

# THE SALAM EXPERIENCE



## What is SIIL's ERP & why should I care?

Using our ERP for management & protection of data. A few minutes with our deputy COO.

## Stream patents its very own, local crane brand

## Taking steel from idea to reality

SIIL Champion Rider Wins 1st Place Again on the toughest leg of the FIA World Cup!



# BREAKING NEWS



**SALAM Enterprises** | BAHRAIN

## FURNITURE FOR HEALTHCARE SECTOR

Our expertise in the supply and installation of medical equipment won us an order from the Ministry of Health in the Kingdom of Bahrain. We also won an order to supply and install furniture for Royal Medical Services in the Kingdom of Bahrain. Medex and KIMS Management International were another two companies, that looked to us to supply and install furniture for them. We are looking forward to completing these projects to the utmost satisfaction of the client.

## SERVING GOVERNMENT MINISTRIES

As part of our strategy, we have focused on the government sector and we are pleased to say, in this quarter we have secured several projects. Apart from the supply and installation of furniture for the Ministry of Health in Bahrain we also won a tender for furniture for the National Security Agency, which is part of the Ministry of Interior in the Kingdom of Bahrain. Additionally we secured another tender to supply and install furniture for Bahrain's Social Insurance Organisation through Almoayyed Interiors.

## FLOORING IN BAHRAIN

Our success in flooring and the reputation we have in the industry has led us to win a project to supply and install furniture and carpet tiles for a residential building and the Blueprint Interiors office through Kooheji Contractors in Bahrain. We are also supplying and installing vinyl sports flooring for Abu Obaida Jarrah Primary Boys School through Abdul Rahman Al Mansoori Contracting.

## COMMERCIAL/ HOSPITALITY SECTOR

Al Jaber Electronics, SHHC and Viva Telecom headquarters picked us as their preferred furniture supplier. We also won an order for the supply and installation of furniture for Four Seasons Hotel in Bahrain.

**SALAM Enterprises** | ABU DHABI

## GOT IT ALL DONE!

We are pleased to announce our completed projects list. We completed the supply and installation of office furniture across Dubai beginning from the Desert Gate I-Rise Tower, TECOM for Makan Interiors, the Oud Metha Office, right through to Dubai Media City for Omnix International LLC.

## PLAYING IT OUR WAY

We have been awarded with a project for 8 Parks within the Abu Dhabi Municipality – PRFD with Al Ryum Group of Companies and Bin Ham Electro Mechanical Ent. Co., LLC for supply and installation of play equipment and safety flooring, including our project for supply and installation of sports rubber flooring for the multipurpose court and jogging track at Nord Anglia International School, Dubai.

We are glad to say that we have been awarded with a project for supply and installation of office furniture for ADNOC Headquarters in Abu Dhabi, Phase 1 of Al Niyadat Healthcare Center and Al Madina Occupational Health Department for Ambulatory Healthcare Services. The work to be done includes supply and installation of glass partition and refurbishment at Systra Office for Atelier 21 as well as supply only of furniture at the Desert Gate, Muscat, Oman for Makan Interiors.

## OUR CLIENT LIST IS GROWING!

Salam Enterprises is thrilled to announce that our expanding client list has welcomed the following companies on board who have brought us new projects: Abu Dhabi National Oil Company (ADNOC), Arabian Choice General Trading Co. LLC, Arco International Contracting Co. LLC (Al Ryum Group of Companies), Atelier 21 (L.L.C.), Bin Ham Electro Mechanical Ent. Co., LLC, Makan Interiors and Omnix International LLC, Dubai.



**SALAM Enterprises** | QATAR

## EMBASSIES CARRY OUR TOUCH

We have been awarded a furnishing project for the Qatar Embassy, Ambassador's Residence & Consulate Building in Bahrain. We are thrilled that as a local company our services are sought after in projects in the region.

## FLOORING FOR FARMS

We have secured a contract to supply and install play equipment and rubber flooring at Horse Breeding Farm. We are jointly working on this project with Redco Construction - Almana.

## COMMERCIAL PROJECTS

We also won a contract to supply and install furniture, carpets and wall paper for QIIB's Corporate Branch in Doha and we also have in hand a project to manage shell space fit-out works for a Qatar Foundation space housed within the Tornado Tower.



**SALAM Petroleum**

## TRUSTED FOR PREVENTIVE MAINTENANCE

QatarGas awarded us a strategic maintenance project for five years, over this quarter. We have now been entrusted with carrying out preventive maintenance, corrective maintenance, breakdown services, repair and modification works of the Fire and Gas Detection and Protection Systems in QatarGas facilities located in Ras Laffan.

## WINNING FEED PROJECTS CONSULTANCIES

Qatar Chemical Company Limited (Q-Chem) awarded us a consultancy service project. Our services have been retained to carry out Front End Engineering and Design (FEED) for Closed Circuit Television (CCTV) and Intruder System Installation for Q-Chem plant facilities located in Mesaieed.

**SALAM Enterprises** | DUBAI

## SPECIALISED WORKS IN CHEMICAL INJECTION MORTAR SYSTEMS

As the Construction Division of Salam Enterprises LLC, UAE we were delighted to win a contract for supply of a chemical injection mortar system for the prestigious Louvre Project in Abu Dhabi. We have also won orders for supply of injection mortar systems for the Central Market and Shooting Club projects in Abu Dhabi.

For the Khalifa Port project in Taweelah in, Abu Dhabi, we have been contracted for supplying a cast-in channel system for fixing of power equipment and installing of cable tray and pipe supports. In Dubai, we have been nominated as supplier of mechanical anchors for the Zabeel Palace Project.

## GROWING REGIONALLY

We'd like to announce that we have been contracted for the supply of a KEIL undercut anchor system for fixing natural stone panels for the iconic Msheireb Downtown project which used to be known as the Heart of Doha in Qatar. Continuing our wins in Qatar we have also secured the order for supply of mechanical anchors for Lusail Marina Project in Doha. For the Al Saad Multipurpose Hall Project in Doha, we have inked a contract for supply of cast-in-channel system for fixing of aluminium curtain walling.

## FLOW OF SUCCESS IN WATER SYSTEMS

This quarter, our Water Treatment Division executed delivery of two water filtration, softening and disinfection systems to new projects in Abu Dhabi; a 79 m<sup>3</sup>/hr system for the Hilal Bank Tower and a 16 m<sup>3</sup>/hr system for Sanad Properties Building.

Regionally, we shipped our ozone generation and injection systems for the disinfection of bottled water to our long-term clients abroad: 72 gr/hr system to Assaki Co. Ltd., a leading bottler in Tripoli, Libya, and a 20 gr/hr system to another market leader in Southern Yemen, Hadramout Industrial Complex.





## Editor's

**Sara Abu Issa**

Manager, Corporate Communications

Dear Family & Friends of SILL,

As many of us return to work from our vacations and gear up to end the year on a high-note, let's just pause and think about exactly that; pausing!

How often do we willfully interrupt the busy pace of our lives to just stop and recharge? In a world that is connected 24/7 with every imaginable gadget promoting a culture that erases natural boundaries, pushing people towards a cycle of ceaseless activity, we often see so many succumb to stress and illness. The pace of activity in today's world for instance has erased the boundaries of day and night. Connectivity ensures that we can receive emails round the clock, prompting responses at all odd hours. We live in a world where non-stop action is not just glorified but is seen as proof of effectiveness.

Daniel Levitin, Director of the Laboratory for Music, Cognition and Expertise at McGill University says that "time off tunes up a well-functioning brain because the processing capacity of the conscious mind is limited." He says our brains have two modes: Undistracted, focus on a task, and daydreaming and mental wandering. When one is active, the other is not.

As information floods in round the clock into our lives through work, media, news, Facebook posts, tweets, YouTube videos, text messages, conversations - leading us to misguidedly believe that we won't survive without instant and constant input. But here's the truth; in the midst of this pace of activity, if we don't pause and willfully take a break, completely disconnect, take vacations, rest and relax, our minds can just shut down leading us to blank out at random moments, forgetting things, and actually being less effective in our lives!

Pausing to do nothing and taking time off to rejuvenate is as important as work. So as we near the last quarter of the year let's be mindful of the need to refresh and recharge and consider it an investment, towards being effective in every area of our lives.

**I wish you every success!**

Editor

## HAPPENINGS



# SILL steps forward to recognise outstanding Arab achievements through **TAKREEM**



**This year, the regional Arab Achievement Award body Takreem continued to receive SILL's support. Launched with the goal of identifying and rewarding those Arabs who have excelled in their fields Takreem is set to inspire others in their quest for cultural, educational, scientific, environmental, humanitarian, social and economic developments, particularly in the Arab world. As such SILL unhesitatingly stepped forward to support the endeavour.**

Takreem's Jury Board convened in London this quarter and deliberated on the 2014 laureates in the following fields: Young Entrepreneur, Humanitarian and Civic Services, Environmental Development and Sustainability, Scientific and Technological Achievement, Innovation in Education, Cultural Excellence, Arab Woman of the Year, Outstanding Corporate Leadership and Exceptional International Contribution to Arab Society.

The Jury Board this year included HM Queen Noor Al Hussein, HRH Princess Banderi AbdulRahman AlFaisal, HE Shaikha Paula Al Sabah, HE Sheikha Mai Al Khalifa, Mr. Issa Abu-Issa, Sheikh Saleh AL-Turki, HE Dr. Hanan Ashrawi, HE Mr. André Azoulay, Mr. Carlos Ghosn, Mr.

Anis Haggag, Mrs. Nora Joubblatt, Dr. Suad Juffali, Mr. Samer Khoury, Lady Hayat Palumbo, Mr. Raja Sidawi, Dr. Adnan Yousif and Mr. Moataz Al-Alfi. The meeting was chaired by the former U.S. Ambassador in Lebanon, HE Dr. Vincent Battle.

The Jury Board meeting was followed by a dinner offered by Mr. Ricardo Karam, Founder of Takreem, at the Mandarin Oriental Hotel. The names of the laureates will be disclosed during Takreem Annual Awards Ceremony to be held on the 8th of November in Marrakesh. SILL was among other companies such as CCC, Renault-Nissan Alliance, AMEC, NESMA Holding, TOTAL, Barclays, and Falcon who also offered Takreem their support.



# SIIL Supports Youth and Entrepreneurship Development at QITCOM 2014



**QITCOM is an event, which ran for the 3rd year in Qatar with an aim to connect forward-thinking businesses, innovators and industry leaders to consumers, entrepreneurs, students, and enthusiasts, while supporting the development of Qatar as a global example of social and economic development predicated on a knowledge-based economy.**

Youth Hub Qatar, was a QITCOM initiative that SIIL stepped forward to partner. Youth Hub is a new set of smart spaces and concepts for young people, which announced the beginning of its operation, focused on being Collaborate Entrepreneurship Support Platform.

Youth Hub Qatar developed their own way to help start-ups and SMEs to network. During all three days of the QITCOM exhibition, held from the 26th to the 28th of May 2014, visitors of joint booths could pin down their business cards onto a networking wall grid, numbered 1 to 100. Behind certain numbers, the lucky ones could find different prizes from Youth Hub Qatar, and its partner, Salam International.

Writing to us to express their appreciation Youth Hub Director Evgenia Berestneva said "I would like to find time to thank SIIL for your support of Youth Hub Qatar during QITCOM. It was a really productive initiative and we managed to get in touch with several individuals and organisations, with whom we are hoping to establish fruitful cooperation. We have received good feedback for the concept of co-working space and we are using the Youth Hub to promote potential knowledge partnerships for a start-up entrepreneurship competition we are currently developing." SIIL is pleased that our support is contributing towards the development of a youthful cadre of entrepreneurs in Qatar.

