



4th Quarter 2014

# THE SALAM EXPERIENCE

**SIIL Takes Part At  
Mal Awal 2014**

**SALAM WELCOMES  
INTERPARFUM TEAM  
FROM FRANCE**

**A Glance back  
at 2014**

CEO Message

**Fencing at  
The Gate Mall**

# BREAKING

# NEWS



QATAR

## SUCCESSFULLY EXECUTED PROJECTS

In this quarter, we successfully executed the supply and installation of office furniture for Al Jazeera Network and the Secretariat General Council of Ministers, and medical furniture for American Hospital. We also carried the supply and installation of office furniture, carpet flooring and wallpaper for Qatar International Islamic Bank at their Bin Omran branch and Al Ahli Hospital branch.

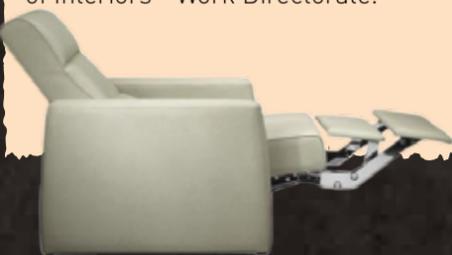


BAHRAIN

## CONTRACTS WE HAVE NETTED

We are proud to announce that we have been awarded a number of projects across various sectors in this quarter. For the healthcare sector, we have won the order for the supply and installation of medical furniture for Green Pharmacy and the Royal Medical Services in the Kingdom of Bahrain. In the flooring sector, we have been awarded with the supply and installation of furniture and carpet tiles for BMMI Tower, and carpet tiles for American Embassy.

One of our projects in the hospitality sector included the supply and installation of furniture for Westin Hotel, while for the commercial sector, we won the orders for the supply & installation of furniture for TI Capital, Media Link & Viva Telecom. In addition, we have also won several tenders for various ministries in Bahrain. These include complete fit-out work for Ministry of Shura Council & Representative Council Affair, supply and installation of medical furniture for Bahrain Defense Force, and supply and installation of furniture for Ministry of Interiors - Work Directorate.



ABU DHABI

## FRUITFUL COLLABORATIONS

We are extremely proud to have been awarded a number of projects in this quarter by key clients such as Bin Ham Electro Mechanical Ent. Co. L.L.C., Emitac HealthCare Solutions, Federal Customs Authority, Dubai, Makan Interiors, Mohsin Haider Darwish L.L.C., Omnix International L.L.C. - Dubai, Prevent & Protect W.L.L. (PRETECT), Shapoorji Pallonji Mideast (L.L.C.) and United Engineering Construction Co. (UNEC) L.L.C

We have also successfully completed projects for Abu Dhabi Motorsports Management (ADMM), Systra Dubai Branch, Tranzone, U.A.E., Emirates Technology Co. (Emitac, Main Office), T. Plus, Omnix International, L.L.C., Dubai.

## ENHANCED FLOORING

We are delighted to have been awarded a contract for the supply and installation of safety flooring for ADEC - Abu Dhabi Future School Program, Phase 5, Package 2, Boys School in Al Falah, Abu Dhabi. We have also been awarded the JBR Enhancement project in Dubai for supply and installation of Polysoft flooring.

## SUPPLY AND MAINTAINANCE OF OFFICE FURNITURE

We successfully executed the supply and installation of office furniture, fittings and equipment for Sila Community Hospital in Western Region, the Office C13 - Events Lab Furniture, I-Rise Tower and Federal Customs Authority, Bur Dubai, as well as the supply and installation of furniture and fit-out for Prevent & Protect W.L.L. (PRETECT). Works for supply and installation of office furniture were also carried out at Yas Marina Circuit, Systra Dubai Branch, Tranzone U.A.E., T. Plus and Omnix International L.L.C., Dubai and Federal Customs Authority.

## SAFETY AND SPORTS FLOORING FOR MBZ PARK

We are pleased to have been handed a new project for MBZ - Park, Phase 4 that includes the supply and installation of safety and sports flooring, play and fitness equipment.



STREAM

Stream pleased to announce the following new projects during this quarter:

**STREET LIGHTING:** We have won a Street lighting project for Construction and upgrade. The location of the works is on Rayyan Road and is part of Project 7, Contract 2 West of Olympic R/A to West of Rayyan R/A. The main contractor is M/s Dogus and our client is Ashghal

**ELECTRICAL ELV:** We won a detailed design, supply, installation, testing and commissioning of



Electrical/ ELV and Mechanical system for various buildings for Gabbro terminal Expansion project & 33 KV primary substations under the main contractor Six Construct for QPMC.

**LIGHTING INSTALLATIONS:** We bagged two maintenance projects for lighting installations on a call-off basis at the Dukhan Fields for Qatar Petroleum's Integrated facilities Management Department and for Qatar Petroleum's Gas Production department (Client : QP).



