



MERCEDES-BENZ KUWAIT ANNOUNCES SPECIAL SAVINGS DURING RAMADAN

KUWAIT: AR Albisher and Z Alkazemi Co - the exclusive general distributor for Mercedes-Benz in Kuwait - is offering customers unique savings on Mercedes-Benz 2014 models during the holy month of Ramadan. The Ramadan promotion offers buyers up to KD 3,000 in savings depending on the model of Mercedes-Benz car selected. The promotion which started from June 22 till July 31 is valid across all vehicles, including saloons, coupes, Roadsters and SUV's from model year 2014.

"Our Ramadan promotion this year once again brings great value to our cus-

tomers who want to own their dream Mercedes-Benz car," said Michael Ruehle, CEO of Abdul Rahman Albisher & Zaid Alkazemi Company. "There are plenty of captivating cars in our showroom that all feature the very latest technologies and cutting edge designs from the leading German car manufacturer. Our customers now have the chance to drive away with one of these magnificent vehicles with our special Ramadan savings."

During the promotion, customers can select the latest Mercedes-Benz models including the M-Class, GL-500, and GLK-Class from the popular SUV range, as well

as saloon cars like the E-Class and its variants and the 2014 C-Class. Mercedes-Benz Dream cars, which include the SL-Class, SLK-Class, CLS-Class and C- Coupe, are also included in the exclusive Ramadan promotion.

"We always try to give our customers access to special promotions during Ramadan, and this year's offers are too good to pass up, especially within the SUV and Dream Car range," added Ruehle. "Kuwait is a leading market for SUV sales and most drivers opt to purchase these incredible vehicles for their durability, safety and amazing perform-

ance on and off the tarmac. The GL-Class is particularly a favorite because of its luxury, power, interior space for families and remarkable off-road specifications."

Another vehicle that stands out from the other models is the latest E-Class and its variants. Mercedes-Benz has comprehensively modernized the E-Class to extend its leading position in the luxury segment even further by introducing more efficient engines, new assistance systems and a new design idiom, all of which make it very attractive to Kuwaiti customers.

"Ramadan is a time of giving back,

and through our annual promotions, we show appreciation and reward our customers with the very best that we can offer. Our offers are not only limited to sales, we also have special after sales offers running, and this year we're focusing on brake safety which is very significant for the overall maintenance of a Mercedes-Benz vehicle," concluded Ruehle. The Ramadan sales offers are available at Albisher & Alkazemi Co showroom in Shuwaikh. Ramadan timings in the showroom are from 10 am to 1 pm and from 8:30 pm to 11:30 pm Saturday to Thursday.

OOREDOO COMPANIES WIN STRING OF AWARDS FOR CUSTOMER EXPERIENCE

Ooredoo's focus on customer experience has enjoyed strong industry recognition this year, winning a string of awards for its operations in the Middle East, North Africa and Southeast Asia. With the global launch of the Ooredoo brand in February 2013, Ooredoo made differentiation through the customer experience a central pillar of its strategy - to ensure that each of its operating companies was the leader in delivering best in class experience across all customer touch-points.

Since then, Ooredoo companies have worked hard to enhance the ways they communicate with and sup-

port customers - an effort that has resulted in positive feedback and awards from a host of major industry bodies. Dr. Nasser Marafih, Group CEO, Ooredoo, said: "When we launched Ooredoo, we made a promise to our customers that we would strive to enrich their lives as a global communications company. Teams across our footprint are working hard to examine the customer experience and come up with new ideas to enhance every touch-point in our interaction with them and deliver on our brand value of caring. I am very pleased to see the strong market response this

step-change in our approach has delivered, with awards across our major markets." Over the past year, every Ooredoo operation has carried out qualitative and quantitative research to understand what customers are looking for and what their expectations of Ooredoo services are. And each operation has carried out a series of focus groups and customer surveys to help shape their respective "Customer Promise" - the commitments that customers can expect from Ooredoo.

The Customer Promise has been used as the basis to enhance existing services, as well as launch new innova-

lion page views. The website makes it possible for people to crowd-source solutions to everyday communication issues on a real-time basis, which has helped Indosat become more customer-centric.

In Qatar, Ooredoo's focus on customer experience was recognized with three awards at the Annual Middle East Call Centre Awards 2014 in June 2014. Ooredoo received awards for "Best Customer Experience Management Implementation," following the development of a full customer care initiative that has delivered faster response times and offered more accurate information for customers, and for "Best Voice of the Customer" and "Best Customer Care and Big Data Initiative".

