

SHEIKH ADEL AUJAN'S LIFE AND LEGACY CELEBRATED

Hundreds gathered in Dubai to celebrate the life and legacy of one of the Gulf's most prominent businessmen, Sheikh Adel Aujan. Sheikh Adel, who passed away in January, was the Chairman of one of the largest Middle Eastern beverages conglomerates, Aujan Coca-Cola Beverages Company (ACCBC), formerly known as Aujan Industries, which is widely regarded as one of the region's top home-grown success stories.

In commemoration of Sheikh Adel's contribution to both business and society, the company organized a prestigious gala dinner at the Oberoi hotel on March 1, inviting 250 members of the ACCBC family, including members of the Aujan family, past and present employees as well as suppliers and partners. The centerpiece of the event was the Adel Aujan Awards (AAA), which will be held annually, and which will honour a select group of ACCBC's best-performing suppliers for outstanding performance in five categories - innovation; quality; service; value addition and partnership.

In addition, Abdulla Adel Aujan, Chairman of ACCBC, welcomed the guests and gave a speech in memory of the late Sheikh Adel. He said: "I have every confidence that ACCBC will deliver on the vision of my father and its shareholders through our portfolio of strong brands, robust investment plans in both capacity and capability and the high calibre, experienced management team" A panel discussion involving friends and former colleagues of Sheikh Adel also looked back on the career of one of Saudi Arabia's most remarkable industrialists.

Tolga Sezer, Chief Executive Officer of ACCBC, said: "In order to recognize our valued relationships with business partners, distributors, suppliers and to maintain our commitment to improvement and innovation, we decided to inaugurate the very first Adel Aujan Awards in honor of the loving memory of our late Chairman, Sheikh Adel Aujan. The annual awards will in future allow us to recognize business partners that contribute the most to ACCBC's success, by sharing our values and our commitment to excellence, delivering sustainable performance and surpassing expectations."

Over a 48-year career with ACCBC, Sheikh Adel grew the Damman-based business into a multi-billion-dollar drinks giant, thanks to the innovative marketing of existing brands such as Vimto and homegrown brands like Rani and Barbican.



The Saudi businessman was also the visionary behind the largest ever consumer goods partnership in the Middle East with The Coca-Cola Company creating a joint venture between the two companies entitled Aujan Coca-Cola Beverages Company (ACCBC).

The inaugural Adel Aujan Awards saw five companies honored by ACCBC. The Innovation AAA was won by Constantia, a manufacturer of packing and labels. Louis Dreyfus Company, a leading merchant and processor of agricultural goods, picked up the Quality AAA, while industrial products supplier MAST-FOODS won the Service AAA. Beverage can manufacturer Can-Pack Middle East won the Value Addition AAA, while John Bean Technologies (JBT), a food industry machinery giant, was awarded the Partnership AAA. The company that would eventually become Aujan Industries was founded in 1905, and was

expanded into beverages when it acquired the exclusive rights to distribute Vimto in the region in 1928.

Sheikh Adel joined the company in 1968 after studying in the US, and quickly expanded Aujan Industries' sales and distribution networks. Over the years, he developed Vimto Cordial as the drink of choice for families in the Gulf region during the Holy Month of Ramadan. The company's first homegrown brand, Rani, was introduced in 1982. The fruit-juice brand has gone on to become one of the most preferred beverages in the Middle East. Aujan Industries also sells and distributes Barbican, a non-alcoholic malt-based drink, having bought the brand outright in 2011. As well as beverages, Aujan Group Holding also has interests in real estate and packaging materials, with investments in hotels and game reserves in the Middle East and Africa.

ZERO MOTORCYCLES - WINNER AT THE KUWAIT BIKE SHOW

New Generation Motorcycles (NGM), the exclusive dealer for Zero Motorcycles in Kuwait, had double cause for celebration at the Kuwait Bike Show 2017. The brand celebrated the successful outing as main sponsor of the show and winning the Slow Race competition with its Zero S bike. The electric-powered Zero Motorcycle, which is gaining popularity as rival to petrol-powered bikes, showed its durability and versatility by claiming victory in the race that puts the focus on balance and control as the last bike to cross the finish line declared the winner.

Victory capped off a successful program of events for NGM as the firm took center stage as the major sponsor, interacting with thousands of bike enthusiasts and demonstrating the benefits

of the Zero bikes before unveiling the custom-made Zero DS street bike. Ali Faisal Al-Mutawa, General Manager of New Generation Motorcycles, said: "The Kuwait Bike Show was a huge success, particularly for us as the sponsor. The interaction with bike fans and potential customers was extremely pleasing and we had the ideal platform to showcase Zero Motorcycles."



MILLENNIUM HOTELS & CONVENTIONS CENTER CELEBRATES NATIONAL DAY & LIBERATION DAY

In celebration of Kuwait's National Day and Day of Liberation, Millennium Hotels and Conventions Center Kuwait is utterly delighted to extend its warmest congratulations for this very special occasion. With Millennium's exceptional offers and special promotions during the month of February; guests and visitors are sure to enjoy an excellent stay with their friends and family members, where they can also guarantee a relaxed break time at the hotel's spacious rooms, with its modern designs and unique facilities.

The extraordinary 5-Star Hotel is introducing exclusive offers during the 'Hala February' festivities, where guests can benefit from the amazing rates on suites that include complimentary breakfast, as well as using the hotel distinctive facilities for free, such as the gym, swimming pool and free internet. In addition to the transportation service to and from Kuwait's international Airport, children of 6- 12 years will be getting an exclusive 50% discount on their delicious meals at Lamar International Restaurant, while children under 6 years old are offered an entirely free meal.

In word from Area General Manager of Millennium & Copthorne Kuwait, Dani Saleh, says: "It gives us great pleasure to celebrate the joys of Kuwait's National and Liberation Day with all residents and visitors. We are keen on providing our competitive offers on rooms and amenities every year, along with adhering to the highest standards of quality on our hospitality services. Our annual participation in this national event contributes mainly in promoting inbound tourism in Kuwait. We believe that the month of February makes Kuwait an attractive hub for many guests visiting the country for business or for leisure."