DUBAI

## MAKING STRIDES IN CONSTRUCTION

We are happy to report that our construction sector bagged a number of contracts in this quarter. These include supply of Cast-in Channel System for fixing precast cladding for the One Jumeirah Lake Tower Project in Dubai, supply of Chemical Injection Mortar System for the Mall of the Emirates Expansion Project and City Walk Project in Dubai, supply of channel systems for fixing of power equipment and installing of cable tray & pipe supports for SEWA Substation Project in Sharjah and the MIRFA Substation Project in Abu Dhabi.

Additionally, we have successfully executed the supply of lifting systems for precast concrete element for Strategic Tunnel Enhancement Programme Project in Abu Dhabi, as well as the delivery of cast-in channel system for fixing the roofing for the Cement Clinker Storage Shed Project in Sharjah.

## HIGH QUALITY MECHANICAL ANCHORAGE

This quarter our mechanical anchors have witnessed a high demand among a number of clients including Park Lane Tower, B2B Tower, Damac Towers by Paramount Hotels & Resorts, Onyx Tower and City Walk.

## REGIONAL ACHIEVEMENTS

We are happy to report that our services have been successfully utilised for various projects across the region in this quarter. These include the delivery of Halfen channel with ties for fixing steel and concrete columns for a new booster station project in Kuwait. We have also signed contracts for the supply of fixing system for stone cladding for Education City's People Mover System project in Qatar, as well as the supply of mechanical anchors for the King Saud University Project in Saudi Arabia.

## SUPERIOR WATER TREATMENT SYSTEMS

This quarter, our water treatment division has successfully completed the delivery of water disinfection units to the new expansion project of the Trade Center in Abu Dhabi: 2 x 22 M<sup>3</sup>/Hr ultraviolet sterilizers, delivery of a 8.5 M<sup>3</sup>/Hr water softening and central filtration system for the Dream View II project in Bahrain.

We also finished the supply, installation & commissioning of a water desalination system for the production of 30 M<sup>3</sup>/Hr of pure water quality at Al Wasmi Water Bottling factory in Dubai. This is the second RO machine that we have installed at Al Wasmi in the past three years, which deeply reflects the trust they put in our products & services.





## Editor's Corner

**Sara Abu Issa**

Manager, Corporate Communications

**Dear Family and Friends of Salam,**

In the midst of all the pressures that surround us and the stress and strain of managing and maintaining business performance it is easy to forget that as a corporate we ARE placed in the midst of a larger and wider community; a community that ultimately forms the social fabric of this nation. And hence, our responsibilities don't simply stop at our own doorstep, but we are called to be mindful of how we contribute to this wider community.

SIIL has always considered it a key priority to be a socially responsible business, to be an active partner in the development of various aspects of life in Qatar. While the focus of our businesses can be wide and various, our challenge is always to keep an eye out for unique opportunities where we can identify and share a strength we possess with the wider community around us.

This edition of The Salam Experience focuses on one such initiative, where we looked within, located a unique strength we possess and went all out to share it with those around. Many of you may have already observed that Qatar has, in recent years, made numerous efforts to document and display its history and heritage. To this end, SIIL has the opportunity to generously open our archives of photography, built by our Founder and the Salam Stores photography division, over many years, carefully documenting and narrating the story of this land.

At the 2nd Mal Awal exhibition held at the Doha International Exhibition Centre in December 2014 SIIL brought out a rare collection of images. Our goal in so doing, was to become active storytellers, who willingly share of their own memories of this nation; a land that has transformed before our very eyes, to be what it is today; a land that is going to keep evolving into what it will become, far into the future. At SIIL, we believe that the unique resources we possess ought not to be enjoyed by us alone, but also by others around us. While opportunities to play a role where we can give of our strengths and resources, heritage and legacies as a corporation, can be limited, we must continue to seek them out and step forward whenever there's an opening to serve and share.

**As we step into the new year, let's be the kind of organisation that is constantly on the look out, to contribute meaningfully, to Qatar and to each other!**

Editor

## HAPPENINGS



# NEW IMAGE GULF STATES OPENS BRANCH IN ABU DHABI

**TSE is happy to share the expansion plans of New Image Building Services Gulf States. John Ezzo, General Manager of New Image has announced the opening of a new branch of New Image at Etihad Towers in Abu Dhabi, which will vastly improve the scope of opportunities among staff.**

Ezzo said, "The expansion to Abu Dhabi has provided several promotion opportunities for our team members. Having some experienced management from Doha move to Abu Dhabi has afforded us a successful operation and consistent application of New Image best practices. We look forward to many opportunities in Abu Dhabi."

New Image began its association with Etihad Towers with the rope access cleaning of the glass and façade on a service contract basis, which led to an additional contract to provide external and internal public area cleaning service. The five-tower landmark is home to two levels of luxury retail and food outlets, three residential towers, an office tower and the Jumeirah Hotel.

New Image is committed to provide a complete range of cleaning services and various other soft facilities management services.



