



1st Quarter 2015

THE SALAM EXPERIENCE

Belgium Bestows Honorary Title Upon Our CEO

The Power of Partnership

**SIIL B2B Meetings with
Belgian Companies**



**Thank You
Mr. Magdy El Damarawy**

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SERVING GOVERNMENT MINISTRIES

We are proud to have won a steady stream of contracts from government ministries. We have been awarded a fit-out works project for the Sharifa Alawadi Youth and Children Club of the Ministry of Social Development in the Kingdom of Bahrain.

We have been also been awarded with an order of supply & installation of furniture for Tamkeen's Labour Fund office in Kingdom of Bahrain. In addition, we have won a tender for supply & installation of furniture for the Ministry of Municipalities Affairs & Urban Planning in the Kingdom of Bahrain.

TAKING IT A FLOOR HIGHER

Among the contracts we have secured is the supply & installation of carpet tiles for Kooheji Contractors in the Kingdom of Bahrain. We are pleased with how we are continuously building a reputation as flooring experts in the country.

WINNING WORK IN THE COMMERCIAL/ HOSPITALITY SECTOR

In this quarter we won the order for supply & installation of furniture for Dar Reayet Al Jazerah.



HEALTHCARE SECTOR CONTRACTS

The medical sector in Oman trusts us to get its work done. We have been awarded with an order of supply & installation of medical furniture for KIMS - Oman.



CONSTRUCTIVE WINS IN CONSTRUCTION

The Construction Division of Salam Enterprises LLC UAE has been awarded the contracts for supply of cast-in channel system for fixing precast cladding for the the Address Residence Sky View Tower and Fountain View Tower in Dubai.

We have also successfully executed the supply of lifting system for

precast concrete element for the ADMA Project in Abu Dhabi, and the development and upgrading of Sheikh Zayed Road, Phase 1, Project in Ajman.

STEADY ANCHORS

We have been contracted for supplying mechanical anchors for the following projects: One of the Jumeirah Lake Towers in Dubai, Business Bay Hotel Dubai, Tamani Tower Dubai, The Address Residence Fountain View Tower Dubai, refurbishment of Dubai World Trade Centre and Al Falah Tower in Abu Dhabi.

Contracts have also been signed for the supply of our mechanical and chemical anchors in the following projects: Crystal Towers Project Dubai, Khalifa University Abu Dhabi, Jebel Hafeet Villas, Al Ain Abu Dhabi, Al Aziz Mosque Project, Abu Dhabi and the Louvre Museum Project, Abu Dhabi.

WINNING IN THE REGION

For the development of Coast Guard Base Marina Project in Simaisma, Qatar, we have successfully executed the supply of lifting system for precast concrete element.

Again in Qatar, we have also signed the contracts to supply chemical injection mortar system for the Waldorf Astoria Hotel Project and to supply mechanical anchors for the Al Abdul Wahab Tower Project.

A FLOOD OF SUCCESS ACROSS THE REGION

Our Water Treatment Division has executed the delivery of a 27 Make M3 superscript water softening and central filtration system to Al Awqaf Building in Abu Dhabi.

We have also completed the delivery of a water desalination & filtration system of 7 M³/Hr capacity to Al Fouz Beverage Factory in Khartoum - Sudan.

A state-of-the-art ozone generation & injection system for the treatment of 20 M³/Hr of pure water was delivered to Al Hayat Water Bottling factory in Oman. This is the 3rd skid-mounted compact system that we delivered to Al Hayat in the past 5 years.



DONE & DUSTED

In the last quarter Stream completed the following projects: The Construction & Update of Rayyan Road Project 7. We worked with Dogus Construction & Trading to complete these works. We also handled the MEP work related to the West of Olympic Roundabout to West of New Rayyan Roundabout. For QP-Dukhan we handled maintenance of Lighting Installations on Call-off Basis for thte Dukhan Fields. Working in cooperation with our sister company International Trading & Contracting (ITC) we undertook the construction of two health centres at Muaither & Al Wajbah.





Editor's Corner

Sara Abu Issa

Manager, Corporate Communications

Dear Family & Friends of SILL,

This edition of TSE carries proof that when we work together and deliver excellence, even other nations take notice. Congratulations to Salam Technology for fostering a strong and powerful partnership with Barco; a shining example of a successful collaboration between a home-grown Qatari company and a Belgian business enterprise! We celebrate your success with you.

With our work lives overflowing with tasks that need attention, goals that need to be met, fierce competition that allows no rest, the pressure to juggle family and work and having only 24 hours to do all this in, it is so easy to get into a process of never ending effort. Yet, it is equally important to pause and celebrate our achievements together. Experienced business leaders say that 'what gets measured gets done'. To take that thought one step further, it is also worthwhile remembering that 'moments that get rewarded are often repeated'. So, how often do we focus on slowing things down to reward and recognise effort?

SILL as a leading conglomerate in Qatar has so many diverse business units. And within each of these are teams that strive. It is true that some work harder than others and enjoy greater success. But within every unit lies the potential to achieve. While clear thinking and goal setting is critical in order to get to where we want, how often do we pause and celebrate where we have reached? And do we think of how powerfully these celebrations can inspire others?

Celebrations don't have to be elaborate to be meaningful. It can be as simple as a congratulatory email or a small, ten-minute staff gathering to share and acknowledge an achievement. When possible perhaps even an offsite event focussed on the achieving teams. These things can inspire not only those involved but also others who want to raise their game and reach those moments of success.

With one quarter of 2015 already behind us, it is worth taking a moment to think about how we can acknowledge our achieving teams and inspire our underachievers. Even if it looks like our schedules are too full, let's think again and find the time; the time to pause and celebrate successes and then move on to the next goal, so we can reach it and begin the process all over again!

Editor

HAPPENINGS



MONTBLANC EMBLEM INTENSE LAUNCHED

MONTBLANC



Montblanc launched a new icon in men's fragrance with the release of the Montblanc Emblem Intense, a descendant of Emblem, which debuted in the market during the spring of 2014. Dedicated to men who are regal, ardent and deep, this brand new interpretation with a shared signature style is a complement to, or rather the other facet of its eponymous successor.

To celebrate the launch, a Friday brunch was hosted at Trader Vic's at Hilton Doha for Mont Blanc Emblem Intense, as toast to the men of this era. The "über chic" event included delicious food and drinks, which were enjoyed by all the guests. At the event those present enjoyed the chance to experience Emblem Intense and took home fabulous prizes from Montblanc.

