

'Our graduates trained to contribute to the economy as leaders of tomorrow'

HEC Paris brings high quality edu programs to the region

FOLLOWING is an interview with Dr Nils Plambeck, Dean and CEO of HEC Paris in Qatar by Arab Times newspaper in Kuwait.

Question: Tell us about the programs offered by the School?

Answer: Since HEC Paris established itself in Qatar in 2010, our goal has been to provide a key contribution to the development of a knowledge-based economy in Qatar and in the region. We aim to achieve this through strengthening corporate competitiveness in the region and providing managerial training to non-profit organisations.

HEC Paris continues to bring the high quality and high impact Executive Education programs to Doha and the region, offering a complete and unique range of educational programs for the leaders of today and tomorrow.

Our programs range include The Executive MBA (EMBA) which is a 16-month concentrated practical program designed to provide executives with an understanding of the social, economic and environmental aspects of global business.

We also offer the Specialized Master in Business Unit Management (SBUM), a program which runs over 18 months; it is aimed at managers who lead a business unit or profit centre, or someone who is likely to occupy such a role in the near future. Both programs are part-time programs, which allow participants to continue their regular work.



Nils Plambeck

HEC Paris in Qatar also offers a full range of non-degree programs and custom programs tailored to the specific professional development needs of a company. These programs are carefully designed for key decision makers, from board level to middle management and sometimes junior level management.

Our short and high-impact open enrolment programs impart managers and executives with the latest management concepts, frameworks and best practices.

Q: Is there an intention to offer new graduate programs in the future?

A: Under our motto 'The more you know, the more you dare' HEC Paris is always trying to meet the needs of the current and future labour markets in the region with programs and trainings that give participants the necessary knowl-

edge and skills to progress in business.

Accordingly, we also always striving to revise our offer proactively in order to equip participants with the right skill-sets and insights for the future.

In the coming academic year, we will not offer a new degree program. But we will broaden the scope of our Specialized Master in Business Unit Management. For example, we will offer within this program specializations in Human Resource Management and Marketing.

Q: What is the number of graduates from HEC Paris since its inception in Qatar?

A: Since the launch of our flagship EMBA program in 2011, we have had seven cohorts, totalling 287 participants, with women making up 20% of EMBA program members.

Meanwhile, for the Specialized Master's Degree in Strategic Business Unit Management (SBUM) program, we have had seven cohorts with a total of 316 participants with women making up over 50% of the total program membership.

Q: Are there partnerships with the business sectors to support the graduates?

A: The business sector has been supporting us and our participants as well. We often have the chance to have guest speakers who share very insightful information about industries and recent practical developments. This further ensures that our participants not only learn the theoretical

business concept in class but also how to implement in the practical professional life in the region.

In addition, HEC Paris has created and delivered outstanding corporate training programs to some of the major companies in Qatar and the region. We have worked very closely with the Qatar Foundation and through our own Research Office to ensure that the courses and programs that we offer are tailored to regional needs.

Q: What are the admission requirements and what is the selection criterion?

A: Admission to an EMBA program comes in three stages. The first step involves an interested candidate meeting with a program advisor to discuss their profile and suitability for the course. Candidates will then need to submit an online application, comprising an essay, CV and referees. The candidate then is interviewed and gives a presentation about their professional goals; finally, an admissions jury in our home campus decides about the application.

Similarly, for the Specialized Master's Degree in Strategic Business Unit Management program, the first segment of the admission procedure is a meeting with a program advisor to discuss eligibility for the program. Once feedback has been given by the advisor, the candidate must submit an online application consisting of personal essays outlining who they are and what they wish to achieve, plus their CV. Again,

an interview takes place before a final review by an admissions jury decides about the application.

Information sessions and master-classes are held periodically and it is recommended that candidates attend to hear from alumni. This helps future participants gain a better understanding of the admissions process.

Q: How can HEC Paris support the business sector in Kuwait?

A: In line with Kuwait's government vision "New Kuwait 2035", HEC Paris in Qatar can help in transforming Kuwait into a financial and trade center where the private sector, supported by SMEs, leads the economy. Equipped by the knowledge and best practices provided by academics and practitioners from HEC Paris, participants from Kuwait in our degree programs can help the country make a major stride in the efforts to support the entrepreneurs, and enable the private sector to drive economic growth.

We have seen this in Qatar, where our graduates have successfully applied the frameworks and concepts acquired from our EMBA and Specialized Master's in Strategic Business Unit Management (SBUM) programs into either their existing businesses or in starting up new ones. Some have set up manufacturing and IT units, while others launched retailing stores and restaurants. Some participants who were already entrepreneurs have used their increased knowledge from the program to grow their businesses.

Thus, participants from Kuwait can "import" knowledge and revised skillsets. At the same time, HEC Paris in Qatar can offer customized programs in Kuwait for profit and non-profit organizations. These programs, which could run in Kuwait, can help members of the organizations and the organizations deepen and broaden their specific their skills.

