



Photos from the event

## LuLu Hypermarket launches 'Celebrate Kuwait' promotion

LuLu Hypermarket, the leading hypermarket in the country, launched its month-long Hala February promotion under the banner of 'Celebrate Kuwait', with festivities also marking the country's upcoming National and Liberation days. Famous Kuwaiti TV host Salah Al-Rashed inaugurated the event on Feb 20 at LuLu's Al-Qurain outlet in the presence of top management from LuLu Hypermarket, special invitees, media representatives and a large gathering of well-wishers. As part of the country's National Day celebrations, a special cultural program was held where performers

enchanted onlookers with their representation of Kuwait's traditions and culture. Another event inauguration is scheduled for Feb 23, at LuLu's Al Jahra outlet. During the Hala February promotion, which runs at all LuLu Hypermarket outlets, a range of attractive activities and promotions offer an enticing incentive to shop at LuLu outlets. Discover amazing low prices and big discounts on an assortment of products, in addition to exclusive prices on selected 'product of the day' and 'brand of the week' items. Digital aficionados can avail of the best discounts on

the latest electronic gadgets during the 'Digital Expo'. Shoppers can also take advantage of the Farm Fresh produce sale, where fresh fruits and vegetables are available at attractive prices. Returning for another year, the much-anticipated promotion on the special occasion, LuLu's unique 'Trolley-Free' promotion that will run from Feb 21-26. The exciting promotion allows lucky customers to win back the full cost of contents in their trolley after a shopping spree at the hypermarket's outlet. During the six days of this promotion, lucky winners will be picked at ran-

dom by the point of sale (POS) system at all the check-out points, and they will walk away with the contents of their trolley fully free of cost. Since its inception, LuLu Hypermarket has displayed its commitment to customer satisfaction by tailoring shopping experiences to suit shopper preferences, particularly on special occasions. The brand has also consistently launched innovative and exciting promotions that offer a variety of products at competitive prices, which has prompted customers to make LuLu Hypermarket their preferred retail destination.



A group photo from the event

## Launches Nassour account

### Gulf Bank red cardholders can enjoy latest movies at Cinescape theatre for only KD 1

KUWAIT CITY, Feb 21: As part of the upcoming National and Liberation Day celebrations, Gulf Bank has announced two exclusive promotions, including discounts for red account customers and an offer for customers looking to save for their children and opening Nassour accounts.



Al-Amir

Available at all Cinescape theatres on standard KD3.5 tickets, red account customers will be able to enjoy the latest films at Cinescape cinemas for KD 1, throughout Feb 21 to March 2. While parents opening a Nassour account, will receive a KD 10 voucher for Future Kid Entertainment, in addition to 15% discount on all games and Casper's Scare School when re-charging using Gulf Bank cards.

Speaking of the promotion, Ahmad Al Amir, Assistant General Manager for External Communications, Gulf

Bank, said: "Gulf Bank is continuously looking for new and exciting initiatives to fulfil customer needs and add value to their lives. In honour of the upcoming celebrations of National and Liberation Day, the Bank is delighted to announce rewards to our valued red account customers, and to the parents of Nassour account customers. We are also proud to celebrate alongside the people of our beloved country, and wish everyone a Happy National Day."

Gulf Bank's red program is for high school, university and college students aged 15 to 25 years old. There is no deposit required to open the account or minimum balance charge. The Nassour kids account is a savings account with interest, designed especially for children up to the age of 14. It promotes "Saving for the Future" and brings banking to children in a fun yet educational manner.

For more information on Gulf Bank's red program or Nassour account, visit one of the Bank's 58 branches, contact the Customer Contact Centre on 1805805 for assistance and guidance or log on to [www.e-gulfbank.com](http://www.e-gulfbank.com).

## Win all-expenses paid trip to UEFA Champions League final with NBK

KUWAIT CITY, Feb 21: National Bank of Kuwait has partnered once again with Mastercard to bring exclusive rewards to its customers, offering them the chance to win one of the three all-expenses paid trips for two to the final match of the UEFA Champions League 2019 which will be held in Madrid.

NBK customers automatically enter the draw by using their eligible NBK Mastercard Credit Card. For every KD 1 spent locally, customers receive one entry into the draw, while every KD 1 spent on restaurants and food delivery services gives them two entries. Every KD 1 spent internationally or locally during UEFA match days will give them three entries.

Winners of the three trips will be announced during the draw held on the 30th of April. Each trip package will include business class roundtrip air tickets, final match tickets, 5-star hotel accommodation, and free transfers, in addition to a

cash prize of KD 1,000 that will be credited in the winning credit card account.

