

## Business

# Nissan achieves an all-time high market share of 16.9% in Gulf

## Nissan Patrol is Mideast's favorite SUV; Nissan Sunny and Nissan Kicks lead their segments

**DUBAI:** Nissan yesterday announced its fiscal year 2018 (FY18) business results in the Middle East, recording a highly successful performance across the region. Nissan's market share in the Gulf reached a record high of 16.9 per cent, a gain of 2.9 points over the last two years. Nissan also witnessed strong growth momentum across the wider Middle East region, with its overall market share standing at a healthy 15.7 per cent.

Nissan continued to strengthen its performance in the region with a firm commitment to customer satisfaction and service, as well as the brand's ongoing efforts to drive customer 'delight' experiences with targeted and customized offerings. The result was key models topping their segments as the Middle East's favorite cars.

- The Nissan Patrol range continued its segment domination in the UAE with a 45.2 per cent market share. It has retained its position as a majority contributor to Nissan Patrol's global sales.

- Regional icon the Nissan Patrol Safari also saw a steady growth in annual sales with an increase of 28.4 per cent thanks to the introduction of exciting new variants like the Nissan Patrol Gazelle and Falcon.

- The Nissan Sunny maintained its segment leadership with a 58 per cent growth in sales and 52.1 per cent market share.

- The Nissan Kicks' dual-tone variant launch accelerated the car's upward trajectory to a 32.4 per cent market share, also ranking first in its segment.

"Recognizing the dynamic nature of the industry, Nissan remains committed to bringing innovation and excitement to all our customers in the Middle East. Our strong, growth in FY18 is a testament to this commitment.

Over the past year, we have maintained operational excellence across our product line-up, while finding new ways to connect and engage with our customers, which has led to our record-breaking market share," said Thierry Sabbagh, Managing Director Nissan Middle East.

Performance across regional markets was further spurred by innovative launch campaigns, including the Middle East debut of the GT-R50 by Italdesign, a collaboration between Nissan and Italdesign that reimagined Nissan's GT-R as a custom-bodied, ultra-limited supercar. FY18 also saw the all-new Nissan Altima launched in the Middle East. The Nissan Altima plays a key role in the region, being one of the most important nameplates with over 27,000 units of the previous 5th Generation of the Nissan Altima sold across the region over the last five years.

Other major milestones for Nissan in FY18 were industry recognition with the 'B&W Report Client of the Year' Award, as well as several other awards at Dubai Lynx. Along with 'Advertiser of the Year', Nissan also took home three Grand Prix, eight Silver, and four Bronze awards for various campaigns, including CamellPower. The CamellPower campaign was an innovative idea that helped Nissan own the conversation around performance of cars and off-road vehicles on sand.

Nissan Middle East also gained global appreciation for breaking the Guinness World Records title for 'Largest Synchronized Car Dance'. With 180 Nissan Patrols driving in the shape of a dancing falcon.

Joni Paiva, Regional Vice President, Marketing and Sales, Nissan Africa, Middle East and India, said,



Thierry Sabbagh, Managing Director, Nissan Middle East, gives a presentation

"Entering into the second year of Nissan's six-year mid-term plan, Nissan M.O.V.E. to 2022, we are confident in meeting our commitment for Africa, the Middle East

and India. This includes driving overall excellence throughout the GCC, accelerating brand power in key markets, and maintaining top-level customer service."

## Canon launches the new Océ Colorado 1650



**DUBAI:** Canon Middle East yesterday launched the new Océ Colorado 1650 printer, extending customer choice by expanding the series of roll-to-roll large format devices featuring Canon UVgel technology. The Océ Colorado 1650 introduces a new flexible ink and Océ FLXfinish, meeting the needs of customers wanting increased media versatility to fuel business growth.

The new 64" production printer builds on the breakthrough productivity, output quality and media versatility of the Océ Colorado 1640, while delivering optimal performance for print service providers (PSPs) producing high volumes of applications such as self-adhesive vinyls, wall coverings, canvases, soft signage and front- and back-lit graphics requiring a high degree of flexibility for mounting and framing. Ayman Ali, Senior Regional Marketing Manager, at Canon Middle East commented, "At Canon, we have consistently aimed to provide for high productivity without compromising on print quality. Our unique UVgel technology addresses the challenges of shorter runs and increased customization while also offering the added benefits of precision quality and durability. Following the positive response that the Colorado series has received, the Océ Colorado 1640 unveiled at FESPA takes innovation one step further by bringing together Océ FLXfinish technology and UV Gel ink. This product is an obvious choice for PSPs all over the world looking to improve their business potential." The Océ Colorado 1650 works with a new version of Canon UVgel ink, designed for maximum flexibility by increasing the 'stretchability' of each cured ink droplet. Output from the printer can be bent and folded for soft signage applications, without risk of cracking.

In addition, the Océ Colorado 1650 incorporates Océ FLXfinish, a new approach to LED curing which allows the user to choose between matte or gloss modes for each individual print to achieve different aesthetic finishes, without the need to change inks or media. A gloss finish gives visual impact to applications such as banners and posters, while a matte appearance is particularly appealing for high quality indoor applications viewed in artificial light, such as wall coverings or premium instore Point-Of-Sale (POS) materials. Océ FLXfinish technology also enables printing on porous media, such as uncoated papers, as well as soft signage materials such as textiles and silicon edged graphics, by enabling each ink droplet to be 'fixed' immediately on jetting, preventing absorption by the substrate.

