



3rd Quarter 2014

# THE SALAM EXPERIENCE

## **SIL hosts Family Business Network (GCC) learning journey**

FBN operates with the aim of strengthening family business success over generations

## **Salam Technology Announces a Range of New Partnerships**

## **Mohammed Abu Issa Wins at Qatar International Enduro Round 3**

## **Salam Stores Holds a Strategy Day**

# BREAKING

# NEWS



ABU DHABI

## OUR WINS

This quarter we are happy to report that we have won a number of new projects. They include projects from Tabreed, Tranzone U.A.E, ADVETI, EMITAC, Salam Technology Dubai, Ambulatory Health Care Services – SEHA and ADNOC.

## HAPPY TO FINISH UP & HANDOVER

We have finished up a host of projects this quarter. We are proud to say that among our happy customers are the following; Ministry of Presidential Affairs. We handled the Medical Office of the ministry. We also completed a furniture, fittings and equipment project for the Gayathi Community Hospital with EMITAC. The Al Sila Hospital, office furniture supply and installation was also another project completed by us.

We supplied and installed office furniture for the Ambulatory Health Care Services – SEHA and for Tranzone U.A.E. A Fit-out works and Office Furniture project was completed for Spinney's Plant Room Training Facilities with Tabreed. Working within the SILL family we completed the supply and installation of carpet tiles and Office Furniture for Salam Technology – Dubai.

The supply and installation of roller blinds with remote system at STS – Ras Al Khaimah for ADVETI was another project we finished up and we also supplied and installed play equipment at the Ruwais Housing Complex for ADNOC. The last project we'd like to share with TSE readers was one we completed for the Khalifa Hospital at Ras Al Khaimah for the Ministry of Presidential Affairs - The Medical Office. We were happy to supply and fixed furniture for them. We are pleased that we have clearly done a good job for them since the Ministry of Presidential Affairs has now become a repeat client for us.



QATAR

## CARPET TILES & SKIRTING FOR QU

This quarter saw us win the supply, installation and maintenance of Shaw Carpet tiles and wooden skirting for Qatar University's Student Housing project. This is for Part 1 of Phase 2 of these works.

## FLOORING WITH A ROYAL TOUCH

Al Wajba Palace will soon carry our touch. We have been contracted to supply and install Vinyl flooring at Al Wajba Palace. This project is being undertaken with Urbacon Trading & Contracting. While we are talking floors, we also secured a contract for the supply and installation of indoor/outdoor sports flooring for ASHGHAL. 3 new schools at Al Karaana and Al Shamaal require flooring and that contract has come to us through Al Jaber Trading and Contracting Company.

## THE NEW SHERATON DOHA CEILING

We are happy that the supply and installation of the ceiling at Sheraton Hotel Doha, has come to us. We will be handling this project in collaboration with Urbacon Trading & Contracting.

## FURNITURE FOR THE ORYXGTL HEAD OFFICE

We are happy to share that we have been awarded a contract to supply & install office Furniture for OryxGtl Head office, Doha Qatar.



DUBAI

## SUPERIOR FIXING SYSTEMS

Our Construction Division has signed the contract for supply of Framing Channel System for Suspending Ceiling Structure for the prominent Louvre Museum Project in Abu Dhabi. We are also supplying the Chemical Injection Mortar System for Design District Project in Dubai. We have won the orders for supply of Mechanical Anchors for the following projects in UAE: City Walk Project, Dubai, Damac Heights Project at Dubai Marina, Four Season Hotel Project Abu Dhabi, Al Habtoor City Project, Dubai

## ACHIEVEMENTS IN THE REGION

We have successfully executed the order for delivery of Chemical Injection Mortar System for AYLA 1&2 Solar Energy Project in Jordan. For the prestigious Msheireb Downtown (Heart of Doha) project in Qatar, we have signed the contract for: Supply of Fixing System for Stone Cladding (Msheireb Downtown, Phase 3), Supply of KEIL Undercut Anchor System for fixing natural stone panels (Msheireb Downtown, Phase 1C) and the Supply of Cast-in Channel system for fixing precast cladding (Msheireb Downtown, Phase 3). We have also successfully executed delivery of HALFEN HIT Insulated Connection for Insulated Canopy Balcony Connection for the H17 Mosque in the Msheireb Downtown Project.

## TOP QUALITY WATER FILTRATION, SOFTENING & DISINFECTION

This quarter, our Water Treatment Division executed delivery of water filtration, softening & disinfection systems to new projects in UAE: a 13 M3/Hr system for HH Sheik Hamad Bin Saleh Al Sharqi Palace in Fujairah and a 32 M3/Hr system for 32-Floors Hotel Building at Dubai Marina.

## TRUSTED DEIONIZATION SYSTEMS

Within the industrial sector, we have finished the supply, installation & commissioning of complete water deionization system for the production of 1.5 M3/Hr of ultra-pure water quality to the new project of Al Barary Aluminum & Glass Co. in DIP - Dubai. The system combines the RO/DI technology. This reflects our leadership position in the Glass & Aluminium Industry which was built over the past decade.



## OUR LOW VOLTAGE PANELS IN DEMAND

This quarter has seen the demand for our low voltage panels grow. We have supplied an MV Panel to Gazzaoui & Partners for Proposed 19 Villa Complex, supplied ATS Panels for BUATC, an NDIA project to AKTOR. We also won a contract to supply DB's, SMDB's, MCC's, MV Panels and Capacitor Bank for Health and Wellness Care Center. These orders were received via our partner company Stream. Additionally we won projects to supply Feeder Pillars for G+1 Storey Residential Development at Al Rayyan and to supply and configure VFD panels at the Al Udeid Air Base.

## SERVICING THE INDUSTRY

We are happy to report that Al Jazeera Networks have renewed another one year Service Level Agreement for MV Panel 4. We also have a One year Preventive Maintenance project in place for Low Voltage Switchboard at Hamad International Airport – Airfield Electrical Substation to ADB Airfield Solutions. A three-year Maintenance Contract including Emergency On Call Support 24 x 7 Services was also secured by us for 11KV Substations & Transformers – OEM's Support Services to EMCO Qatar. Additionally we were contracted to supply, install & Test Batteries & Chargers at Al Jabor Cement.

## EXECUTED PROJECTS

We have successfully executed our Al Meera projects which are located at Al Wajba and the Muaither area. We also managed to execute on time our Villa project in Ain Khalid and 39 Villa compound at Um Salal. All were supplied Low Voltage Switchboards consisting of DB's, SMDB's, MCC's, MV Panels and Capacitor Bank. Moreover, we delivered 8Way and 6Way Feeder Pillar of Ashghal's projects in Doha South. These again were contracts we received from Stream.

We also successfully completed a feeder modification with Washington Group International (WGI) for the Qatargas II – Common Sulfur Project and successfully completed the REF Relay Testing with Gazzaoui & Partners for the 30 Villas Compound Project.





## Editor's Corner

**Sara Abu Issa**  
Manager, Corporate Communications

Dear Family & Friends of SILL,

As the month of October approaches every year, many of us encounter at least one breast cancer awareness campaign. At SILL, we have always stepped forward, offering wholehearted support to initiatives aimed at awareness, prevention or cure. This edition of TSE carries within its pages some of our Breast Cancer awareness efforts, which took place at The Gate Mall.

At one point in time, breast cancer was a disease spoken about behind closed doors and not something one would acknowledge in public. Women or men who suffered from the disease had little support, and there was even less understanding or acknowledgement of the emotional ramifications of the illness. Affected families suffered in silence. To that end, it is a praiseworthy achievement that today there is a greater sense of awareness about breast cancer. We are encouraged by the concerted efforts towards its prevention. However, no matter how effective awareness campaigns are, the key to really preventing breast cancer lies in our own hands.

How seriously do we take these campaigns? Have we become accustomed to seeing them around us year after year, thinking nothing of them? Have we just tuned out their message? While on one hand we must be thankful that breast cancer awareness campaigns have helped de-stigmatise a terrible disease, we must also commit actively to take its message seriously. We must use such communication initiatives to empower ourselves to take control of our health. The sense of community and support we feel must lead to action. Our health and wellness is primarily our responsibility.

We must approach life from a perspective of cultivating wellness in our lives. While efforts directed towards curing or preventing any disease is important, we must realise that we can avoid getting to that point in the first place. If we actively engage in wellness practices, we have already battled the potential of diseases before they even make an appearance in our lives. Good advice leading to great health is plentiful; maintain recommended body weight, eat a bigger plant-based diet with moderate portions, engage in regular physical activity, prioritise healthy sleep, take steps to master your stress, nurture strong personal relationships, cultivate a healthy personal environment – the list can go on.

**As a new year approaches and making resolutions starts becoming fashionable again, here's an encouragement – let's take responsibility for our own health.. because nobody else can and nobody else will!**

Editor

## HAPPENINGS



# SALAM STORES ESTABLISHES AN ASSESSMENT CENTER

**TSE is happy to share some good news with the Salam Stores staff. The 3rd to the 18th of September opened up a new field of opportunity for our Salam Stores staff. An Assessment Centre was developed and implemented with the support and approval of upper management.**

The purpose behind this move was to provide an opportunity for the development of careers within Salam Stores and assess who are the most qualified candidates to be promoted to "Senior Sales" in the fashion department. Salam Stores will continue to focus on employee career development allowing each potential candidate an equal opportunity at possible promotion. Among the attendees in Qatar- were 25 Fashion Sales Associate Candidates. The decision making panel comprised of members of the management across Salam.



