

THE SALAM EXPERIENCE

GULF STEEL CELEBRATES 10 YEARS

STOP. RECOLLECT. ASSESS
Deputy COO Message

SIIL Steps Forward as Gold Sponsor for Photography Event



A WINNING QUARTER

We have had a busy Quarter. Among the undertakings we have won are some Key Government Projects. We have been awarded with an order of supply & installation of furniture by Ministry of Transportation for Bahrain Post in Kingdom of Bahrain. We also won yet another order for supply & installation of furniture for Electricity & Water Authority in Kingdom of Bahrain. Another order we received is for supply & installation of furniture for Osbudman by Ministry of Interiors in Kingdom of Bahrain.

In the Flooring Segment of the market we have been awarded an order by Blue Prints to supply and install carpet tiles for ABC, a project in Bahrain. We have also been awarded a supply of carpet tiles by World Decor for the Honda Showroom in Kingdom of Bahrain. For Laminate flooring, Mohammed Jalal Contracting Company in Kingdom of Bahrain retained our services for a supply & installation project and we bagged an order for supply & installation of carpet tiles for American Embassy in Kingdom of Bahrain.

Work in the Commercial/ Hospitality Sector was also steady with orders for supply & installation of furniture for Al Turki Bank by Al Nooh Wood Design, SSH design, and the Arab Open University. Additionally, we won orders for supply & installation of a mobile filing system for KMC holding in Kingdom of Bahrain

Our Fit Out Works capability was put to full use for a project from Eureka and in the Health care Sector we won an order of supply & installation of medical furniture for King Abdulla Medical City in Kingdom of Bahrain.



Our Construction Division is pleased to report the successful execution of supply of Lifting System for precast concrete element for the Nas Arena Multipurpose Hall Project in Dubai. We have also signed the contract for supply of Cast-in Channel system for fixing precast cladding for the Abu Dhabi Plaza Project at Astana, Kazakhstan. Additionally, we have also been awarded the order for supply of Fixing System for precast concrete cladding for the Volante Residential Tower Project in Dubai.

For the Expansion of Emirates Flight Catering Unit Project, we have been contracted for supply of Cast-in Channel system for fixing of conveyor belts, shelves, installing of cable trays and pipe supports.

As for Mechanical & Chemical Anchors, our Mechanical Anchors are being used in the following projects: Damac Akoya Project, Dubai, Nations School Project, Sharjah, The Edge Project at Business Bay, Dubai, The Pad Project at Business Bay, Dubai. Moreover, we are supplying our Chemical Anchors to the following projects too; Al Bateen Airport Project, Abu Dhabi, Military School Project, Ajaban, Abu Dhabi and First Gulf Bank HQ, Abu Dhabi

On the Regional front, we are delighted to have executed the supply of Cast-in Channel system for Aluminium Cladding for the Renovation of Khalifa Stadium and Museum Project in Doha. We also won contracts for supplying Mechanical Anchors for the Hamad Hospital Extension project and for supplying Chemical Anchors for the Al Jasasiyah South House Resort Project, both in Qatar. Again in Qatar, our Chemical and Mechanical Anchors will be used in the Al Abdul Wahab Tower Project.



Our Major Projects this quarter have been spread across multiple industry sectors. We won an Interior fit out project for the Qatar Central Bank Office at Al Masraf Tower. A project that called for the supply and installation of Demountable Partition and Doors for the Combating Economic Crimes Head Quarters at Qatar Central Bank was also handed over to us. The supply and installation of Vinyl flooring for the Workers Hospital and Integrated Health Center Project was another assignment we took on with Contraco. We inked a 3 year call-off agreement for supply and Installation of Office furniture for Qatar Petroleum at World Trade Center and signed off to supply and install Raised Flooring in ISF CPC05 Package with Urbacon Trading and Contracting.



Our quarter has been busy with us handling projects from leading clients for a series of specialized services. Qatar Steel awarded us a Design, Engineering, Supply & Supervisory Services project for Installation & Commissioning of a new Schenck Weighing System DR2 Product SILO Feed Conveyor.

A further contract was given to us by Qatar Steel for Engineering, Supply, Supervisory Services for the installation and commissioning of a new Schenck Weighing System for DR1 Conveyors. Further we supplied, installed, tested & commissioned a Feston Cable System in Crane No. 53 of Rolling Mill No. 2 (RM2) at Qatar Steel.

Ashghal awarded us a project to supply of Pneumatic & Mechanical Plugs & Accessories for foul sewer cleaning, civil Workshop & wet well cleaning groups.

Additionally, we won a contract from energy Sector giant Qatargas for the Inspection of a Transformer TAP Changer and Maintenance Contract.



QGC has been kept busy this quarter with the following projects. High Voltage:

Kahramaa awarded us the GTC-571/2013 project which is a Two Year Call-Off Agreement for the Supply of Indoor Switchgears. QGC/Elimsan successfully passed to obtain the required type tests as per the latest IEC standard & KM specifications.

Low Voltage: In this sector we supplied Low Voltage Switchgears to HBK, Germin, Electrowatt, GAZZAOUI, CECC-Al Ruwais Project and CRC-Porto Arabia

Service Agreements: Among the service agreements we bagged in this quarter are: From Al Jazeera - we won a Three Years Preventive Maintenance Contract. Al Jabor Cement renewed a one year Preventive Maintenance Contract with us. For Qatar Cool we successfully completed the preventive Maintenance for Plant-1 & 2 at West Bay

And from the energy sector Qatargas awarded us an order for the Inspection & Testing of Transformers.



We have won some New Projects for the next quarter. Among them are, the EMAAR project which called for the supply and installation of children play equipment in Tajer Level 5 at an Old Town Island in Dubai, Shaam Hospital, Ras Al Khaimah for supply and installation of furniture, and a Jumeirah Beach Residence play area project in, Dubai. Awarded with a

Among the Projects Completed are with a project for supply and installation of Office furniture, for The Center of Waste Management, Abu Dhabi (TADWEER), Western Region and Al Ain Branches and a supply and installation project for desks accessories for Injazat.





Editor's Corner

Sara Abu Issa

Manager, Corporate Communications

Dear Family & Friends of SILL,

As this edition of The Salam Experience (TSE) reaches you, in a season of celebration first and most importantly, let me wish each of you and all your families a blessed and meaningful Eid al-Adha! I trust that you have enjoyed a refreshing season and you are energized and ready to take on the remaining months of 2015.

One of the first things you will notice this time round, about TSE is that this is a jumbo edition. This upsized issue has combined both our 2nd and 3rd Quarter happenings and it is choc full of happenings. Looking through these pages you will discover that over the 2nd and 3rd Quarter SILL has pursued its agenda with focus, busily winning business, training staff, receiving awards, showing off our capabilities at exhibitions and celebrating significant milestones among many other things.

Our Gulf Steel has completed 10 years and we have dedicated a special feature to celebrate their success. In our coverage you will see the evolution of this business unit, how it was established, how it grew and how it was willing to stretch itself, evolve and reach new heights over the years. If one were to summarise the growth trajectory and success of this particular business and other business operations that are true success stories within SILL, it will quickly become clear that a critical aspect of success depends on roots as well as wings. It will point to the fact that our foundations are as important as our ambitions; our beginnings are as important as our future. This is true not only for our companies, but also in our personal lives and the lives of our families.

Having the advantage of staring from a solid base with well-nourished roots alone will not guarantee success. What will make the difference is our willingness to stretch our wings, to take those crucial risks to transform and change, consistently taking on the challenge to grow. Something for us to keep in mind is that growth isn't always about becoming bigger but its certainly about becoming better; better at tending to our roots and strengthening them; better at paying attention to our connections and reinforcing them; better at using our strong foundations as a launching-pad; better at assessing our environment and focusing on our goals while stretching and endeavoring with energy and effort to reach the heights we have set for ourselves.

As we step into the final quarter of 2015 let me wish you enthusiasm and commitment to strengthen your roots and energy and willingness to stretch your wings as you set your individual paths towards concluding the year on a high note of success!

Editor

HAPPENINGS



SALAM DUBAI OUTLET CELEBRATES

Salam Stores Dubai Mall outlet had ever reason to celebrate. The team stand to be congratulated for reaching their yearly target! The achievement was celebrated on the 1st of April 2015 at the Hatta Desert in Dubai.