The Colorado Series features exact positioning enabling near perfect registration for double-sided printing and 'inside out' printing for media wound with the printable surface facing in, further boosting productivity and versatility. Michele Tuscano, Vice President, Large Format Graphics, Canon EMEA, explains: "When we launched the Océ Colorado 1640 at FESPA in 2017, we were convinced that our Canon UVgel technology had to be a platform for an extended family of products, designed to give customers the optimal blend of high productivity, broad color gamut, wide applications range and low cost of ownership." "Based on the positive feedback from our customers and channel partners, we have channeled our R&D efforts over the last two years into delivering a second 64" printer that maximizes the very popular production advantages of the gel technology, while elevating performance for media and applications such as self-adhesive vinyls, which account for an increasing proportion of customer output."

## Gulf Bank congratulates winner of second Al-Danah quarterly draw of the year

**KUWAIT:** Gulf Bank has announced the winner of the second Al-Danah quarterly draw of the year. The lucky winner, Jennifer Suleiman, will take home a cash prize of KD 250,000.

The draw, which took place live at Q8 Pulse 88.8 FM (Diwaniyat Al-Yaqout & Al-Ansari show) in the presence of a representative from the Ministry of Commerce, is the second Al-Danah quarterly draw of 2019.

"It was a great call to receive while at work, especially when Khaled Al-Ansari told me we were live on air!" said Jennifer Suleiman, the winner of Gulf Bank's second quarterly Al-Danah draw. "He initially let me know that I had won a KD 1,000 prize, which was itself a wonderful surprise. I had just started planning my summer vacation when he delivered an even bigger surprise: that the amount I had won was actually KD 250,000. I couldn't believe it!"

She continued: "I have been a Gulf



Ahmad Al-Amir

Bank client since 1993, and I have been saving with Al-Danah since 2004 because it is the only account that rewards you for your loyalty by allowing you to accrue your chances to win, year after year. I would like to thank Gulf Bank for this prize and highly recommend opening an Al-Danah account."

Commenting on the second quarterly Al-Danah draw of the year, Ahmad Al-Amir, Assistant General Manager of External Communications at Gulf Bank, said: "We look forward to the Al-Danah draws every quarter, as they give us a chance to join our customers on one of the happiest days of their lives. We are excited to continue to reward our customers for saving with their Al-Danah accounts, and encourage everyone to continue depositing into their accounts



KUWAIT: Jennifer Suleiman, the winner of a cash prize of KD 250,000, receiving the prize.

to increase their chances of winning the upcoming draw!"

The third draw of the year will be held on September 25, 2019 with a prize of KD 500,000. The fourth and final draw will take place on January 16, 2020 and will culminate in the announcement of the 2019 Al-Danah Millionaire, who will receive a grand prize of KD 1 million.

Gulf Bank's Al-Danah account is open to both Kuwaiti and non-Kuwaiti residents of Kuwait. A minimum of KD 200 is required to open an account and the same amount must be maintained for customers to be eligible for the upcoming Al-Danah draws. If the customer's account balance falls below KD 200 at

any given time, a KD 2 fee will be charged to the account monthly until the minimum balance is met. Customers who open an account and/or deposit more will enter the daily draw within two days. To take part in the upcoming Al-Danah quarterly and yearly draws, customers must meet the required hold period for each draw. Al-Danah chances are added on a daily basis, meaning the more customers save and the longer they save for, the higher their chances are of winning! Furthermore, loyal customers are always rewarded, with the chances accumulated during the previous years rolling over to the next year's draws. Terms and conditions apply.

## MIT Technology Review lists Huawei in 50 smartest companies

**KUWAIT:** Huawei was named one of the 50 smartest companies by MIT Technology Review on June 29, 2019. Since 2010, the MIT Technology Review, a globally influential technology media outlet, has annually published a list of the 50 companies that best combine innovative technology with an effective business model around the world.

MIT Technology Review picks the 50 smartest companies based on what the companies did over the last year, what methods they used, and what achievements they made. They evaluate the companies' core competence with emerging technologies and any breakthroughs and innovation the companies have achieved for themselves, their industries, or even the world. Huawei was included in the list this year for its outstanding capabilities in innovation.

William Xu, Huawei's Director of the Board and President of the Institute of Strategic Research, delivered a speech about Huawei's innovation strategy at the 50 Smartest Companies 2019 China Summit. He stated, "Over the past 30 years, Huawei mainly made technical and engineering innovations as well as innovations in solutions based on customer needs. We call that Innovation 1.0. In the future, Huawei will pursue Innovation 2.0, which refers to theoretical breakthroughs and inventions driven by vision. Huawei sticks to open innovation and inclusive development. Open innovation means innovating together with global experts. In this process, resources and capabilities are shared. Inclusive development means the fruits of any innovation should be shared and used by all humanity and industries. This can lighten the future of the world and industries."



Awarding ceremony at the 50 Smartest Companies 2019 China Summit

William Xu added that academia is a source for theoretical breakthroughs and inventions, while industries drive progress through raising challenges, addressing customer needs, and funding the research conducted by universities. Huawei will continue to support the research of universities and institutions, and is committed to exploring and identifying future-proof technologies along the whole information process, from information generation, storage, computing, transmission, and presentation, to information consumption.

The MIT Technology Review celebrated the 50 Smartest Companies for the first time in China this year, with the list containing entries for Chinese companies and international companies that operate in China.



William Xu, Huawei's Director of the Board and President of the Institute of Strategic Research, speaking at the 50 Smartest Companies 2019 China Summit.