P&G CELEBRATES A SUCCESSFUL 2014 WITH ANNUAL DINNER

The Salam - Procter & Gamble Prestige Division celebrated the achievements of 2014 with their annual dinner. The dinner took place on the 7th of January, 2015. The well-attended celebratory dinner took place at Le Gourmet, Souq Waqif. The team enjoyed a fun and relaxed atmosphere to go along with a scrumptious Mediterranean feast as a sign of appreciation from the management for a memorable year. Ms. Mirna Khodr, the P&G Division Manager, added inspiration to the event with an encouraging speech to rally the team and carry this positive momentum towards 2015 and beyond. Among those present were Ms. Mirna Khodr Division Manager, Farooq Abdulla Brand Manager, Rhoda Bacani DGMU Brand Manager, Dima Daas Marketing & Merchandising Manager

Fadi Radwan, Richard Santos Sales Supervisors - Fragrances, Houssam Araji DGMU Brand Supervisor, along with 32 fragrances promoters and 6 makeup promoters.



PUIG GROUP HOLDS TRAINING FOR STAFF

On the 26th of February 2015, the PUIG Group held a series of first Quarter training for new Perfume launches at the Oryx Rotana Hotel in Doha. The full-day training was meant for all PUIG exclusive beauty advisors as well as representatives from different retailers in Doha. The training was facilitated by PUIG Regional Training Manager Mr. Hamed Mortgage.



L'OREAL DIVISION ANNUAL STAFF GATHERING

On the 7th of January 2015, Sharq Village & Spa turned into a hive of activity with the celebrations associated with Salam's L'Oreal Annual Staff Gathering 2014. The event started with team building activities with the busiest, activity-laden time being between 02:00pm-06:00pm.

A enjoyable Gala dinner followed with staff winning awards of achievement that recognized the good performers on board. The dinner was held from 07:30pm-11:00pm. Among those gathered were Mr. Shady Makhoul, L'Oreal ME Regional Retail & Education Manager, Mr. Youssef Benkirane, L'Oreal ME Area Business Development Manager, Mr. K. Abraham Joy, Division Manager, Ms. Carla Tabet, Regional Training Manager, Ms. Jesusita Zabat, Lancome Asst. Brand Manager, Ms. Rubie de Leon, YSL Supervisor, Mr. Omar Naamany, L'Oreal Luxe Fragrances Supervisor, Ms. Gelene Marfon Bernabe-Dabu, L'Oreal Group Supervisor, Mr. Kim Minioza, Office Assistant, All L'Oreal sales staff, Salam and Retail Managers and the PE Marketing Team headed by Ms. Tredy Averia.



SALAM STORES HOLD INTERPARFUM FIRST SEMESTER TRAINING

IPG team welcomed 2015 with a day loaded with information and exciting news about the brand's new launches in the first semester.

IPG Regional Training Manager Mr. Charbel Saad brought with him great news about the new fragrances set to arrive in Doha as well as new brands recently acquired by the group to be under the umbrella of its distribution. He also shared valuable selling techniques to all the trainees from different retail boutiques who were delighted to participate and be trained. The training was held on the 17th of February, 2015 at La Cigale Hotel in Doha.



SALAM STORES CELEBRATES ANNUAL GET-TOGETHER

On the 15th of January the Annual get together of the Salam Stores office and support staff took place. The gathering celebrated the achievements of the past year and set the tone for the new year to come. Present at the dinner were Salam Stores Office & support staff from Personnel, General Services, Accounts, Logistics, Home, Photography, Red Bull, Fashion Buying, IT, Marketing & Engineering/ Maintenance departments.



CLINIQUE SKIN-CHANGERS INTRODUCED IN DOHA

At a recent gathering, the Clinique team unveiled a range of the latest skin care products. Among them was the Sonic System Purifying Cleansing Brush which is dermatologist developed, waterproof and Swiss engineered.

The innovative sonic facial cleansing brush is meant to work in partnership with a custom-fit 3-Step Skin Care routine to create your greatest skin ever. Salam Stores is pleased to continue its reputation of being among the first to unveil these transformative products in the local market and stay ahead of the competition by offering our customers the top of the range items from across the globe!



PUIG GROUP HOSTS DINNER TO CELEBRATE THE END OF THE YEAR



On the 18th of February 2015, a Staff Gathering and Thanksgiving Dinner was held by the PUIG Group. The dinner took place at the Oryx Rotana Hotel in Doha. At the event, PUIG awarded high achievers as a mark of their appreciation for exceptional performers in the team. Among those who received the PUIG Best Performing staff awards were: Ramy Fahmy, Remon Awadalla, Ahmed Farouk, Mohamed Habijan and Mohamed Mennla for Sales Achievement and Ali Mkaies for reaching the Highest Market Share. Additionally Veejay Del Mundo received the Highest Ranking award. Three staff members were given Special Awards for their contribution; they were Mina Kamel, Carlo Cruz and Khalifa Khalifa.

In attendance at the dinner were Dorian Alfonso Mejia – PUIG Regional Sales Manager, Effat Samir – PUIG – Salam Division Manager, Analiza Galutera – Marketing Manager Ramy Talaat – Sales Manager and Sohail Munir – Wholesale Manager.

CLINIQUE INTRODUCES SHADES OF ARABIA: THE ART OF GREAT SKIN

The Clinique team at Salam Stores brought out the Shades of Arabia range and unveiled it to the local market. Shades of Arabia focuses on custom fitting foundations. The launch took place over two days from the 12th to the 14th of February 2015. The event included 3 days of animation at Wojooh Landmark, in order to continue supporting and growing the Clinique makeup segments in Qatar. The interest generated by the event was aimed at engaging new Clinique clients and increasing brand loyalty among those who already value the much respected brand. Present at the event was Clinique Skin Care and makeup consultant Ms. Amal who was on hand to offer professional advice to clients.



CLINIQUE HOLD START BETTER EVENT

From the 4th to the 8th of February 2015, Clinique held a special series of events under the banner Start Better. The #StartBetter event is part of a Clinique's global campaign. The social media centered campaign is built round a video manifesto, something of a mini motivational speech, which encourages people to Start Better. The video highlights the truism that everyone can and deserves to start better – even if it's in the form of a small feat such as a positive outlook on a new day.

The video generated 1.4 million views on YouTube and Facebook in two months and mostly positive comments in social media. The event held in Qatar invited clients to a Clinique counter, in order to demonstrate how they can get to a great start in their skin care regime. The gathering was held to attract new users and also celebrate the loyalty of regular Clinique clients. As part of the activities set up for the days was a creative form of expression that was developed to help customers express themselves. A mood board was constructed where customers could share their aspirations on how they hope to "Start Better."



