

Business

NBK brings the SWIFT gpi service to Kuwait

Al-Khorafi: Another area of NBK's advancement in technology innovations

KUWAIT: National Bank of Kuwait announces that it has successfully completed its SWIFT Global Payments Innovation (gpi) testing and is ready to launch the service. As a pioneer bank in Kuwait and the region, NBK joins the global gpi community consisting of more than 150 banks. NBK achieved this milestone after passing the rigorous testing phase.

SWIFT-gpi is the new payments standard for cross-border payments, that joins together all payment intermediaries via a cloud-hosted interface that makes it now possible to fully track and prove the time it takes for a payment sent from end client A to end client B through the gpi-active financial institutions involved in a payment chain.

Mohammed Al-Khorafi, General Manager- Operations Group at NBK said: "This is another area of advancement of NBK in technology innovations and an assertion of our strategy to remain consistent with the most advanced international standards as the leading Bank in Kuwait.

He added it improves efficiency, it's a step forward to better services for clients and better communication and reconciliation. NBK continues to enhance the excellence of the banking sector in Kuwait."



Mohammed Al-Khorafi

Onur Ozan, SWIFT Head of Middle East, Turkey and North Africa, said: "We are delighted that NBK has completed the SWIFT gpi testing phase and is now ready to go live on the service. With SWIFT gpi, NBK will offer its customers more certainty, transparency and traceability in their cross-border payments. We look forward to seeing more Middle Eastern banks go live on SWIFT gpi in the months to come and encourage all banks in the region to adopt this new standard for cross-border payments.

This new messaging technology available to the SWIFT GPI community and member banks only, has led to a digital transformation of cross border payments and ultimately focuses on significantly improving customer service and

satisfaction. By connecting every intermediary in the payment chain, SWIFT-gpi grants each party visibility of a payment status, unaltered remittance information and transaction costs and also delivers greater traceability and transparency allowing banks to instantly check the status of payments.

NBK clients will benefit from same day transfer and use of funds, as well as reduced timelines and transparency on fees along with enhanced security. As a next phase of this initiative, NBK is working to extend this facility to its esteemed clients for self-service tracking of payments; this is good news especially for corporate clients as it reduces the time and costs spent on investigations, allowing them to speed up supply chain and reduce risk, track important payments and easily reconcile payments and invoices. NBK constantly endeavors to adopt the latest innovations in technology to better service its clients worldwide. Launching SWIFT-gpi raises the standards of international payments, reduces operational burden and creates efficiency in treasury and reconciliation of payments.

It also increases security in cross border payments as it identifies the various steps that the payment is going

through and ensures that transaction details are not altered. The future direction of SWIFT-gpi to introduce capability to stop and recall payments immediately, reduces cases of errors and fraud, and will add more comfort to NBK's clients and affirm the commitment of NBK to Kuwait's Banking sector as the leading bank in Kuwait.

NBK continues to collectively enjoy the highest credit ratings from the three international rating agencies: Moody's, Fitch Ratings and Standard and Poor's. The Bank's ratings are supported by its high capitalization, prudent lending policies, and its disciplined approach to risk management, in addition to its highly recognized and very stable management team. NBK also maintains its position among the 50 safest banks in the world for the twelfth consecutive year.

NBK Group has the widest banking presence in 4 continents worldwide. NBK's international presence spans many of the world's leading financial centers including London, Paris, Geneva, New York and Singapore, as well as China (Shanghai). Meanwhile, regional coverage extends to Saudi Arabia, UAE, Bahrain, Lebanon, Egypt, Jordan, Iraq, and Turkey.

TEC takes part in KIF 2018

KUWAIT: The Touristic Enterprises Company (TEC) recently took part in the second Kuwait Investment Forum (KIF 2018), which was co-organized by the Kuwait Direct Investment Promotion Authority (KDIPA) and the Kuwait Chamber of Commerce and Industry (KCCI), and held under the patronage of His Highness the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah. The landmark economic forum saw the attendance and participation of His Highness the Crown Prince, Sheikh Nawaf Al-Ahmad, Speaker of the National Assembly, Marzouq Al-Ghanim, and His Highness the Prime Minister Sheikh Jaber Al-Mubarak, as well as a number of distinguished government officials, industry leaders, and influential decision makers.