# A TRADITIONAL GARANGAO PARTY FOR KIDS

**Traditions, culture and rituals are highlights of Ramadan and the entire nation engages in bringing alive the essence of the Holy Month. As always, Salam Stores lined up a series of activities and initiatives aimed at offering families and children a wholesome Ramadan experience.**

Parents and children celebrated the spirit of Ramadan with Salam Stores' traditional Garangao party for kids. Salam Stores was abuzz with cheery kids, Um Khamass characters and mascots to entertain families. Garangao goodie bags were offered to children filled with treats and delightful souvenirs. While parents enjoyed shopping for the best of designer brands, children occupied themselves at the face-painting corner.



Salam Stores cherishes and respects traditional culture and our young guests are VIPs to us. That is why we rewarded them with a fun experience and an opportunity to make some good Garangao memories.

# SALAM STORES HOLDS HI-5 CUSTOMER SERVICE TRAINING

From 28th of August to the 14th of September 2014 Salam Stores held its first Salam Hi5 Customer Service training.

The training was conducted both in the UAE and Qatar. The training focused on superior customer service. Salam Store's goal of ensuring absolute satisfaction is what empowered the training. Commenting on the programme a spokesperson for Salam Stores said "This only the beginning of strengthening and elevating our Customer Service culture to become number one in the region and beyond." Among the participants at the training were all new UAE staff and all of Qatar's fashion staff as well as some from the perfumes division of Qatar.



# SALAM PHOTOGRAPHY HOSTS NIKON SCHOOL

On the 25th of October the 4th workshop of the Nikon School was held at Salam Plaza's 6th Floor. The workshop series started in June and the had events in August and September as well.

The October workshop completed the 4th of the Nikon School gatherings organised by Salam Stores. On hand to conduct the training was an official Nikon school trainer from Nikon Middle East. Qatar had a number of registered Nikon customers who joined in by registering online at [www.nikonschool-qa.com](http://www.nikonschool-qa.com) to access this free training. The Nikon school is a globally accepted training centre for Photography and Salam Stores was pleased to extend this support the school offers to our Nikon customers

here in Doha. Commenting on the event a Salam Stores Photography division spokesperson said "This training is designed for those who are new to DSLR camera world. Any one who purchase a Nikon DSLR camera in Qatar is entitled to this training and we will ensure they receive it." Among the attendees at the workshop were officials representing both Salam and Nikon. They were Mr. Mazhar Khuraishi ( Nikon Middle East), Mr. Riyas naduvilthodi (Salam Stores) and Mr. Afsal M Usman (Salam Stores)



# WE TRAIN OUR TRAINERS

Salam's Academy recently launched a Train the Trainer programme. The idea is for the Academy to train potential individuals across the region to deliver important trainings. The first such programme took place from the 16th to the 18th of June 2014. Among the key participants were Ms. Queenie Amadure from UAE branch. The programme will include potential trainers from Qatar, Oman, and Jordan are next!



# GARTEN NOW OPEN AT THE GATE MALL

Say hello to one of our newest stores. Garten joins the Salam Family as its latest addition. The new store is now open at The Gate Mall on the first floor covering an area of approximately 500sqm. Garten epitomises elegance and vitality with brands that combine top quality materials with the latest trends. The store has a wide range of casual and smart outfits from leading labels such as Gerry Weber, Luisa Cerano, Basler,

Airfield, Taifun and Marccain to name a few. If you haven't yet dropped by the store please do so! The opening hours are 10 a.m. -10 p.m. everyday except Friday. On Friday the store operates from 3 p.m. -10 p. m.



# SALAM STORES HOLDS A STRATEGY DAY

**On the 15th of September 2014, The Salam Stores team gathered at Doha's W Hotel & Residences to hold a Strategy Day; a day of planning and strategizing that lasted from 9:00 a.m. to 6:00 p.m. The event was conducted for the benefit of all Retail Divisions of Salam Stores covering Qatar, U.A.E, Oman and Jordan.**

The aim of the Strategy Day was to strengthen the view of Salam Stores as an expanding company and enhance its image internally as a leading retail destination in the GCC.

Mr. David Wilkinson, Salam Store's new Retail Director shared his views and vision of Salam Stores supported by

Mr. Pierre Khoury – Salam Store's Managing Director, Mr. Suleiman Al Khateeb - Executive Director for Corporate Development (SIIL) and Mr. Abbas Salman - Finance Director (Salam Stores).

The program opened with a presentation by Mr. David Wilkinson followed by a substantial presentation made by Mr. Pierre Khoury, Managing Director. Among the featured speakers were Ms. Veronique Morelle, Deputy Executive Director of IGDS and Mr. Paul Dean from Drinkall Dean Interior Design, who inspired and encouraged the attendees to challenge themselves to a higher and better standard of work.

The afternoon sessions kicked off with David's noteworthy presentation titled 'What gets measured, gets done'. As part of the event the Salam Stores new website and its new seasonal campaign was also launched by Ms. Elodie Chauderon - Regional Marketing Manager together with Ms. Virginie Delin - Regional Creative Manager.

The attendees of the event also had an opportunity to focus on a case study on Neiman Marcus, which drew out participant opinions and perspectives, that were of value to the work at Salam. Those gathered offered their feedback that the Strategy Day had indeed been an inspiration not least due to the opportunity to interact with key industry leaders, share and benefit from their knowledge while enjoying the atmosphere at W Hotel.



## SALAM & CANON SHOW THEIR STRENGTH AT MILIPOL

**Canon showcased their latest high-end video cameras and security cameras at the Salam Stores and Canon stand at Qatar's Milipol Exhibition.**

Both organisations are delighted at the keen interest and high footfall we received at our stand from the 20th to the 22nd of October 2014. The Milipol exhibition took place at the Doha Exhibition centre. The Milipol Qatar exhibition was held under the aegis of the Ministry of Interior of Qatar. Milipol Qatar has become one of the biggest international exhibitions in the Middle-East, dedicated to internal State Security. It has made a name of itself through the professionalism and the quality of its exhibitors and visitors, all linked to the public and industrial security sectors. Salam Stores photography was pleased to join hands with one of our leading brands and show our strength and capability at Milipol this year. Attending the event from our two organisations were Raul Gabat (BD Manager, Canon ME), Muhammed Zubair (BD Manager, Canon ME) and Salam Staff.



# 4U HOSTS "PINK TOGETHER" BREAST CANCER AWARENESS INITIATIVE AT THE GATE MALL



4U kicked off offering its support to the Breast Cancer Awareness Month through "Pink Together", a creative event held at the Gate Mall. The goal of the programme was to raise awareness of the disease, its detection, its treatment, and the need for a reliable, permanent cure.

"Pink Together", was born last year in collaboration with ABODE magazine. This year, through the help of 3 notable speakers: Nicola Simpson, a cancer survivor; Nicole Van Hattem, a detox specialist and Carla Tabet, a beauty expert the event contributed towards a better understanding of the journey of a survivor; a way of life from healthy lifestyle ; and a boost of positivity and confidence though beauty.

"We want this event to be a venue of people having one goal, joining hands and spirit to be of strength towards fighting something negative. Breast Cancer is not a joke, and everyone should be aware of that," said Ms. Jinane El Hage, 4U Regional Manager. "We are very thankful that a number of companies and organisations have joined us this time and supported this cause," she added.

Aside from 4U and ABODE, the event was also presented by Carolina Herrera , Gulfair and Hilton Doha Hotel. It also gained support from B/Attitude, Blink, BlueBrush, Chi Zen, Grand Hyatt, Kempinski, Nando's, Wyndham Grand Regency and Ford's Warriors in Pink.



# HI 5 CUSTOMER SERVICE TRAINING IN UAE

From the 19th to the 21st of August 2014 the Al Quoz – Conference Room came alive with a Salam Stores UAE event. Mr. Mohammed Raed Mohammed – Training Manager (Salam Qatar), facilitated the Hi 5 Customer Service Training for Salam Store UAE for Sales Associates from different Salam Stores locations. The event drew a total of 55 participants. Sales Associates from different Stores & Boutiques locations covering Dubai, Abu Dhabi & Al Ain made up the group of trainees.



# SALAM STORES, CANON MIDDLE EAST AND QATAR PHOTOGRAPHIC SOCIETY HOST **CANON WORKSHOP**

**From the 12th to the 15th of October 2014 Salam Stores, Canon Middle East and The Qatar Photographic Society joined hands to host a Canon Photography workshop for Qatar's photography enthusiasts. The workshop was held at Katara.**

This was a part of a series of workshops aimed at enhancing the skills of amateur photographers and photography enthusiasts located here in Qatar.

Organised under the theme "Come and See Photography with Canon and QPS", Salam Stores supported a gathering of renowned experts who shared their knowledge on various photography specialties. Among the guest speakers were Gary Schmid and Stefen Lindeque. The workshops included photography sessions on food, architecture, travel and cars. The comprehensive workshop included sessions on Adobe by Joe Karkour and on Printing by Abdallah Abuelila to ensure that attendees will have a thorough knowledge of the entire process from taking photos, retouching images and using the photographs for quality print outputs. The workshops are being organised as part of Canon's brand promise to help people realise the power of image and empower grass roots

talent in Qatar and Salam Stores is very pleased to led its strength to events of this nature.