SALAM STORES MALL OUTLET TEAMS CELEBRATE

2014 ACHIEVEMENTS

On the 20th of January 2015, Salam Stores Mall outlet teams that represent Clinique, ESL, TF, Aramis gathered together for a celebratory dinner to acknowledge the achievements of 2014. The event took place at the Novotel Al Barsha Hotel in Dubai. Among those who gathered were the cosmetic teams of the above brands and the management.



SALAM STORES UAE HOLDS YEAR-END GET-TOGETHER

On the 31st of December 2014, Salam UAE held its Year year-end get-together. The event took place at Salam Stores Wafi Mall in Dubai. The team that gathered enjoyed a fun-filled evening that included celebrations of the past year's achievements and inspiration to do better in the fresh new year ahead.

Among those present were Salam UAE Head Office and Wafi Store team members that included managers & staff.



CANON MIDDLE EAST HOSTS SALES KICK-OFF MEETING FOR RESELLERS



Canon Middle East recently conducted its sales kick-off gathering for 2015. This event was organised especially for resellers. The strategic event was designed to motivate and boost business for 2015. The event took place on the 23rd of February 2015, at the Marriot Marquis Hotel, adjacent to City Center in Doha.

and Mr. Mahboob Ali Regional Manager Salam Stores also addressed the gathering. During the event, the best achievers of the Canon brand were recognized for their work. A number of high achiever awards were handed out for different segments including photo, video and office, as well as personal printer sales.

At the gathering, Mr. Alham Azhar, Sales Manager for Canon Middle East conducted a presentation on sales and marketing ideas and techniques. Mr. Ashish Nager, Channel Account Manager Canon ME, and Girish Tejwani, Channel Account Manager Canon ME, also presented the activities and sales achievements for 2014 and focussed on the future activities and projects kick-off for 2015. Mr. Yasir Aboobacker Distribution Director for Salam stores

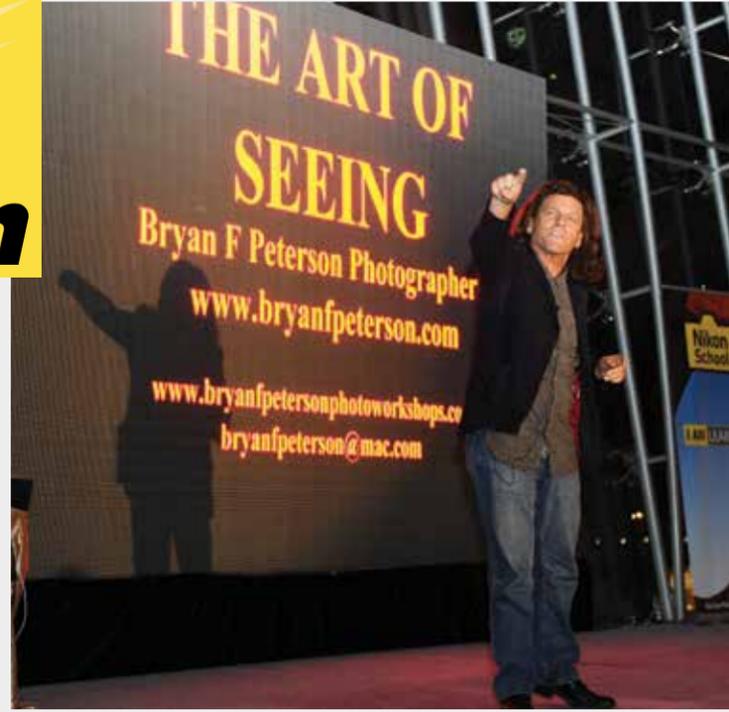
Among those present were Mr. Alham Azhar, Sales Manager Canon Middle East, Mr. Ashish Nager, Channel Account Manager Canon ME, Girish Tejwani, Channel Account Manager, Mr. Yasir Aboobacker, Distribution Director, Salam Stores, Mr. Mahboob Ali, Regional Manager Salam Stores and Mr. Shoukath Hussain, Sales Manager, Photo Imaging division along with many Canon resellers from different segments of the market.



SALAM STORES AND NIKON HOLDS WEEKEND OF PHOTOGRAPHY

Nikon Middle East, in collaboration with Salam Studio and Stores, hosted an exciting weekend of photography for amateurs and professionals in Doha. The events kicked off on the 19th of February with a 'Nikon Night' the Multipurpose Hall, of the Gate Mall.

Present at the event were award-winning well known photographers Bryan Peterson and Shahin Mohamed who mingled with photographers and Nikon school members. Bryan Peterson and Shahin Mohamed conducted an intensive 4-hour workshop on Principles Of Composition And Appreciating Time-Lapse Photography from 6:00pm to 10:30pm. The Nikon Night event was free to attend on a first-come, first-served basis and was suitable for both professional and amateur photographers. There were more than 450 photographers including amateurs and professionals who attended the event.



CANON CONDUCTS PHOTOGRAPHY WORKSHOPS WITH SALAM STORES AND QPC



Canon Middle East, world-leader in imaging solutions, partnered with the Qatar Photographic Society (QPS) and Salam Stores to deliver a series of workshops aimed at enhancing the skills of amateur photographers and photography enthusiasts. Held under the theme 'A Photojourney', Canon Middle East gathered renowned experts on various photography specialities to share their knowledge and expertise including Lucie Debelkova and Stefen Lindeque. The workshops included photography sessions on food, architecture, travel and sports.

The comprehensive workshops included sessions on Adobe and on printing by Abdallah Abuelila to ensure attendees had a thorough knowledge of the entire process from taking photos, to retouching images and using the photographs for quality print outputs. "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 organized these comprehensive workshops to at least give them a full grasp of the entire process – from Input (Imaging) to Output (Printing). These essential skills that will not only improve their capabilities in taking photographs, but also enable them to create stunning collaterals out of the images they have taken," said Hendrik Verbrugge, Marketing Director, Canon Middle East.

The workshops were organized as part of Canon's brand promise to help people realise the power of image and empower grass roots talent in Qatar. In attendance at the workshops were Mr. Ahmed Khulaifi, Chairman of QPS, Mr. Ashish Nagar, Channel Account Manager, Mr. Shoukath Hussain, Manager, Salam Stores, Mr. Abdul Rouf, Brand Manager, Salam Stores, Mr. Abdul Najeeb, Institutional sales Manager, Salam Stores and QPS Members and Salam Staff.

CANON MIDDLE EAST CONDUCTS SALES KICK-OFF FOR SALAM SALES TEAM STAFF

Canon

A dedicated event for the Canon Sales staff of Salam Stores was held by Canon Middle East on the 23rd of February 2015. The gathering took place at the Marriot Marquis Hotel, adjacent to City in Doha.

