

'AL-TIJARIA' LAUNCHES NEW INITIATIVE UNDER ONGOING RAFAD CAMPAIGN BEGIN THE HOLY MONTH OF RAMADAN WITH CHARITY

KUWAIT: The Rafad campaign is a non-profit organization, which was setup in April 2016 as part of The Commercial Real Estate Company 'We Care' - Corporate Social Responsibility program. Under this successful campaign, a new initiative was launched keeping in mind the theme and spirit of the Holy month of Ramadan. The initiative focused on preparing food packages with various assortments of food inside and distributing them to the needy families in different areas around Kuwait.

To support and encourage this noble

cause, Al-Tijaria received participation from various volunteers groups, employees of the company and its subsidiary companies to prepare food boxes and distribute it to the needy families.

Rawan Adnan - Manager - Marketing & Leasing Dept stated that this initiative comes along with the leading role the company plays in its 'We Care - Corporate Social Responsibility' and in line with Al-Tijaria's policy of maintaining the principles of corporate governance and encouraging the youth and people of Kuwait to participate

in such initiatives and play an active role in giving back to the country and its society by doing various such charity work.

The Rafad campaign since its inception in 2016, has solely focused on its objective of distributing food on weekly basis to various areas in Kuwait where the people are in need of food. The food distributed, is freshly prepared from Symphony Style Hotel Kuwait and is of the highest quality.

Rafad is considered one of the main noble campaigns that comes in line with The Commercial Real Estate Company policies of



servicing the community and contributing towards building a better future. Following these footsteps, the company recently launched "Plant a Tree in My Country" campaign which highlighted and raised awareness of saving the environment and planting as many trees as possible. The campaign was launched by planting more than 500 trees in Boulevard. "Shining Hope" festival is also another initiative under 'we care' which is held annually and is organized by the company to support and promote the talents and ideas of special needs children.



AL MULLA EXCHANGE PROVIDES IFTAR MEALS DURING RAMADAN



KUWAIT: Celebrating the spirit of giving during Ramadan, Al Mulla Exchange continued with their tradition of providing Iftar meals during the entire holy month.

The distribution of the meals is slotted at various locations across Kuwait and is given mostly outside Al Mulla Exchange branches. Speaking on the occasion, Rakesh Joshi, General Manager of Al Mulla International said "The Holy month of Ramadan personifies the act of care. Al Mulla Exchange has distributed Iftar meals every year and we believe that this is beyond just a corporate

social responsibility on which mostly companies portray. We believe that our activities resonates well with the needy and also convey that human kindness is the most significant gift that can be given."

With 72 branches and growing, Al Mulla Exchange stands tall in the plethora of Exchange companies established in Kuwait. Innovation, technological superiority, customer service and continuous marketing activities are the hall marks by which they attained the top slot in the hugely competitive Kuwait money exchange market.

THE 2017 NISSAN GT-R: POLISHED TO PERFECTION

DUBAI: Nissan GT-R, a legendary supercar, is known for its mastery at every touch point. The craftsmanship that goes into the making of the Nissan GT-R is done with utmost precision, as each part is built and finished meticulously.

Aside from the engine that is built by a Takumi (a master craftsman), another area that is perfected by the hands of a Takumi is the polishing process. The process requires the Takumi to inspect, check and then polish the coat to perfection.

This new video introduces the craftsmanship behind the Nissan GT-R Coloring & Polishing processes. Notes to Editor: In Japan, the term takumi is used to describe a master craftsman who has perfected his skills over years of painstaking work and dedication. It is reserved for those who are at the very top of their profession. At Nissan's expansive engine factory in Yokohama, five men have been

designated as takumi. They are the sole assemblers of the engines that power one of the most heralded sports cars in automotive history - the Nissan GT-R.