Present at the gathering to congratulate the team and join in the felicitations were the full contingent of the Dubai Mall Outlet staff and their Manager.



APPRECIATING LONG YEARS OF SERVICE

Salam Store Dubai paused recently to offer their heartfelt appreciation to a colleague. Mr. Salim Reza S Ahmad who worked in the capacity of Clearing & Forwarding Supervisor of the Logistics & Purchasing Dept. (Services/Head Office), was awarded a Certificate of Appreciation for serving an outstanding 28 years of loyal and excellent service at Salam. Mr. Salim Reza S Ahmad, we value you, we salute you and we appreciate you!



4U LAUNCHES SUMMER SHOPPING SPREE

4U recently launched a promotion for skincare, makeup and perfumes. The promotion, began on the 1st of June 2015, and is poised to award 50 winners with over QR 50,000 worth of 4U shopping vouchers, which can be spent at its boutiques at City Center and Royal Plaza.

All customer purchases over a minimum QR 500 from now to July 15th, 2015 paves the way for a raffle coupon. The coupons offer the opportunity to win exciting prizes at a draw scheduled to be held on July 27th at 4U Royal Plaza under Ministry supervision.

"We aim at being the preferred beauty boutique in Doha among all other retailers. With this promotion we encourage customers to visit 4U stores more as we strive to bring them a better customer experience and shopping value," said Ms. Jinane El Hage, 4U Regional Manager. Ms. El Hage also noted that being pioneer in beauty retail in Doha, 4U never ceases to reward its customers through different promotions and events being held in and out of the stores. "As a retail concept of Salam Stores, 4U dominates the beauty industry since it was first introduced in City Center in 2001. And with more than a decade of servicing beauty needs in Doha, 4U delivers excellent consultations and in-house

expertise in skincare, makeup and perfumes" Ms. El Hage concluded.

4U is located at the second floor of City Center and at the ground floor of Royal Plaza. You can follow 4U on social media by connecting to @4UBeautyQatar on Twitter or add +974 5001 6290 into your phonebook to connect on whatsapp!



SALAM STORES – P&G ORGANISE ITS FIRST TRAINING OF THE YEAR

The Salam-Procter & Gamble Prestige Division conducted a refresher course and new product training over a 4-day workshop from March 9th – 12th 2015 at the Wyndham Grand Regency Doha Hotel.

The training modules/content covered the Brand history and heritage, product knowledge, classic and new launches, and (advanced) selling techniques. The brands which were represented were Dolce & Gabbana (perfumes and makeup), Gucci, Lacoste, Hugo Boss.

Among those who attended the training were P&G exclusive promoters (for fragrances and DGMU), General BAs, and P&G managers, supervisors and the marketing team. The training was a success and the participants look forward to utilizing the knowledge they gained in their day to day work.



SALAM STORES HOSTS BEST LANCÔME MAKE UP ARTIST

Salam Stores recently enabled fans of Lancôme to enjoy a Makeup class with Dania Bawab, one of the best Lancôme makeup artists worldwide. This year, Dania Bawab, our Lancôme regional makeup artist won the Golden brush. The award is one that crowns the best worldwide make-up artist. To celebrate this occasion, Dania came to visit Salam Stores and gave of her time to conduct an exclusive makeup application class. She explained the art of contouring and highlighting the Lancôme way.

invite our most loyal customers. During this three-hour makeup class, Dania, supported by Salam beauty advisors explained by via demonstration how to excel at the art of makeup. The class took place on Thursday the 28th of May from 10am to 1pm at the Hilton Hotel. Every attendee received certificate of completion, a goody bag with surprise gift and redeemable products. Among those who participated were Salam VIP customers, Chiara the blogger from BonjourChiara and members of the press.

Only 25 seats were available for the class and Salam used them exclusively to



LANCÔME LAUNCHES LA NUIT TRESOR WITH SALAM STORES QATAR

Lancôme recently held an event at the Hilton Doha Hotel to celebrate the launch of La Nuit Tresor, a new pillar for the brand that reinvents the territory of gourmand fragrance. With this new creation Lancôme creates the market's most chic gourmand perfumes. The pure aphrodisiac signature forms a majestic new addition to the Trésor collection.

The launch/training was attended by all Lancôme beauty advisors and retailers, including a few friends from the media that were delighted to witness the unveiling of this new fragrance.

Ms. Carine Sakr, Lancôme's Regional Training Manager for L'Oreal Middle East facilitated the training and provided wonderful insights about the brand and the perfume.

Also present were Mr. Joy Abraham, Salam-L'Oreal Division Manager; Ms. Carla Tabet, Regional Training Manager; Ms. Tredy Averia, Salam Perfumes Division Marketing Manager; Mr. Sohail Munir, Wholesale Manager and the whole Salam-L'Oreal team.



SALAM STORES QATAR HOSTS GIORGIO ARMANI MAKEUP CLASS

On Saturday the 6th of June, Salam Stores hosted a special event for Giorgio Armani at Salam Plaza at the Gate Mall.

Raja Daniel, Giorgio Armani's regional makeup artist was invited to conduct a make up class for Salam Stores' customers. The make up class was exclusive and generated a lot of interest among fans of Giorgio Armani. Giorgio Armani is one of the biggest luxury empires of the world today. Working closely with L'Oreal at every stage, Mr. Giorgio Armani himself ensures the most sophisticated beauty experiences are delivered to his customers.

During the class Raja Daniel led a three-hour makeup workshop, explaining the big regional trend of contouring and highlighting, using Giorgio Armani products. He also presented a simple way to move from a daily makeup to an evening look with the Eye Tint product, part of the new 2015 launch and the Lip Maestro that won lots of beauty awards

around the world. After the class Raja welcomed all the Salam customers for private session, talk and demonstration.

Every attendee received certificate of completion, a goody bag with a surprise gift and redeemable products. Among the invitees was Husnaa, the blogger of Eat Sleep & Be Fancy. Due to popular demand Salam Stores has decided to repeat this event before the end of the year!



ESTÉE LAUDER AND QATAR AIRWAYS PARTNER FOR 5-STAR BEAUTY

Salam Stores facilitates Estee Lauder events where regular beauty training sessions are held for front-liners of the country's 5-star airline and flag carrier, Qatar Airways. The partnership, which began early this year, is collaboration to educate the staff of the airline on how to take care of their skin by using Estee Lauder's advanced technologies on skincare.

One such training was held recently and Salam Stores is happy to share that we have received a note of appreciation from Ms. Patricia Chin, Qatar Airways Cabin Crew Recruitment Manager. Ms. Chin mentioned that the training sessions exceeded their expectations and it was indeed a great team building opportunity for them.

Ms. Chin said, "The presentation on skincare has given us a lot of knowledge on ways to improve and maintain our skin. The trainers were very friendly and helpful. All Qatar Airways participants/team members were pleased to discover products that met their makeup

needs. The makeovers have given us all tips which we can use for a lifetime."

In a note to the facilitator of the sessions, Mr. Waleed Elmasry, Estee Lauder Qatar's Account Coordinator, Ms. Chin mentioned, "Your expertise in this field was appreciated. Resulting from the training we all feel more comfortable and confident in using certain skincare & makeup products. We thank you for sharing your knowledge. You have indeed made it a day to remember." The training sessions are continuing with the goal of educating more members of staff of the airline.



SALAM PETROLEUM AWARDED A LEADING CONTRACT

Signifying the growth of its portfolio Salam Petroleum announced that they have been awarded a new contract by Qatargas for the upgrade of Fuel Gas Compressor Control Systems at 3 trains of QG-1 assets.

Salam Petroleum's team are now preparing to perform the Engineering, Procurement, Installation and Commissioning of three (3) Control Panels of SIMATIC S7 PLC at the highest level of professionalism the market has come to expect from them.



BVLGARI HOLDS ITS FIRST TRAINING UNDER SALAM STORES

Salam Stores has acquired distribution rights for one of the international pillars in fragrances; the renowned brand Bvlgari. This announcement was shared with the industry at Bvlgari's first training session held recently at the Millennium Hotel.