"Canon is at the forefront of imaging and is committed to empowering upcoming photographic talent in the region. Most amateur photographers and enthusiasts are not completely aware of quality printing methodologies and systems, so we organised these comprehensive workshops to at least give them a full grasp of the entire process - from Input (Imaging) to Output (Printing) thus giving them the essential skills that will not only improve their capabilities in taking photographs, but also enable them to create stunning collateral out of the images they have taken," said Hendrik Verbrugge, Marketing Director, Canon Middle East. Among the attendees were Mr. Ahmed Khulaifi, Chairman of QPS, Mr. Ashish Nagar, Channel Account Manager, Raul Gabat, Business development Manager, Canon Middle East, Mr. Mahboob Ali, Regional Manager salam Stores, Shoukath Hussain, Manager, Salam Stores, Abdul Najeeb, Institutional Sales Manager, Salam Stores and QPS Members and Salam Staff.



## SALAM INDUSTRIES COMPLETED PROJECTS

Salam Industries is delighted to showcase some of our completed projects and share it with the Salam Family.

### NEARLY DONE!

**Michael Kors and Marc by Marc Jacobs at Lagoon Mall:** We won these two boutiques for fit-out works which are in an execution state at this time and will soon be finished.

### DONE AND DUSTED!

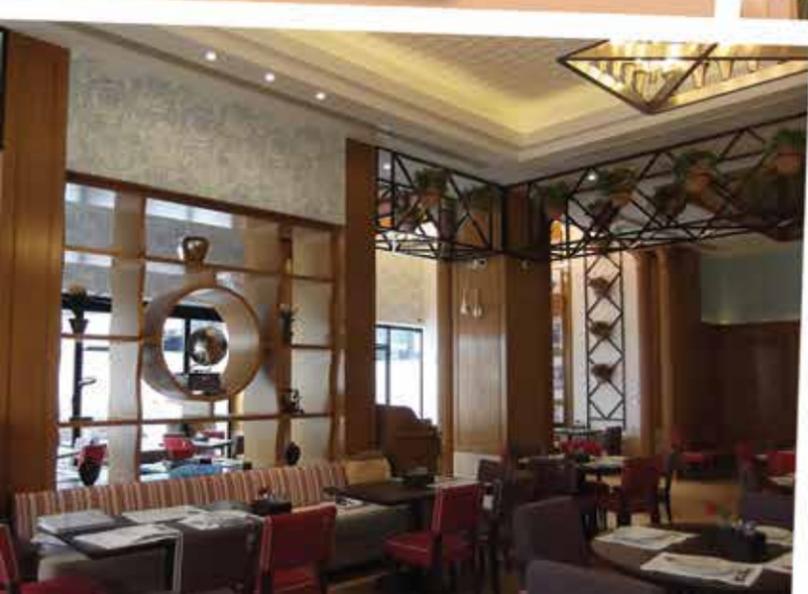
**Gucci Boutique - Villaggio:** We were awarded the above boutique for fit-out works with special finishes and it has been successfully completed & handed over to the client in a timely manner.

**Christian Dior & Baby Dior Shops at Villaggio Mall:** We are currently executing the above shops renovation. They are on track to be handed over to the client soon.

**Leila Restaurant at The Gate Mall:** This restaurant was awarded to us and has been successfully completed in a timely manner & handed over to the client as per their very specific requirements.

### MAGIC CARPETS - WEAVED OUR WAY!

**Carpet Manufacturing:** We have been awarded various projects for supply and installation of carpet for which are enclosing some pictures to give you a glimpse of our work.



# HAPPENINGS

## SALAM INDUSTRIES CLIMBING HIGHER IN QUALITY

Salam Industries is delighted to announce that we have taken even higher steps in our quality assurance. We have now been officially certified by GCAS for ISO 9001, 14001 and 18001 standards and would like to share our certificates and sense of achievement with you!



## ALUNASA BASKETBALL TEAM WINS!

The Alunasa Basketball Team clinched the 2nd Runner-Up trophy via 64-58 win over the Fiesta Pinoy Dribblers in the recently concluded Middle East Basketball League – Season 1 playoffs. The season officially started on the 27th of June 2014 and concluded on 19th Sept 2014.

The competition was held at the Dubai World Trade Center – Sports Hall. The basketball tournament consist of ten (10) teams from different sectors in Dubai. Our team from Alunasa comprised of players from fabrication, site and design departments. Our team performed reasonably in the elimination round with a record of five (5) wins and four (4) losses which eventually gave us the token to advance into the next round. We are thrilled to have managed a win in the quarter finals against Rim Rockers Team with a score of 84-81. Eventual champion Kairos faced Alunasa during the semifinals round but unfortunately, our team came up short in a heart breaking loss that denied us the chance to reach the championship. The Runner-Up game between Fiesta Pinoy and Alunasa was in deed very exciting and we are thrilled that our Alunasa team prevailed. The team players would like to thanks the management for the support and cooperation to promote camaraderie among us!



## SALAM STORES UAE HOLDS AN INSPIRING SUMMER REUNION

Salam Summer Reunion 2014 kicked off on the 24th & 25th of June at the Al Bustan Rotana Hotel. The first of its kind event drew together staff from our Head Office, Stores & Boutiques in Dubai, Abu Dhabi & Al Ain. The staff of UAE report that the event was a huge fun filled celebration completed with a sumptuous buffet, fabulous live music and gestures of appreciation all weaved in. In the midst of all the fun and laughter the Management took time to recognise the staff's efforts via presentation of plaques of Appreciation to all Employees Awardees (starting from those who served the company for 10 years and above. Their dedication and loyalty and long years of service to Salam was clearly valued. It was also evident that during the first 6-months of this year Salam UAE Retail team had bagged some great achievements. These too were appreciated.

Special mention was made of Mr. Kesavan Madhu Sudanan – Logistics & Purchasing Manager, for his 35-years of dedication and loyal service. He was presented with a special award by Mr. Asaad Abboud – Country General Manager. All of the awardees were pleased and grateful to the management. The staff of UAE told TSE that they would like to record their appreciation and thank the Management for this wonderful, inspiring event!



# MDC & ATELIER 21 PROJECTS

## A GLIMPSE OF OUR CRAFTSMANSHIP

MDC & Atelier 21 would like to share a few of our exceptional achievements for the 3rd quarter of 2014. Among our completed projects are the following:

- A. Longchamp @ Emirates Mall
- B. Christian Louboutin @ Level Shoes District Dubai Mall
- C. Vileberquin @ Souq Madinat Jumeirah
- D. Lulu Guinness @ Souq Madinat Jumeirah
- E. Tavola @ Emirates Mall
- F. Fauchon @ Muscat Oman
- G. Chloe Centria Mall @ Riyadh KSA

## NEWLY AWARDED & ON GOING PROJECTS

- A. Crown Plaza Hotel Riyadh
- B. Dubai Airport Concourse 4 Lounges First Class – Business Class, Majilis & Marhaba Joinery Package.
- C. Be Relax @ Dubai Airport Concourse 4.
- D. Paul Smith @ Emirates Mall
- E. Hamac @ Yas Mall
- F. Havaianas @ Yas Mall
- G. Armani Jeans @ Yas Mall
- H. Love Moschino @ Yas Mall
- I. Versus Jeans @ Yas Mall
- J. Christian Louboutin Men @ Emirates Mall



## SALAM PETROLEUM WINS NEW SUPPLY AGREEMENT FROM ASHGHAL

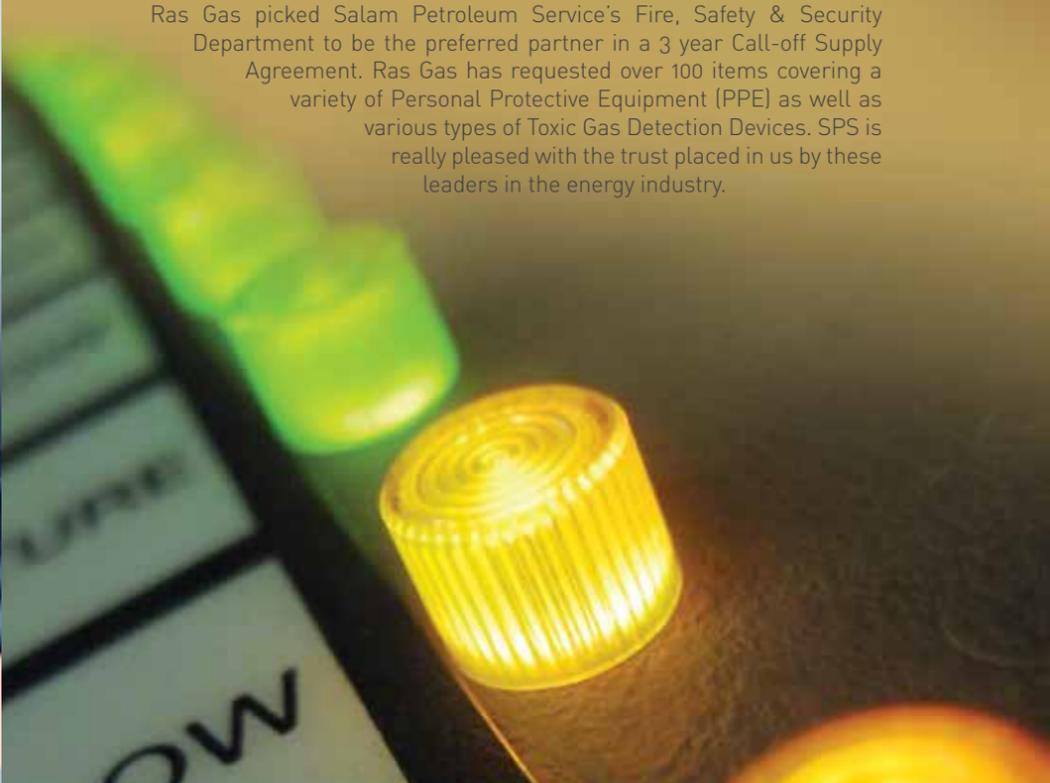
**In June 2014, Salam Petroleum Service's Fire, Safety & Security Department won a significant contract from Qatar's Public Works Authority (Ashghal).**

Our Fire, Safety & Security Department was awarded a new 2 year Call-off Supply Agreement. In order to meet the obligations of the contract we have ensured that all required stocks and supplies are in place. We expect the project to cover various Personal Protective Equipment (PPE) ranging from basic to sophisticated professional gear to be delivered on a call-off order basis.



