



4th Quarter 2015

# THE SALAM EXPERIENCE

**SALAM HOSPITALITY  
CELEBRATES  
1<sup>ST</sup> YEAR OF EATOPIA**

**WELCOME TO KANREKI  
OUR ORACLE RETAIL  
SOLUTION**

HMC Launches Kulluna  
Campaign at The Gate Mall

**THE UPSIDE OF  
A DOWNTURN**

(DCOO Message)



The Construction Division of Salam Enterprises LLC - Dubai is delighted to announce the successful execution of a project to supply Rebar Couplers for the mechanical connection of reinforcing steel bars in concrete structures for Sharjah's Khorfakkan Road and Tunnels project.

We have also signed contracts for supply of Cast-in Channel system for the fixing precast cladding for the Al Ain Al Ahlia Hotel Project in Dubai. Another project we have secured is the fixing of conveyor belts, shelves, installing of cable trays and pipe supports for the Power Network Upgrade Project at all ADCO Fields. We also bagged a project for the main roads of Al Sajaa Industrial Area Project in Sharjah, where we executed supply of Lifting System for precast concrete element.

### ANCHORING STRENGTH

We are proudly supplying our Mechanical Anchors to the following projects in Dubai : Al Habtoor City Project, Executive Suite Hotel and Residential Building Project in Down Town Dubai, The Pad Project at Business Bay and Dubai Mall Extension Project Apart from this, we have been contracted to supply Chemical Anchors in the below projects: Al Ain Hospital Project in Abu Dhabi, Najmat Residential Building in Abu Dhabi and Legoland Project in Dubai.



### REGIONAL STRIDES

We are moving forward in Doha through our contracts in prestigious projects like the Green Line Underground Metro Project and the Lusail Marina Project, wherein we executed the supply of Lifting Systems for precast concrete elements.

We also bagged a project form Qatar's Internal Security Forces. We are handling some work for the Internal Security Forces Camp in Doha and supplying Fixing System for precast concrete cladding.



### FLOOD OF SUCCESS

We have successfully executed the following projects within UAE. To begin with we have handled the Delivery of water disinfection systems of various capacities to a series of Awqaf Mosques in Al Ain.

We were also able to complete a project to supply a 20 M<sup>3</sup>/Hr water softening & filtration system, along with water cooling, to Universal Cheese Factory in Sharjah. IN addition to the above we completed the delivery of a 15 M<sup>3</sup>/Hr water demineralization (DI) system to one of the biggest aluminum factories in Abu Dhabi - White Aluminum.



### MASTERING MINISTRY PROJECTS

We are glad to announce that we have been awarded an order of supply & installation of furniture for General Organization for Youth - Nabi Saleh Sports City during this quarter. This is a government led project.

We are also assisting a government ministry and were awarded another order for supply & installation of Wallpaper, Carpet & Gym Flooring for Muharraq Sport Club.

### FABULOUS FLOORING

We have been awarded an order for supply and installation of carpet tiles for a project titled The Kuwaiti Manager Construction. We have also been awarded supply & installation of flooring for Shireen Villa at Saar Center.

### WIDENING OUR COMMERCIAL/ HOSPITALITY SUCCESS PORTFOLIO

During the 4th quarter of 2015 we won another orders for supply & installation of furniture for Hannover. We also won the orders for supply & installation of furniture for Behzad Group.

Additionally we received an order for supply & installation of furniture for Exceed IT Services & Training. And finally we secured the 3rd big telecom Industry order this year for supply & installation of furniture for Batelco.



### HELPING HEALTHCARE

During this final quarter of the year we received an order for supply & installation of medical furniture for Royal Commission Hospital. Based on the successful reputation we have in the region we received another order for supply & installation of medical furniture for a project located within King Abdulla Medical City.



### SHINING ACHIEVEMENTS

Stream is happy to highlight a new, completed project during this quarter. We were awarded the MEP works for a Premium Villa in West Bay Doha. The project was completed to the satisfaction of our client Hisham Bin Saleh Al-Hamad Al-Mana.

### HIGHLIGHTS OFF THE HIGHWAY

Stream Industrial and Engineering has won the opportunity to contribute to the Lusail Expressway Project. We will soon be supplying and installing overhead cranes for the expressway and we look forward to completing the project in the new year.

### SAILING TOWARDS SUCCESS

Stream Industrial and Engineering won some works for the New Port Project. We will assist the development of the New Port's NPP/0026 Container Terminal Infrastructure and Utility Building.

### WORKING THINGS OUT FOR WORKSHOPS

Stream Industrial and Engineering's services have been retained for the supply of Demister Pads for the distillers of RAF B, B2 & A1. The project will see us supply power and control cables for submersible pumps of various capacities for workshops.



### A SPARKLING NEW FIVE-YEAR CONTRACT FROM QP

We are delighted to share that we won a five year contract with Qatar Gas to offer technical support for Rockwell Automation Products. We will assist by providing support for Control Systems, PLC's, HMI's, Workstations, VFD's installed in Qatar Gas facilities such as their Common Sulphur plant, QG-3&4, Ras Laffan Refinery, Ras Laffan terminal operations & some offshore locations.

### WINNING LONG-TERM CONTRACTS

We have just bagged another five year contract with Total E&P. The contract gave us an opening to supply Corrosion Inhibitors for five years through our business partner NALCO-Champion.



# Editor's Corner

**Sara Abu Issa**  
Manager, Corporate Communications

Dear Family & Friends of Salam,

This Salam Experience marks the last edition of 2015. It may also be the final edition our company newsletter that will reach you in this shape and form. We are currently gathering feedback from our readers, family and friends and we will soon begin the development of a fresh, new look for TSE.

If you are invited to take part in our ongoing survey, please share your feedback with us as readers. After all this is your newsletter and we like to hear from you.

Confirming that SIIL considers the health and well being of our staff to be a top priority, the final quarter of 2015 had a number of noteworthy campaigns, activities and events related to the promotion of good health and the maintenance of an active lifestyle.

The Gate Mall took the lead in supporting significant national campaigns for health, from raising awareness on breast cancer right through to Hamad Medical Corporation's Kulluna campaign which aspires to uphold health and safety for all.

A quick glance back at 2015 will result in some saying it was tough year, during which a slowdown in Qatar was visible. However, at SIIL we can gladly say that we had an active year during which we clocked in some noteworthy achievements.

We hosted a key Partnership event with Belgian companies, which incidentally coincided with our Chairman and CEO receiving a honorary title from the king of the Belgians. One of our companies - Gulf Steel celebrated 10 years in operation while Eatopia celebrated its first year, and our list can keep going on. No matter the challenges around us at Salam we kept going. We celebrated milestones, we adjusted to new realities and we prepared ourselves to rise up and meet a fresh new year.

So as we take on 2016, let's keep up the same spirit and reach for greater heights.

My warm good wishes to each of you and your families!

