homes has endeavoured to create brand and product experts in a variety of categories. TSE asked the Saabs about this approach.

"Dedicated brand managers and sales staff that are knowledgeable about the products they promote can make a big difference in a business. However, at 4Homes we recognise that there are many occasions when our customers will know more about the products than our sales staff do. For instance a piece of kitchen equipment; a customer who uses a particular brand or product will definitely have more hands-on knowledge than the salesperson. So, while we consider it our responsibility to educate ourselves about our products and have experts on board, we also respect the knowledge our customers bring with them. That makes us listen harder and we keep ourselves flexible enough to learn and grow. But we definitely commit to gaining a high degree of product awareness. Our people are sent for training to Europe or wherever needed. We have experts come down to us. All with the goal of having a good grasp of what we deal with in our industry. Eventually, in our kind of market, there can be many competitors who can offer the exact same range of products as us. Tangible goods are easy to replicate. However, what is harder is to replicate intangible value. Those intangibles are found in knowledge, awareness, and quality of service. So we do what we can to stay ahead in that game as well."



Tavola welcomes Martha Stewart to an event held in the UAE



Investing in the **PROFESSIONALS** of tomorrow

SIIL is proud of its long-standing relationships with Qatar's education institutions in and outside of Qatar. As a local company that started its journey in Qatar we have whole-heartedly embraced the opportunity to invest in future professionals, by opening up internship opportunities within our organisation.

SIIL also approaches internships by drawing strength and inspiration from our strong mentoring character. To us our internship experiences aren't simply corporate social responsibility gestures. The mentoring mindset, which is embedded deeply in the company culture has served as a springboard, when we reach out to the community.

In this edition of The Salam Experience (TSE) we caught up with Mr. Alaa Tamneh, Legal Manager at SIIL. SIIL's Legal department has been one division that has directly been engaged in offering internships to multiple students over the years. The department has a well-honed programme and mentoring approach in place to equip young people entrusted into its care.

TSE: Alaa, we understand there is currently a couple of internships in progress at Corporate Legal.

Alaa Tamneh (AT): Yes, that's right. We are in the middle of a 12-week mentoring effort, with a young gentleman called Hamad Ali Ghareed Al-Ahbab and a young lady Sarah Kerbache.

TSE: Describe the programme you have put together for these interns.

AT: We have two individual programmes that we have tailor-made to suit our interns. We approach the programme from a perspective of making a lasting, hands-on contribution to their study programme. So our first step is to take stock of where they are as undergraduates, where they intend to head, in what field. Then we gauge their skill levels and put together a programme that will best suit their journey. Hamad is from Qatar University and Sara is from HEC Paris. So we accommodate their requirements accordingly.



Qatar University recently expressed its appreciation for SIIL's unstinted support towards mentoring interns. Mr. Suleiman Al Khateeb received this honor on behalf of SIIL from Qatar University President Professor Sheikha Abdulla Al-Misnad.

TSE: What are some of the advantages SIIL has, when we take on mentoring these students.

AT: We are a diversified organisation, and as a result at Corporate Legal we deal with a wide array of work. We handle a massive amount of transactions. And that too across multiple fields. This is of high value to interns, since it gives them unprecedented exposure while working with one organization. So that's a huge advantage. There's also the approach we take. Our goal is not just to tick off a few boxes so that the university we have partnered with can be satisfied that we have met their basic criteria. Our goal on the contrary is to truly mentor and open up the profession to these interns. We want them to gain hands-on experience with the profession, so that they can be drawn by it. When we succeed at engaging them, then we train them. Let them learn both through observation and involvement. Once they grasp the best of the mentoring process, then we have created a potential future professional for the field. And that's a real benefit for the market on the whole. We are not out to just gain a future employee for ourselves but to enrich the entire profession by mentoring the best talent. That's SIIL's motivation and that's the goal that Corporate Legal pursues.

TSE: What is the kind of feedback you receive from interns?

AT: They are very grateful for the 'real' exposure they get. They appreciate the fact that the work they get exposed to is the real thing. They are not 'playing office' here, so to speak, but getting a taste of real responsibility, true professionalism. Another aspect that they value is the opportunity they get to observe experienced professionals. To accompany them through various aspects of a workday. They witness the workload and the pressure and also observe how seniors deal with it effectively. That gives them a practical feel to their internship, which is also very important to their future.

TSE: Do you pick the interns or do they pick you?

