

JUMEIRAH MESSILAH BEACH HOTEL AND SPA CELEBRATES NATIONAL AND LIBERATION DAYS

Jumeirah Messilah Beach Hotel and Spa has marked National and Liberation Days, the country's most important festivals with events and celebrations.

General Manager, Hakan Petek, said: "As we mark this momentous and significant milestone in the chapter of Kuwait, we are committed to delighting our guests with exceptional services that turn everyday moments to memorable and meaningful Jumeirah

experiences."

Throughout February, the luxurious landmark's facade will be lit with the colors of Kuwait and draped with the Kuwaiti flag. Flowers also adorn the hotel's lobby and the gardens and infinity pool have been illuminated with the nation's color schemes of red, white and green.

Guests and residents are invited to spend quality time with their family and friends and take advantage of

unforgettable stay experiences. Guests are also welcomed to enjoy themed-nights in Garden Café, Italian delicacies at Olio Restaurant, premium steaks at Pepper Steakhouse, and Seafood at Salt Restaurant.

Talise Spa, a haven of tranquility, also offers a selection of treatments for the ultimate luxurious pampering experience, together with February's exclusive Harmony Healing Massage tailored to deliver soothing results.



AL-MULLA FINANCIAL SERVICES GROUP ORGANIZES OPEN DAY FOR STAFF

Al-Mulla Financial Services Group organized a family day out for its staff with a variety of activities for its staff on Saturday, Feb 13, 2016. The event was held at Al-Mulla Group Spring Camp, where nearly 700 guests turned up making the event a grand success.

The day came alive as rooting and cheering began with the games and activities kicking off. The teams clashed for supremacy in games like tug of war, plank game, cricket and football among others. The crowd was entertained by a live band who had them swaying to

their favorite tunes. There was also a raffle draw for a good number of prizes ranging from gift hampers, dinner coupons, travel bags, vouchers and so on.

There were valuable contributions from sponsors like Philippine Airlines, Dawat Restaurant, Safir International Hotel, Taj Sweets, Metro Bank and Bank of Philippine Islands. Certificates of appreciation were given to employees who completed 10 years in Al-Mulla Exchange and staffs who excelled in their departments in the 2015.

X-CITE WINS SERVICE HERO ELECTRONICS STORE OF THE YEAR AWARD

X-cite by Alghanim Electronics, Kuwait's largest electronic retailer, won first place in the Service Hero Awards 2015 for the Electronics category, for the second year in a row. The award ceremony was held on Monday, February 15th, at the JW Marriott Hotel in Kuwait City.

It is of no coincidence that X-cite won this prestigious award for two consecutive years, given the company's continuous efforts towards service excellence and positive consumer engagement. The award also demonstrates X-cite's ongoing commitment to deliver a world-class shopping experience throughout its strategically located showrooms and online store, which is achieved by offering amazing deals and promotions coupled with great customer service throughout the year.

Service Hero is a consumer-powered assessment focusing on service quality in Kuwait. The awards were based on a six-month voting

drive that collected over 14,500 direct customer votes through an online-based survey that was then validated and reviewed to ensure empirical and authentic findings. Customers rated the companies

value for money, location of offering, staff quality, call center and the company's website.

X-cite by Alghanim Electronics would like to thank its customers and fans as this award was only made possible by the customers' trust that was instilled in the company, a trust that the company prides itself on and strives to maintain. The company's main goal is to meet and exceed customer satisfaction by continuously improving its services and providing value to the customer. In this optic, and to celebrate the National and Liberation days, X-cite is pleased to offer its customers a Mega Sale of "up to 70 percent off" until the 29th of February.

Stay connected with X-cite via its various social media channels and be the first to know about the latest electronic offers and giveaway contests: on Instagram, Twitter and Snapchat, @xcitealghanim, or Facebook, XcitebyAlghanim, or visit their online store www.xcite.com.



based on a 10-point scoring system that measures customer expectations versus actual customer satisfaction across eight service dimensions. The eight dimensions were reliability, speed, product quality,