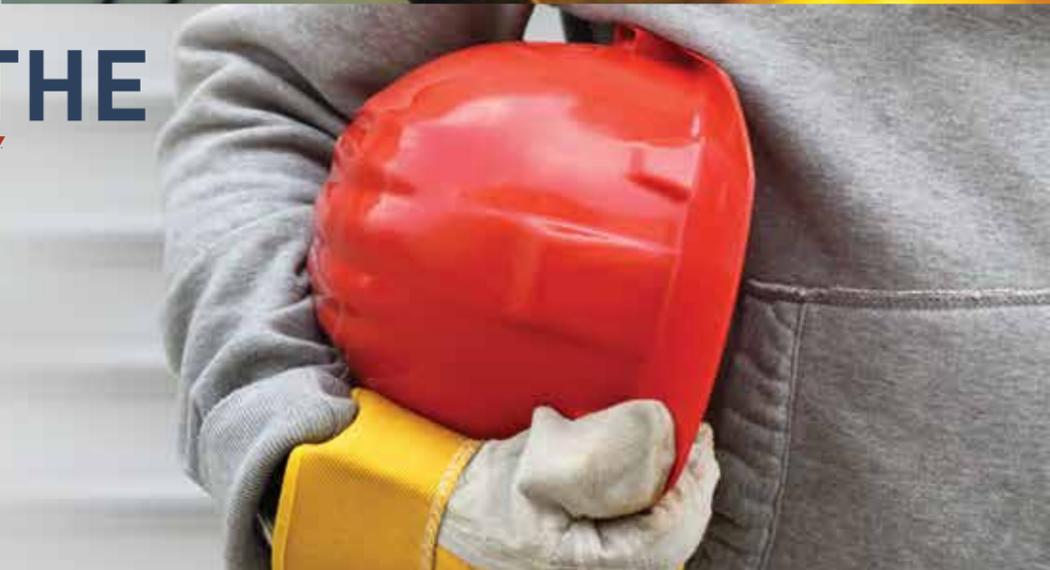
## PPE & TOXIC GAS DETECTION DEVICES FOR RAS GAS

Ras Gas picked Salam Petroleum Service's Fire, Safety & Security Department to be the preferred partner in a 3 year Call-off Supply Agreement. Ras Gas has requested over 100 items covering a variety of Personal Protective Equipment (PPE) as well as various types of Toxic Gas Detection Devices. SPS is really pleased with the trust placed in us by these leaders in the energy industry.



## GROWING BEYOND THE ENERGY INDUSTRY

In August 2014 Salam Petroleum Service's Fire, Safety & Security Department secured a valuable 2 years Call-off Supply Agreement from Qatar Solar Technologies (QSTec). With Solar energy being an area of innovation and investment Salam Petroleum values the development and strengthening of links with this new, forward focussed industry. Under the terms of the agreement we will be stocking and supplying various Personal Protective Equipment (PPE), Protective Clothes, Compressed Air Breathing Equipment (CABE) as well as Emergency Escape Devices. We are pleased that via contracts of this nature SPS is strengthening its profile and presence in the local market. It is our goal to be the first choice for any requirement of Safety Products. Apart from this we are also glad that our reach is expanding beyond the Oil and Gas sector and we are tapping into other areas in the market.



## THE GATE MALL LAUNCHES ART EXHIBITION

**Under the Auspices of H.E. Dr. Hamad Bin Abdul Aziz Al Kuwari, Minister of Culture, Art and Heritage, The Gate Mall launched an exhibition showcasing unique masterpieces by two of Europe's renowned brands, Venini and Crystal Caviar. The ceremonial opening took place in the presence of Doha's prestigious VIPs.**

Crystal Caviar, one of the world's renowned Royal Bohemian Crystal brands, is reputed for its unique glass designs, used for luxurious interiors of 5-star hotels, yachts, private residence and aircrafts. Furthermore, acclaimed Crystal Caviar owner Mr. Marek Landa, earned a place in the Guinness Book of World Records for building the biggest glass monument in the world, measuring 25 meters tall, located in Talin.

Venini is also an internationally recognised brand, namely for its striking glass art made with Murano to represent creativity, heritage and luxury. The highend

gallery is the first of its kind as both Venini and Crystal Caviar are presenting more than 25 pieces of their most important collections for guests to admire and purchase. Venini and Crystal Caviar are two of the most popular brands we retail for, and we know that many of our prestigious clients will appreciate this exhibition, as it provides them with access to the brands' most unique and rare pieces. The Gate Mall has worked hard in receiving and safeguarding these pieces and is eager to present them to Qatar's prominent community. We are assured that our guests will be able to find their customised tastes in the works showcased, and we look forward to grasping new opportunities to further impress, and deliver the high standards we work to maintain. Held on the ground floor of The Gate Mall, the exhibition is now open to the public and will run for the duration of two months, until the end of December 2014.



# STREAM HOLDS MANAGEMENT SYSTEM STANDARD COMPLIANCE AUDIT

From the 15th to the 18th of September 2014 Stream took on a compliance audit to lifts its service capabilities even higher. The Integrated Quality Certification (IQC) is a conformity assessment body (CAB) accredited by JAS-ANZ and an audit partner of Stream for the past 10 years.

IQC conducted a 4-day audit of Stream's management system. The audit began on the 15th of September, 2014 with the Lead Auditor Mr. Gopinath Bhaskar evaluating the effectiveness of the management system of the company. The scope of the audit certification covers Project Management, Engineering, Procurement, Installation, Testing and Commissioning of Electrical and Mechanical works, Marketing, Sales & Servicing of Engineering Products.

After a series of site visits, office evaluations, as well as the Stream team's collective effort, Stream successfully passed the certification process and obtained ISO 14001 and OHSAS 18001 in addition to ISO 9001. Stream is happy to share this achievement with our Salam family. To us these certifications symbolise Stream's commitment to constantly strive for improvement of our performance as well as our management system.



## NOMINATION ITALY OPENS AT THE GATE MALL

Nomination Italy, the renowned jewellery shop, held its grand opening and ribbon cutting at The Gate. The ceremony was held on the 30th of September at 7 p.m. at The Gate Mall. His Excellency Mr. Guido De Santis,

Ambassador of Italy was joined by Mr. AbdulSalam Abu Issa, Deputy Chief Operation Officer of Salam International at the inauguration. Nomination Italy is located on the 1st floor of The Gate.



## THE GATE MALL CELEBRATES EID AL ADHA WITH UNIQUE ORIGAMI EXPERIENCE

The Gate Mall held a special activity in celebration of Eid Al Adha, from the 30th September to the 6th of October. Guests were invited to participate in an Origami workshop, where they mastered the art of folding paper into shapes, which were then used to decorate the Gate Mall's iconic tree sculptures.

Two professional artists flew in from the Origami Institute of Arts in Egypt, to educate both adults and children on the history and origin of Origami. The artists showed participants how to fold papers into several shapes. The participants also learnt about the meanings in Origami. Commenting on the activity, The Gate Mall's Representative said: "We

were very pleased to offer this unique activity to guests during Eid. This celebrative holiday is an excellent time for people to come together in the spirit of art, craft and sharing. Origami making is not only fun, but is also a very special art that requires skill and attention. The Gate Mall always strives to come up with new activities to bring the community together, and this one really allowed our guests to creativity. We were also excited to see our trees fully decorated by the end of Eid. Overall for us all these activities represent The Gate's passion for artistic expression and it delights us that we can make it meaningful."



# TREES OF HOPE AT THE GATE MALL TO RAISE DONATIONS FOR BREAST CANCER PATIENTS



The Gate Mall as always strongly supported Breast Cancer Awareness month through an activity incorporating its iconic tree sculptures. Guests and passers by were encouraged to donate an amount of their choice to the cause.

Every donor got an opportunity to choose a card hung on the tree as a memoir containing a message of hope. The activity will remain running throughout the month of October and is open for the public during the operating hours of The Gate Mall. The money collected through donations will be given to Qatar Cancer Society to help patients fighting the disease.

Commenting on the Tree of Hope, The Gate Mall's Representative said: "We are very pleased to have joined in supporting the community raise awareness and fight breast cancer. This is a time to direct everyone's attention towards a global issue that needs serious attention and cooperation. We wanted to send out the message of hope in a different, creative way and the donations will increase the chances of patients to get the treatment they need. We would like to thank our guests for helping The Gate Mall reach its goal in raising awareness and helping others." The Gate's iconic tree sculptures, located on the ground floor at three locations, have increasingly become a symbol of not only modern art, but also a representation of how art can give back to the community.