AT: It is a mutual agreement. Firstly we are partners with the universities that these interns are part of. As a local conglomerate, we at SIIL have clearly expressed our availability to give of our time and resources to build up interns and that places us in a kind of a partnership with the universities. So they reach out to us, describing the students who are interested in an opportunity under our roof and we too study their fields of interest and then decide if we can make a key contribution. That's when things move forward.



TSE quickly caught up with Hamad Ali Ghareed Al-Ahbab, one of the current interns at Corporate Legal.

TSE: Hamad, why SIIL? What made you pick this company for your internship?

Hamad: They came with a high recommendation, both by a friend and my own family. My uncle is someone who has good exposure in the private sector and he too saw the value that SIIL can add. Apart from that, I did my own research to ensure that SIIL was the best fit for me and my future ambitions.

TSE: What are some of the experiences you have gained while being mentored at SIIL.

Hamad: The programme that has been designed for me has exposed me to a true private sector work environment. This is something that as students we just have no access to. There's no way for us to see or experience the functions of the professions we are aiming to get into. Right here, I have been shown what a day looks like in the professional world. The busyness, the multitasking, the depth and breadth of the analytical day-to-day work, the coordinating between departments, the start and the completion of projects, the pace of daily interactions and transactions. So these experiences have been of real value to me. In fact I even got the opportunity to witness proceedings of the local courts, from a business or company perspective. I would never been able to know how the system works, but now I do and it has given me a fresh appreciation for the profession I aspire to.

TSE: Hamad, you seem to have a keen interest in the private sector. As a future professional what draws you to this side of the fence, as against a position in the government?

Hamad: I've thought about this. People have a kind of a perspective that if one wants an easier more laidback job

than the government sector is the place to be, and that many young people shy away from private sector openings. I don't believe that's true of all young people. I judge the situation differently. I believe the opportunity to learn and grow and interact with a wide array of experiences and people can be found in the private sector. There's a promise of richness in terms of exposure. I am drawn to that. Yes, the private sector is hard work. But anyone's motivation should not just be the easier job, but the one in which you can truly learn and grow and achieve your potential the most. When one is performing at their best, that's something that will lead to job satisfaction. That's what attracts me to the private sector.

TSE: If a friend asks you to rate this internship experience, and give them an opinion, what would you say?

Hamad: I'd tell them sincerely that the experience is certainly not easy but it's not hard either. It's something a young person with commitment and determination can do. So I would tell them, don't let a lack of English-speaking skills or a lack of confidence hold you back. Come and join. There are more people than you realise who will be willing to help you and guide you. I am thankful to Mr. Alaa and his team. and of course, SIIL for investing in me and I would highly recommend this experience to my friends.

Have

YOUR SAY

Here's your forum to air your welcome views, observations, comments and suggestions. It's waiting to be filled. Whatever's on your mind, the Ed wants to hear it all.



Hello SIIL family,

With us being such a busy Group, serving multiple customers 24/7, 365 days of the year, we are sure we hear from our customers. Some of us will receive thank you notes or emails for a service we have offered. Perhaps some of us or our business units receive congratulatory messages for a job well done. If we have customer feedback mechanisms in place maybe we find comments that are encouraging in the opinions shared by clients.

As part of SIIL family, it's always a joy to read these notes, even when they are directed at one of our sister companies. So here's a request to send such news to us (even if it is an email or a customer feedback comment). We will be happy to publish it here and share your joy!

The Editorial Team.



BRAND STORY

TAVOLA

In our brand story, this edition of TSE offers readers a glance at Tavola, an iconic brand now operating under the SIIL umbrella. 4Homes has now joined SIIL.

Tavola is a retail concept store with a presence in UAE, Qatar, Bahrain, Oman, Saudi Arabia, Kuwait, Jordan, Syria, Yemen, Iraq, Lebanon, Egypt, Sudan, Tunisia, Libya, Algeria and Morocco. Do feel free to drop by a Tavola store or find them online at <https://www.tavolashop.com>. TSE is proud to introduce Tavola as a brand and unveil its collection of products.



Kitchenware: Our kitchenware range extends from cookware crafted using diverse materials, which support a variety of cooking techniques and recipes and kitchen accessories to cope with organising, storing, or wrapping. From pans for frying, flambéing, roasting, sautéing, lasagna or paellas to pots for braising, blanching, stewing, making sauces or stock, Tavola has the best of kitchenware. We carry kitchen knives, tools, utensils and gadgets for culinary tasks from aerating to mashing and skimming to zesting. Our cookware includes fondues, woks, steamers, pressure cookers, tagines, our ovenware covers crème brûlée, gratin, pasty dishes, ramekins, soufflé or terrines.