The training was facilitated by Bvlgari Middle East Training Manager Ms. Christine Legrand who introduced exciting new Bvlgari perfumes and a walk through the history of Bvlgari and all its current fragrances in the market. The day also served as an opportunity for the team to welcome the new Division Manager Ms. Joumana Bou Haidar together with Mr. Nadeem Hourani as Sales Manager. The gathering was infused with vibrancy and enthusiasm. Ms. Bou Haidar oversaw the success of the training event. She said, "I am glad to see everyone actively participating and interacting in the discussions. All our efforts in preparing for events such as these are amply rewarded when we see the elev of interaction and enthusiasm of our participants. I would like us all to learn as much as we can and be empowered frontliners in representing the brand to all retailers."



SALAM STORES AND PROCTER & GAMBLE PRESTIGE HOLD TEAM BUILDING EVENT

Salam Stores together with P & G transformed a popular location in Doha into a hive of activity for their First Ever Teambuilding Event. The Salam-Procter & Gamble Prestige team kicked-off the spring season with a series of teambuilding activities at the Banana Island Resort Doha on March 15th 2015.

The one-day event was designed to acknowledge the importance of teams in the workplace.

Salam-P&G employees were put through recreational sports and exercises that promoted camaraderie and synergy. The events included: Aardvark relays, Snakes, Obstacle courses, Multi-Tag of Wars, Beach Football and Kayak Races.

A total of 40 members formed teams including Fragrance promoters, Dolce & Gabbana Make Up BA's, and office-based personnel. The event was a great opportunity across all personnel, from managers to the frontliners, to engage in a fun, creative, and competitive workshop outside the regular corners of the office and showrooms.





EATOPIA CAME, COOKED AND CONQUERED

On the 18th of May 2015 the Doha Marriott Hotel held Fact Qatar's inaugural Dining Awards. The event focused on celebrating the food scene in Qatar. At the gathering were over 250 guests and VIPS. Eatopia is delighted to announce that we won the Fact Dining Award for Favourite Best Newcomer. In a lead up to the awards, a survey was conducted on-line attracting diners, bloggers and other food enthusiasts to cast their votes.

"We are extremely thrilled with our achievement, which has come over such a short period of operation. The win gave us all an injection of pride. This boost will do more to take Eatopia to new heights", says Mr. Alan Massouh General Manager of Salam Hospitality.

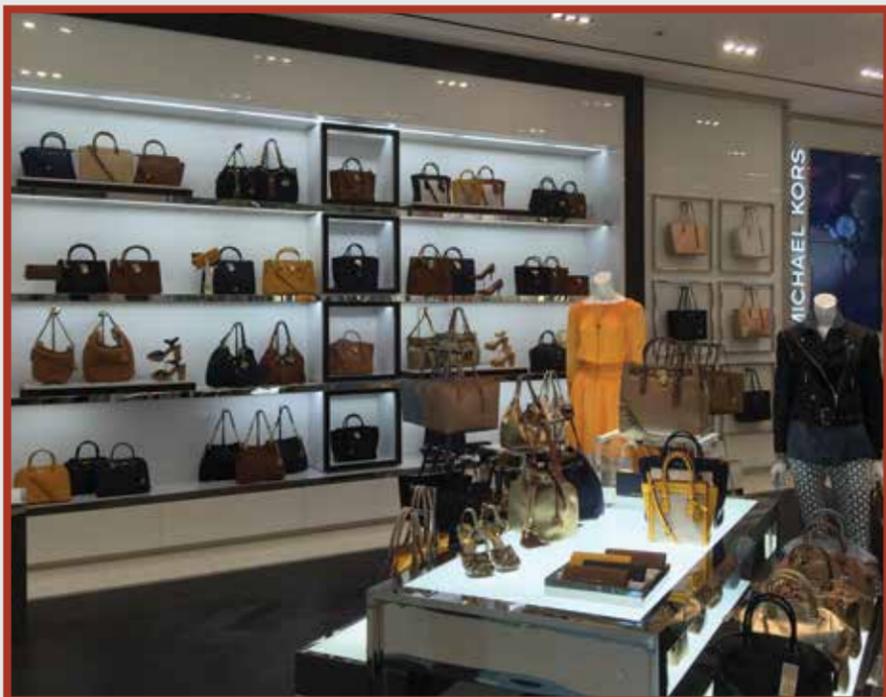
Fact Magazine's awards succeeded in garnering over 40,000 votes – the most ever in the Middle East region – for a contest. The public voted for their 'Favourite' Restaurant across 28 categories covering over 150 shortlisted venues. The team at Eatopia is thrilled with this achievement and extremely proud of their unique concept, which features a variety of live-end cooking stations, a sophisticated delicatessen and exclusive fine foods retail store. Eatopia has also recently launched their delivery and catering service.

Participants at the event included the General Manager, Mr. Alan Massouh, Director of Food and Beverage Operation, Mr. Michael Romero, Learning and Personnel Manager, Mrs. Talita Scott, Executive Sous Chef, Mr. Antonio Lotito, Marketing Communications Manager Ms. Isabel Koorts, Catering Manager and Restaurant Manager, Ms. Marifel Pineda. Following the awards, the entire Eatopia team got together to celebrate their achievement during a staff event which was a huge success.



MICHAEL KORS & MARC JACOBS PICK SALAM INDUSTRIES

The world renown brands Michael Kors & Marc Jacobs is setting up two exclusive boutiques in Qatar's Lagoona Mall. Salam Industries is happy to report that we were handpicked by these international labels to undertake the complete fit-out, including MEP works. We would like to share with the TSE readers that this project is now complete. The work was performed at the highest level and the timelines were managed with efficiency. As a result we have to very happy clients and we look forward to a continued relationship with them.





SALAM ENTERPRISES SERVING THE UAE

Having developed a name for ourselves as Water Treatment experts, Salam Enterprises recently executed the delivery of a water filtration & disinfection system of 12 M³/HR capacity to be used at the VIP Lounge at Al Bateen Airport in Abu Dhabi. With the UAE being dependent on desalination and being a region with a need for a variety of water treatment solutions our team also delivered a 6.5 M³/HR water softening, filtration and desalination system to U-Pack Factory in Ras Al Khaimah. In addition, during this quarter we executed a further project of a 9 M³/HR water softening and filtration system to National Fire Fighting Factory (NAFFCO) in Dubai. Salam Enterprises is pleased to be serving this sector and strengthening our reputation as one the region's best.



SALAM ENTERPRISES WATER DIVISION IS GOING PLACES

We are Off to Africa!

The Salam Enterprises Water Treatment Division recently shipped a state-of-the-art desalination machine (RO) to Ivory Coast, West Africa. The desalination machine was a massive 40 M³/HR system. The client was in need of a solution to deliver drinking-grade water to one of the largest water bottlers located in the Ivory Coast. The machine we shipped out was an all stainless steel structure-food-grade business solution which was perfect for the client.

SALAM ENTERPRISES ABU-DHABI RECEIVES PLAYWORLD AWARD

It is always a great compliment when our international partners recognise our efforts and it is a joy to have them value the efforts we make to represent them in the market. We are happy to share with TSE readers that we recently received an award of recognition from Play World Systems in the U.S.A. The award was in honour of the streamlined process and strategies we have instituted within Salam Enterprises in order to improve and raise our game so we can compete at an even higher level in the market.



QGC SHOWS ITS STRENGTH AT PROJECT QATAR

It is always a great compliment when our international partners recognise our efforts and it is a joy to have them value the efforts we make to represent them in the market. We are happy to share with TSE readers that we recently received an award of recognition from Play World Systems in the U.S.A. The award was in honour of the streamlined process and strategies we have instituted within Salam Enterprises in order to improve and raise our game so we can compete at an even higher level in the market.



GULF STEEL CELEBRATES



الخليج للحديد والهندسة
GULF STEEL & ENGINEERING



A Decade
of Quality Contribution
in Steel Construction.

Since setting off on a journey in 2005, as an independent steel company specializing exclusively in structural steel, SII's Gulf Steel is poised to pass a significant milestone. In 2015, the company celebrates 10 years in business and proudly claims its fame as a front-runner in Qatar's steel industry, manufacturing high quality fabricated steel products and skillfully managing massive construction projects related to structural steelworks.



The Salam Experience (TSE) met with Gulf Steel's General Manager Ahmed Elsayed Baghdadady (AEB) and a few members of his team, asking them to share their thoughts on the decade gone by.