# NEW IMAGE GULF STATES HOSTS DIVERSEY GLOBAL EXPERT

**In line with our vision to continuously enhance our services, New Image recently hosted Axel Schmitz, Manager Global Application Experts of Diversey Care at the Etihad Towers in Abu Dhabi, to learn the tricks of the trade.**



As part of the visit, Axel witnessed the cleaning program implemented by the company and shared new innovations and best practices from Diversey that will lead to the highest levels of sustainable quality cleaning. The visit included a meeting with a client to discuss mutual efforts to limit energy consumption and increase productivity. Sean Wollaston, Operations Manager and Rey Evarle, Project Manager represented New Image for the meeting. The day concluded with Sean and the client representatives attending the launch event of Diversey's Innovations in Facility Management in Dubai.

in Facility Management at Etihad Towers. Their commitment to making Etihad Towers a world-class facility for the tenants, guests and stakeholders is highly evident."

The five-tower landmark is home to two levels of luxury retail and food outlets, three residential towers, an office tower and the Jumeirah Hotel.

John Ezzo, general manager of NEW IMAGE said, "New Image is proud of the strong relationship we have with the professionals



# SALAM STORES HOLDS FIRST 4U BEAUTY FESTIVAL

**Salam Stores is happy to announce that it successfully held the first Salam Beauty Festival in collaboration with 4U. The two-day festival held from November 6-8, 2014 attracted a lot of beauty enthusiasts and aspiring beauty technicians from the community.**

During the festival, Salam Stores showcased a wide range of the latest products from world-renowned brands of cosmetics and perfumes from the Salam Perfumes and Cosmetics Division. The public were given a chance to experience the latest trends in beauty through one-on-one consultations with experts. Those present also received fabulous beauty items and gifts to take home.



NEWS

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# SALAM STORES WRAPPED UP 2014 WITH STYLE

Salam Stores bid adieu to 2014 with a bang! The Salam family got together on the 12th of December, 2014 for a 'Wig it Out' Party at the Marriott Marquis

City Center Hotel Doha to celebrate the successful end of 2014.

The evening was a fun-filled affair complete with sumptuous food, beautiful décor, live music and

entertainment activities. Employees from the Salam Perfumes and Cosmetics Division and all its retail outlets such as Salam, 4U and Top Note gathered for the year-end celebrations. There was also an award ceremony held during the event to felicitate best performing employees from Salam, 4U and Top Note.



## Award Winners 2014

### TOP RANKING BRAND (BY OUTLET)

- 4U City Centre**  
Estée Lauder – Angeline Bukid
- 4U Royal Plaza**  
Bassam Fatthou – Lana Sulaiman
- 4U The Centre**  
Lancôme – Gloria Cruz
- Salam Plaza**  
G. Armani – Dawood Abdel khalik / Sahar Bou Chakra / Ayian Said
- Salam The Mall**  
Guerlain – Saja Ghanoum

### TOP RANKING FRAGRANCE (BY OUTLET)

- 4U City Centre**  
G. Armani – Elie Abi Saleh
- 4U Royal Plaza**  
D&G – Othman Soliman
- 4U The Centre**  
G. Armani – Lotfi Bouhzid
- Salam Plaza**  
Hermes – Ali Aladawoui
- Salam The Mall**  
G. Armani – Youssef Nasser Ismail

### BEST IN GROOMING

- 4U**  
Jocelyn Casincad – Clinique  
4U City Center
- SALAM**  
Ghazi Kehia – Tom For – Salam Plaza
- TOP NOTE**  
Maribel Lorica & Lolita Valencia

### BEST CASHIER

- 4U**  
Nora Florante – 4U Royal Plaza
- TOP NOTE**  
Cawlyn Ostan

### STAR OF THE YEAR

- 4U**  
Rhoda De Asis – Lancôme  
4U Royal Plaza
- SALAM**  
Jobert Batino  
General Fragrance – Salam Plaza
- TOP NOTE**  
Analiza Tapurok
- BEST SUPERVISOR**  
**Mr. Mohammad Amine Miri**  
Salam The Mall

## NIKON SCHOOL HOLDS PHOTOGRAPHY TRAINING FOR PHILIPPINE SOCIETY OF MECHANICAL ENGINEERS

Salam Stores is excited to inform you about our latest community engagement initiative that we organised through our Nikon School.

A photography training session for the Philippine Society of Mechanical Engineers in Qatar was held on December

6, 2014 at the Qatar Photographic Society at Katara Cultural Village.

Nikon School is a globally certified programme for photography training. The photography workshop is part of a series of workshops launched to enhance the skills of amateur photographers and photography enthusiasts located in Qatar.

Mr. Mazhar Khuraishi from Nikon Middle East hosted the training session which was attended by a large number of Salam Staff employees and member of the Philippine Society of Mechanical Engineers in Qatar.



# NIKON SUPPORTS PHOTOGRAPHERS AT FINA WORLD SWIMMING CHAMPIONSHIP

**Salam Stores pleased to inform you that Nikon Professional Services were present at the recently held FINA World Swimming Championship to capture the swimmers in action.**

The event was held from December 3-7, 2014 at the Hamad Aquatic Centre at Aspire and was attended by a huge number of fans of the sport from the community. During the event, Nikon showcased its latest range of high-end cameras and equipment, and also provided accredited photographers with the latest Nikon equipment to use during the event.

