



Walid Kanafany



Mrs Zeina Ramadan

ACK HOSTS ITS ANNUAL INTEGRATED MARKETING COMMUNICATIONS FORUM

The School of Business at the Australian College of Kuwait (ACK) hosted its first "Annual Marketing Communications Forum" under the theme: "Integrated Marketing Communications, Challenges & Successes in Kuwait and the Gulf Region". The forum brought together leaders from a wide range of sectors such as telecom, hospitality management, retail and advertising, as well as entrepreneurs and academics to share expertise, techniques and experiences that influence and shape the marketing industry.

The forum's guest panel consisted of Walid Kanafany from the International Advertising Association (IAA), Fajer S. Al-Mutawa from Gulf University for Science and Technology (GUST), Mirvat Wehbe from the Hilton Hotel Group, Zeina Ramadan from Habchi & Chalhoub, Ahmed Najji from Al-Zayani Motors, Farah Bahbahani from Pencilvent, Sevan Vartanian from Blu Lowe and Ibrahim Al-Kandari.

During the opening speech, Walid

Kanafany, President of the IAA, stressed on the association's keen desire to encourage all steps for the sake of the development and growth of media and marketing services in the market.

Strategy and Innovation Manager at Habchi & Chalhoub, Zeina Ramadan, stated: "It was a real honor and pleasure being part of the ACK forum. Collaborating with professionals, students and experts will help leverage the marketing & communications function in Kuwait and promote learning within the field. Forums like this equip our youth, who are the leaders of tomorrow, with tools & practices indispensable to their success. We hope this forum is the first of many to come and a stepping stone towards more fruitful cooperation."

ACK's School of Business would like to thank the speakers and attendees for being an integral part of its inaugural "Annual Integrated Marketing Communications Forum" and looks forward to conducting the 2nd installation in the near future.

MCDONALD'S INTRODUCES THE ITALIAN AS TASTES OF THE WORLD PROMOTION CONTINUES

McDonald's Kuwait launched The Italian, the latest sandwich in the third consecutive year of its highly-anticipated Tastes of the World promotion, which came back this year with a unique



FIFA World Cup theme. The Italian offers a crispy, Grand Chicken Halal chicken patty, topped with garlic basil sauce, lettuce, tomatoes, and Emmental cheese, on a sourdough bun. The Italian will be available in all McDonald's Kuwait restaurants starting April 26th for a limited time only.

The Italian is the third sandwich to launch as part of this year's Tastes of the World promotion, and it arrives on the heels of the

recently launched The Brazilian and The French sandwiches. Sherif Coutry, Marketing Director at McDonald's Kuwait said "The response we have seen so far for the Tastes of the World promotion has been even better than we ever anticipated. As much as our customers enjoy and delight in our classic menu offerings, these seasonal promotions continue to be a huge draw. McDonald's is always looking to give its customers original, novel and always delicious choices to enhance their dining experience at our restaurants. As the official sponsors of the 2014 FIFA (tm) World Cup, which is only a few short months away, this promotion came at the perfect time."

McDonald's yesterday also announced the return of the beloved Chicken McBites for a limited time only, available with two options of seasoning: Garlic and Pepper or Nacho CheeseMcShakers which once again, invite customers to roll up their sleeves and have a little fun with their food. On the sweeter side of the menu, the limited time Red Berry Sundae featuring pieces of real berries; is now available for those who want to end off their meal with a special treat.



LU&LU COOKERY COMPETITION WINNERS

- Ainul Misriya Ashraf — Italian/Continental Category
- Jesny Shameer — Italian/Continental Category
- Maheen Pervez — Italian/Continental Category
- Dina Abdul Hamid K. — Arabic Category
- Rozan Ibrahim — Arabic Category
- Noorul Fathima Jameel — Arabic Category
- Marvin L. Pulido — Filipino/Thai Category
- Marivic P. Torres — Filipino/Thai Category
- Dandin Rivera — Filipino/Thai Category
- Ainul Misriya Ashraf — Chinese Category
- Safoora Sameer — Chinese Category
- Fathimath Zareena B.H — Chinese Category
- Sana Abdulhamid N. — Indian Category
- Fathimath Zareena BH — Indian Category
- Kuntal Rakesh — Indian Category
- Anitha Somraj — Dessert Category
- Ainul Misriya Ashraf — Dessert Category
- Jesny Shameer — Dessert Category

AUK LIBRARY CELEBRATES WORLD HEALTH DAY

To commemorate World Health Day, the Library at the American University of Kuwait (AUK) organized an event entitled Tips, Ticks and Talks to promote healthy practices that should be observed to escape avoidable stress on the mind and body. The event was moderated by the Library Media Intern, Abdulrahman Al Bastaki, and was catered with food provided by Caveboy Grubs, a local health food provider.

Professor Maryam Hosseinnia, Associate Professor of Graphic Design at AUK, who also instructs yoga sessions, has spent some time travelling to different places to learn a variety of yoga techniques. She explained that yoga can help the body overcome stress and bring relief to the mind. Yoga can be practiced anywhere at any time. Her tip to the attendees was, "Anytime you feel the need to do it [yoga], then just do it."

The Director of the Career Service and Wellness Center at AUK, Jason Sullivan, shared with the attendees some methods on how to deal with and eliminate stress. He offered some tricks to promote restful sleeps and deeper relaxation. Sullivan suggested taking long, hot showers before going to sleep and taking up coloring as a hobby, as it helps the mind to relax. He also advised students to escape stress by avoiding last-minute preparations for their exams and presentations.