The two-day Forum sought to shed light on the various characteristics that make Kuwait an attractive investment market. It additionally showcased the significant developments that have taken place in recent years within Kuwait's business environment, in terms of regulation, investment opportunities, and emerging trends. It also aimed to reaffirm the government's interest in promoting the role of the private sector in spearheading national development, by facilitating value-added investments into Kuwait's dynamic market.

TEC's CEO, Abdulwahab Ahmed Al-Marzouq, took part in the third session on the Forum's second day, entitled



Al-Marzouq taking part in panel discussion

"Investment Opportunities - Lucrative Options in Dynamic Sectors". Featuring a panel of notable speakers from across various vital industries, the session addressed the implementation of Kuwait Vision 2035, and the multitude of investment opportunities that it will generate. On his part, Al-Marzouq spoke about the role of the tourism sector as a magnet for investments and being one of the key components in transforming Kuwait into an attractive investment hub. During his talk, Al-Marzouq also showcased some of the key projects currently being developed by TEC, under the umbrella of the Company's future vision and strategic plans.

It serves to note that TEC is currently in the process of putting together a comprehensive development strategy focused on rejuvenating and upgrading the tourism and entertainment sectors in Kuwait, with the help of its industry-leading global partners. The Company has a number of ambitious and expansive projects in its pipeline, which include the restoration and renovation of its current facilities, as well as the launch of several future development projects. Within this context, TEC's robust plans aim to drastically and sustainably transform the economic, architectural and business infrastructures of the country's tourism and leisure industries over the next few years.

TBWA dominates Dubai Lynx Int'l Festival of Creativity

NEW YORK/DUBAI: TBWA Worldwide was named Network of the Year at the Dubai Lynx International Festival of Creativity and TBWA\Raad was crowned Agency of the Year, winning an unprecedented, record-breaking eight Grand Prix and a host of other awards during the culmination of this year's festival. It is the first time that the Dubai-headquartered agency has won the title, taking home Grand Prix awards in Creative Effectiveness, Direct, Innovation, Interactive, Mobile, PR, Promo & Activation and Radio for clients such as Nissan, McDonald's, Henkel and Louvre Abu Dhabi. It is also TBWA\Worldwide's first time awarded Dubai Lynx Network of the Year.

"I am extraordinarily proud of our people and clients who contributed to this outstanding performance at Dubai Lynx," said Troy Ruhanen, President and CEO, TBWA Worldwide. "TBWA\Raad is an agency at the top of its game, but what I found most satisfying were the notes I received from our clients who celebrated the result equally. Brilliant collaboration across a region that comes to innovate and astound. Congratulations to everyone."

"TBWA\Raad has created fresh, culturally

relevant work and is pioneering the way for some of our biggest brands to join impactful, cultural conversations," added Chris Garbutt, Chief Creative Officer, TBWA Worldwide. "Congratulations to our entire Middle Eastern TBWA team. The Nissan work is making strides in gender equality and has placed it in a Category of One." Two of the evening's biggest winners were '#SheDrives' for Nissan Saudi Arabia, which sought to empower women and effect change in attitude and behavior from men in Saudi Arabia following the decision to allow women to drive - winning the Interactive Grand Prix, and the first-ever radio-guided 'Highway Gallery' for the Louvre Abu Dhabi. The latter saw special FM transmitters powered by solar panels intercept drivers' car radios, triggering the Louvre Abu Dhabi museum audio guide when they approached any of 10 masterpieces placed along Abu Dhabi's highways. 'Highway Gallery' was the Innovation Grand Prix.

Also winning big was McDonald's 'Promotion', which redefined delivery apps by turning the McDelivery app icon into a promotional medium, awarded the Direct Grand Prix. "I am extremely proud of the team, which has consistently produced great work that is both disruptive and innovative," said Reda Raad, CEO of TBWA\Raad. "These wins are confirmation that we are providing our clients with a truly competitive edge, producing real work for real brands that is at the cutting edge of creativity. We've created something to be proud of at TBWA\Raad, which is a creative culture capable of consistently producing exceptional work. I would like to thank all of the people and clients who have helped to make this possible."

The weekly grand prize winner of KD 25,000 Veronica Patrick Mills.

