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# Sisi: Egypt's undisputed father figure

Fond of telling Egyptians that they are the apple of his eye

**CAIRO:** With his trademark black sunglasses and blanket media presence, Egypt's President Abdel Fattah Al-Sisi projects an air of benign paternalism. Whether the people love or loathe Sisi, see him as a bulwark of stability or as a domineering autocrat—there is little doubt that he will remain Egypt's president for years to come.

He stormed to victory in the 2014 presidential election, having led the military a year before in ousting the North African country's first freely-elected leader, the Islamist Mohamed Morsi. Morsi now languishes in jail, convicted on many and varied counts and sentenced to multiple terms including the death penalty. Sisi successfully silenced all forms of political opposition during his first four-year term.

This has included sweeping aside all token opposition in the March 26-28 election, leaving himself as the main choice on the ballot paper. The sole remaining challenger is Moussa Mostafa Moussa, an ardent Sisi supporter who announced his candidacy at the last minute just as it seemed Sisi would have to run alone. Sisi later denied involvement in sidelining his opponents, saying he wished there were many candidates. The former career army officer was born in November 1954 in El-Gamaleya neighborhood in the heart of Islamic Cairo.

Even as a child, Sisi sought to exert control over those around him, according to people who knew him at the time. He graduated from Egypt's Military Academy in 1977, later studying in Britain and the United States, before becoming military intelligence chief under President Hosni Mubarak who was toppled in a January 2011 uprising.

**There to serve**

As Egypt's leader, Sisi is often seen microphone in hand, presiding over public ceremonies. Speaking in the Egyptian Arabic dialect, sometimes laughing in the middle of his own lengthy speeches, he projects an image of father of the nation. He is fond of telling Egyptians that they are the apple of his eye, stressing that he is there only to serve them.

Enjoying near-unanimous media support, Sisi is popular among many Egyptians who see him as the right man to lead the country after years of political, security,



CAIRO: A picture taken on March 22, 2018 shows a giant election campaign poster supporting Egyptian President Abdel Fattah Al-Sisi in the upcoming presidential election. —AFP

and economic turmoil that followed the ouster of long-time president Mubarak. A father of four whose wife wears a hair veil, Sisi is described by those close to him as a pious Muslim who does not miss any of the five daily prayers. But he is also reported to have a strong sense of self-belief, with audio records leaked by Islamic-leaning media pointing to a big ego.

In one leak, Sisi recalls a dream about the late president Anwar Sadat, which he saw as an omen that he would one day become powerful himself. In another, he tells of a dream in which he held a red sword inscribed with the Muslim declaration of faith. Ironically, it was the Islamist Morsi himself who appointed Sisi defense minister and commander-in-chief of the armed forces in 2012.

**Security problems**

A year later, Sisi ended Morsi's turbulent year in power and cracked down on the Islamist's supporters, with hundreds of people killed in weeks. On one bloody day—August 14, 2013 — security forces killed more than 700 people in Cairo when they dispersed sit-ins by pro-Morsi protesters. At the time, Human Rights Watch said the "mass killings of protesters" that day "probably amounts to crimes against humanity".

Since Morsi's removal, tens of thousands of his followers have been jailed, and hundreds sentenced in expedient mass trials strongly denounced by the United Nations. As Islamist-related security issues mounted, Sisi launched a military campaign against Islamic State

group fighters based in North Sinai province. But so far he has been unable to fully quash an insurgency that has killed hundreds of police and military personnel.

Economically, he has begun an IMF-mandated campaign of drastic economic reforms that include cutting energy subsidies, introducing value-added tax and floating the pound. Many secular and left-wing activists who initially supported Sisi soon came to regret it: he has been regularly accused by international rights groups of committing serious violations to silence dissent. During his first presidential campaign in 2014, he said that "talking about freedoms" should not take precedence over "national security", and that it would take "20 to 25 years to establish a true democracy" in Egypt. —AFP

## The Legacy of Innovation in Laundry Continues with LG's Revolutionary TWINWash™ Technology

Growing need for large capacity washing machines emerging as a key trend



With a proven track record of offering consumers premium lifestyles through quality products and service delivery, LG is always striving to give their customers a brighter future. Over the past few years, LG has caught the attention of global consumers by delivering value that exceeds customer expectations.

