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## VO and ASMEK sign MOU to build digital platform for Kuwait's SMEs

**KUWAIT:** VO, the first Kuwait-based integrated youth platform for incubating young talents, signed a memorandum of understanding with the Association of Small and Medium Enterprises of Kuwait (ASMEK) to feature Kuwait's small and medium businesses through a unified digital platform that will exhibit the country's businesses, products, services, and ideas across all markets.

The Memorandum of Understanding was signed in the presence of the Chairman of ASMEK, Mohammed Abdullah Al-Anjari, and the Chairman of VO, Sheikha Ohoud Al-Sabah, to establish a framework of collaboration between the two parties for the furtherance of their joint objectives in supporting and developing the SMEs in Kuwait, reinforce Kuwait's economic diversification, and position Kuwait's SMEs in the global market.

"It is no secret that Kuwait's SMEs have been highly affected during the pandemic. As the country recovers from the massive economic repercussions of the coronavirus, Kuwait's SMEs need new ways to rebuild themselves and recover from the lockdowns and market instability. One of those ways can be supporting the country's businesses to expand by entering new geographical markets without additional costs," stated Sheikha Ohoud Al-Sabah.

The MOU conceptualizes a series of activities and projects that aim to support Kuwait's SMEs to recover in a strategic and practical manner. One of those projects includes launching a digital directory that brings Kuwait's SMEs together in a unified, high-tech platform that promotes Kuwait's SMEs across the global market.

On the other hand, the Chairman of ASMEK, Mohammad Al-Anjari, stressed on the importance of developing a swift recovery plan for Kuwait's SMEs that offers strategic pathways ensuing economic recovery. "Due to the current market conditions that the country is going through, support to SMEs should become nimble amid very high economic uncertainty. Economic stimulus programs must be provided through enabling opportunities that expose Kuwait's SMEs to other rapidly recovering markets. We are proud to say that our partnership with VO will achieve that by providing the opportunities for Kuwait's SMEs to recover, grow, and reach a larger scale of customers," he added.

Founded in July 2020, VO nurtures and supports Kuwaiti talents and inspiring initiatives in various fields including entrepreneurship. The platform launched its all-inclusive creative hub in May 2021 to empower and express their ideas, and is currently establishing an academic program for Kuwaiti youth and a 'smart' app to nurture their talents while promoting their creative productions on a seamless, high-tech and efficient digital platform.



## Paralympic fencing team leaves for Italy tournament

**KUWAIT:** Kuwait's Paralympic fencing team left for Pisa, Italy yesterday to participate in the world

fencing tournament to be held on November 17-21. Chairman of the Kuwait Paralympic Committee Torki Al-Shemmari was pleased with Kuwait's participation, which is the first outside participation since the COVID-19 pandemic and the formation of a new Paralympic committee. "We hope to present the best performance in the epee and foil events despite the expected stiff competition and the participation of the best fencers in the world," he said in a statement to the press.

# Zain takes part in KU orientation exhibition

## Company showcased its leading experience in telecom sector

**KUWAIT:** Zain, the leading digital service provider in Kuwait, took part in Kuwait University's recent orientation campaign and exhibition, held by the Department of Cultural and Arts Activities, Deanship of Student Affairs. The event came to commemorate the start of the new college year 2021-2022.

Zain was present at the event's inauguration ceremony held at the College of Life Sciences, which featured the attendance of Deputy Dean of Student Affairs Dr Salman Al-Enzi, Cultural and Arts Activities Department Manager Jamal Bouraki, and Dean's Consultant for Administrative Affairs Suleiman Al-Kandari.

Zain participated in the orientation campaign and exhibition, organized by the Department of Cultural and Arts Activities, through its dedicated booth, where the company showcased its leading experience in the Kuwaiti telecom sector. Zain also presented its latest and most competitive portfolio of promotional offerings to Kuwait University's students, faculty, and administrative staff.

During July, Zain took part in welcoming freshmen students at Kuwait University's Admission and Registration Hall in Shuwaikh. The initiative, which featured strict health measures, came in line with the start of the admission and registration period of the new academic year, and reflected the company's keenness in offering a comfortable atmosphere for students and staff.

This initiative came in continuation of the company's ongoing support of the hall's various activities and events all year-round. The hall, which serves over 14,000 students annually, is sponsored by Zain for over 11 years.