In line with this award-winning trend, Ooredoo Tunisia and Indosat won awards in the Consumer Service Innovation category of the Global Telecoms Business Innovation Awards 2014. The honors included one for Ooredoo Tunisia's Customer Self-Care portal, which enables customers to buy credit, bundles and upgrades, as well as access new services and monitor their spending. Customers can activate and buy credit packages in a couple of clicks through a web browser, gadget, widget or app. Since the portal was launched the uptake of 3G data packages through the self-care portal has grown to more than 50 percent, as customers find it easier to select a package that best suits their needs. Across all its markets, Ooredoo is continuing to push forward with new innovations designed to enhance the customer experience, as the company strives to be a market leader in this area.

ETIHAD AIRWAYS APPOINTS NEW GENERAL MANAGER FOR NIGERIA

Etiihad Airways, the national airline of the United Arab Emirates, has appointed Wuraola Oduntan as its new General Manager for Nigeria. The appointment takes effect from July 1, 2014. Based in Lagos, Wuraola Oduntan will have overall responsibility for Etihad Airways' operations in Nigeria, taking over from Maurice Phohleli who was recently appointed Vice President, Africa Sub-Sahara and Indian Ocean for Etihad Airways.

Oduntan brings a wealth of industry experience to the airline, having previously worked at Virgin Atlantic Nigeria, where she held a number of positions, including Head of Sales and Marketing.

Commenting on the appointment, Maurice Phohleli, said: "We welcome Wuraola to our global commercial team. Her experience in the Nigerian market is invaluable and I am confident she will make a significant contribution in continuing to build our presence in Nigeria and across the West Africa region."

Oduntan has a BSc in Accounting from the Obafemi Awolowo University, Nigeria, and also holds an MBA from the University of Leicester in the United Kingdom. Etihad Airways launched its service between Lagos



Wuraola Oduntan

and Abu Dhabi on July 1, 2012 with six flights a week enhancing the links between Nigeria, Africa's largest economy and the United Arab Emirates.

The airline recognises the importance of the West African region and in March 2013 expanded its flights to Lagos to a daily service to meet growing demand from passengers travelling to and from Nigeria.



port customers - an effort that has resulted in positive feedback and awards from a host of major industry bodies. Dr. Nasser Marafih, Group CEO, Ooredoo, said: "When we launched Ooredoo, we made a promise to our customers that we would strive to enrich their lives as a global communications company. Teams across our footprint are working hard to examine the customer experience and come up with new ideas to enhance every touch-point in our interaction with them and deliver on our brand value of caring. I am very pleased to see the strong market response this

tions and tools aimed at improving the overall experience in particular for customers when using data. Demonstrating the impact of this exercise, Indosat in Indonesia won the "Most advanced approach to Customer Experience Management" award at the Telecom Asia awards in Jakarta in May this year.

The award was received for Indosat's iCITY forum, an online community that supports existing customers while enabling prospective customers to ask questions about products and services. Within the first six months of operations, iCITY received 3.1 mil-

BAHRAIN AIRPORT COMPANY TO HOST FIRST-EVER ROUTES MENA

KUWAIT: Bahrain Airport Company (BAC) announced that it will host the first ever Routes MENA in the Kingdom of Bahrain in November 2015. This inaugural event will see route development professionals from across the MENA region gather to discuss air service development to, from, and within the region in a three-day forum.

"It is with great anticipation that we welcome the Routes MENA 2015 to the Kingdom of Bahrain," said Mohamed Yousif Al-Binfalah, Chief Executive Officer, Bahrain Airport Company. "We are delighted to be bringing this prestigious event to Bahrain where we can show our visitors, first-hand the warm and welcoming culture of our people while experience the efficient and friendly airport which makes this country proud. Securing this prestigious inaugural event is the result of the collective efforts of our partners and stakeholders and we are confident that this world-class forum will reiterate Bahrain's role as an aviation hub in the MENA region and highlight our deep-seeded aviation heritage."

The Kingdom of Bahrain is a small island located in the Arabian Gulf with a history of aviation that dates back to the early 1920's. Historically it has acted as a

gateway between the East and West providing a natural transit destination for early trade routes and a strategic hub for the Northern Gulf. In addition to benefiting from a significant strategic location, The Kingdom of Bahrain is also rich in history and culture with some historical sites



Mohamed Yousif Al-Binfalah

dating back more than 4,000 years.

"The MENA region has become very important from an aviation perspective. It represents nearly 11 percent of global aviation - about double its share from a decade ago - driven by global hub strategies in the Gulf and liberal aviation access policies," said Katie Bland, Director Routes for UBM Live.

"We are delighted that Bahrain Airport Company is hosting our very first Routes MENA event dedicated to air service development to, from and within the MENA region and look forward to working with their team," she further commented.