A key consumer trend worldwide now is the growing need and demand for larger capacity washing machines, and LG is poised to take advantage of this trend thanks to its innovative, eco-friendly and smart offerings.

Commenting on this emerging trend, Kevin Cha, President, LG Electronics, Middle East & Africa said, "The industry has been keeping a close watch on the growing popularity of larger capacity washers and their capabilities, monitoring whether the increase in size affects reliability, wash performance and time spent on washing cycles. But LG's award-winning TWINWash™ technology has successfully managed to address these issues and emerge as one of the most successful innovations, while creating a new genre within the laundry industry."

Several global reports have hailed LG as an industry leader time and again. LG's home appliances have outperformed the competition when it comes to reliability and bringing industry firsts like TWINWash™ to the market. The innovation, performance and product longevity of TWINWash™ has successfully carved a niche for LG as one of the most trusted appliance brands.

According to a leading US consumer publication, appliance breakage rate estimates in the industry vary across each laundry category – ranging from 10 to 25 percent – based on testing for cleaning, water and energy efficiency, gentleness, speed and noise. LG laundry products earned top reliability scores with the lowest breakage rates compared to seven other major appliance brands of front-load washing machines and high efficiency top-load washing machines.

LG's reliability is building a legacy of innovation in the laundry category. Key to LG's washer dependability is the direct drive motor technology pioneered by LG. The LG Direct Drive Motor, attached directly to the washer's drum, is designed to increase both performance and durability. The company was also the first to introduce the LG TWINWash™ system that combines two washers – a traditional front load washer and the LG TWINWash™ Mini – so users can wash two loads at the same time or independently.

LG TWINWash™ Washing Machines also feature TrueSteam™ technology, which removes 99.99 percent of allergens, germs and mites, ensuring that your laundry always comes out clean and germ-free. TrueSteam™ also uses Steam Refresh and Steam Softener technologies to easily remove wrinkles from garments, disinfect and soften clothes without the need for chemical-based fabric softeners, using only 100 percent pure water.

The LG TWINWash™ Mini is specifically designed to wash small laundry loads including intimates, delicates and active wear. Since an LG Frontloading Washing Machine can be placed above the LG TWINWash™ Mini, consumers can enjoy a more comfortable loading and unloading experience, meaning less bending and lifting.

Other innovations that make LG laundry solutions best-in-class include: the largest capacity in its class\*\* at 5.8 cu. Ft., allowing you to wash a king-size comforter and full set of bedding in a single load; TurboWash™, powerful high-pressure nozzles save 30 minutes per load; steam cleaning technology with LG's TrueSteam™ that gently but powerfully penetrates fabrics to help eliminate dirt, odors and wrinkles, while reducing allergens; and last, but not the least, 6Motion™ Technology that combines up to six different wash motions to provide a thorough clean.

The Energy Monitoring feature provides helpful data while LG's proprietary HomeChat™ service is available in the 21kg system allowing users to physically text their washing machine to check the status or even start-up the cycle. LG TWINWash™ also features an easy to use integrated control panel that gives access to everything you need right at your fingertips.

Featuring cutting-edge washing machine technology, as well as a sleek, modern design – LG washing machines not only make your clothes look their best – they make the home look brilliant, too.

TWINWash™ is available to consumers today across Kuwait in all leading Hypermarkets, Electronic Stores, and Al Babbain Electronics Showrooms (Keifan, Al Rai, AL Adaliya, Fahad Al Salem, Jahra, Hawalli, Fahaheel, Farwaniya, Dajeej, Salmiya, Qurain Markets, Rozana Mall Al-Rai). It's available in various options; 3 models 27-inch; LG TWINWash™ FH0C9CDHK72 [24.5 / 12KG], LG TWINWash™ F0K1CHK2T2 [23.5 / 11 KG], and the LG TWINWash™ F0K2CHK2T2 [21.5 / 10 KG] And for those who want the 24-inch LG TWINWash™ there are 2 models; LG TWINWash™ FH4G1JCHK6N [12.5 / 7 KG], and LG TWINWash™ FH4G1JCSK6 [12.5 KG].

