

## Firm offers world-class facilities, services to airports in Kuwait

## NAS introduces renewed Pearl Lounge, Hala Kuwait service

KUWAIT CITY, Dec 3: National Aviation Services (NAS), the largest lounge operator in the Middle East, introduced its newly refurbished Pearl Lounge and renewed Hala Kuwait meet and assist service at the Kuwait International Airport Terminal 1 (T1) recently.

The official opening was held under the patronage of His Excellency Sheikh Salman Al-Hamoud Al-Sabah, President, Directorate General of Civil Aviation (DGCA) and led by Engr Emad Faleh Al Juluwi, Deputy Director General for Aviation Safety & Air Transport Affairs from DGCA, Adel Malallah, Chief Government Relations Officer, Mansour Al-Khezim, General Manager and Maha Al-Musallam, Director, Customer Experience from NAS Kuwait.

The Pearl Lounge has been operational since 2004 and till date remains one of the popular lounges at the Kuwait International Airport. The refreshed lounge wears a



A photo from the event.

contemporary look and introduces new and unique features covering a space of 475 square meters. The lounge offers an expanded seating area with 220 seats, a larger hot and cold buffet selection, a live cooking station, prayer rooms, children's playroom, shower facilities and a

smoking room.

In line with quality and luxurious services, a newly-introduced feature includes two special rooms with reclining lounges, dedicated to guests that need some quiet area to take a relax and nap. The lounge also has free wi-fi, live streaming

TV channels and a selection of reading material ensure a wide array of entertainment options.

Located in the departures area after immigrations, the Pearl Lounge offers an ideal environment for passengers to relax, unwind or freshen up before or after their flight. The lounge partners with major credit cards as well as lounge access cards and can also be booked ahead of time via [www.fasttrack.aero](http://www.fasttrack.aero) or accessed around the clock through direct payment.

This Pearl Lounge is one of five lounges operated by Kuwait-based NAS, under the supervision of the Kuwait Directorate General of Civil Aviation (DGCA).

Commenting on the opening, Hassan El-Houry said, "NAS is proud to be a Kuwaiti company – a company from the emerging markets, for the emerging markets. With a presence in 40 airports across the Middle East, Africa and South Asia, we have an established

global network but continue to remain committed to our roots. Our topmost priority is to ensure that we offer world-class facilities and services to the airports in Kuwait, be it infrastructure, resources or training. We also offer operational expertise, innovative technology solutions and industry benchmarked services. The new look Pearl Lounge is one of our continued efforts and investments in this direction and we are extremely grateful to the Kuwait Directorate General of Civil Aviation for their continued cooperation and support."

NAS also introduced its Pearl Assist meet and assist service called Hala Kuwait in the departures lounge. This service helps travelers avoid long waiting times when departing from or arriving into Kuwait. For departures the service helps you cross over immigration while on arrival passengers are greeted at the aircraft gate and walked through all the immigration

formalities.

Mansour Al-Khezim highlighted that NAS also offers a variety of other airports services in Kuwait that include, "Baggage Delivery Services" on arrival at T1 to your doorstep at any location in Kuwait and help you exit the airport faster and IATA certified travel and tourism services through the "NAS Travel and Tourism" office available 24/7 at the airport.

Al-Khezim added "While we extend our efforts to develop facilities and services in Kuwait, we also support hiring of local talent and work on offering alternative careers opportunities to youth in the country through our various services at the airports in Kuwait."

NAS operates over 40 lounges across Middle East, Africa and South Asia. The company's joint venture was recently awarded a contract to develop and operate the lounge at the Midfield Terminal in Abu Dhabi.

## Drive, devotion and dynamism

## VIVA organizes PS tournament

KUWAIT CITY, Dec 3: VIVA, a world-class digital leader providing innovative services and platforms to customers and enabling the digital transformation in Kuwait, and a subsidiary of STC Group, has organized a PlayStation tournament in FIFA 20 game for its employees, as part of its newly launched corporate values 'Drive, Devotion and Dynamism'.

VIVA aims through these activities and competitions to focus not only on technical competencies but on those that lie underneath as core values which in turn impact work culture and corporate performance. Moreover, VIVA emphasizes on the interaction between all employees from different sectors and departments and embeds the concept of new values among them, to ensure the successful implementation of the new strategy.

VIVA was keen to organize the tournament at VIVA's headquarter building to spread the loyalty spirit and sense of belonging amongst the employees. This competition is part of a chain of interactive activities, which showed a large turnout of participants coming from different departments within the company, attending with great enthusiasm and high level of engagement for this exciting game. At the end of the tournament, the public relations team distributed valuable prizes to the first and second place winners.

