

# What's On

## 'Samana Kuwaitiya' celebrates nation's spirit

# Kuwait Airways pays tribute to nation with TVC

KUWAIT CITY, Feb 28: To mark the occasion of both Kuwait's National Day and Liberation Day, falling on Feb 25 and 26 respectively, Kuwait Airways, the official national carrier of the State of Kuwait, has paid tribute to the nation with a two-minute long TV commercial (TVC) highlighting the source of national pride and inspiration — the indomitable spirit of the Kuwaiti people.

The two-minute long TV spot was previewed on Kuwait Airways' YouTube channel (Feb 15), before debuting on local and regional TV channels, the following day.

With a twist on the inspirational maxim that "the sky is the limit", the Kuwait Airways ad has, somewhat understandably, adopted an aviation-related twist with "Samana Kuwaitiya"; loosely translating as: "The sky is ours!"

Commenting on reasons for the ad, Haneen Al Fulaij, Head of Strategic Planning, Kuwait Airways, said:

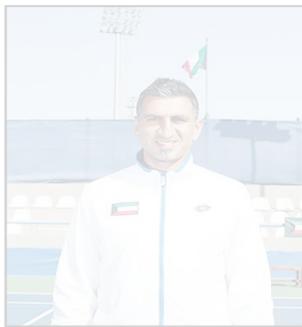
"The inspiration for the ad was drawn from the Kuwaiti people themselves. As such, the concept was to take a snapshot of the daily life of four genuine, individual success stories.



Chef Faisal Al-Nashmi

That is to say, the four Kuwaitis who appear in the ad are not actors; they are four individual Kuwaitis who represent a cross-section of the nation's individual and collective brilliance and their journey towards success."

Following the storylines of the four Kuwaitis, all of whom have achieved success in their chosen field of work or vocation, the TVC's producers say



Mohammed AlGhareeb

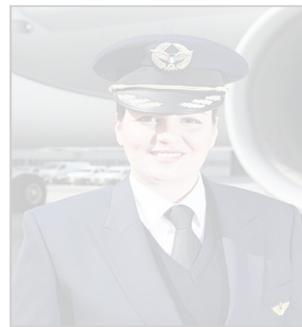
that by highlighting individuals who demonstrate what is possible, this translates into inspiration for others — the nation as a whole — to feel inspired to achieve further success. This is symbolised nicely, at the end of the TVC, with all of the individuals meeting together at the Kuwait "Opera House" or the Sheikh Jaber Al-Ahmed Cultural Centre (JACC) —



Nasser Abulhassan

a proud architectural monument and modern symbol of Kuwait.

The four individuals in the TVC are: Maha Beidoun, a trainee First Officer and the second female commercial pilot to work for Kuwait Airways; Capt Mohammed AlGhareeb, a tennis player who holds the record for the number of times representing Kuwait, in the Davis Cup; Dr Nasser Abulhassan, an



Maha Beidoun

architect with a PhD from Harvard,

who set up AGI Architecture 10 years ago, with offices in both Kuwait and Madrid, and employs many other Kuwaitis in this field; and Faisal Al-Nashmi, Chef and Restaurateur of "St (Street) Al Makkkan" and "Table Otto".

Not content to produce a stunningly impactful homage to the Kuwaiti nation, which was filmed on location

and courtesy of both JACC and Al Shaheed Park, Kuwait Airways sought out the prestigious talents of Kuwaiti poet, Bader Boursely, to write the voice over. This, in turn, was delivered in the inimitable tones of Suad Abdullah.

In addition to the two-minute TVC, a shorter, one-minute version was created for social media audiences. Additional material that also can be seen online includes one-on-one interviews with the four individuals who star in the ad; each explaining their own individual journey and how their love for Kuwait was a part of the inspiration that drove their success.

With Kuwait Airways enjoying a revival of fortunes, in 2016, it is also clear that the new Kuwait Airways TVC takes on its own view of the success of a nation rising out of the sum of its parts.

The TVC ran from Feb 15, continued over the National Day and Liberation Day weekend, up until the end of February. The online versions can still be accessed on any of Kuwait Airways' social media platforms, including: YouTube, Facebook, Twitter and Instagram.



A photo from the event

## 'Best Hospital in Kuwait'

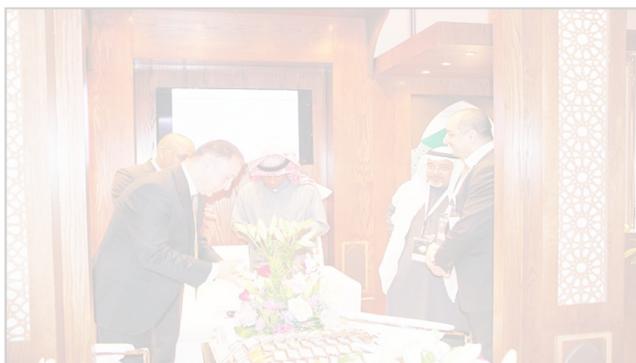
# Royale Hayat 'celebrates' 7 years of trust with award

KUWAIT CITY, Feb 28: Royale Hayat Hospital has been named Best Hospital in Kuwait for the Seventh Year at the Service Hero Awards, Arab World's 100% consumer-driven customer satisfaction index.