The event was attended by the Nikon Marketing team from Tokyo, the Nikon Middle East staff as well as Salam staff. Nikon has been the official sponsor of FINA since 2007 and has set exceptional photography standards in capturing the finest details of fast-paced events.



## DONE ALREADY AND IN THE PIPELINE FOR THE FUTURE!

**Salam Industries is happy to share with TSE's readers some projects we have completed. We would also like to share that we have won the projects listed below and we have begun working on them.**

**Al Jazeera Café at Katara Cultural Village:** Salam Industries won the tender for the complete fit-out work including MEP works, Kitchen Equipment. We also picked up a project to design and develop an iPad application for Al Jazeera Café at Katara and we have successfully completed and handed it over to the client. The application was developed with the support of Salam Technology, Adabisc and Gulf Industries.

**Celine Boutique at Villaggio Mall:** We were awarded the shop fit out works for the Celine Boutique at Villaggio Mall. We are pleased to say that we successfully completed the work and handed over the boutique to the client.



## SALAM STORES ORGANISES GIORGIO ARMANI MAKEUP WORKSHOP

**Our staff at Salam Stores Cosmetics and Perfumes Division were in for a treat. On September 21, 2014, Ms. Razan Talhami, a famous regional trainer from L'oreal Dubai was specially invited to conduct a comprehensive make-up training workshop for the staff.**

The training workshop was organised to better equip our staff to understand the beauty needs of our customers and stay abreast with the latest beauty trends. We are also excited to announce that Salam Stores offers the latest cosmetic range from Giorgio Armani, and continue to be the sole retailer of world's leading luxury cosmetic brands in Qatar.



# L'OREAL HOLDS SERIES OF TRAINING PROGRAMMES IN SECOND SEMESTER



L'oreal launched a range of new cosmetic products during the second semester of 2014, for which it held a series of training programmes for staff. Regional trainers and international make-up artists from L'oreal Dubai were brought in to conduct the workshops.

A total of four workshops were held, namely YSL Black Opium Training by Ms. Zena Fadhil on September 22, Lancôme LUXE Training by Ms. Carine Sakr on September 24, GA SI Intense Training by Ms. Rima Hilal on September 25, and Lancôme Effortless Chic Training by Ms. Dania Bawab on October 31, 2014.

Salam Stores staff highly benefitted from the training programmes, as they received valuable tips and deeper insight of the latest beauty trends from the best minds in the industry.



# TRAINING ON BASIC SCAFFOLDING SAFETY AWARENESS

Salam Enterprises is happy to announce that our installation team has successfully completed training on Basic Scaffolding safety awareness, conducted by Applus Velosi in association with Qatar Petroleum.

Safety of our employees is our top priority, and it gives us immense pleasure to ensure that our staff receive hands-on training on safety measures that are compliant with international standards. We are confident that through safety awareness training such as the basic Scaffolding workshop, we will promote a zero-accident working environment and minimise risk and accidents.



# GIVING BLOOD, SAVING LIVES!

On a number of occasions SILL has stepped forward as one of Qatar's corporations committed to donating blood and saving lives. On the 12th of January 2015, SILL chose to support Qatar's blood donation drive yet again.

From 9 a.m. to 1. p. m. at a specially setup booth at The Gate Mall's West Entrance we held a campaign that resulted in 40 generous donors giving blood, in support of Hamad Medical Corporations special effort to keep its blood banks full. Thank you donors, your generosity will certainly make a difference in someone's life!



# STREAM SIGNS REPRESENTATIVE AGREEMENT WITH CYLINGAS

**Stream is delighted to share that we have recently signed a Representative Agreement with Cylingas, a subsidiary of Emirates National Oil Company Ltd (ENOC) LLC.**

Cylingas is a pioneer in turn-key central LPG installations, gas distribution infrastructure, for industrial and commercial clients such as hotels, resorts and residential complexes. Cylingas has acquired a reputation for its excellent design engineering and field construction of elevated water storage tanks, aboveground tanks for storage of petroleum and refined products, refinery process vessels and other steel plate structures. Stream is pleased with this partnership and looks forward to many fruitful collaborations in the very near future.



# SALAM WELCOMES INTERPARFUM TEAM FROM FRANCE

**It was a great honor for Salam Stores Qatar to welcome the head of our esteemed supplier, Inter Parfum – France.**

IPG - Owner Mr. Benacin visited us together with IPG's Marketing Operational Director Ms. Cecille du Chesnay and Export Manager Ms. Catherine Beyron-Salin. The visit took place in December 2014 and the team held a series of meetings with Mr. Pierre Houry, Salam Managing Director

and Mr. Saddam Rawashdeh, Salam-IPG Division Manager with his team, as well. The visit and the strengthening of ties brought about a fitting close to the year where IPG-brands – Montblanc, VCAA, Jimmy Choo, Lanvin, Karl Lagerfeld & Boucheron - had a highly successful year.





