



## CELEBRATE EID AL-ADHA AT SHERATON AND FOUR POINTS

The Sheraton Kuwait, a Luxury Collection Hotel and the Four Points by Sheraton Kuwait conveys its good wishes and blessings for the forthcoming Eid Al Adha and invites you to spend unforgettable times with indigenous food culture. Engaging our guests with wide selection of menus from around the world with the high level of hospitality and outstanding services preserved by Sheraton Kuwait for over 50 years. Guests can indulge in a luxurious Eid spirit through its prestigious restaurants which extends from the Sheraton Kuwait to the Avenues - the largest mall in Kuwait, where they can choose from a wide selection of menus around the world.

Riccardo Restaurant, experience the exemplary fine dining genuine Italian cuisine. Enjoy lavish dining experience with Al-Hambra restaurant and savor a variety of international buffet especially prepared for this occasion; Lebanese delicacies in a distinctive traditional ambiance at the Le Tarbouche restaurant, enjoy the best cold and hot mezzas while being entertained by live music. Also the Bukhara restaurant which offers a rich treasure of Indian dishes prepared with the finest types of authentic spices. Iranian cuisine at its best - the Shahrayar restaurant where you can relish the most vibrant cuisine of ancient Persia.

Enjoy traditional English tea in a luxurious and classic ambiance with original flavors at the English Tea Lounge along with a variety of delectable scones and snacks. Four Points by Sheraton Kuwait welcomes you at the La Mamma Pizzeria, to celebrate a unique Eid where you can enjoy an assortment of appetizing antipasti, freshly prepared pasta and pizza baked to perfection on a wood-fired oven surely to meet your culinary desire.

The Sheraton Kuwait restaurants at the Avenues-Grand Avenue welcomes you to enjoy both shopping and taste the best cuisines in a very classy atmosphere starting with the newly conceptualized Al-Hambra restaurant offering tempting a La Carte food dishes prepared with open live cooking stations as well as special event menu; to the diversified cuisines; Le Tarbouche, Shahrayar, Bukhara and the Luxurious English Tea Lounge to satisfy all your desires.

On this occasion, Fahed Abushaar - General Manager of Sheraton Kuwait and Mr. Mounir Amer - General Manager of Four Points by Sheraton Kuwait, the Executive Committee and all the associates wishes the people of Kuwait and its residents a - Happy Eid.



## ASDA'A BURSON-MARSTELLER AWARDED 'GRAND STEVIE'

ASDA'A Burson-Marsteller won big at this year's International Business Awards (IBAs) - known as "the Stevies" - taking home 28 medals, including five gold, 14 silver and nine bronzes in the PR and Marketing categories, resulting in a Best of the IBAs 'Grand Stevie' Award for the second year in a row. This was a record win for the agency, and for any Middle East company, at the IBAs, and the 'Grand Stevie', which is earned, based on the total number of awards won, ranked the Agency among the top ten awarded firms globally. The launch campaign for The Dubai Font, for The Executive Council of the Government of Dubai, won Gold in two categories: Multicultural and Reputation/Brand Management; while the gala launch of Dubai Parks and Resorts won a Gold for Events & Observances and two Silvers in the Media Relations and Travel & Tourism categories.

The Global Education and Skills Forum and Global Teacher Prize 2017 for the Varkey Foundation took home a gold for Media Relations, and two Silvers for Events & Observances and Global Issues; while the Warriors in Pink campaign

for Ford won a Gold in Public Service and a Silver in Healthcare. The International Business Awards are the world's premier business awards program, with the 2017 edition receiving 3,800 entries from more than 60 nations and territories. This year's awards ceremony and gala dinner will take place in Barcelona, Spain on 21 October.

Sunil John, Founder and CEO of ASDA'A Burson-Marsteller, said: "I am delighted to see our work recognized at the global level, with our best-ever performance at the IBAs. Winning 28 awards across so many categories demonstrates the depth and breadth of our expertise, and underlines the sterling work we do for all our clients across all practices." ASDA'A Burson-Marsteller collected a Silver medal for 'PR Agency of the Year' in the Middle East and Africa, and the Agency's thought leadership initiative - the 9th Annual Arab Youth Survey 2017, won three Silver medals for Communications Research, Global Issues, and Public Service.

The Agency's work on the Global Manufacturing and Industrialization Summit,

organized by the Mubadala subsidiary Strata, won two Silvers for Events & Observances and Media Relations, along with a Bronze for Global Issues. Emirates National Bank of Dubai won a Silver medal for Public Service for the agency's work on the #togetherlimitless campaign, while Dubai Design Week, for Art Dubai, won silver and a bronze award for Media Relations and Arts and Entertainment respectively.

