

## 'Bank engaged in helping to raise awareness on serious issues among youth'

# Ghiras commends ABK for support in 'Prevention of Drug Use & Negative Behavior'



Photos from the event



KUWAIT CITY, April 2: In line with its CSR plans to raise awareness for local health-related issues and contribute to economic growth, Al Ahli Bank of Kuwait (ABK) recently sponsored a program titled 'Building Parents Abilities in the Prevention of Drug Use and Negative Behavior' initiated by The National Anti-Drug Media Project (Ghiras). Held in collaboration with Mentor International and under the supervision of the Ministry of State for Youth Affairs, Ghiras honored ABK for its contribution at a ceremony that took place at the Radisson Blu Hotel in Kuwait last week.

During the event, the bank received a trophy from Dr Ahmed Al Shatti General Manager of Ghiras and HE Hind Al-Sabeeh, Minister of Social Affairs & Labor and Economic Affairs, which was collected by Fawzy Al Thunayan, General Manager — Board Affairs at ABK.

"Through our sponsorship of initiatives by Ghiras, we are engaged in helping to raise awareness on serious issues such as the prevention of drug abuse and negative behavior among the youth," said Fawzy Al Thunayan, General Manager — Board Affairs at ABK. "We hope to continue contributing to these kinds of activities to promote greater awareness and understanding of the prevention of drug-related issues."

The awareness program, which will run for 3 months, aims at educating families to prevent their children from using drugs and negative behavior, and acts as an educational platform by including training sessions and workshops to build families' abilities in prevention of drug use.

For more information about ABK please visit [eahli.com](http://eahli.com) or contact an ABK customer service agent via 'Ahlan Ahli' at 1899899.



HE Hind Al-Sabeeh, Minister of Social Affairs & Labor and Economic Affairs, honoring Fawzy Al Thunayan, GM Board Affairs at ABK, in the presence of Dr Ahmed Al Shatti (Ghiras), Dr Ahmed Al Samdan (Ghiras) and Ms Nadine Abdullah (Mentor Arabia).

## Al Jahra Cophthorne Hotel goes dark during the Earth Hour

Al Jahra Cophthorne Hotel & Resort staff and guests joined millions of people across the world in switching lights off for an hour on March 25 at 8:30 pm — to raise awareness for the planet.

The hotel invited all its guests and staff for a candlelit cocktail reception around the hotel swimming pool to encourage them to switch off their room lights and take part of this world

movement to spread awareness protecting the planet and stand against climate change. Related documentaries were played on giant screens before the lights go off as they stood in darkness enjoying the prepared food and drinks.

Al Jahra Cophthorne Hotel Manager Alaa Selim expressed his happiness in participating in this worldwide movement and said, "we are happy

to take part of this symbolic act to spread awareness about the earth and climate change as part of our responsibility to encourage positive environmental impacts. We are happy to see so much participation, most of our hotel guests and staff gathered around the pool along with kids spreading awareness about climate change." He proudly added: "We have saved around 246 KW of electricity during this hour."

## Partnership set to bring to life retailers new brand positioning 'Show Yourself'

# Centrepoint, Anghami to launch new talent sessions

KUWAIT CITY, April 2: The region's largest fashion retailer, Centrepoint, has joined forces with Anghami — the leading music streaming platform in the Middle East (exclusively represented by DMS) for a new season of Anghami Sessions. The collaboration will see the retailer supporting the popular concept, with the aim of nurturing musical talent from the region.

Centrepoint's recently launched brand campaign, Show Yourself, is centred on the belief that fashion can build confidence and reduce self-doubt. The partnership, facilitated by leading media planning agency, Wavemaker Global, is now set to bring this to life — with a series of eight Anghami Sessions beginning in April 2018 for the next 18 months.

In support of up-and-coming artists, the Anghami Sessions powered by Centrepoint will provide musicians with a recording space where they can record live sets whilst also streaming their music for the public to hear. In addition to the sessions, the campaign will incorporate online advertising, social media campaigns and PR. Planned bespoke activity includes a dedicated Show Yourself page on the Anghami



Photo from the event

website and app with content from the Sessions.

Simon Cooper, Head of Centrepoint, said: "Fostering aspiring talent and helping people achieve their ambitions is a commitment that we feel very strongly about. Our partnership with

Anghami, reflects the message behind our Show Yourself campaign, and we are pleased to be able to support them in championing great artistic talents here in the region. We are very much looking forward to a great year of music through Anghami Sessions and

hope that our customers will all enjoy it along with us."