Editor

## HAPPENINGS



# SALAM STORES STAFF ACQUIRE NEW SKILLS

Salam Stores UAE is deeply committed to growing the skills of our staff members - not only so that our customers are served better, but also so that our staff take pride in their own performances. Hence, at Salam Stores we have organized and hosted multiple special training programs that benefit our people. One such program was hosted by us in October 2015. Beginning from the 6th of October, Salam Stores conducted a Fashion training programme that covered a wide range of topics.

The topics included Fabrics, Basic Alteration, Suit, Shirt & Ties, Leather, Shoes and Bags. Among the participants were Salam Stores retail staff from all across our outlets in the UAE from Dubai and Abu Dhabi right through to Al Ain. In order to ensure personalized attention to those being trained the first batch of participants were drawn from Dubai's Wafi Showroom Outlet Mall, Mirdif - Fashion, and from our Boutiques such as Escada, Corneliani, Love Moschino and Kido. The next batch will include staff from our Abu Dhabi Showroom, YAS Mall Boutiques in the likes of Love Moschino, Armani Jeans & Versus and staff from our Al Ain Showroom & Boutiques including Love Moschino, Armani Jeans & Class Cavalli. The participants who are benefitting from the training include Retail Sales Supervisors & Sales Associates. Salam Stores UAE looks forward to a prosperous 2016!



# SALAM STORES AND MALL OF QATAR UNVEIL A NEW UPSCALE LUXURY DEPARTMENT STORE

We are thrilled to share with our extended Salam family that Salam Stores Qatar has recently inked a deal where we will lead the way to bring a wide range of leading international fashion brands to Mall of Qatar. The Mall of Qatar is poised to be the country's largest leisure, entertainment and shopping complex. The signing ceremony for this agreement was completed in October 2015 at the site office of the Mall of Qatar in the presence of Mr. Shem Krey, Managing Director, Mall of Qatar, Mr. Rony Mourani, General Manager of the Mall of Qatar. Salam Stores was represented by our Deputy COO Mr. AbdulSalam Abu-Issa.

Under the agreement we will lease three floors at the Mall of Qatar consisting of more than eight thousand square meters to showcase a wide array of leading international brands that will join Mall of Qatar's select merchandise mix. The Salam Stores floors will also feature a contemporary Café and a lounge area, dedicated children's department and the assistance of personal shoppers to complete the ultimate retail therapy experience which will set the mood for sheer comfort & indulgence. Our Deputy COO had this to say about

the venture; "Salam Stores is glad to be entering into this agreement with the Mall of Qatar. It will be a pleasure for us to unite our strengths and the legacy of the Salam Stores brand in the region with the distinctiveness and aspirations of the Mall of Qatar. With the opening of this store at Mall of Qatar, we look forward to bringing a wide variety of haute couture and luxury lines under one roof. Our focus overall is to contribute through this agreement, to the class and quality of Qatar's upscale retail experiences."



## SALAM STORES CELEBRATES WITH FALL WINTER 2015 CAMPAIGN RAFFLE DRAW WINNERS

Salam Stores Qatar celebrated with the delighted winners of our Fall Winter 2015 Campaign's raffle draw. The draw took place on the 19th of November 2015 at 10:30 a.m. at Ladies Wear area on the ground floor of Salam Plaza. The four lucky winners walked away with spectacular trips that allow them to enjoy four of the world's top fashion capitals Milan, Paris, London and New York. Present at the draw were Ms. Bettina Alqubaj along with a Ministry Representative.



## SALAM'S PROCTER & GAMBLE STAFF TAKE ON A TEAM BUILDING ACTIVITY

Salam Store's Procter & Gamble team participated in a fun filled team building exercise. The event was designed to hone staff skills related to performing together as a team and formed a year end event to wrap up an energetic quarter. The 19th of November 2015 kicked off with a training programme on D&G's Royal Night from 10 a.m. to 1 p.m. at Doha's La Cigale Hotel. The day was extended to include the team building activity from took place from 8 p. m. to 1 a.m. at Doha's Ritz Carlton hotel. The programmes drew the entire P&G staff team stationed in Doha.



# 4U CELEBRATES BREAST CANCER AWARENESS MONTH WITH "PINK TOGETHER" CHARITY DINNER & FASHION SHOW

"Pink Together" is an annual initiative of 4U. We launched it in 2013 to commemorate Breast Cancer Awareness month. In 2015, as part of that continuing tradition, on the 6th of October 4U hosted a charity dinner and a fashion show.

October is the official Breast Cancer Awareness Month (BCAM), an annual international health campaign organised by major breast cancer charities every October to increase awareness of the disease and to raise funds for research into its cause, prevention, diagnosis, treatment and cure. So 4U, in association with Grand Hyatt Doha, Qatar Cancer Society and QMIN magazine, threw our support behind the BCAM effort and scheduled our annual Pink Together event during October. The charity dinner we organized was centered on fashion. An exclusive fashion show and an auction of fabulous fashion and beauty items was planned to help us raise funds, which will be donated to Qatar's Cancer Society. Our Pink Together charity dinner was supported by International Bank of Qatar who extended us their sponsorship. Eclipse, Fanilla Couture, La Boutique Blanche, La Tache Bobo, Per Lei Couture, Bespoke Eyelashes, Dot Beauty, Dream Machine, Evolve and Marriot Doha who assisted in various ways.



# DGMU INTERNATIONAL HOLDS BEAUTY EVENT

Dolce & Gabbana Make up (DGMU) recently spearheaded a series of international beauty events under the Salam Stores banner. Under the expert eye of the internationally renowned makeup artist, Italy's Max Della Maggesa, the DGMU team invited Paris Gallery customers to enjoy a series of exceptional demonstrations. The events were organized beside the DGMU counter with live make-up applications and personal consultations with Mr. Max Della Maggesa. He is one of DG's top make up experts and is a celebrated artist with countless accolade in the makeup industry. The beauty events were spread over four days. On the 31st of October to the 1st of November the sessions took place at Paris Gallery at Ezdan Mall. On the 2nd of November the location was Wojooh at Villaggio. Mr. Max Della Maggesa also conducted a training programme for Paris Gallery beauty advisors.



# SALAM STORES

## HOSTS FIRST BLOGGER EVENT IN DOHA WITH SONDOS AL QATTAN

On the 2nd October 2015 Estee Lauder brought Kuwait's renowned beauty expert and blogger Sondos Al Qattan in for a meet and greet event at The Gate Mall. VIP customers of Salam Stores and particularly Estee Lauder fans had a chance to secure a personal consultation with Sondos. Plenty of customers also used the opportunity to walk away with a selfie picture of themselves alongside the blogging star. Salam Stores is pleased to share that the event was a huge success. Present at the blogger event with Sondos Al Qattan were Jennifer Ogilvie, Marketing Manager - Middle East - Estée Lauder, Ahmed Kassem, Brand Manager - Salam Estee Lauder Group, Waleed Elmasry, Brand Supervisor, Jinane El Hage, 4U Regional Manager, Chadia Masloun, Showroom Manager and Treldy Averia, Marketing Manager PE Division.



