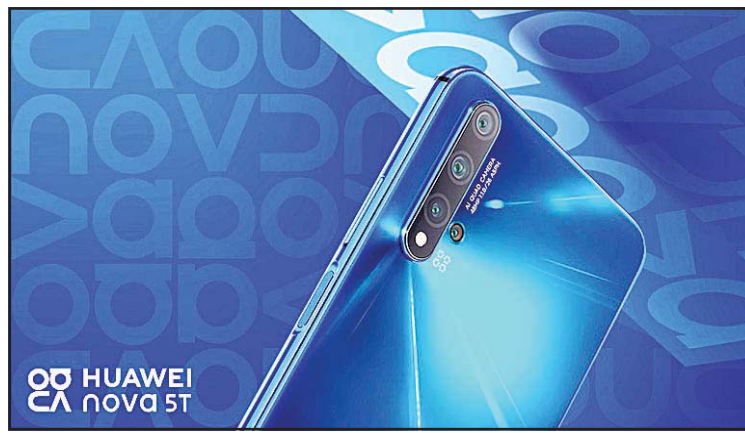


Delivers both design and functionality

Huawei nova series: A fresh and new look for Huawei nova 5T

KUWAIT CITY, Dec 15: Today's mid-tier smartphone segment is filled with generic light-versions of flagship devices with monotone designs. However, Huawei is known for breaking this mold with its reputed nova series. One of Huawei's most unique and dynamic series, the Huawei nova series is packed with devices that deliver both design and functionality. Refreshing this series with a whole new look and feel will be the upcoming Huawei nova 5T, the latest addition to the fan-favorite series and a trend-setter for the mid-tier segment.

Taking its name from both "innovation" and "new star" in Latin, the nova series is Huawei's youthful and chic product line packed with innovative devices. The nova series is quite well known for its trendsetting devices, allowing it to create



Huawei nova 5T blue

a niche market within the mid-tier segment as light flagship smartphones. These devices pack the style and trends of the segment but

with features and hardware seen on flagship devices, including premium camera hardware, flagship-grade Kirin chips, GPU Turbo technology

and more. This has led to the huge popularity of the nova series, with over 100 million users to date using nova devices.

Founded on the principle of innovation, Huawei's nova brand is aimed at bringing new concepts fresh ideas to its audience which include but are not limited to powerful hardware and flagship features but also caters to every user's need for spiritual expression. The nova series also incorporates an element of chic design into its devices, making it perfect for those who complement their outfits with smartphones. Thanks to its unique design elements, the nova series always stands out from the rest of the crowd. This uniqueness is what the nova series stands for, encouraging its users, primarily youngsters to do the

same with these powerful devices to find their own identity.

What to expect in the upcoming Huawei nova 5T

The Huawei nova series is known for its flagship grade features and camera hardware that sets it apart from the competition in the mid-tier sector. We can expect the Huawei nova 5T to come with an upgraded pro-grade camera setup that will come with 5AI powered cameras that enable Multi-Scenario Photography.

The four cameras on the back of the phone is rumored to consist of a 48MP HD main camera, 16MP wide-angle lens, 2MP macro lens and a 2MP bokeh lens, while a 32MP High Resolution Selfie Camera sits upfront, once again giving another nova smartphone the title of a selfie superstar.

Along with a premium camera setup, we can also expect flagship-grade hardware in the Huawei nova 5T. Not only will this contribute towards solid performance on par with most flagship devices, but it will also pave the way for a smoother entertainment and gaming experience with minimal lags and enhanced graphics. The Huawei nova 5T will be powered by Android and will bring all users favourite apps in a pretty solid device.

The Huawei nova 5T is all set to revitalize the mid-tier smartphone sector. Not only does it put powerful and stylish devices in the hands of youngsters and creative people, but by creating a new identity for the series itself, it also helps to bring a flagship-grade look and feel to an otherwise mellow sector.



Al Khashti with the recognized personalities during the event.

Outstanding media, advertising efforts in 2019 recognised

Zain wins 4 awards at Kuwait Creativity Award

KUWAIT CITY, Dec 15: Zain, the leading digital service provider in Kuwait, proudly received four awards as part of the seventh Kuwait Creativity Award. The award was organized by the Arab Media Forum at Jaber Al Ahmad Cultural Center (JACC) in strategic partnership with the International Advertising Association (IAA-Kuwait), Kuwait Media Association, and Integrated Media Academy. Zain was awarded in recognition of its outstanding media and advertising efforts during 2019.

The ceremony featured nearly 100 creative personalities in media, advertising, and art from across Kuwait and the region. The event witnessed the presence of the Director of the Arab Media Forum Madhi Al Khamees, Director of the International Advertising Association (IAA-Kuwait) Waleed Kanafani, Zain Kuwait's Chief Corporate Communications and Relations Officer Waleed Al Khashti, as well as many great actors, artists, and public personalities from Kuwait and the GCC.