## CAFÉ CERAMIQUE JOINS THE GATE'S LIST OF PRESTIGIOUS TENANTS

Café Céramique, the much loved franchise popular with art and craft creators as well as connoisseurs of good food and good times, has recently opened at The Gate. The new branch is located on the 1st floor of The Gate Mall. Tastefully decorated and as inviting as the brand has always been Café Ceramique is engaging its clientele to walk in and create memories of their moments.



## SALAM TECHNOLOGY WINS "BEST PERFORMING SALES PARTNER" FOR MOTOROLA IN MIDDLE EAST 2014

Salam Technology participated in the 2014 Middle East Channel Partner Conference as a qualifying partner for Motorola. The event took place from the 2nd to the 4th of March 2014 at Phuket, Thailand. We are proud to share that Salam Technology rose as a shining star amongst the partners in the Middle East region. We were selected and awarded as the Leading Partner for Motorola in the Middle East.

In addition to recognising high achievers the event also had business personnel's from Motorola share an overall business update discussing Motorola Solutions' APME Regional Channel Strategy. MELE Enterprise Business Overview & Strategy also was focussed on as part of the presentations, at this partner conference 2014.



## REIMAGING THE ENTERPRISE: A JOINT EVENT BY SALAM TECHNOLOGY AND MICROSOFT

Salam Technology in partnership with Microsoft successfully organised an event to introduce Microsoft Office 365 and Windows Azure to a large contingent of customers. Mobile devices and social computing is transforming the way people connect with each other and engage customers and partners.

The explosion in data and connectedness of the cloud has become a key enabler of innovation. Salam Technology's unique approach to devices and services is geared to help our customers take advantage of the new opportunities that emerging technology present. At the event key presenters from Microsoft threw light on how some of today's leading enterprises are rethinking the work environment, the customer experience,

and how they build products and services. Salam Technology was delighted to take the initiative to bring our customers on board and showcase a glimpse of the future. In order to build up a lasting relationship with key customers, the representatives from Salam Technology also recorded feedback in order to build in customer concerns and points of focus to the future solutions we intend to offer them.



# SALAM TECHNOLOGY ANNOUNCES A RANGE OF NEW PARTNERSHIPS

## Salam Technology is now Oracle Gold Partner

Salam Technology has recently upgraded its level of Partnership with Oracle to become a "Gold Partner". This upgrade has been granted due to the hard work of our sales and technical teams who have accomplished all requirements that enable us to move higher and higher in our success with Oracle.

## Salam Technology and Infinova Announce New Partnership

Salam Technology is now officially authorised to sell and support Infinova CCTV Solutions. Infinova is a corporation solution focusing on full range of CCTV surveillance systems, access control, fibre optic communications and security management software.

## Salam Technology is the Executive Authorised Local Partner For Evans Consoles Corporation in Qatar

Salam Technology is proud to be the Executive Authorized Partner for Evans Corporation. Evans Consoles is the world leader in the design and manufacturing of custom control room solutions for mission critical and other technology-intensive environments.

## Salam Technology is thrilled to be an Axis Partnership

Salam Technology is proud to be a Partner of Axis. Axis is an IT company offering network video solutions for professional installations. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.

## New Partnership with Kaspersky Lab

Salam Technology recently became authorised to resell Kaspersky lab

products to end users. We see great potential for business in 2014 and look forward to the challenge of closing some good deals .

## New Partnership with Extron

Salam Technology is now authorised to resell Extron products. This again is a market we see great potential in and we look forward to the challenge of closing some good deals .

Good Luck Salam Technology with the New Partnerships !



# SALAM TECHNOLOGY HOLDS KICK OFF MEETING

Salam Technology recently held a kick off meeting to energize and boost its staff, to share achievements and strengthen ties across the company. The gathering was a big opportunity to allow the entire organisation to come together and share their goals for the upcoming year 2014. The team also spent time on feedback from the year 2013, recording critical points in order to generate a room for improvement.

At the event the Salam Technology team was divided into four groups and they competed against each other portraying the strength of team efforts through some activities. The teams named themselves Gladiators, Smart, Challengers and Lions. Challengers were the team that came out on top at the end of the event. The interactions of the day were built around valuing and appreciating collaboration. Collaboration for the Salam Technology team is to work with each other in our areas of competency in order to achieve shared goals. It is the conviction of Salam Technology that teams that work collaboratively ensure optimised resources, gain recognition and enjoy reward when facing competition for finite resources. These were sentiments that echoed through the gathering. The kick off meeting concluded with a renewed commitment to partner with top, world-renowned solution providers and industry-leading vendors, in order to provide cost-effective services and turnkey solutions built on a firm foundation of experience, steady, personalised customer service and a lasting, provider relationship.



# SALAM TECHNOLOGY PARTICIPATES AT - MILIPOL QATAR 2014

In support of Qatar's security future Salam Technology participated wholeheartedly at Milipol 2014. We are proud to have been among Milipol's official sponsors. We also stepped forward as one of Milipol's key exhibitors, installing a dedicated booth to show off our security services and solutions. The exhibition was held from the 20th to the 22nd of October.

our latest and most advanced technologies in control rooms, security systems, crisis management centres, emergency operations centres for security, surveillance and other systems displaying our strength to provide solutions for mission critical operations. We are delighted to share that during the exhibition, Qatar's interior ministry announced a new deal with Salam Technology for 22.4 Million QR to supply and implement some of our integrated solutions.

Working hand in hand with our partners (Barco, Evans, Motorola) and Harris Salam we showcased





Mr. AbdulSalam Abu Issa

## DEPUTY COO MESSAGE

# Looking Inward to Grow Outward

**Change, they say is the only constant! From the pace of development to technological advancement, from market realities to global weather patterns, no matter where we look, we will find evidence that change - happens! Living in a world that is in a constant state of change, we as individuals, communities or organisations are faced with two choices; remain immobile and get left behind or adapt to change and move forward.**

At SILL we have a proud heritage of adapting to change. Our 63-year legacy has been strengthened by this capacity to adapt. While SILL has a reputation for reinventing itself, do we still possess this capability? I believe we do. However, none of us can deny that the pace of change that confronted Salam in the past is vastly different from what confronts us today. Today, in our world, markets rise or crumble overnight. Businesses can be built quickly but they can fail even quicker. Advantages we possess today can disappear by tomorrow. Technology that seems magical this year can be rendered obsolete by the next! That is the reality of our world. So here's the question; is it possible to ever get ahead of the game? And when we do, can we stay ahead? A truthful response is – It depends.

It depends on us! Getting ahead isn't easy but its possible. Staying ahead isn't guaranteed but we are capable.

Many will acknowledge that today, the opportunities for business around us are unprecedented. And they are right. But to win in an arena where ticket sizes are huge, we must also accept that competition is fierce. In the past, deals may have held together simply due to the strength of long standing relationships or our geographic location. But today, clients are driven by factors that go beyond relationships and location alone. While clients will value such factors they will also demand speed, efficiency, technology based advantages and innovation. For clients its not just about who did a good job for them yesterday. It's also about who can deliver a full portfolio of services today while anticipating and providing the solutions the client may need for tomorrow. If we fail to step-up with that level of quality and calibre of value, be assured there will be plenty of competitors who will gladly grab that opportunity. Globalisation and connectivity has ensured that geographic borders can no longer limit competition. On the contrary, our competitors will reach out, even from other parts of the world, to steal your market from right under your nose.

So how do we battle this? A critical quality we must all possess is the courage to assess – everything! We have to assess the changing scenarios of the market around us and gain an accurate understanding of new realities. Rather than being threatened by what we discover, or despairing that what worked yesterday is no longer applicable today, that assessment must inspire us to devise new strategies and approaches. At SILL, we are advantageously positioned. A large number of our businesses are located in Qatar; a market that is poised for huge growth. However, can we afford to lean back and focus on Qatar alone? Should some of our businesses be devising appropriate plans for expansion in the region? Yes, we should. Our assessments must lead us to the

acceptance that Qatar, with all its potential, is still a small market. The World Cup, as massive as it will be, is still a one-off event. So, should we look beyond 2022 to the years that follow, and plan for them? Absolutely. These are assessments we must judiciously make, now so that we can adapt, in order to stay ahead in the future. Let's ask ourselves, when did we last, take a good, hard look at the future and devise an effective game-plan to gain an advantage over these realities?

Moving our focus from markets to ourselves - we must assess ourselves and the skills and competencies we possess. Instead of being crippled by the deficits we see within ourselves or our business units, we must seek out ways to elevate our skills and grow. The growth of our skills isn't something we can afford to outsource and the lack of skills isn't something we can blame others for. Instead, each of us must take charge of our own growth. The ability to accept our limitations on the one hand and actively invest in our own potential on the other, makes the difference between success and failure, even at a personal level. At SILL we are fortunate that we have internal initiatives, in the likes of our Future Leaders Programme and other capacity building efforts devised with the sole aim of growing our talent pool. But what if you aren't part of the programme? Should we still be focussed on growing in our competencies and learning new skills? Without a doubt! Here's something we should never stop asking ourselves; what was the last, new skill we developed?

At certain levels within the company, Managers must actively create avenues for new talent to come in, to energize and complement older legacies and experience. How frequently do we see fresh faces among us? New ideas? Upgraded innovations? Have we mapped out how we can create synergies between capabilities that have served us well in the past and newer approaches that can exponentially raise our profitability in the future? To harness the full power of new competencies we will certainly need a bold assessment of our current capabilities. We must be fearless enough in our assessments to say 'here's a strategy that worked for us in the past, but is no longer viable. Here is one that's failing, which we need to immediately remove.' While SILL always recognises and salutes efforts of the past and present, we must continue to be that bold company that makes those hard calls, making good judgements on people, processes and markets, moving on and adapting to the realities that surround us.