The Past

Speaking to TSE and tracing Gulf Steel's past, AEB spoke of the market environment within which Gulf Steel was established. "At the time that Gulf Steel was set up, on one hand there was a huge supply and demand gap in the market for Steel solutions and on the other there were no local manufacturers. External competition was also minimal. Unlike today there wasn't a huge focus on quality and safety in the local market either." In response to when this scenario changed AEB said "After the financial crisis around 2009 manufacturers from Dubai and Saudi placed Qatar's market in their sights and this changed the level of competition. By 2011 the demand for safety had exponentially increased – and with good reason. Working in steel is not only demanding but it also calls for the highest standards of quality. The steel business is widely acknowledged as being the second most hazardous business in the world." AEB confirmed that while this was the business environment of the day, Gulf Steel wasn't able to propel itself forward as a competitive player in the field.



TSE: So what strategic decisions did Gulf Steel make in order to develop itself into a competitive company?

AEB: We assessed the situation and developed a two-pronged strategy. On the one hand we launched an ambitious development drive that was directed internally.

2005 New Amiri Light Hangar

2006 Qatar Gas II Tank Farm Aggregate Storage Facility

2007 NDIA Facility Building Cp15 Cement Tanks

2008 Al-Fardan Towers-BMW QNavigation Tower CP

2009 Fire Water Intake Screen GE Technology Center St. Regis Hotel Ballroom Ten (10) New Schools

2010 Rayyan Mall Emiri Ramp Facility -Lobby A&B Barwa Commercial Avenue - Type 5 Five (5) New Schools

2011 Barwa City School and Amenities Hamad Medical City Emiri Ramp Facility (PW-070) P94 New Doha International Airport Ezdan Mall-Gharaffa

This included the equipping and expansion of our internal resources; meaning man and machine. We expanded our facility, utilizing space to its maximum capacity. We made some discerning investments in acquiring high tech machinery and we brought in high caliber staff that has a high degree of specialized skill and experience in structural steel work. Our second area of concentration was external. We pursued the market with great determination. And that mean to convince clients, to aggressively compete with the bigger players, to choose not to be intimidated by regional steel giants or other steel companies bidding for contracts in the local market. We placed ourselves out there with the best of them and decided that we are going to punch above our weight.

TSE: So in effect it was a repositioning of the company?

AEB: Yes. We aggressively pursued the old and the new, on our client list. Looking toward untapped areas of the field we went after new contracts that called for highly unique steel fabrication, with complex designs. We are happy to say that we won some iconic contracts in the process. To restore some of our older connections in the market we also worked at winning back the confidence of a few who had less than positive experiences in the past. Throughout all of this our goal was to push the limits and gain the maximum output from the premises that we occupy. Well, those are some of the strategic moves we made in the past that has got us to where we are today.



STEEL, from IDEA, .. to REALITY.



Alekhwya Sports Stadium
Burj Marina - 08 Tower



QNM Secondary Siseel work
QFEC - West Side Car Park
Doha Beach Villa
Heart of Doha Phase 1A, 1B & Phase 2
QNL Facade & Secondary Steel Works



QFEC - South East Car Park
Doha Festival City
Three (3) New Schools



The Present

Gulf Steel's Operations Manager Samy Nazeem (SN) explained the company's present operational model.

TSE: The profile of Gulf Steel makes it clear that the company has the capability to handle steel work from start to finish. Give us the full picture of the company's current capabilities.

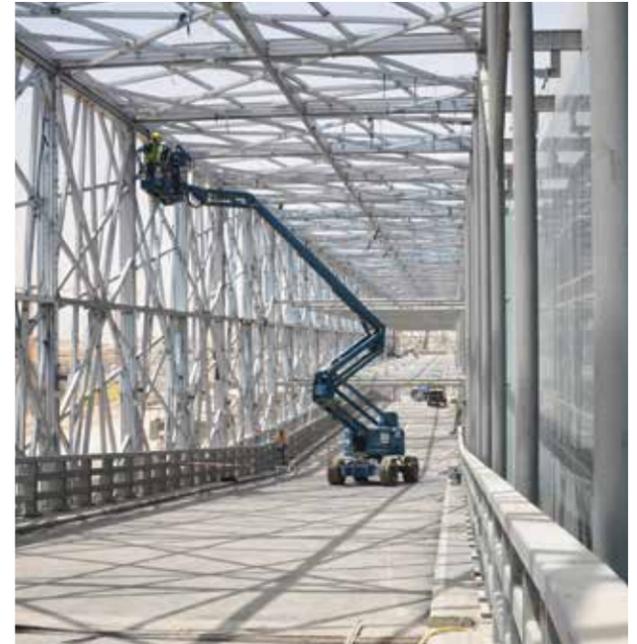
SN: Well we like to say that at Gulf Steel we transform structural steel into art! We are proud to say that the Gulf Steel of today is exceedingly capable of handling the whole cycle of steel works; from engineering, to design, to fabrication and installation. Each of these steps have countless other aspects of work stacked up beneath them and Gulf Steel handles each of them with efficiency and professionalism.

TSE: Tell us a bit about these aspects of steel work..

SN: In a project, the engineering aspect alone has overall design, connection design, coordination with architects & MEP people, the issuing of shop drawings and the development of fabrication and erection drawings. We deal with all of this. Another area is procurement. We have seen a huge growth in our vendor list and we are now dealing with major steel mills, not only in the Gulf, but also from far East and Europe. Then there's the fabrication aspect where we have improved our capacity. Now we are capable of dealing with tonnage up to 850, here at our factory. We utilize our manpower and our CNC machines, rely on the skills of our designers, certified inspectors, qualified fitters and welders to turn out complex work. Gulf Steel has a proud tradition of seeking third party endorsement for safety over and above our own inspectors. These are the kinds of fabrication level standards and capacities we have that have attracted major clients to work with us.

TSE: Major clients like who? Give us a few examples of some projects.

SN: Qatar Rail's Green Line, Qatar National Museum's iconic building, Msheireb Properties' very complex conical columns and other steel works, Hamad International Airport, Lekhwiya Stadium – these are just a passing glance at some of our work. To complete the aspects of work there is the finishing that includes surface treatments, painting etc. and then of course the critical aspect of erecting the steel – all this happens before final handover and Gulf Steel deals with all of it.





The Future

Commenting on the future plans of the company AEB focused on Gulf Steel's ambitions.

AEB: We have ambitions to grow beyond the boundaries of our factory. We are pursuing the development of partnerships and joint ventures which will enable us to tackle far larger projects. We have Saudi and Europe based fabricators with excellent profiles who are on board with us and working collaboratively already. We will expand and grow these relationships to be able to win big ticket projects. We are also launching some plans to introduce some structural steel related products to the market. Our eyes are on high value products that the building sector of this country needs. Another area we are looking into, is getting products that offer good environmental solutions to the construction industry. Parallel to all this we will continue to focus on our internal and external resources and relationships. In an industry like ours, one has to constantly keep up with new technology and keep attracting people with high caliber skills. This mindset has served Gulf Steel well in the decade that has gone by and we will continue to employ the strengths of this strategy for the future too.

Congratulations Gulf Steel – Your extended Salam family is proud of you!

Breaking News Continued from Page 1

BREAKING NEWS



ABU DHABI

In the third quarter of 2015 we won a variety of projects. Among them are the supply and installation projects for play equipment for Abu Dhabi International Private School, rubber flooring at, Phase 04, Parks – MBZ for Abu Dhabi Municipality, rubber cushion at play areas for a Jumeirah Beach Residence Dubai, gym flooring for Mafraq Hotel, Abu Dhabi, office furniture for Omnix International L.L.C., Dubai, furniture for Shaam Hospital, Ras Al Khaimah, safety flooring for Splash N Play, Dubai and the supply and installation of artificial grass and acrylic sports flooring for Virginia International School, Abu Dhabi.

In the third quarter of 2015 we also completed a variety of projects. Among them are: a project for supply and installation of rubber flooring, artificial turf, acrylic play equipment, safety and sports flooring for ADEC, Phase 05, Boys & Girls Schools, Al Falah, Abu Dhabi. Other completed office furniture projects include one for the Department of Transport, United Arab Emirates University in Al Ain and the Centre of Waste Management Abu Dhabi (TADWEER), Western Region and Al Ain Branches.