# STREAM EXPANDS IT'S PARTNERSHIPS AND BRINGS **AMGARD** TO QATAR

**Stream is happy to share that we recently signed an Agency Agreement with Ameeri Industries for street light poles. The agreement will see us position and promote AMGARD brand lighting poles across Qatar, utilizing them in our own projects.**

Ameeri Industries is the sole manufacturer in Bahrain for safety guardrails and street light poles under the brand name AMGARD. The company combines the highest technology systems, administered by an expert work force. The products uphold international benchmarks, which leads to AMGARD holding a respected position in the market as a regionally developed product that proudly guarantees premium quality and bears international standards.

# SALAM TEAM RECEIVE **TRAINING** ON BASIC LIFE SUPPORT & FIRST AID

**Salam Enterprises Project Team is pleased to announce that it has successfully completed training on Basic Life Support, Automated External Defibrillator & First Aid.**

Hamad Medical Corporation conducted the training in association with European Resuscitation Council at Hamad International Training Center. The workshop was provided attendees a better understanding of first aid skills and equipped them with handy solutions during emergency situations that may arise on-site or off-site.



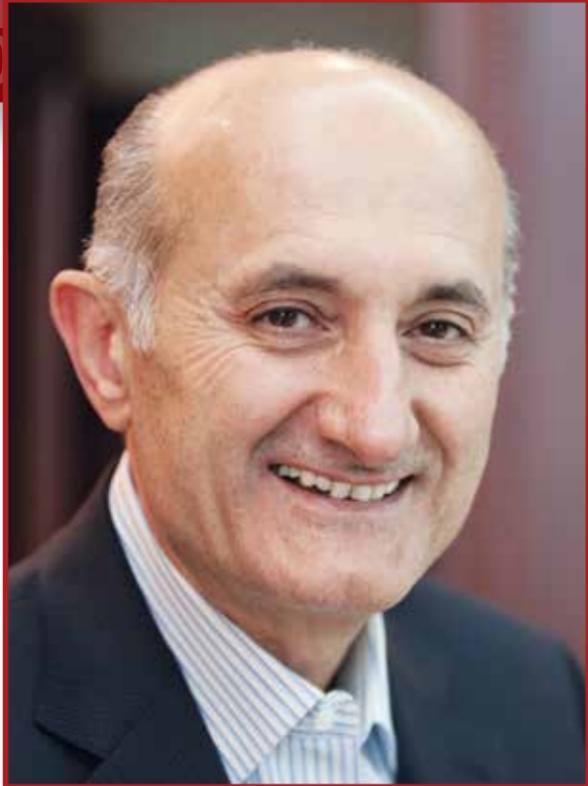
# SPS JOGGERS KEEP FIT

**At Salam, we strongly believe Health is Wealth. For this reason, the SPS joggers group was formed in September 2014 to initiate Saturday morning jogs among the TSE family.**

We are optimistic enough to continue jogging as long as our schedules allow us to do so. Our enthusiasm has grown with time and motivated us to participate in the Beat the Diabetes Walkathon held on the 14th of November 2014 and the recent Al Dana Green Run held on the 29th of November 2014.

A spokesperson from the joggers group had this to say "Considering our not so young age, everyone agrees that jogging is the best and efficient way of doing exercise, you have a choice here of not pushing yourself too much and aim only of what your body is capable of doing. We also believe that through jogging, we will be able to release all the stresses from the past week's work and at the same time achieve the benefit of getting a healthy body and mind."





Mr. Issa Abu Issa

You may have heard it being said that successful companies grow, not only as individual divisions but also through its overall accomplishments. As we have learnt over our decades of experience, a few high performing units alone cannot keep us afloat. Consequently, with SILL being a conglomerate with a wide portfolio of businesses, in 2014 we targeted a selection of investment opportunities that complements our existing business activities and those of our subsidiaries. Not being lulled into complacency, we also sought out opportunities to grow into new activities and fields, that we saw to be beneficial, which would in turn, open extended frontiers and strengthen our portfolios and geographic distribution.

With our overall financial performance being less than ideal, we dedicated ourselves to apply judicious and conservative fiscal policies and continue with our strong risk management approaches. In order to optimize our performance and stem the negative impact of businesses that were incurring losses, we worked hard at increasing our efficiency levels. Another crucial area for us in 2014 was to rationalize costs. Some of you may have also noticed the work put in to foster operating management and the concentrated effort we made to infuse fresh blood into the company. Bold ideas and high capabilities, new talent and perspectives form the fuel we need for the leaps we have in mind for the future.

Over 2014, we also entered into several joint ventures that showed great promise. On the other hand, we discerningly opted out of futile joint ventures that were costing us

## CEO MESSAGE

# A Glance back at 2014

In a company that is as large as ours one can easily lose sight of how connected we are, and how much our individual performances contribute to the bigger picture. No matter which business division you work in and at what level, your daily effort, your skills and capabilities, your willingness, talent, your time, commitment and contribution is what makes SILL what it is. Hence, to conclude the year 2014, it would be fitting for me to share with you a snapshot of the ground we have covered together, viewing it from a macro level, over the year we have concluded.

valuable resources. Our goal again was to position ourselves to have a much better year in 2015 and beyond.