## Win with 'Hesabi' winners revealed

KUWAIT CITY, Dec 3: Kuwait Finance House (KFH) announced the winners of the 4th draw of "Win with Hesabi" campaign that offers 3 Jeep Wrangler Sport cars and 120 cash prizes worth KD250 each. The draw was held at KFH Headquarters under the supervision of the Ministry of Commerce and Industry.

Bader Alsaedi was announced as the winner of Jeep Wrangler Sport car. Nawaf Almuhaisen, Fahad Alshaiji, Saad Alajmi, Naser Meftah, Fatema Ejail, Anfal Almusaillet, Aesha Alkhaladi, Bader Alsulaibi, Fatemah Alazemi and Abdulrahman Mohamad were announced as winners of cash prizes worth KD250 each.

This campaign comes as part of KFH continuing efforts to add value to Hesabi customers including advantages, discounts, prizes and exclusive rewards.

Once the social allowance is transferred to Hesabi program, customers enter the monthly draw on 10 prizes of KD250 each, in addition to 3 special draws on Jeep Wrangler Sport cars.

KFH offers "Hesabi for Youth" with a variety of privileges as part of its continued endeavor to provide adequate customer care, innovate new products and services and fulfill the needs of all customers of various age categories and interests. Services and products are tailored to suit customers' needs and provide distinguished service as per global standards regarding quality, accuracy and speed.

Hesabi program has been designed to meet the needs of youth and aspire for their active life style. This program presents for youth many exclusive offers and a wide range of privileges including Hesabi ATM card with a unique design, eligibility to issue Hesabi prepaid card (as per credit regulations of KFH), distinguished offers and discounts etc.

KFH continues to launch marketing campaigns to reward youth customers. Hesabi for Youth represents the ambitions and expectations of youth category and copes with KFH aspirations to attract the largest portion of youth who represents the major part of Kuwaiti society. Also, the account represents KFH initiative to diversify banking services and products.



A group photo from the event



A photo from the event.

## Provides job opportunities

## NBK sponsors Career Fair

KUWAIT CITY, Dec 3: National Bank of Kuwait (NBK) has provided golden sponsorship for the third annual career fair, organized by the Public Authority for Applied Education and Training (PAAET), to provide job opportunities in the private sector for the Kuwaiti youth.

The sponsorship underscores the bank's keenness to support the youth and qualify them to build a career pathway.

The career fair seeks to open channels of direct communication between private sector companies and job seekers and also provide students and fresh graduates with suitable job opportunities. NBK human resources personnel were available at its booths and provided their advice and guidance to students seeking assistance with their future career, in addition to educating them on the nature of joining the banking industry and guiding them through the required procedure to join NBK.

"NBK is seeking to spread the career culture between students and the fresh graduates, providing them with training programs that equip them to join

the private sector in general and the banking business in particular," stated Abdullah Al-Jassim, Head of Recruitment at NBK Group.

"NBK continues to maintain its leading position among the private sector institutions that have consistently attracted and trained national manpower, developed their skills and equipped them to be part of the banking sector," Al-Jassim added.

"Al-Jassim also pointed out that NBK is the ideal choice for new graduates as well as those looking for a promising career, given its resources and development programs that come in line with the highest international standards, tailored specifically to refine and enhance work related skills.

"NBK is focused on attracting young Kuwaiti talents as part of its development and training plans that invest in Kuwaitis to build a promising banking generation. As a leading banking institution in Kuwait, NBK provides professional and academic training programs as part of its mission aimed at ensuring that young professionals receive the required training programs.

## Zain carrier billing now available for App Store, iCloud purchases

KUWAIT CITY, Dec 3: Zain, the leading digital service provider in Kuwait, announced that, beginning Dec 5, 2019, customers will be able to pay for App Store purchases and iCloud storage across Apple devices via carrier billing – providing a versatile payment method to meet Kuwait's growing demand for digital entertainment.

Signing up for carrier billing takes only a few simple steps. Zain customers need to have a new or existing Apple ID, and can select "Carrier Billing" as their payment method from their account settings on App Store and iCloud from their iPhone, iPad, iPod touch and Mac, or on iTunes from their PC.

Once "Carrier Billing" has been selected, all future purchases with the customer's Apple ID will be automatically charged as part of the monthly carrier bill or directly deducted from the customer's prepaid account – eliminating the need to use a credit card.

The new payment option will be



configured automatically and immediately allow for easy, one-tap purchasing from all Apple devices, including Apple TV and Apple Watch. This includes purchases of apps and iCloud storage. No personal information will be shared with any third parties, making carrier billing both simple and safe to set up and use.

For more information on how to set up carrier billing, please visit [kw.zain.com](http://kw.zain.com).



A photo from the agreement signing event.