We also completed the supply and installation of children play equipment in Old Town Island, Dubai, furniture, fittings and equipment for Gayathi Community Hospital, Western Region, desks accessories for Injazat and fit out works for the Robert Bird Group, Dubai.



BAHRAIN

Among the major projects won in the third quarter are an order of supply & installation of furniture by Tamkeen – Bahrain Chamber of Commerce Industry in Kingdom of Bahrain. We also won yet another order for supply & installation of furniture for Ministry of Social Development – Princess Sabikah Center Project in Kingdom of Bahrain.

In the flooring sector we have been awarded an order for supply and installation of carpet tiles for Jimmie Building Maintenance Construction in Bahrain and an order of supply & replacement of PVC flooring for General Organization for Youth – Isa Sports City Project, again in Bahrain. We also bagged orders for supply & installation of carpet tiles for Trust International Insurance & Re-Insurance Company in Kingdom of Bahrain.



In the commercial / hospitality sector we won orders for supply & installation of furniture for Madaien, for Akbari Architects Project and for Trust International Insurance & Reinsurance Company in the Kingdom of Bahrain.



STREAM

In the third quarter we bagged a project from Galaxy Construction & Trading for roads & construction work in the North of New Salata (Zone 40) our teams will be handling the full Street Lighting & Earthing Systems in this project.





Mr. AbdulSalam Abu Issa

From Shakespeare who told yesterday's world that 'action is eloquence', right through to Nike who tells today's world to 'Just do it', the messaging around us is clear. "Time is a precious resource that is in short supply. So make a plan and keep going. Non-stop!" Be it in the business world or our homes, with so much happening, seemingly so soon, there is that sense that we must either become part of the frenzy or get left behind. The rallying call around us is 'don't just stand there - do something.'

Now, at SILL we believe in that; to a point. We don't stand idle while the market changes. We don't bury our heads in the sand when the economy of the world takes a hit. We don't ignore the ways in which our customers, their preferences or expectations change. In all those scenarios and in countless others, when action is called for we take it. But we also have another side to us. There are times when we like to deliberately turn things around, so we can look at things from a new perspective. Since business realities around us change everyday, we are deeply committed to not just standing there but doing something. But on and off, we also like remind ourselves "not to just do things but to stand there!"; never aimlessly and always with a purpose. We believe there are times when we must stop, recollect and assess, because that's how we can ensure we are on the right track!

A few issues ago we shared with our TSF readers, the plans we are making to prepare for the future. We talked about how we were going to spend some time and energy on shifting the focus from the market to ourselves. Our goal was to be better prepared, and equipped in terms of our skills, our resources, and our synergies. In this edition I would like to stop, recollect and assess and share some of the progress we have made, pointing to an example from each of these areas.

To begin with our resources, I have no doubt that you are aware of the ERP drive that we launched in order to equip ourselves and strengthen our operations. If we are to recollect what we set out to do, our goal was to develop a solution that will make all our lives easier and smoother, while positioning us to yield greater results through improved efficiencies. We wanted to access a far greater level of business intelligence to assist our analysis, bringing an unprecedented level of productivity into multiple aspects of our work life from Sales to Marketing, Finance, Sourcing, Procurement, Receiving and Distribution, to mention a few. We wanted a solution that will provide SILL with a real-time end-to-end view of core business processes that we can use to effectively monitor, manage, migrate, and market our businesses.

So how are we doing on that score? I am pleased to tell you that the initial batch of SILL companies that were brought into our ERP initiative will be utilising the ERP solution from the end of this year. Is there anything we can pick up from stopping for a moment, recollecting our goals and assessing where we stand in our ERP? Certainly. Due to the complexity associated with some of

DEPUTY COO MESSAGE

STOP. RECOLLECT. ASSESS

In a fast-paced world that idealises action, asking someone to stop, recollect and assess might seem like bad advice. As individuals, as families or organizations, we are familiar with that almost imperceptible pressure around us to be part of endless cycles of action.

SILL's businesses we encountered certain delays. We also faced some challenges associated with data availability. This is something we are determined to avoid when we take the next step. By the beginning of October 2015, we will start the process of bringing our retail companies on board with the ERP. During the 12 months it will take to complete this process, our retail sector will be called on to cooperate at the highest level and invest wisely and well in the ERP solution that is being built on our behalf. The ease of our business operations in the future will depend on what we put into the solution today. So that's a crucial take-away from our stop-recollect and assess.

To move on to synergies; over the past months SILL has seen a certain measure of reorganization taking place within our portfolio of businesses. We have worked hard at ensuring that adjacent competencies are provided the best opportunity to benefit and flourish in the market. Thus, a goal of ours was to merge some of our business divisions to increase efficiencies and minimise a duplication of roles. The centralising of our assets in this manner has sharpened our capabilities in the market. For instance, our Contracting Sector is now reorganised intuitively into distinct contracting & interior functions. Stream Industrial Engineering has also clearer functions, with contracting & engineering emerging as distinct areas of operation. Not only do these changes make intuitive sense but they have also boosted capabilities to serve the market in a logical, cohesive, synergistic manner.

To conclude with an area that gives me a great sense of pride; you will remember that one of our goals was to look inward in order to grow outward. A very crucial part of that goal was to look within SILL and develop the skill our people to rise up and take on newer, higher roles. How did we do in that? I am very happy to tell you that over the course of this year, our own people have filled some key positions within the company. While we have brought in some new talent from out, what gives our management the greatest joy is to see our people rise from within the ranks. It is also heartening to see how those who have come up through the company are using their experience and expertise positively, to not only contribute at higher levels but to also inspire those around them. The value of developing our own people has been proven time and again at SILL. Through initiatives like our future

Leaders Programme, or by simply spotting talent and developing it internally, we have seen the success of individuals and thereby the success of SILL as a whole. So we are certainly on the right track in our HR approach, which first and foremost looks for talent within. And when we find it we have no hesitation in developing it. This has served us well in the past and we are certain it will in the future.

Revisiting goals is as vital as setting them. Recollecting what we set out to do, is as important as getting it done. Assessing how much we have achieved and being instructed by it, is what will make us experienced; experienced at life and experienced at business. So as unusual as the advice seems, do take time on and off to stop, recollect and assess. It is certainly worth the while.





1. GIVE YOUR WORK MEANING

Work consumes at least one-third of your life, and half your waking hours. It can and ought to be more than a means to an end. Even a small connection to the people who benefit from your work not only improves productivity, it makes people happier.



2. TRUST PEOPLE

Be transparent and honest with your people, and give them a voice in how things work. If you're a small company or even a large one, regularly ask your employees what they would change to make things better, or what they would change if it was their company. Because that's how you want them to behave – as if it were their company.

3. HIRE ONLY PEOPLE WHO ARE BETTER THAN YOU

Organisations often act as if filling jobs quickly is more important than filling jobs with the best people. But it is an error ever to compromise on hiring quality. A bad hire is toxic, not only destroying their own performance, but also dragging down the performance, morale and energy of those around them. Hire wisely, set standards in advance, never compromise, and periodically check if your new hires are better than your old ones. If they're not, stop hiring until you find better people.



4. FOCUS ON YOUR ABSOLUTE WORST AND BEST EMPLOYEES

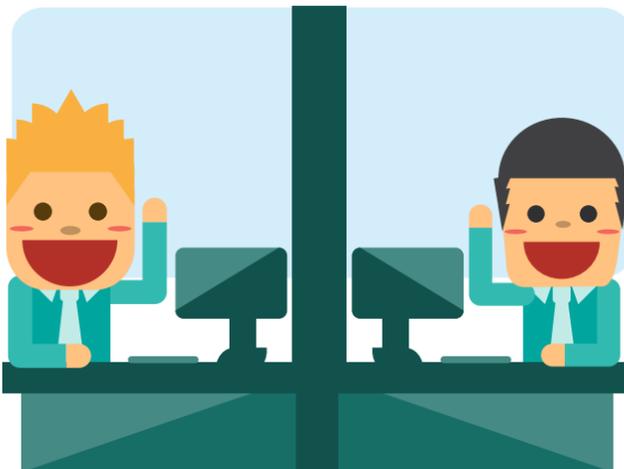
Put your best people under a microscope. Through a combination of circumstance, skill and grit, they have figured out how to excel. Identify not just your best all-round athletes, but the best specialists. Don't find the best salesperson; find the person who sells best to new accounts of a certain size. Then use them as exemplars for others, and also as teachers. If you're exposed to one of these people as a co-worker, observe them closely, pepper them with questions, and use the opportunity to suck every bit of knowledge out of them. At the same time, have compassion for your worst performers. If you're getting hiring right, most of those who struggle do so because you've put them in the wrong role, not because they are inept. Help them to learn or to find new roles. But if that fails, exit them immediately. It's not mercy to keep them around – they'll be happier in an environment where they aren't the worst performers.