Finally, Fadhel Husain, founder of Caveboy Grubs, talked about selecting the food items most suitable for the digestive system and the importance of getting checked for any food allergies. Caveboy Grubs specializes in offering a healthier alternative to traditional treats. Following the presentations, students and faculty attending the event were invited to sample some of Caveboy Grubs items.

The World Health Day is an annual event initiated by the World Health Organization (WHO) in 1950. Traditionally celebrated on April 7 of each year, the date WHO was founded, World Health Day is seen as an opportunity by the organization to draw worldwide attention to a subject of major importance to global health each year.

The American University of Kuwait (AUK) is an independent, private, equal opportunity, and co-educational liberal arts institution of higher education. The educational, cultural and administrative structure, methods and standards of AUK are based on the American model of higher learning. The language of instruction is English. More information on the American University of Kuwait can be found at www.auk.edu.kw



Fadhel Husain, founder of Caveboy Grubs



Maryam Hosseinnia, Associate Professor of Graphic Design at AUK



Jason Sullivan, Director of the Career Service and Wellness Center at AUK.



A group session

JW MARRIOTT LAUNCHES ANNUAL LOBSTER WONDERS FESTIVAL AT TERRACE GRILL STEAKHOUSE

For the 8th consecutive year, JW Marriott Hotel Kuwait City celebrated the launch of its much-awaited Lobster Wonders Festival at the famous Terrace Grill steakhouse. Joseph D'Costa, Executive Chef at the JW Marriott hotel, is working with the culinary team to prepare the anticipated dishes for this popular annual promotion. A variety of

main course dishes showcase the lobster in many delicious forms - including barbeque spiced lobster, Thermidor lobster, grilled lobster, Canadian lobster, pan fried lobster medallions and much more, prepared in the magnificent "show kitchen" - a noteworthy feature that the restaurant is famous for. Guests can also enjoy an atmosphere of live

band entertainment from Saturdays to Thursdays in the backdrop of a soothing fountain with the signature Terrace Grill ambience.

Alwin Karkada, Director of Restaurants at JW Marriott Hotel noted, "Prepared by our team of internationally acclaimed chefs, it is our pleasure to once again offer the finest selection of exotic lobsters

freshly sourced and prepared to suit everyone's gourmet seafood tastes. Our enthusiastic crew looks forward to serving guests the freshest food in a comfortable, relaxing atmosphere." The promotion, which is taking place from May 1st until May 31st, is available every day for lunch from 12:30 pm to 3 pm and from 7 pm to 11 pm for dinner.



BUNTARA SANGHA KUWAIT CELEBRATES BUNTA UGADI PARBA 2014

Buntara Sangha Kuwait celebrated Bunta Ugadi Parba at a glittering ceremony at the Indian Embassy Auditorium. The event concluded successfully and it was undoubtedly appreciated amongst the Buntara Sangha Kuwait members. The program began with an invocation to the almighty in the form of Satyanarayans Pooja, which was attended by the Indian Ambassador to Kuwait Sunil Jain, followed by a prayer from Laxmi Shetty, and the lighting of the lamp from managing committee with the Indian Ambassador. The welcome speech was delivered by President Guruprasad Hegde who stressed the importance of celebrating festivity with brotherhood and the glory it bestows on the Sangha. Ambassador Sunil Jain mentioned about his visit to Udupi years back and expressed his best wishes to the Ugadi Parba celebration.

The cultural program began with a fancy dress competition for age group 0-4 years with cartoon character as a theme. Dr Shekhar Shetty and Anitha Adyanthaya were the judges for the competition.

The next program Prince and Princess for kids with two categories 4-7 and 7-10 age group witnessed beauty as well walking the ramp with pride. Our Guest judges were Divya Krishna Prasad and Kaveri Mohan. The event was well organized by Preeti Shetty and Sujaya Shetty.

Post lunch the current Managing Committee felicitated the previous year Managing committee for their excellent work and management. President Guruprasad Hegde had also decided to felicitate some of the exceptional members of the Sangha for their untiring contribution to the Sangha during the year 2013. In his speech, the President sincerely wished such effort may bring in incentives to other members and help the sangha to grow more popular. Cultural event began with Invocation dance cho-



reographed and performed by Laxmi Hegde and Team. The day's Mega event, a gratitude to 100 years of Film Industry showcased Bollywood 50s- 90s Theme. The whole event was performed by over 45 plus kids from age group 4 to 14 yrs dance to the evergreen tunes with grace, passion and elegance which took the audience back to the nostalgic era where both music and dance were considered melodious, sacred and classical. The choreographers Laxmi Hegde, Sanmathi Menda, Preeti Shetty, Sujaya Shetty and Shalini Alva deserve all the praises for working hard with the kids as well encouraging and portraying those talent on stage. Background narration by Preeti Shetty was delivered with both passion and wit.

Melodious song sung by Prakash Shetty and Kushi Shetty and solo performance by Laxmi Shetty added the extra flavor to a beautiful program. Two short Skit performed by Prashanth Alva, Surendra Shetty & Shodhan Shetty added the spicy and witty tadka with perfection and timing brought the audience to a smile which was well directed by Manoj Shetty.

The mega raffle draw of Lenovo Notebook was won by Vijay Alva, the second winner of Nikon



CoolPix camera was Pradeep Shetty. Prize distribution for the winners of fancy dress competition and all the participants in various events was done by Managing Committee. Vote of thanks was delivered by General Secretary Chethan Prakash Adappa. A special thanks of gratitude to all our sponsors and well-wishers.

The program was well anchored by Praveen Kumar Shankat and Shalini Alva. The background music was handled by Ratan Rai. The overall event was well orchestrated by Cultural Secretary Santosh Rai and team. The program concluded with singing of the Indian national anthem.