Last year, Zain supplied the Admission and Registration Hall in Shuwaikh with a number of MOH-approved precautionary health measures to curb the spread of COVID-19. The move came in line with Zain's commitment to contribute to the health and safety of the university's students, faculty, and staff.

Zain supplied the hall with signs and banners to remind visitors of the necessary health guidelines that must be followed while inside, as well as floor



**KUWAIT:** Dr Salman Al-Enzi recognizes Zain for its participation in the event.

stickers to achieve social distancing. The company also installed see-through dividers to separate students and staff in a safe manner during registration, while enabling sound to pass efficiently. In

offer a more comfortable atmosphere for students and staff. The company is keen on continuously supporting education by actively partnering with various education bodies from both the public and private sectors, as it is a firm believer in the importance of supporting the youth and preparing them to become tomorrow's leaders.

Zain partnered with Kuwait University's Deanship of Admission and Registration to fully renovate the Admission and Registration Hall and prepare it with the necessary furniture and equipment. The hall receives thousands of students throughout the year during the admission approval and freshmen registration period.

Zain firmly believes in the importance of developing education, as it is essential for individuals to then go-on to be successful and contributing members of society. The company is committed to playing an active role in the investment of the Kuwaiti human capital. By adopting such initiatives, Zain seeks to support students and allow them to apply their skills, achieve their potential, and fully develop their capabilities.



Held at the  
College of Life  
Sciences

addition, some seats were made unavailable inside the hall to guarantee a safe space between students while seated.

This initiative comes as an extension of Zain's contributions during the past two years, where the company fully renovated the hall in an effort to



**KUWAIT:** Jonathan Gilbert, Australian Ambassador to Kuwait visits KFH pavilion.



**Dr Hilal Al-Sayer visits KFH pavilion.**

## KFH participates in campaign to spread diabetes awareness

**KUWAIT:** Considering its social responsibility in fostering health initiatives and ensuring the spread of health awareness among society members, Kuwait Finance House (KFH) has participated in an integrated awareness campaign on the World Diabetes Day.

KFH fostering of the campaign organized by Dasman Diabetes Institute and hosted by Al-Hamra Shopping Center, aims to give the public the opportunity to be aware of diabetes disease and the steps they should take as individuals or corporates to enhance precautionary methods against this disease.

The campaign sheds light on the pioneering role

which KFH play in supporting the spread of awareness among public institutions, encouraging society members to follow a healthy lifestyle and highlights the needs of diabetic patients, precautionary methods, and solutions in this field. It is worth mentioning that KFH has always participated in the events organized by Dasman Diabetes Institute and supported its initiatives and efforts for several years.

KFH campaign events on the world diabetes day comprised competitions and awareness activities which KFH has conducted to spread awareness and encourage the public to conduct regular checkups in presence of several health crews and other teams interested in diabetes.

Furthermore, KFH hosted Dr Thamer Al-Essa - Diabetes Consultant at Dasman Diabetes Institute who highlighted the significance of the world diabetes day to start caring for the health of society members by measuring sugar ratios and performing an early diabetes examination and presented several awareness advice to society. Also, KFH has post-

ed, on its Instagram account, a series of awareness messages and videos to enhance health awareness for followers and the public.

Meanwhile, Dr Hilal Al-Sayer, Chairman of the Board of Trustees at Dasman Diabetes Institute and President of the Kuwait Red Crescent Society (KRCS) and Jonathan Gilbert, Australian Ambassador to Kuwait visited KFH pavilion in Al-Hamra Shopping Center.

In affirmation of its role in encouraging society members to follow a healthy lifestyle and protection against diseases, KFH has organized, through its campaign, certain competitions giving participants a chance to enter the draw on Apple, iPhone 13 Pro, AirPods and Watch 7 against every 5,000 steps.

KFH lays great emphasis on the world diabetes day and other world health events as part of its support to the efforts extended by the state institutions and medical centers on health awareness. KFH awareness campaign comes as part of its social responsibility strategy.

## Kuwait grabs more medals in women's cycling competition

**CAIRO:** Kuwait's cyclists Latifa Al-Yaseen and Noura Al-Ameeri won the silver and bronze

medals in the individuals' competition at the Arab Championship, held in Cairo, Egypt. The result comes after Kuwait's national women's cycling team took first place in the time category during the tournament on Sunday. The team's win came after beating Egypt and the UAE whose teams finished second and third respectively. Kuwait is participating in the six-day tournament with teams in the men's, women's and juniors' competitions in various categories.