## SALAM FASHION AWARD WINNER

### Dana Masoud's Launches Collection at Salam Stores



**The "Salam Fashion Award" was introduced last year by Salam Stores to support a graduate's transition from student designer to a career in design.**

TSE readers may remember that the award was presented to Dana Masoud last year. It included mentoring in the development and design of bespoke collection that would then be sold exclusively within a dedicated space in Salam Stores at The Gate Mall, Doha. Salam Stores is excited to announce that Dana's first collection Tiraaz was featured at our store in March 2014.

Dana's first collection resembles her childhood memories, which were always filled with beautiful dresses and garments. One of her memories includes always trying to tie a beautiful satin bow at the back of every dress, this is where she got her first ideas for Tiraaz. Originating from the Arabic term embellishment, Tiraaz came from a badge presented as a gift of honor by the caliph, symbolising importance within the community.

The first collection for Tiraaz reflects a sense of timeless elegance, offering a lifestyle concept for dressing and admiration for detail. Dana says, "I love fashion and

my main aim is to make women feel extra special and glamorous when wearing my creations."

According to Dana, there are great opportunities for young and aspiring designers in Doha now. The society here is very aware of the designer luxury fashion and there is a lot of support rendered. She also says, "Salam has helped me a lot. They gave me an amazing opportunity; something that a lot of upcoming designers would wish for. As a designer it helped me look at different audiences and understanding fashion and the target market in the region more. Moreover it aided me to mature from the university level to the actual business."



# Salam Stores and Canon unveil the new **EOS 1200D**



Salam Stores & Canon has recently unveiled another first and brought out one of the season's most sought after cameras, introducing the new Canon EOS 1200D – a new entry level DSLR that makes capturing beautiful photographs and Full HD movies easier and more enjoyable than ever before.

be flexible to suit your shooting style, the EOS 1200D features a bright optical viewfinder to help you frame your shots, and a 7.5cm (3.0") LCD screen for shooting in Live View mode. The sharp 460k-dot resolution LCD is the perfect way to review stills and movies straight after capture, or with groups of friends.

Designed for first-time DSLR owners who want impressive results straight out of the box, the EOS 1200D is Canon's first model to launch with an EOS Companion app for mobile devices (Compatible with iOS and Android devices), which offers helpful tips and tutorials to help you get the most out of your new camera. The EOS 1200D combines Canon's world class imaging system with a range of intuitive, easy-to-use controls and automatic shooting modes, ensuring that no matter what your skill level, capturing images that always do your memories justice is simple. Compact and lightweight, designed to

Among the key features of the EOS 1200D are Great quality from a large sensor, Detailed images you can crop and print at large sizes, Clear pictures even in low-light, Easy-to-use Scene Intelligent Auto mode, Built-in Feature Guide and Companion smartphone app, Full HD movies with Video Snapshot, Bright 7.5cm (3.0") LCD screen, Be artistic using Creative filters.



# Salam Stores Introduces the **LATEST CANON PRINT SOLUTIONS** in Qatar



**Salam Stores, Canon Middle East's authorised distributor in Qatar, has strengthened its portfolio of printing products to meet the growing demand for reliable and cost-effective print solutions in the country.**

The flagship inkjet and laser print solutions were recently launched at an executive-level product briefing seminar aimed at key dealers to further consolidate its presence in Doha.

Qatar's channel community were shown Canon's latest products in the inkjet mid-high colour range such as the new premium PIXMA iP 8740 - A3 photo printer and PIXMA 6840. Models from the MF series including MF 6140dn, MF 6180dw and the latest image RUNNER Advance 2202 were also on display. "Canon has always offered state-of-the-art products that combine cutting-edge technology and value for money along with meeting the expectations of the diverse consumers of the region. The event was instrumental for Qatar's channel community to witness first-hand how the new line-up of printing solutions catered to the growing demands of end-users," said Hendrik Verbrugge, Marketing Director, Canon Middle East.

The PIXMA iP8740 is ideal for photo enthusiasts looking to step up and print stunning images at home. Featuring a six-ink system, which includes individual grey ink, the iP8740 produces exceptionally high-quality colour photos and smooth gradations in mono prints. "The channel seminar provided us with valuable insight into the new Canon printer line up and forthcoming strategies relating to the new products, development of channels and marketing initiatives in Qatar. The event was a good opportunity for us to reiterate our commitment to Qatar's channel community and also get a sense of understanding of the response to Canon's innovative printing solutions from dealers," said Shoukat Hussain, Divisional Manger, Salam Stores.

Stylish and easy-to-use, Canon's range of PIXMA printers has been designed to support users seeking a range of printing options, including photo-lab quality prints and business documents.

Corporate end-users who attended the seminar got a preview of Canon's latest image RUNNER ADVANCE 2202, as the demand for black-and-white printing in Qatar continues to grow. The device suited to handling needs of cost-conscious small workgroups received positive feedback from the channel community.



# Salam Stores and Canon hold a **PRODUCT LAUNCH**

On the 28th of May 2014 Canon Middle East and Salam Stores conducted Product Launch and Dealers Seminar at InterContinental Doha - The City.

The meeting showcased new product line-up of Canon's office printing products, projectors and scanners. Among the participants at the event were Mr. Bittu Mattam (Business Development Manager), Sam Ommen (Product Manager, Projector & Calculators Canon Me), Anoop (Product Manager, Inkjet Printers, Canon ME), Girish Tejwani (Channel Account Manager, Canon ME), Ashish Nagar (Channel Account Manager, Canon ME) along with key account customers, IT channel customers and corporate and retail customers who also attended the seminar.



# GUERLAIN brings out the Ideal Man in Doha

After the success of La Petite Robe Noire and all its lines dedicated to women, the French Perfumery house, Guerlain finally released something for men in 2014.



Launched in July, Guerlain's the Ideal Man, or in French L'Homme Idéal is smart, handsome and strong! During the pre-launch training conducted by Guerlain Training Supervisor Ms. Sheryl Estropia at the Hilton Hotel Doha, Guerlain brand ambassadors were privileged to have a first-hand preview and experience of the new perfume. Guerlain Division Manager Ms. Effat Samir noted during the training, "We are very excited to bring this new Guerlain fragrance in the market. We know that ladies do aspire to have an "ideal man" and gentlemen aspire to be one. This season's L'Homme Idéal is a stepping stone towards that aspiration." TSE readers can experience Guerlain L'Homme Idéal at all counters of Salam, 4U and all major beauty shops in Doha.

# Salam Stores **STAFF VISIT** From Jordan

Four new fashion department staff from Jordan recently visited Qatar to receive specialised training. The training took place from the 17th to the 27th of May 2014. The programme planned for them included an induction into a career at Salam which was conducted over 3 days. This was followed by Customer Service and Sales Training. Giving them an opportunity to engage in hands-on experience and expertise development Salam Stores Qatar also arranged for 7 days of extensive training on the shop floor. Muna Abu Sofeh, Nancy Abu Hijeh, Ishaq Hejzeen and Rima Tantawi were the 4 staff members. TSE welcomes them on board.



# **MORE SMILES** with 4U voucher promotion

4U customers had more reasons to smile as 4U launched a fantastic offer this summer! From the 1st of June till 31st of July, 2014 4U gave away as much as QR200 free vouchers for every QR1000 spent at 4U stores at City Center and Royal Plaza. "4U's voucher promotion this summer showed our continuing commitment to our customers," said Ms. Jinane El Hage, 4U Regional Manager. "As the weather got warmer, we understood the needs of our customers to change/update some of the beauty products – skincare, makeup and even fragrances, which they use daily to adapt to environmental factors affecting the overall health of our skin. That's why our promotion ensured that our customers had an opportunity to shop for a wider range, by utilising the vouchers. Another great thing about the promotion was voucher flexibility. Customers were given the chance to use their vouchers right away or within a valid duration. So they could share vouchers with family and friends as gifts," added El Hage. With the voucher promotion, 4U customers were able to splurge on more beauty products! This is the first time 4U made such a significant voucher promotion that surpassed over 20% on every purchase.



FREE up to QR200 voucher for every QR1,000 purchase

AL CITY CENTER AL ROYAL PLAZA



# VCUQATAR holds 15th Annual Fashion Show

Hosted by Salam VCUQatar held it's 15th Annual Fashion show at The Gate Mall.



Held under the theme, 'Center Front' the fashion show brought out the work of VCUQatar's fashion design sophomores, juniors and 16 seniors featuring a range with components of the ethnic, handcrafted, modern, eclectic and glamorous.

The Salam Fashion Award, introduced last year by Salam International Investments Chairman and CEO Issa Abu Issa, to support a graduate's transition from student designer to a career in design was presented to Maha Khalifa Al-Subaey this year. The award includes mentoring in the development and design of two bespoke collections which will be sold exclusively within a dedicated space in Salam Stores, Doha.



## Montblanc Awarding

Coinciding with the launch of Emblem, was the My Accessory - a Montblanc competition held for Salam Stores staff. The imaginatively named contest was a huge success where staff won authentic Montblanc items. They were awarded 4U vouchers and a commendation for the superb job they've done in the course of their work. The staff awards were handed out by Mr. Saddam Rawashdeh, Division Manager and Mr. Mohammad Saad, Brand Manager.



## Inter Parfum Holds 2ND TRAINING for the year

The second INTER PARFUMS training of 2014 was held on the 11th of June, where a new brand was introduced. At the event up-coming projects for the next four months were also discussed. Mr. Charbel Saad/Training Manager was at the helm of the gathering together with Mr. Mohammad Saad, Brand Manager and Mr. Sohail Munir, Sales Manager.



## Salam Stores celebrates NIKON NIGHT 2014



On the 14th of June 2014, Nikon Middle East, in collaboration with Salam Stores, hosted an exciting weekend of photography for amateurs and professionals in Doha.

The events kick off with 'Nikon Night' at the Inter-Continental Doha - The City Hotel where award-winning architecture and urban landscape photographer Daniel Cheong mingled with photographers and Facebook fans. Cheong also conducted an Intensive 5-hour Digital Blending workshop from 9:30am to 2:30pm open to Facebook winners and Salam customers.

In the lead-up to the event, Nikon ran a photo competition on Facebook for all photographers in Qatar. More than 450 photographers were participated in this contest. Daniel Cheong together Mr. Aref Hussain of Qatar Photographic

Society and Mr. Jayan Orma of Gulf Times were given the difficult task of choosing 3 winners at 'Nikon Night'. They each walked away with Nikon gift vouchers worth QR 10,000. Among those present at the event were Akshay Talwar (Area Sales Manager Nikon ME), Cesar Parroco (Technical and Web Communications, Nikon ME), Mr. Mahaboob Ali (Regional Manager, Photo Imaging Division, Salam Stores), Shoukath Hussain (Manager, Photo Imaging Division, Salam Stores), Allam Asmar (Manager, Public Relations, Salam Stores), Abdul Rouf (Asst. Manager, Salam Stores), Salam Staff and Photographers from across Qatar.



# Salam Industries **COMPLETES** key projects

Salam Industries is delighted to announce projects that we have completed this quarter.

## Commercial Bank Branch at Dar Al Salam

We won the tender for fit out works for this project and have successfully completed and handed over to the client in a timely manner. Our experience and earlier fit-out works for other branches of CBQ in Doha and at various locations, held us in good stead, proving the old adage, a satisfied customer always returns!



## Leila Restaurant at the Gate Mall – Fit-out Work

We are pleased to announce that we were entrusted the above restaurant at The Gate Mall for fit-out works which we have successfully completed. Things are looking good and next time you pass by feel free to stop and take a look at our work.

## Renovation works at Al Wajbah Conference Room, QOC Tower

We were very pleased to receive the order for this kind of special / prestigious project from QOC for design and built renovation works of the conference room at Al Wajbah, 1st floor at QOC Tower. We are thrilled to share with TSE's readers that the project is now complete. Salam Industries takes pride in contributing towards Qatar's sporting footprint!



