



## LANDMARK GROUP HOSTS 9TH ANNUAL BLOOD DONATION DRIVE

Landmark Group, one of the largest value retail shopping chains in Kuwait recently conducted its 9th annual Blood Donation drive in association with Kuwait Central Blood Bank (KCBB). The annual campaign is a reflection of the Group's commitment and work in line with its social responsibility program that aims to provide services and assistance to society. 150 plus donors, which are Landmark employees and customers reached out to the commitment of Saving Lives. The Blood Donation drive was held at Centrepoint Avenues. Commenting on the company's annual initiative Mr Saibal Basu, Chief Operating Officer, Landmark Group Kuwait said, "We thank KCBB for their support towards the 9th Blood Donation Campaign,

which serves the local community and helps in raising awareness about society related humanitarian initiatives and activities. We are always keen and committed to organizing the blood donation campaign on an annual basis. This year's blood donation campaign witnessed huge success especially with the increasing number in participation from our staff. We are grateful to them for continuously showing great interest in supporting such noble causes. We take very seriously our role in the private sector towards community welfare."

The blood donation drive is part of a multi-faceted plan developed by Landmark Group to address vital health and safety issues in Kuwait. As one of the highest forms of

humanitarian services, voluntarily blood donation can play a vital role in saving someone's life. There are also potential health benefits for the donor, as it can reduce the risk of heart attacks and cancer.

Staff members from all departments and branches across Kuwait were invited to participate in the blood donation drive. The campaign, which was supervised by a team of specialized doctors, generated a tremendous response from the employees. Landmark Group strongly believes in being an integral part of the Kuwaiti society, the campaign conducted for the seventh consecutive year is a part of the Group's continuous efforts to highlight the principles of corporate social responsibility and support patients in need.



## HTC FORMS REGIONAL PARTNERSHIP WITH MOHAMED HAMAKI

HTC, the global innovator in smart mobile devices and technology appoints popular Arab Singer and Egyptian pop culture icon Mohamed Hamaki, as its social media brand ambassador, and he will work with the consumer electronics brand to establish music and sound quality as the brand's defining competitive differentiator. He will also bring unique experiences to HTC users and enthusiasts across the MENA region, giving HTC and Hamaki fans the opportunity to create brilliant memories.

Mohamed Hamaki said: "HTC is a premium global brand that prides itself on sound quality and design innovation as its competitive differentiation, and this is why I see a strong link between the brand and myself. It is a privilege to partner with the brand that pioneered the art of truly understanding the critical need for a great audio experience on smartphones. I look forward to creating a strong sense of engagement with the fans of HTC across the region, with brilliant, unique experiences not only through music but also through their ground breaking camera technology."

As social media brand ambassador for HTC across the MEA region, Hamaki will partner

with the brand to further amplify HTC's launch campaigns in the region with his online community. He will work with HTC to offer experiences to both his and HTC's social media fans, which include exclusive access to behind-the-scenes at Hamaki's concerts or music video

shoots, and VIP tickets to his live concerts. He will also commit time to participate in live online chats with fans from across the region, presented by HTC.

Neeraj Seth, Head of Marketing, HTC MEA, said: "Hamaki has built on his efforts and suc-

cess to become an instantly-recognizable musician from the Arab world. HTC appreciates the 'challenger' spirit that he has built his success on, and we are happy to collaborate with him in a long term strategic partnership to offer our users and fans the opportunity to

interact more closely with this contemporary icon. Using the universal and language-agnostic platform of music and sound, which is also HTC's strongest pillar and advantage, Hamaki and HTC will create matchless premium opportunities and memories for the Arab world."

With over 122 million views on YouTube, 11 million fans on Facebook, and nearly 2 million followers on Twitter, Mohamed Hamaki is a true icon in a region where youth constitute a large and influential demographic of the population. Hamaki's releases and concerts are eagerly awaited by fans across the region, and his notable accomplishments include Best Singer and Album at the Middle East Music Awards 2013, and Best Middle East Act at the MTV Europe Music Awards 2010.

HTC prides itself on the superior audio experience available through all its smartphones, and has prioritized innovation in this area as most people use their smartphone as their primary music device. HTC's BoomSound(tm) with Dolby(tm) Surround and integrated amplifiers bring out the best in the music playback experience, with a dynamic range of sound.