During the ceremony, Zain received four awards: TV Commercial Award for its Ramadan TVC, Direction Award for its Eid TVC, Creativity Award for its National Day TVC, as well as the Customer Service Excellence Award presented to Zain Kuwait's Chief Corporate Communications and Relations Officer Waleed Al Khashti.

Zain won the Creativity Award for its National Day televised commercial 'Al Zain Yihlalik Helo', which reached over one million views on its official YouTube channel during the first few days of its launch in February. The TVC was launched to mark the company's celebration of Kuwait's National and Liberation days. The production's lyrics, which reflected values of national pride, were written by the great Kuwaiti poet Bader Bourisli. The TVC received overwhelming feedback from across the Kuwaiti community, and featured three different eras starting from Kuwait's rich history to its bright future.

This recognition comes in light of Zain's distinguished advertising and media involvement, and further showcases the company's role as a leading private sector company launching distinguished marketing and advertising campaigns all year round. Zain will continue supporting this very important field which carries significant and informative messaging to the public at large and the communications world as a whole, whether through traditional or modern media tools.

The Kuwait Creativity Award 2019 was organized for the seventh year by the Arab Media Forum, which has proven itself to be one of the region's most prominent events that attend to Arab Media. Each year, the event brings together many ministers, media executives, journalists, academics, authors, actors, businessmen, and social figures from all around the Arab world.

Innovative and unique ideas honored

VIVA bags 4 prizes at Kuwait Creativity Awards



A photo from the event.



Mrs Huda Al Shehab (Kuwait Cancer Control Center) honoring Sami Al Asad (Area Manager at ABK) during the event.

ABK sponsors KCCC event

Al Ahli Bank of Kuwait (ABK) sponsored a fun day event organized by the Kuwait Cancer Control Center (KCCC) at Faisal Sultan Center for Radiology & Radiotherapy in Shuwaikh, on Dec 11.

The event was an opportunity for patients, their families and the Center's staff to interact and enjoy a number of activities including games, face painting, henna art, mascots and a magician. Gift items were also distributed to attendees.

Faisal Sultan Bin Essa Radiology Center falls under the umbrella of the Kuwait Cancer Control Center which was established in 1968 to cater for the treatment and wellbeing of cancer patients.

ABK is committed to supporting organisations and initiatives that contribute to the overall wellbeing of the society. For more information about ABK, please visit eahli.com or contact an ABK customer service agent via 'Ahlan Ahli' at 1899899.

KUWAIT CITY, Dec 15: 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 won four prizes at the Kuwait Creativity Award 2019. VIVA sponsored the seventh version of the event organized by the Arab Media Forum at Sheikh Jaber Al-Ahmed Cultural Centre, where different companies and entities participated in presence of many valued figures in the Kuwaiti society.

Ms Danah Faisal Al Jasem, General Manager of Corporate Communications at VIVA, received the awards from Madi Al-Khamees, the Secretary-General of the Arab Media Forum, in the categories of: Fast Growth - Marketing operations, Television Creativity - Excellence in national campaigns, Television Commercial - Excellence in creativity, and Television Commercial - Excellence in the idea. These accolades came in recognition of VIVA's uniqueness in its advertising methodology which contributed to the National Day campaign and Ramadan campaign during 2019, and activities that fall under the products and services umbrella highlighting the VIVA app, significant customer service and experience as well as the advanced network that covers all areas nationwide.

On this occasion, Al Jasem commented: "I am so proud to have received these awards on behalf of VIVA as this happy occasion endorses VIVA's leadership stance in the local and regional telecommunication/ICT market in line with the fast-moving digital transformation process, and the high level of creativity that VIVA has reached through its participations in various campaigns and national activities, with an aim to strengthen ties between VIVA and its customers and the community as a whole."

She added: "This also reflects the big efforts exerted by different divisions at VIVA to push clear communication with our customers and the public through different advertising methods, business channels and social media platforms. Thus, we came up with innovative and unique ideas, not only limited to commercial marketing, but also those that embed awareness, national and social informative messages."

New hotel to open in 2022

Alshaya Group all set to bring 'Canopy by Hilton' to Kuwait

KUWAIT CITY, Dec 15: Alshaya Group this week announced plans to bring the Canopy by Hilton hotel brand to Kuwait, offering locals and visitors alike a fresh guest experience.

Canopy by Hilton Kuwait will be located on Arabian Gulf Street in the popular Bneid Al-Gar area, and guests will enjoy stunning views of the Gulf and benefit from easy access to downtown Kuwait City. Development of the hotel will start shortly, with opening planned for late 2022.

Located in some of the most desirable neighbourhoods across the globe, Canopy by Hilton is an upper-upscale lifestyle hotel brand. Each Canopy by Hilton property is designed as a natural extension of its neighbourhood and delivers a fresh approach to hospitality and the guest experience, providing a place to relax and recharge with comfortable spaces, an energizing atmosphere and thoughtfully local choices. Canopy by Hilton hotels are inspired by their surroundings and feature open flowing spaces, abundant natural light and design cues from the local neighbourhood.