Mr. Alham Azhar, Sales Manager Canon Middle East conducted a presentation on Sales and Marketing ideas and techniques to inspire the Salam Stores staff. Mr. Ashish Nager, Channel Account Manager Canon ME and Mr. Girish Tejwani, Channel Account Manager carried out a review of 2014 and drew attention to achievements of the year gone by. Mr. Yasir Aboobacker, Distribution Director for Salam Stores and Mr. Mahboob Ali Regional Manager Salam Stores also addressed the gathering. Among those present were Mr. Alham Azhar, Sales Manager Canon Middle East, Mr. Ashish Nager, Channel Account Manager Canon ME and Girish Tejwani, Channel Account Manager, Mr. Yasir Aboobacker, Distribution Director, Salam Stores, Mr. Mahboob Ali, Regional Manager Salam Stores and Mr. Shoukath Hussain, Sales Manager, Photo Imaging division along with Salam Stores staff.





Mr. AbdulSalam Abu Issa

Recently, SILL was presented with an opportunity to explore future collaborations with Belgian companies. And being who we are, we seized that opportunity. From the 22nd to the 23rd of March 2015 an economic mission took place between Belgium and Qatar. The mission was a joint initiative of the Belgian federal government and Belgium's regions: Brussels, Flanders and Wallonia. The Belgian delegation was presided over by HRH Princess Astrid, who represented His Majesty the King of the Belgians.

The impressive number of participating companies gave a very clear indication of how important the mission is for Belgium and Qatar. In total, the mission brought over 480 organisations, who showed a keenness to explore possibilities of doing business in Qatar. To seize the opportunity SILL organized a series of successful B2B meetings between these companies and our own subsidiaries. You can read more about that elsewhere in this edition of TSE.

For us at Salam, interacting with the economic mission was gratifying since one of the most successful collaborations being upheld as an example, to the entire mission, came from our Salam Technology and the Belgian company Barco. Over the course of almost a decade Salam Technology has built a strong and trusted partnership with Barco. Barco is a Belgian technology company with a global presence that designs and develops networked visualization products for the Entertainment, Enterprise and Healthcare markets.

While we salute the achievements of this partnership between Salam Technology and Barco, it is worth thinking through some of the factors that have contributed toward this successful collaboration. Considering that many of SILL's companies are expanding and growing, desiring to reach beyond current potentials, extending ourselves to forge new partnerships with globally recognized brands, there is inspiration we can all draw from alliances of this nature. Let me briefly highlight a few factors that are

DEPUTY COO MESSAGE

THE POWER OF PARTNERSHIP

instructive to all of us, from the Salam Technology Barco collaboration.

In this partnership, Salam Technology was able to leverage on the reputation and legacy of SILL as a trusted partner with over six decades of experience in the region. That is something we can often overlook – the value of our reputation and standing in the region. However, for companies outside our borders who are looking to make connections locally, the prospect of partnering with a group that has a stable reputation and a proven track record of success is always a great attraction. Salam Technology was able to provide Barco this backdrop of trust, giving their collaboration a solid foundation to build on.

A second factor that influenced the success of the Salam Technology and Barco partnership was the complementary capacities the two companies possessed. The business focus on both sides was synergistic, capable of jointly delivering more than what a single entity effort would have achieved. When partnerships are sought, one factor that is critical is to be clearly aware of the strengths and the expertise on both sides. That way, the strengths can be maximized. When Salam Technology brought Barco into the local market and upheld the brand, it was able to do so by utilizing Salam Technologies' own core competencies. Simultaneously, it also harnessed the best of Barco and presented an unbeatable offering to the local market. This is another key to successful partnerships.

Thirdly, Salam Technology and Barco fostered trust and performed optimally in the partnership thereby, benefitting both sides. This too is crucial for success. The capacity to keep joint goals in mind when pursuing business together,

the ability to work as one, for the success of both; these qualities often inspire deep trust. This trust in turn, makes for long-term, mutually beneficial relationships that grow from strength to strength.

When the Salam Technology Barco partnership was being fostered quietly and steadily over the years perhaps they focused on one goal at a time, exploring each business opportunity as it came along; always doing their best to maximise returns for both sides. However, something of great importance was also quietly happening in the background. The connections between two nations were growing and being strengthened with every success. Qatar and Belgium were demonstrating that strong partnerships are not only possible but also highly effective. As more time went by and market shares expanded, as projects grew in number and significance, the partnership itself began to morph into an inspiring example. It is this example that was upheld throughout the massive economic mission that Belgium recently undertook when it visited Qatar. It is this exemplary partnership that demonstrated the potential of the local market to over 480 Belgian organisations, attracting them to Qatar and inspiring them to believe that such success is within their grasp too.

This is the ripple effect each of our business units have on the potential of creating. That capability to be strong in our business offering, to leverage on the SILL legacy, to seek partnerships that are complementary, to work at delivering success to both sides, to foster trust and long term collaborations and to grow into being an inspiring example, is possible for not just one but all our business units.

As we enter the second quarter of 2015, let's open our minds to the possibilities out there and begin to build those partnerships that may bring nations together!



THOUGHTS ON PARTNERSHIP



H.E. Christophe Payot, Ambassador for Belgium, Comments on Trade Relations between Qatar and Belgium

H.E. Christophe Payot, Ambassador for Belgium, said, "Trade between Belgium and Qatar is already very substantial. Within the European Union, Belgium is the 8th largest exporter of goods to Qatar, with a 2.6% market share, and also the 3rd largest EU importer of Qatari goods. I feel that this level of trade can still be increased, though. There is a real feeling that Belgium can bring something new to the table in terms of European expertise and access to European markets. In this way, we can assist Qatar in its 2030 National Vision by shifting away from a hydrocarbon-based economy to a knowledge-based one." SILL is pleased to be a gateway that can connect Belgian companies with the diverse business entities under the SILL umbrella.



Barco CEO sees a bright, shared future ahead for Salam & Barco

One of SILL's strongest and most successful collaborations has been with Barco a display hardware and software manufacturer from Belgium. Our Salam Technology spearheaded a highly successful partnership with Barco, which saw us bring in Barco's leading innovations into the Qatar market. Salam Technology is proud to say that currently Qatar has more than 80 installations of Barco products in the country, with over 1,000 users per day, resulting in an annual revenue generation of \$5 million. Mr. Eric Van Zele, President & CEO of Barco, said "Salam in itself is a success story. And working together therefore is something we value and appreciate. With Barco's current presence in Qatar we have covered some ground successfully but we also have several projects already identified, some classified and some not, This country is building so much infrastructure, and in every project there is a visualisation opportunity. Hospitals, surveillance, control rooms, for utilities, sports facilities-actually in every form of construction there is space for our innovations. So for Salam Technology and Barco, and our partnership together, the future looks very bright."