Appliances: Our appliances make cooking quicker, efficient, convenient and a lot more fun. From electric kettles to brew up tea or coffee, stand mixers for kneading dough, to blenders, juicers, toasters, waffle makers, pizza ovens and pasta makers, Tavola carries it all. For those who aspire for more we offer specialty sets in the likes of fondue pots, teppan grills, hand mixers and raclettes and we haven't forgotten handy appliances from automated coffee makers to food processors, and yoghurt makers.

Baking & Cake Decorating: Our inspired collection of bakeware and cake decorating products are perfect for anniversaries, baby showers, birthdays, back to school theme parties, festivals, graduations or weddings. An extensive range of bakeware, cake decorating products and sugar-crafting essentials which includes cake pans, cutters, cupcake moulds and stands, cookie sheets, decorating sets, icing tips, silicone baking moulds, party bags, toppers, candles, tools, cake boards, mixing bowls, rolling pins, sieves, strainers, sifters, icing colours, sprinkles, fondants, and gum paste can all be found at Tavola.

Tableware: From a fine selection of elegant and casual everyday dinnerware, glassware, cutlery, serving pieces and other table accessories, right through to gorgeous dining collections including fine bone china, porcelain, and ceramic Tavola offers elegance on a platter. Classy glassware including stemware, flutes, tumblers, decanters, pitchers, and hand crafted blow glass along with an extensive collection of coffee press, tea pots, double-walled glasses, thermal jugs for serving coffee and tea are available at our stores.

EVENTS

SIIL & Salam Bounian, held their General Assemblies on the 24th of February 2014. The Assemblies were attended by the respective Board of Directors and a good showing of shareholders.

SIIL & Salam Bounian GENERAL ASSEMBLIES



SIIL GENERAL ASSEMBLY 2014



SALAM BOUNIAN GENERAL ASSEMBLY 2014

As a staunch supporter of sports SIIL was proud to come forward as a sponsor of the Emir Cup. The championship was hosted in Doha from the 1st to the 25th of April 2014 at the Al Gharaffa Gym.

SIIL PROUD TO SPONSOR EMIR'S CUP BASKETBALL CHAMPIONSHIP

QBF الإتحاد القطري لكرة السلة
Qatar Basketball Federation

H.H THE EMIR CUP
April 2014

PLACE	TIME	DATE
Al-Gharafa Sports Club Hall	5:00	Tuesday
	7:00	01/04/2014
	5:00	Wednesday
	7:00	02/04/2014
	5:00	Friday
	7:00	04/04/2014
	5:00	Saturday
	7:00	05/04/2014
	5:00	Monday
	7:00	07/04/2014
	5:00	Tuesday
	7:00	08/04/2014
	5:00	Thursday
	7:00	10/04/2014
	5:00	Friday
	7:00	11/04/2014
	5:00	Sunday
	7:00	13/04/2014
	5:00	Monday
	7:00	14/04/2014
	5:00	Thursday
	7:00	17/04/2014
	5:00	Sunday
	7:00	20/04/2014
	5:00	Tuesday
	7:00	22/04/2014
	6:00	Friday

كأس سمو الأمير
H.H THE EMIR CUP

LET'S PLAY



The Gate Mall Chosen by Qatar TV to host **AL KHABEER**

The Gate opened its doors to Qatar TV, who found our location a perfect backdrop to host Qatar TV's Al Khabeer program. Shooting continued over a one-month period and the crew filmed 20 episodes at The Gate Mall. The programme Al Khabeer has begun airing and will continue until Ramadan.



ADABISC PROUD OF OUR **TALENTED TEAM**

ADabisc is proud to share with the SIIL family that a member of our team recently contributed some of his work to an exhibition held under the patronage of His Excellency Dr. Hamad Abdulaziz Al Kuwari, Minister of Culture, Arts and Heritage. The exhibition was organised by the Department of Visual Arts at the Ministry of Culture and featured the work of 20 artists representing nine Arab countries: Iraq, Palestine, Egypt, Morocco, Tunisia, Syria, Lebanon and Jordan, in addition to the host country Qatar. ADabisc team member Adel Khalaf, Senior Graphic Designer, had his work appreciated by those who visited the exhibition and we are proud to share some of his paintings with TSE readers.

