**KURAT: **The popular online photo and video-sharing site Instagram was all over news of the recently launched BMW X5 in Kuwait. The excitement is a result of the BMW Group implores Ali & Sons Automotive to “15 Seconds. For 1,000 KD competition which saw over 100 entries. The event was a unique opportunity for individuals to showcase their creativity and ability. The place was Ahmed Hajji and Abdullatif Morad. They were clever use of both a day and night setting combined with interior. What sealed the deal for Abdullah was the video featured a combination of dynamic music and high-classical music in the background as he focused on the large windows to display the excitement through which users can experience BMW’s complex ConnectedDrive offering.

Commenting on the conclusion, Mr. Yousef Qatami, General Manager of Ali Alghanim & Sons Automotive (BMW Group), said: “We are thrilled with the results and we like to thank all participants who shared their passion to create a video for BMW. Special congratulations to Abdullah Al Failakawi for creating a story around the BMW X5 with the creativity and the ability to tell a story of the new all BMW X5. This competition has redefined how much passion our customers have for BMW in Kuwait and we see it to develop more unique ways to engage with them.

To design engaging social media focuses on car to get engagement, the BMW Group invited interested participants to share their ideas on how to promote the BMW X5. The campaign generated over 80 entries and 20% of them were chosen to be uploaded to Instagram.

Ali Alghanim & Sons Automotive campaign generates over 80 entries

**BEIJING: **Ferrari and Rolls-Royce have become common sights in China as the new class of super-rich indulge a growing appetite for luxury, but tight regulation has meant the private jet, the ultimate status symbol, is still very much a fringe player. China has spent the last decade trying to attract more high-end travelers to boost its long-ago launched market.

Last month, Chinese aviation regulator stipulated that private airlines and aircraft owners must obtain the approval of the Civil Aviation Administration of China to qualify. The Chinese aviation regulator has implemented the limitation of a small number of aircraft and aircraft operators. The Chinese aviation regulator has stipulated that all aircraft operators must comply with the requirements of the Civil Aviation Administration of China in a bid to win a grand prize.

The recent launched third generation model in Kuwait featured its pioneering Sports Activity Vehicle and upload it to Instagram. “This tells everyone publicly that China now has the world’s largest private jet market,” said Tymczyszyn, a co-founder and executive director of NBK’s private jet business.

“The market is still in its early stages, but it is rapidly growing. Many companies are looking to enter the market and are investing in acquiring aircraft and developing the infrastructure needed to support it.”

Robert Sperry, Gulfstream’s vice president of international sales, told Reuters in an interview. “I’m not being defeatist. General aviation in China is changing. The government is opening up to the private sector and there is a lot of interest in aviation, even from airlines. Many airlines are looking to expand their fleet with private jets.”

Sperry is a key player in the China General Aviation Association and has been involved in the aviation industry for over 20 years. He is a board member of the Chinese Aviation Industry Association and has been a key driver in developing the private jet sector in China.

**SEAT THE JAMS**

Guidance issued by regulators in 2010 aims to reduce the number of flights to under 500 for private jets. A move that may herald the greatest expansion of business and private aviation in the next 30 years.

Last month, Cessna announced pricing for its Citation XLS+ jets built by a separate venture with AVIC is scheduled to begin in the fourth quarter of 2013.

NBK’s services available during New Year holiday

**NO INTEREST**

Ehab El Said, Head of Retail at the Kuwait Financial Services Regulatory Authority, said: “We have seen a significant increase in the number of people who are interested in investing in the stock market.”

Ehab El Said added that the increase in the number of people who are interested in investing in the stock market is due to the increase in the number of people who are interested in investing in the stock market.

Small jet makers see big chance

**AS CHINA PREPARES TO OPEN SKIES**

**GULFSFLEET, CESSNA, BOMBARDIER GEAR UP FOR DEMAND**

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**NBK’S SERVICES AVAILABLE DURING NEW YEAR HOLIDAY**

**BOMBARDIER**

**DUBAI: Reﬁnance dressers (R&D) said yesterday in a press release that they are looking for a possible merger in the latest opportunity after Dubsab Dubai held in Abu Dhabi.**

Both companies are distributors of PepsiCo and drink and to the regions. The merger was also being looked at as an opportunity to merge both companies’ operations in the Middle East. DRC’s exit from the Middle East could mean the elimination of around 500 jobs.

Should merger happen, it will be the latest between firms in Dubai and Abu Dhabi in the same sector to create larger companies that can compete on a global scale, and also to support Dubsab with such as food renovations on government-related restructuring.

**PepsiCo Franchisees Open Talks on Intra-UAE Merger**

**VIVA OFFERS PREPAID CUSTOMERS 10% EXTRA CREDIT FOR RECHARGES**

VIVA, Kuwait’s fastest growing telecom operator, announced their latest promotion to increase the number of recharges in their system. The offer is valid for VIVA’s prepaid customers only and will run till December 31st. Anyone who buys a recharge voucher for any amount using the conventional recharge vouchers that are available.

This offer demonstrates VIVA’s commitment to innovation in the market. The latest in the technology world, and ensure that it is accessible to all through specially designed bundles and packag-