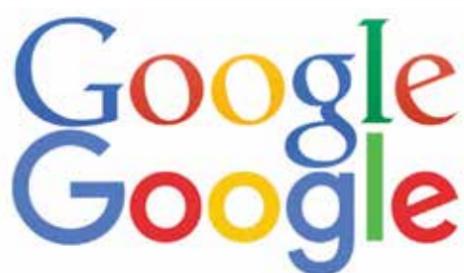
5. BE FRUGAL AND GENEROUS

Save your big cheques for the times when your people are most in need. Your generosity will have the most impact when someone needs emergency medical attention or when families are welcoming new members. This is true even for the smallest company. My father founded an engineering firm that he led for over three decades. He cared deeply for each of his people. When any of his team reached five years in tenure, he took them aside and told them that the company had a pension plan, and at five years they were fully vested in it.

In addition to whatever they'd been saving, he had also been putting money aside for each of them. Some cheered, some cried, some simply thanked him. He didn't tell people earlier than that because he didn't want them to stay for the money. He wanted them to stay because they loved building things and loved the team.



This article was adapted from *Work Rules! Insights From Inside Google That Will Transform How You Live And Lead* by Laszlo Bock.



Sometimes well known companies spend loads of money to make things that look like simple changes. With its 17 year history and as one of the most popular brands in the universe, one might think that Google had absolutely no reason to try and change. But that's where many are wrong. Google is renown for its innovation and always staying ahead of the game. Here are a few reasons that led to Google spending a massive amount of money to make a logo change.

WHY DID GOOGLE CHANGE THEIR LOGO?

1. ATTENTION

Google likes to keep the market focused on itself. Losing people's attention is bad for business so with this change Google created some waves and got people talking about them all over again.

2. ACCESSIBILITY

While the Serif Wordmark font has been Google's font of choice the new change to a sans serif typeface. Is that really a big deal? Yes! Because with the new font and small tweaks Google has ensured that its new logo offers more legibility than the old font it had. As a result of the change the new logo reads well not just on a 2.5 inch Android Wear smartwatch, but also on a 50-inch television!

3. KEEPING IT FUN

Google enthusiasts will see that the new logo is animated. Was that needed? Yes for no other reason than to live out one of Google's key brand values: fun! Google likes

to project itself as a fun brand. For instance while doing a voice search, the Google logo will morph from 'Google' into the dots and undulate like water in anticipation of a query. As you start speaking, the dots will become like an equalizer, reacting to the sound of vocalizations. Just when you are done talking, the waveform will become dots again and spin as Google looks up for results. As soon as you have an answer from Google, the dots will return back to their normal self- Google.

4. TRANSITION

Many may feel that the logo change is a quest for beautification by Google. But that's not all it is. Actually the logo change represents Google's transition. The change in logo is not just a superficial one. The animation in the voice search represents movement. It defines Google's belief that it is not merely a search engine, but a platform that offers a lot more. It is building a self-driving car, and beaming internet through balloons, and it is not just about relatively simple interactions like searching for the meaning of a word.

SIIL STEPS FORWARD AS GOLD SPONSOR FOR PHOTOGRAPHY EVENT

SIIL is proud of its connections to the art of photography. Beginning from our Founder's love for the art SIIL has continued to support photography and is a passionate believer in fostering talent in the field.

In celebration of the 117th Independence Day of the Philippines the United Filipino Organizations in Qatar (UFOQ), initiated a photography contest. Needing sponsorship support UFOQ approached us and we stepped forward as the Gold Sponsor of the event.

The "On the Spot Photo Contest" was organized by PLQ, Pinoy Lente Qatar. The event was held on the 12th of June, 2015 at the Sheraton Hotel Doha. SIIL took the extra step of setting up a photo-booth at the location, which offered the opportunity for contestants to print photos for free. Many guests used the opportunity to create a memory of the evening and took home a memento of the celebration.



SALAM STORES OMAN L'OREAL TEAM WINS AWARD AT INNOVATION EVENT

From the 30th to the 31st of August 2015 Salam Stores held a special event to celebrate innovation and achievement among the Salam Stores family.

The event took place at the H Hotel in Dubai. In order to encourage high-achievers and acknowledge great performances among Salam Stores team members a number of awards were up for grabs. The Salam Stores Oman's L'Oreal team bagged the Best Growth award by achieving a 28% growth in its market share! Congratulations to them! Representing the management at the innovation event were Aleksy El Skaff (Division Manager), Elie Hamaty (Sales Manager), Jenny Calma (Brand Manager), Costa Kayal (Area Sales Supervisor), Mohamad Ghannam (Trad Marketing Manager), Adnan Al Ajmi (Key Account Executive), and Ziad Akkawi (Key Account Executive).



SALAM STORES QATAR SUPPORTS TALENTED QATARI ARTIST NOOR ABUISSA

Salam Stores is proud to have supported young and talented Qatari artist Noor Abuissa for the launch of her beautiful scarf collection “Art On Fashion” on Thursday, 2nd July at the edgy and modern Doha Fire Station – Artist in Residence.

The ambiance was chic and people could mingle and discover the scarves in an unexpected way with original displays while enjoying refreshments and gourmet snacks from MBCo. A fashion-savvy crowd gathered to congratulate Noor and discover some of the pieces at Salam Stores. Salam Stores is a proud cultivator and supporter of talent.



SALAM FAMILY HOSTS IFTAR CELEBRATIONS



Salam Enterprises Doha held an Iftar Celebration at Grand Hyatt Hotel Qatar



The SIIL family in UAE, which included SSS UAE, Alunasa UAE, Salam Enterprises UAE, enjoyed an Iftar gathering on the 12th of July 2015. The event was held at Habtoor Grand Resort & Spa, Jumeirah Beach.

SALAM STORES OMAN HOSTS IFTAR DINNER

On the 9th of July Salam Oman's team gathered to celebrate the spirit of Ramadan & organized an Iftar get together at Crown Plaza Hotel, Muscat. At the event the management recognized the contribution of the best achievers & motivated the team for the upcoming season. The entire team had a fun filled evening made even more special due to a spot the gift activity and iftar dinner.



SALAM STORES QATAR RETAIL STAFF HOST IFTAR GATHERING

Salam Stores Qatar's Iftar gathering was held on Thursday, 2nd of July at the St-Regis Doha. The event was held to thank the amazing staff and celebrate the accomplishments of today and prepare for the challenges of tomorrow. Our Deputy COO, Mr Abdul Salam graced the occasion with his presence along with his wife. Mr Pierre Khoury, our Managing Director and Mr David Wilkinson, our Retail Director gave a speech to cheer and inspire the crowds. The food was delicious, the ambiance was very intimate and warm and everyone had a good laugh with our raffles and our funny videos. The evening was absolutely enjoyable for all!



SALAM STORES QATAR CELEBRATE GARANGAO

On the 1st & 2nd of July Salam Stores Qatar celebrated the traditional children centered event Garangao. The celebrations took place at The Gate Mall's multipurpose hall. The festivities included many activities which were designed to delight everyone; especially little children! Visitors looking for a little thrill of adventure, enjoyed an amazing 5D Cinema experience. At Café Ceramique a Ramadan corner was set up for the more artistically inclined kids who wanted to try painting and enjoy a bit of popcorn and cotton candy. Canon created a Photo Booth with different characters letting children walk away with a memory of the evening. We also had a story teller to end the night with a good fairy tale. From what Salam Stores heard from our little VIPs and their parents, we had set up the perfect ingredients for a magical night for all.



