



**KUWAIT:** Naser Al-Thaidi General Manager of 'Add-Effect' and Ahmed Al-Manfouhi General Manager of Kuwait Municipality sign the tender contract.

## 'ADD-EFFECT' SIGNS ROAD ADVERTISING CONTRACT WITH KUWAIT MUNICIPALITY

**KUWAIT:** 'Add-Effect Advertising' Company announced for its winning the tender of license and exploit ad billboards at Hawally governorate, such tender is considered the most recent invited for by Kuwait Municipality, being the largest governorate based on value, so it is the most important ad market in Kuwait, due to its distinctive location, population and commercial diversity.

On this occasion, Naser Al-Thaidi General Manager of 'Add-Effect' after signing tender contract with Ahmed Al-Manfouhi General Manager of Kuwait Municipality, told that total value of the tender has reached KD 8.8 million, the contract extends for three years as of expected date of commencement i.e. the beginning of 2017, knowingly that the said contract includes all roads billboards (Mega, Unipole, Mupi, TV screens).

"By signing the new contract 'Add-Effect' became the biggest operator for billboards in State of Kuwait, that represents 80 percent of total billboards spread all over Kuwait' Thaidi added. As 'Add-Effect' runs motorway billboards, in addition to Farwaniya, Jahra and Hawally governorates bill-

boards, along with it is the exclusive agent for billboards of Kuwait airport," Thaidi continued

'Add-Effect' success during previous years is thanks to almighty God then thanks to its distinguished relations with its clients, built during last five years through the distinctive Marketing and Advertisement teamwork at the Company. Such relationship enabled the company from building two sides trust with clients and advertisers," Thaidi confirmed.

Thaidi further indicated that 'Add-Effect' continues in developing its investments, works in roads billboards industry along with other advertisements means, the company seeks to develop this industry, its means to become in its shipshape, give the esthetic image of advertisement, in a way to achieve advertising effect aimed by advertisers either they are social or commercials by State ministries and authorities, commercial corporations and establishments, private sector bodies. Thaidi expressed his hope that such advertisement means would assist advertisers in achieving their goals, deliver their ad message to all members of the society.

## 'ROOTS AND LEAVES' DOCUMENTARY SCREENED AT AL-BABTAIN LIBRARY

By Faten Omar

**KUWAIT:** Al-Babtain Central Library for Arabic Poetry screened a documentary titled "Roots and Leaves" on Sunday under the auspices of Minister of Information and Minister of State for Youth Affairs Sheikh Salman Al-Humoud Al-Sabah. Al-Babtain Foundation produced the documentary as part of the national activities celebrating Kuwait as the 2016 Islamic Cultural Capital.

On the sidelines of the event, Sheikh Salman affirmed Kuwait's interest in the political leadership of culture and its role in supporting the march of civilization. The minister noted that the documentary showed the importance of Arab and Islamic cultures that are full of values. He praised the great work of the people of Kuwait in supporting social, humanitarian and charitable work in the education and health fields. He also praised the role of Al-Babtain Foundation in spreading the Arabic language and Islamic values through a dialogue of civilizations and seats the foundation grants at universities.

Chairman of Al-Babtain Foundation, poet Abdulaziz Saud Al-Babtain, said the documentary chronicles the history of Islamic culture in Kuwait. He added that Kuwait was chosen as the Islamic Cultural Capital for 2016 because of its efforts in the fields of education, science, literature and arts, and its remarkable impact on the development of Islamic culture.

Al-Babtain Cultural Foundation also



**Poet Abdulaziz Saud Al-Babtain (left) honors an official (center) as Information Minister Sheikh Salman Al-Humoud Al-Sabah looks on.**

launched a special book on this occasion called "Lights of Islam in Arabic Poetry in Kuwait". The book has more than 300 poems for Islamic occasions such as the Prophet's (PBUH) birthday, penned by 66 Kuwaiti poets.

The documentary "Roots and Leaves" shows the emergence of Kuwait and the daily life of the community, highlighting the first generation of Kuwaiti men and the gen-

erations that contributed to its development, and the growth of culture and civilization. A number of iconic national figures who played a key role at the cultural level were honored. They include Sheikh Abdulaziz Al-Reshaid, Sheikh Yousef bin Isaa Al-Qinaee, Sheikh Abdullah Al-Nouri, Sheikh Abdulrahman Al-Sumait and Sheikh Abdulmohsen Ibrahim Al-Babtain.



**KUWAIT:** Poet Abdulaziz Saud Al-Babtain, Information Minister Sheikh Salman Al-Humoud Al-Sabah, Kuwaiti businessman Jawad Bukhamseen and other guests attend the screening. — Photos by Yasser Al-Zayyat



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