Barco Vice President Middle East & Africa commends the partnership with Salam Technology

Mr. Eric Brouwers, Vice President of Barco Middle East & Africa said "Our partnership with Salam technology is almost ten years long now. Through this partnership the Barco brand has gained a strong foothold in the local market. We are delighted that we have earned a dominant market share in the surveillance and security sector in Qatar. This is something that Barco and Salam Technology have achieved together. I believe the Salam Technology team and the Barco team work very well together and we have an excellent synergy that has really helped us to leverage the brand. I am looking forward to many more years of fruitful cooperation with Salam."



Head of Office Belgian Economic Department comments on Salam's dynamism

Charlotte Struye, who heads the Economic Department of the Flanders Investment & Trade had this to say about her experiences with Salam: "The interest of Belgian companies to do business in Qatar is very high. This trade mission had over 480 Belgian companies who wanted immediate engagement with Qatar. That shows the level of readiness. Qatar is a booming market but also a highly competitive one. As for Salam, I believe due to their approach, their way of doing business, they deserve loyal partners. And on the other side there are Belgian companies that can fit this mould. So I see a perfect match. The partnership between Barco and Salam serves as a great example of what type of collaboration is possible. Salam has already proven itself to be a very successful partner for Barco, but I am very sure that collaborations won't end there. Salam has so many diversified businesses and Belgium has so many innovative companies ready for business, so there are countless possibilities of partnerships. We look forward to building and developing them."

EVENTS

SIIL HOSTS SUCCESSFUL B2B MEETINGS BETWEEN BELGIAN COMPANIES AND THE SIIL GROUP

In celebration of the Belgian Trade mission to Qatar which took place from the 22nd to the 23rd of March 2015, SIIL stepped forward to host a dynamic B2B event inviting Belgian companies to present their portfolios and services to SIIL subsidiaries. Salam International has been working closely with Belgium-based companies across a variety of sectors including BARCO (technology), LUCIAD (Technology), Harco Group (Technology), KCC (Entertainment) and STOLZ (Interior). As part of the massive event, a large number of B2B meetings were held at the Gate Mall with Salam subsidiaries. The well-attended event saw the participation of about 109 companies that explored future paths of collaboration.





BELGIUM BESTOWS AN HONOURABLE TITLE UPON OUR CHAIRMAN AND CEO

SIIL Chairman and CEO Mr. Issa Abdul Salam Abu Issa received the honorary title of "Commander in the Order of Leopold II" at a special ceremony in the Gate Mall. The award was bestowed upon him by H.R.H Princess Astrid, (on behalf of) His Majesty Philippe, King of the Belgians. The award recognizes his significant contribution toward supporting Belgian businesses in Qatar and strengthening the cooperation between the two countries.

The ceremony was held on the 23rd of March 2015 and was attended by high ranking Belgian officials, including Belgium's Deputy Prime Minister and Minister of Economy, SME's, foreign Trade and new technologies of the Walloom Regional government and deputy prime minister and minister of higher education of the fresh community government, HE Jean-Claude Marcourt; Flemish Minister for Work, Economics, Innovation, and Sports, HE Philippe Muylers; Federal Secretary of State for foreign Trade, HE Pieter De Crem; Ambassador of Qatar in Belgium, HE Sheikh Ali bin Jassim Al Thani; Ambassador of Belgium in Qatar, HE Christophe Payot and other honourable VIPs.

The Order of Leopold II award was established on 24 August 1900 by King Leopold II. The order is awarded to both Belgians and foreigners in recognition of their commendable services to the Sovereign of Belgium.

Expressing her delight with the award ceremony, H.R.H Princess Astrid said, "It is our honour to bestow upon Mr Abu Issa the prestigious "Commander in the Order of Leopold II" title. Mr Issa has played a tremendous role in facilitating trade relations between the Kingdom of Belgium and the State of Qatar. It is under his leadership that Salam International has successfully opened up new avenues for commercial activities and strategic collaborations between the two nations."

Commenting on the award, Mr. Issa Abdul Salam Abu Issa said, "I am greatly humbled by this honourable felicitation. I would like to express my sincere gratitude to H.R.H Princess Astrid and His Majesty Philippe, King of the Belgians, for recognising Salam International's role in fortifying ties between Belgium and the State of Qatar. Our CEO went on to say "Through the wise leadership of the Emir of the State of Qatar, His Highness Sheikh Tamim bin Hamad Al Thani, and His Highness Sheikh Hamad Bin Khalifa Al Thani, the Father Emir; Salam International has developed strong alliances with some of the leading companies in Belgium. This has successfully helped us penetrate the European market, which in turn has brought the latest in technology and innovation to Qatar. We are deeply committed to expand and nurture our collaborations to revolutionise the trade between the two major economies."

Sir, as a proud Group, we congratulate you!





SIIL & SALAM BOUNIAN HOLD GENERAL ASSEMBLIES

On the 25th of February 2015, SIIL and Salam Bounian held their General Assemblies. The gathering took place at the Multipurpose Hall in The Gate Mall. The Salam Bounian General Assembly started at 5pm and was followed by the SIIL event at 6pm. The Boards of Directors of SIIL and Salam Bounian were present as well as shareholders and members of the press.



SIIL General Assembly 2015



Salam Bounian General Assembly 2015

SALAM GLOBEX BUSINESS BREAKFAST

On Monday, 2nd of March, Salam Globex hosted a business breakfast for its tenants, local business partners and brokers.

The Business Breakfast at Salam Globex, is a recurring theme every quarter, and provides an excellent opportunity for its tenants, to network with fellow professionals in Qatar from various industries and backgrounds. These breakfasts tend to cover a wide range of discussions on business topics relevant to Qatar and the current business environment.

Lina Helena Kamal, General Manager of Salam Globex, commented: We found that social events which focus on having a relaxed ambiance encourage positive relations among the companies we have in-house, and create an opportunity for them to raise their company's profile by engaging with others and making new connections with established companies and new comers to the market. On some occasions, we learnt that clients have actually proceeded with formal collaboration post these breakfasts, as they were in need of a certain service or product, and realized they had it within their office parameters.

The breakfast was catered by MBCo, and the food, presentation, as well as service was impeccable, and was appreciated by the attendees.

"Really enjoyed the event. One of the most interesting and delicious ways to start your day!" informed one attendee, Ms. Rosa, sales manager at Starwood.



SIIL CELEBRATES NATIONAL SPORTS DAY

On the 10th of February 2015, the SIIL family celebrated Qatar's National Sport Day. SIIL organized several activities which drew together the entire SIIL family.