On the 30th of September our partners the Inter Parfum Group (IPG) led a second semester training with a special focus on brands from France & USA. The training took place at Doha's Hilton Hotel. The programme filled an entire day and was a wonderful opportunity to make many exciting discoveries. As part of the activities scheduled for the training were a number of introductions to new fragrances. Participants enjoyed the new launches of Montblanc's Lady Emblem and Jimmy Choo's Illicit. These 2nd Semester major launches were highlighted among other new lines that were making their debut. The event was led by Training Manager - Mr. Charbel Saad, Brand Manager - Mr. Mohd Saad and PE Marketing Manager - Ms. Treldy Averia. Among the participants were all exclusive IPG staff and a number of our other partners.



# INTER PARFUM GROUP CONDUCTS SECOND SEMESTER TRAINING

# JAPANESE SKINCARE EXPERTS TREAT 4U CUSTOMERS

For Shiseido, Beauty is Everything. The brand has always claimed one philosophy and one vocation, which is beauty. On the 11th of November 2015 4U customers at City Centre were in for a real treat. At the hands of Shiseido's Japanese skincare experts our customers were given a fully authentic beauty spa experience. Going beyond a facial treatment, Shiseido offered 4U customers the opportunity to revel in a true Japanese Beauty Ritual with a choice of one of the following results driven, truly decadent treatment experiences: Purifying treatment, Hydro Perfecting Facial, Ultimate Radiance Facial, Wrinkle Resist Facial and a Future Solution LX Facial Ceremony. The unique event was led by Saori Umebayashi, Shiseido's Regional Skincare Specialist and Ikuko Shimada a Japanese Skincare Expert.



# SALAM STORES CELEBRATES QATAR NATIONAL DAY!

Salam Stores proudly celebrated Qatar National Day 2015! Apart from our in-store celebrations and other events Salam Stores reflected the spirit of the nation even in the collections we carried for the month of December 2015. We had exclusive displays of limited editions from Paul & Shark, TchiTchi Dolls as well as the most anticipated Fanilla Couture special which all added up to form a lovely QND collection to celebrate with the rest of Qatar. Salam Stores had everything to offer our shoppers from women, men and kids to celebrate Qatar in style while enjoying a taste of special Qatar-themed cupcakes. Branded gifts were also handed out to our customers for the occasion."



## SALAM HOSPITALITY CELEBRATES EATOPIA'S

# 1<sup>ST</sup> YEAR ANNIVERSARY



Salam Hospitality was delighted to celebrate the first year anniversary of one of the well-loved jewels in our crown. In the final quarter of 2015, Eatopia turned one! In celebration of that milestone, we hosted an event on the Manhattan Terrace of Eatopia-alfresco style. In keeping with Eatopia's philosophy of living life to the fullest, we blended a number of elements from music, to food, fashion and fun, bringing together friends, family and members of the community to join us in our celebrations! The music enthusiasts among us would be happy to hear that the evening kick off to the beautiful sound of a harpist, followed by a Salam Studio & Stores fashion show. The programme included an amazing performance by a violin duo, and the evening ended

with melodious jazz performed by a local saxophone artist. The General Manager of Eatopia Alan Massouh commented on the first year anniversary "When we set out to create an anchor food venue at the Gate Mall our goal was a dining destination that is different from all other venues in Doha. We wanted to bring our guests closer to their food by engaging them with our chefs. We wanted to create a 'MUST VISIT PLACE' in Doha". It's a thrill for us to have done that and now to be celebrating our first year!

Eatopia believes some things in life are better when shared. So chose to share our evening with others. Look below to find out more on how Eatopia spent its birthday!

## CONNECTING AT QONNECT

QONNECT was a unique social media driven meet up organized by Salam Hospitality. Coinciding with Eatopia's 1st anniversary, Salam hospitality brought in some of Qatar's best-known Social Media personalities This Is Qatar, Labelled.Lulu and Live.Love. Doha along with The Youth Company, and gave them access to share the celebratory evening with their followers. QONNECT was exclusive invitees only event designed to foster connections.

The energetic evening of networking, live-tweeting and connecting had DJ & Live music entertainment, great food, mocktails and special surprises for guests! Apart from guests and the social medialites who brought their enthusiasm and energy to the evening, the event drew in an enthusiastic group of participants who interacted through the evening's celebrations. Our General Manager Alan Massouh had this to say about Qonnect "Through events in the likes of QONNECT, we have been getting the word out on Eatopia. The main focus of QONNECT for us, was to include the local community and stakeholders. We are delighted that through engaging, collective participation QONNECT was a major success. My special thanks go out to This Is Qatar, Labelled.Lulu and Live.Love.Doha,"



# EATOPIA STEPS UP TO SUPPORT BREAST CANCER AWARENESS

Eatopia chose to sponsor breakfast for the Ladies Pink Charity Golf Day a fundraiser aimed at supporting those affected by Breast Cancer. Guardian Wealth Management joined us in sponsoring this event. The event took place at the Doha Golf Club. In the course of planning to host its annual, 'Ladies Pink Charity Golf Day' the Doha Golf Club reached out to Eatopia for support and we were happy to step up. The breakfast we sponsored took place on the 20th of October 2015. All proceeds of the day went directly to the Qatar Cancer Society. The Qatar Cancer Society is dedicated to the prevention and treatment of cancer and Eatopia was really pleased to assist them in their mandate through our sponsorship of this fundraiser.

"We really enjoyed being part of this event. At Eatopia we care about our community and we consider it a privilege to join hands with others who are similar minded in their dedication to serve" said Mr. Alan Massouh General Manager of Salam Hospitality. "We hope to engage more with local stakeholders in the near future to show our support for meaningful events such as this." The funds raised in support of breast cancer on the day reached a substantial amount which will be handed over to Qatar Cancer Society in an official ceremony held by the Doha Golf Club.



# YOUTH COMPANY CELEBRATE WITH US

The Youth Company was also a key member of Eatopia's celebrations. The Youth Company is a grass-rooted organization established in Qatar which leads with a purpose of create social value through empowering the youth in an efficient, effective and sustainable manner. They operate as a social enterprise and played a key role at Eatopia's first anniversary. Reflecting Eatopia's love for community and in recognition of October being the global Breast Cancer awareness month, the Youth Company led an effort to draw attention to the cause of preventing and managing cancer. They organised a Beauty and the Beast contest and announced winners on the evening of Eatopia's anniversary celebration.

The winners were the Qatar Airways Customer Service department, Gulf English School, and Doha Jazz. Those present wound up the evening by releasing 400 balloons to show support for breast cancer at the event. The funds that were raised at the event to support the cause of cancer were handed over to H.E. Sheikh Dr Khalid Bin Jabor Al Thani, who received a cheque directed towards the work of the Qatar Cancer Society.