25 other winners won prizes of KD 1,000 and are as follows: Aseel Abd Al-Nabi Yousef Jamal, Mohammad Ali Khaudhair Al-Huwaidi, Fuad Habeb A Al-Mejadi, Adel Jawad Hamed Al-Shammri, Faisal Jassem Mohammad Al-Jassar, Waleed Abdullah S Al-Muraikhi, Ashraf Abdelmenam Elsayed Mousa, Mohammad Awadh Klaib Mehmel Al-Hadeyeh, Abdulrahman Abdullah Ibrahim Albedaiwi Al-Subaiee, Ahmad Mazyad H Al-Otaibi, Nayef Nada Jarboua Al-Noumas, Ahmad Haji Aga Safar Zada Maharloumi, Mona Jamal Ali Al-Baghdadi, Mubark Abdulla Hamad Al-Hardan, Mokhtar Ahmad Ismail Mah Kareem, Taiba Abdulnabi Kadhem Al-Fardan, Husain Najj Kadhem Saleh Sabt, Hisham Abdulla Ebrahim Al-Awami, Janet Paton Langley, Yaqoob Yousef Lori, Osman Mian, Husain Mohamed Ali Abbas Habib, Isa Abdulla Nassir Abdan, Abu Al-Qassim Ali and Salman Sameer A Karim.

Al-Hassad Islamic account's customers in Kuwait and Bahrain are eligible to participate in the draw in line with the program's terms and conditions

Largest service offers from Chevrolet Alghanim

KUWAIT: In line with its unceasing commitment to guarantee the safety and peace of mind of its customers and their families, Chevrolet Alghanim introduce a free checkup campaign on all Chevrolet vehicles being serviced at any Chevrolet Alghanim service centers, which started from March 1st to April 30th, 2018. Chevrolet Alghanim encourages its loyal customers to visit their service centers and take advantage of this limited time offer.

The special safety checkup entails a detailed inspection performed by a team of professionally trained service advisors using the latest tools and technology available for car inspection and service. The checkup covers the most important mechanical and electrical components related to a car's operation and safety, including disk brakes, tire treads

and pressure, car battery, windshield wipers, front and rear lights, suspension, shock absorbers and controlling sticks. And because Chevrolet Alghanim is committed to total customer satisfaction, the offer also includes free car wash as well.

Once the checkup has been performed, customers will receive a comprehensive report detailing the condition of the car. With 30 percent discount on spare parts, 20 percent discount on accessories and 10 percent discount on labor fees, customers will get a free car wash and nitrogen refill for their tires & can enjoy driving their Chevy safely without having to worry about potential car malfunctions. Chevrolet Alghanim encourages customers to take advantage of this free checkup before it's too late and enjoy the valuable benefits and peace-of-mind it offers.

Customers can benefit from this amazing checkup offer by visiting either the Shuwaikh Service Center, located in Shuwaikh Industrial Area, from Saturday to Thursday, 7:00am till 7:00pm, and Friday, 2:00pm till 7:00 pm, or the Fahheel Service Center, from Saturday to Wednesday, 7:30 am till 6:00pm, and Thursday, from 7:30am till

Konica Minolta highlights process control in print production

KUWAIT: Konica Minolta Business Solutions Middle East participated at the inaugural Gulf Print & Pack Summit held in Dubai. Leading organizations from commercial printing and packaging industry were gathered at the Summit to discuss the challenges and opportunities in the region.

The Summit featured two standout panel discussions with industry experts to discuss initiatives for business expansion and how to remain competitive; as well as new technologies to modernize a printing plant and areas for investment.

Nayyar Ansari - Business Development Manager at Konica Minolta Business Solutions Middle East was a presenter at the event, talking about Technical Innovation. He said "in an order to improve turnaround time and achieve accurate results the professional print market is embracing automation and technical innovations that can also significantly reduce the overall costs. He went on to emphasize that Konica Minolta is bringing latest innovative technologies to the market including the award winning "Intelligent Quality Optimizer" that will allow professional printers to achieve automation on the run, color management, registration, auto printer profile making, as well as auto gamma adjustment and auto density control. The



Nayyar Ansari

automation will enable professional printers to achieve substantial tangible and quantifiable benefits such as the cost saving by reducing waste occurring due to the registration and color issues, improved uptime by eliminating periodical checks, practical shorter turnaround which means more time to accommodate other jobs, lessened chances of human error by removing the requirement of special skills to set up engines. The latest innovative technology from Konica Minolta will transform the industry by offering infinite benefits to professional printers.