Adel, we are proud of you!



OCCASIONS

Salam Stores bid farewell to **Abraham Chacko**, Sales Supervisor – Home Division, who served for the last 33 years.



EMPLOYEE EXPERIENCE

ASHFAQ AHMED



For this edition of TSE, we sat down with Ashfaq Ahmed (AA) from Salam Stores and De Beers UAE. Ashfaq serves the requirements of both Salam Stores and De Beers.



TSE: Ashfaq, tell us a bit about yourself.

AA: Well, for starters, I was born in Dubai. My parents lived and worked here. I was here till I turned 8. Then I went back to my homeland for studies. I returned at 18 and began my career, back here in these familiar surroundings.

TSE: When did you join Salam?

AA: I joined the group in 2007. And I came in as part of the De Beers team. Subsequently, my work expanded to include both De Beers and Salam Stores and now I serve both companies.

TSE: What do you do for De Beers and Salam Stores?

AA: I am a driver for both companies and I also assist operations at both locations by assisting in some HR, Accounts and Administrative functions as well. I report directly to Ms. Janet Jeronimo, the Assistant Manager of the Personnel Department at Salam and Ibrahim Daher at De Beers.

TSE: Ashfaq, how did you join Salam? Was it by choice or is just happened?

AA: It was very much by choice. When I returned to Dubai and wanted to start working, the first thing I did was to begin to enquire about good, stable companies. I already knew the Salam name. But I realised a lot of my friends considered them as very good employers, so I had a goal of somehow getting in. I am happy to say that I did get an opening at Salam and I've been with the Group, happily, for 7 years now.

TSE: In your opinion what makes a good employer?

AA: A company that is fair to all. Where you are a big person in the company or you work at a lower level, a good company will be fair to all. In Dubai, there are many places where it's really hard to work, because they have no processes in place to manage things like long leave requests, or salary payments don't come in on time. This creates a lot of pressure on employees. My friends struggle with things like this. So I am both proud and grateful that in my workplace, things are different. Salam has a good reputation, and people on the inside know that reputation is well-deserved. There is also one more thing...

TSE: Yes, please go ahead.

AA: Salam has so many companies and it keeps on growing. So the company is strong. That also gives employees a safe feeling and the confidence that we work for a good, successful employer.

TSE: Pick out three things that you think are different at Salam; different from other places.

AA: We are a quick and efficient company. We manage our employees and our work by using good processes, that's one. Number two is we take care of the staff. Number three is at Salam, if you work hard and work well, you can have a long-term future.

TSE: How have you grown in this company?

AA: I joined the Group with a responsibility that was limited to driving. But I have had the blessing of learning and growing in

many other different areas as well. All the administration support functions I help, I have learned at the hands of my managers who have taught me. I value their experience and the time they take to teach us. I have learned a lot of new things and I continue to learn.

TSE: Tell us a new skill you would like to learn. Some area that you have found you would like to grow in.

AA: Some time ago I got a small opportunity to manage some logistics of a training programme that was held here in Dubai for Salam staff who came in from the region. I really enjoyed that. I had to take care of the hall, the arrangements of the place, food and refreshments, dropping and picking, everything. I really enjoyed that kind of logistics-related work. So if I get a chance of learning to manage events I would love that, to coordinate small conference like trainings, whatever.

TSE: Tell us a bit about your family Ashfaq.

AA: We are from Peshawar in Pakistan. I have 6 brothers and 2 sisters. We are close-knit and my mom and some of my siblings live in Pakistan now. Dubai feels like my second home. Since at one point we were all here together, they too are familiar with these surroundings.

TSE: If you were asked to speak to the whole of the Salam Group and what would you say to them?

AA: I will tell all the staff to be united, work hard and to be honest.

2014 FENCING GRAND PRIX Held at The Gate

SIIL was happy to welcome the 2014 Fencing Grand Prix. The competitions of the prestigious Qatar 2014 Fencing Grand Prix took place at the Aspire Academy between 16 and 19 January, 2014 and the finals took place at The Gate Mall on the 17, 18, and 19 January at 6pm. Championship Director Mr. Khalid Al Yazidi confirmed that the prestigious event brought together 315 fencers (men and women) representing 50 countries from across the world. The Qatar Fencing Federation (QFF) has been organising the Grand Prix since 2005 in accordance with the Federation Internationale D'Esgrime (FIE) and SIIL was pleased to open the doors of The Gate Mall, to host the finals.