SALAM ENTERPRISES GROWS ITS SKILLS

Promoting technology usage at a higher level in the workplace, Salam Enterprises Doha recently held a series of workshops to equip its staff. The Sales and Admin teams of the company were invited to participate in a training programme aimed at raising their skill level in utilizing two of the most popular office software programmes. The participants are happy to announce that as a result of the Salam Enterprises Doha initiative, they have successfully completed a training on Advanced Excel and PowerPoint techniques.



EMPLOYEE EXPERIENCE

SAMI NAAL
Salam Plaza Store Supervisor



In this edition of The Salam Experience (TSE) we sit down with one of our high caliber employees. Sami Naal (SN) was recently a contestant for the World's Best Sales Associate Award, securing a place within the top ten.

SN: By the time I joined Salam I already had a very clear impression of the company's reputation. I was very much aware that Salam Stores was one of Qatar's top leaders. That, naturally meant that Salam had many opportunities for aspiring professionals. At that time of my career I was keen on gaining some notable career experience. So I pursued Salam for that reason.

sale story, we must build professional relationships with the customers and last but not least we must have that genuine willingness to go the extra mile for not just our customers but also our organization. All that together is what creates quality in service and performance, which in turn makes for excellent customer service.



TSE: Yes - We can see that you have not only gained good experience but now you are ready to compete at international level for being an excellent Sale's Associate.

SN: This award is given out by the International Group of Department Stores (IGDS). So sales Associates from all over the world apply for it. In my case, I had achieved a considerable amount of sales and we had to submit my figures to the contest. I was happy to be placed 8th in the world.



TSE: That's a commendable performance. So what were your figures?

SN: I had sold 9441 units of merchandise, the value of which was around 7, 780, 732 Qatari Riyal. That resulted in securing a place within the top ten of the world sales for Department Stores.

TSE: What are the best three things about your job?

SN: I have opportunity for development. Everyday I have a chance to learn something new. Then - there's the activity aspect. I get to meet and engage with people. That is something I love as well. And third of course is teamwork. I really value and appreciate the opportunity I get to interact and work together and learn from each other.

TSE: Sami tell us when you joined Salam and in what capacity you serve the Group currently.

SN: I joined Salam on the 13th of March 2005. So this is my 10th Year with the Group.

TSE: So Sami, what's your secret? What did you do to be able to bring in that measure of sales?

SN: For me its all about customer service. And customer service has many facets. We need to have the best

TSE: Did you deliberately pursue joining Salam or was it an opportunity that came your way, which you wanted to try out?

TSE: Let's say you had a few minutes to convince someone to join Salam. Tell us three things you will focus on to convince a professional like yourself to join.

SN: I will talk about the history of Salam because our history shows the longevity of the company. That's a big strong point. Through many changes in retail Salam has kept growing so our history is valuable. The second thing is I will talk about the inspiration behind the Salam brand. Our beginnings were small and that's a great thing. Because what it shows is how we have kept on adding value to our services, growing, expanding, which has resulted in us reaching where we are. That will instill trust in people that Salam is a growing brand. It has always been. And finally I will talk about quality. Salam has a strong and impeccable reputation for representing the highest quality products and brands in the world. So I think this is also a big attraction for anyone who is ambitious and wants to be a true professional in the field.

TSE: Thank you Sami for your time and congratulations again on being on of the top ten in the world!



FUN FACT!

DID YOU KNOW?



One out of four workers today is working for a company in which they have been employed by less than a year.



More than one out of two workers is working for a company that they have worked for - for less than five years.



When students in schools right now finish their education, they will encounter jobs that haven't been invented yet.



These new jobs will use technologies that haven't been invented yet.



The Top Ten, in demand jobs in 2010 did not exist in 2004.

These new technologies will solve problems, we don't yet know anything about!



QUIRKY WORLD RECORDS

- Hans Langseth had the longest beard at a record length of 17 1/2 feet long! When he died, his beard was given to the Smithsonian Institute.
- The longest bout of hiccups lasted 69 years!
- Largest Commercially Available Hamburger Weighing in at 164.8 pounds you can find this monstrosity at Mallie's Sports Grill & Bar in Southgate, Michigan for a hefty \$400.
- The longest movie made lasts 85 hours and is fittingly titled "The Cure for Insomnia."
- The longest recorded flight of a chicken is thirteen seconds.
- The world's Largest Shoe can be found in Turkey standing at 5.5 meters long and 1.83 meters high and it can fit over 30 people within its leathery interior
- The most number of straws stuffed in someone's mouth is 400. Simon Elmore of Germany broke this record in 2009 by holding 400 straws in his mouth for 10 seconds.
- Did you know that there is a world record for seeing how many times you can attempt a world record?!



NEW BIRTHS



Baby girl Ariana Martina, daughter of Mrs. Joy Furugganan, Distribution PRF-Clinique **Salam Stores UAE**



Baby Girl Angela Elizabeth daughter of Mr. Varghese Chandy, Retail - **Salam Stores UAE**



Baby Boy Ahmad Shayaan son of Mr. Abubacker Mohamed Rabee, Services/HO-Purchasing & Logistics **Salam Stores UAE**



Baby Boy Ryan son of Mr. Alaa Tamneh, Legal Manager - Commercial & Contracting Legal Department **SIIL**



Baby Boy Trey Leandrew, son of Mrs. Lovely Licero, Distribution PRF - Clinique **Salam Stores UAE**



Baby Boy Kristofer Gabe, son of Mrs. Karel Anne Ramirez, Retail - Fashion **Salam Stores UAE**



Baby Boy Mohammad Saad son of Mrs. Diamila Disimban, Retail- **Salam Stores UAE**



Baby Boy Mohammad Emad son of Mr. Emad Mohammad Jobran, Accountant **Alunasa UAE**



Baby Boy Omar, son of Mr. Saeed Anbousi, Retail-Al Ain Store **Salam Stores UAE**



Baby Boy Mathew, son of Mirna El Ghoul, Distribution - PRF Clinique **Salam Stores UAE**



Baby Boy Jacob Ernest son of Mrs. Apple Grape Bautista, Distribution - PRF Clinique **Salam Stores UAE**



Baby boy Zayed, son of Mr. Abdul Rehman Abdul Ghafoor, Distribution - Photography **Salam Stores UAE**



Baby Boy Andres Matteo, son of Mrs. Melany Pelaez, Retail Wafi Store **Salam Stores UAE**



Baby Boy Ali Mustafa, son of Mrs. Muna Altaim, Distribution PRF-Estee Lauder **Salam Stores UAE**





MATRIMONY



Congratulations

to Ms. Sujatha Ganasegeran,
Legal Advisor Commercial &
Contracting Legal Department
on her marriage to Prabu.



PROMOTIONS

SALAM STORES UAE



Ms. Roueida Abou Ghaida,
promoted to Department Manager –
Perfumery & Cosmetics



Mr. Shaker Ghanem Shukri Ghanem,
promoted to Supervisor Logistics and
Purchasing Dept.



**Mr. Ayman Hashem Dawoud
Muhsen,** promoted to Department
Supervisor – Al Ain



Mr. Ghaiath Samier Isamel,
promoted to Retail Operations
Manager, Dubai



Mr. Saeed Yassen Anbousi,
promoted to Retail Operations
Manager, Al Ain & Abu Dhabi



Mr. Mustafa Jamil Albachour,
promoted to Mono Brand Store
Manager – Al Ain

SALAM STORES QATAR



Mr. Sami Naal
Promoted as Store Supervisor –
Retail Division.

Congratulations to you
from your extended
Salam Family!



NEW APPONTMENTS

GULF STEEL & ENGINEERING



Engr. Ahmed Omar,
joins us as Technical
Office Engineer.



Engr. Mohamed Naser,
joins us as Project
Manager.



Engr. Ahmed Hady,
joins us as Senior
Technical Office Engineer.



Ms. Sruti Praveen,
joins us as Cost Control
Officer.

STREAM



Mr. Anees M. Abdulasis,
joins us as Draftsman.



**Mr. Gbenga Joshua
Ajewole,**
joins us as Safety Officer.



**Mr. Chibuike Michael
Umeanyika,**
joins us as Safety Officer.



Mr. Prasob P Mathew,
joins us as Project
Manager.