Once again Salam Enterprises - Bahrain strengthened their presence in the market by participating at the Gulf Interiors Exhibition 2014 which was held in Bahrain on the 6th, 7th & 8th of May, 2014 at Bahrain International Exhibition & Conventon Centre. At the exhibition Salam Enterprises showcased collections from Herman Miller – Medical Carts & Connection – soft seating ranges, along with the latest flooring collections from Forbo Flooring Systems.

# Salam Enterprises shows its strength at **GULF INTERIORS EXHIBITION 2014**

Commenting on the exhibition a spokesperson for Salam Enterprises said, "Our objective in being part of this exhibition was to update all our clients by showing them our new solutions, showcasing the availability, accessibility and quality that each range brings with itself. We wanted to enhance our communication channels with various client network in and outside Bahrain. Salam Enterprises works hard at offering the most innovative designs for workspaces with ergonomic and comfortable work atmospheres that match the unique needs of clients."

The whole event was carefully planned and designed by the entire Bahrain team who supported each other in all aspects. The three day event was a great experience that brought in interior designers and related industry specialists from various fields such

as hospitality, telecom sectors, educational institutes, medical specialists and banks who have future plans for expansion. Salam Enterprises was the only supplier who focused on the third space of the business unit by showcasing soft seating ranges from Connection rather than just traditional thinking related to office furniture. Salam Enterprises also showed how innovative one can get with vibrant variety in flooring sector.

The Salam Enterprises Team wishes to thank Tamkeen, the company who supported us through which 80% of the stand construction & rental costs was subsidised. We would also like to thank our unit partner and the whole team who made everything possible. Last but not least we thank all our clients & visitors who visited our stand with great, positive spirit which encouraged us.



# Salam Enterprises Qatar takes on HEALTHCARE SECTOR

Salam Enterprises started its operation as a trading house in 1996 focusing on the interiors industry with a couple of reputed brands.

Today Salam Enterprises Qatar partners with more than 15 principals locally and in neighboring countries serving the Interior & Sports sectors.

Adding value to its one stop shop concept and in line with its development strategy, Salam Enterprises Qatar officially announced their entry into the fast growing health sector on the 2nd of June 2014 by launching their Health Care Showroom on D Ring road. The greatly successful event was attended by Salam's top management and dignitaries from various prestigious organisations.



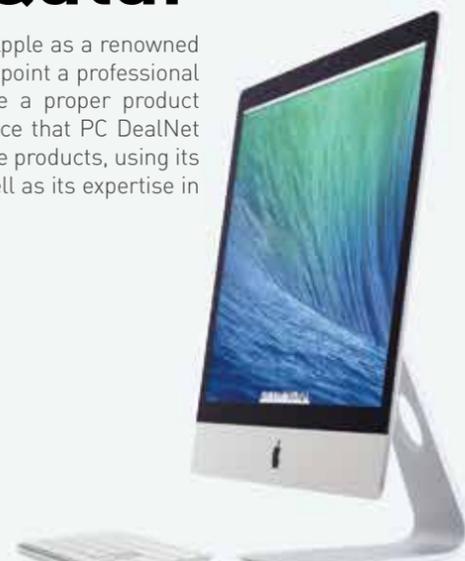
## Salam Enterprises Bahrain moves into NEW HOME

Salam Enterprises Bahrain proudly announces that we have now relocated to our new showroom at a great location in Manama, Bahrain.

## PC DealNet appointed as Apple AUTHORISED RESELLER in Qatar

TSE is happy to let our readers know that PC DealNet Qatar has been appointed as Official "Apple Authorized Reseller" by ABM (Arab Business Machines), the Apple distributor in the region. The agreement includes the rights to sell iMacs, MacBook, iPods, iPads as well as Apple Accessories. "Apple is a valuable add-on to our products portfolio due to the growing demand on Apple products in Qatar" said, Fady Azar, General Manager of PC DealNet Qatar.

He added that PC DealNet Qatar will market Apple as a renowned brand through its channel partners and will appoint a professional team dedicated to Apple solutions, to ensure a proper product development. Mr. Azar expressed his confidence that PC DealNet Qatar will achieve a remarkable growth of Apple products, using its strong and well-established connections as well as its expertise in the field of ICT.



# The Gate Mall launches Family Fun Zone to **CELEBRATE GARANGAO** and the holy month of Ramadan



The Gate Mall celebrates this year's Garangao by hosting a Family Fun Zone at its multi-purpose hall. Parents were invited to bring their kids to play and showcase their artistic side through an array of activities arranged every day from 8 pm to 1 am, leading to a memorable experience.

Although Garangao is usually celebrated on the fourteenth day of Ramadan, The Gate Mall extended its Family Fun Zone to last until the end of Eid. The event was organised to encourage kids of all ages to be more active and take part in sports. A range of recreational activities were also offered such as a bouncing castle and gaming stations consisting of the latest sport X-Box and Nintendo games. Moreover, a team from Café Céramique was on site, to help children paint their own ceramics for a fun, inspiring experience. Also, in collaboration with Qatar's Table Tennis Association, a set of professional table tennis tables were offered for adults to enjoy. Alongside all of this, space was available for adults to feast on a variety of food and drinks while watching their children play.

On the 12th of July, the popular Qatari storyteller Umm Fahad who entertains children by recounting local stories was available to share the original tale of Garangao. To complement Umm Fahad's efforts many activities were arranged to illustrate the stories told. In addition to the entertainment and activities provided, a grand wall space was covered with paper and dedicated for kids to draw and paint their Ramadan wishes.





## THE PIANO at The Gate Mall

When deeming an object "ANTIQUE" some experts consider the object at least 100 years old while other experts focus on high style in design. From both perspectives the Parlor Grand Piano at The Gate Mall on ground floor - central core is truly an ANTIQUE designed the world's most famous piano manufacturers for over 160 years namely Steinway & Sons.

The piano which is a Parlor Grand Model A was made in New York in 1889 under Registration No. 65558 and was refurbished and restored by Steinway & Sons.

The early history of this piano and who was its first owner and how it arrived to Doha is to be verified, however the current owner is Mr. Sami El Shafai from Salam International Investment Limited, who was generous enough to share this unique art piece with The Gate Mall.

There are two professional pianists that play the piano every day at The Gate Mall from 6:30pm. The music that adds a relaxing and tranquil atmosphere to the luxurious surroundings constantly receives compliments and positive response from the shoppers and visitors.

### Parlor Grand Piano-Model A:

Is the most popular parlor grand piano model and the most desired vintage Steinway pianos. The piano has a full 88 note original ivory keyboard, a gloss black ebony finish, a

beautifully carved music rack and pedal lyre. It is a stunning instrument which would satisfy the most discriminating pianists.

### Steinway & Sons:

It is an American & German manufacture of handmade pianos, founded in 1853 in New York by a German immigrant. The company received its first royal warrant in 1890 by Queen Victoria and in subsequent years the company was granted many royal & imperial warrants.

The Gate Mall will continue entertaining, shoppers and visitors and enriching the atmosphere with soft melodic music.



## KATHARINE POOLEY'S Doha Boutique Celebrates First Year Anniversary at The Gate Mall



Doha's elite gathered at the Gate Mall, to celebrate the one-year anniversary of the first international franchise of the Katharine Pooley boutique. Nasser H. Al Ansari, Qatari businessman and Chairman of the franchisee Octagon International Qatar, and Katharine Pooley, the brainchild of the award-winning British interior design company and shop, were present at the landmark occasion.

To commemorate the event, the flagship store underwent a complete redecoration, introducing exciting new brand partnerships and a colour scheme reflective of the year's most coveted trends. Clients were invited to shop from an array of the latest designs including a unique selection from the Thai design team, Lotus Arts de Vivre. The changeover was also the first time that selected suppliers showcased their products in the Middle East, allowing Qatari residents to delight in a range of stylish home accessories and furnishings.

The new and exciting partnership with Lotus Arts de Vivre brought a new dimension to the already extensive Katharine Pooley catalogue. From its origins in jewellery design, the company has now become an all-around design company, producing a wide range of exclusive jewellery, home décor items, furniture, carpets and several lifestyle accessories including chess sets, shoes, humidors, objects d'art, and items by private commission. Other designers unveiled, which will be exclusive to the Katharine Pooley Boutique, comprised of Arca, Vittorio Frigerio and DK Home, offering customers an even wider realm of classical, contemporary styles. Each brand has its own dedicated area within the boutique. Of the changeover, Katharine Pooley commented saying, "Having been in Doha for a year now it is lovely to understand better the Qatari's taste. The team and I have now incorporated more colour with a diversified twist of classical and contemporary to find a mutual taste for all clients." Mr. Al Ansari said, "Since opening last year, we are extremely pleased with the success of the Katharine Pooley boutique not only in Doha, but in the Middle East. Our expertise and intimate market understanding has resulted in a growing, positive interest in the brand. We are delighted to be working on a partnership that enables the Katharine Pooley brand to realise its full potential."



**"Having been in Doha for a year now it is lovely to understand better the Qatari's taste. The team and I have now incorporated more colour with a diversified twist of classical and contemporary to find a mutual taste for all clients."**



## LAVAZZA opens at The Gate Mall

Coffee connoisseurs now have a unique place at The Gate Mall to experience the best-known Italian coffee in Doha.



Lavazza Espresso is a new addition to the variety of F&B outlets at The Gate Mall. Located on the ground floor of The Gate near the North entrance covering an area of more than 100sqm of indoor space in addition to 100sqm of indoor and outdoor terrace seatings, Lavazza is ready to welcome you!

a giant TV screen, which enabled customers to catch a glimpse of the World Cup action.

Reflecting the football fever that gripped Qatar over the recently concluded World Cup, Lavazza gave its customers a treat by installing

Lavazza's menu not only carries varieties of coffee, but is rich with Italian specialties such as Italian pizzas and pastas along with freshly baked brownies with chocolate sauce. The atmosphere is relaxing and casual and the staff is very friendly. TSE invites our readers to drop by and try out Lavazza!



## MAGRABI OPTICAL Now Open at The Gate Mall

Magrabi Optical is the leading eyewear chain in the Middle East and North Africa. The Gate Mall is pleased to announce that Magrabi is among our newest tenants. The outlet started operating at The Gate Mall from May 2014. The shop space covers an area of nearly 150sqm and is located on the ground floor near the Gate Mall's North entrance. Magrabi Optical, features a fully equipped eye care clinic and a lab with technologically advanced ophthalmologic equipment. It offers best solutions in line with market trends and a unique customer service.



## Salam Stores Perfumes and Cosmetics Division holds EVENT AT THE GATE MALL

On the 8th of May 2014, The Gate Mall was set abuzz by a fragrant event. The multipurpose hall on the first floor of the Gate Mall was taken over by the Salam Perfume and Cosmetic Division, who used the day to promote an engaging selection of products from leading brands, including YSL, Giorgio Armani, Guerlain and Estée Lauder.

Among the invitees list were 250 ladies who enjoyed a brunch from 9 a.m. to 1 p.m. The ladies were introduced to the latest products and were given beauty tips and advice. Having enjoyed the event they each carried home exclusive giveaways.