NEW BIRTHS


SALAM
Petroleum
**Salam
Petroleum**

Baby girl Athena Maria Benny
daughter of Mr. Benny Thomas and
wife, Salam Petroleum Services.




SALAM
Enterprises
**Salam
Enterprises
Dubai**

Baby Girl Hania Rezeq, daughter of Rezeq
Mustafa and wife, Service Manager Water
Division, Salam Enterprises.




Salam Stores
QATAR

**Baby Boy Abdulaziz Sajid
Abdullah Bedu** Son of Mr.
Mohammad Sajid Usman Bedu and
wife, IT Department.




Salam Stores
UAE

Baby Boy Audric Ryan Due Vino, born
to the wife of Mr. Aris Vino of Salam
UAE, Aramis – Perfumery Division.



PROMOTIONS

SALAM STORES QATAR



Roda Que Bacani
Promoted to
Brand Manager-
Dolce Gabbana
Cosmetics, P&G
Group, Perfumery &
Cosmetics Division.



Mohammed Ramy
Promoted to
Regional Manager
Perfumes
Distribution,
Perfumery &
Cosmetics Division.



Nadim Hourani
Promoted to Sales
Manager-Bassam
Fatouh, Perfumery
& Cosmetics
Division.



Riza Alcoria
Promoted to
Senior Marketing
Supervisor-
Premium Brands,
Perfumery &
Cosmetics Division.



Mohamed Saad
Promoted to Brand
Manager-Inter
Parfums Group,
Perfumery &
Cosmetics Division.

QGC



Erfan Saberi
Promoted from
Operations
Manager to Deputy
General Manager.



**Lakmal Hemantha
Jayasena** Promoted
from Sales
Engineer to Senior
Sales Engineer.

Congratulations to you
from your extended
Salam Family!



NEW APPOINTMENTS

We would like to welcome all of you to the Salam family.

SALAM ENTERPRISES QATAR



Balaji T.R joined us in the position of QHSE Officer.



Mahmoud Nabil joined us in the position of Site Engineer.



Shilpa Godfrey joined us in the position of Administrative Secretary.



Elsayed Mokhtar Ahmed joined us in the position of Site Foreman.

QGC



Abijith V. Sasi - Indian National, joins as Sales Executive.



Rajesh Chauhan - Indian National, joins as Electrical Technician.



Abid Alam Moheet - Pakistani National, joins as Sales Engineer.



Babukumar Mariyappan - Indian National, joins as Electrical Technician

STREAM



Mohamed Ibrahim Joined Stream as Planning & Control Manager.



Racel Manzana Cruz Joined Stream as Senior Electrical Engineer.



Thrijan Kunhi Parambath Joined Stream as Senior Electrical Engineer.



Deepak Kumar Singh Joined Stream as Industrial Electrician.



Mahdi Batah Joined Stream as Business Development & Marketing Manager.



Jubin Shajan Mathew Joined Stream as Mechanical Sales Engineer.



Irfan Hussain Joined Stream as Electrical Site Engineer.



Ansari Mohammad Azad Joined Stream as Industrial Electrician.



Mydeen Kunju Amir Hussain Joined Stream as Projects Manager.



Mohammad Abouleil Joined Stream as Logistics Officer.



Maurice Kristel Lauigan Joined Stream as Support Engineer.



Mohamed Naleem Buhari Joined Stream as Driver / Messenger.



Yasar Syed Ibrahim Joined Stream as QA/QC Engineer.



Minhal Sinnalebbe Joined Stream as Quantity Surveyor.



Sajeed Ahmed Baig Joined Stream as Service Engineer.



Sabad Kuniyil Joins Stream as Driver/ Messenger.



Naleem Ahamed Lebbe Atham Lebbe Joined Stream as Land Surveyor.



Shihabudheen Arakkal Joined Stream as Draftsman.

SALAM STORES DUBAI



Mohamed Faris Joined Stream as Draftsman.



Vineeth Kumar Balakrishnan Joined Stream as Foreman.



Gisele Abi Aad has joined Salam UAE, as Retail Manager / Boutiques.



Michelle Kay has joined Salam UAE, as Sales & Education Executive Clinique Brand - Perfumery Division.



