

What's On

# Crown RUS LTD selected to provide official licensed FIFA World Cup 2018 products

A subsidiary of Kuwaiti owned SADITA Holding



Saud Al-Fozan

SADITA Holding, a Kuwaiti company, announced that its subsidiary 'Crown RUS LTD' has been officially selected as an official licensed product provider for the FIFA World Cup 2018 tournament. Following a competitive bid, Crown RUS LTD has provided products that range from LED Emblems, laptop bags and backpacks, fan passport wallets as well as mouse pads.

To that extent, Crown RUS LTD with the support of Crown Micro China Limited as another subsidiary of the group, has demonstrated its



capabilities and overall expertise to become the right partner that helps supply FIFA's Licensed products, which is coherent with the approved branding requirements. This is in line with FIFA's underlying objectives and its long term vision, of

handling and attracting trademarks that complement and complete the FIFA-approved categories that are promoted and sold in stadiums, on the Internet and in designated stores.

Saud Fozan Al-Fozan, Vice Chairman of SADITA Holding Company said, "As a Kuwaiti company, we are proud to contribute and expand the excitement of the much awaited FIFA World Cup Tournament by delivering branded products with the ultimate aim of spreading the excitement all around. This was the culmination of a strong team

collaboration, and one which reflects the group's solid track record in driving business excellence across multiple regions."

SADITA, a Holding company established in 2006 is a diversified investment company in food and beverage and consumer goods, medical supplies and equipment, kitchen equipment and plastic and paper recycling in multiple markets in the Middle East, Europe and Asia. The company is also in process of acquiring and partnering in a number of investment and industrial activities in



You are a lot like a diamond: brilliant, amazing, and flawless. You differ in that you are worth far more than any stone. You are such a treasure, not only to me but also to our whole family. Happy birthday to our precious gem of a daughter! From Baba, Amma, Anish and Afroz

## Kuwaiti patients celebrate Eid al-Fitr at London hospital

Kuwaiti children, who are currently being treated at Great Ormond Street Hospital for Children (GOSH) in London, enjoyed an afternoon of Eid Al-Fitr celebrations at GOSH's annual hospital-wide Eid party. During the party, patients and their families were entertained by Dabke dancers, face painting, henna and arts and crafts, and enjoyed authentic Arabic cuisine.

Father of Kuwaiti patient, Hamad, expressed how it was great to be able to feel at home and celebrate Eid Al-Fitr in the hospital with his family. "This party has been a lot of fun - it's so lovely to see so many families together celebrating such a beautiful occasion. Thank you to Great Ormond Street Hospital for looking after and protecting my son."

GOSH treats sick children from over 90 different countries for rare, complex and multiple conditions, which includes 1,500 children from the Middle East every year. Through their special events and celebrations, GOSH caters to a variety of different cultures and religions at the hospital. Every year, GOSH hosts an Eid-al-Fitr party for all their patients as part of their commitment to embracing and celebrating all cultures and religions at the hospital.



The raffle draw winner of "Win Up To 5 Kilos of Gold" campaign by Malabar Gold and Diamonds Hamza receives the prize 50gm Gold from Afsal Khan, Zonal Head, Malabar Gold and Diamonds in the presence of management team members of Malabar Gold and Diamonds.



The raffle draw winner of "Win Up To 5 Kilos of Gold" campaign by Malabar Gold and Diamonds, Rawan Rafeek D/O Rafeek Layin receives the prize 50gm Gold from Afsal Khan, Zonal Head, Malabar Gold and Diamonds in the presence of management team members of Malabar Gold and Diamonds.