Digital printing equipment sales show strong growth in all the regions as printers understand how to capitalize on the opportunities. The adoption of new technologies is necessary for direct mail, transactional and security where variable data is used. It is growing in books, labels and commercial printing, while making inroads into catalogues, magazines and the big opportunity in packaging, he added."

Bayt.com weekly report

How to make the recruiter love you

Want to know the secret to being loved by recruiters?

The short answer is: Preparation.

Yes, there's no simpler way for recruiters to love you. Recruiters love candidates who are well-prepared. In fact, many recruiters say that poor preparation is the most common mistake that job seekers do during an interview.

So, before you meet with a recruiter make a checklist of these five methods from Bayt.com's career experts, to win the hearts and minds of recruiters:

1. Do your research

The first question asked in most interviews is "So, what do you know about our company?" This is the first real test when discussing a potential position. Employers want to hire professionals who have taken the time to research the company's products, mission and business model. Doing your research about the company, the role for which you're applying and your interviewer as well shows the employer that you are interested and excited about the opportunity and would be ready to hit the ground running on your first day. Doing your research also helps you better formulate your answers to interview questions that directly relate to the job requirements.

2. Brush up your CV

One of the biggest complaints by recruiters is that many candidates do not have the ability to write a professional CV. Too often, the writing skills of today's job seekers are lacking and may stand in the way of landing their dream job.

In fact, sloppy grammar and spelling mistakes are among the most common mistakes recruiters encounter on jobseekers' CVs, and it frustrates them a lot. Your CV is often the first impression a recruiter has of you and more often than not you will only have a few seconds to grab their attention and leave them wanting to read more and invite you in for an interview. It is essential that you get this vital piece of communication right and use it as a springboard to the next stage of the job search.

3. Look good

Nothing makes a recruiter groan more than meeting with a candidate wearing sloppy cargo pants and a t-shirt where the role requires formal business attire. If you dress contrary to company and industry norms from the outset, don't expect to go far in the hiring process. Your outward appearance is part of the impression you make on people and is a reflection of your inner qualities. Remember: You don't need to go crazy and buy an ostentatiously expensive designer suit; you can look sharp, smart and appropriate in a cost-effective manner. All you have to do is to avoid jeans, t-shirts, tank tops, shorts, miniskirts, or any other outfit that may not project a professional image in the industry you are targeting (after all, it's a professional role you're seeking, right?)

4. Be confident

When interacting with a potential employer, whether by phone, e-mail or in person, it's important to emanate confidence about your experience and ability to succeed in a new position.

It's natural to be nervous when being grilled by a recruiter but you must be able to put a cohesive thought together. Rather than blurt out the first thing that comes to your mind, pause for a while and gather your thoughts before you speak. The position you are interviewing for may include public speaking or even conducting staff meetings and the recruiter needs to know that you can speak proficiently.

5. Show some drive

No matter how tired you are or how tough the interview questions are always show enthusiasm and drive. Passion, drive and ambition are among the most important items that recruiters consider when making a hiring decision. You need to demonstrate to the employer that you are extremely interested in the position and have the drive and ambition and keenness it takes to succeed. Your positive attitude will impress your interviewer as long as it is genuine and not overplayed and they will leave the interview with a favorable 'feel' about you.

You might also want to have a look at the other side of the coin by reading the five reasons why candidates fail to impress in interviews. These are all ways to ensure that you stand out from the crowd and stick in the recruiter's mind. If you walk into the room with the right attitude, image and skillset then you may not be too far from the finish line!

26 new winners in list of Al-Hassad Islamic account

KUWAIT: Ahli United Bank recently conducted its Al-Hassad Islamic account weekly draw, Kuwait's leading sharia-compliant rewards program that offers a broad range of prizes to the largest number of winners, on the 21st of March 2018. The account provides 26 weekly prizes that are comprised KD 25,000 as a grand prize and 25 other prizes valued at KD 1,000 each. AUB also offers four quarterly prizes that are valued at KD 250,000 to each winner allowing them to achieve their dreams of travelling, studying abroad, or owning their dream home or car.

On this occasion Ahli United Bank announced, "With this draw, we are adding 26 new winners and prizes to the Al-Hassad Islamic account whereby, the total number of winners annually will include more than 1300.