

Business

Easa Husain Al-Yousifi and Johnson Controls launch York DX, VRF in Kuwait

Product seminar held to unveil state-of-the-art energy efficient residential equipment



Managers of Easa Husain Al-Yousifi & Sons and Johnson Controls



Dr Adel Al-Yousifi



Trophy being presented



Managers of Johnson Control



Guests attending the event

KUWAIT: Over 200 guests joined Easa Husain Al-Yousifi & Sons Company and Johnson Controls at a product seminar on 1st May 2019 in Kuwait to witness the launch of York DX and VRF, state-of-the-art Energy Efficient Residential Equipment. In partnership with their exclusive agent in Kuwait, Johnson Controls successfully showcased units at the seminar which was warmly accepted by the customers, consultants and engineers who participated at the event. Abdelrhman Obeid (Johnson Controls VP & GM Ducted DX - EMEALA region) and Dr Adel Al Yousifi (Senior Vice Chairman of Easa Husain Al-Yousifi & Sons Company) welcomed the attendees to the seminar.

As per official statement by Johnson controls, "The main objective of the seminar was to launch the new products from York, namely the new high efficient rooftop package series fully made in US factory's. Moreover The product will be meeting the minimum KW/TR as regulated by MEW & PAI.

Kuwait has some of the highest temperatures in the Middle East region, a high per capita income and a rapidly growing population. Likewise, the region records one of the highest ambient temperatures during summer time. Therefore, the government decided to consider the efficiency of the equipment at 48 degree C (118.4 degree F) ambient temperature. The regulations are imposed on new installations of all types of air conditioning equipment and is measured in terms of (kW/Tr). Considering all these factors, the air conditioning market in this region is undoubtedly an attractive growth opportunity that Johnson Controls is keen on leveraging on.

The new revision of the Ministry of Electricity & Water (MEW) requirement was issued on 2018 and the need for energy savings will be an important consideration for these MEW requirements. Likewise, the Public Authority of Industry (PAI) also introduced a new requirement of energy label, applicable to AC

units of 70k BTU/h with minimum energy efficiency of 1.5 Kw/Tr."

Johnson Controls Kuwait proudly worked together with Easa Husain Al-Yousifi & Sons Company at this product seminar, a family-owned and managed official distributor of YORK brand in this region. The Engineering Service Group is divided into three divisions related to York brand, build and design for villas, direct sales and MEP divisions, with the biggest warehousing facilities in Kuwait for York PACU and DS only, with service center and fully-equipped central workshop for duct fabrication. Al-Yousifi Group is a financially strong and a well-reputed local company in Kuwait.

"We are happy with the turnout of the seminar and truly this is proof that good partnerships result to successful initiatives. Together with Johnson Controls, we are aiming to continue serving the Kuwait market by providing them with solutions to their requirements and these new YORK products

launched tonight will definitely be a valuable addition to our current portfolio," said by a high official spokesman from Al-Yousifi group.

As the seminar ended, a short honoring ceremony was carried out by Johnson Controls in recognition of the long-term partnership that started in 1989. A plaque of appreciation was presented to Easa Husain Al-Yousifi Co, and was presented by Abdurrahman Obeid (Johnson Controls VP & GM Ducted DX - EMEALA region) to Eng Jasem Al-Yousifi, Managing Director of Al-Yousifi Group.



Abdurrahman Obeid

Burgan Bank's contact center recognized as best 'Contact Center'

KUWAIT: Burgan Bank recently won the best 'Contact Center' awards in recognition of its outstanding efforts on customer service. Driven to provide unique services to its customers through advanced solutions and integration of international standards, Burgan Bank was presented the distinction by INSIGHTS Middle East. The ceremony took place in Dubai with the participation of more than 200 centers in the Middle East.

Demonstrating exemplary performance in customer contact and experience, Burgan Bank's 'Contact Center' participants were commended for their high level of professionalism, state of the art services, and efficient approach to managing customer relations. Burgan Bank's contact center operates 24/7 providing full retail banking inquiries and services, where in all calls are recorded for monitoring and training purposes. The Contact Center operations include handling both incoming and outgoing inquiries, quality assurance and complaints management to ensure seamless banking operations.

INSIGHTS Middle East, a Dubai-based enterprise is the only Call Centre dedicated professional services organization in the Middle East. Now in its fourteenth year, the INSIGHTS Middle East Call Centre Awards Competition is the undisputed regional benchmark for remote customer interaction success. It is widely acclaimed as the most comprehensive, rigorous and strategy-aligned contest of its type in the world. The award was presented by Dominick Keenaghan, CEO, and President of INSIGHTS Middle East to Munther Al-Saleh, Burgan Bank Contact Center Senior Manager and Assistant Manager, Ali Zaarour during the event.