Anghami is known for providing unlimited and personalised Arabic and International music seamlessly on-the-go via mobile as well as web. Through Anghami Sessions, which are produced in the UAE and Lebanon, the streaming service also provides a musical podium for aspiring artists to showcase their talent and reach their 50+ million users across the Middle East and North African region.

Anghami Co-Founder, Eddy Maroun adds: "We are always looking to work with brands with whom we have shared values and have music as a core part of their strategy. With Centrepoint, and especially considering its new Show Yourself brand positioning, we feel we have a perfect fit for Anghami Sessions to reach a new audience of music fans. We are excited to be presenting great music from, local artists and we thank Centrepoint for partnering with us."

For more information please visit [www.centrepointstores.com](http://www.centrepointstores.com) or follow Centrepoint on social media.

## VIVA launches new Huawei P Smart device with KD 10 plan

KUWAIT CITY, April 2: VIVA, Kuwait's fastest-growing and most developed telecom operator, launched the new Huawei P Smart device with plans starting from KD 10 that give customers KD 8 credit, 10 GB Internet and 100 local and international SMS.

Abdulrazzaq Bader Al-Essa, Corporate Communications Director at VIVA said: "We are proud of our concrete partnership with Huawei, and joint efforts between VIVA's team and Huawei's team always lead to announce about new devices. These achievements is yet a milestone in VIVA's track record."

The Huawei P Smart sets full view display and dual camera, it carries a 5.65-inch LCD display with a resolution of 1080 x 2160. That works out to an aspect ratio of 18:9. The device is powered by the home-grown Kirin 659 chipset, which includes an octa-core CPU. Two versions of the handset will be offered. One comes with 3GB of RAM and 32GB of native storage. The other model features 4GB of RAM along with 64GB of native storage.

To find out more about Huawei P Smart, customers can visit one of VIVA's 89 branches, or VIVA's official website at [www.viva.com.kw](http://www.viva.com.kw), or access round the clock assistance from team of specialists available on the VIVA's customer care line 102.

## Criminal proceedings against 5 in Dubai for false social media post

# UAE takes strict action on Kalyan Jewellers complaint

UAE, April 2: Dubai Public Prosecution has directed the Dubai Police to initiate criminal proceedings for charges of cyber crime and abuse using the Internet/social media platform against five persons of Indian origin. Investigations by the Dubai Police has confirmed one of the above manipulated and circulated false social media posts giving the impression that the gold jewellery sold by the brand is impure and fake. The said person, has during the investigation process admitted that he had logged in and slandered the Complainant Company. The investigation

against the others are under process.

The maligning posts were made viral across social media platforms and more evidently on WhatsApp groups. The posts further claimed that the UAE showrooms of Kalyan Jewellers were sealed and the owners arrested.

The legal action follows a complaint filed by Kalyan Jewellers LLC before the Dubai Public Prosecution against spreading fake videos and false news on social media. Dubai Police is working closely with the cybercrime department and is actively

pursuing investigations to identify other possible perpetrators who had uploaded similar false videos/posts.

Kalyan Jewellers had immediately refuted the false claims by posting a statement on their official social media handles.

Lauding the vigilant and methodical procedure of the Dubai police, T.S. Kalyanaraman, Chairman and Managing Director of Kalyan Jewellers said, "It is very reassuring to see the steps taken by the Dubai Police to contain the social media abusers. This is evidence enough for the perpetrators to know that

social media slandering will not be taken lightly. A brand's reputation is built over the years by the contribution and hard work of many people. Such instances of fake propagated by a few irresponsible individuals, is an attempt to tarnish the image and reputation of brands. These acts have deep impact on the emotions of all those associated with the brand and the company. I thank the UAE's legal system and the Dubai Police for taking strict measures in preventing cyber-crimes and establishing the truth in such situations."

## Partnership between UAE's nat'l airline, Abu Dhabi Future Energy Co unique

# Ethiad inaugurates Eco Residence for cabin crew in Masdar City

ABU DHABI, United Arab Emirates, April 2: Etihad Airways has officially opened its Etihad Eco Residence, Abu Dhabi's first purpose-built, sustainable Leadership in Energy and Environmental Design (LEED) Platinum rated cabin crew accommodation. The project is the result of a unique partnership between the UAE's national airline and the Abu Dhabi Future Energy Company, Masdar.