## OUR CHEF BASSANT BAGS A SILVER MEDAL

The Hospitality Qatar Exhibition was held in October 2015 at the Qatar Exhibition Centre. At this annual event world-leading chefs compete against each other daily while creating culinary masterpieces which are a reflection of both their skills and passion. Salam Hospitality is proud to share with TSE readers that our chef Bassant won a silver medal at the exhibition. The Salon Culinaire, a signature culinary showcase of Hospitality Qatar, enables leading chefs to compete across sixteen categories while being evaluated by international judges. It is a platform designed to foster competition and highlight the best of the best within the culinary industry in Qatar. The fact that Chef Basant Chhetri, EATOPIA's representative, walked away with a Silver Medal was an absolute joy for us. As a first time entrant and competitor in the Salon Culinaire, EATOPIA was extremely proud of Chef Basant's talented performance and skills demonstrated during the competition. His signature dish, called 'From the Farm to the Garden' was prepared during a live cooking show and judged by a panel of experts. Hats off to Chef Basant!



EATOPIA

A Better Place. A Better Plate.



## SALAM STORES HEAD OFFICE OMAN STAFF CELEBRATE OMAN NATIONAL DAY

In honor of the 45th National Day of Oman, the Salam Staff got together to celebrate at Salam Stores, Qurum. National Day Celebrations were made more festive by the décor that covered the exterior and interior spaces of our store. Using flags and lights we put up a colourful atmosphere to match the mood of the nation. Salam Head Office was decorated to showcase the achievements and developments of Oman during the renaissance era. Though an unofficial event, one of the most lively forms of celebration happens on the beachfront Shatti Street, in Shatti Al Qurum. Citizens and expatriates usually parade their beautifully decorated cars to celebrate National Day. Motorists from different parts of the Sultanate and neighbouring Gulf countries set out on the long beach road stretch in the evening, showing off their uniquely decorated cars. Salam Stores Qatar is pleased to capture the mood of the nation and join in wholeheartedly in celebrations.

## Q GARDENS AT AGRITEQ

Q Gardens is happy to share that we recently participated at the 4th Qatar International Agricultural Exhibition (AgriteQ). AgriteQ was held over the 10th to the 12th of November at the Doha Exhibition Center. The exhibition focused on showcasing the capabilities of the leading landscape and irrigation contractors in Qatar. We are happy to report to TSE that QGardens made an impact once again amongst 300 participants (both local and international) specializing in the landscaping, irrigation and agricultural sectors.

We also showcased a few of our partner's products in our booth. QGardens' major principals in the trading division: HobbyFlower from Spain had a self-watering planters for viewing, Weathermatic from USA displayed irrigation materials, and Genebre from Spain had brass valves and accessories available at our booth.

The event was organized by the Ministry of Environment and it aims to highlight the importance of protecting, developing and sustaining our environment and how our society must take full responsibility of it. QGardens was proud to be associated with such a goal.



# SIIL - A SILVER SPONSOR AT BELGIAN KING'S DAY CELEBRATIONS

SIIL was delighted to play a role in celebrating Belgian King's Day. We stepped forward as Silver sponsors for the event. The Ambassador of Belgium to Qatar H. E. Christophe Payot organised a reception at his residence to mark the celebration of the Belgian King's Day, in honour, His Majesty the king of the Belgians of king Philippe. Qatar's Minister of Culture, Art and Heritage H. E. Dr Hamad bin Abdulaziz al Kuwari presided over the event attended by many dignitaries and high officials.

In his address, the Ambassador said "It is already 14 months since my wife Patricia and I arrived in Doha. We settled down very quickly feeling at home, thanks to the Qatari hospitality and the warm welcome we received from the officials, the diplomatic corps and the Belgian community. This also gives me a reason to welcome you tonight at the Belgian residence, our home." He further said, "Beyond our monarchies, Belgium and Qatar have a lot in common. The size of our countries is small but our geographic location makes us an important hub in our respective regions. During the past year, the relations between Qatar and Belgium have been strengthened." He mentioned the economic and trade delegation that came to Doha last March led by Princess Astrid, representing the King. He said "it only speaks volumes about our eagerness to strengthen ties with Qatar. I am glad to see that if the current trend continues, our bilateral trade should break new records in 2015," he added. He went on to say that, "During the past seven months, Belgium has reached the staggering figure of 200 million euros, which coincidentally, is the total Belgian export for 2014." "I am convinced

that the trade volume should thus be well above the 1.2 billion euros." The gas imported from Qatar represents the biggest sector, while on the Belgian side, machines account for 35 percent of our export and the chemical industry for almost 20 percent.

Sport is another field where Belgium is helping Qatar prepare itself for the 2022 World Cup. "It is not just our companies that are actively participating in the construction of the Khalifa Stadium and various other projects," he said. On the cultural side, Belgium is present in Qatar too, "with a big name like Luc Tuymans, one of the most influential painters of our time, enjoying a retrospective exhibition. It is a great opportunity to appreciate what Belgium can offer in terms of art and figurative painting in particular," he said.

Guests were invited to taste some Belgian chocolates and typical Belgian food especially prepared by the well-known Belgian chef Brecht Vanthemsche, who is also engaged in a week-long ongoing Belgian Food Festival at The Market at W Hotel. SIIL was pleased to wholeheartedly support this event.



# DONE AND DUSTED

**Salam Industries is proud to share a sneak peak at some of the projects we completed during this quarter. Take a look below and enjoy!**

## **Kenzo & Mulberry Boutiques at Lagoona Mall**

Salam Industries was pleased to be chosen by the internationally renowned brands Kenzo & Mulberry for a complete fit out project including MEP works at Lagoona Mall. The project was completed efficiently at the highest level and we look forward to a continued relationship with our clients.

## **Valentino Boutique at Villaggio Mall**

Salam Industries completed fit out work including MEP works for another

prestigious and well known brand. We are glad that the Valentino Boutique at Villaggio Mall was handed to us. We successfully completed the project and handed it over to the client fully on time.

## **Doha Convention Center & Tower at Wes Bay**

Salam Industries was awarded this project by Lusail Real Estate Development Company/ Qatari Diar. Our contract was for FF&E Package (supply and installation of furniture & Equipment) for the Doha Convention Center and Tower Project (DCCT). In addition to the main Contract, Salam Industries also received a fabrication and installation project for movable Corian counters, information desks and souvenir kiosks for the same client.



# THE GATE MALL ENCOURAGES ITS GUESTS TO JOIN THE FIGHT AGAINST BREAST CANCER



The Gate Mall chose to encourage as many members of the public as possible to join hands with us in support of educating each other and eradicating breast cancer. With breast cancer awareness being a key priority for all communities, The Gate Mall opted to create a participatory space where mall guests could indicate their pledges of support. It was heartening to see people of all ages join in the effort and share their thoughts by pinning personalized commitments on our display wall.