Munther Al-Saleh, and Ali Zaarour



Munther Al-Saleh, Senior Manager - Contact Center at Burgan Bank receiving the award from Dominick Keenaghan, CEO and President of INSIGHTS Middle East.

Jazeera launches special flight to Baku for UEFA Europa League final

KUWAIT: Jazeera Airways, Kuwait's leading low-cost airline, operating regionally and internationally, yesterday announced that it has scheduled a return flight to Baku to allow football enthusiast to enjoy the final game of the UEFA Europa League which will see Chelsea play against Arsenal at the Olympic Stadium in Baku.

The flight departs from Kuwait on Wednesday, May 29 at 11:30am and arrives in Baku at 14:50 local time. The return flight leaves Baku on Thursday, May 30 at 5:00am and arrives in Kuwait at 7:20am.

Announcing the scheduled flight, Jazeera Airways CEO, Rohit Ramachandran, said: "We are excited to transport football fans from Kuwait to Baku to watch the UEFA Europa League season's biggest game just two hours away from Kuwait."

Jazeera Airways flies to 28 popular destinations across the Middle East, India and Europe comprising high-demand business, leisure, family and weekend destinations including Dubai, Bahrain, Doha, Beirut, Amman, Alexandria, Cairo, Sharm El Sheikh, Assiut, Luxor, Sohag, Jeddah, Riyadh, Taif, Najaf, Mashhad, Kochi, Mumbai, Hyderabad, Ahmedabad, New Delhi, Lahore, Istanbul, Bodrum, Baku and Tbilisi.



Flight	Date	From	To	Departure	Arrival
J9 603	May 29	Kuwait	Baku	11:30am	14:50
J9 604	May 30	Baku	Kuwait	05:00am	07:20am

Gulf Bank launches Ramadan Card campaign with Lulu Hypermarket

KUWAIT: Gulf Bank has launched its Ramadan Cards Spend campaign in partnership with Lulu Hypermarket. The campaign, which will run from May until 30th June 2019, gives Gulf Bank cardholders the chance to win up to 500,000 Gulf points when using their credit cards at Lulu Hypermarkets across Kuwait. From 1st May until June 30th, 2019 customers using their Gulf Bank credit cards will be automatically entered into the final draw. For every KD 10 spent, Gulf Bank cardholders will receive one entry into the final draw, which will take place on 21st July 2019 in the presence of officials from the Ministry of Commerce and Industry. Ten lucky winners will win the Gulf Points at the conclusion of the campaign. The first prize winner will receive 500,000 Gulf points, while the second prize is for 250,000 Gulf points. The third prize, which will be given out to eight customers, is for 100,000 Gulf points each.

The Gulf Points program is Kuwait's most rewarding program, giving Gulf Bank credit cardholders valuable points that can be redeemed on flights, hotels and seasonal travel packages from Al-Ghanim Travel. "Gulf Bank is committed to adding value to our customers' daily lives by enhancing their experiences at the places they frequent the most. As such, Gulf Bank is proud to partner with Lulu Hypermarket to introduce its newest campaign and give its cardholders the chance to win up to 500,000 Gulf points," said Ahmad Al-Amir, Assistant General Manager for External Communications at Gulf Bank. "We would like to wish Gulf Bank cardholders the best of luck, as well as extend our warmest wishes during the holy month of Ramadan."

Mohammed Harris, Regional Director of Lulu Hypermarket noted "We are happy to be associated with Gulf Bank, whose credit cards are among the most popular and frequently used cards in the country with some of the best benefits to its customers. He said that Lulu was glad that their customers will have the opportunity to benefit from the Card



Campaign. Lulu Management also extended a Happy and Blessed Ramadan to all their customers." Gulf Bank credit card comes packed with powerful travel benefits and convenience, which customers can avail during their summer holiday travel. Gulf Bank Credit Card customers can get free travel insurance for self and family. This travel insurance can also be used for getting Schengen Visa. Gulf Bank Credit cards provides customers with variety of travel offers and benefits such as discount on hotel booking, flight, car rentals such as Avis, Hertz etc. Additionally, Gulf Bank Credit card customers can also avail complimentary airport lounge access at over 600 airports across the world. Moreover, Gulf bank credit card customers earn Gulf Points on all their card spends during the summer campaign which can be redeemed for free flights, hotel booking or travel package.

Ahmad Al-Amir