"Receiving this award for the seventh time is an honor. We value this award, because it reflects the satisfaction of our community and customers. At Royale Hayat Hospital, we work as a team to provide the best and most advanced services and technology in the

medical and hospitality industry. As chairman and members of the board, we are committed to fulfill the needs of patients and families in Kuwait."

Since launching in 2006, Royale Hayat continues to provide the safest, most modern and highest quality of medical care and services to the Kuwaiti society in an environment of compassion, comfort and care. This vision has guaranteed Royale Hayat's leading place in the health sector and has redefined the benchmarks in hospitality.



Saudi pavilion in the launch ceremony of 'Nomu'

# KFH-Saudi participates in launch of Saudi parallel market 'Nomu'

KUWAIT CITY, Feb 28: Kuwait Finance House-Saudi Arabia participated in the golden sponsorship of the launch ceremony of the parallel market "Nomu" at Faisaliya Hotel — Riyadh. Several companies were listed in the parallel market. KFH-Saudi has participated in managing the subscription process in one of the Saudi companies "Omran Industrial Company". Several officials were present at KFH-Saudi pavilion including Chairman, Yousuf Al-Saqer and CEO Tariq Al-Rukhaimi in addition to Head of Product Development and Head of Wealth Management Sami Abul-Ruzz and Head of Investment Banking Mohammed Taker Al-Lawzi.

Saudi Money Market (Tadawul) announced the launch of the Parallel Stock Market under the name (Nomu) on 26th February as part of the money market development plans to achieve the kingdom's vision for the year 2030. The plans reiterated the need to establish an advanced and highly developed and open market worldwide. The market is intended to provide several diversified and highly developed tools, instruments and investment opportunities for all participants and dealers in the money market.

KFH-Saudi is considered today as the fastest growing financial institution in Saudi Arabia. The bank was established as a closed shareholding company with a fully paid up capital SR 500 Million. The bank is registered in the commercial register in Riyadh city. The bank practices its activities as principal undertaking hedging, management, arrangement, consultancy services and a book keeper in the Saudi money market as per a license issued by the Money Market Authority on 5th November 2008. The company commenced its activities on 23rd Jan 2010 with a vision to become a leader in the field of Sharia compliant wealth management activities in Saudi Arabia, achieve a significant change in the investment banking sector on both local and regional levels through the adoption of a sharia compliant investment methodology and compliance with the highest integrity, professionalism and distinction standards, thus aiming to establish Sharia compliant financial consultancy services and wealth management services for individual and corporate customers in the area. KFH-Saudi provides high distinctive investment opportunities, remarkable returns and enhanced value for customers.

## Exclusive benefits, privileges with MasterCard World, Titanium offerings

# KIB introduces new credit cards

KUWAIT CITY, Feb 28: Kuwait International Bank (KIB) has announced the launch of a new suite of MasterCard credit cards with the introduction of the MasterCard World and Titanium offerings, which will now be available to its customers.

These new additions to the KIB cards family come as part of a long-term strategic partnership established with MasterCard, with the aim of enriching KIB's banking solutions to offer advanced and customized experiences that cater to the diverse needs of its customers.

The new cards offer customers a range of exclusive benefits and privileges specifically crafted to suit their fast-paced, contemporary lifestyles, including the 3% cashback facility currently enjoyed by all KIB cardholders. MasterCard Titanium products offer a host of benefits, such as privileged access to airport lounges, discounts on online purchases, discounted chauffeur rides with Careem, special "buy 1 get 1" offers, and much more. MasterCard World cardholders will enjoy the ability to move effortlessly across the world, with unlimited airport lounge access, discounts on luxury apartments and complimentary hotel nights, airline discounts, comprehensive travel insurance and numerous other privileges and special offers.

Eugene Galligan, Acting General Manager of Retail Banking Department at KIB, said, "The enhancement of our card offerings is simply the next step in KIB's long-term strategy, which focuses on introducing more unique, convenient products for the financially savvy customer. Our alliance with MasterCard will help us augment our portfolio, demonstrating KIB's continuous effort to develop its products and services to enhance the customer's overall banking experience."