Mansoor Ahmed Rawoof Joined Stream as Foreman.



Binoy Thottupurath Joined Stream as Firefighting Technician.



Tariq Mohammad Asad has joined Salam UAE, as Store Supervisor - Dubai Mall KIDO.



Wessam Mohamed Abdelhamid Genidy has joined Salam UAE, as Education Executive Clinique Brand - Perfumery Division.



Ariel Maunahan Joined Stream as AC Technician.



Mohammad Fakhruzama Joined Stream as Cable Joiner.



Madina Gadaborsheva has joined Salam UAE, as Department Supervisor - Abu Dhabi Store.



Xavier Jose Linson Joined Stream as Firefighting Technician.



Nehal Ansari Joined Stream as Industrial Electrician



Mohammad Wahab Joined Stream as Industrial Electrician.



Husain Imamul Joined Stream as Industrial Electrician.

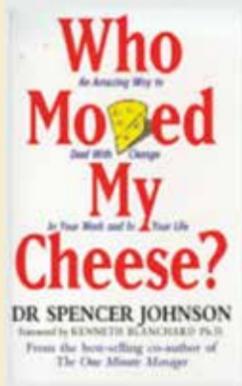


Sarfe Alam Joined Stream as Industrial Electrician.



BOOK REVIEW

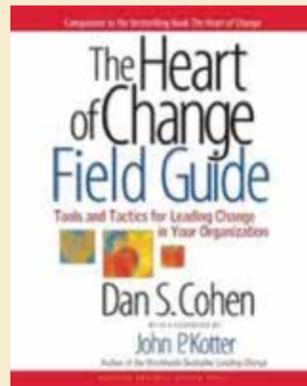
Who Moved My Cheese



Written by Spencer Johnson, co-author of *The One Minute Manager*, this enlightening and amusing story illustrates the vital importance of being able to deal with unexpected change. Most people are fearful of change because they don't believe they have any control over how or when it happens to them. Since change happens either to the individual or by the individual, Spencer Johnson shows us that what matters most is the attitude we have about change.

Who Moved My Cheese is often used by managers as an effective motivational tool, but the lessons it teaches can benefit literally anyone, young or old, successful or on the way to getting there. If you are looking for less stress and greater success in every aspect of work and life, this is a good book to start you off.

The Heart of Change Field Guide



In 1996, John P. Kotter's *Leading Change* became a runaway best seller, outlining an eight-step program for organisational change that was embraced by executives around the world. Then, Kotter and co-author Dan Cohen's *The Heart of Change* introduced the revolutionary "see-feel-change" approach, which helped executives understand the crucial role of emotion in successful change efforts. Now, *The Heart of Change Field Guide* provides leaders and managers tools, frameworks, and advice for bringing these breakthrough change methods to life within their own organisations.

Written by Dan Cohen and with a foreword by John P. Kotter, the guide provides a practical framework for implementing each step in the change process, as well as a new three-phase approach to execution: creating a climate for change, engaging and enabling the whole organization, and implementing and sustaining change. Hands-on diagnostics--including a crucial "change readiness module"--reveal the dynamics that will help or hinder success at each phase of the change process. Both flexible and scaleable, the frameworks presented in this guide can be tailored for any size or type of change initiative. Filled with practical tools, checklists, and expert commentary, this must-have guide translates the most powerful approaches available for creating successful change into concrete, actionable steps.

STAY SAFE!

SILL promotes road safety and as a company we back efforts to ensure safety for all. Take a look at the info graphics below courtesy JustHere (www.justhere.qa) The first step to staying safe on the road is awareness. So do read, and share this knowledge. You never know how these few minutes can contribute to keeping you or someone you love safe.



In Numbers

- 8% say will wear rear seat belts
- 81% say will wear while seated in front
- 75% ejected from car in a crash will die

50% reduction in fatal injuries of those in front seats, if belted-up

75% reduction in fatal injuries of those in back seats, if belted-up



FASTEN YOUR SEATBELTS



- SHOULDER BELT**
PREVENTS CHEST AND FACE FROM HITTING STEERING WHEEL AND WINDSHIELD.
- LAP BELT**
PREVENTS EJECTION BY KEEPING YOU IN YOUR SEAT AND PREVENTS YOU FROM HITTING OTHER PASSENGERS.