## MARINA HOTEL KUWAIT TRAINS INTERNS IN COLLABORATION WITH LOYAC

Marina Hotel Kuwait collaborated with Loyac Internship Program 2016 to host students for an extensive training program which lasted eight weeks. During this time, the interns Mariam Abdullateef Faraj and Razan Saleem A Issa understood the fundamentals of working in a hotel and acquired hands-on knowledge of key functions across the various

departments of the hotel with a focus on the Front Office and Housekeeping Departments.

Mr Nabil Hammoud, General Manager of Marina Hotel, highlighted the importance of the internship programs, stating, "We are very pleased to partner with Loyac year after year. We at Marina Hotel believe in the importance of supporting the young generation and in paving

the way for them to begin their career and successful future. Over the past five years we have been supporting LoYAC as we want to give eager and talented minds the opportunity to understand and practice the business essentials of the hospitality sector."

"Students will get firsthand experience of being part of a team and that helps them develop in character, confidence and prepare them in the future. We are lucky to have the opportunity to host such talented and ambitious students and wish them all success in their careers" further concluded Mr Hammoud.

This annual initiative by the Marina Hotel in association with Lothan Youth Achievement Center (Loyac) reflects the hotel's proactive contribution to the development of the youth. The internship program at Marina Hotel encouraged interns to gain practical work experience in areas that strengthened their aptitude.

The interns were allotted tasks and provided with hands on experience of a professional ambience with its daily functionalities. They gained invaluable insight into work-life and environment, while benefiting from a professional service orientation. At the end of their internship period, the interns were assessed and given feedback on their performance by their direct mentor. This collaboration is an annual internship program which offers college, university and high school students the opportunity to acquire first-hand experience in the hospitality industry.



### APPEAL FOR INFORMATION ABOUT KUWAITI RESISTANCE FIGHTERS

To whom it may concern

This is an appeal on behalf of Marshal Byiers, a Scottish gentleman who lived in Kuwait during the 1980s. While here, he lived with his family in Fahaheel city, more specifically, in a building owned by Khalif Al-Fulaij.

Marshal worked for a company called EW Sable, and was trapped in Kuwait during the Iraqi invasion. He was held hostage by the Iraqi forces for a brief period of time. He was eventually put in contact with members of the Kuwaiti Resistance by Larry Banks at the British Embassy. While Mr Byiers never met the resistance fighters in person, they spoke over the phone and they provided him with food, cigarettes, and a small radio at great personal risk to them self. The men who knew him would likely be in their 50s now. His personal friend was a Kuwaiti gentleman names Sami Al

Dabbous, who we're having trouble locating.

After the war, Marshall returned to Scotland. We are a group of filmmakers who are currently working on a documentary that narrates Marshall's story, and, after 26 years, we are flying him back to Kuwait for the first time, for what will probably be quite an emotional closure to his journey.

Marshall would really like to meet the person that helped him during the Iraqi occupation. Marshall is due to arrive to Kuwait on April 4-9. The documentary tells his story and we would like the opportunity to tell the story from the side of the man who helped him. If you or anybody else has any personal history with this story or anybody involved in it, please contact us at the following email Hamadaam@vcu.edu or phone number (965) 6668-0061.

### GULFNET FORMS DISTINGUISHED PARTNERSHIP WITH PALMS HOTEL

Continuing its outstanding progress in the information and communication technology (ICT) field, Gulfnet has concluded an agreement with The Palms Beach Hotel & SPA to provide the hotel with the latest hospitality technology related to ICT package with high speed Internet connectivity. This partnership positions Gulfnet as a leader in the field of technical services related to the hotel industry, especially since The Palms Hotel is considered one of the prominent hotels in Kuwait. Furnished with

the latest technology, the fact which boosts the strength and stance of the company in this sector, Gulfnet provides the Hotel with passive and data network system, IP telephony, IP CCTV, IP hotel TV, guest room management system, and public address sound system, ensuring high quality services for the Hotel's guests and residents. This remarkable and outstanding project, equipped with the latest technology, will enable Gulfnet to achieve sustainable competitive advantage in the Kuwaiti market.