Our ability to frankly and accurately assess changing scenarios and inspire ourselves to keep pace with new realities is something that is deeply ingrained in the DNA

of Salam. From our Founder downwards, this is a mindset we have cultivated within the group and it has served as a pillar of our successful reinventions. Many of you are aware that within various levels at SILL, continuous work is being done to strengthen our technologies, restructure our processes, invest in the talent we already have and attract new talent from outside. Work is being done to streamline and better who we are, to elevate our offerings and efficiencies, potential and profitability. But none of those efforts can bear fruit in isolation.

**As this year winds down and we prepare to step into a new one, let's work together individually and collectively, to assess in order to adapt, taking a courageous look inward so that we can grow outward.**

**"For clients its not just about who did a good job for them yesterday. It's also about who can deliver a full portfolio of services today while anticipating and providing the solutions the client may need for tomorrow."**



## INVESTMENTS

# A NEW COMPANY IN THE MAKING

**We are pleased to announce that Canon Middle East and Salam Technology have joined forces to establish a new company in Qatar.**

Building on the SILL's strong local presence, established customer base and proven track-record, this strategic step will allow us to further expand our offerings across the Qatari market and will ensure that we are providing the high quality technologically advanced products required across all industries.

The new company will invest the necessary resources to enable Qatari customers to take full advantage of innovations in hardware, software and professional services developed by Canon together with the existing skills of Salam Technology.

Demonstrating Canon's commitment to operating closer to customers, the new company in Qatar will strengthen Canon's in-country presence in the region and meet customers' demands in the rapidly evolving Qatari market. Salam Technology will continue to manage Canon's existing customer relationships during the transition period while the company is being set up and delegates from each company will be visiting Salam Canon customers in the coming months. The new company, focussed on Business Imaging and Production Printing products and solutions, is expected to begin trading towards the end of 2014.

The new company in Qatar will operate from Doha and report into Canon Middle East, which will continue in its role as a Regional Sales Organisation for the Middle East and North East, and West Africa regions. Canon has been represented in the Middle East for more than 40 years through distribution

partners that have successfully built a solid customer base and significant market share in the region.

As a world leader in imaging solutions, Canon is a highly respected, multi-national corporation with an established brand name that stems from a tradition for quality, excellence and sustainable business. With more than 75 years of technological expertise, Canon consistently ranks among the top five multinational companies in the total number of patents granted annually.

**Congratulations Salam Technology! We are happy to see you grow!**



## EMPLOYEE EXPERIENCE

### KURIAKOSE E. JOHN Accounts Manager Salam Group



**TSE - When did you join Salam and tell us how it happened?**

**KEJ -** It was in 1979. I was on a visit to Doha and I knew there were some vacancies at Salam Stores. Salam Stores even at that stage was a flourishing business. What persuaded me to join the company was I knew it was a very good opening for a qualified accounting professional to start his or her career. Qatar didn't have many department stores back then. Actually it was Salam Stores that was at the forefront and then there was also The Centre. That was it.

**TSE - What was your job position when you joined?**

**KEJ -** I joined as an Accounts Clerk. When I joined the Accounts and Personnel departments were in the same space. And that was a team of about 6 in all.

**TSE - Since joining what has been your experience and impression of Salam as a company?**

**KEJ -** Keeping in mind that I joined Salam Fresh out of College, I truly felt like Salam was another campus. The experience and learning was tremendous. All around me was a world of luxury brands, housed under one roof. As a young person I could recognise and salute the visionary genius behind the concept of Salam Stores. It stood out and it was very clear that the Founder of Salam Studio & Stores was a visionary.

**TSE - In the course of your work have you seen or met the Founder?**

**KEJ -** Yes. He would drop by all the Salam Stores showrooms. He was a very observant man. He would not spend his time talking but really observing the operations and once he leaves the place, if there was an improvement to be suggested, the upgrading of a service or whatever, the Founder himself would contact

the GM or the Showroom Manager and the matter would be resolved. Our Founder had a very hands-on approach that way.

**TSE - Can you recall any interesting incidents from that past that stand out in your mind?**

**KEJ -** There are many. But one that I would like to particularly comment on is a Sand Yacht Race that was held here in the desert of Qatar. People might not have even heard of such events in the present day. But Salam Stores actually sponsored it.

**TSE - That Sounds quite fascinating. Tell us a bit more...**

**KEJ -** Yes, they were small boats, that held room for just one person. Boats with huge sails that would catch the wind in the desert and move forward. The sails were decorative with brand names of other sponsors. It was quite a sight. It was awesome to see this Sand Yacht race take place in the hot sun.

**TSE - Anything else that stands out?**

**KEJ -** Yes. I remember the days before photography was digital! We had to hand in film rolls and wait for two days for them to be processed. And only then could we see the pictures we had captured. Those were pre Photoshop days.

**TSE - What made you stay on at Salam?**

**KEJ -** I felt like I was among friends. It was a relaxed atmosphere. I was learning from real world, all financial aspects of retail and I was gaining excellent exposure to the wholesale luxury business. So it was a very good opportunity and I recognised that.

**TSE - What are your responsibilities like today?**

**KEJ -** Well, mainly the financial reporting aspect of the whole Salam Group retail and wholesale businesses. My work covers businesses in Qatar, UAE, Oman and Jordan.

**TSE - Would you recommend Salam to others and why?**

**KEJ -** Definitely, because I know first hand that this is a place where talents can flourish

**TSE - Tell us a bit about your family...**

**KEJ -** My wife is a Branch Manager of a local bank in India. We have two children. Our son is a software developer and he is employed in Chennai, India. Our daughter is just finishing up her education and is graduating this year.



## SIIL HOSTS FAMILY BUSINESS NETWORK (GCC) LEARNING JOURNEY

Family Business Network (FBN), the world's leading not-for-profit international network recently held its 25th global summit in Dubai. FBN operates with the aim of strengthening family business success over generations.



Today with over 8,363 individual members from 2,869 family businesses across 58 countries, FBN is one of the key forums across the globe dedicated to exchanging best practices, new ideas and the peer-to-peer learning activities within its network. Coinciding with the 25th global summit, FBN GCC chose SIIL as one of the two organisations from across the world, as inspiring family business examples. Consequently they invited us to welcome an FBN group of delegates to Qatar for a Learning Journey, taking them through SIIL's past, its present and future.

SIIL's Chairman and CEO Mr. Issa Abu Issa and SIIL's Executive Director Mr. Bassam Abu Issa, personally guided attending delegates on a full learning journey, through SIIL, sharing our beginnings and growth through our 63 year history, right up to SIIL's current standing and future aspirations. The experience was both inspiring and educative to attending delegates, who witnessed not just SIIL's growth but also the strategic leaps the company has taken over its lifetime. At the end of the Learning Journey Mr. Abu Issa presented each FBN member an album

containing the most prized collection of photographs taken by our Founder. A FBN Gala Dinner was held at the close of the summit and SIIL was represented at the event by our Deputy COO Mr. AbdulSalam Abu Issa and Mr. Bassam Abu Issa.





# MOHAMMED ABU ISSA WINS AT QATAR INTERNATIONAL ENDURO ROUND 3

The third round of the Qatar International Enduro took place on the 25th of October 2014 at Sealine's dunes. The keenly contested race was organised by Qatar Motor and Motorcycle Federation (QMMF). We are happy to share that our SILL rider Mohammed Abu Issa came out a winner once again in the Quad category.



Commenting on the race after collecting podium honours Mohamed said, 'It was a great race for us. This was my first Enduro for over a year. I am very happy to have clinched 1st place. The win is even more special because my teammate came second. So it is a great results for us.' Anthony Benon from France and the Kuwaiti Fahad Al Musallam finished in second and third position in the quads.



# SIL SPONSORS QATAR FENCING GRAND PRIX

At a Press Conference held on the 26th of October 2014, at the Salam Petroleum Conference room SIII pledged to sponsor the upcoming Fencing Grand Prix at The Gate Mall.

Among the signatories to the agreement were Mr. AbdulSalam Abu Issa, DCOO of Salam International and Mr. Saleh Amer Al Hemaiddi President of the Qatar Fencing Federation. The President of the Qatar Fencing Federation confirmed that this year the Fencing Grand Prix will be a men and women's event. The contest is scheduled to take place from 5th to the 7th of December 2014 at the Gate Mall. Being an organisation that is committed to develop sport in Qatar SIII is proud to be a sponsor of the event.



# LANCÔME GRANDIOSE TRAINING

On the 18th of August 2014 Lancôme's Beauty advisors were invited to attend a training linked to the launch of the new Lancôme Grandiose Mascara. The Training was at the Millennium Hotel.

The training started with a recap on previous Lancôme Mascara selections and their history, followed by the introduction and training on the new Lancôme Grandiose Mascara. Among those who attended were Joy Abraham, Carla Tabet – Training Manager, Nezar Abdel Hadi – Brand Supervisor, Gelene Bernabe – Brand Supervisor, Kim Minioza – Office Assistant, Jesusita Zabat – Assistant Brand Manager along with all Lancôme Beauty Advisors.



# SALAM STORES RETAIL DEPARTMENT CELEBRATES IFTAR

OCCASIONS

On the 22nd July 2014, the Shahrazad Tent at the Intecontinental Hotel in Doha was filled with Salam Stores Qatar staff.

all the staff who put in hard work to create a warm, fun-filled a evening!