## Partnership offers operating lease products

## Mutawa Alkazi inks car rental deal with KFH

KUWAIT CITY, Dec 3: Mutawa Alkazi, the exclusive and authorized distributor and dealership of GAC Motors vehicles in Kuwait, signed a car rental agreement with Kuwait Finance House (KFH), which includes all models of GAC Motor vehicles.

Aiming to increase the activity of cars segments, the new partnership also provides the operating lease product in KFH auto showrooms in Shuwaikh, Al Ahmadi, Al Rai and Farawaniya.

The signing ceremony was in the presence of Omar Sulaiman Alkazi, The Chief Executive Officer of Mutawa Alkazi Co, Ahmad Abulhuda, Group General Manager (Sales and Marketing) at Mutawa Alkazi, Ahd Mubarak Aleesa, Executive Manager – Cars Rental and Finance Products at KFH, Wael Abdulaziz Al-Kharraz, Senior Manager Auto Finance Products, Dhary Abdulaziz Al-Munayes, Manager – Cars Rental Products and Saud Al-Methen, Senior Product Manager – New Cars at KFH.

As part of the two parties' keenness to provide the best products and services in the local market, customers are able to take advantage of the operating and financial lease program of KFH, reasonable prices and new models of GAC Motor vehicles.

In this respect, Mutawa Alkazi CEO, Omar Sulaiman Alkazi confirmed the

company's keenness to establish several partnerships that meet the needs of customers in the local market.

Alkazi said that the partnership would increase the activity in the cars segment and the availability of GAC Motor vehicles on Kuwait roads.

He added that through its showrooms, KFH plays a major role in meeting the needs of customers who want to get the best financing and leasing products, thanks to its great position and success in stimulating sales in many sectors, especially in the automotive field.

Alkazi revealed that such partnership agreements are based on study of market needs and the requirements of customers, noting that KFH showrooms will provide operating and financing lease on all models of GAC Motor at affordable prices.

Meanwhile, Aleesa expressed KFH's pride in its new partnership with Mutawa Alkazi as it is part of its keenness to enhance the automotive sector and provide the best prices for car rental.

He pointed out that KFH is keen to enhance its competitive position in the market through the leasing product by introducing various and modern models from GAC Motor at competitive prices and for different rental periods.

Aleesa added that all models of GAC

Motor vehicles are now available with a special price and discounts through exclusive marketing campaigns, allowing customers to enjoy driving the latest models that are equipped with the latest technologies.

He pointed out that Mutawa Alkazi and KFH partnership provides over 60 models of GAC Motor vehicles under the operating and finance leasing product, adding that KFH is a leader in providing the highest-quality services to corporate and retail customers.

Extendable for up to five years, the agreement allows all customers to lease the car that suits them easily with distinctive rental value and flexibility. These facilities which include many benefits such as discounts and special offers to the public sector and companies would help support the automotive market, Aleesa said.

He explained that the leasing product includes comprehensive maintenance and Takaful insurance, alternative vehicle, 24-hour roadside assistance, and traveling abroad with the lease vehicle according to the terms and conditions.

Many various rental offers are available at KFH's auto showrooms located in Shuwaikh, Al Rai, Farawaniya and Al Ahmadi. To explore more about the rental offers, customers can visit [kfh.com/autolease](http://kfh.com/autolease).



A photo from the event.

## More offers, more products and more savings

## Entertainer launches 2020 products

KUWAIT CITY, Dec 3: Global digital lifestyle brand, the Entertainer has launched its 2020 products with unbeatable offers to use throughout Kuwait. In an event attended by social media celebrities and media representative and Christopher Stevenson GCC Territory Manager and the crowd was addressed by Kuwait country manager Mrs Jaseela Hmeed.

Now in its 18th year, the award-winning app is bigger and better than ever. Mike Rich, Marketing Director, at the Entertainer, mentioned this year's launch is "the kind people should be excited about. More merchants, more offers, more products, more savings; you asked,

we heard and, we delivered. Now, we're excited for you to get started and most importantly, experience everything."

The insatiable demand for new discounts led the Entertainer to create more offers than ever before. "Our customers require the freedom to redeem the offers they want, the moment they want them," said Mike Rich, Marketing Director, at the Entertainer. "In an increasingly on-demand world, the 2020 product required increased volume and a more dynamic set of offers. Now, we've signed more merchants to empower consumers to experience even more, while keeping pace with their budget."

With today's launch, the Entertainer is making its way to become a leader in innovation and building exciting experiences for its customers. "It's not all about the offers; the customer experience has also been enhanced in multiple ways, including a refreshed vibrant color palette to offer up a modern spin on our brand. This launch is a testament to the skill, ingenuity, and vision of our brilliant teams working together to improve everyday lives" said Mike Rich, Marketing Director, at the Entertainer. "We're very proud to be one of the largest money saving apps globally with a community of over 3 million users, that saved over \$140 million in 2019 alone."