Teams representing various divisions took part in a variety of exciting sports. Below are a few images that reflect the action of events in the likes of a walk in the corniche, bowling, cricket, table tennis and the basketball tournament.



HAPPENINGS





Congratulations to the winners whose names are found below:



Basketball Tournament
held at the Salam Industries premises in
Industrial Area Street 23 Gate 53,

Champion : Salam Industries
1st Place : Salam Stores
Most Valuable Player : Christopher Mariano of Salam Industries



Cricket Tournament
held at the cricket ground
near Shafallah Center

Champion : Alu Nasa & Gulf Steel
1st place : Salam Petroleum, Stream & QGC
Man of the Series : Mr. Safrin of Alu Nasa
Best Batsman : Mr. T. Bijas of Alu Nasa
Best Bowler : Mr. Sujith Janaka of Salam Industries



Bowling Tournament
held at Gondolania Villaggio

Champion : Salam Petroleum
1st place : Salam Industries
Most Valuable Player : Jun Garcia



Table Tennis Tournament
held in the Multipurpose Hall of the Gate

Champion Men's Category : Jay Ballezca of Salam Stores
1st place Men's Category : Ismail El Nagar
Champion Women's Category : Zyra Barra Valentino of Salam Stores
1st place Women's Category : Joan Enrile of Salam Stores



Have

YOUR SAY

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



HEALTH TIPS

Here are a few ideas to stay healthy while at work.

Change your desk - Consider standing up at your desk—standing allows your body to adjust and move easily, flex your muscles continuously and helps to keep your blood circulating well. Standing while you work gives you more energy and keeps your mind more alert. Standing up all day also helps your posture and core strength.

Move around - Getting up and moving around will boost your energy and helps decompress your spinal discs - your back will thank you for it. Take the stairs, sit on an exercise ball at your desk, or talk to your colleague in person instead of emailing or calling them.

Keep your lunch away from your desk - You will benefit greatly by leaving your desk for your lunch break to eat, work out, or chat with friends and co-workers. Keeping your desk as your place to work and not eat will help eliminate the risk of bacteria on its surface. Work desks have been found to host 400 times more bacteria than a bathroom!

Drink water - Stay clear of sodas and sugary drinks. They are full of empty calories and full of sugar. If it's caffeine you crave, try tea or coffee. To stay hydrated, drink lots of water throughout the day—it will keep you from being dehydrated and keep you feeling full to avoid constant desk snacking. Always keep a bottle of water at your desk.

Have healthy snacks - Studies show that mindless eating while doing something else can make us overeat. Instead of mindlessly munching on empty calories and fattening junk food, keep lots of healthy snacks like veggies, fruit with almond butter, or almonds, available to grab when hunger strikes.

Stretch - Aches and pains and weight gain can all result from sitting hunched over at your desk all day. So what can you do to get rid of your pain and stiffness and ultimately boost your energy and alertness? Stretch it out! Performing simple stretching exercises throughout the day will help to release tension from head to toe.

Give your desk a makeover - It is easy to allow your desk to get cluttered and disorganized. But that can affect your work itself—impeding your productivity. A clutter-free desk makes for a clutter-free time.

Exercise in the morning - Start your day off on a healthy note by exercising and it will radiate through your whole day encouraging healthy choices. Are you sitting right now as you read this? Take a break, get up and move around and come back refreshed and productive to be able to tackle the rest of your day!



HOW TO USE MIND MAPS FOR PROBLEM SOLVING

Lets take a few minutes to discover how Mind Maps can help us when we are problem solving, whether in the office or at home.

Why is problem solving important?

Problem solving is a key skill which can help you succeed. Problems or obstacles occur all the time, and it is important that you can provide quick and imaginative solutions to them. Being able to problem solve is one of the major attributes looked for by employers, as it displays both logical and creative thinking.

What do Mind Maps have to do with it?

Using Mind Maps can help to bypass the usual panic instinct of the brain when confronted with a problem to solve. When faced with a problem, we automatically panic, with symptoms of 'intense fear, a racing heart,

breathlessness and trembling', according to the New Scientist. Not ideal for getting into a problem solving frame of mind!

Instead of 'forcing' your mind to come up with a solution, which can result in stress, Mind Mapping opens up possibilities and calms you. When you Mind Map for problem solving, you instantly gain more clarity, so you can find answers more easily. You view the problem as a positive challenge and an opportunity to show off your creative skills!

What are the benefits of Mind Maps for problem solving?

Mind Maps contain all the elements of your problem in one visual 'take'. Here's why they are so useful for problem solving

- Mind Maps prioritise the most important aspects of your problem, focusing your mind.
- The use of colours and images stimulate your brain, meaning that you are engaged and ready to solve the problem.
- By using radial thinking, your brain generates more ideas and associations, for many solutions.

A step-by-step guide for problem solving with Mind Maps

Here is what a mind map looks like. This one has been drawn up to solve the fear of public speaking.



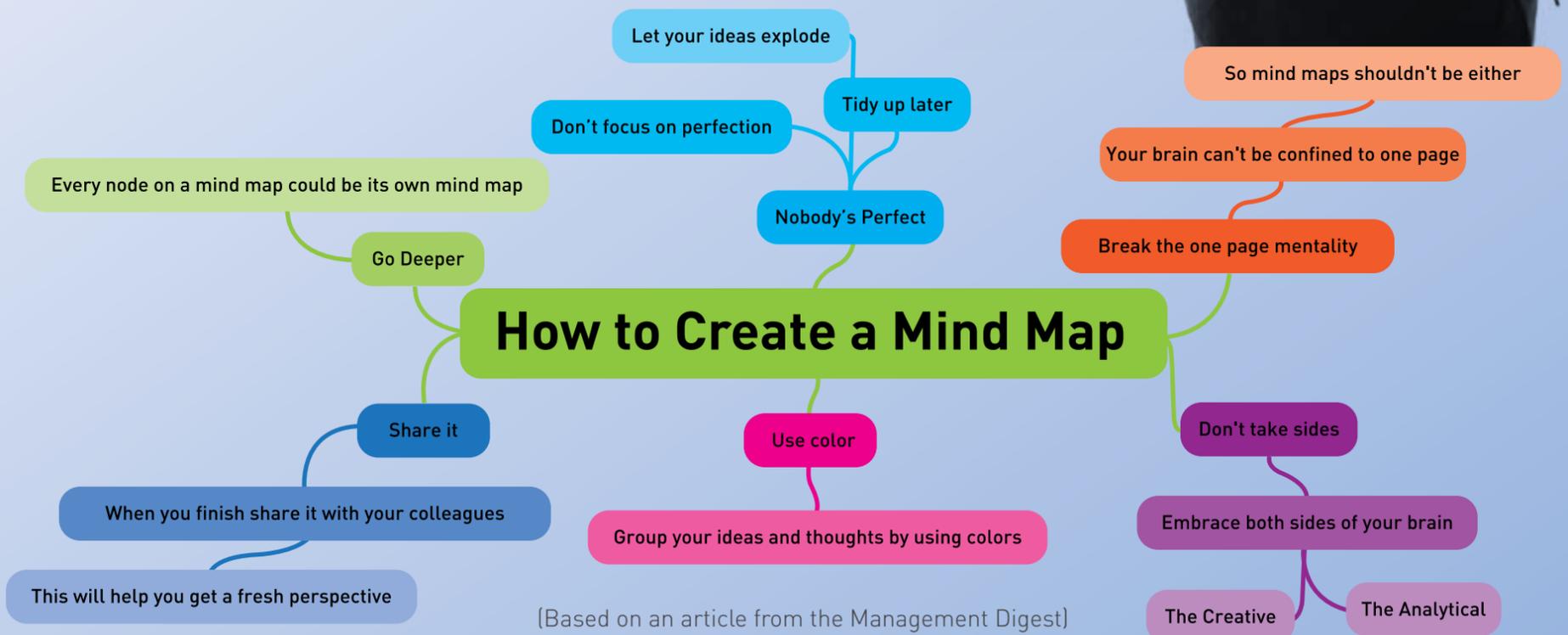
If you have a challenge to overcome make two separate Mind Maps, one for the problem itself, and one for the possible solutions.