Q: How can HEC Paris as an education provider benefit the Kuwaiti executives and potential participants?

A: As an academic institution that provides business education, research and knowledge transfer, we add value to the lives of our students academically and beyond; this can be in Qatar or in Kuwait. Developing unmatched managerial capabilities and skills, accessing large business network and sharing professional experience are some of the benefits that our executives gain during their journey in the programs.

No matter whether in our degree programs, open enrolment programs, or in custom programs, our graduates are trained to build on their competencies and utilise these business opportunities to grow ahead in their careers and contribute to the economy as leaders of tomorrow.

With this offer and the expertise, we have developed over the years in the GCC, we strongly believe Kuwaiti executives and future managers can greatly benefit from working, learning, and exchanging with HEC Paris in Qatar.



Group photo of Alghanim Industries employees with KRCS volunteers.

Firm supports KRCS by providing home electronics to needy families

Cadillac Alghanim makes donation ahead of Eid



A photo from the event

ABK celebrates World Humanitarian Day

Al Ahli Bank of Kuwait (ABK) recently celebrated World Humanitarian Day, as a group of ABK staff volunteered to distribute packages to street cleaners across Kuwait. World Humanitarian Day, which falls on Aug 19, is marked universally through initiatives and projects committed to recognizing humanitarian personnel who dedicate their lives to the cause and to encourage humanitarian deeds worldwide.

The packages distributed by ABK included essential food items, water

bottles, caps and towels; all in an effort to keep street cleaners refreshed and hydrated throughout the day. This initiative came as a gesture from ABK to demonstrate its support to these hardworking individuals that keep the streets of our beloved Kuwait clean.

For more information about Al Ahli Bank of Kuwait please visit eahli.com or contact an ABK a customer service agent via 'Ahlan Ahli' at 1899899.

Unique dining experience with every meal

Antilise your tastebuds at Hilton Kuwait this summer

KUWAIT CITY, Aug 20: Providing a unique dining experience with every meal, Hilton Kuwait Resort has the perfect dining option for you and your family this summer.

Fresh ingredients and innovative culinary delights prepared by the finest international chefs provide a wide range of appealing options for every occasion. From elegant dinners overlooking the Arabian Gulf at Teatro restaurant, to late night snacks on the beach at Palm Court Terrace, Hilton Kuwait Resort has the perfect setting to cater for every desire:

For buffet connoisseurs: Join us at Teatro for our famous international buffet nights, featuring the best Arabic and International specialties. Watch our chefs at live stations as they prepare gastronomic feasts of grilled meat, seafood, and fresh pasta. Sunday through Tuesday, 7 pm until midnight.

For seafood aficionados: Every Wednesday and Friday guests can enjoy our sumptuous seafood buffet, featuring live cooking stations. Providing a choice as vast as the ocean, our selection of delectable seafood dishes at Teatro makes this an ideal night out for seafood lovers. Every Wednesday and Friday, from 7pm



until midnight.

For Barbecue enthusiasts: Sample the finest grilled meats and seafood at our Barbecue Night. Showcasing the most succulent meats, all lovingly prepared with your favourite sauces, the Barbecue buffet at Teatro is a tantalising treat for your taste buds. Every Thursday, from 7 pm until midnight.

For brunch lovers: Gather with friends and family at our delicious international brunch buffet taking place at Teatro every Friday. Featuring a fun-tastic range of entertainment including face painting, a movie theatre, cartoon characters



and interactive activities for younger guests. Friday Brunch at Teatro is a real treat for all the family. Fridays, 12 pm until 4 pm.

Sensational seafood is on offer at our delectable Saturday Fish Market Brunch every Saturday. Join us and indulge in a wide selection of seafood dishes including salmon, enticing fresh fish, seductive shell fish and much more. Saturdays, 12 pm until 4 pm.

For al fresco devotees: Delight in delicious Arabic fare and mouth-watering mocktails, served in the privacy of your own air-conditioned tent whilst soaking up spectacular views across the Arabian Gulf.

Perfect for family gatherings or summer celebrations with friends, all tents are equipped with TV screens and can accommodate up to 10 people. Weekdays at Palm Court Terrace, 3 pm to midnight, Fri-Sat from 12 pm until midnight.

For romantics: Enjoy a special romantic dinner with your loved one at our exclusive Palm Court tents. Experience tantalising set menus, including celebratory cake and non-alcoholic sparkling juice, whilst delighting in the magical views over the Arabian Gulf and romantic décor at Palm Court Terrace.

For the sweet tooth: The stylish Song Bird Café tempts guests with sumptuous French pastries and aromatic, freshly brewed coffee.

Guests are invited to sip gourmet tea or indulge in one of our master chocolatier's finest creations in our stylish lounge, or on the outdoor terrace. For little sweet-lovers, light snacks, ice-cream and cotton candy are available to keep the entire family happy. Daily at Song Bird Café, 9 am to midnight.

For more information or to make a reservation for Hilton Kuwait Resort restaurants, please contact a member of the team on +965 222 56 222 or visit www.kuwait.hilton.com.