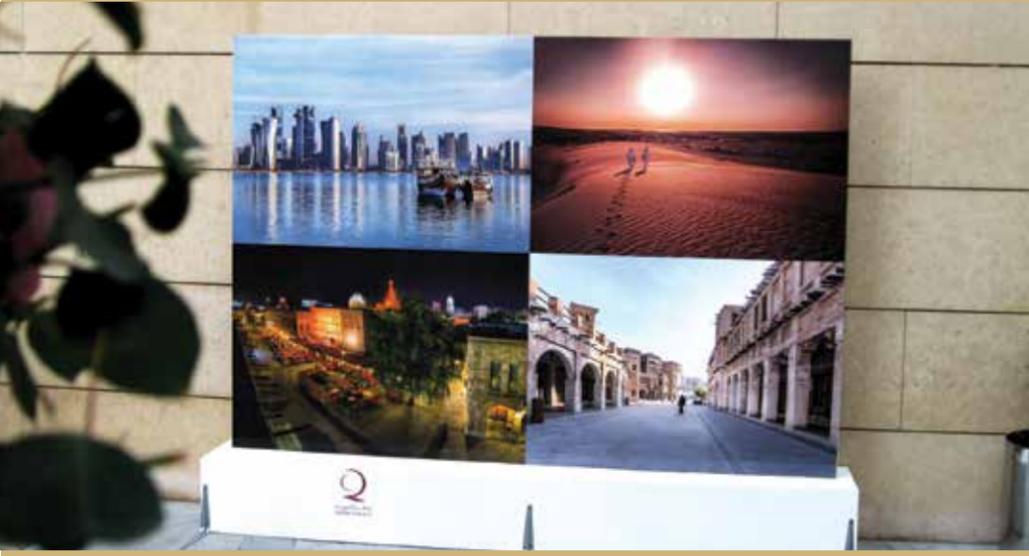
# HAMAD MEDICAL CORPORATION LAUNCHES KULLUNA AT THE GATE MALL

In support of the Qatar National Vision and the National Development Strategy, Hamad Medical Corporation has organised a National Health and Safety awareness campaign titled Kulluna. The word "Kulluna", in Arabic, means 'all of us' and it is being used for this campaign in the belief that all of us in Qatar can take action to improve health, wellbeing and safety for ourselves, our families and the community in general. The campaign aims to raise levels of public awareness regarding general health issues, personal safety, HMC services and lifesaving practices within the State of Qatar. The Gate Mall is proud that HMC chose the Gate Mall as their location to kick off the Kulluna campaign. As part of the campaign healthcare officials checked Blood Pressure, Cholesterol & Blood Sugar of any individual who wished to have these basic tests performed. The campaign took place from the 17th of November to the 23rd.



# THE GATE MALL JOINED CELEBRATIONS DURING THE FESTIVE SEASON

The Gate Mall is happy to share some memories of the festive season with TSE readers. Take a look below to see how we decorated our spaces for Qatar National day and the winter holidays in December 2015!



# THE GATE MALL HOSTS THE QATARI INNOVATOR'S EXHIBITION

As a responsible corporate citizen, The Gate Mall is really happy to share our premises as a launch pad for many educational initiatives. Recently we had the opportunity to encourage young innovators among us. The Gate Mall was the location of choice for the Qatar Scientific Club to host an exhibition that showcased the creations of the next generation of innovators of Qatar. The exhibition took place from the 23rd to the 26th of December 2015 at the multipurpose hall of the Gate Mall.





## DEPUTY COO MESSAGE

Mr. AbdulSalam Abu Issa

# THE UPSIDE OF A DOWNTURN

A quick glance at the year behind us will confirm that 2015 ended by spawning grave concerns across the globe. Tumbling oil prices triggered market crashes, which in turn created various ripple effects that continue to impact countless industries and lives. Given the inescapable realities that surround us, a question worth asking is "Is there is an upside to a downturn?"

If we allow ourselves to be influenced by all the negativity and speculation, we will fold under the pressure and respond to that question with a quick "no". When tough times strike, it is tempting for us to narrow our focus and fight against accepting a difficult new reality while rejecting the adjustments we are compelled to make in our immediate environs. These environs can include our families, industries, companies, departments or even the countries in which we live and work. On one hand, a mistaken sense that we have been singled out to face a storm can paralyze us and lead us to believe that nothing good can come out of harsh seasons. But on the other, a more informed view will quickly confirm that large parts of the world around us are dealing with these exact realities. Others just like us - individuals, companies, groups are also dealing with crumbling markets and falling oil prices and finding ways to overcome these challenges. It is that realization that can inspire us and free us towards seeking better solutions ourselves.

Lean seasons can challenge us to stay the course even when we may be tempted to stray off in another direction; either by giving up or by stagnating. When what worked before no longer works, when opportunities that came easy in better times have narrowed, when a larger number of competitors are fighting for a smaller market share - that, is when we must resort to finding creative responses to the crunch.

Tough times give us the gift of positive pressure; pressure that can persuade us to go beyond the familiar, to find ways to locate different income channels and build on them. A key requirement in locating new income channels is to keep our eyes on our surroundings. A quick example would be the fact that despite a global slowdown, a number of massive government projects are continuing. Our challenge is to find innovative ways of capturing opportunities within such spheres of spending, and make sure we capitalize on them. Positive pressure can also push us to identify segments of our businesses that are working well in the current scenario. We can then focus

intensely on such areas and use our best resources to boost those aspects.

Tough times can also give us the impetus to work smarter in the present to secure solid pipelines for the future. A downturn forces us to develop long-term views, streamlining and refining our performances, challenging us to discard approaches that no longer work and cultivate new mindsets that can help us to succeed. These are just a few perspectives among many, that point towards the upside of a downturn. We will do well however to recognize that the key to creating an upside in a downturn lies in our own hands. It is our own resolve to focus on our present performance and our commitment to ensure sustainability of the business, coupled with the courage to take tough decisions that will open new doors to stability and success.

As we face 2016, let's aspire to look beyond the doom of a downturn and focus on the future. Let's choose not to be deterred by our challenges but rather to rise above them and forge ahead with more resilience. Because no matter the depth of difficulty, tough times can truly bring out the best in us - if we let it!



# KANREKI 還暦

The Japanese language has a beautiful way of expressing the accumulated wisdom, discernment and experience that results from 60 years of existence. The ancient Japanese calendar, which is organized on 60-year cycles suggests that at the completion of six decades, an individual or an entity receives a new beginning and reaches a new starting point. They call this Kanreki.

At Salam not only have we crossed that significant milestone a number of years ago but we have also positioned ourselves to thrive in the next sixty years ahead of us. Celebrating the spirit of new beginnings and adapting ourselves to the pace of change around us, SILL officially kicked off our own Kanreki initiative.

SILL's Kanreki, is a series of initiatives designed to empower us to rethink growth and maximize our potential. Kanreki is a holistic effort that will empower change. From Salam's top management, to functional management and customer-facing staff, Kanreki will place a better set of tools in our hands to empower decision-making. Knowing full well that when our company does better, we do better and vice versa, the programme will deploy best practices and proven processes to drive our businesses forward, using business intelligence as a powerful enabler. As a result of Kanreki we will be able to respond with agility to changes in the market. Better decisions and quicker reactions position the company for stronger growth.

Salam's Kanreki is a transformational program that will announce the rebirth of the information technology foundation and backbone. It will establish efficient processes, intelligent reporting and KPI based business performance practices. The initiative is led by the Kanreki Steering Committee.

The official kick off of the programme took place on 14th January 2016, at The Gate's Multipurpose Hall in the presence of our deputy COO Mr. AbdulSalam Abu Issa, Mr. Suleiman Al Khateeb and the management of Salam.

As members of the Salam family you will soon start hearing more about the programme as its implementation progresses. So get ready for Kanreki - let's make the next 60 years better and brighter than ever before!

## ENTERPRISE SOLUTION

### TAKING SALAM RETAIL & DISTRIBUTION INTO A NEW FUTURE



#### WHAT'S IN IT FOR ME?

- CAREER GROWTH AND EMPLOYEE DEVELOPMENT
- TIMELY REPORTING
- CONSISTENT RELIABILITY
- CUSTOMIZABLE DASHBOARD PER SECTOR
- ENABLE INCREASED CUSTOMER MIX AND TURNOVER
- IMPROVED SYSTEMS AND OPERATIONAL KNOWLEDGE

#### KANREKI STEERING COMMITTEE

- MR. ABDULSALAM ABU ISSA
- MR. SULEIMAN AL KHATEEB
- MR. BASSAM RAMAHI
- MR. MICHAEL COCKCROFT
- ORACLE MEMBER
- EVOSYS MEMBER

#### WHAT'S IN IT FOR SALAM?

- ENABLING COLLABORATIVE COMPANY CULTURE
- FOUNDATION FOR ACCELERATED GROWTH
- EFFICIENT SUPPORT STRUCTURE FOR EMPLOYEES
- SIGNIFICANT OPERATIONS, IT TIME AND COST SAVINGS
- IMPROVED PROCESS EFFICIENCY ACROSS OUR ORGANIZATION

#### KANREKI TEAM

21 TRACK LEADS FROM SALAM  
21 CONSULTANTS FROM RETAIL SOLS  
3 SALAM RETAIL & DISTRIBUTION PROJECT COORDINATORS

#### KANREKI INVESTMENT AND EFFORT

PROJECT EFFORT IMPLEMENTER	PERSONAL	MAN DAYS	MAN YEARS
SALAM	30	15,000	41.6
COLLABORATED EFFORT	24	9,150	25.4
	53	24,150	67

# OUR CHAIRMAN & CEO SITS ON TAKREEM 2015's JURY BOARD

Our Chairman and CEO Mr. Issa Abu Issa was called on by Takreem to play a key role as a member of the Jury Board. Takreem was founded to recognise and celebrate Arab men and women who are each making history in their own way. The ongoing internationally recognised awards show has been hosted in Beirut, Doha, Manama, Paris, and Marrakesh. The 2015 Takreem Awards Ceremony was held in Dubai in the presence of HH Sheikh Nahayan Mubarak Al-Nahayan, minister of Culture, Youth and Community Development. SIIL was a strategic sponsor of the event.

This year, the Jury has voted to recognise the following laureates for their achievements:

- **Dr. Fadlo R. Khuri** – Lebanon for the Scientific and Technological Achievement Award
- **Mr. Khalid Al-Khudair** – KSA for the Young Entrepreneur Award
- **Al Kamandjâti** – Palestine for the Cultural Excellence Award
- **Lebanon Eco Movement** – Lebanon for the Environmental Development and Sustainability Award
- **Ms. Vian Dakhil** – Iraq for the Outstanding Arab Woman Award
- **Ms. Rawan Barakat** – Jordan for the Innovation in Education Award
- **Dr. Jumana Odeh** – Palestine for the Humanitarian and Civic Services Award
- **Mr. Nabil Habayeb** – Lebanon for the Corporate Leadership Award
- **Save the Children** – Middle East for the International Contribution to Arab Society Award

Mr. Riad Al-Sadik - Palestine was awarded a Lifetime Achievement Award.

Mrs. Mamdouha El-Sayed Bobst – Lebanon and Dr. Ghazi Algosaihi – KSA were posthumously awarded a Lifetime Achievement Award

Dr. Hilal and Margaret Al-Sayer – Kuwait received a Special Distinction Award.

The TAKREEM 2015 Jury Board included HM Queen Noor Al-Hussein, HRH Prince Mansour Bin Nasser, HRH Princess Banderi AlFaisal, Mr. Issa Abu-Issa, HE Sheikha Mai Al Khalifa, Mr. Thomas Abraham, Sheikh Saleh Al-Turki, Dr. Farida Allaghi, Mr. Samir Assaf, HE Lakhdar Brahimi, HE Shaikha Paula Al Sabah, Mr. Samir Brikho, Mr. Carlos Ghosn, Mrs. Nora Joumblatt, Dr. Ahmed Heikal, Dr. Samer Khoury, Mr. Marc Levy, Lady Hayat Mroue Palumbo, Mrs. Asma Al Mutawa, and Mr. Raja Sidawi.

Prominent journalist Laila Al-Shaikhli hosted the 6th Award Ceremony attended by 800 guests among whom were royalties, leaders, CEOs, academics, intellectuals, journalists and artists.

A press conference, attended by the laureates and the strategic partners, took place the next day at the Capital Club, DIFC followed by a luncheon and a series of panel discussions.

TAKREEM was given invaluable support by the following strategic partners: Audemars Piguet, AMEC Foster Wheeler, GSSG, King Abdullah Economic City, Nesma, Renault-Nissan Alliance, and Salam International.



# FENCING FINALS HELD AT THE GATE MALL

SIIL was pleased to continue to promote sports through sponsorship and actively partner with like minded organisations who were part of the first epee Grand Prix of the season. The contest was hosted at The Gate Mall and featured the world's best fencers from more than 47 countries, including Russia, China, Italy, France and Korea. The Gate Mall hosted the finals. The Men's final was held on the 5th of December and the Women's final on 6th December 2015.



# THE GATE MALL AND SALAM INTERNATIONAL HOLD SUCCESSFUL BLOOD DONATION DRIVE

With the increasing demand for blood at Hamad Medical Corporation's blood donation unit, Salam International and The Gate Mall organised a blood donation drive to help support the cause. The drive was held at the mall's West entrance, and garnered a steady participation from employees and visitors alike.