Nissan is a global full-line vehicle manufacturer that sells more than 60 models under the Nissan, Infiniti and Datsun brands. In fiscal year 2015, the company sold more than 5.4 million vehicles globally, generating revenue of 12.2 trillion yen. Nissan engineers, manufacturers and markets the world's best-selling all-electric vehicle in history, the Nissan LEAF. Nissan's global headquarters in Yokohama, Japan manages operations in six regions: ASEAN & Oceania; Africa, Middle East & India; China; Europe; Latin America and North America. Nissan has been partnered with French manufacturer Renault since 1999 and Mitsubishi Motors since 2016 under the Renault-Nissan Alliance.

ECB EXPECTED TO TAKE MORE BENIGN VIEW OF ECONOMY

LONDON: German benchmark government bond yields nudged up yesterday but did not venture far from one-month lows, with bond investors confident that the European Central Bank will this week only take baby steps towards unwinding its extraordinary stimulus.

The ECB, which meets on Thursday, is set to take a more benign view of the economy and will even discuss dropping some of its pledges to ramp up stimulus if needed, sources with direct knowledge of the discussions told Reuters last week. An improving economy and some fading of euro zone political risks following French presidential elections in April and May have boosted speculation about a scaling back or "tapering" of the ECB's massive asset-purchase scheme in coming months.

But with the ECB expected to strike a cautious tone because of doubts around inflation, bond investors seem largely unruffled. Data last week showed inflation in the euro area slowed to 1.4 percent year-on-year in May, from 1.9 percent in April. The ECB targets inflation of just below 2 percent. "My reading of what the market is pricing in at the moment is that there will

be a change in language but one that has been well telegraphed by the ECB," said Antoine Bouvet, a rates strategist at Mizuho.

"ECB policymakers have gone out of their way to stress that this will not be a prelude to an early unwinding of policy, so the ECB is still in easing mode until the end of the year and that is supportive for bond spreads and duration."

Germany's benchmark 10-year bond or Bund yield was up 2 basis points at 0.29 percent and within sight of one-month lows hit last week, while short-dated bond yields remain deep in negative territory.

Tradeweb data released yesterday showed the share of euro zone government debt with yields below zero has risen to its highest level so far this year.

Money market pricing meanwhile suggests investors are not anticipating a rate hike within the next year. "The data, especially the inflation numbers, have not been strong enough to suggest a hawkish tone from the ECB this week," said Orlando Green, European fixed income strategist at Credit Agricole. "They are likely to leave things as balanced as possible." — Reuters

MASHREQ BANK CELEBRATES 50 YEARS OF SIGNIFICANT GROWTH

'MOST PROGRESSIVE BANK THAT ENABLES POSSIBILITIES THROUGH INNOVATION'

DUBAI: Mashreq Bank, the UAE's oldest privately owned bank, celebrate its 50 year anniversary in Kuwait in the attendance of Rahma Husain Al-Zaabi, the UAE Ambassador to Kuwait, with clients, partners and key industry leaders in JW Marriott Kuwait. With 50 years of achievements, the bank is the regional leader when it comes to product and service innovation and customer service.

Mashreq Bank, originally called Bank of Oman, was formed by a decree from Sheikh Rashid Bin Saeed Al-Maktoum in 1966, and formally opened on 1st May 1967. With the strong encouragement of His Highness Sheikh Rashid, Mashreq Bank has reached many milestones since then.

Mashreq's first branch in Kuwait was inaugurated in November 2009, in line with the strong relationship and cooperation between the GCC countries. In 2009, Mashreq's CEO Abdul Aziz Al-Ghurair affirmed that Kuwait has one of the most successful and sophisticated banking systems in the GCC and holds strategic importance within the overall

expansion plans for Mashreq. Today, Mashreq ranks number 25 on the Forbes Top 100 Arab Companies 2016 list. The World Finance Banking Awards also named Mashreq the Best Digital Bank. It has also won Gallup Great Workplace award for the 4th year in a row, with only 37 companies worldwide winning the award.