The Etihad Eco Residence was inaugurated in the presence of Khaled Al Qubaisi, Chief Executive Officer, Aerospace, Renewables & Information Communications Technology (ICT) for Mubadala, by Tony Douglas, Group Chief Executive Officer, Etihad Aviation Group. Also present was Mohamed Jameel Al Ramahi, Chief Executive Officer for Masdar, alongside senior executives from Etihad Airways and Masdar.

The complex, which comprises 500 apartments in 11 buildings at the pioneering Masdar City development, was recently awarded 'Sustainable Design of the Year' at the 2017 Emirates Green Building Council (EGBC) MENA Green Awards, and 'Sustainable Construction Project of the Year' at the Big Projects Middle East Awards 2017. The residence offers comfortable, high-specification one and two-bedroom apartments which include furniture and white goods provided by Etihad Airways.

Mana Mohamed Saeed Al Mulla, Etihad Aviation Group Chief Group Support Services Officer, said: "The opening of the landmark Etihad Eco Residence underscores not only the importance we place on providing superior housing to our valued cabin crew, but also our responsibility, as part of the greater Abu Dhabi vision, to play a part in transforming the capital into a global leader in smart urban planning, clean energy and sustainability."

The residence reflects Masdar's commitment to the three pillars of social, economic and environmental sustainability and is designed to promote biodiversity while minimising the use of 'high embodied energy' materials. The use of local suppliers has also helped to reduce transport-related carbon emissions. At least 20 per cent of materials were either sourced or manufactured within 800 kms of the project.

Yousef Baselaib, Executive Director of Sustainable Real Estate at Masdar, said: "This new development demonstrates how early project involvement by key stakeholders, including the end-user, developer, design team and contractor, results in a highly desirable end-product. We hope Etihad Airways' cabin crew enjoy the amenities at their new building, as well as those at Masdar City."

Etihad Airways employs over 5,800 Abu Dhabi-based cabin crew.



From left to right: Flanked by Etihad Airways Cabin Crew — Yousef Baselaib, Executive Director, Sustainable Real Estate, Masdar; Mohamed Jameel Al Ramahi, CEO, Masdar; Tony Douglas, Group CEO, Etihad Aviation Group; Khaled Al Qubaisi, CEO, Aerospace, Renewables & Information Communication Technology, Mubadala; Mana Mohamed Saeed Al Mulla, Group Chief Support Services Officer, Etihad Aviation Group; Abdulla Balalaa, Director, Real Estate Development, Masdar.

The opening of the Etihad Eco Residence reflects the airline's crew accommodation strategy of providing superior, environmentally-friendly homes with recreational, dining, health and lifestyle facilities, conveniently located close to the capital's international airport for ease of transport and operational efficiency.

Mark Scoble, Etihad Airways Head of In-flight Performance and

Operations, added: "Our brief to the architects and designers of the Etihad Eco Residence was to create a development that is in line with Etihad's environmental principles as well as a safe, secure and commercially viable residential precinct that embraces our acclaimed cabin crew community, who hail from over 120 countries around the world.

"This new residence offers high quality homes and a desirable

cosmopolitan lifestyle in a sustainable urban environment. We are proud that this has now been made a reality for our flying family here in Abu Dhabi."

An enhanced microclimate has been created around each of the buildings using sustainable landscaping methods and massing the shape and size of the buildings, which captures the breeze for natural ventilation while offering

protection from wind and dust. These features complement the urban environment and contribute to overall energy saving.

Each of the Etihad Eco Residence's buildings has been designed using low environmental impact construction materials, which aid the reduction of strong sunlight yet maximise available natural daylight.

Solar hot water systems provide 76 per cent of the community's water demand and the buildings' design encourages greater water efficiency and the reduction of potable water usage, as well as smart waste management.

Masdar is collaborating with local stakeholders to pioneer a 'greenprint' for sustainable urban development at Masdar City using a holistic approach focused on integrating sustainable transportation initiatives, optimising waste management, reducing energy use, water consumption and carbon emissions, and accommodating rapid urbanisation.

In January 2018, autonomous vehicle producer NAVYA was awarded the contract to develop phase two of Masdar City's personal rapid transit (PRT) system, which will be expanded along a new one-kilometre route linking Masdar Institute with the headquarters of the International Renewable Energy Agency (IRENA) and Majid Al Futaim's My City Centre Mall.



Poster of the VIVA-HUAWEI promotion