Galligan added, "As the priorities of our customers are constantly evolving, we continue to carefully monitor our customers' ever-changing needs, in order to offer them the right mix of products and services that complement their modern lifestyles. Our new card offerings allow cardholders to carry out their transactions in the most flexible, convenient and safe way possible."

To learn more about the Bank's MasterCard offerings or any other KIB products and services, customers can call "Al-DawliWeyak" at 1866866, or visit the website (www.kib.com.kw) or follow the Bank's accounts on Facebook (facebook.com/alDawliBank) and Instagram (@alDawliBank).

## Confab on March 5

# ACK announces PBL Symposium

KUWAIT CITY, Feb 28: After developing successfully a variety of active learning approaches, the School of Engineering at the Australian College of Kuwait (ACK) is organizing its second "Project Based Learning (PBL) Symposium" under the theme "Reshaping the Teaching and Learning experience" on Sunday, 5th of March, 2017.

Set to be held at ACK's campus in West Mishref, the symposium will bring together engineers and educators to share expectations, learning techniques and experiences that influence and shape the learning process of the next generation of engineers.

The symposium will host two guest speakers from the Director of the Aalborg Centre for Problem Based Learning in Engineering Science and Sustainability, Aalborg University, Denmark, Prof. Anette Kolmos, and from the Director of Academics and Research, Iron Range Engineering/Minnesota State University, USA, Dr Ronald Ulseth, the symposium will also serve as a platform for professional development, while providing networking and knowledge-sharing opportunities between the panel of speakers and symposium attendees.

The School of Engineering invites interested parties to attend the symposium, whereby registration can be completed online by visiting the website: <http://www.ack.edu.kw/pbl2017>.



A photo from the event

## Get interest-free loan, win cash gift

# Win big with Gulf Bank's Salary account

KUWAIT CITY, Feb 28: Today, Gulf Bank launched Kuwait's biggest Salary account offer. This special account offer is for Kuwaiti customers who will be able to benefit from a multitude of offers by transferring their salaries to Gulf Bank. The campaign starts today Wednesday, March 1, 2017 and runs until Dec 31, 2017.

The new Salary account offer gives new Salary account customers the opportunity to either receive a KD 100 cash gift or an interest free loan. Kuwaitis must have a minimum salary of KD 500 and are fully eligible for the offer following their first Salary transfer into Gulf Bank.

Customers can benefit from Gulf Banks Visa or MasterCard credit card with no annual fee for the first year. They can also get the chance to apply for a loan up to KD 70,000 payable over 15 years or a consumer loan up to KD 15,000.

Additionally, Gulf Bank offers its Salary customers not only an interest free loan but they are automatically enrolled in quarterly draws and have the chance to win valuable cash prizes. There are three quarterly prizes of KD 25,000 and Kuwait's largest Salary prize of KD 250,000 in the last draw.

The draw dates are as follows:  
 ■ 8 May 2017 for the prize of KD 25,000  
 ■ 7 August 2017 for the prize of KD 25,000  
 ■ 6 November 2017 for the prize of KD 25,000  
 ■ 8 February 2018 for the big prize of KD 250,000

Gulf Bank invites all Kuwaitis, and particularly new customers, to take part of this new campaign and be part of the quarterly draws. As always, Gulf Bank seeks to provide new and interesting initiatives and reward its customer base.

To find out more about Gulf Bank's promotions and offers, visit one of Gulf Bank's 56 branches, call the Customer Contact Center on 1805805, or log on to [www.e-gulfbank.com](http://www.e-gulfbank.com), Gulf Bank's bilingual website.



Australian College of Kuwait



## Easy access to funds

# Travel smart with ABK's new prepaid multi-currency card

KUWAIT CITY, Feb 28: Al Ahli Bank of Kuwait's 'Freedom Multi-Currency' card gives travelers greater control over their finances when they are abroad and can potentially save them money. The card is backed by MasterCard and is accepted at over two million ATM machines and 35 million other locations around the world.

The Freedom Multi-Currency card is a prepaid card from ABK and is for both ABK customers and non-ABK customers. The card is available in any of the following currencies: Kuwaiti dinars, US dollars, Euro, British pounds, KSA riyals, UAE dirhams, Bahraini dinars, Qatari riyals, Swiss francs and Canadian dollars at an exchange rate

which is locked at the time of purchase. This means that customers are protected against fluctuations in future currency rates.

In addition to secure and easy access to funds, the card also provides free travel insurance of up to USD 250,000, purchase and fraud protection, a dedicated online portal which customers can use to access card account details, MasterCard Global Assistance Services and a wide range of special promotions from Priceless Arabia, the exclusive online offers site from MasterCard.

For more information about Al Ahli Bank of Kuwait please visit [eahli.com](http://eahli.com) or contact a customer service agent via 'Ahlan Ahli' at 1899899.