If I may conclude by sharing some of our future plans with you, here is what SILL will be engaged in, in the fresh new year we've stepped into. SILL will continue to focus, as in previous years, on seizing opportunities resulting from development plans for the implementation of Qatar National Vision 2030. We also plan to benefit from the unprecedented record growth in Qatar's gross domestic product GDP as a result of implementing projects that are related to the 2022 Football World Cup Finals and associated developments leading to Doha being the destination of choice for many important international business and sporting activities. This involves the execution of strategically important and ambitious mega-projects in order to upgrade the existing infrastructure. We will gain from the incentives and the new experiences that will accompany the new ambitious plans in order to get ahead of and nationalize experiences and technologies during the forthcoming years.

For the purpose of implementing these future plans, the works and activities in 2015 and following years will see us -

- Expand within our consumer services and retail sectors, which have appreciable growth opportunities for us
- Work towards the maturity of The Gate, the flagship of our Salam Bounian projects

- Ensure the rationalization and integration of contracting activities in order to mitigate their seasonal nature
- Merge and unifying of similar or complementing activities between subsidiaries in order to reduce fixed and operational costs, thereby increasing profitability
- Progress in implementing our ERP program, which will enable the higher management to obtain the required data and information and to better manage sectors and units and verify the integrity and performance of business units.

All of the above will of course happen in consonance with the legacy of SILL, which includes excellent corporate governance and institutionalized discipline. We are as always proud of being recognized as a socially and economically interactive company. Hence, we will continue our social responsibility programs in 2015, without hesitation, promoting a wide variety of sports, social, cultural and charitable events.

**I look forward to your continued support and contributions since, the only way to grow is – together!**



# Fencing at The Gate Mall

SIIL stepped forward as a sponsor of the Qatar Fencing Grand Prix for Men & Women. The tournament took place at the Gate Mall from the 6th to the 7th of December, 2014. The eventual gold medalist for the Qatar Grand Prix Men's championship for 2014 was Jerant Daniel of France. He won over his opponent Borsky Peer of Switzerland. The gold medal winner for Qatar Grand Prix Women 2014 was Simona GHERMAN from Romania.



# SIIL Takes Part At MAL AWAL 2014

The annual creative fixture, Qatar's Mal Awal exhibition took place from Dec 15, 2014 – Feb 27, 2015 at Doha's Exhibition And Convention Center.



The Qatar Museums Authority created Mal Awal as a gateway for private art and photography collectors to share their collections that have made an impression and resonated with them throughout their lives, with the wider public. The exhibition draws ancient artifacts and historic collections to contemporary treasures, Qatari art, and quirky trinkets. SIIL stepped forward to contribute at Mal Awal since we strongly support community-led contributions to Qatar's culture and we believe in displaying the rich and beautiful heritage of this nation. SIIL added to Mal Awal's artifacts by sharing a peerless collection of images of Qatar's past compiled by the hands of our Founder and the Salam Stores Photography division team. We were proud to showcase some of the finest photos from SIIL's "Qatar My Country" collection, building on the QMC exhibition held previously and the overwhelming positive feedback we received.





# How to Inspire Individuals & Teams

Based on an excerpt from **Business Know-How**

An inspired employee gives his or her all to their employer, and is constantly striving to be and do their best; to use their skills and talents to their full potential. Here are 7 different ways you can inspire your employees.

Take a look around at the people who work with you. Are they listless or full of energy? Are they somewhat disinterested in their work or are they passionately striving to achieve company goals and working to their full potential?

If you are like most leaders, your team could probably use a little added jolt of energy and enthusiasm on the job, something that will make them love coming to work every day.

How is this accomplished? Quite simply, you need to inspire your employees.

An inspired employee gives his or her all and is constantly striving to be and do their best.

## HOW TO INSPIRE

Once an individual's paycheck is able to pay for their basic needs, money usually becomes one of the least important factors in job fulfillment. Meaningful work, the ability to make a difference and a contribution – these are some of the other things people need to be truly motivated and inspired at a job. Use the following guidelines so that you too can inspire your team to perform at their peak.

### Start with Yourself

Are you yourself passionate about the mission and goals of business unit? If not, there's very little chance you will be able to inspire anyone else. You may need to first work on re-energizing your own commitment and enthusiasm about your business; to once again feel like you're out to change the world.

### Share Your Mission Statement with Every Individual and Team

Articulate and share the mission, purpose, and goals of your business with the people who work for you. This will give them a sense of belonging and a connection to the big picture. It is much more exciting to be sharing in a mission as opposed to just accomplishing an unrelated work task. A sense of contribution to the purpose and success of a business makes any job feel more important.

### Give Individuals and Teams the Opportunity to Maximize their Talents, Learning and Development

Focus on the strengths and talents of each employee; on developing who they truly are. When someone gets to do what they do best every day, work satisfaction will surely follow. And as the employee grows in the organization, look to continually encourage the development of their strengths with meaningful goals, challenges and advancements.

Training and career development opportunities should always be encouraged when possible. This contributes to an employee's sense of self-actualization and is extremely rewarding.