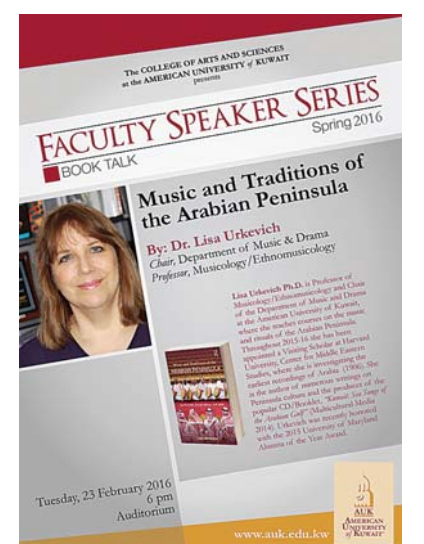
A BOOK TALK BY LISA URKEVICH IN CELEBRATION OF KUWAIT NATIONAL DAY

In celebration of Kuwait National and Liberation Days, Dr Lisa Urkevich, Professor of Musicology/Ethnomusicology and Chair of the Department of Music and Drama at the American University of Kuwait (AUK), will hold a talk on Tuesday, 23 February, to discuss her book, Music and Traditions of the Arabian Peninsula: Saudi Arabia, Kuwait, Bahrain, and Qatar. The volume, which includes 200 images and a CD with 31 musical examples, is the result of almost two decades of pioneering fieldwork that spanned thousands of kilometers across the Arabian Peninsula.

In her talk, which comes as part of the AUK Faculty Speaker Series,

Urkevich will present key book concepts and share her field research experiences in dealing with the many variegated Peninsula areas, subcultures, and rich and dynamic performing arts, many of which have been unknown beyond local communities until now.

Music and Traditions of the Arabian Peninsula has been lauded by critics from around the world. Niel van der Linden, writing for The National (Abu Dhabi News) praises, "Not only is it the most comprehensive book in English on the music of this part of the world, [Music and Traditions of the Arabian Peninsula] is also one of the most comprehensive books on music anywhere in the Middle East and North Africa."



World music reviewer Richard Dorsett (USA) concurs, "This fine volume opens more doors to understanding the region than you might expect...[it] is among a handful of the best books on traditional music" (Roots World).

But the work is not just of interest to musical enthusiasts. As noted by Dr El-Sayed El-Aswad, Chair of Sociology at UAE University, "It is a welcome contribution to the scholarship of the Middle East, in general, and the Arabian Peninsula and Gulf societies, in particular" (Middle East Media and Book Reviews Online).

Urkevich's talk will take place in the Auditorium of the AUK Campus at 6 pm on Tuesday 23 February. Music and Traditions of the Arabian Peninsula is available for purchase at the AUK Bookstore, Jarir, and Amazon.com.

HRINVEST TO HOST KUWAIT'S FIRST HR EXCELLENCE AWARDS

HRinvest, Kuwait's leading Human Resource (HR) consulting agency, announced it will be hosting Kuwait's first HR Excellence Awards, to honor, celebrate and recognize HR employees in Kuwait on April 11, 2016.

In partnership with Kuwait University's College of Business Administration's HR Academy and Provitivi, the global consulting firm, the HR Excellence Awards seeks to commemorate exceptional HR practices and employees in Kuwait showcasing outstanding performance and achievements within the field, offering a platform for HR practitioners and business stakeholders to exchange ideas and celebrate their accomplishments.

Under the review of a selective independent committee, the HR Excellence Awards will award distinguished employees in the field of HR in following categories: Best Talent Management Practices, Best Nationals Development Program (Kuwaitis), Best Engaged Workforce, HR Person of the Year, and the HR Excellence Gold Award. The selective independent committee will consist of five judge panelists: Advisor and Manager of the Management and Human Capital Development at The National Assembly of the State of Kuwait, Zeina Al-Mulla; Senior Trainer at Gulf Bank, Dr. Neal Nadler; Kuwait University's Dean of the College of Business Administration, Dr. Rashed Al-Ajmi; Kuwait University Professor in Human

Resource Management and Kuwait HR Academy, Dr. Mila Baker; and former HR Manager and DMD at Kuwait Petroleum Corporation, Jassem Ramadhan.

HRinvest Managing Partner, Surour Alsamerali said: "By recognizing individuals who have made advancements in the field of HR at Kuwait's first HR Excellence Awards, we aim to highlight and encourage the adoption of HR practices and its key function in the core of every organization in today's market."

All businesses and employees are invited to submit an application for any of the listed award categories online at www.hrinvestkuwait.com. The submission deadline for applicants is March 15, 2016.