Firstly, Mind Map your problem:

1. Make the problem the central idea of your Mind Map.
2. Add as main branches all of the aspects and causes of the problem, investigating further detail with sub-branches.
3. Through exploring the problem in this way, you should begin to realise why the problem occurred, and what you can do to improve the situation.

Now make your second Mind Map for solutions:

1. Make 'Solutions' your central idea.
2. Add all of the routes through which you could solve the problem as main branches – include any colleagues, organisations, techniques or resources which could help – making sub-branches to explore the details of these further.
3. By using a Mind Map for problem solving, you will realise that one obstacle could potentially have many solutions. You should be able to see which option is most cost-effective/practical/time-saving.
4. Make a final branch with the most suitable solution or combination of solutions for this particular problem, then make sub-branches of the details and how you plan to implement this.



(Based on an article from the Management Digest)



This edition of The Salam Experience pays tribute to one of SIIL's veterans. Mr. Magdy El Damarawy (MED) was a valued member of the SIIL team and served the company as General Consultant HR, Employee Relations and Public Relations, Govt. Relations. Upon his retirement, as a grateful group, we wish to celebrate his tenure with us with an exclusive interview.

TSE: How do you feel about your time at SIIL?

MED: 20 years with one organization is a long time. So as you can imagine for me it was far more than a 'job'. It was a valued part of my life, where I gave the best of my skills, capabilities and passion to it.

TSE: Tell us how you approached the multiple roles you played at SIIL

MED: Yes, I had a blend of roles from Personnel Management, to Public Relations, and then the handling of crucial Government relationships. So for the company to perform overall it was my responsibility to keep these areas functioning healthily and smoothly. I approached my work actually like a doctor so to speak. Every circumstance and situation was a case needing concentrated attention and clear and precise decisions that would help solve whatever problem was at hand. Beyond that I also had a preventive role to play, to ensure that from SIIL's point of view we anticipated challenges and adopted healthy practices to avoid them. The new structure in SIIL now has GMs of divisions, and it is them, who have to now play this specialist physician's role.



TSE: What are some of the memories that stand out in your mind related to your work and SIIL?

MED: There are certain memories I cherish, that will give you an idea about the essence of SIIL and the caliber of its leadership. Memories that will show you the kind of company I was proud to give my time to. I remember being with Mr. Issa our CEO who accompanied the Ambassadors of UK and France, when their Excellences visited our Atelier 21 factory in the industrial area. In the middle of the visit Mr. Issa spotted a particular labourer. He apologized to the Ambassadors, excused himself and left them there to walk right up to the labourer. He shook the labourer's hand and had a conversation with him. When he returned to the honorable guests, Mr. Issa explained that the labourer's son was ill and the family was having some trouble and he said he needed to ask after them. Now that, is the human touch that SIIL carries. That is the level of

care and concern. That's from a human angle. I can tell you a good memory from a professional work aspect as well.

TSE: Yes please do...

MED: You will remember the Asian Games and David Atkins' company – the Australian professionals who handled the spectacular opening and closing games for the ceremony. They needed to bring in 3000, members of their staff into Qatar. Managing that entire process was SIIL's responsibility. We took it on. I am proud to say that from start to finish – you can imagine the amount of paperwork and coordination, the professionalism and time management, the risk mitigation and bureaucracy that was present – despite all that I am proud to say we managed that entire job without ONE mistake, not ONE delay! Now that's the professional touch that SIIL carries.

TSE: During your tenure at SIIL you have seen the company grow and expand. How do you think this growth happened? Due to what key reasons?

MED: SIIL knows how to value human capital. That comes right from the top leadership. They know the value of people. SIIL has a very clear awareness that a part of ensuring ROI is linked to what you put into your people. How you develop them. They take the time and care to grow their people. If you want to see your company grow, your people must grow in professionalism, capability and capacity. SIIL knows that. Other factors like the acumen for business, the seizing of opportunities, they are important and SIIL has them in vast quantities. That too has contributed to growth. But the two characteristics that I mentioned earlier – they are very special qualities of SIIL and they are key reasons for success.

TSE: What characteristics must change in SIIL and what must remain?

MED: As the world changes and business landscape changes SIIL must respond accordingly. But that's a strength the company possesses. It is good at adapting. It doesn't fear transition and change and that has been proven, from the Founder of Salam to the second generation leadership and now even to the third. If a courageous change is needed, SIIL faces it. So we must keep changing in that way. As for remaining the same we must never stop being a caring organization. We must never lose our human touch. That's what makes SIIL special.

TSE: In your capacity in a very senior role at the top, what is something you learned by example and your own personal experience at SIIL?

MED: It doesn't matter how high a position you occupy, I always believe personally, that any manager, head or leader must be willing to do the job that needs to be done. There are no small

tasks and big tasks. You must have that willingness to get your hands involved and do whatever it takes yourself. I myself have done this many times at SIIL. If I see something that needs doing – it is not my way to wait for someone else to get it done. That's a personal belief and I have also seen it demonstrated at SIIL by others too. I remember a show jumping championship event at the Qatar Equestrian Club. Our Deputy COO Mr. AbdulSalam was actually a show jumper that day and was participating. Mr. Issa was there at the time and realised that the Equestrian Club event needed corporate support to make the event worthwhile and for it to have the class and quality it deserved. It was very clear. He didn't wait for anyone else to do the job. Right there he pulled out the programme of the event and started

listing corporate organisations in Qatar. And he personally started calling them, seeking their support. He was the vice president of the Equestrian club, but he didn't wait for someone else to get the job done. This is something I believe in strongly. If there is a task – you just do it.