# Spicy Pickle at The Gate Mall raises 10,000 Qatari Riyals in SUPPORT OF QATAR CANCER SOCIETY

**Spicy Pickle, the popular American Franchise owned by "Food Fabulous Company" in Qatar hosted the first ultimate Pickle Challenge in support of Qatar Cancer Society (QCS). The casual dining restaurant joined hands with the Harley Davidson group and the local community to raise money for the cause on Saturday, the 10th of May 2014.**

The competition was initiated by Spicy Pickle Qatar, with the goal of encouraging the community to help QCS's activities in terms of providing cancer patients with financial and moral support. Mrs. Mariam Hamad Al Naemi, General Manager of the QCS has expressed her utmost gratitude to all the local companies & organisations that have helped donate to the cause. Adding to the event's success, Mrs. Salma Maher, CEO of Food Fabulous, voiced her happiness on the turnout of the competition. She emphasised that the Pickle Challenge was a fun and exciting way in which the company could

help support QCS & its objectives. The competition took place between members of the public and the Harley Davidson bike owners with a total of 20 contestants. The competition was held in two rounds consisting of 10 participants each, during which contestants were instructed to eat as many pickles as they could in a set period of two minutes. The concept of the challenge revolved around a sum of money raised through every pickle being eaten. The Food Fabulous Company added to the amount being donated, summing up to a total of QR 10,000 being given to Qatar Cancer Society.



## Salam Stores UAE Holds MICROSOFT MBE 2007 Training For Staff

**Salam Stores UAE is pleased to share the conclusion of Microsoft Basic Excel (MBE) 2007 Training held for Salam UAE Department Supervisors/ Team Leaders. The programme consists of 2 Modules of Training, with certain components of the programme still on-going.**

Module 1 of the training was intended for beginners especially for sales supervisors and team leaders who are eager to upgrade their IT skills and who would like to take advantage of the numerous tools & techniques available in Excel. Module 2 focused on those who graduated from Module 1 and included advanced features and functions training in Excel.

Module 1 of the course ran from December 2013 to March 2014 and is now complete. Module 2 which began in April 2014 is currently on going. There is also a further, upcoming MBE Training for Dubai Head Office Staff. The training programmes took place at three Salam locations; the Dubai Head Office Conference Room, the Al Ain Showroom Office, and the Abu Dhabi Showroom Office.

Attendees who have successfully completed Module 2 of the course will be awarded with certificates. The staff of Salam Stores UAE are pleased to have this opportunity to grow in their knowledge and skills.



## DE BEERS CEO VISITS stores at Mall of the Emirates and Dubai Mall

On the 10th of April 2014 Mr. François Delage CEO of De Beers was welcomed by the staff of the De Beers Stores located at The Mall of The Emirates and Dubai Mall. The CEO was accompanied by Mr. David Rees Commercial Director of De Beers.

Over the duration of his visit Mr. François Delage was met by Mr. Bassam Abu Issa - Board Member, Executive Director, Salam International Investment Limited, Mr. Pierre Khoury - Managing Director, Salam Group, to the stores in Dubai Mall and Mall of the Emirates. Coinciding with the CEO's visit De Beers also launched the 2014 jewellery collection.



From left to right: Pierre Khoury, Asaad Abboud, François Delage, Bassam Abu Issa and David Rees

# QGC Business Grows

**QGC would like to share some of the ground we have covered in this quarter with our extended SIIL family. We love bringing in business and each time we complete a project, we enjoy the feeling of achievement. So here goes:**

## Superior panels and pillars

Bloom Contracting Company, has invited us to supply low voltage switchgear panels for an accommodation compound at Old Airport. We are also in the process of supplying feeder pillars to Mastro Qatar for their project on a peripheral Road and 8 way feeder pillars for the Doha South project.

Qatar National Cement Company gave us an order to supply capacitor panels for their plant number 3 while ElectroWatt Company invited us to supply distribution board (DB) panels for a mosque project. HBK, is another company that has given us an order for the supply of an MV panel for a villa located at Ain Khalid.

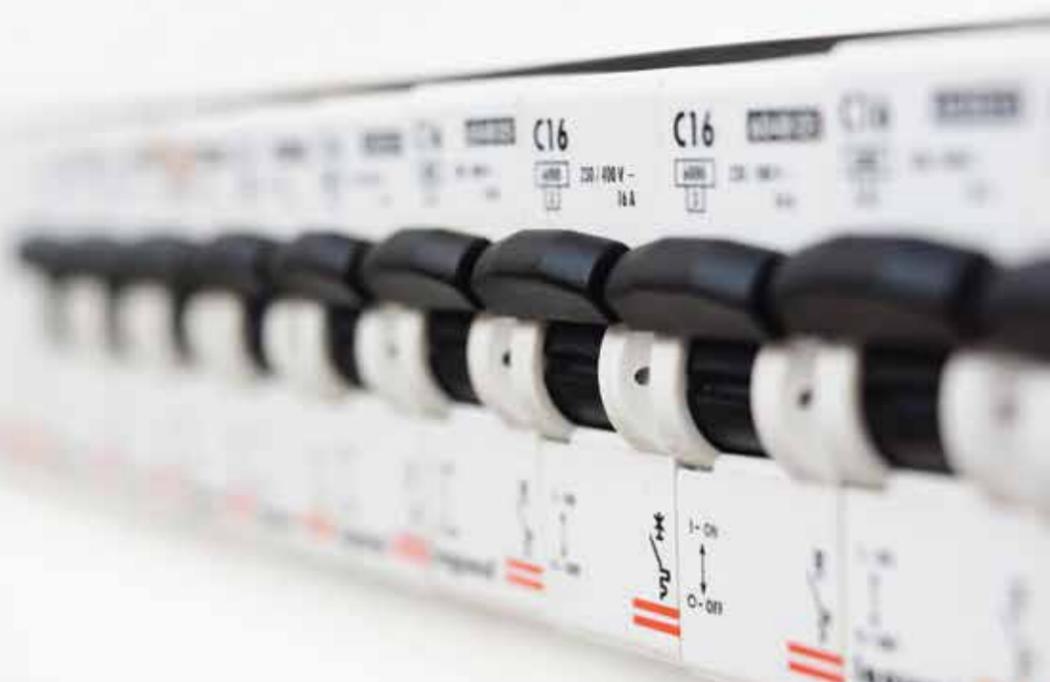
Midmac-Yuksel JV, handed us an order to supply gantry feeder pillars, feeder pillars and distribution and panel boards for their project which is part of Lusail Development (CP4B). Our products will be used on Road A1, Road A6, Marina and Southern Interchanges. Further orders have been placed by Princes Lights Company for MV panels to be used in two Al Meera branches. Madar Building Materials Company also gave us a contract to supply MV panels for a villa compound.

## Maintenance & Service works

We have been awarded the Kahramaa LTC-694/2013 call-off contract for 11KV feeder protection modification along with an order from Trags Engineering for the testing & commissioning of 3.3kV switchgear relay to SCADA/PLC at Qatar Foundation. A further service job was received from Mannai, for QRDC Track Busway switchgears and the performance of an insulation resistance test. We have also received an order for REF relay testing from MES, Madar & Sepam.

## Projects done and dusted

We have successfully completed the testing & pre-commissioning of 415V MCC panels for Sinohydro at CP1-Lusail and completed an REF relay testing project at Airport Staff Access Control Facility (ASACF) & Consolidated Rental Car Facility (CRCF) for Hitachi. We also successfully completed the supply of temporary DB & terminal box for Hitachi. The required wiring modification and checking for control signals (PLC) for Keppel Seghers at Doha North Sewerage Treatment Work Project is done and dusted and we also successfully completed the testing of an MSG-A1223-003 and completed the supply of CTs with busbar connection at NDIA for QD-SBG.



# Lancôme's 2nd Quarter Training

Lancôme held its 2nd quarter training for 2014 on the 26th of May at the Millenium Hotel. The training was conducted by Regional Training Manager Ms. Carla Tabet. The event was held in preparation for the brand's launch of its new skincare technology, the Rénergie French Lift™. Ms. Tabet introduced the new product and a host of other launches by Lancôme to its team of skincare experts and beauty advisors. "Through training programmes such as these our goal is to equip our teams with valuable product knowledge and techniques to present Lancôme's skincare and makeup technology to the discerning customers in Doha", said Ms. Tabet. "We constantly provide training to make them brand experts, so that they can in turn offer careful and crucial skincare and beauty advice to customers" she concluded.



# PUIG holds 2nd Semester Training

Adhering to its commitment to provide innovative training for all its Beauty Advisors, PUIG conducted its second semester training on the 16th of July at the Grand Hyatt Doha Hotel.

Facilitated by PUIG Regional Training Manager Mr. Hamed Mortgage, PUIG exclusive promoters and general fragrance advisors from different retail outlets welcomed an exciting roster of new perfumes from PUIG brands expected to be launched in Doha in the coming months. "We are confident that we will remain a leader in the market especially with these new perfumes. It has always been an advantage for PUIG to be on top, given all the successful launches of perfumes we have held," said Ms. Effat Samir, Salam-PUIG Division Manager. The training was concluded with a sumptuous iftar buffet at Grand Hyatt's The Grill restaurant, made famous this season for its award-winning Ramadan Tent.



# NEW IMAGE BUILDING SERVICES

## Gulf States sees its work put to full use at HIA

The brand new Hamad International Airport (HIA) began full operations of all airlines on 27th of May 2014. New Image has been of service to Qatar Airways since 2011 and has been providing services at HIA since October of 2013 including training services for supervisors and cleaners, management personnel for cleaning operations as well as executing a contract to provide the external & internal façade and glass cleaning.

The scope of work includes the approximately 300,000 sm BEMO USA stainless steel roof and all the internal cleaning over 2m in height. New Image being well regarded as a specialty cleaning contractor is trusted with cleaning the various art sculptures that adorn HIA, water features and many challenging architectural effects. "I had the privilege to fly out of HIA on Tuesday, 27th of May, the first day of full airport operations. I must say that the process was smooth.

I was welcomed by many staff who were well prepared to help and direct me.

"After spending so much time at the facility prior to opening, it is so exciting to experience HIA as a passenger. HIA was truly worth the wait!" Said John Ezzo, General Manager & Founder of New Image.



## New Image Management Attends A LEED VERSION 4 SEMINAR



New Image Building Services Gulf States LLC partners with its largest vendor, Diversey, due to their commitment to supporting Green Cleaning and LEED certification. On 13th of May, 2014, Diversey distributor hosted a seminar on Green Cleaning and how it relates to supporting LEED Version 4. New Image management, both domestic and international, attended the seminar.



LEED Version 4, the next version of the rating system, will focus on increasing LEED's technical rigour expanding the marker sectors able to use LEED and striving for simplicity in usability. LEED Version 4 optimises the foundation in LEED 2009 and will continue to improve the interconnectedness of the rating system through future version development. The focus will be more on building performance.

John Ezzo, GM, said: "New Image remains committed to supporting our clients who are committed to LEED certification and sustainable business practices. With over 550 manufacturers of third party green certified products, the cleaning industry can make a significant impact."



# GSE STEEL

## from idea to reality



Since its inception in 2005 SILL's Gulf Steel & Engineering (GSE), has risen to the challenge of meeting Qatar's increasing demand for quality, custom-built, structural steel products. The company has earned a name for itself as a sought after steel fabricator supplying well engineered solutions to the local market.

Since expanding GSE's facilities the company is proud to share with TSE that it has become a 100% leading provider of integrated structural steel solutions, covering wide range of steel structures for oil & gas, power processing plants, domestic and governments facilities, residential, sports, and education institutions.

By utilising the strength of its management team and the talent GSE has on board and supplementing it with modernised, advanced equipment, which includes state-of-the-art CNC machinery, the company has forged ahead in the industry. The Salam Experience (TSE) sat down with GSE's Deputy General Manager Mr. Ahmed Baghdady (AB) to catch up on the companies latest key projects.

**TSE:** We know that recently GSE won some key projects. We'd like to know more about them.

**AB:** Yes. We are happy to report that recently we won the Qatar National Museum Secondary Steelworks Project. This is quite an iconic project for the country and GSE is proud to say that our work will be a part of the end result.

**TSE:** If you briefly describe the project to us, what will it involve?

**AB:** The scope of work we have been awarded is to fabricate and supply 1,800 tonnes of steel. Our steel will be used as Secondary Framing support for GFRC Cladding. At the initial stage this steel will be used for three zones of the Museum's construction. To win this project we worked in partnership with Hyundai E & C.

**TSE:** Yes, GSE has built a network of strong partnerships with main contractors in the country. How has this impacted overall growth?

**AB:** It has an extremely significant impact because we base our working relationship on trust, hard work and commitment. And when jobs are well done, it leads to repeat business. Work completed efficiently and profitably has always been a great advertisement of our professionalism and we find that Main contractors really value that and come back for other projects. For instance Hyundai E&C the Main Contractor of Hamad Medical City, was another project in which GSE won a share of business.

**TSE:** Let's move to the project you've won from Qatar Foundation.

**AB:** Yes that is the Qatar Foundation Education City West Side Carpark Project. In that project we will be handling 4,000 tons of Steelwork for Structural and Miscellaneous Framing for the Main Carpark building as well as the Qatar Academy Link building and People Mover Station. In this project we will be working with MAN Enterprise, the Main Contractor of the project. As you can see this is a massive project and its the first of its kind in terms of size for GSE. The designs are quite complicated and our people have really risen to the challenge of developing excellent work.



**TSE:** Any other significant project we are likely to see GSE's work displayed on?

**AB:** Yes, why not? The Msheireb Properties' flagship project, Msheireb Downtown Doha is another project awarded to GSE. That work involves the construction of a Heritage Quarter which is quite a unique undertaking as well. We will work on a mosque comprising a ground floor only and 4 Heritage Houses each comprising a ground floor and an additional floor. Here, GSE will develop structural steel framing for the cooling tower facade, canopy, the Joumaa Mosque roof framing and miscellaneous steelwork, which will be used in the Eid Prayer ground. So, all these are standout, high-visibility projects we are going to be part of.

**TSE:** Thank you very much. We are looking forward to seeing GSE's completed work.



# Stream patents its very own, LOCAL CRANE BRAND

TSE is happy to share that SILL's Stream Industrial and Engineering has recently created and launched its very own brand of Electrical Overhead Travelling (EOT) Cranes utilising and partnering with SWF as their sole agent in Qatar.

Phoenix Cranes are now a product that has been designed, developed, marketed and wholly owned by Stream. By deploying Stream's industry expertise and experience the company spotted an opportunity to create and launch a brand of its own and pursued the possibility till Phoenix cranes went from concept to creation.

**Phoenix cranes have now been trademarked and passed all required approvals utilising the long history of our technology partner: SWF.**

Subsequent to gaining all due approvals including that of Ashghal, the crane is now on the market and successfully installed and operating. Commenting on Stream's newly trademarked product Dr. Eihab Abdalla, Managing Director, Salam Power Division said,

"Phoenix is suitable for meeting lifting, loading and unloading needs of different industries. Stream not only produces the crane but also installs them, offering features and training that ease the operation. A team of highly skilled professionals is on hand at Stream to study client needs and ensure the manufacture of high quality, standard-compliant, custom-built cranes. Stream is proud to contribute to Qatar's manufacturing profile through the creation of Phoenix."

Obaada Baleed, Sales Manager for Stream said, "Additionally, Stream also offers inspection and maintenance services that take place post-purchase. For indoor heavy lifting, Phoenix Cranes offer a perfect solution to the Qatar market. The movement of the crane is above the ground level and does not hamper ground level workspaces. Hence, workers will feel no interruption utilising space below. Stream's Phoenix Crane are perfect for heavy workshop, warehouses and medium capacity lifting."



# Stream breaks into CIVIL WORKS area and lands a project from QP

As a Grade A MEP sub-contractor Stream has been very well versed in working in partnership with civil contractors. Spotting a budding opportunity, Stream re-evaluated its business model and actively followed up by establishing a small civil works department within Stream and in association with other small civil contractors. Before long, based strongly on the strength of Stream's track record as well as the trust the company had earned from its clients, Stream won a complicated civil works project from Qatar's number one, Oil & Gas Industry Leader, QP.

The project came our way, through QP retaining our services for a cabling job for 16.8 kilometers of street lighting. Ever hungry for new business our team realised that there was significant civil work associated with the project related to drainage and a new road construction. Our team stepped up and secured the work and we won a project for engineering, procurement, installation and construction of an 8m wide single carriageway asphalt road from Station N to Khuff-H/L within the highly secure Dukhan Fields. The new roadway was 6.2 kilometers long. However, the construction called for complex skills involving the building of culverts for pipelines/flow lines, trenches and the construction of 100 concrete encased cable protection sleeves. The highly sensitive nature of the construction called for not just specialised training but also manual digging in certain sections so as to work extremely carefully with the energy cables and gas lines. A team of over 80 individuals and skilled managers oversaw the work. Stream is proud to say that our team managed the project from start to finish with professionalism and most importantly to the great satisfaction of our client. We are proud to say that we completed the two year project on time and we now have a significant civil works project in our profile. Commenting on the overall project and the development of its small civil works division, Dr. Eihab Abdalla, Managing Director, Salam Power Division said, "Apart from the growth aspects of branching out into new areas, there are some



reasons that inspired us to move towards establishing this department. While our relationship with main civil contractors have always been strong, there is a large element of dependency when someone else handles civil works. Our teams have to often wait in the wings so to speak, for the civil works to finish, before we can begin our MEP work. This puts us at the mercy of elements that we cannot control.

"However, having our own civil works people gives us far better control of a project. Secondly, by having our own division we immediately strengthen the coordination that's called for between civil works and electrical engineering works. This helps us to save time and utilise our resources far better. The direct result is a saving of cost and better profit margins plus strong customer satisfaction; because from the customer's side they now have a single, trusted source to deal with. That reduces their frustrations and overall makes for more projects that are managed better. So we are very pleased with this project and we are looking forward to growing this area of business." In summary, this project has enabled Stream to bid for other similar projects as well as has opened new areas to explore further. As a result, we are expecting several awards soon.





## SIL organises a **BLOOD DONATION DRIVE**

On the 23rd of April 2014, SIL made a meaningful contribution to Qatar's blood donation drive launched by Hamad Medical Corporation. SIL encouraged the group's employees and visitors alike to donate blood at its retail shopping destination, The Gate Mall, West Bay.

This participation was part of SIL's corporate social responsibility programme, and resulted in donations from amongst Salam's employees and visitors. SIL is glad to have contributed in this manner to Hamad Medical Corporation's desire to save lives and support those who suffer from blood diseases or need blood during surgery.



## Salam Stores Dubai Mall holds **TEAM BUILDING EVENT**



On the 11th of May 2014 The Salam Stores Dubai Mall team held a team building event. The event took place at Mamzar Park in Dubai. The event was planned in celebration since the Dubai Mall team had reached their targets. All team members present enjoyed the planned activities including swimming, games etc. The event was organised by Store Manager Mr. Hatem Hamada. His staff confirmed to TSE that he did a great job in bringing his team together, as one Salam family.

## Outdoor Training held by **L'Oreal**

The L'Oreal group recently conducted a series of outdoor training programmes for our Lancôme and Yves Saint Laurent teams. Facilitated by its Regional Training Manager Ms. Carla Tabet, the trainings were used as a tool for leadership development and as an experience to reflect upon among team members of the group. "These reflections help the participants to understand their role better. Also their participation as a member of a group helps reaffirm the importance of team-playing and encourages our people to achieve a common goal," said Ms. Tabet.



Lancôme Outdoor Training held on the 21st of March 2014 at Dahl Hamam Park



Yves Saint Laurent Outdoor Training held on the 25th of April 2014 at Aspire Park

# BRAND STORY

In this edition of TSE we'd like to feature one of our joint ventures, ShiftPoint. ShiftPoint Qatar was launched earlier this year and is now in the driving seat of SII's ERP implementation. The company is also reaching out to secure business in Qatar and increasing its influence in the local market.

## Driving business change through IT enablement, technology and innovation



ShiftPoint is a rapidly growing IT delivery company, offering an innovative blend of strategic, technical and delivery services. ShiftPoint enables businesses to become more efficient and productive by enabling and leveraging better use of IT systems.

The company works with ambitious organisations to assist them in achieving operational excellence, with sustainable and far reaching results. Clients to date include major organisations such as Qatar Petroleum, Rolls Royce, Serco, Reckitt Benckiser, Royal Bank of Scotland and the UK Government.

ShiftPoint has a wide range of resources and are uniquely equipped to provide specialist expertise into large scale or complex projects. We cover the full spectrum of functions across a programme including IT enablement, business transformation, system delivery and ongoing service management. The company's teams are made up of committed and talented people, with wide ranging experience, who adopt a genuine partnership approach within our client



Driving projects to success achieving delivery dates, protecting commercial positions and financial targets

Achieving deliveries to plan, motivating teams to success and delivery organisations stated goals

Operating services to committed SLAs while ensuring continual service improvement

Designing efficient, reliable, cost effective infrastructure solutions and then delivering within short timeframes

Timely and effective migration of applications and associated data sets between infrastructure and systems

Driving systems through the test phase removing delivery issues and ensuring systems are ready for service

Designing applications that deliver true business benefits and delivering them working to specification



organisations. We have an ability to deliver projects according to plan and quality while holding to define cost and commercial constraints.

Commenting on ShiftPoint's mission Darren Bance, General Manager of ShiftPoint Qatar says, "The true measure of our success is the success we help our clients achieve. Our teams have successfully delivered programmes and projects from \$1mn to over \$1bn, and in doing so have acted as instigators and operating agents rather than donning hands-off advisory or traditional consultancy roles. We integrate

into an organisation and have no interest in building a brand or promoting our achievements and always respect client confidentiality. At ShiftPoint we share a passion for results and our reputation is built on delivery. Our clients are aware and recognise that we deliver this while meeting their quality, revenue and profit targets.

Our objectives for Qatar are to be involved in the delivery of major infrastructure projects and to support key Qatari organisations implement the exciting and ambitious vision for 2030."

# 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.



**Excellent workmanship, Valuable Management Support, Professionalism.. these are words we love hearing from our clients. Here are just two occasions in which we received these compliments from our clients.**





**With this edition of TSE bringing you an extensive feature on SILL's ERP project (see pages 18 & 19) we caught up with SILL's Deputy COO; the mind behind one of the most critical aspects of our ERP implementation. Having taken over his responsibilities following a very strong background in business, Mr. AbdulSalam Abu Issa is one who has always believed in the power of information technology to build, enhance and protect performance.**

## Using our ERP for management & protection of data A few minutes with our Deputy COO

When he joined SILL on April 8, 2012 he had completed a BA in Accounting and Finance and an MSc in International Economics and Finance, and added to his credentials by building a career over a number of years as a finance professional in the oil and gas, banking, and contracting sectors before taking over the reigns as Deputy COO at SILL. Through out his career Mr. AbdulSalam Abu Issa had deployed the power of technology and joined with a firm belief that SILL must engage best in class IT solutions and use them to exponentially enhance our operations across the entire Group.

**TSE: Thank you for your time. We know you have a comprehensive vision for the SILL Group's ERP project. Can you share just a few quick aspects that led to the development of that vision?**

**ASA:** As I was settling into the Group, and studying how the different sectors functioned, one of the areas that stood out was the fragmentation of documentation. It wasn't as if individual companies within the group didn't have their data, they did. There were systems and processes that were being used independently and separately, but there was also a clear lack of cohesion and no central repository of data. Now, for a conglomerate such as ours this is a weakness. Especially considering available technologies that can really influence efficiency and impact our profitability. So that was one of our first goals. To employ our ERP to provide a repository of data per sector that was intelligently organised, indexed with high precision, that can be made available to certain levels of management, so this data can empower decision-making.