### Give Recognition and Praise

A managing style of instilling fear and negativity stifles productivity. If there is no feedback at all, teams become complacent. In contrast, countless studies have proven that people are far better motivated by the use of positive feedback. Rather than focusing on employees' weaknesses, focus on their strengths, and praise them whenever praise is deserved.

Recognition of work well done in the form of rewards also goes a long way to keeping employees motivated and giving their all. It can be a non-monetary reward like applauding an employee at a staff meeting for a noteworthy accomplishment or simply writing a thank-you note for an admirable effort. Rewards don't have to break the bank; a personalized cake or gift certificate can be appreciated just as much as a big bonus.

When mistakes do happen, harsh criticism will only result in an inhibition of motivation and growth. Instead, be subtle with constructive criticism, with the intent of helping your employee to improve job performance. State your confidence in the person's ability to correct the situation and let them know they are valued.

### Encourage Opinions and Ideas

Seek out the opinions and ideas of your workers with the goal of implementation; employees will feel truly valued as an integral part of shaping the success and

future of your organization. Suggestion boxes, meetings and group discussions are a few ways in which employees can contribute their ideas, but they should be made to feel that their feedback is welcome at any time.

### Be a Business to be Proud of

Is the world made better by your service, product or company? People have a strong sense of pride working for a company that has integrity and a good reputation, and is producing something worthwhile or important.

### Allow for a Work Environment of Autonomy and Trust

Although people need to know when and how tasks need to be performed, they cannot work to their full potential when they are being overly micromanaged.

This type of management creates an atmosphere of distrust, and eventually leads to workers giving less of themselves, becoming less effective; as a result, creativity and motivation are soon snuffed out.

Giving individuals and teams autonomy and trust, with accountability, is far more effective, and allows them to improve in efficiency, quality of work as well as enjoy a real sense of personal accomplishment on-the-job.

Inspire yourself. Inspire your teams. Together your accomplishments can be far greater than you ever envisioned!