TSE: Finally, if you were to leave behind some words of wisdom for the entire SIIL Group what would those words be?

MED: Be patient. Believe in the effort you put in. Trust in the concept of long-term returns not short-term gains. Know that to rise to the top in a company is a privilege. It's not about power. It is about serving. Those are words I would hope that people will keep in mind at SIIL.

The SIIL leadership, your colleagues, friends and family at SIIL thank you for your time, your investment and for all you have built at SIIL!



NEW APPOINTMENTS

SALAM STORES QATAR



Mr. Yasir Abubakr Abbas joins us, as Regional Distribution Director



Ms. Bettina Al-Qubaj appointed as Marketing Manager

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



SALAM STORES UAE



Ms. Noura Azzam A. Al Faqih joins us as Marketing Coordinator



Ms. Rana Mouhannad El Yamani joins us as Sales Executive – Clinique, Perfume



Ms. Seren Rasheed Aljaser Alkhalaf joins us as Accounts Coordinator – Estee Lauder/Tom Ford/ Aramis

SALAM ENTERPRISES BAHRAIN



Mrs. Najlla Tawash joins us, as Administration Secretary



Mr. Omar Zaghloul joins us, as Interior Designer

SALAM ENTERPRISES DUBAI



Mr. Abeth Dianito joins us as Technical Support Engineer, Construction Division



Mr. Mohammad Jamal joins us as Senior Sales Officer, Water Division

SALAM STORES UAE



Ms. Aziza Filali Promoted to Boutique Supervisor



Mr. Govind Vashdev Chhugani Promoted to Logistics / Office Coordinator



Mr. Haja Najbudeen Abdul Lathif Promoted to Accountant



Mr. Mustafa Jamil Albachour Promoted to Store Supervisor



Mr. Fouzah Ahmed Pallimura Promoted to Accountant

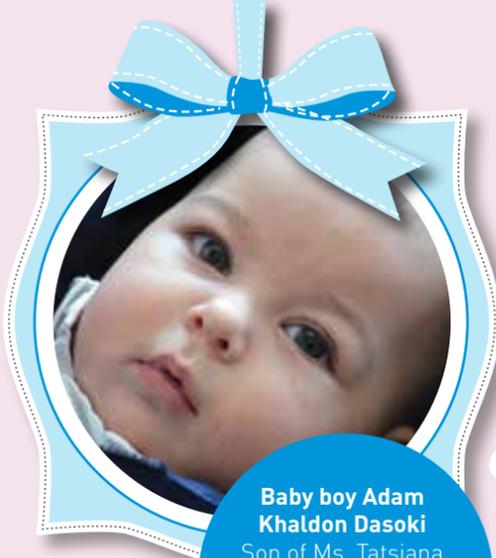
PROMOTIONS

Congratulations to you from your extended Salam Family!

NEW BIRTHS



Baby boy Edrey Gab Escalante Sotto
Son of Mr. Eduard Sotto & Ms. Cherry Escalante, Perfumery & Cosmetics Division
Salam Stores Qatar



Baby boy Adam Khaldon Dasoki
Son of Ms. Tatsiana Sazonava Salam UAE, Retail – Wafi Store
Salam Stores UAE



Twin - Baby Girls Talin And Tala
Daughters of Mr. Zeyad Zohdi Abdellatif Alabed, Home Distribution
Salam Stores Qatar

MATRIMONY



Congratulations to Ms. Jeanette Yuson Mesalucha, Retail – Abu Dhabi Store on her marriage to MR. NICKLOID MESALUCHA

BOOK REVIEW

THINKING, FAST AND SLOW, Daniel Kahneman



Credit: Illustration by David Plunkert

Thinking, Fast and Slow is a best-selling book by Nobel Memorial Prize in Economics winner Daniel Kahneman.

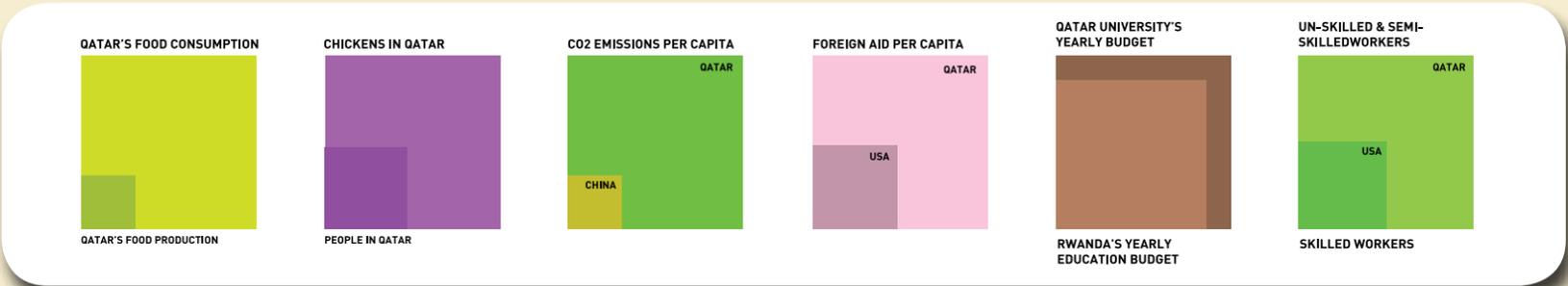
The book points to two different ways the brain forms thoughts we all use in daily life. In System 1 he says our thoughts are fast, automatic, frequent, emotional, stereotypic, subconscious. However in System 2 they are slow, effortful, infrequent, logical, calculating, conscious. Kahneman covers a number of experiments which highlight the differences between these two thought processes, and how they arrive at different results even when given the same inputs. Terms and concepts include coherence, attention, laziness, association, jumping to conclusions and how one forms judgments. A helpful book – pick it up if you have the chance!



“I’m interested in hearing your feedback. Hanson pass out the feedback I’m interested in hearing.”

QATAR IN INFOGRAPHICS

BQ Doha’s online portal shares some interesting info graphics, that offer comparisons and perspectives on various facts. Here are just a few to keep you pondering.



SPOT THE SHOPS AT THE GATE

Let's see how sharp your eyes are. Look at the word search puzzle and spot the shops at The Gate Mall. Here's the list of the shops you got to spot:

