



SALAM INTERNATIONAL NEWS LETTER

1st & 2nd Quarter 2016

THE SALAM EXPERIENCE

**SIIL CELEBRATES
NATIONAL SPORTS DAY**

**Salam Stores Supports
The 17th VCU-Q Fashion Show**

**Salam Hospitality In Collaboration with
The Armani Group Opens
First Emporio Armani Caffè'
In Amman, Jordan**

SIIL

Empowering
youth to grow

Editor's Note



SALAM | BAHRAIN
 Enterprises

THE GROUNDWORK OF SUCCESS

In the flooring sector, we have been awarded an order for supply and installation of Sports Gym flooring for Al Naeem Youth Centre. We have also been awarded supply & installation of ceiling tile for ID Works. We have won another order for supply & installation of carpet tiles for the Ministry of Industry & Commerce, Viva Telecom, Caribou Coffee, ABC Bank and the office of the Supreme Council for Women. Our services were also secured to supply & install vinyl flooring for Al Muharraq Club. Additionally, we supplied a hand-tufted carpet, rugs & runner for Noor Enterprises Office. Finally, using parquet flooring, we completed a job for 30 villas for Dilmunia.



TAKING HOSPITALITY TO NEW HEIGHTS

In the commercial and hospitality sector, our success this quarter was marked by winning orders for supply & installation of furniture for Muharraq Sports Club, the Social Centre for Ministry of Social Development at Busaiteen, the Ministry of Industry, Commerce & Tourism, Viva Telecom's Head Office, BMMI, the Electricity & Water Authority office and for Bayside's office at Bahrain Financial Harbour. The Electricity & Water Authority awarded us with an order of supply & installation of furniture, while we also bagged an order of supply & installation of furniture for Tamkeen.

HEALTHY GROWTH

Salam Enterprises Bahrain enjoys the expertise we have in the health sector. This quarter, we received an order for the supply & installation of medical carts for Al Naim Health Centre. We also received another order for supply & installation of medical furniture for one of the projects for King Abdulla Medical City and Dr. Bashair clinic. Additionally, we were awarded a project for design & implementation of ceiling & flooring for Prince Sultan Military Medical Hospital - KSA and a further order for the supply & installation of flooring for King Hamad University Hospital's Oncology Centre.



SALAM | DUBAI
 Enterprises

BUILDING THE FUTURE

The Construction Division of Salam Enterprises LLC - Dubai is delighted to announce the successful execution of supply of cast-in channel system for fixing of glass panels for Al Ain Wildlife Park and Resort World Deserts Project (Hippo & Crocs Pavilion), Abu Dhabi.

During this quarter, we were awarded the contract to supply the Fixing System for precast concrete cladding for 4-Star Hotel Project, Sharjah and we also won the contract for the supply of channel system for fixing cladding panels to substructure for Louvre Project, Abu Dhabi. For the Ras Gas Flow Assurance Expansion Project, Abu Dhabi we have signed the contract for the supply of lifting system for precast concrete element.



ANCHORING OUR EXPERTISE

Our long-standing expertise with Mechanical and Chemical Anchors led us to secure several successful contracts. Our mechanical and chemical anchors are being used for the following projects: Burj Vista, Dubai, Dubai Blue Water, Dubai, ADNOC School, Ruwais, Abu Dhabi, Madinat Jumeirah - Phase 4 Extension Project, Dubai, and the Al Nakheel Hotel at IBN Battuta Mall, Dubai.

GROWING REGIONALLY

We are pleased to report the successful execution of the supply of cast-in channel system for fixing cable trays for Qatar Integrated Railways Project, Qatar. In Qatar we have signed the contract for the supply of lifting system for precast concrete element for the Tilted Roundabout at Dukhan Highway East Project and for Doha Metro Green Line Underground Project.

A FLOOD OF ACHIVEMENT

Our water division secured a project in Nigeria. We were entrusted with establishing a desalination machine (RO) of 2 cu.m/hr compact & skid-mounted system. Moreover, we have successfully executed the following projects within UAE: We delivered a water filtration & disinfection system, of 40 cu.m/hr capacity, to Al Noor School in Abu Dhabi. Further we supplied a 15 cu.m/hr water disinfection & filtration system to Boardwalk Residence, Shams Residential Project (Al Reem Island) - Abu Dhabi. We also undertook a full rehabilitation work for the Desalination Plants (RO systems) of 45 cu.m/hr capacity for one of the renowned sites in Dubai: Meydan and we bagged a project from a five-star hotel at Business Bay in Dubai, to deliver 18 cu.m/hr water softening & filtration system.



SALAM | QATAR
 Enterprises

A VARIETY OF COMPLETED PROJECTS

This quarter we are delighted to have completed the following: While working with our sister company Salam Enterprises, we took on an MEP works sub-contract and completed the work for West Bay Medical centre. A well-known Contractor DOGUS handed us a project for the attenuation of tank works. The project was part of construction & upgrade of Al Rayyan Road. To wrap up the 1st quarter, a project that called for material supply for an HVAC system for power block area & installation, testing & commissioning which was part of Qatar Umm Al Haul Power Project was completed by us for our client Umm Al Haul Power. In the 2nd quarter, we handled the supply, installation and maintenance of street lighting system throughout Qatar for Ashghal.

SALAM | QATAR
 Enterprises

DISPLAYING OUR PORTFOLIO OF COMPETENCIES

During this quarter we had the opportunity to win a project that will help us display a variety of our competencies. We have won interior fit-out works - HMC Off Campus Al Bustan & Barwa 2 Buildings along with interior fit-out for Just Kidding office at The Gate Mall. We also bagged a project for design & built works of Al Sharq Tower for Civil Aviation Authority. Our services were secured for the supply & installation of rubber screed flooring for Horse Owners' Complex at Al Khor P 2 and we won a project for the renovation of Mamoura Park-supply and Installation of playground equipment & rubber flooring.

Among the clients that came to us for supply and installation projects were Al Jaish Football Stadium for rubber flooring, Ministry of Municipality and Environment for office furniture and Qatar University also for office furniture, which was on a call-off order for 3 years. We rounded up the quarter with winning a project for Qatar National Library at Qatar Foundation, for the supply and installation of furniture, fixtures and equipment.



Editor's Corner

Sara Abu Issa
Manager, Corporate Communications

Dear Family & Friends of SILL,

I share warm greetings with you for the Ramadan season that we just concluded and join you and your families in your joyous celebrations of Eid-ul-Fitr! My hope is that you enjoyed a refreshing season, and that it has inspired you to take on the remaining months of the year with energy and zest.

An action-packed bumper issue of The Salam Experience (TSE) reaches you this quarter, as we unite both the 1st and 2nd quarter activities for the year in this edition. As you will soon see, the downturn and slow pace of the business environment around us is hardly evident in these pages as Salam companies forge ahead with multiple activities and plans.

A recurring theme you will encounter in TSE this time round is the outward focused view of our companies. We have engaged in a range of events and activities in partnership with various entities, all with one common goal. SILL's companies have shared their strengths and resources to benefit the community, with particular emphasis on encouraging Qatar's youth to grow and flourish. To point to just a small number of examples; through a steady and continuing sponsorship of VCU-Q's Fashion show, Salam Stores steps forward year after year, to give a promising young, winning designer an opportunity to display his or her collection at Salam. SILL's companies also have a reputation for being strong believers in high-caliber training that equips, empowers and promotes development of talent. That is why you will see one of our companies hosting the world-renowned photographer Bryan Peterson in Qatar, so that he can train aspiring photographers.

Gestures like this pave the way to nourish the industry quietly but powerfully by fostering striking talent. From the beautifully created "Fashion Dream House" art exhibition, to joining hands with Qatar Foundation to promote reading among children and supporting The Youth Company to host an internship fair, SILL keeps demonstrating the strength of collaborations and the open-hearted spirit that lies at the heart of the Salam Group.

As members of the extended Salam family we must each take the time to pause and share a sense of pride, that we are part of a Group that believes in giving to the community; that we are a network of companies that fearlessly invests in the next generation; that as a group we believe in growth and sharing of our resources and our expertise; that by being open and generous we spur on our community to action. And we do this – despite the lacklustre conditions of the market around us! That is truly something worth celebrating.

So here's to that spirit that inspires Salam to be the best and bring out the best in others around us! Let's look forward to remainder of the year with that outward focused view.

Editor

HAPPENINGS



CELEBRATING SUCCESS

To celebrate the achievements of 2015 and to welcome the fresh new year Salam Enterprises Dubai hosted a special celebratory gathering. The full family of Salam Enterprises LLC Dubai got together for a lunchtime gathering. It was organized on the 7th of January 2016 at the Al-Mawal Lebanese Restaurant in Al Bustan Rotana. Headed by the Executive Director, Mr. Nazih Ghanem, the celebratory gathering included Mr. Hekmat Al Younis (CFO – Salam International) and Mr. Hussein Al Zaghaf (Finance Manager) from the management side. It was a relaxed and fun-filled afternoon for all present. The afternoon was wrapped up with a delicious traditional lunch.



DELSEY AWARDS SALAM STORES

Salam Stores recently won a special award from Delsey for being the oldest and most successful Delsey partner in the region. The award recognised that for more than two decades, Salam Studio occupied the top position of leadership and represented Delsey at the highest possible level, serving the brand's best interests. The award, Delsey said, was reserved for the oldest and the longest years of partnership Delsey enjoyed with Salam and a token of its recognition that Salam Stores had delivered remarkable sales figures for the brand. The award was handed over at the Delsey International Seminar, which took place from 21st to 23rd September 2015, in Paris. On behalf of Salam Studio and Stores, the award was received by Mr. Sameeh Noubani, Regional Manager and Mr. Zakaria Habboub, Oman Division Manager.



4U HOLDS OPEN HOUSE OF BEAUTY FOR MOTHER'S DAY



4U celebrated Mother's Day by hosting a beauty open house from the 19th to 20th of March, 2016 at the popular 4U outlets at City Centre and Royal Plaza. Various beauty brands offered free skincare and makeup services while Dadas Beauty completed the looks of customers with hair styling. 4U is pleased to have had an opportunity to brighten up the day for mothers in Qatar as a gesture of appreciation for everything mothers do for their families and for the community.

CLINIQUE TEAM ENJOY A FUN DAY AT SEA

On the 13th of March 2016, Salam Stores' Clinique Team held a staff recognition party. The event took place on a dhow, which was followed by a full day's cruise. The Clinique team spent an entire day together enjoying spells of fun, sun swimming and diving while anchored at a location near Banana Island. At the gathering were Mounia Sabrane-Brand Manager, Ghizlane Gaouz-Brand Supervisor and Clinique Brand Ambassadors who joined the Clinique team. The event also included the handing over of special achievement awards. Among the winners were the following staff members.

BEST ACHIEVEMENT AND SPECIAL AWARDEES

- Amal Louhayli
- Jocelyn Casingcad
- Rowena Robles
- Nawel Ali
- Julita Laban
- Sanna Mourad
- Siham Tourabi
- Crisanda Tallo

SPECIAL AWARDEES FOR THE OUTSTANDING COMMITMENT AND CONTRIBUTION TO THE GROUP

- Cecille Bolima
- Eman Maher
- Raja Bouziane
- Samia Hiedaya



PUIG FIRST SEMESTER TRAINING

On the 24th of March 2016, Raed Haddad, the new PUIG Senior Trainer conducted his first training in Doha. All PUIG Brand Ambassadors attended the day's proceedings. The content of the workshop included the entire list of PUIG's first quarter launches. Participants of the training found the content useful and confirmed that it equipped them to promote the brand across Qatar in the coming months.



CLINIQUE JOINS GRAND HYATT DOHA'S INTERNATIONAL WOMEN'S DAY CELEBRATIONS

Clinique has a long tradition of supporting women and this year the brand stepped up to join hands with Grand Hyatt Doha. The two entities put up a united effort to host a celebration for International Women's Day. The event took place on the 8th of March 2016. At the celebration Clinique provided participants with a free, on-site skin consultation and makeup application. The brand had also prepared loads of gifts for all women participants.



SALAM STORES

HOSTS NIKON NIGHT WITH BRYAN PETERSON

Nikon together with Salam organised an eventful night with world famous photographer Bryan Peterson for enthusiastic photographers in Qatar. The event took place at the Gate Mall's multipurpose hall on the 8th of February 2016. This event marked the second such occasion where Nikon collaborated with Salam to bring internationally renowned photographer Bryan Peterson to Qatar. Mr. Peterson's wide range of skills inspired attendees to learn from him and hone their own styles and techniques. Present at the event were Mr. Issa Abu Issa (Hon: CEO), Mr. Abdul Salam Abu Issa (Deputy COO), Mr. Takashi Yoshida (M.D, Nikon Middle east) Mr. Mahaboob Ali. (Regional Manager) and staff from Nikon Middle East along with over 200 photographers from across Qatar.



SALAM STORES

CONTINUES TO LEAD THE PHOTOGRAPHY FIELD

Standing on the foundation of our strong photography heritage, Salam Stores has always led the way in the field of photography in Qatar. Having built the strongest of relationships with world leading brands like Canon, Salam Stores' most recent initiative to promote photography came in the form of hosting a desert photography training programme. Working jointly with Canon, Salam Stores arranged a desert photography instruction event for enthusiastic photographers in Qatar which took place on the 20th of November 2015. The training opted to take a very practical route and as such it was held at an outdoors location in the Zekreet Desert in Dukhan. Present at the event were Ms. Lucie Debelkova (trainer and professional photographer) together with Salam employees and 50+ attendees.



The training programme was yet another confirmation of Salam and Canon's commitment to promote the beautiful art of photography and foster new talent in the fast developing technologically agile field.



ESTEE LAUDER & TOM FORD RECOGNISE BEST PERFORMING STAFF DURING ITS ANNUAL STAFF PARTY

The 14th of February was a special day for high achieving employees of Estee Lauder and Tom Ford. At a specially organised gathering, the brands recognised the achievements of their staff members and expressed their appreciation for all contributions made to elevate the brand in the local market. At the gathering, Mr. Ahmed Kassem presented the group's launch plans for 2016. He also presented high achieving staff with Certificates of Recognition and valuable gifts. The winners of the evening were as follows:

AWARDEES:

Estee Lauder Excellent Sales Performance

Rania Adly Abdelaziz
Angeline Bukid
Abir Nasri
Houda Mathlouthi
Myra Pradas
Aziza Souilem
Laila Hermi
Kholoud El Sayed

Tom Ford Excellent Sales Performance

Elma Bacsal
Ghazi Kehia
Mohamad Yousef
Hamza Labidi
Eyad Alazem
Frederick Rosario
Samia Hedaya

Special Awardees for the Outstanding Commitment and Contribution to the Group

Crisanda Tallo
Waleed El Massry
Arthelma Guanlao

In attendance to celebrate these achievements were all Estee Lauder and Tom Ford Brand Ambassadors along with Ahmed Kassem, Brand Manager, Sohail Munir, Wholesale Manager, the entire Estee Lauder Qatar Team and PE Marketing.



SALAM STORES HOSTS TIME LAPSE PHOTO WORKSHOP

Working in partnership with Nikon, Salam Stores organised a time-lapse photography training for members of the Qatar Photographic Centre. The training, held on the 9th of January 2016 took place at Qatar's famous Al Zubarah archaeological site. The programme was attended by Salam Stores employees, Nikon Middle East employees and Qatar Photography Centre members.



SALAM STORES PARTICIPATES AT AL JAZEERA INTERNATIONAL DOCUMENTARY FILM FESTIVAL

The 11th Al Jazeera International Documentary film festival by Al Jazeera Media Network took place from the 26th to 29th November 2015 at the Ritz Carlton Hotel Doha. Salam Stores was joined by partner Canon at this event. Salam Stores and Canon utilized the opportunity to showcase a wide new range of video cameras and were on hand to promote its technologies and products at the event. Among those who represented Salam Stores and Canon were Mr. Mahboob Ali (Regional Manager – Photo Imaging Division) Mr. Abdul Najeeb (Institutional Sales Manager – Photo Imaging Division). At the end of the event Salam and Canon received an award of recognition by the management of the Al Jazeera for their contribution at the international Film Festival.



SPS-FSS CONDUCT TRAINING FOR QATAR'S GREENLINE METRO PROJECT

Salam Petroleum's Fire, Safety & Security department provided a key user training on Dräger Close-Circuit Breathing Apparatus for a PORR-SBG-HBK's Joint Venture partnership. The three teams were uniting their strengths for work on Qatar's Greenline Metro Project. The training session focused on Dräger's Close-Circuit Breathing Apparatus' Latest Model (PSS BG4 Plus) and it was delivered to those engaged in building the Greenline Metro Project. The Dräger PSS BG 4 plus combines uncompromising safety with the highest level of breathing and carrying comfort giving up to 4 hours of breathing air, even in toxic atmospheres. SPS-FSS was pleased to assist our clients in this manner as the Dräger PSS BG 4 is the best solution for complex fire fighting & rescue tasks. Among those present were Rescue Team Leaders, Rescue Team Managers and Rescue Team Members from the Greenline Metro Project along with Mohamed El-Shanti, Sales Manager SPS-FSS, Area Manager, Dräger Safety and Vice President Sales, Dräger Safety.



EATOPIA BARISTA WINS AWARD



The "2016 Barista Championship in Qatar" was held at the "My Coffee, My Identity" coffee expo at Katara. The expo was held under the patronage of H.E. Sheikha Al-Mayassa bint Hamad bin Khalifa Al-Thani, and various coffee exhibitors participating. The competition was held from the 4th to the 6th of March 2016 and required that each participating Barista prepare one espresso, one cappuccino, and one cocktail drink in front of a panel of expert judges. The competition was open to all residents in Qatar specialising in this artisan craft.

J Salam Hospitality is proud to announce that Joseph Pedzi, our barista from Eatopia, received his winning prize as the 2016 Qatar Barista Champion. His first prize included a trip to Italy courtesy of Simonelli together with an enrollment in advanced Barista Training. As the overall winner, Joseph also automatically qualified for additional attested certificates in this highly specialised field.

The top 3 winners' certification was provided from SCAE Europe. Joseph, originally from Zimbabwe, has been a Barista at Eatopia's popular Deli for the past year and a half. His knowledge, skills and expertise on coffee in general are truly admirable. Joseph describes himself as being extremely passionate

about his profession, and his regular guests at Eatopia have often marveled at his aptitude. "We are very proud of Joseph and his latest achievement", says Mr. Alan Massouh, General Manager of Salam Hospitality, "and we hope to nourish a similar enthusiasm as part of our corporate culture."



SPS-FSS CONDUCTS SPECIALISED USER TRAINING FOR QATAR'S CIVIL DEFENSE

Salam Petroleum Services' Fire, Safety & Security department in corporation with their principal Dräger Safety conducted a comprehensive training session on Self-Contained Breathing Apparatus Model (PSS 7000) & Entry Control Board Model (PSS Merlin) for the Qatar Civil Defense Teams. The training took place on the 19th of June at the Qatar Civil Defense Training Centre at the Civil Defense HQ & at the Al Aziziya Fire Station. Salam Petroleum Services – Fire, Safety & Security is proud to be one of the major suppliers & partners for Qatar Civil Defense, providing QCD with various high-end solutions & products from well-known manufacturers. These products are used by QCD in their daily operations to save lives.

The Dräger PSS 7000 breathing apparatus is a major milestone in Dräger's quest to continue developing breathing devices for the professional fire fighter. When used in combination with the Dräger PSS Merlin Entry Board which is one of the latest developed technologies by Dräger Safety, the equipment offers the incident commander critical real time information on the breathing apparatus of the fire-fighters. This enables a prompt response in case of an emergency situation. Among those present at the training were fire fighters teams from Wadi ALSahil, Industrial Area & Aziziya Fire Stations and Mohamed El-Shanti, Sales Manager SPS- FSS Regional Segment Manager Fire Services, Dräger Safety.



AN ART EXHIBITION AT SALAM STORES

Qatari artist Noor Abu Issa co-curated an innovative art exhibition at Salam Stores Doha. Held under the title "Fashion Dream House", the exhibition opened at the end of March and featured a series of colourful art installations that blended fashion trends. The exhibit was designed to mark the arrival of the Spring Summer 2016 (SS16) collection, inspired by the season's pastel colours and Noor's own unique designs. The installations were on display at the Gate Mall till the 31st of May, 2016.

Guests at the exhibition had the chance to step into the "Fashion Dream House", which featured life-size arrangements of various rooms from a house setting, including a living room and a patio. Each room was co-designed by Salam and Noor, using some of her own art and SS16 collection pieces to create colourful, inspiring settings. "Salam Stores and I wanted the exhibition to be a true extension of the Spring Summer 2016 collections, which are inspired by pastel colours. To us, these evoked fun, soft and playful feelings, conjuring memories of childhood. What better way to present these than through installations inspired by a dollhouse? That is where the idea behind the "Fashion Dream House" emerged. The team at Salam Stores and I chose scenes from a house setting and infused them with colourful, dreamlike designs from the SS16 collections," Noor said explaining the inspiration for the exhibition.

Commenting on the exhibition, our Deputy COO Mr. AbdulSalam Abu-Issa said, "Salam Stores has a long history that is intertwined with artistic endeavours since our beginnings as a photo studio. We are proud to continue that tradition and inspire and attract young Qatari artists, giving them new avenues for growth. I look forward to welcoming residents and visitors to Qatar throughout the two-month-long exhibition to enjoy the "Fashion Dream House" and our exclusive offerings." During the event, visitors also had the opportunity to enjoy offerings from partners and sponsors,

including manicures from Diva Lounge Spa, makeovers from official beauty sponsor Lancôme, delicious canapes from Eatopia, live entertainment from the world-renowned Philharmonic Orchestra and personal styling sessions from the event's media sponsor Grazia magazine.

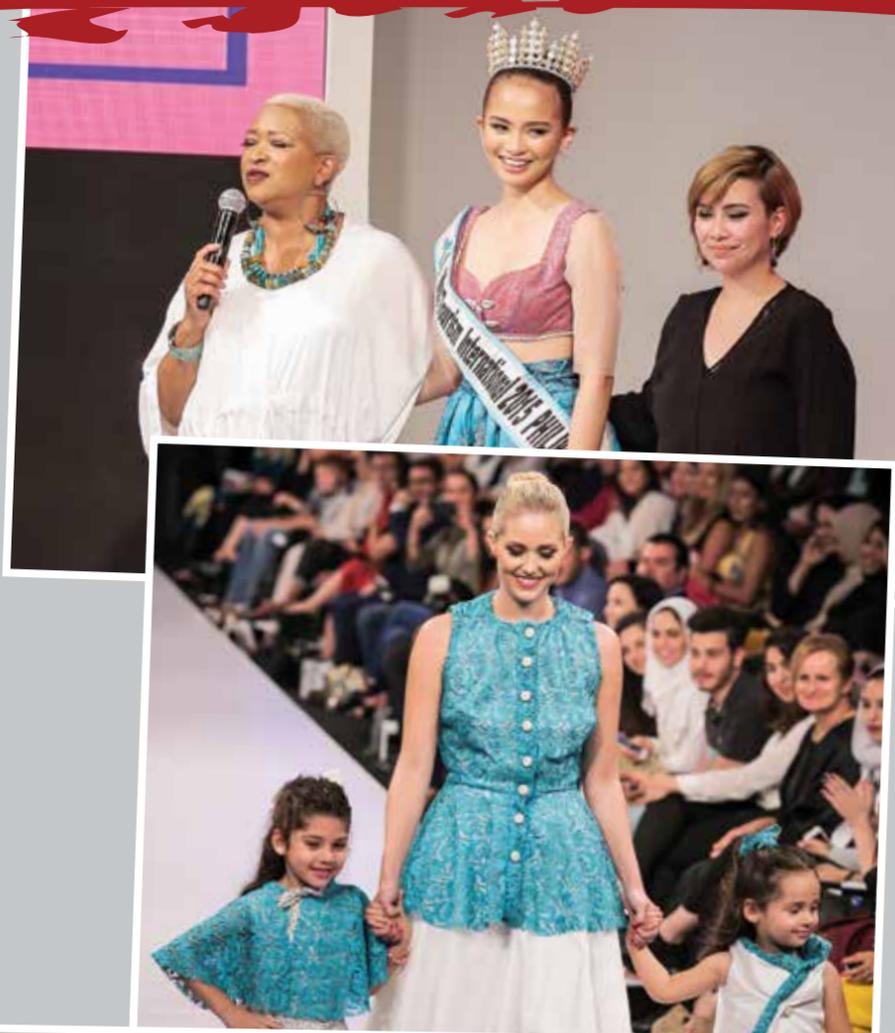


SALAM STORES SUPPORTS THE 17TH VCU-Q FASHION SHOW

Continuing its long tradition of supporting youth and investing in the development of the fashion industry, Salam Stores stepped forward this year as well to host the 17th Annual Virginia Commonwealth University in Qatar (VCUQ) fashion show, at The Gate Mall's Maysaloun Hall. The show took place from the 12th – 14th April 2016 and featured unique and diverse collections of sophomore, junior and senior fashion students of VCUQ. The show attracted over 900 participants and confirmed the growing popularity of the annual fixture. Among the guests of honour in attendance were Shaikha Al Mayassa Bint Hamad Al Thani, Akel I. Kahera, Dean of VCUQ, Rami Al Ali the famous fashion designer, Raya Al Khalifa the famous Qatari blogger and Timasfashion – the well known fashion blogger in Qatar. Supporting Salam Stores in its partnership to encourage and uplift VCUQ's youthful designers were The Gate Mall, Eatopia, and our brands Guerlain and Carolina Herrera.

Around 30 male and female models, along with a number of children, presented the collections on the ramp, receiving loud applause from the capacity audience.

Titled "Reach '16," the three-day event welcomed renowned couturier Rami al-Ali as one of VCU's guest designers and showcased some of his recent ready-to-wear collections. The annual fashion show features more than 100 garments and each of the models wear eight to 10 garments from the senior collection and at least four each from the junior collection. The senior collection at the fashion show was an eclectic mix of day-to-evening looks that reflect the individual aesthetic of each student. It consisted of designs that reinforce the individual vision, creativity and styles of the young designers. The sophomore collection enthralled the audience as it highlights the importance of sustainability, aiming "zero waste design." It focused on children's wear incorporating women's look. Salam Stores selects a winning designer and awards the student with an opportunity to display his or her collection at Salam. Mr. AbdulSalam Abu-Issa, Deputy COO of Salam International, gave a closing speech at the end of the show and announced the 2016 Salam winner to be Mahnoor Ansari.



SALAM TECHNOLOGY'S PARTNER CANON GROWS B2B BUSINESS IN DOHA

Salam Technology's partner Canon Middle East recently launched the direct operation "Canon Office Imaging Solutions - Doha" and opened its first dedicated business solutions showroom!. This is the first time a global technology brand has set up a direct in-country presence in Qatar. The outlook for Qatar's economy is strong as the country's strategy has been to diversify into all major market segments. The country's growth is expected to be 4.3%, making it one of the most attractive Middle Eastern nations. The company was established in partnership with Salam Technology, Canon's longstanding imaging solutions distribution partner in Qatar, to further expand its offerings across the Qatari market, whilst building on the established customer base of Salam Technology. Salam Technology's strong local presence and proven track-record will ensure that Canon provides the high quality, technologically advanced products required across all industries.

The inauguration of the showroom was marked by the presence of Stefano Zenti, Executive Vice President, Canon Europe, Anurag Agrawal, Managing Director, Canon Middle East, Wim Wynants, General Manager, Canon Office Imaging Solutions (Doha) and Mr. AbdulSalam Issa Abu Issa, Deputy COO AND Member of the Board of Directors of Salam International. "Qatar has been a key market for us and the establishment of Canon Office Imaging Solutions (Doha) as a subsidiary of Canon Middle East to specially cater to the market is reflective of our commitment to this region. This showroom is designed to provide hands-on demonstrations of our B2B services and solutions to existing and new customers. It is also meant to display our end-to-end business solutions such as professional print, document and imaging management systems to provide a complete portfolio of innovative products and solutions for businesses across a wide variety of sectors," said Stefano Zenti, Executive Vice President, Canon Europe. Canon's business solutions showroom is located in Bin Omran, Ahmed Bin Ali Street, Town Centre in Doha.





SALAM STORES HELPS QATAR FOUNDATION PROMOTE READING AMONG KIDS

Salam Stores joined hands with Qatar Foundation and helped launch a national reading campaign. The campaign aims to foster a book-loving culture in children from an early age. Joining with QF, Salam Stores was happy to support this goal by raising awareness of the importance of reading, making content more widely available, and encouraging parents and educators to share a passion for reading with the younger generations.

Working with The Gate Mall to provide a great venue to further the reading campaign goals Salam Stores opened its doors to children and welcomed them into a magical world of stories. The event took place on the Ground Floor of The Gate Mall from the 26th to the 28th of June 2016 from 4 PM – 10 PM. To encourage reading and make the

activity a whole lot of fun, the Gate Mall had a reading maze, storytelling activities, book exchange, and simple read & play fun – all organised to delight the little ones who turned up in large numbers to participate in the activities. The Reading Campaign was launched initially by Sheikha Hind Al Thani. It has now been taken up by Qatar Foundation and supported by many prominent organisations across Qatar. The campaign activities held at The Gate Mall were part of the year long country wide effort. During the first stage of the campaign, organisers focused on school children across Qatar promoting regular reading sessions at many local schools, in coordination with the Ministry of Education and Higher Education. Salam Stores is delighted to join this national campaign effort and support our community's youth.

SALAM STORES SPONSORS EXCLUSIVE STYLING SESSION

Salam Stores recently sponsored an exclusive private styling session with one of Qatar's most famous bloggers. Anum Basheer, founder of the famous blog Desert Mannequin gave her time to Salam Stores clients who had a fantastic opportunity to benefit from her styling advice. The event took place on Saturday the 14th of May 2016 from 6 to 8 pm at Salam Stores at The Gate Mall, in the evening wear area of the store. Within the two-hour period, 11 exclusive clients of Salam Stores were able to receive personalised styling advice. Salam Stores' Marketing department, Retail Department, Buying, VM, Perfume, and The Gate management all participated to ensure that the event was a resounding success. Among special guests who were part of the evening were Waad, famous Qatari abaya designer and founder of Waad The Magazine online editorial, Koodiz (Khoulood Al Ali), famous Qatari blogger, Qatari socialites, Style & co, and fashion stylist Khawla Al-Marri, the Emarati digital influencer



SALAM STORES WELCOMES LEADING ONLINE MULTI-STORE GIFT REGISTRY 'MYLIST'

Salam Stores has brought on board a leading online multi-store gift registry platform, enabling customers to buy a selection of gifts for any occasion, style and budget. The launch of its physical office was held at The Gate Mall, which was attended by local industry experts, media and retailers.

As part of its offering, MyList provides a range of gifts, unparalleled in diversity and quality, for customers across the region. Through the registry service, clients can create their personal wish list online as well as invite guests to contribute to it from anywhere in the world, free of charge.



THE GATE MALL AND SALAM STORES SUPPORT 'DISCOVER AMERICA WEEK'

The Gate Mall and Salam Stores recently hosted the 'Discover America' kiosk, as part of a week-long celebration to commemorate the US-Qatar partnership. Held annually, this year's edition of the Discover America Week Qatar highlighted American business and innovation, travel, food, music, fashion, art, education and culture.

Commenting on the inauguration of the kiosk, Abdul Salam Abu Issa, Our Deputy COO said: "The Gate Mall and Salam Stores management are delighted to lend our support to the Discover America Week, as we come together to celebrate a great nation such as the US. The 'Discover America' kiosk is a unique initiative that provides residents in Qatar an exciting opportunity to explore the various destinations of the US. We believe

initiatives like these will only reinforce the cordial relationship that Qatar and US have shared over the years.'

The 'Discover America' kiosk offered guests a range of tailored packages and special promotions from Qatar Airways to facilitate travel plans and procedures for residents in Qatar, looking to travel to the United States.



THE YOUTH COMPANY HOSTS INTERNSHIP FAIR AT THE GATE MALL



The Gate Mall received a spectacular gathering of young, talented minds with the launch of The Youth Company Internship Fair. Held on the 4th-7th of May, 2016, The Youth Company brought together leading companies across Qatar under one roof to offer students and fresh graduates a host of opportunities. Over a 1,000 guests attended the fair, which provided them an easy platform to apply on the spot, share experiences and seek career advice.

The three-day event included a series of workshops, inspirational speeches, networking and application processes, aimed at discovering the true potentials of candidates. Among the companies who participated were Salam Stores, Chevrolet, Qatar Airways, Vodafone, Qatar Film Society, Qatar Business Incubation Center, Hilton, Qatar Extreme Sports, Q Invest, College of the North Atlantic, BQ Magazine, etc. The Gate Mall is proud to have sponsored the venue for this exciting fair, alongside Gold Sponsor - Commercial Bank.

SALAM TECHNOLOGY ORGANISES SPECIAL WORKSHOP TO SHOWCASE MOTOROLA'S LATEST TECHNOLOGY



In partnership with Motorola Inc, Salam Technology organised a workshop to demonstrate Motorola's latest technology in the field of communications that is particularly valuable for the oil and gas sectors. The workshop was attended by a number of local corporates and leading technology companies in Qatar.

Termed as the MTP8000Ex, this advanced technology is specially designed for end users working in hazardous environment containing potentially explosive gases or chemical vapours, flammable liquids or combustible dust. It has been carefully engineered to offer a safe, reliable and efficient communication at all times, while meeting the latest ATEX and IECEx standards.

Through the workshop, Salam Technology reaffirmed its commitment to promoting a culture of safety by deploying effective technology that is aimed at improving on-field communication.



RESPONDING TO CHALLENGES WITH RESILIENCE

DEPUTY COO MESSAGE

Mr. AbdulSalam Abu Issa

We are mid-way into 2016 and times are tough for everyone. A quick glance over our shoulder will help us recollect the challenges unleashed by the steep stumble of oil prices. There is an undeniable knock-on effect of falling oil prices that affects all businesses and none of our companies are immune to that. But in volatile market conditions, we should not lose focus and managers have to be innovative. There are always opportunities to beat the market.

Results of the efforts we put in to consolidate our operations and streamline our processes are quietly becoming evident. The huge restructuring process that we have undertaken to prepare ourselves for the years ahead, which was certainly difficult and called for tough decisions, is proving itself to be worthwhile. Our work on that score isn't over yet, but it's rewarding to see evidence that we are on the right track.

I strongly believe that this is a perfect season for us to get creative - in multiple ways! To inspire you with a few pointers, I'd start with our revenue streams. Income channels can come in all shapes, sizes and forms. And many of them will not seek us out unless we actively look for them. So we must take the time and trouble to explore every opening that carries the promise of new revenues. As the market improves, the volume of work is likely to pick up. So if our companies have weathered this season well, we are likely to grab the upside early and recuperate quicker and stronger than our competitors.

We've got to work tirelessly and prepare our game plan on how we will respond to aggressive competition in such times. Think about what differentiated value we can offer our clients, which our competition will find hard to replicate or match.

As we face the remainder of the year I am confident that SILL's companies are thriving to reach their goals and targets for 2016 while focusing on how to have a strong start to 2017. I believe that 2017 will be more challenging and we have to prepare ourselves but that shouldn't be an excuse for us to underachieve!

I wish you every success for the remainder of the year and I look forward to celebrating your achievements with you!



SALAM HOSPITALITY IN COLLABORATION WITH THE ARMANI GROUP OPENS FIRST EMPORIO ARMANI CAFFÈ IN AMMAN, JORDAN

Salam Hospitality is pleased to announce the opening of its Emporio Armani Caffè in Amman, Jordan. Located on the second floor of the Taj Mall, which already hosts an Emporio Armani Store, the new café covers a surface area of 200 sq.m.

The Emporio Armani Caffè welcomes its guests into an enveloping and elegant space. The atmosphere is characterised by a sense of brightness due to the use of shiny materials: metal surface for table tops, pearl gold leathers for the armchairs and the benches and light fabric for the decorative curtains on the walls. The floor has a wood-effect herringbone pattern in classic Armani greige. Dark wood profiles on the chairs enhance the sleek and sophisticated design. The red Armani/Casa Diogene lamps complete the design with a sophisticated touch of colour. The café is completed by a dehors sitting area with more than forty seats.

Emporio Armani Caffè's culinary offering focuses on traditional Italian cuisine, paying particular attention to the sourcing of raw materials. The menu is specially created by the Armani Group's Corporate Chef in Milan and in line with local Italian traditions and culture it also offers a wide selection of cold dishes. There are many à la carte classics, which like everything the Emporio Armani Caffè offers, are reinterpreted in a contemporary way, both in their preparation and presentation. The Emporio Armani Caffè also offers a dedicated corner to taste and buy the Armani/Dolci collection.



GO ONLINE AND GROW YOUR SKILLS FOR FREE!

Debates around the internet can range from those who view it as potentially harmful to others who praise it as a ground breaking tool for good. No matter on which side of the spectrum you find yourself, the internet has a lot to offer those who are interested in developing their skills – of expanding their capacities and learning something new that can help them at work. Read on for just a few pointers on free online learning tools. Beginning from learning a functional skills like mastering Excel right through to courses on being an effective people manager, the internet offers a number of courses you might do well to check out.

COURSE:

EXCEL MADE EASY

Offered by: www.excel-easy.com

This course is for users with no knowledge of Excel. As Microsoft Excel is one of the most used software applications of all time, those unfamiliar with the software can certainly benefit by learning at least a bit of the functions Excel is capable of performing. Hundreds of millions of people around the world use Excel to enter all sorts of data and perform financial, mathematical or statistical calculations.

COURSE:

MANAGING AND MANAGING PEOPLE

Offered by: www.open.edu

This free course, Managing and Managing People, will introduce you to the world of management. We will be looking at a range of topics, including what managers do, what skills they require, and how you can develop as a manager.

After studying this course, you should be able to:

- Understand what is meant by management and managerial effectiveness
- Identify the roles which are fulfilled while working as a manager
- Identify managerial activities that contribute to managerial effectiveness
- Identify a cause of stress in managerial life from a range covering mismatches between capabilities and role, player-manager tension and everyday stressors
- Understand time pressures and the need for time management.

COURSE:

AN INTRODUCTION TO INFORMATION SECURITY

Offered by: www.open.edu

Headline news scares about stolen or missing data are becoming a frequent occurrence. This free course, An introduction to Information Security, discusses the importance of protecting information. Organisations are relying more and more heavily on computers to store sensitive corporate and customer information and this OpenLearn course gives an overview of information security management systems.

By the end of this course you should have developed an understanding of:

- How you select appropriate techniques to tackle and solve problems in the discipline of information security management;
- Why security and its management are important for any modern organisation;
- How an information security management system should be planned, documented, implemented and improved, according to the BSI standard on information security management.

COURSE:

UNDERSTANDING OPERATIONS MANAGEMENT

Offered by: www.open.edu

Operations management is one of the central functions of all organisations. This free course, Understanding Operations Management, will provide you with a basic framework for understanding this function, whether producing goods or services or in the private, public or voluntary sectors. In addition, this OpenLearn course discusses the role of operations managers and the importance of focusing on suppliers and customers.

After studying this course, you should be able to:

- Define 'operations' and 'operations management'
- Identify the roles and responsibilities of operations managers in different organisational contexts
- Apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation
- Identify operational and administrative processes
- Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.

COURSE:

SUCCEEDING IN A DIGITAL WORLD

Offered by: www.open.edu

This free digital literacy course, Succeeding in a Digital World, will develop your confidence and skills for life online, whether study, work or everyday life. It explores a range of digital skills and practices, including digital identity, digital well-being, staying safe and legal, finding and using information and online tools, and dealing with information overload.

After completing this course you will be able to:

- Understand and be confident in your online identity
- Choose and use the appropriate online tool for the task in hand
- Use technology confidently and critically to achieve your study, work and life goals
- Reflect proactively on your level of digital confidence, and identify steps for further development.

COURSE:

RETAIL MARKETING

Offered by: www.open.edu

This free course, Retail Marketing, explores how retailers use marketing to communicate with their customers, considering definitions of retailing and consumers, the basics of communications, before moving on to look at different forms of marketing communications and advertising used by retailers.

After studying this course, you should be able to:

- Define retailing
- Understand what marketing means to business executives and academics
- Understand the ways that retailers use marketing tools and techniques to interact with their customers.



SIIL & BOUNIAN HOLD GENERAL ASSEMBLIES

The General Assemblies for Salam Bounian & SIIL were held on the 5th of April 2016 at the Gate Mall's Maysaloun Hall. The General Assembly for SIIL began at 4.30 pm followed by Salam Bounian's assembly which took place at 5.30 pm. The Board of Directors of SIIL and Bounian were present in the company of a gathering of shareholders.



SIIL CELEBRATES NATIONAL SPORTS DAY

The National Sports Day, held annually on the second Tuesday in February, has one main goal. The event is held across Qatar with the objective of promoting a healthy lifestyle among its population. Since the launch of the first National Sports Day, which was held in Qatar in 2012, SIIL has supported the initiative wholeheartedly. As the nation does, we too believe that our people must practice a healthy and balanced lifestyle. We are proud that by declaring this national initiative, Qatar has become one of the few nations to dedicate a day for sports.

SIIL is delighted that year after year we see an increase in the enthusiasm of our Salam family to participate at these events. We believe that our staff enjoys the opportunity to meet in a friendly atmosphere having some fun and fellowship away from the office. Having said that, we must also mention that in certain sports our teams from different companies display a true spirit of competition as they do their best to become champions in their respective sports, by beating their colleagues. This too is a joy to see!

On the 9th of February 2016 SIIL celebrated Qatar National Sports Day. The company organized several activities that drew together the entire extended Salam family. Among the exciting sporting events were Bowling, Cricket, Table Tennis and a Basketball Tournament. The event gave SIIL staff and families an opportunity to meet in a relaxed environment and enjoy some friendly competition. There were winners of the day who were duly awarded while enjoying the applause of the enthusiastic spectators made of friends, family members and colleagues.

TSE congratulates the winners in each category! Look below for a glimpse of the festivities.

Congratulations to the winners whose names are found below:

BASKETBALL

The Basketball Tournament was held in Ali Bin Hamad Attiya Al Sadd Sports Club at 8am

Champion : Salam Stores

1st Place : Salam Industries

Most Valuable Player : Jose Paulo Paguirigan of Salam Stores

BOWLING

SIIL's Bowling Tournament was held at the Gondolania fun park at Villagio at 10 am

Champion : Salam Industries

1st Place : The Gate/New Image

Most Valuable Player : Jun Garcia of Salam Industries

TABLE TENNIS

Held in the Maysaloun Hall of the Gate

Champion Men's Category : Bilal Ahmed

1st place Men's Category: Mustafa Abdul Aziz (Salam Enterprises)

Champion Women's Category : Shairen Pie Lagunday (Salam Enterprises)

1st place Women's Category : Maria Debbie Calderon (ITC)

CRICKET

The Cricket Tournament took place at the Cricket ground near Shafallah Center at 8 am

Winning Team: Alunasa & Gulf Industries

Runner-up Team: SPS & Stream Engineering

Man of the Tournament: Mr. Mahesh Gundam of Stream

Best Batsman: Mr. Muzaffar Abdul Rasheed of Stream

Best Bowler: Mr. T. Bijas of AluNasa







NEW BIRTHS



This page in The Salam Experience, celebrating the birth of our Salam Family babies, is sponsored by JustKidding® the one-stop shop for modern parents.

JustKidding sources the world's leading brands in safe and stylish furniture, smart and elegant travel gear, stylish yet organic clothing, joyful toys and super-practical and healthy baby care products.



Baby Boy Aiden Antony
Son of Antony Kainykat George,
Camera Technician Distribution Others-PPH
Salam Stores UAE



Baby Boy Skyler Adrin
Son of Dixie Hernandez, Beauty Advisor
Distribution PRF- CLINIQUE
Salam Stores UAE



Baby Girl Maggie-Rose
Daughter of Danny Hallwood, IT Manager
Salam International



Baby Girl Garrette Kelaiah Trinidad
Daughter of Geoffrey Trinidad – Technical
Support Engineer – Construction Division.
Salam Enterprises Dubai



Baby Girl Layan Malssi
Daughter of Omar Malssi-Als, Sales
Associate Retail-AI Ain Armani Jeans
Salam Stores UAE



Baby Boy Abdul Hamid
Son of Mohammed Mohanad Alsaraj,
Tailor Supervisor - Retail
Salam Stores Qatar



Baby Girl Ashleen Vino
Daughter of Aris Vino, Sales Promoter
Distribution PRF- ARAMIS
Salam Stores UAE



Baby Boy Omar Apolinar Jabbarani
Son of Haide Apolinar, Cashier Retail-AI Ain Store
Salam Stores UAE

NEW APPONTMENTS

STREAM



Mr. Izzat Ayed Abu Ali,
joins us as Electrical Site Engineer.



Mr. Syed Rizvan ,
joins us as Mechanical Project Engineer.



Mr. Viral Kumar,
joins us as AutoCad Draughtsman.



Mr. Asad Omar,
joins us as Sr. Project Engineer – Electrical.



Mr. Aiman Fahed Jrerah,
joins us as Sr. Draftsman.



Mr. Shadab Hasan,
joins us as QHSE Manager.



Mr. Ahmed Mohamed Mahmood,
joins us as Mechanical Site Engineer.



Mr. Mohammed Azam Razi,
joins us as Mechanical Engineer – Estimator.



Mr. Gaurov Nandy,
joins us as Sr. QAQC Engineer.



Mr. Arthur Bautista,
joins us as Sr. Quantity Surveyor.



Mr. Murath Farraj,
joins us as Project Manager.



Mr. Mahmood Abu Hassan,
joins us as Mechanical Site Engineer.



Mr. Suhail Vilangil,
joins us as QAQC Engineer.



Mr. Sujithkumar Somarajan,
joins us as AutoCad Draftsman.



Mr. Rami Elyan,
joins us as Sr. Project Engineer.



Mr. Ricardo Angeles,
joins us as Document Controller.



Mr. Rogel Guinitaran,
joins us as QAQC Engineer.



Mr. Ajvad Shoukhi,
joins us as Safety Officer.



Mr. Islam Eltaieb,
joins us as Sr. Project Engineer.



Mrs. Maria Jovelou Caños,
joins us as Document Controller.



Ms. Szaiyree Reyes,
joins us as HR / Admin Assistant.



Mr. Primson Mathew,
joins us as Mechanical Site Engineer.



Mr. Hassan Abdulrahman,
joins us as Electrical Site Engineer.



Mr. Mohammad Ajad Pasha,
joins us as Electrical Site Engineer.



Ms. Karen Martinez,
joins us as Electrical Engineer – Estimator.



Mr. Ahmed El. Agamawy,
joins us as Commercial Manager.



Mr. Mohamad Al Bida,
joins us as Logistics & Store Supervisor.



Mr. Hatem Embaby,
Join us as Sr. Project Engineer – Electrical.



Ms. Manilyn Santos,
joins us as Receptionist / Secretary.



Mr. Mohammed Yaseen,
joins us as Sr. Mechanical Engineer Estimator.



Mr. Adel Mohamed Gad,
joins us as Electrical Project Engineer.



Mr. Marcial Dacayanan,
joins us as Sr. Project Engineer – Mechanical.

ALUNASA DUBAI



Ms. Cherielyn San Juan ,
joins us as Project Coordinator.



Mr. Sijo Jose,
joins us as Health & Safety Officer.



Mr. Prince Upendranath Singh, joins us as Estimator in the Commercial & Tendering Team.



Mr. Tarek Sokar El Sayed,
joins us as Project Manager.



Mr. Darren Fieldhouse,
joins us as Project Manager.



Mr. Arunkumar G,
joins us as Sales Engineer - Construction Division.

SALAM ENTERPRISES QATAR



Mr. Chithra Bahadur,
joins us as Safety Officer.



Mr. Shady Ragab,
joins us as Interior Designer.

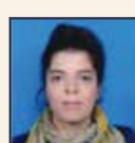


Mr. Abdurhman Rafique Sammour, joins us as Site Engineer.



MS. MICHELINE BERZY,
joins us Brand Manager – Estee Lauder, Perfumery Distribution.

SALAM STORES QATAR



Ms. Nada Al Sayad,
joins us as Retail Manager – Retail.



Ms. Mary Josephine Taguinod, joins us as Assistant Buyer - Lingerie



Mr. Jonathan Glands,
joins us as Buying & Merchandising Manager – Men's Wear.



Mr. Raghu Kumar Arrabelly,
joins us as Solution Architect – Oracle Retail.



Ms. Areej Grizi,
joins us as Regional Marketing Manager – Marketing.



Ms. Marcelina Retsinas,
joins us as Regional Visual Merchandising Manager – Retail.



Mr. Barrett Christian Quinn, joins us as Project Manager – Oracle Retail.

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

MATRIMONY

Salam Stores UAE



Congratulations to
Mr. Michael Macatangay Nepomuceno,
Visual Merchandiser Retail-Abu Dhabi
Store on his marriage.



Congratulations to
Mr. Elamir Adnan Mohamed Ranadan,
Beauty Specialist Distribution PRF- TOM
FORD on his marriage.



Congratulations to
Ms. Dalia Delgado Evangelista, Secretary
Retail-Abu Dhabi Store on her marriage.



EMPLOYEE EXPERIENCE

Oliver Jayaraj Healthcare Division Manager Salam Enterprises Qatar

TSE caught up with Oliver so that we could introduce him to the extended Salam family!

How long have you been at Salam Enterprises?

This is my 10th year with Salam Enterprises. I joined in December 2006 as Sales Executive in the flooring department and developed the department and became its key Account Manager and then the Product Line Manager. I managed 5 key Account Managers and the company gave the opportunity to grow.

Why did you pick Salam Enterprises and become part of its team?

Salam Enterprises is a respected name in the market as they carry good product range and brands. I appreciated the fact that the company also has a name for quality and trust. That makes it the kind of company in our field that one would like to work for.

Tell us the best three things about your job?