"Canopy by Hilton responds to a growing customer preference for upscale hotels that fit authentically into local neighbourhoods and cultures," said



Chris Nassetta and James Tynan Rudi Jagersbacher, Hilton President Middle East, Africa and Turkey. "We can tick all the boxes with our plans to bring the brand to Kuwait - with a great location in a great neighbourhood, and a trusted partner in Alshaya Group."

Commenting on the announcement, James Tynan, President of Hospitality at Alshaya Group said: "Canopy by Hilton is an exciting young hotel brand which is already attracting international attention for its unique guest offering. We think the brand is a perfect fit for the Kuwait market and look forward to welcoming guests when our doors open in 2022."



A photo from the event

Jumeirah Hotel holds blood donation campaign in collaboration with KCCB

KUWAIT CITY, Dec 15: As part of its Corporate Social Responsibility (CSR) initiatives and the hotel's continuous efforts to highlight the importance of CSR, Jumeirah Messilah Beach Hotel & Spa conducted a Blood Donation Campaign at the resort in association with Kuwait Central Blood Bank (KCCB).

The hotel management allocated one of its distinct venues, Al Sadu, to establish the unit for donating blood and provided the necessary facilities for the medical staff of the Kuwait Central Blood Bank.

Employees from various departments participated in the campaign, as the Kuwait Central Blood Bank took the necessary measures and brought in medical equipment and beds to facilitate the donation process. The campaign had an overall

positive impact on the hotel team with great interaction seen by employees, managers, and head of departments.

Commenting on the blood donation campaign, Assistant Director of PR and Communications, Yasmine Ismail said, "We thank KCCB for their support towards the Blood Donation Campaign, which serves the local community and helps in raising awareness about society related humanitarian initiatives and activities. The blood donation campaign sheds a light on the prominence of spirit of collaboration and a culture of giving to members of society. Due to our great belief in the significance of these campaigns and their role in saving the lives of many patients, we are always keen to pay attention to issues that would serve society, especially humanitarian services."

Jumeirah joins Jasmin Charitable Society to help 'Syrian refugees'

KUWAIT CITY, Dec 15: As part of its Corporate Social Responsibility initiatives, Jumeirah Messilah Beach Hotel & Spa collaborated with Jasmin Charitable Society, a charity organisation under the Embassy of Germany in Kuwait, and raised over KWD 3,000 at the recently held Oktoberfest to support and help improve overall life quality of Syrian refugees in Lebanon.

Commenting on the donation Assistant Director of PR and Communications, Yasmine Ismail said, "At Jumeirah Messilah Beach Hotel & Spa, we care about the next generation. We are very proud to collaborate with the Embassy of Germany to raise funds during Oktoberfest which was donated



A photo from the event

to Jasmin Hilfje Charitable Society to support the Syrian refugee children in Lebanon. We are pleased to see the efforts of our team who assisted in the fundraising during Oktoberfest; this donation will make a difference to the Syrian refugee children in Lebanon."



A photo from the event.

'Joyalukkas Foundation sets an example by supporting flood victims'

KUWAIT CITY, Dec 15: The Joyalukkas Foundation has set an example for others with the initiatives taken to support flood victims in the state, said V. S. Sunil Kumar, Minister for Agriculture. He was inaugurating a get-together of the beneficiaries of the housing project 'Joy Homes' launched by the Foundation for the flood-affected people at DBCLC Auditorium, in Thrissur, Kerala, India.

Sunil Kumar said that the main challenge faced by the state was the loss of houses for many. In such a

situation, the Joyalukkas Foundation came forward to support the state government. He stated that the state has set an example for everyone in overcoming the flood, which caused a loss of Rs 40,000 crores. The minister added that the flood of 2018 has taught the lesson that the state need to follow a development model that preserves environment.

Joyalukkas Foundation is building a total of 250 houses for the flood victims. The function was attended by 60 beneficiary families from Thrissur,

Ernakulam, Malappuram and Palakkad districts.

Adv K. Rajan, Chief Whip, delivered the keynote speech at the function presided over by Ajitha Vijayan, Mayor, Thrissur Corporation. S. Shanavas, District Collector, released the brochure of the Joy Alukkas Foundation. Yathish Chandra, City Police Commissioner, distributed mementos to the beneficiaries at the function. Fr Walter Thelappilly, CMI, Devamatha Provincial, also spoke on the occasion. Speaking on the occasion, Joy Aluk-

kas, CMD, Joyalukkas Group, said that next get-together of the beneficiaries will be organised at Alappuzha. He stated that local people played a great role in the construction of houses. 130 beneficiaries of Joy Hanes Project are already living in the houses allotted to them. The construction of houses in the southern districts will be completed soon. The Joyalukkas Foundation have undertaken various model initiatives in the areas such as health, rehabilitation, education, environment protection, women empowerment.