Mr. Atef Ezzat Ali Ragab,
joins us as Electrical Sales
Engineer.



**Mr. Anand Mohan
Puravoor,**
joins us as QA/QC
Engineer.



Mr. Binesh Balakrishnan,
joins us as Document
Controller.



Mr. Sery Soussou,
joins us as Deputy General
Manager.



Mr. Fabio Aoun,
joins us as Operations
Manager.



**Mr. Sajas Thalathil
Kottammal,**
joins us as Document
Controller.



**Mr. Ryan Kristus
Conception,**
joins us as Safety Officer.



Mr. Richard Jamili,
joins us as Safety Officer.



Mr. Naveen Diggai,
joins us as MEP Chief
Estimator.



Mr. Mohamed Muzammil,
joins us as Electrical Site
Engineer.



Mr. Sabeer Javad,
joins us as Document
Controller.



Mr. Melchor Akut,
joins us as Mechanical
Site Engineer.



**Ms. Kathleen Michelle
C. Reyes,** joins us as
Executive Secretary.



Ms. Jeana Lyn Batiacila,
joins us as Receptionist.



Mr. Mohamed Faisel,
joins us as Draftsman.



Mr. Mohamed Thameem,
joins us as Autocad
Draftsman.



Ms. Amira Al Kuzli,
joins us as Electrical
Engineer.



Mr. Ahmed Haredy, joins
us as Sr. Project Engineer.



Mr. Ruel Reyes, Joins
us as Electrical Project
Engineer.

SALAM ENTERPRISES BAHRAIN



Mr. Sony Varghese,
joins us as Interior
Designer.

SALAM ENTERPRISES ABU DHABI



Mr. Gautam Bhargava,
joins us as Key Account
Manager, Healthcare
Division.



Mr. Ahmed Samir,
joins us, as Key Account
Manager, Sports Division.

SALAM ENTERPRISES DUBAI



Mr. Sijo Jose,
joins us, as
Key Account Manager,
Furniture & Fit-out Division.

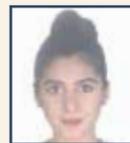


Mr. Mohammad Younis,
Sales Executive, Furniture &
Fit-out Division.



Mr. Lucas Leao,
joins us as Key Account
Manager, Sports Division.

SALAM STORES UAE



Ms. Leen Abdel-Nour,
joins us as Ladies'
Contemporary Buyer,
retail Fasion.



**Mr. Wesam Hasan
Alsaleh,** joins us as
Accounts Coordinator –
Estee Lauder/Tom Ford/
Aramis, Distribution
Perfume.



**Mr. Mazen Adnan Abou
Jamous,** joins us as Sales
& Education Executive
– Clinique, Distribution
Perfume.

SALAM STORES QATAR



**Mr. Michael Terence
Cockcroft,**
joins as Business Analysis
Manager – Retail &
Distribution Division.



Ms. Joumana Bou Haidar,
joins as Division Manager –
Bvlgari Group, Perfumes &
Cosmetics Division.

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

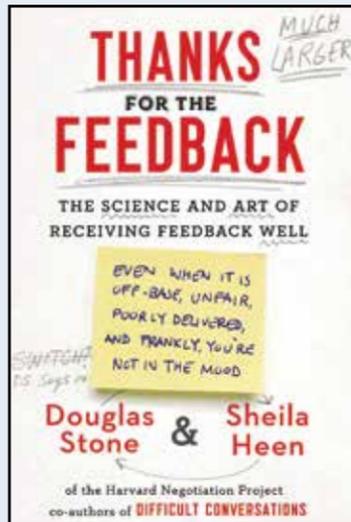


Cartoon Corner



“He’s right! When you look at it that way, it’s not so bad”

BOOK REVIEW



Thanks for the Feedback: The Science and Art of Receiving Feedback Well by Douglas Stone & Sheila Heen

We swim in an ocean of feedback. Bosses, colleagues, customers—but also family, friends, and in-laws—they all have “suggestions” for our performance, parenting, or appearance. We know that feedback is essential for healthy relationships and professional development—but we dread it and often dismiss it.

That’s because receiving feedback sits at the junction of two conflicting human desires. We do want to learn and grow. And we also want to be accepted just as we are right now. Thanks for the Feedback is the first book to address this tension head on. It explains why getting feedback is so crucial yet so challenging, and offers a powerful framework to help us take on life’s blizzard of off-hand comments, annual evaluations, and unsolicited advice with curiosity and grace.

Co-authors of the international bestseller *Difficult Conversations*, Stone and Heen have spent the last ten years working with businesses, nonprofits, governments, and families to determine what helps us learn and what gets in our way. In this book the authors approach the topic with humor and clarity, they blend the latest insights from neuroscience and psychology with practical, hard-headed advice.

SUDOKU

Fill in the blanks so that each row, each column, and each of the nine 3x3 grids contain one instance of each of the numbers 1 through 9. Let’s see how fast you solve this challenge.

		9	6	4	2	3		
		6				4		
		7	8				5	6
				2	7	1		
4	5	8	1					
3					2			
	8				1			
	7			5	9	1	4	

MENA IN INFORGRAPHICS

Do you get easily distracted at work? A recent survey by Bayt.com has revealed that 6 out of 10 MENA employees are affected by distraction. Here are a few infographics to show you what’s distracting people at work in the MENA region.

A Professional's Wish-List to Eliminate distraction

Based on what professionals in the region want, management can introduce the following changes in order to reduce distraction at work

30% More professional work environment

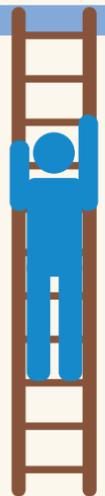
23% Better work/life balance

21% More challenging work

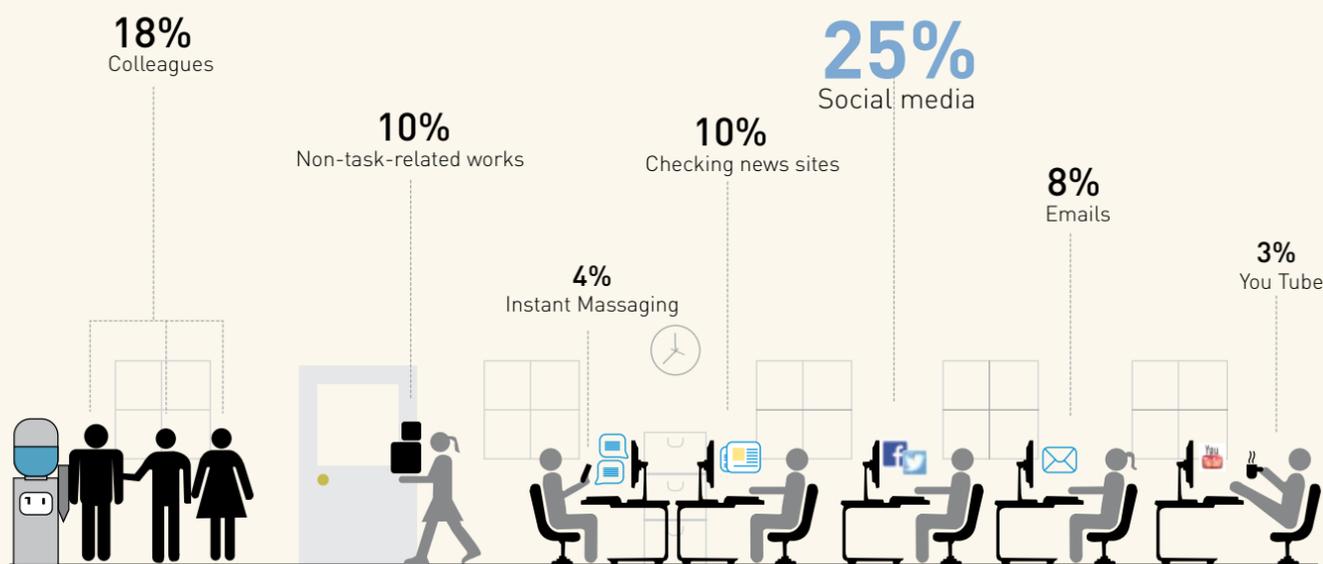
14% Higher salary

7% More diverse work

4% Better physical workspace



Top Distractions at work



22% say all of the above!