**TSE: The aspect of secure data is something we know you are very keen to develop. Tell us a bit about that.**

**ASA:** Yes, security has many aspects to it. It isn't simply about keeping our data safe, which is very important but also ensuring a level of permanence. What I mean is we need a system in place to ensure that the data doesn't disappear with every potential loss of a person or equipment, so we don't need to keep rebuilding critical information with every change we encounter, be it in the outside environment or within SILL. I think a multifaceted company

like SILL, a diversified group like us, we need to maintain a good memory bank of our businesses. We need our critical data on an accessible network.

**TSE: Does our diversity complicate matters?**

**ASA:** No, actually it is one of our strengths. When we are focusing on data, we must remember that data can be made as versatile as you want it to be. In a sectorised group like ours, where we still belong under one umbrella having access to data that might be related to another company within the group but could impact our own business, is a definite boon. Because that way we can make decisions that are better informed, we can avoid duplication of work, we can consolidate our strengths, and benefit from business intelligence. And finally, there is the aspect of security itself.

**TSE: What is our ERP system working towards on the data security front?**

**ASA:** Our ERP system is designed to ensure, not just secure storage but also things like building and protecting levels of access, deciding who can see what data, who can generate what reports and when? Our ERP system is building in features that will ensure that all our PCs and servers have unified security parameters. We are developing a desktop security strategy.

**TSE: How can the management and staff of SILL support the implementation of these particular steps and the ERP project as a whole?**

**ASA:** One of the major advantages that SILL's ERP implementation has enjoyed comes in the form of the unwavering support the project has received right from its inception. Right from the very top of the organisation, through to its middle rungs and below we have had our people commit to the project. So what we are looking forward to is continued cooperation from the management teams and other staff members who are working closely with ShiftPoint, the commitment to meet the required deadlines, transparency, support and the required dedication of time to get it all done. I am confident that we will have all of this from our people.

## What is SILL's ERP & why should I care?

**Would your brain be as powerful in controlling your body's different parts, if it had no information on their strengths, weaknesses, and abilities? The brain is powerful as it receives and interprets numerous signals that are sent to it from different parts of the body.**

An Enterprise Resource Planning (ERP) system is similar to the brain as it integrates different departments or functions across a company in a centralised manner and thus streamlining processes and information across the entire organisation.

An ERP software solution like the one that we are rolling out across SILL can maintain information and business processes for a variety of business functions such as Manufacturing, Supply Chain Management (SCM), Project Management, Financials, Human Resources, Property Management and CRM Sales. Prior to the concept of ERP systems, every department within an organisation had its own customised computer applications. For example, the human resources department, the payroll department, and the financial department all had their own computer applications. Typically, this resulted in silos of information and delayed decision-making, as information or data had to be integrated from different computer applications. As an ERP is based on a common database, it allows every department or function to store and access information in real time. A typical ERP can provide solutions related to accounting, production, purchasing, inventory, quality, sales and distribution, HR and project management.



The data from all departments is stored in a common database and this is how each division or department 'knows' exactly what the situation in any other one is. In big companies, this is crucial for their survival and success.

SILL's ERP project was devised with the single-minded goal of improving business efficiencies across our entire group of companies by developing an integrated view of core business processes in real-time using common databases. TSE is happy to let our readers know that our ERP project is moving on steadily and share a snapshot of the project as it stands.

May 2014 marked a significant milestone in SILL's Enterprise Resource Planning (ERP) Project. Led by our Joint Venture partner ShiftPoint Qatar, a 12-month long phase went into high gear focusing on supply chain, projects, sales and real estate management along with a crucial business intelligence layer that covers all our businesses. This module, which denotes phase 2 of the ERP project, follows the financial data documentation module of phase 1, which is now complete.

## Shiftpoint drives SILL's oracle ERP and business intelligence implementation forward



The Salam Experience (TSE) sat down with Darren Bance (DB), General Manager, of ShiftPoint Qatar, our ERP implementer.

**TSE: Give our readers an overview of Oracle ERP and Business Intelligence Implementation Project. What's the goal?**

**DB:** Our project goal is to implement and configure the Oracle ERP and Business Intelligence solution to run SILL business activities to achieve maximum performance across the Group.



**TSE: How will the implementing team go about achieving this?**

**DB:** Well, we have our work cut out for us at this stage. We will begin with extending the current Oracle ERP financial and HR systems and work towards improving the utilisation of SILL's resources. We will manage SILL's KPI's through accurate and timely information and work at improving communication between departments and businesses. The project will also allow timely transparent access to information, and timely reporting for business activities, results and position. These are the kinds of components that will deliver maximum performance.

**TSE: Give us an idea on how this project will benefit our companies. What type of efficiencies can they expect?**

**DB:** There's a whole lot but let me focus on a few. Picture having Dashboard System with management information available across the Group at your fingertips. This will not only facilitate intelligent decision-making but it will also enable real time review. It will give you a true picture of business realities round-the-clock.

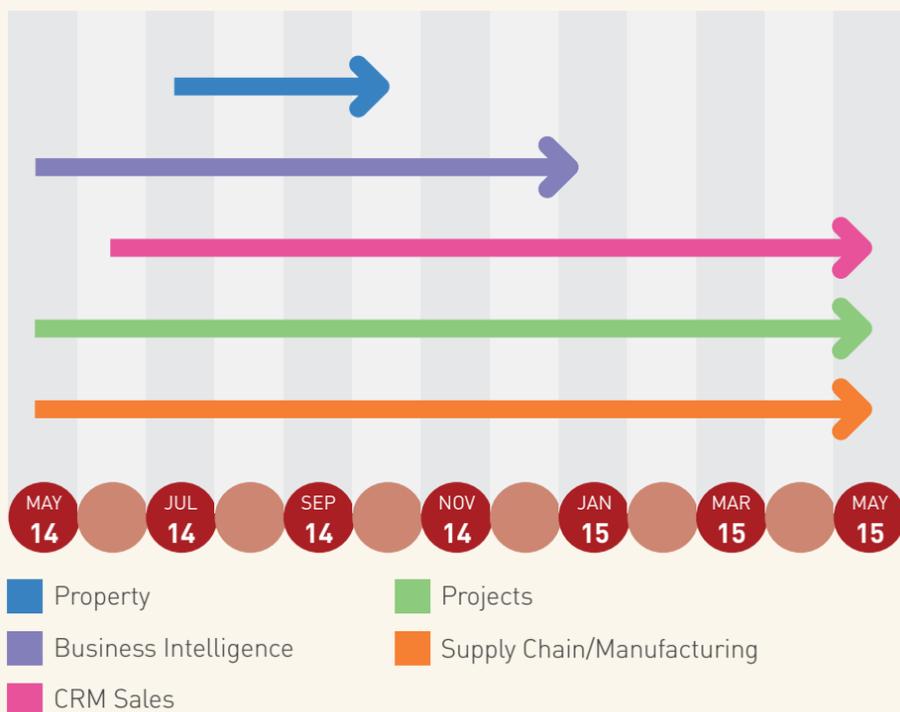
Another aspect is enhanced strategic planning and budgeting that the system will enable with further integration with financial close and consolidation. Managers and users will have improved analytics and reporting for businesses and sectors. The system will also facilitate faster compliance.

Then there's real-time inventory and purchasing control, which will empower productivity. If our companies are dealing with projects the system is optimised to throw up dynamic project information and cost analysis, again facilitating excellent decision-making. There's also the area of sales and marketing. The project will result in automating sales and marketing functionality. As many will know, SILL has considerable real estate assets. The project will also deliver enhanced asset management of real estate. Overall it will automate and streamline manual processes saving both time and money and exponentially increasing efficiency.

**TSE: Yes, that does sound like an amazing array of advantages. What do you see as crucial success factors within SILL that need to come together, to really make all of this work?**

**DB:** Let me start with Executive Sponsorship. For a project of this nature to real benefit a company we need strong executive sponsorship and management support for the project mission and project team. At SILL we are very fortunate to have that. The commitment is clear right from the very top of the organisation downward. Then there's adequate project staffing which is needed to ensure that expected goals and timelines are met. We also need clear roles and responsibilities defined for the project in order to ensure accountability and ownership and quality. Following these there's the factor of commitment. We are very pleased to have well-informed project managers and a team with thorough understanding of the project mission, goals and milestones. As they say a project can only be as good as its work plan. So a comprehensive project workplan which is of a high quality is needed and finally, we need a thorough understanding of known project risks and assumptions throughout the project lifetime. These are bases that ShiftPoint has worked at covering.

## Project timeline



## A glance at a future dashboard



## Benefits of ERP for your Business

**The key objective of implementing an ERP system is to bring together the different functions of the organisation into a single system environment and therefore make the operations run more efficiently.**

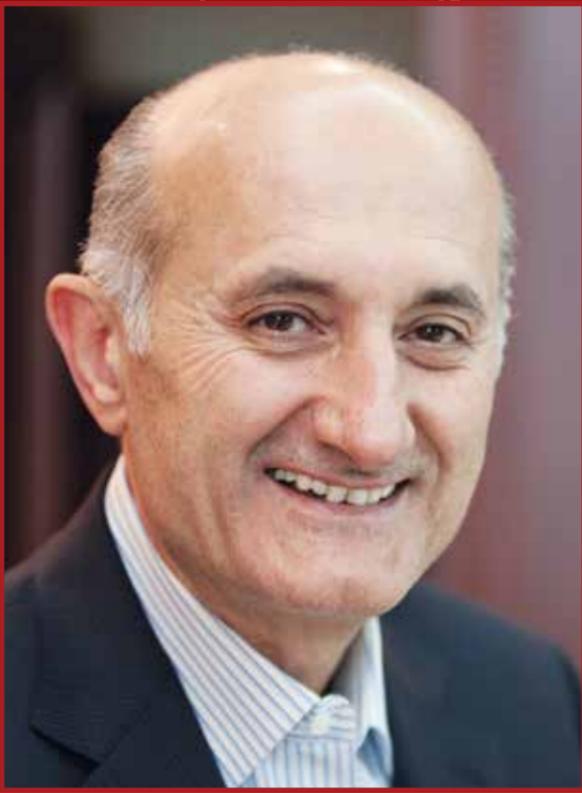
**Integration across all business processes -** To realise the full benefits of an ERP system it should be fully integrated into all aspects of your business from the customer facing front end, through planning and scheduling, to the production and distribution of the products you make.

**Automation enhances productivity -** By automating aspects of business processes, ERP makes them more efficient, less prone to error, and faster. It also frees up people from mundane tasks such as balancing data.

**Increase overall performance -** By integrating disparate business processes, ERP ensures coherence and avoids duplication, discontinuity, and people working at cross purposes, in different parts of the organisation. The cumulative positive effect when business processes integrate well is overall superior performance by the organisation.

**Quality Reports and Performance Analysis -** Analysis on ERP will enable you to produce financial and boardroom quality reports, as well as to conduct analysis on the performance of your organisation.

**Integrates across the entire supply chain -** A best of breed ERP system should extend beyond your organisation and integrate with both your supplier and customer systems to ensure full visibility and efficiency across your supply chain.



Mr. Issa Abu Issa

An individual's character is made up of his or her personality, nature, mentality, qualities, spirit, essence, identity and the list can go on. While definitions of character abound, there was once someone who defined character in simpler terms saying 'character is who you are when no one else is watching.'

What defines us as a corporation and what qualities do we possess that sets us apart? What typifies our distinctness? How do people describe us? How do they complete the sentence 'SIIIL is...'. Lets take a few minutes to think about SIIIL. Who are we when our principles, customers and stakeholders are not watching? SIIIL has undergone a brand identity development exercise and you can see elsewhere on this page how our own people described our character.

A recent research of Fortune 500 companies conducted by the Arthur W. Page Society threw up some very interesting findings. The study discovered that the most distinct companies with the strongest corporate characters had some traits in common. The study says that corporates with strong characters clearly define their values. They not only define their values but they articulate them. Not only do they articulate them but they also actively examine them and rigorously and intentionally activate them, eventually and most importantly, aligning their stated values with business strategy.