The blood donation drive was effortlessly carried out by staff from HMC's Blood Donation Unit, which constituted a team of highly experienced medical professionals, nurses and consultants. Individuals were then carefully evaluated based on their eligibility to donate; candidates were informed that they had to eat adequately before hand, get a good night's rest and meet a minimum weight requirement. The campaign was also supervised by dedicated staff from The Gate Mall, where donors were expertly guided through the process of blood donation.

Launched as an on-going initiative, The Gate Mall blood donation drive comes as part of the corporate social responsibility strategy of both Salam International and The Gate Mall. It aims to encourage employees to help save a life by donating blood, and making a difference in the community. Furthermore, the initiative also reflects the strong collaboration that Salam International and The Gate Mall have fostered with Hamad Medical Corporation, to contribute towards the welfare of the residents in Qatar.

Commenting on the initiative, a representative from Salam International, said: "The Gate Mall blood donation drive marks an important day on our corporate calendars. It's not just a wonderful opportunity for us, as organisations, to do our bit for the society, but it also instils in us a deeper meaning of humanity, as we work together to save lives."

We would like to extend our sincere gratitude to our staff and visitors who showed their support to the cause. Salam International and The Gate Mall are deeply committed to keep this cause alive, year after year, to bring a positive change in the society."



# SIIL WORKS IN PARTNERSHIP WITH SEC TO HOST VINTAGE PHOTOGRAPHY CONTEST

SIIL joined hands with the Supreme Education Council (SEC), in a collaboration to select the Best Vintage Photography in the field of education. The contest will be held, to judge the top ten iconic photographs that capture the various facets of education in the country. The scope of photography that qualifies for the contest include photographs of students who have now become eminent public figures in the country, photographs of significant educational conferences and seminars hosted in Qatar, as well as photographs of international, regional or local educational competitions that witnessed Qatar's participation. The contest is open to all residents in the country, regardless of nationality.

Speaking at the launch of the contest Jaber Al Shawy, SEC's Media and Communication assistant manager, said: As part of Qatar's education sector, the Supreme Educational Council is honoured to celebrate the nation's spectacular journey towards enlightenment. The Best Vintage Photography contest will serve as a unique platform for every resident in the country to be part of this amazing journey as we share historic moments with one and all.'

To this, our Deputy COO AbdulSalam Issa Abu Issa, added saying " We are proud to support SEC in launching this one-of-a-kind contest that showcases Qatar's



educational past in a new light. Photography has always been deeply rooted in the history of Salam International – a passion brought to life through our founder, the late AbdulSalam Mohammed Abu Issa. We are excited to celebrate this passion once again through the Best Vintage Photograph contest, which will capture the country's humble aspirations, over the decades, of becoming a world leader in education.'

# 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.



I wanted to take the time to thank you and your team for an excellently executed event! So far it is our most successful blogger event and we will be using it as a best practice for us going forward as the best way to have a blogger event as it had the highest engagement and highest interaction with each consumer introducing them to not only one Estee Lauder product but several.

In terms of the setup your marketing team did an amazing job and also included a few surprise elements that really added so much value to the event - the screen for the videos and the DJ. We feel these added elements really kept a buzz during the event and it will be something that we would recommend all markets to include in their events.

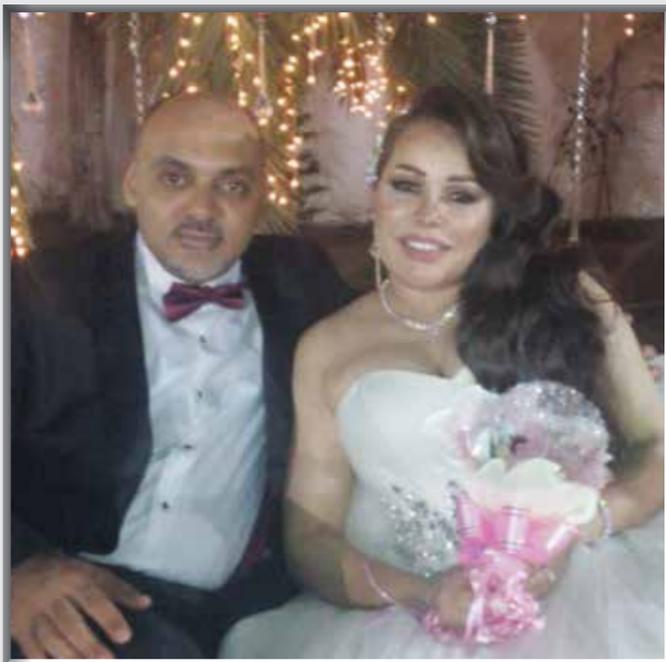
The on the ground staff were amazing and the support that they provided during the event was key. Bringing the consumer the product basically just as the consultation ended secured a lot of sales because all products recommended were available for her to pay at the cashier immediately. The BA's were also trying to introduce additional products such as skincare and fragrance to the consumer which I saw was really helpful.

Please see some images & snapshots from the event and the consultations that were had. As you can see she was able to push our favorite and bestselling make up product - foundation which was key!



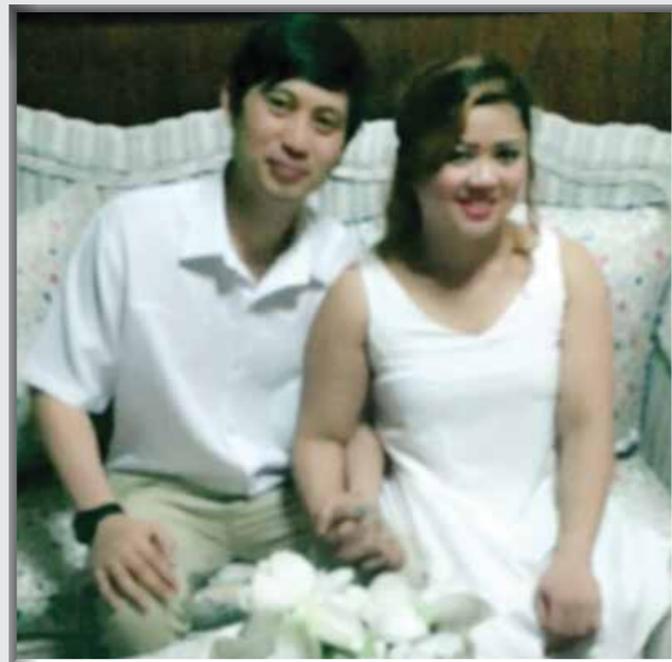
# MATRIMONY

 **Salam Stores UAE**



### CONGRATULATIONS

To Henia Ayachi, Make Up Artist Distribution PRF -Estee Lauder on her marriage.



### CONGRATULATIONS

To Merilyn Binaobawan Tanduyan, Counter Manager Distribution PRF -Estee Lauder on her marriage.