Speaking of the launch of the new campaign, Hanadi Khazal, Chief Marketing Officer, National Bank of Kuwait, said, "Following the success and great response of our campaigns received last year, especially our UEFA Champions League campaign, we continue to launch unique campaigns to reward our customers with valuable rewards. We've come together with Mastercard to launch this campaign again and give our customers a chance to win this trip and experience memorable moments."



Khazal

## Burgan Bank hosts 'team-building day' for staff

KUWAIT CITY, Feb 21: Burgan Bank, a leading banking institution and sought-after career destination, recently held a fun-filled day of team-building activities to enhance cross-functional communication and collaboration. The bank's initiative aimed to elevate employee skills through innovative training techniques and global best practices in a relaxed and engaging environment. The team building event took place at Safir Fintas Hotel in Kuwait.

In an effort to boost team spirit and upgrade capabilities, Burgan Bank's staff and leadership were inspired to work in teams, celebrate achievements together and maximize interdepartmental collaboration through a plethora of interactive activities. These activities were designed with clear objectives in mind to enable knowledge transfer, team synergy, effective listening skills, creativity, decision-making and leadership skills and the ability to work effectively under pressure.

### Impact

Supported by the Group Human Resources & Development Officer – Ms Halah El Sherbini, the bank's initiative was held under the transformation strategy implemented in the Learning & Development department to positively impact corporate culture and overall business performance. Ms El Sherbini commented on the success of the event: "As a dynamic institute, we strive to create an environment that encourages innovative learning experiences that pave the way for high achievers to raise the bar of excellence. By driving the organisation's efficiency and goals through strategic planning, talent management and cutting edge methods, we hope to sustain Burgan Bank's position as the employer of choice for the next generation of young bankers within the framework of a modern and progressive learning culture."

Noting the positive impact of the Learning and Development department on its employees during the event, Burgan Bank's Senior Manager of Learning & Development, Mrs Ghada El-Kadi said: "We are pleased to have collaborated with our long term partner, Vigor Events, in executing a well-planned and fruitful series of highly fulfilling training sessions, while building a strong sense of community."

Such effective team building platforms lead to improved individual well-being, morale, commitment and productivity as well as higher engagement levels among employees. All these achievements will elevate the group's performance and maintain the bank as a regional financial powerhouse."

## Bank fosters positive workplace culture



A group photo from the event

### 'HSSE commitment key to reliability and better performance'

## EQUATE sponsors KIHSSSE conference and exhibition

KUWAIT CITY, Feb 21: EQUATE, a global producer of petrochemicals and the second largest producer of Ethylene Glycol worldwide, continues to take part of initiatives and programs as part of its commitment to industrial and professional development, and technological and operational innovations that aim to advance the standards of environment, health, safety, and security in the oil, gas and petrochemical industries.

In these endeavors, the company was a main sponsor and participant of the third Kuwait International Health, Safety, Security & Environment (KIHSSSE) Conference and Exhibition, the flagship event that has become an international platform dedicated to enhancing the culture of safety and serving the industry, community, academic institutions and non-profit organizations.

Held under the patronage of Dr Khaled Al-Fadhel, Minister of Oil, Minister of Electricity and Water and Chairman of the Board of Kuwait Petroleum Corporation (KPC) and organized by KPC, KIHSSSE focused this year on the

theme "Transforming HSE Culture for a Resilient Future" in an aim to attain business excellence in the practice of HSSE.

Stressing on how HSSE commitment is key to reliability and better performance, field in which EQUATE excels, four of the Company's engineers conducted sessions on sustaining a culture of HSSE, Industrial Security and Occupational Health, as well as gave an outlook on the field.

Also speaking in the conference, Mohammad Al-Shammery, Global EH&S Director at EQUATE, said: "EQUATE has successfully fosters and sustained an interdependent health and safety culture built on caring, teamwork and ownership of Health, Safety, Security and Environment. We uphold the highest standards in the industry and have been recognized year after year by our peers and independent organizations for our efforts. We are glad to take part and share our knowledge with the industry at large in such an established platform and work together to improve the EHS&S performance of organizations."

Throughout its global operations, EQUATE has also heavily invested in the latest advancements to enhance its EH&S standards in operations and was honoured for its outstanding safety procedures, leadership engagement, rigorous reporting standards and its dedication to the protection of people, communities and the environment.

EQUATE is also the first company in Kuwait to have obtained the Responsible Care (RC) accreditation and certification, and sets example globally through its fully-owned subsidiary MEGlobal, which was named one of Canada's Safest Employers last October, winning Gold in the Chemistry category at a ceremony hosted by Thomson Reuters and Canadian Occupational Safety Magazine in Toronto.

EQUATE invests significantly in collaborations in the industry to improve EH&S standards as part of its belief that partnerships and knowledge exchange with peers, academic institutions and stakeholders are a necessity to create a platform that would benefit the employees and the industry.