It wasn't enough for those companies to say "we believe in such and such, or we are committed to such and such" and simply place it on a wall plaque or at the top of a fancy report or presentation. Instead, companies with strong character truly live their values out in their businesses. Are SIIIL's values just words? Or do we live them?

Arthur W. Page researchers discovered that the most effective companies fearlessly undertook far-reaching assessments of existing values to determine whether those values reflect how the organisation delivers value to customers and stakeholders now and in the future. They frequently reviewed competitors and peer companies and challenged themselves if and when needed, to up their game, to stretch and grow, and polish their corporate character as it were, to shine forth more.

However, these corporates didn't undertake changes in their values lightly. They didn't redefine their values randomly or on a whim or with every passing trend. Corporates with a strong character recognised that values are deeply ingrained in an organisation's identity and culture. They showed a deep respect for who they have been in the past. While living up to the best qualities and characteristics the previous generations have built, they also didn't shy away from growing their character to become better and stronger.

Another trait was that companies with a strong corporate character activated their values and engaged their entire workforce to uphold them. How will such an activation look like in a company like SIIIL?

## CEO MESSAGE

# Building & Sustaining Corporate Character

With over a 62 year long reputation that earns us immediate recognition as a local conglomerate with an ever-expanding regional footprint, one might assume that SIIIL's Corporate Character has already cemented itself into permanence and is now set in stone. But here is a truth about character, be it in a person or a corporation; character is something that is not only built but also maintained.

Here are a few things corporations with character do. They define 'valued behaviors' so that the entire workforce knows, how to live out those expected standards. They conduct extensive and intensive training programmes. They evaluate performance and institute recognition programmes. But the crux lies in imbibing these positive behaviors, so that we will continue to be who we say we are, even when no one else is looking!

A final trait that was found in corporates with a strong character is this; they developed mechanisms and processes to incorporate their values into their business models and strategies. For instance, if honesty was a value they espoused, then they ensured that their interactions were transparent. If trust was a value they promoted then they built mechanisms to ensure that promises made to customer's were kept. To hold themselves accountable they worked hard at developing appropriate internal and external measurements. Measurements that gave them feedback on whether they were upholding the standards they have articulated to their work forces and the world. They courageously linked their values to the company's business strategies, performance and results. They didn't claim one thing and do another.

As we near the end of 2014 and step into its final quarter, let's take a few minutes to reflect on SIIIL's character. We are fortunate that we stand on a strong reputation, but are we sustaining it? Growing it? Holding ourselves accountable to it?

## Quotes from SIIIL's Brand Identity Development exercise. Here is how our own people described us



### Where do I come from?

I come from a heritage that was built by a discerning visionary with an entrepreneurial spirit.

### What do I do?

I foresee potential in opportunities and in people and use my capability and adaptability to develop them, to build them, to transform them.

### What makes me different?

My talent to foresee potential in opportunities & people and my capacity to make them grow makes me different.

### Who is SIIIL as a person?

I am an insightful, performance oriented, experienced, sophisticated, tenacious, and mature entrepreneur who is intelligent, knowledgeable and confident. I am a team player. I have an insatiable thirst for success. I am not aloof or traditional.

# EMPLOYEE EXPERIENCE

**ANOOP ALI**  
Head of Finishing/Senior Graphic Designer  
ADabisc



## When did you join ADabisc and what kind of professional background do you come from?

I joined Adabisc in November 2006. I completed a 2 year diploma in Multimedia designing after my higher secondary school education. Now I have 12 years experience in Adobe creative suites with 10 years in Qatar's Advertising Industry.

## Why did you choose a career in the creative field?

As far back as I can remember, I always enjoyed creating things on the computer. My passion and desire for wanting to be a part of that process probably started back in

high school when we got introduced to PowerPoint and had to make presentations in college.

## Who encouraged you to get into this field?

My father. He is my hero. He worked here in Qatar for 23 years. Now he is back home in our country. His vacation days from here were our happiest. He always encouraged me whenever I showed him any of my small presentations. Those words of encouragement and strength were the awards I looked for in my career journey.

## What are some important lessons you have learnt through this career?

Firstly it's easy to work on your own. Do-overs take a large amount of time. So do approvals! Whatever you put your hand to, give it your best and finish it.

## In your work on the Newsletter you get to know a lot about the SILL Group. What words will you use to describe SILL?

The SILL group is a big tree. It feeds a lot of people across the world. I believe people enjoy being connected to SILL at multiple levels. That's why we have very long partnerships and a lot of old employees who have been with us for 20 or 30 years.

## What part of your job do you really like? What is the part that's the hardest?

My favourite part about being a graphic designer and a finishing expert is looking at a blank canvas knowing that it'll eventually come to life and be filled with a combined vision and dose of my imagination. It's really cool to be able to make even the wildest images in your head come to life and be projected. My least favourite part is dealing with fussy clients who don't know what they really want.

## Tell us a bit about your family..

I got married to my Shareena in 2008. We are blessed with 2 kids. 4.5-year-old elder daughter Diya is studying in KG1. My younger daughter Dariya is 3 years old. I thank God that I am able to gladly give them quality time.



# EMPLOYEE EXPERIENCE

**LOUAY KAWAS**  
PA to The Managing Director  
SILL Contracting Sector



## When did you join Salam?

I joined Salam in May 2006. I was really glad to work in such a big and reputable company as Salam.

## What was your job position when you joined?

My position when I joined Salam was "Admin Officer", following promotions and growth in my career I am now Personal Assistant to the Managing Director of Salam Contracting Sector.

## What kind of background and experience do you have?

I hold a BS in Economics along with a Post-Graduate Diploma in Economics specialised in "Population and

Development". I started working for the government for a period of 10 years in Accounting at the same time I was studying at the university. After that I worked in the admin field and as Office Manager in a private company. In 2004 I was appointed as the Office Manager to the Chairman in a big commission reporting to the Cabinet of Ministers. So, for over 10 years, the job I did was as an Assistant to the Head of the organisation in which I worked, where I obtained great experience in how to manage the office and meet the requirements of the management in a short time, and assuring the quality accomplishment of the ad hoc tasks.

## Since joining what has been your experience and impression of Salam as a Group?

SILL is so professional and supportive. The company is diversified in its business, and deeply rooted in Qatar. Salam is a company that supports anyone who wants to learn and provides the opportunity to everyone to advance in his/her career.

## What are your responsibilities today?

In addition to following up the day-to-day work, I do coordinate among the 12 subsectors that underlie the contracting sector, communicating the message from the management and vice-versa, taking care of the bookings of the MD for his business trip and annual leave, organising the sector's events, drafting internal memo's and letters, checking contracts, preparing proposals that needs to be discussed at the Board meetings, and, of course, any other tasks that I am assigned to do. Having a good networking

skills made it much easier for me to get the help of and response from others.

## What is the wisest advice you have ever been given about work?

Work hard but at the same time work smart.

## What kind of interests and hobbies do you have outside of work?

I am interested in watching documentaries on Earth Science; Astronomy and History, reading books and taking photos and shooting videos.

## Tell us a bit about your family...

I live here with my small family, which consists of my mother, twin brother who also works in Qatar as a Senior Psychological researcher, and my younger brother.



# SIIL Champion Rider Wins 1st Place Again on the toughest leg of **THE FIA WORLD CUP!**

When Mohammed Abu Issa set off to reach another milestone in his career as an international quad bike champion rider proudly sponsored by SIIL he wore Number 102 for Qatar. The Qatar Sealine Cross Country Rally kicked off on the 19th of April 2014. The Sealine Cross Country Rally forms round 4 of the 2014 FIA World Cup for Cross Country Rallies and lasted till the 25th of April. The rally brought out five days and 1,739.55km of punishing off-road competition through the deserts of Qatar.



Before setting off on home ground our rider had this to say: "The home support is a true help, thanks to everyone who is supporting and the QMMF for hosting such a prestigious event in Qatar." At the end of Day 1, Mohamed held 1st place overall. On the 2nd Day, Mohamed faced a tougher stretch with 400km and emerged a leader again. Commenting on Day 2, Mohamed said, "Today's stage was very tough and very competitive." Referring to his Polish rival Rafal Sonik who is experienced in Middle East territory, Mohamed mentioned that, "Sonik and I rode together the whole way on Day 2. At the end of the day it was good to finish in first place again. I had a difficult section after refuel and I'm glad I have retained my lead."

Mohamed had a great ride on Day 3 as well. He suffered 2 punctures during the special stage but managed to extend his overall lead to 34 minutes on the 3rd competitive day and recorded another 1st place win. Day 4, the final day for quad bikers at the Sealine Rally presented a challenge of 380 plus kilometers that are known as the rally's toughest in terms of navigation. But TSE is thrilled that our rider comprehensively conquered that challenge as well coming in first in Qatar and securing a win on the toughest terrain. Wrapping up the race Mohamed said, "No doubt, it was a hard-earned win! It's an amazing feeling to win on your home ground."



# Salam Technology holds First Family Day



Salam Technology organised its first family fun day for staff and families on Saturday 29th of March 2014 at Sealine Resort. The event attracted more than 150 employees and family members, with a broad participation from everyone. Thrilling competitions were organised to choose the best sporting team. There were rewards for those who also participated with great enthusiasm, adding to the entertaining family atmosphere of the event. The event included a range of fun filled activities including Musical Chairs, Lemon Relays, Sack Races, Tug of War, Cricket and not to mention Banana Boat and Jetski rides! Those present enjoyed the joyful and friendly atmosphere. Prizes were distributed to the winners of the various games and competitions. The "Salam Technology Family day 2014" was an opportunity to share fun and frolic among all beyond the professional framework, and will remain a memorable day for Salam Technology personnel and their families.



Visit of Ms. Susana Monje, CEO - ASSIGNIA INFRAESTRUCTURAS

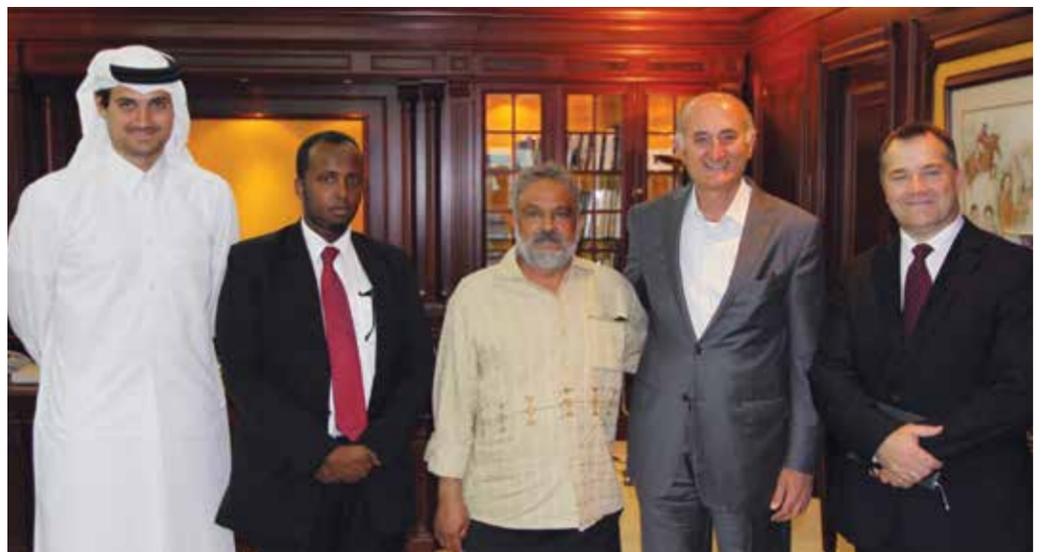
## Her Excellency the AMERICAN AMBASSADOR pays us a Courtesy visit



On the 2nd of July, 2014, Her Excellency Susan Ziadeh paid us a courtesy visit on the occasion of Ramadan.

