

## Local

# EU envoy praises Kuwait's efforts to fight pandemic

**KUWAIT:** Underlining the importance of further deepening the excellent relationship between the European Union and Kuwait, the Ambassador of the European Union to Kuwait and Qatar Cristian Tudor joined social media influencer and Kuwaiti entrepreneur Bader Al-Essa on his social media platform to have a direct discussion with youth in Kuwait on the "Role of passion in building diplomatic relations" and EU-Kuwait bilateral relations in the post-pandemic context. The social media interview focused on highlighting the establishment of the Delegation of the European Union in Kuwait as a milestone in its bilateral relations with Kuwait.

"Every crisis could be a driver of change. Being already close partners with Kuwait, I believe that COVID-19 could open a new window of opportunity for deepening our bilateral relations in various fields such as economic diversification, innovative technologies, climate change, youth exchanges and humanitarian aid, among others", explained Tudor.

The ambassador also praised Kuwait's response to the pandemic and the recent initia-

tives of the Kuwaiti government in mitigating different aspects of the health crisis. He further highlighted efforts by the Kuwaiti leadership in bringing more stability to the Gulf region, referring to the latest diplomatic exchanges to overcome the Gulf rift.

In another statement, Essa praised the current efforts of the government and parliament in reaching out to Kuwaiti entrepreneurs through a meeting that was chaired by National Assembly Speaker Marzouq Al-Ghanem with local small and medium enterprises (SMEs). In the interview, he highlighted the importance of supporting SMEs in Kuwait and worldwide as they will heavily contribute in the economic recovery process in Kuwait post COVID-19. Essa also stated that he aims to inspire and infuse hope in young entrepreneurs during this phase through his platform by interviewing prominent officials and people with success stories.

The Delegation of the European Union to Kuwait was inaugurated on July 14, 2019 to deepen engagement with Kuwait and other countries in the GCC, aiming to have a comprehensive and multi-dimensional co-opera-



Bader Al-Essa



Cristian Tudor

tion covering political dialogue, economy and trade, sectoral and regional co-operation. The EU Delegation in Kuwait is also responsible for EU's relations with Qatar. It is the third EU Delegation in the Gulf region, after Riyadh and Abu Dhabi.

Essa (founder and host of Richter Talk Show), is an entrepreneur, social media influ-

encer and talk show host. In 2014, he founded Neqsa, a trendy pastry shop, co-founded Richter Creative Office, a Kuwait-based 360 marketing and creative agency, and started the very first episode of Richter Talk Show in 2015. Essa earned his Bachelors of Business Administration and Information Technology from Denver University

## KRCS hands out food aid to needy residents in Subhan

**KUWAIT:** Kuwait Red Crescent Society (KRCS) handed out 1,000 food parcels and 1,000 milk cartons to residents in Subhan in cooperation with the interior ministry on Wednesday. The organization's ongoing efforts targeting several areas in the country stems from its humanitarian role to fulfill the needs of underprivileged laborers and relieve their plight amid the coronavirus crisis, Khaled Al-Zaid, Director of Public Relations and Information at the Society, told KUNA.

The distribution zones have been highlighted based on the needs of the people. The association is carrying out a multitude of programs, including the distribution of hot meals, food, cleaning products and medical devices, as well as necessary needs to hospitals and quarantine centers, he added. Nationals and residents are urged to provide donations to the society as it responds to the needs of the underprivileged across the country. — KUNA