# NEW APPONTMENTS

## STREAM



**Mr. Jyotish Vijayan** joins us as Sr. Project Engineer



**Mr. Balaji Nair** joins us as Electrical Site Engineer



**Mr. Emad Mustafa ElSayed** joins us as Sr. Project Engineer



**Mr. Khaled Kassem** joins us as Electrical Engineer



**Mr. Ahamed Nu'man Saif Sharaf** joins us as Mechanical Site Engineer



**Mr. Rommel Cayabyab** joins us as Safety Officer



**Mr. Ahmed Faisal Abdul Jaleel** joins us as Sr. Planning Engineer



**Mr. Mutasem Issam Ali Alrimawi** joins us as Sr. Construction Manager



## SALAM ENTERPRISES DUBAI



**Mr. Vivek MC** joins us as Service Engineer, Water Division'



**Mr. Mohamed Ashraf** joins us as Public Relations Officer



**Mr. Sami Ullah** joins us as Service Technician, Water Division'

## SALAM STORES UAE



**MS. YASMEEN KHALED ALMONAYYER** joins us as Marketing Coordinator

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

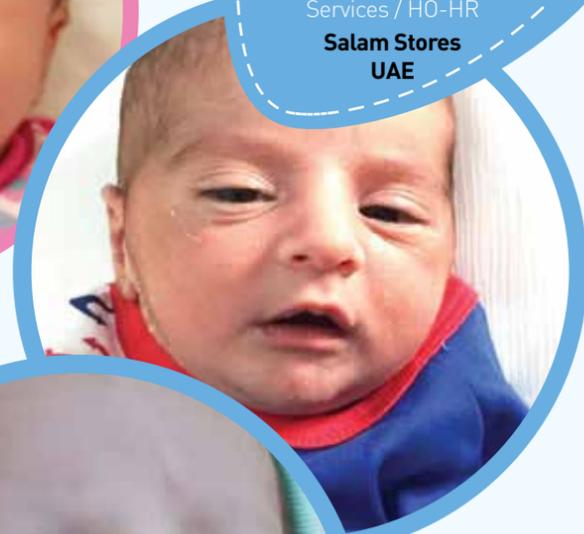
# NEW BIRTHS



**Baby Boy Sean Emmanuel Macatoman Abello** son of Saniya Pundag Macatoman, Sales Associate - Retail Wafi Store  
**Salam Stores UAE**



**Baby Girl Alma Al Saeed** daughter of Shrouq Ahmad Said Abdullah, Beauty Specialist, Distribution - PRF Tom Ford  
**Salam Stores UAE**



**Baby Boy Saif Mohammad Sami El Samman** son of Mohammad Sami El Samman, HR Coordinator - Services / HO-HR  
**Salam Stores UAE**

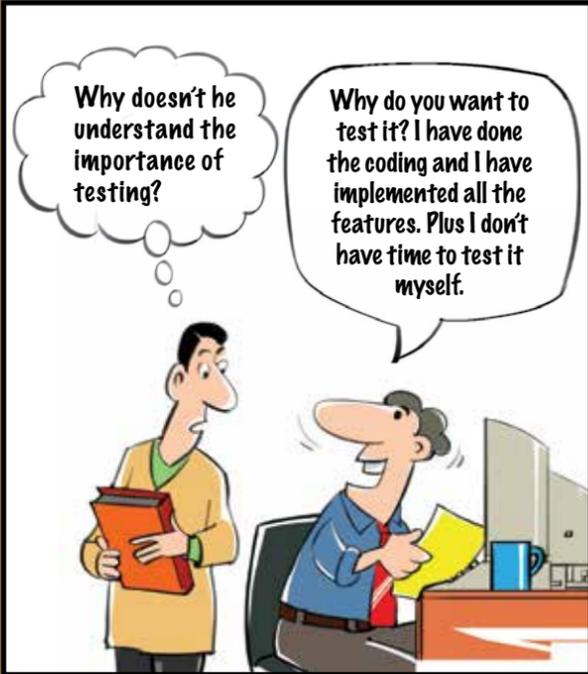


**Baby Boy Adam Salvador** son of Pablo Salvador Regües Martin, Middle East Regional Manager  
**Salam SICE**



**Baby Boy Jawad Wesam Alsaleh** son of Wesam Hasan Alsaleh, Accounts Coordinator - Distribution PRF- Estee Lauder  
**Salam Stores UAE**

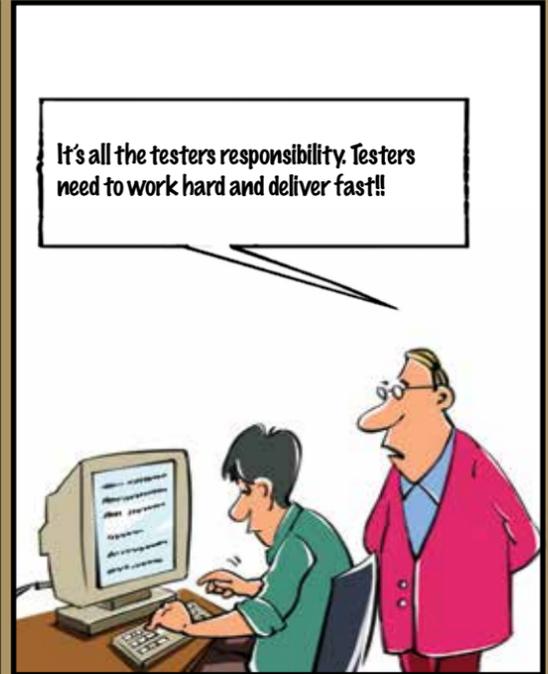




1960s Trend



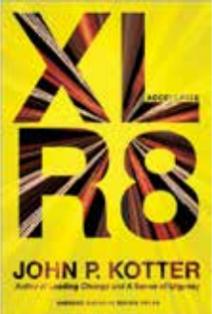
1990s Trend



2000s Trend

## BOOK REVIEW

### ACCELERATE, John P. Kotter



Accelerate is a book that advocates building strategic agility for a faster-moving world. The book is based on the award-winning article in Harvard Business Review, from global leadership expert John Kotter. John Kotter provides a fascinating answer--and a powerful new framework for competing and winning in a world of constant turbulence and disruption. Kotter explains how traditional organizational hierarchies evolved to meet the daily demands of running an enterprise.

The stock market fell sharply today, then bounced back, spiraled upward, jumped forward, leapt to new heights, tumbled rapidly, and took first place in a gymnastics competition.



## FIFTEEN FAVOURITE HANGOUTS IN QATAR

Take a break and grab a pen. Hunt down the favourite hangouts in Qatar. Here's a list of what you have to discover:

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

- Katara
- Museum of Islamic Art
- The Gate
- Sealine Beach
- Inland Sea
- Al Ruwais Fort
- Souq Waqif
- Corniche
- Pearl Qatar
- State Grand Mosque
- Fanar
- Khor Al Udeid
- Lusail Circuit
- Barzan Tower
- Salam Stores

“Don't let the fear of losing be greater than the excitement of winning.”

- Robert Kiyosaki

“If opportunity doesn't knock, build a door.”

- Milton Berle