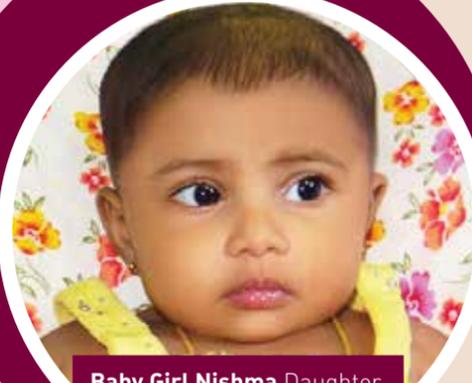
## His Excellency the SOUTH AFRICAN AMBASSADOR pays us a courtesy visit

On the 7th of July 7, 2014, His Excellency Saad Cachalia paid us a courtesy visit on the occasion of Ramadan.



# NEW BIRTHS

**Salam Stores qatar**



**Baby Girl Nishma** Daughter of Mr. Jezeel Mohamed Musthafa, Photo Imaging Division.



**Salam Stores UAE**



**Baby Boy Ali Muawiya Abu Hawas** Son of Mr. Muawiya Abu Hawas, Salam UAE – PRO/HR Dept.



**Baby Boy Yvan Darelle Villanueva** Son of Ms. Michelle Caballero, Marketing Department



**Baby Boy Athan Angelo Espino Santos**, Son of Ms. Melani Espino Santos, Salam UAE – Fashion Division.



**Baby Girl Hajira Mashtan**, Daughter of Mr. Shaikh Mashtan, Salam UAE – Dubai Outlet Mall.



**Salam International**



**Baby Girl Neriah Janael**, Daughter of Ms. Jeanette Fresto Administration Supervisor, Corporate Development Salam International

# MATRIMONY



**Salam Stores QATAR**

**Congratulations** to Mr. Ariel Tanhueco – Perfumery & Cosmetics Division on his marriage to Ms. Roxan De Guzman.



## Salam Stores Qatar Hold Special Dinner for Marketing Team

On the 20th of May, 2014, Salam Stores held a dinner for its Marketing Team. The Dinner took place at Damascus Restaurant in Souq Waqif.

# NEW APPOINTMENTS



## SALAM INTERNATIONAL



**Anel Sirohi** joins SILL Commercial & Contracting Department as Legal Advisor.



**Gitta Bondor** joins SILL Commercial & Contracting Department as Legal Advisor.

## SALAM STORES QATAR



**David John Wilkinson** joins Salam Stores Qatar as Retail Director.



**Virginie Delin** joins Salam Stores as Regional Creative Manager, Marketing Department.



**Nezar Rushdi Abdel Hadi** joins Salam as P&G Marketing Supervisor, Perfumery & Cosmetics Division.

## SALAM STORES DUBAI



**Ana Eremia** joins Salam Stores UAE, as an Executive Secretary – Country General Manager's Office

## SALAM ENTERPRISES QATAR



**Amr Ibrahim Hanfy** joins Salam Enterprises as Project Engineer.

## QATARI GERMAN SWITCHGEAR



**Seralathan Elumalai**, joins QGC as Service Engineer.



**Zahidul Islam** joins QGC as Electrical Technician.

# PROMOTIONS

## SALAM ENTERPRISES BAHRAIN



**Ahmed Al Darwish** promoted to Sales Manager – Furniture Division.



**Dishan Godfrey Jayaraj** promoted to Key Account Manager.

## SALAM STORES QATAR

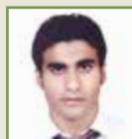


**Carla Tabet** promoted to Regional Training Manager - Qatar & Oman L'Oreal Luxury Brands, Perfumery & Cosmetics Division.

## SALAM STORES UAE



### Warehouse



**Danish Hussain Mehmood** promoted to Store Keeper.



**Shanavas Thachan Coden** promoted to Store Keeper Assistant.

### Abu Dhabi Store



**Mohammad Mahmoud Atieh Abusaleh** promoted to Department Supervisor – FMW.



**Niveen El Mahmoud** promoted to Department Supervisor – FCW.

### Wafi Store



**Roueida Abo Ghaida** promoted to Senior Department Supervisor – PRF.



**Adel Bel Hadj Massoud** promoted to Department Supervisor – FCW.



**Mohamad Abdulsattar Abodan** promoted to Department Supervisor – FMW.



**Tatsiana Sazonava** promoted to Department Supervisor – FSB/FSL.



**Mirna Dakroub** promoted to Store Supervisor.

### Dubai Outlet Mall



**Hatem Abdel Hamid Hamadah** promoted to Store Manager.



**Kizam Yap Dy** promoted to Department Supervisor.



**Khaled Khalaf Salameh** promoted to Department Supervisor.

### Head Office



**Chathamkandathil Xavier Johny** promoted to Assistant Manager.



**Arif Ahmad Naseer** promoted to Supervisor.

### Love Moschino – Mirdif



**Hicham Barzouk** promoted to Boutique Supervisor

### De Beers – Dubai Mall



**Ibrahim Daher** promoted to Store Manager

### Personnel & PRO Department



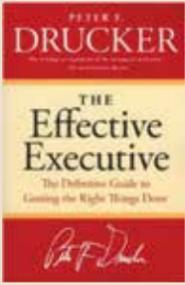
**Rosalina Frias Jimenez** promoted to Office Coordinator



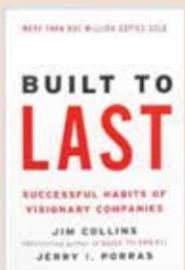
**Mohammad Sami El Samman** promoted to Office Coordinator

Congratulations to you from your extended Salam Family!

## BOOK REVIEW



What makes an effective executive? The measure of the executive, Peter F. Drucker reminds us, is the ability to "get the right things done". This usually involves doing what other people have overlooked as well as avoiding what is unproductive. Intelligence, imagination and knowledge may all be wasted in an executive job without the acquired habits of mind that mold them into results. Drucker identifies five practices essential to business effectiveness that can, and must, be learned. Ranging widely through the annals of business and government, Peter F. Drucker demonstrates the distinctive skill of the executive and offers fresh insights into old and seemingly obvious business situations.



Drawing upon a six-year research project at the Stanford Graduate School of Business, James C. Collins and Jerry I. Porras took eighteen truly exceptional and long-lasting companies and studied each in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day - as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from the comparison companies and what were the common practices these enduringly great companies followed throughout their history?"

Filled with hundreds of specific examples and organised into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organisations that will prosper long into the 21st century and beyond.

## SPOT THE SHOP!

X V G U M Y J A M O T X U X H E L T L R  
 X T J Q J H E G S Z B J I K M A M A B E  
 H R J I B A Y L D F A Q B P V P C Y N C  
 M H D J Z A N N O U A R C A E I T A Q O  
 D O R N W E O Z M O P Q Z W T X J N A R  
 E S K U T L A V K R P Z Z P Z Z C M R G  
 U F W L W D A P U I A E O M H S W D T E  
 J V W Y Q U Y C G E W I N B X T W Z T H  
 Q S M O C W E M S L B O Y I X H Y L W T  
 H N A K E W N P J A L Y U J R M A K G S  
 T I D L C C R J R M W P B D F A F N Y E  
 M H Y C A E Z G G Z N J L R V J H X Y N  
 G U Q N S M A X A R V B R S Q Z C T V O  
 C Z A S Z M S P I C Y P I C K L E H A J  
 F L I T M T E T D X A Z H V H K I C P K  
 I O S W G Q H Q O C B M N E S J Q I I Z  
 N Q Z Y I C B Q U R N V R I I G Z X A I  
 J O J N J B S M X L E P R V I F G A N C  
 D Z O P S K C W N I N S I E N V B H O Q  
 E R D N A X E L A E C I R T A P H I T N

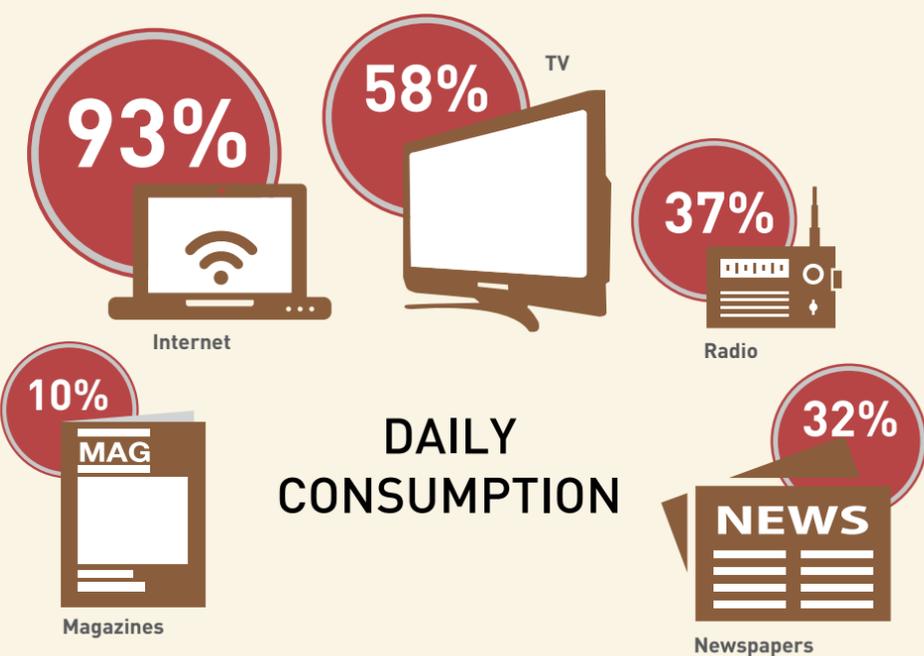
The puzzle below contains 10 stores located within The Gate Mall. Try and spot them all!

- Jones The Grocer
- MBCO
- Spicy Pickle
- Patrice Alexandre
- Lavazza Espresso
- Salam Stores
- Magrabi Optical
- Katharine Pooley
- Canali
- Vapiano

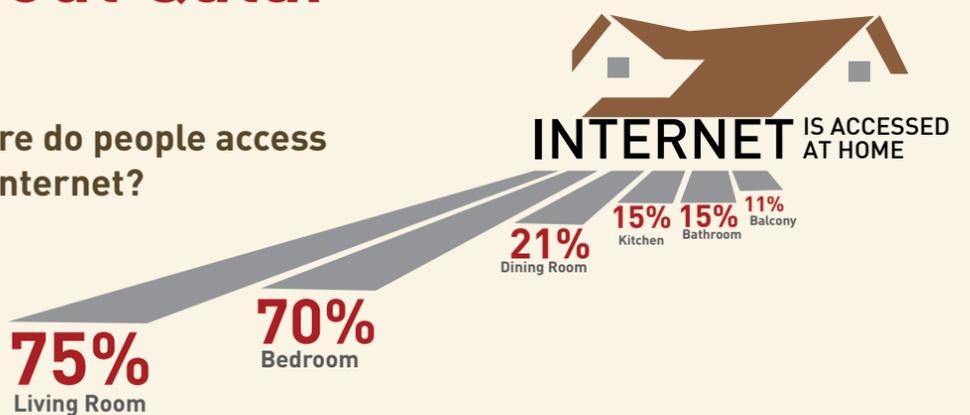
## Interesting Infographics About Qatar

Enjoy the interesting infographics below, taken from [www.talking222.com](http://www.talking222.com).

### Media & Internet Usage in Qatar



### Where do people access the Internet?



### What are we willing to give up for connectivity?



### WHAT QATAR RESIDENTS ARE WILLING TO GIVE UP FOR ONE YEAR TO ACCESS THE INTERNET