KUWAIT CITY, Aug 20: Ahead of the upcoming Eid holiday, Yusuf A. Alghanim & Sons Automotive, the exclusive distributor of Cadillac vehicles in Kuwait, and in cooperation with X-cite by Alghanim Electronics, concluded a donation campaign towards the Kuwait Red Crescent Society (KRCS) as part of its ongoing commitment to supporting various segments of the community through education, raising awareness and assisting individuals with special needs.

Through the partnership with X-cite by Alghanim Electronics, KRCS received essential home electronics and appliances to support the rebuilding of houses for vulnerable families in Kuwait. The donations included refrigerators, washing machines, air conditioners, portable fans, gas cookers and water dispensers.

A team comprised of employees from Alghanim Industries, Cadillac Alghanim, and X-cite by Alghanim Electronics participated in the delivery of these key appliances to families in Jleeb AlShuyoukh, in preparation of the upcoming Eid holiday.

According to the KRCS, there are 4,000 registered families who cannot afford to pay for adequate living conditions. These families consist of non-Kuwaiti residents, many of whom are facing financial difficulties.

Speaking about the initiative, General Manager of Cadillac Alghanim, Mohamed Eltalkhawi said: "As part of Yusuf A. Alghanim & Sons Automotive vision and strategy, Cadillac Alghanim is committed to supporting the local community and strive to do our part to raise awareness. We are proud to have partnered with the Kuwait Red Crescent Society this year and are grateful for their continuous efforts to better the lives of those less fortunate."

Commenting on the donation, Secretary General of Kuwait Red Crescent Society (KRCS) Maha Al-Barjas said: "We are extremely grateful to the Cadillac Alghanim team for continuing to support us with generous donations. This support will go towards improving the quality of life for families in need, by providing them with the essential equipment to make their house a home. We look forward to partnering with Cadillac Alghanim for future initiatives."

In the months of May and June of this year, Cadillac Alghanim organized a donation campaign where it donated shares of its profits with every new Cadillac vehicle purchase. Since the brand's promising arrival to Kuwait, Cadillac always pushed the boundaries of design and engineering in the nation.

Since Alghanim Industries partnered with General Motors, Cadillac customers have been enjoying great facilities, and the largest GM service center in the world. This care for excellence in customer service is embedded in Cadillac Alghanim's identity, and is reflected through the customer centricity of all its processes.

Win 100 pc cash-back with AUB Credit Cards

KUWAIT CITY, Aug 20: Ahli United Bank has launched its new and exciting credit card campaign, which is designed to reward selected customers to receive a cash-back worth 100% of their total spend using their AUB Credit Cards up to a maximum of KD 1,000 for each winner. To be eligible, the AUB cardholder only has to spend KD 100 or above through his AUB credit card during the campaign period. This new campaign will feature 5 prizes and will run for two months, from 12th August till 11th October 2017.

In a press statement, the Bank said "We are delighted to launch our new campaign, which further enhances the value proposition for AUB cardholders. All customers using the Bank's Credit Cards are eligible to enter the draw and win valuable prizes. This campaign reflects AUB's ongoing commitment towards our customers, and our underlying efforts to reward them consistently through innovative and unique offers."

Customers will receive one fresh chance to enter the draw for every KD 50 being spent locally, and will receive two fresh chances to enter the draw for every KD 50 spent abroad. The draw is scheduled to take place on 17th October 2017 at AUB's headquarters with representatives from the Ministry of Trade and Industry. All customers are welcomed to witness the draw.

In addition to this exciting 100% cash-back campaign, customers who spend using AUB credit cards will also automatically benefit from the Pearls reward program as well as AUB's instant discount program.

For more information on AUB's latest cash-back campaign, products and services, customers are invited to visit any of the Bank's branches or dial the customer service "Hayakom" on 1812000, or log on to the Bank's website www.ahliunited.com.kw.



Roaming for free

Zain launches Hajj promotion

KUWAIT CITY, Aug 20: Zain, the leading telecommunications company in Kuwait, launched its special promotion for customers traveling to perform Hajj this year. The promotion offers postpaid customers the opportunity to enjoy their existing local Internet capacities at the Hajj rituals locations in the Kingdom of Saudi Arabia without any additional charges.

Zain's annual promotion comes as part of its keenness to keep customers connected to each other and to their loved ones during Hajj season each year and without any additional charges from their part. The offer allows postpaid customers to use their existing local Internet capacities at the Hajj rituals locations in Makkah and Medina with no additional charges.

Upon arrival to the Kingdom of Saudi Arabia, postpaid customers can simply activate the promotion by sending DATA ON to 99990 to enjoy their local Internet caps. The limited time offer starts from 23 August until 6 September. Additionally, when customers exceed the limit of their current Internet capacity, they will receive a FREE renewal with no additional charges.

Zain continuously offers services that are tailored to match its customers' expectations and needs during their travels, and to keep them connected to their loved ones and businesses with more convenience and around the clock.