To mark the 50 year anniversary, Mashreq launched a new Vision to guide the next 50 years of the bank's journey. Its Vision is to be the region's most progressive bank, enabling innovative possibilities for its clients, colleagues and communities.

Commenting on the 50 year anniversary of the bank, Abdul Aziz Al-Ghurair, Chief Executive Officer of Mashreq, said: "We have achieved many milestones in the past 50 years, but today is truly exciting. The launch of our new vision will undeniably drive the bank forward. Looking ahead, our underlying strategy is to continue to digitize the bank, make customer experience seamless, personalized and omni-channel, and lead into the future where

banking goes entirely branchless. With 85% of Mashreq is retail customer transactions happening digitally, it is critical that we continue to develop new, innovative products and services that capitalizes on this growing trend."

"To deliver on this promise, we will continue to innovate. Innovation has been deeply embedded in the DNA of Mashreq throughout the last 50 years, and it will continue to be core to our strategy moving forward. Having introduced many products, first to the market which are now considered the industry standard - such as the credit card, ATM and mobile banking app - I know we will only continue to further develop the sector. Through innovation, strong financial performance, and high levels of customer service, we will find ways to make possible."

Mashreq Kuwait branch has participated in the financing of several mega projects, namely Kuwait University, Al-Zour South Power Station, and the Kuwait Clean Fuel project.

SOBHA HARTLAND ADOPTS SMART TECHNOLOGIES, GREEN CITY NORMS



KUWAIT: Sobha Group, the leading premium real estate developer has adopted the norms of sustainability and green city standards within Sobha Hartland - the only fully integrated freehold community on the Dubai Water Canal. The resort-style luxury housing project, encompasses 8 million square feet of freehold community in Mohamed bin Rashid Al-Maktoum City and is a \$4 bn mixed-use development strategically located in the heart of Dubai.

Surrounded by 2.4 million square feet (30 percent) of greenery and set along the Dubai Water Canal, Sobha Hartland encompass a limited collection of ultra-contemporary villas, townhouses, modern mid & high-rise apartments. The development offers a range of luxury products catering to both individuals and families alike looking for the ideal homes in Dubai. The development has commenced with the launch of Hartland Greens, Hartland Townhouses and Hartland Estates.

Each offering in Sobha Hartland are Smart Home enabled. The Hartland Estates villas are inbuilt with infrastructure required to make your villa fully automated. - all controls of the villa like AC, Light, music, curtains can be controlled by

an iPad. The villas also offer full variable lighting option wherein; an end-user can choose the scene setting in each room by either using full brightness or minimum dim lighting.

Both investors and end-users looking at investing in Sobha Hartland will also have added options to avail of L-shaped villas which provide maximum privacy from neighboring units with spacious private gardens and large decks and pool.

Clear glass is used in all the villas where the Visual Light Transmission (VLT) percentage is higher to maintain the inflow of natural light inside but at the same time also helps in blocking the heat. VLT refers to the amount of visible light that passes through a glazing system, in this case the glass panels used in the villa. 70 percent of phase 1 & 2 in Sobha Hartland have been sold out. The development will provide both investors and end-users with natural panoramic views, world-class amenities and Dubai's top



**PNC Menon,
Chairman Sobha Group**

attractions like the Burj Khalifa, Meydan Mall, Downtown etc are just 3km away. The community also includes a country club, two international schools (one of which is now operational), three boutique hotels, premium restaurants, retail outlets and leisure activities.

Phase 3 of the project will be launched shortly. To get a first-hand experience of large, lavish and spacious homes, our lavish show apartment and villas are ready and available for viewing at the Hartland Sales gallery.

PNC Menon, Founder and Chairman, Sobha Group, said, "With a legacy of 41 years in the region the brand is synonymous to quality and this propels us to introduce higher standard of living and smarter technologies in our homes. As one of the greenest projects in Dubai, Sobha Hartland also has a unique advantage of having a residential development surrounded in a green forest setting right in the heart of the city."

