

Business

Salah shines in new Mobil engine oil advert with support of Liverpool fans

A new Egyptian ad named 'Moving Millions' has appeared on YouTube

KUWAIT: Mohamed Salah is the star of yet another advertisement in Egypt, with the Liverpool talisman featuring in Mobil 1's latest campaign. Mohamed Salah is perhaps one of the world's most attractive people when it comes to adverts. His influence and football talent have earned him millions of supporters around the globe. Mobil's advert stats that with one move, Salah is 'Moving Millions', as well as Mobil, which had move millions for over a decade.

The 26-year-old now features in a new advertisement by Mobil 1, who are promoting their Mobil engine oil. The advertisement is aired in parallel with the Salah's participation in CAF (Africa Cup of Nations), where Salah is playing as part of his national Egyptian team.

The video starts with a game of table football between Salah and a fan. After Mo wins, he celebrates in yoga fashion making people around the world copy it. The clip shows Salah reading a book called "Protect What You Love" with the Mobil symbol on the cover, as drivers should protect their engine cars by using Mobil. The Salah was joking about his hair in an interview with US journalist Taylor Rooks.

"The general message of the advert is that when Salah does anything, he inspires millions to follow his lead." The advert features Liverpool supporters' iconic song for the winger, with Mobil 1 clearly

keen to explore Liverpool's new-found popularity in the Middle East.

When Mobil chose Salah, it chose him because Mobil is a Leader in its field with an experience and research worth of around 140 years, as well as Salah in his field. According to the Forbes magazine, Salah makes top 100 highest paid athletes of the year ranked at #98. Forbes estimates his earnings as \$25.1million a year with \$16.1m of that being his salary and winnings, and \$9m coming from endorsements.

He topped the Premier League goal-scoring charts alongside Pierre-Emerick Aubameyang and fellow Liverpool teammate Sadio Mane, who tied with the Egyptian on 22 league goals.

KAICO Kuwait Automotive Imports Co (Al Shaya & Al Sagar), the exclusive distributor of Mobil Lubricants in Kuwait since 1950, and celebrating its 70 years of valued service to Kuwait market and now offering a 'SCRATCH and WIN Promotion with Mobil Oil. Any customer who buys KD5 worth of Mobil Petrol Engine Oil and chance to win Trip to Formula 1 Abu Dhabi, gold coins and free Mobil 1 and Mobil Super Oil change' which every customer will be a winner, the promotion is valid until 4th of August 2019. This offer is available at all KAICO outlets and major dealers in across Kuwait.



Mobil 1™

PR100 Chrono Sport-Chic lady glamorous watch

Given the success of the PR100 Sport-Chic collection, Tissot decided to add a sporty chronograph to the mix for those who like it sportier. Its generous case size, measuring 38mm, means it is a bigger watch and makes a striking statement. Features of the watches are both robust and beautifully streamlined, as shown by the stronger bezel, and simplified bracelet, making this an easy piece to wear.

Sparkling details

While the PR100 collection celebrates strength, it does not neglect its feminine aesthetic. With different styles to choose from, every woman will find something to love in these Sport&Chic watches that are also practical, thanks to indexes and hands set with luminescent materials providing perfect visibility. Minimalist fans will be drawn to a pure face, while others, after a touch of luxury, will appreciate the shimmering mother-of-pearl on the dial and on the counter or sunray dials decorated with dazzling index diamonds.

Features

- Swiss Made
- Chrono Quartz movement with battery end-of-life (EOL) indicator
- 316L stainless steel case
- Scratch-resistant sapphire crystal
- Top Wesselton diamonds
- Water resistance up to a pressure of 10 bar (100m / 330ft)
- 316L stainless steel bracelet with folding clasp and push buttons
- Diameter: 38mm



Turkish Airlines providing privileged flight experience with new travel sets

KUWAIT: Consistently striving to increase the overall travel comfort of its passengers, the national flag carrier of Turkey now offers new travel kits specially designed by Versace, one of the leading representatives of fashion world, and Mandarin Duck specialized in travel products.

Increasing its market share and number of passengers in the global aviation sector every year, Turkish Airlines has now started to welcome its business class passengers on intercontinental flights with the elegant and sophisticated designs of Versace sets as from July 2nd. Socks, earplug, sleep mask, warning stickers, Versace lip balm, hand lotion, facial mist and hairpin (in women's sets only) are all placed within the sets in order to meet passenger needs in this respect during their travel.