The agency's innovative Ford Edge Unboxing campaign won a Bronze in the Social Media Focus category, while the campaign for GE's announcement of billions of dollars' worth of deals during the US presidential visit to Saudi Arabia won three Bronze awards for Marketing - Business-to-Business, Reputation/Brand Management, and Technology. The agency's campaign for Avaya Engage won two Bronze medals for Social Media Focus, and Technology. In the Marketing Awards category, the agency's work for Dussur - formerly known as the Saudi Arabian Industrial Investment Company - won a Bronze for Rebranding/Brand Renovation of the Year.

## X-CITE LAUNCHES 'GET BACK TO SCHOOL' OFFERS

With the return to schools and universities in the coming weeks, X-cite by Alghanim Electronics launched its "Back to School" promotions, inviting school and university students to discover the latest products from the widest range of brands, which will make a difference during the new academic year. The promotions offer never-before-seen prices on most wanted electronic devices to support studies and projects, such as laptops, convertibles, tablets, projectors and printers as well as cases, bags, power banks, flash drives and other must-have accessories.

Acknowledging the importance of refreshing the gear and acquiring the right and latest innovation in computing to satisfy one's needs, X-cite has proudly provided its free Computing Buying Guide service available in all of its showrooms and on [xcite.com](http://xcite.com). Students will find an exhaustive list of products and accessories featuring comparison tables, purchasing guidelines and concise product descriptions that help them understand the unique benefits of each product depending on the type of usage.

University students also benefit from the Credit Student Program, entitling them to a credit purchase, which in turn allows them to enter the "Back to School" draw to win valuable prizes, including a 2017 Chevrolet Camaro car. As part of their ambition to support the new generation in their education and academic pursuits, the promotional campaign allows students, teachers and



employees of the Ministry of Education to own the devices they have always wanted while alleviating the financial burden for parents thanks to a 0 percent interest upon purchasing on credit and a 12 percent discount on all Apple MacBooks, a rare opportunity to own a top-ranking laptop at a very competitive price.

The "Back to School" promotions start on August 24 till October 7, 2017. X-cite by Alghanim Electronics, Kuwait's largest electronic retail has 19 showrooms across Kuwait, and also offers the convenience of shopping from home with X-cite's free-to-download app as well as the store's official website [www.xcite.com](http://www.xcite.com).

## ENJOY YOUR EID AT MOVENPICK HOTEL KUWAIT

Final touches for Eid packages at Movenpick Hotel Kuwait were finalized to turn the property into a family heaven with great discounts and special offers. For all connoisseurs, the Movenpick Hotel Kuwait provides an exceptional offer at Bays Restaurant during their stay. Renowned for its panoramic view overlooking the hotel's swimming pools, guests can enjoy lavish Eid brunch buffets at Bays International Restaurant.

Eating at Movenpick Hotel Kuwait becomes a beautiful experience with the Italian restaurant Al-Dente offers the real Italian spirit with its special and diversified Italian menu, as for Cuts restaurant, it offers delicious varieties of meat, alongside of succulent platters.

Furthermore, Movenpick Hotel Kuwait guests have the freedom to choose from



the hotels air conditioned tents at the Garden Cafe, where generous special dishes are served to family and friends with music and flavored Shisha throughout Eid days. And it is important to mention that Movenpick Hotel Kuwait offers the famous Movenpick Ice Cream with a huge variety of tea and snacks at the special and elegant English Tea Lounge.

## KANA KUWAIT REVIEWS DRAMA COMPETITION PREPARATIONS

The Kerala Arts and Nataka Academy (KANA), Kuwait, an Indian Association registered with the Indian Embassy, has convened a meeting to review the preparations for the upcoming amateur drama competition slated for September 29, 2016. Four amateur Malayalam theatre groups are competing in the drama competition titled 'Thoppil Bhasi Natakolsavam 2017' which will be held from 5pm onwards at the Indian Community School, Khaitan.

The drama competition is the first major theatre event being organized by the Academy since its inception which has been formed by a group theatre-lovers to promote, practice and produce Malayalam dramas in Kuwait. The academy proposes to produce at least one drama every year for the theatre-lovers in Kuwait. 'Thoppil Bhasi Theatre Festival' will be held every year providing high quality performing arts opportunities for Malayalam theatre troupes in Kuwait. The winning troupes will be presented trophies and cash awards.

Importantly, KANA is also in the process of producing this year's major drama titled 'Abraham' based on the Bible. 'Abraham', written by Francis T Mavelikkara will be directed by Kalashri Babu Chakola. A team comprising top theatre artistes and actors are working on the production which will be staged mid-November this year in Kuwait.



The review meeting was attended by KANA president Kumar Thrithala, General Secretary Jiju Kalayail, Babu Chakola, Advisor K P Balakrishnan, Sajeev K Peter, Technical Advisor Idiculla Mathews and PRO Reji Mathew and other executive members.