# NEW APPONTMENTS

## SALAM ENTERPRISES QATAR



**Mohammed Ijaz** has joined us as Key Account Manager.



**Michel Chlela** has joined us as Sales Executive.



**Sirine Prince** has joined us as Draftsman.

## SALAM STORES QATAR



**Farooq Ismaeel Mukhtar Abdulla** Joins us as P&G Brand Manager, Perfumery & Cosmetics Division.



**Giulia Previati** Joins us as Digital Supervisor – Marketing Department.



**Amjad Mohamad Fathi Alhamwi** Joins us as Hermes-IPInc Brand Supervisor, Perfumery & Cosmetics Division.

## SALAM ENTERPRISES BAHRAIN



**Bashayer Mohammed Al Ghatam** joins us as Sales Representative/ Interior Designer.



**Hatim Cycle Wala** joins us as Sales Executive/ Project Coordinator.

## SALAM ENTERPRISES ABU DHABI



**Mahmoud Thabet** joins us, as Key Account Manager in Salam Enterprises, Abu Dhabi Branch.



**Malou-Via Gabac** joins us, as Sales Coordinator in Salam Enterprises, Abu Dhabi Branch.

## STREAM



**Mohammad Ali Murtaza** joins us as Electrician.



**Ratheesh Kumar Rajan** joins us as Electrical Supervisor.



**Mohammad Khalid** joins us as Duct Technician.



**Naim Ansari** joins us as Plumber Fitter.



**Valentino Tan** joins us as Electrician.



**Raph Pardinias** joins us as A/C Technician.



**Awadhesh Kumar Mourya** joins us as Electrician.



**Mohammad Raquib Alam** joins us as Electrician.



**Kaushal Kishor Singh** joins us as Plumber.



**Mumtaz Ali** joins us as Electrician.



**Mohammad Shafi Alam** joins us as Electrician.



**Saji Kumaran Chevidenchalil** joins us as Electrical Supervisor.



**Mohmmad Hasan** joins us as Duct Technician.



**Ameen Sher Mohammad** joins us as Duct Technician.



**Mohamed Ibras Sulaiman Lebbe** joins us as Quantity Surveyor.



**Surendra Kumar Mathan** joins us as Plumber.



**Bhaja Gobinda Malik** joins us as Plumber.



**Sukanta Kumar Biswal** joins us as Electrician.



**Rissel Macapagal Camilet** joins us as Fitter.



**Raj Kapoor Dubey** joins us as Duct Technician.



**Arbind Kumar Singh** joins us as Electrician.



**Sampath Aravinda** joins us as MEP Coordinator.



**Balavenkatesan Balu** joins us as QA/QC Engineer.



**Marietez Maranan** joins us as Sales Administrator.

# NEW BIRTHS



## SALAM STORES QATAR



**Baby girl Julianne Margarette**, daughter of Ms. Jonalyn Barte, General Services Dept.



**Baby Girl Jawahar** Daughter of Mr. Sajid Fazal Ahmad, General Services Dept.



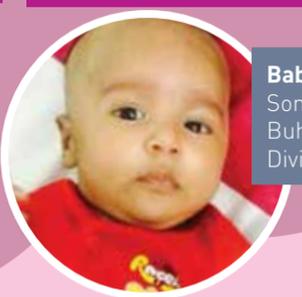
## SALAM ENTERPRISES BAHRAIN



**Baby Girl Aliena Elsa Jacob** daughter of Treasa Rubina –Office Manager of Salam Enterprises – Bahrain.



**Baby Girl Margarita** Daughter of Ms. Nada El Nakouzi, Retail Division.

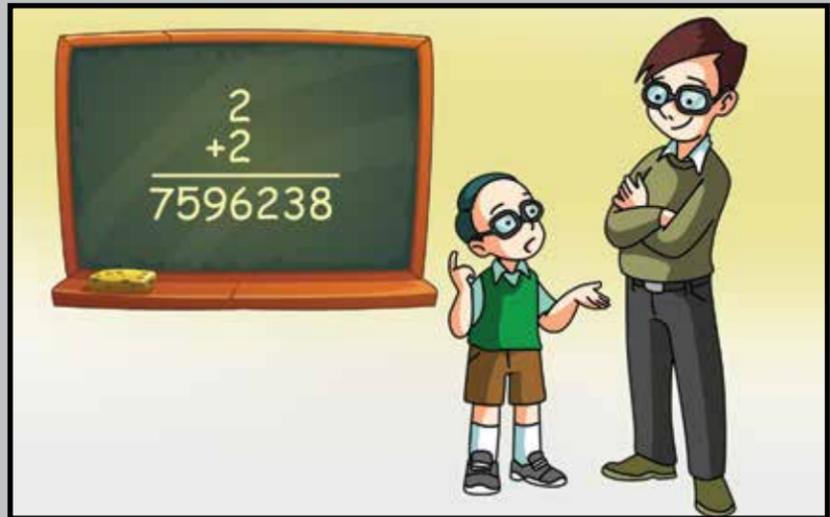


**Baby Boy Mohammed Hashir** Son of Mr. Mohamed Mowjood Buhari Nazar, Photo Imaging Division.

## Cartoon Corner



"If we want to succeed as a team, we need to put aside our own selfish, individual interests and start doing things my way."



"In an increasingly complex world, sometimes old questions require new answers."

## ARE YOU AMONG EINSTEIN'S SELECT 2%

Here is one of Einstein's riddles. It is said that this quiz was made up by the famous physicist and according to him 98% will not solve it. There is a row of five different colored houses. Each house is occupied by a man of different nationality. Each man has a different pet, prefers a different drink, and smokes different brand of cigarettes. Now study the information. And see if you can answer the question at the bottom!

1. The Brit lives in the Red house.
2. The Swede keeps dogs as pets.
3. The Dane drinks tea.
4. The Green house is next to the White house, on the left.
5. The owner of the Green house drinks coffee.
6. The person who smokes Pall Mall rears birds.
7. The owner of the Yellow house smokes Dunhill.
8. The man living in the centre house drinks milk.
9. The Norwegian lives in the first house.
10. The man who smokes Blends lives next to the one who keeps cats.
11. The man who keeps horses lives next to the man who smokes Dunhill.
12. The man who smokes Blue Master drinks orange juice.
13. The German smokes Prince.
14. The Norwegian lives next to the Blue house.
15. The man who smokes Blends has a neighbour who drinks water.

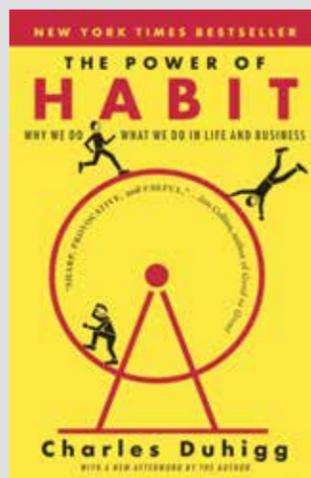
Who has fish at home? If you are one of Einstein's 2% you will get the answer right. (Answers printed somewhere on this page)

## GO AHEAD GUESS!

The pictures form a word or a phrase. Go ahead take a guess. (The answers are printed elsewhere on this page)

1		2		3	
4		5		6	
7		8		9	

## BOOK REVIEW



The Power of Habit

### Over 60 weeks on the New York Times bestseller list!

In The Power of Habit, Pulitzer Prize-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this power, we can transform our businesses, our communities, and our lives.

## GO AHEAD GUESS!

## ARE YOU AMONG EINSTEIN'S SELECT 2%

## ANSWERS

- |                           |       |             |        |             |
|---------------------------|-------|-------------|--------|-------------|
| 1. Sandbox                | Pet   | Nationality | House  | Cigarette   |
| 2. Man on board           | Cat   | Norwegian   | Yellow | Dunhill     |
| 3. Scrambled Eggs         | Horse | Dane        | Blue   | Blend       |
| 4. Head in the sand       |       | Briton      | Red    | Pall Mall   |
| 5. No where in sight      |       | German      | Green  | Prince      |
| 6. Growing Old            |       | Swedish     | White  | Blue Master |
| 7. Generation Gap         | Dog   |             |        |             |
| 8. Neon Light             |       |             |        |             |
| 9. Right between the eyes |       |             |        |             |