An iftar gathering as organised by the Retail Department to embrace the spirit of the Holy Month of Ramadan. The evening paved the way for employees to share an evening of friendship and harmony. Among attendees were Salam Stores' Retail Department Employees, Representative and Managers of other Departments, Mr. Pierre Khoury, Mr. David Wilkinson, and Mr. Feras Owaidat. The organisers of the evening wish to thank



## SALAM ENTERPRISES DUBAI ENJOYS IFTAR

The entire team of Salam Enterprises Dubai joined for an Iftar gathering at the Arabesque Restaurant of Park Hyatt Hotel in Dubai. The event took place on the 22nd of July 2014. Those present enjoyed a pleasant and relaxed evening spent in each other's company over a wonderful Iftar spread.



## SALAM ENTERPRISES QATAR ENJOYS IFTAR TOGETHER

The Salam Enterprises Qatar team gathered at the Copthorne Hotel in Doha and enjoyed an Iftar meal. The team appreciated the opportunity to meet away from the busy challenges of work and share some camaraderie and fun.



## STREAM TEAM HOST AN IFTAR GATHERING

On the 9th of July 2014, Stream played host to SILL Managers, Business Partners, and Clients, inviting them to an Iftar dinner to celebrate the holy month of Ramadan. The Stream team welcomed visitors at the Radisson Blue Hotel's Jewana Hall. A lavish banquet set in a relaxed atmosphere added to the evening's enjoyment.



# PATRICE ALEXANDRE OPENS EXCLUSIVE BRANCH AT THE GATE MALL

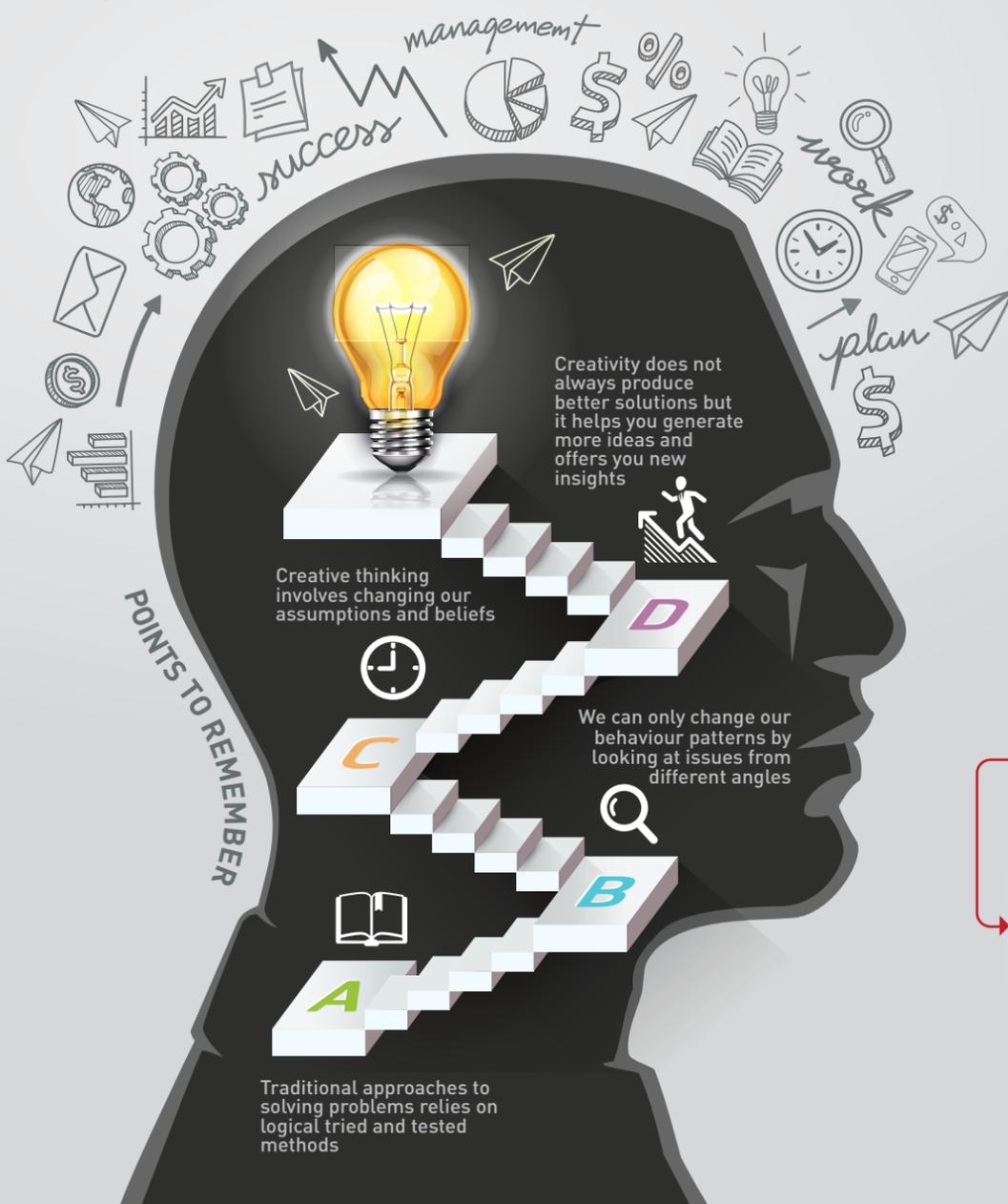
Patrice Salon expanded its portfolio with a high-end men's salon and spa, Patrice Alexandre. Located at the Gate Mall's ground floor near the central core (next to Farggi Café), the one of its kind men salon experience is spread across an 165 sqm space that includes: 11 hairdresser stations, 2 treatment rooms, 2 VIP rooms and a massage room, pedicure and manicure area.

Patrice Alexandre is a one-stop destination for men looking to indulge themselves and get the best in grooming available in Qatar. The salon aims to provide customers and patrons a unique experience with its vintage-inspired décor, top of the line hairstyling products and ultimate customer care. Owner and General Manager, Patrice Alexandre Nicolet commented, "We want to offer a place that is truly unique and accessible for busy men

to indulge themselves." "You don't need to go to a hotel to get a five-star treatment", he added. Established in 1985, Patrice Salon takes pride in redefining grooming for men in Qatar and his roster of clientele including Qatari dignitaries, diplomats, social figures and people from different walks of the Qatar community. Patrice Salon has three branches located in Landmark, Villaggio and Al Khor mall.



## HR TIPS



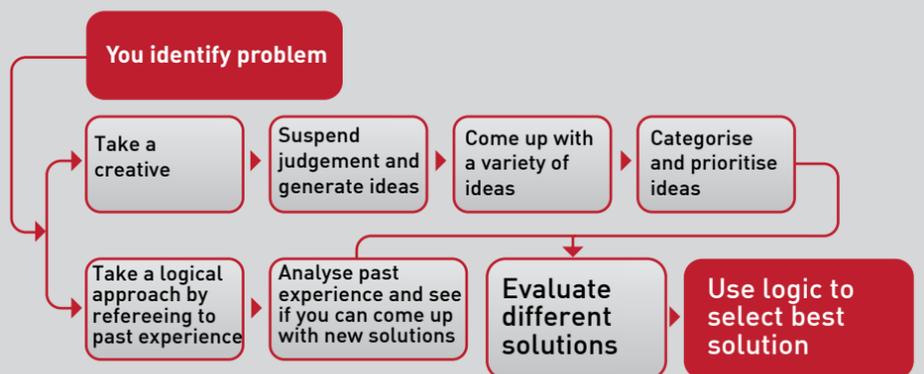
## CREATIVITY

Something we hear quite often is that creativity helps us find ways of dealing with challenges. We also hear that creativity is a gateway that leads to new opportunities.

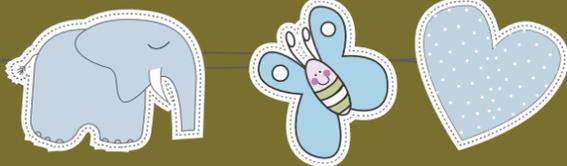
So what IS creativity? Creativity is the process of challenging accepted ideas and ways of doing things in order to find new solutions or concepts. A popular myth that floats around is that, some individuals are born creative while others have no hope of possessing this magical quality. That, according to experts is incorrect. Every individual no matter their temperament has the capacity to be creative.

### Using your Creativity

Divergent thinking or thinking creatively involves opening up your mind to find new solutions and new ways of doing things. Instead of taking the usual logical approach to a problem all of us can learn to suspend our judgement and look for different, more inventive solutions. Once we have generated as many ideas as possible in this way, we can then use logical thinking to refine our ideas and pick the best solution to a problem.



# NEW BIRTHS



**Baby Girl Ashley Emmanuelle Manalang,** Daughter of Ms. Elmira Manalang, Personnel Department.



**Baby Girl Jadine Elisa Garoy Reyes,** Daughter of Ms. Geraldine Garoy, Accounts Department.



**Baby Girl Johynnes Macrea Garcia,** Daughter of Mr. Rodolfo Jr Garcia, Logistic Department.



**Baby Boy Mark Immanuel B. Abendan,** Son of Engineer Mark Anthony Abendan, Gulf Steel.



**Baby Girl Kandyce Sebastian,** Daughter of Mr. Mark Kirby Sebastian, Engineering Department.



**Baby Girl Kate Venice Balmadrid,** Daughter of Mr. Efren Balmadrid, Photo Imaging Division.



**Baby Boy Maahir Shaheer,** Son of Shaheer Kunhahammed Sr. Technical Support coordinator, Photo Imaging Division, Salam Stores.