There are many things but as you asked for only three let me tell me try to limit

my list! 1). The job gives me the potential to develop myself and my skills and grow in the company 2). I receive good management support as my MD Mr. Yasser Hamad and my GM Mr. Mustafa Abdul Aziz are my mentors and finally 3). I have the opportunity to be factory trained in new products. This is something of great value. I also get to visit exhibitions around the world to meet new suppliers and learn the new and emerging trends in the industry.

Tell us two challenging things about your work?

I would like to state that life is full of challenges and we need to face it with a brave face. There are many challenges in my line of work, but I would like to highlight a few. Firstly the market in which we operate is very dynamic, which means we have to always read the pulse of the present market conditions and trends and keep track of our competitors. We absolutely have to win over business to increase our market share as we are new entrants in healthcare field. Secondly, it is imperative that we contribute to achieving our company sales targets and to keep our existing customers happy with good aftersales service. We know that 80% of repeated sales can be achieved by keeping and maintaining our existing customers and the rest by adding new customers. So I would term these as challenges that are part of our work.

If you want to convince a client to select Salam Enterprises to work with, what will you tell them to attract them to your company?

Salam Enterprises has some of the world's best product range and brands and the ability to take up projects on a

turnkey basis from design to build. And we can do that whether it is a hospital or a clinic. We are truly a one one-stop for all needs. That means you can really expand your career with us. 2. We are a trusted name & we have financial stability with the backing of a strong parent company Salam International. That again is great news. 3. We have an in house factory trained installation team working with our qualified technical team of designers and engineers. So we are highly professionally staffed. This is also hugely attractive because it means that your career can be built in a highly proficient environment.

You have won an award from one of the brands you represented. Tell us about that.

Yes. Tarkett is a vinyl flooring supplier from France. They are one of the world's top brands. From among their representatives in the Middle East I am happy to say I was given an award for excellence in marketing and sales.

Tell us a bit about your family -

I am happily married and blessed with 2 children, my daughter Sharon Flora is 10 years old and son Aaron Robin is 6. They go to Birla Public School Doha. My wife is a trained cake decorator.

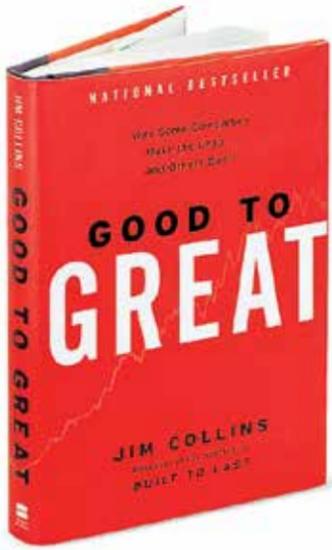
What does your family think of the Salam Group?



My family know and are happy that I am working for one of the best-known and highly trusted names in the market. They know that Salam is a big company and it is stable and strong even in challenging market conditions. So they have a very positive impression about my work place and the company I am part of.



BOOK REVIEW



Good To Great is a book by James C. Collins and it sheds light on how great companies triumph over time. The book focuses on how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. Interestingly the book also answers the key question - what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? Good to great introduces a number of simple concepts as keys to success: The Hedgehog Concept: To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programmes and wrenching restructurings will almost certainly fail to make the leap. Overall the book is well worth the read.

SCRAMBLED COMPANIES

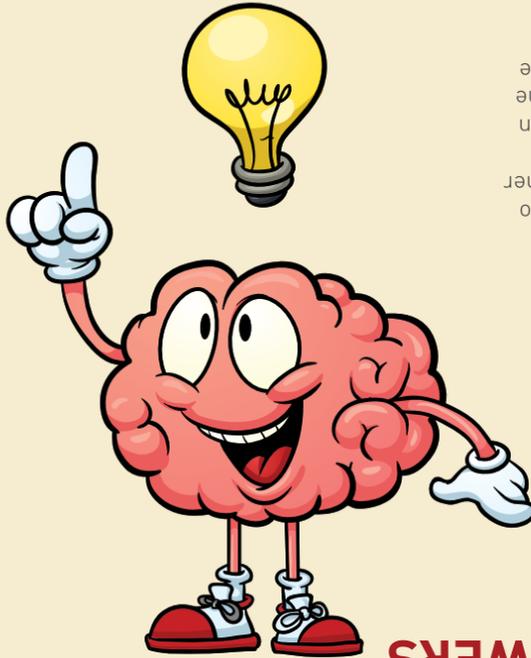
Use your eyes to challenge your brain! There are 12 SILL companies listed below in a scrambled fashion. Your job is to unscramble them. (When you are done and want to check your answers find the list of companies elsewhere on this page)

- I2R1ETALE
- LAMSA ESSTINRRPEE BRNAAIH
- ASALM GTYELCNOHO
- MAASL OETSRS
- STAMRE
- LMSAA LMOPEEURT
- ALSAM SEREIPSERTN RAAQT
- ULFG STEUSDIIRN
- GFUL LTSEE
- ULA AANS DUAIB
- ALU ANAS RTAAQ
- Q NRAGED

BRAIN TEASERS

Exercise your brain by cracking these brain teasers. Once you do – go and check your check your answers against the solutions found elsewhere on this page.

1. You are a cyclist in a cross-country race. Just before the crossing finish line you overtake the person in second place! What place did you finish in?
2. In a year there are 12 months. 7 months have 31 days. How many months have 28 days?
3. A plane crashes on the border of the U.S. and Canada. Where do they bury the survivors?
4. I do not have any special powers, but I can predict the score of any football game before it begins. How can I do this?
5. You are on the bank of a river. You have to get a fox, a hen, and corn to the other side of the river. If left alone, the fox will eat the hen, and the hen will eat the corn if left alone. The boat is only big enough to take you and one other three to the other side. How do you get all 3 across intact?



1. Second Place. If you pass the person in second, you take second place, and they become third.
2. Answer: They all do.
3. You don't bury the SURVIVORS!
4. I can predict the score BEFORE it begins. Well, the score before any football game is always zero to zero!
5. First take the hen across. Leave the hen. Go back and get the fox. Take the fox to the other side. Leave the fox there, but take the hen with you back to get the corn. Leave the hen and take the corn to the other side. Drop the corn off with the fox, then go back to get the hen. Bring the hen to the other side. All 3 make it fully intact!

BRAIN TEASER ANSWERS

BRAIN TEASER ANSWERS



"Working here is a lot more fun since we started outsourcing our stress!"

1. Atelier21
2. Salam Enterprises Bahrain
3. Salam Technology
4. Salam Stores
5. Stream
6. Salam Petroleum
7. Salam Enterprises Qatar
8. Gulf Industries
9. Gulf Steel
10. Alu Nasa Dubai
11. Alu Nasa Qatar
12. Q Gardens

ANSWERS TO SCRAMBLED COMPANIES

The Salam EXPERIENCE is published each quarter by the Corporate Marketing & Communications Department.

Its purpose is to recognise employee accomplishments, inform the readers of upcoming events and to report stories of interest to the employees of Salam International Investment Ltd. To be accepted for publication, information must pertain to Salam International Investment Ltd. activities, personnel or family members of Salam International Investment Ltd. Submissions will be edited for clarity, brevity, and to meet space limitations.

The Corporate Marketing & Communications Department reserves the right to decide whether or not a submission is newsworthy or acceptable for this medium.

Please e-mail your comments, suggestions and/or submissions to: salamexperience@salaminternational.com or Sara Abu Issa, Corporate Communications Manager at s.abuissa@salaminternational.com or via fax to +974 44838732.