The Bahrain Airport Company is currently in the design phase of a significant modernization program for Bahrain International Airport with construction due to commence during Q2 of 2015. The Kingdom of Bahrain enjoys an open skies policy and offers unrestricted access to a catchment area of more than 3.2 million that extends to the eastern province of Saudi Arabia. Routes MENA will become part of the global Routes portfolio organized by UBM Live, which includes World Routes; Routes Asia; Routes Europe; Routes Americas; Routes CIS/Silk Road; Routes Africa and Routesonline.

GULF BANK LAUNCHES WORLD MASTERCARD

KUWAIT: Gulf Bank has announced the launch of the new World MasterCard credit card in collaboration with MasterCard, which is now available to the bank's premium customers. The new credit card has multiple benefits for cardholders,



Meshari A Shehab

including: the Gulf Rewards Program which offers cardholders two points for every KD 1 spent; frequent special discounts provided by MasterCard and Gulf Bank; a higher spending

limit; complimentary travel insurance; travel accident and health coverage up to \$2 million including benefits for travel accidents, travel medical benefits, trip inconvenience, and luggage protection. The newly launched 'World MasterCard Privileged Access Program' provides cardholders that are 'members only' to a world of privileges including: leading restaurants, spas, luxury products and services from leading international brands; global concierge service; complimentary airport lounge access across the Middle East; Hertz car rental service; fraud protection; purchase protection and extended warranty.

Commenting on the new card, Meshari A Shehab, AGM, Priority Banking at Gulf Bank said: "We are very pleased to introduce the new World MasterCard credit card to our premium customers. This new card allows us to present a variety of real benefits which are specifically designed for customers' convenience, both when using the card locally and when they travel abroad. At Gulf Bank, we will continue to seek new ways to enhance our services for customers, be it offering the latest banking products and services, or the widest range of special discounts and offers." Gulf Bank continuously seeks to identify new ways in which it can differentiate its products and services to provide exciting offers to its customers.

INEGMA, ORIENT PLANET JOIN FORCES TO DELIVER EFFECTIVE PR STRATEGIES

The Institute for Near East and Gulf Military Analysis (INEGMA), a strategy and security consultancy, research house, and leading conference organizer in defense, security, and risk industries; and Orient Planet, one of the Middle East's fastest growing integrated marketing and communications companies, recently entered into a joint venture to establish a new unit called Orient PlanetINEGMA. The specialized unit aims to effectively deliver Public Relations (PR) and strategic communication campaigns targeting the defense, security, and risk domains.

Orient PlanetINEGMA's well-developed PR and marketing solutions will be infused with insights and analyses to ensure focused and comprehensive strategies. It will leverage on its expertise, resources, and extensive knowledge of the Middle East region to provide thorough approach to the communication needs of its regional and international clients. The new unit offers a range of services including media relations, publicity, marketing communications, crisis management, event management, research, brand marketing, community relations, Corporate Social

Responsibility (CSR) programs, media training and monitoring.

Riad Kahwaji, CEO, INEGMA, said: "At INEGMA, we recognize the importance of having focused and powerful communication strategies that are tailored to fit the needs of security and defense industries. These strategies must be consistent and properly delivered through most effective means. This is why our partnership with Orient Planet is a welcome development. Its outstanding track record of providing relevant communications and PR strategies fully complements our commitment to excellence and high quality service. Through Orient PlanetINEGMA, we will offer communication solutions for the very dynamic and complex defense, security, and risk industries, and there create relevant PR and marketing strategies. Clients in the defense and security sectors will be assured of sophisticated, timely, and significant solutions to their PR and marketing needs."

Nidal Abou Zaki, Managing Director, Orient Planet, said: "Orient PlanetINEGMA is the first of its kind PR unit in the region to offer a diverse range of communication-based services in

highly specialized industries of defense, security, and risks. We are pleased that we are bridging this gap in the market with INEGMA whose

expertise in these three areas are widely recognized. Orient Planet INEGMA will help companies in these domains to further establish their

brand and identity and effectively reach their target audience."

With offices in Dubai (Headquarters), Washington DC, Brussels, and Beirut, INEGMA has built a reputation for supporting the flow of specialist insight, knowledge, and information into the region from the outside, and from within the region to partners as far as Washington DC and Tokyo. INEGMA brings together the reach of a strong international network with specialist expertise and proven competence across a spectrum of advisory areas. These include, but not exclusive to, risk mitigation, strategic communication, and defense trade.

Orient Planet, on the other hand, is recognized for its expertise to craft creative and comprehensive communications and marketing strategies across any platform - whether traditional or digital media. Its end goal is to form empowered and lasting relationships between its clients and their target market audience. The company provides wide-range of services, while its client portfolio includes some of the foremost corporate brands in the Arab world. To date, it has a network of offices, branches and affiliates in most Middle Eastern countries.



Riad Kahwaji, CEO, INEGMA and Nidal Abou Zaki, Managing Director, Orient Planet are seen.