**Baby Girl Aysha Tanseela,** Daughter of Engineer Shiraz Punasserri, Gulf Steel.



**Baby Girl Farida Mohamed El Sayed Eraky,** Daughter of Ms. Nada Hamad Interior Designer of Salam Bounian.



**Baby Girl Miral Ahmad Ajerzou,** Daughter of Mr. Ahmad Mhd Saeed Ajerzou, Salam UAE - Perfumery Division.



**Baby Boy Ashhaad Abdulhakam,** Son of Mohamed Irzath SM, Stream.



# MATRIMONY



**Salam Stores UAE**

**Congratulations** to Mr. Saeed Anbousi, Store Manager - Al Ain Store on his marriage to Ms. Asma Bin Khalifa!

# NEW APPOINTMENTS

## SALAM PETROLEUM



**Ashish Ranjan** joins Salam Petroleum as Sales Engineer (E&I).

## SALAM ENTERPRISES QATAR



**Harish P.H** joins us in the position of Draughtsman.



**Faizal K.P** joins us in the position of Draughtsman.

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



## GSE QATAR



**Sammy Nazeem** joins us as Operations Manager.



**R. N Madhusudhan** joins us as X Steel Detailer.



**Vidura Ravisika** joins us as a Planning Engineer.



**Ahmed Zahran** joins us as Technical Office In Charge.



**Glennford Tiongson** joins us as X Steel Detailer.



**C. Ranganathan** joins us as X Steel Detailer.



**Sakil Abusufian** joins us as Document Controller.



**Said Salah El Refaay** joins us as Project Manager.

## GSE



**Mahrous Mahmoud Elabasy** joins us as Technical Office Engineer.



**Saifullah Khan** joins us as Administrative Assistant.

## QATARI GERMAN SWITCHGEAR



**Anant Patil** joins us as Production Planning Engineer.



**Madhavaraj Malaiappan** joins us as Commercial & Admin. Assistant.

## SALAM STORES UAE



**Ahmed Mahjoub** joins Salam UAE – Perfumery Division, as Sales & Education Executive.

# PROMOTIONS

Congratulations to you from your extended Salam Family!



## SALAM STORES QATAR



**Mohammed Raed Mohammed** promoted as Training Manager, Personnel Department.

## QATARI GERMAN SWITCHGEAR



**Mohammed Kashif Abdul Shukoor Arshad** promoted from Commercial & Administration Officer to Commercial & Administration Manager.

## SALAM STORES UAE



### Al Ain Store



**Saeed Anbousi** promoted as Store/Mono Brand Boutiques Manager.



**Sonya Mhamad Sleman** promoted as Department Supervisor – PRF.

### Abu Dhabi Store

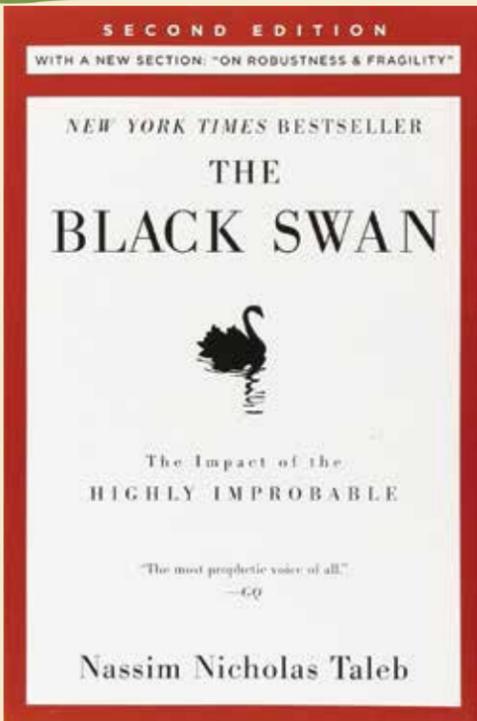


**Mustafa Jamil Albachour** promoted as Department Supervisor – FMW.



**Mohammad M. Atieh Abusaleh** promoted as Department Supervisor - FMW.

## BOOK REVIEW



## THE BLACK SWAN

For this edition of TSE we recommend, *The Black Swan* – a black swan is a unique book by Nassim Nicholas Taleb. A Black Swan he explains is a highly improbable event with three principal characteristics: It is unpredictable; it carries a massive impact; and, after the fact, we concoct an explanation that makes it appear less random, and more predictable, than it was.

The astonishing success of Google was a black swan; so was 9/11. For Nassim Nicholas Taleb, black swans underlie almost everything about our world, from the rise of religions to events in our own personal lives. Why do we not acknowledge the phenomenon of black swans until after they occur? Part of the answer, according to Taleb, is that humans are hardwired to learn specifics when they should be focused on generalities.

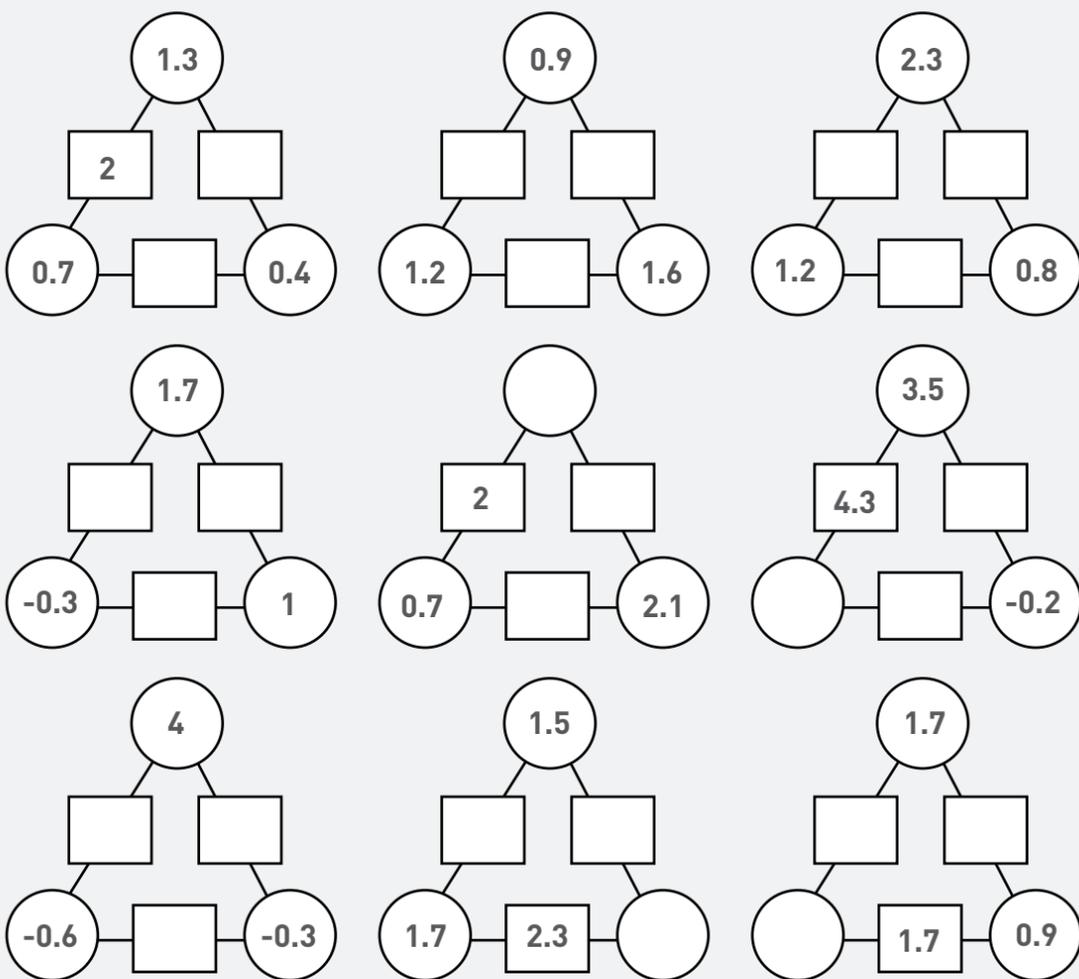
We concentrate on things we already know and time and time again fail to take into consideration what we don't know. We are, therefore, unable to truly estimate opportunities, too vulnerable to the impulse to simplify, narrate, and categorise, and not open enough to rewarding those who can imagine the "impossible."

For years, Taleb has studied how we fool ourselves into thinking we know more than we actually do. We restrict our thinking to the irrelevant and inconsequential, while large events continue to surprise us and shape our world. Now, in this revelatory book, Taleb explains everything we know about what we don't know. He offers surprisingly simple tricks for dealing with black swans and benefiting from them.

Elegant, startling, and universal in its applications 'The Black Swan' will change the way you look at the world. Taleb is a vastly entertaining writer, with wit, irreverence, and unusual stories to tell. He has a polymathic command of subjects ranging from cognitive science to business to probability theory.

## Number Puzzle

The numbers in the circles added together makes the number in the linking rectangle. Find the missing numbers in the puzzle.



## Table of Excuses



Please give excuse by number to save time.

1. That's the way we've always done it.
2. That's is not in my department.
3. That's against company's policy.
4. I don't know you were in the hurry for it.
5. I forgot.
6. I'm so busy, I just can't get around to it.
7. I thought I told you.
8. No one told me to go ahead.
9. I wasn't hired to do that.
10. These things take time.

## Number Puzzle Answers