The point that makes the collection distinct from others is that these new amenity kits, designed exclusively for Turkish Airlines, are prepared for men and



women passengers separately considering their needs. The elegant and functional design of the bags, that the passengers may have them in different colors makes their use after the flight more appealing. The moisturizers by Versace, inside the special pocket of the bag, ensure the passengers have a comfortable time during their long flights.

The other travel set offered for economy class passengers on intercontinental flights of the carrier as of July 3, is designed by Mandarin Duck, which is renowned for bringing innovative and functional solutions to travelers with its smart and unique designs. This

set includes sleep mask, socks, earplug, lip balm, toothbrush and toothpaste. Attentive to present natural and high-quality dermocosmetic products to its passengers, Turkish Airlines also offers the products of Atelier Rebull, who has a deep rooted past dating back to 1895, in its new travel kits. The mentioned brand, whose products are currently provided in Economy Class lavatories of the airline, offers lip balms as skin care product in these travel kits. In order to keep providing an unmatched flight experience to its guests above the clouds, Turkish Airlines constantly invests in its all products and services.

Huawei's 2018 Sustainability Report Digital inclusion: Driving equal access for all

KUWAIT: Huawei released its 2018 Sustainability Report. It has published this report for the 11th year in a row. The 2018 report explains Huawei's four strategies for sustainability: digital inclusion, security and trustworthiness, environmental protection, and a healthy and harmonious ecosystem.

Over the past year, Huawei has been working to help achieve the UN's Sustainable Development Goals (SDGs), build a sustainable and more inclusive ecosystem with its industry partners, and execute its own sustainability strategies. At the launch event for the report, Liang Hua, Chairman of Huawei, said, "Huawei has been creating value for its customers through innovation. We are doing everything we can to bridge the digital divide and meet the world's needs for connectivity." Liang continued, "We want to make digital services more affordable and equally accessible to all, and to do our part in contributing to social and economic development."

Liang explained that environmental protection is also a key component of Huawei's sustainable development initiatives. Liang added, "Energy efficiency has become a major consideration for future communications networks. We have to use less energy to transmit more data, and reduce the overall energy consumption of power systems. ICT technologies can help."

Liang explained that Huawei has made many innovations in the course of its 5G research, product development, and engineering. Huawei has managed to reduce the power consumption per 5G site to 20% less than the industry average. This has been made possible by the new Huawei chipsets, system software, professional services, and advanced hardware and heat dissipation technologies. These innovative technologies have made Huawei's 5G more energy-efficient. With the right solutions, Huawei's 5G will be a green technology.

Kevin Tao, Board Member and Chairman of Sustainable Development Committee of Huawei, remarked, "We want to bring the benefits of digital technology to every person, home, and organization. To this end, we have launched a global digital inclusion initiative called TECH4ALL. For example, our RuralStar solution has connected 40 million rural residents as of the end of 2018."

Tao added, "We currently provide communications services to over three billion



Liang Hua, Chairman of Huawei

people around the world, and we are committed to supporting secure network operations worldwide. We honor this commitment no matter what. For example," he said, "In 2018, after a magnitude 7.7 earthquake hit Indonesia, Huawei was the first and the only vendor to the scene."

Tao also announced Huawei's new sustainability strategies, which include two major changes. First, Huawei has expanded its strategy of bridging the digital divide into a digital inclusion strategy. Building on connectivity, the company is now also pay-

ing more attention to applications and skills. Second, its strategy of supporting stable and secure network operations and protecting user privacy has been upgraded into the "security and trustworthiness" strategy.

Huawei incorporates sustainability in everything it does - in its innovation, value creation, and value sharing with its partners - so that it can deliver greater business value and social value. Looking forward, Huawei will work even harder and do its part in building a better, sustainable future.

Khaled Mahmoud Serdar Khan wins KD 4,000 in Burgan Bank's draw

KUWAIT: Burgan Bank yesterday announced Khaled Mahmoud Serdar Khan as the winner of the Value Account KD 4000 draw. The winner expressed his excitement of winning the cash prize of KD 4,000.

Dedicated to offer the best in-class serv-

ices, Burgan Bank's Value Account presents customers with exceptional features which were specifically designed to suit the needs of expatriates living in Kuwait. Account holders will be able to enjoy matchless benefits that include receiving a free credit card for one year, application for a loan, in addition to a chance to enter the quarterly draw to win KD 4000 as well as other discounts from selected merchant stores.

Burgan Bank will continue presenting exclusive services and draws with an aim of exceeding customers' expectations while offering them chances to win valuable cash prizes all year round. Opening a Value account is simple, interested Individuals with salaries starting from KD 150 and above are eligible to open a Value Account.



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