WHY AN ADULT SEAT BELT IS DANGEROUS FOR A CHILD

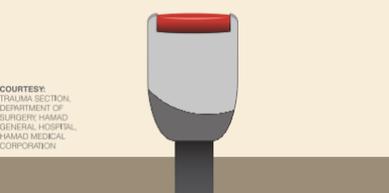


FOR A CHILD SHORTER THAN 1.45 M (APPROX 4 FEET 9 INCHES) TALL, AN ADULT SHOULDER BELT WILL FALL ON THE NECK AND THE LAP BELT WILL BE DRAPED ACROSS THE ABDOMEN.

WHY YOU MUST WEAR YOUR SEATBELT

- 75% EJECTION FROM A VEHICLE DURING A CRASH CARRIES A 75% CHANCE OF DEATH.
- 50% SEATBELTS ARE PROVEN TO REDUCE THE RISK OF DEATH OR SERIOUS INJURY IN A CRASH BY ALMOST 50% FOR BOTH DRIVERS AND FRONT SEAT PASSENGERS.
- 25% AND ABOUT 25% FOR REAR SEAT PASSENGERS.

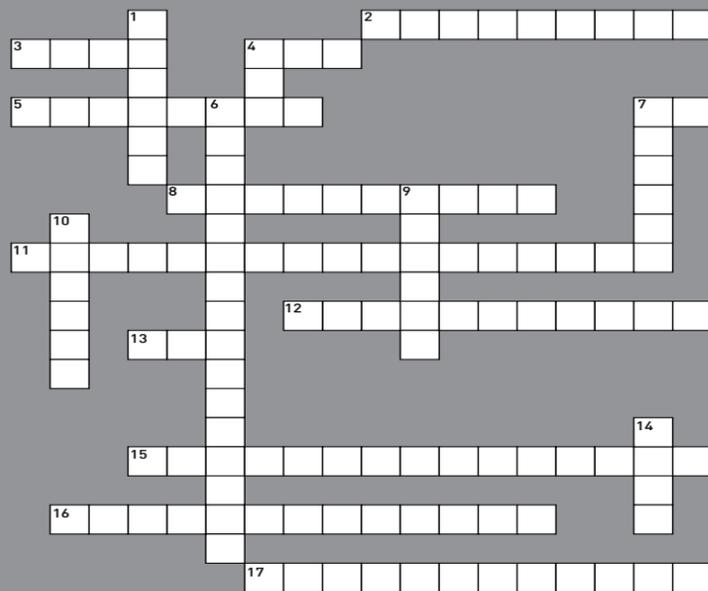
FOR YOUNG CHILDREN IN QATAR 0-4 YEARS OF AGE, CHILDREN ARE THE FOURTH LEADING CAUSE OF DEATH, RESPONSIBLE FOR 3.5% OF ALL INFANT DEATHS, WITH 50% INVOLVING UNRESTRAINED CHILD PASSENGERS. IN 2009-2010, NONE OF THE CHILD TRAUMA VICTIMS OF MISC MOTOR VEHICLE COLLISIONS ADMITTED TO HAMAD GENERAL HOSPITAL WERE IN CHILD RESTRAINTS, AND 10% OF THEM SUFFERED LETHAL INJURIES. THE MORTALITY RATE IS DOUBLE FOR CHILDREN RIDING IN THE FRONT SEAT DURING A CRASH.



COURTESY: TRAUMA SECTION, DEPARTMENT OF SURGERY, HAMAD GENERAL HOSPITAL, HAMAD MEDICAL CORPORATION.

CROSSWORD

How well do you know Salam's companies. Test your knowledge and take on this crossword. (Hint: Reading this edition of TSE will help!)



Across

- Held a regional competition for Beauty Consultants
- A Sponsor at GCC Traffic week
- Has a Regional Training Manager Named Charbel Saad
- Located on the 4th Floor of The Gate's Tower 2
- Celebrated Mother's Day at schools
- Won Major ITS Project in Qatar
- Carpeted Viva Telecom in Bahrain
- The Gate's Spa
- Feeder Pillar experts
- Won a recent contract from OXY
- The new Bridy showroom was opened here

Down

- Provides workspace solutions
- Working on Energy Center at Doha Festival City
- Trusted Supplier to QAFCO
- Joined the Salam Family recently. Head Office based in Dubai.
- Handling Doha Bank's fit out work at a new Branch at Al Gharafa
- Hero of our brand story
- Held year end party together with Guerlain