

Business

# Cadillac sales rose 12% in H1 2017 supported with new CT6, XT5 sales

## Wealth of unique technologies deliver strong and smooth performance

**KUWAIT:** Cadillac Alghanim, the sole distributor of Cadillac vehicles in Kuwait, announced that it has registered a 12 percent sales growth in the first half of 2017 in comparison to the same period last year. Cadillac Alghanim continued to see exceptional sales

of the premium CT6 sedan, which embodies elegance and luxury. The flagship sedan comes equipped with a wealth of new and unique technologies that deliver a strong and smooth performance. In addition, the beautiful design and the great attention to detail delivers a strong and smooth performance not found in large luxury vehicles.

The unique qualities and features of the CT6 place it in a well-deserved first-class position among luxury sedans in Kuwait. The car boasts the finest materials in designing and equipping its interior, and employs the best industry standards to deliver a superior performance and unprecedented experience. The car's leadership position is based on three main qualities of smooth performance, communication and entertainment, as well as luxury, and all what these qualities reflect in innovation and excellence.

Also supporting the double-digit growth is the iconic XT5 Crossover, which played a crucial role in Cadillac Alghanim's success. The completely new luxury vehicle from Cadillac comes with a bold new design and a wealth of space, while remaining one of the dealer's best sellers, setting the benchmark of the crossover segment with a balance of sophistication, functionality, and technology.

A favorite in the dealer's showroom, the ATS, CTS and all their variants have set new standards for the sedan, including the V-Series line-up that includes the CTS-V with a 6.2L V8 engine SAE certified at 640 horsepower for customers seeking an adrenaline rush.

For those who prefer larger cars, the popular flagship Escalade SUV is a vehicle that sets the benchmark for SUV luxury, making a presence felt on every road. The car comes with Cadillac's Magnetic Ride Control, the world's fastest reacting suspension system, delivering precisely controlled driving performance. All models are standard with 4WD drivetrains, powered by a 6.2L V-8 engine backed by an eight-speed automatic transmission.

The advanced standards and technological features



in Cadillac vehicles are complemented with the Premium Care program to further provide ease of mind to the customer's ownership experience. Customers enjoy service and maintenance for four years or

100,000 km, warranty for 4 years or 100,000 km, 24-hour roadside assistance anywhere in the Middle East for four years (unlimited mileage) plus courtesy transportation and a replacement vehicle upon availability.



### CT6 in well-deserved first class position

due to the introduction of the new models, superior customer care and aftersales services offered with every Cadillac sold.

Supporting Cadillac Alghanim's impressive sales results was the introduction of Cadillac's latest iteration



## National Cleaning Company announces launch of Kuwait's first Innovation Lab

**KUWAIT:** National Cleaning Company (NCC), a leading waste management company in the GCC, is now accepting applications for its Innovation Lab: NCC Edition, the first of its kind in Kuwait. Run by Berkeley Research Group and Kuwait Ventures, the 5-week program will offer foundational course teaching entrepreneurs to map out, build and learn to monetize their ideas, followed by an intensive four-week period of customer discovery, mentorship and coaching. Each team will be granted a reasonable budget to cover expenses for the customer discovery phase, and at the end of the 5-week program will present their business plan to NCC for potential funding and incubation. The program is open to new teams, existing startups, and teams from within NCC and its subsidiaries, that are based in Kuwait.

NCC expects to discover and develop new products and services relevant to its lines of business and those of its subsidiaries, including the fields of waste management (municipal waste collection and disposal, environmental waste management, and bioremediation, among others), agriculture and landscaping, pest control, laundry services, valet parking, and security services. NCC

is also interested in tech startups and other entrepreneurs with innovations related to internal business and logistical functionality within its companies.

Applications will be accepted online at: [kventures.io/apply](http://kventures.io/apply) from September 24, 2017 through October 26, 2017. The successful applications will be notified by November 5, 2017 and the 5-week program will begin on November 12, 2017.

"NCC is very excited to partner with BRG and Kuwait Ventures on this exciting opportunity. We look forward to tapping into the entrepreneurial talent and new ideas in Kuwait and partnering to build a new chapter in the NCC success story locally and internationally," said Mohsin Bushahri, NCC Chief Executive Officer.

According to BRG General Manager Jared Willis, "We are delighted to be working with NCC and Kuwait Ventures on Innovation Lab: NCC Edition, the first of its kind in Kuwait. The chance to work NCC represents a unique opportunity for Kuwaiti entrepreneurs to develop their idea alongside an established and experienced partner, and we expect this will be a fruitful partnership for all parties."



"It's great to see this international phenomenon coming to Kuwait, and I'm very excited to be working with such a strong corporate partner as NCC on this Innovation Lab," said Kuwait Ventures Managing Partner Sara N Al-Ateeqi.

National Cleaning Company was started 38 years ago by several dedicated and enterprising individuals, and has grown into a major shareholding company with a multinational workforce exceeding 10,000 and equipped with over 2,500 specialist machineries to support its business.

Berkeley Research Group is a leading global strate-

gic advisory and expert consulting firm that provides independent advice, data analytics, authoritative studies, and regulatory consulting to Fortune 500 corporations, financial institutions, government agencies, major law firms and regulatory bodies around the world. BRG's Kuwait subsidiary is the first wholly-owned foreign consulting firm to be registered in Kuwait under the Kuwait Direct Investment Promotion Law of 2014.

Kuwait Ventures is a venture advisory firm based in Kuwait that focuses on providing corporations and governments a bridge to innovation via the startup ecosystem.

## VIVA launches Samsung Galaxy Note8 with postpaid plans

**KUWAIT:** VIVA, Kuwait's fastest-growing and most developed telecom operator, announces the launch of the Samsung Galaxy Note8, with new postpaid voice plans at all VIVA's stores in Kuwait starting from KD 35.

The Galaxy Note8 is designed to use with ease and simplicity. Bigger picture with a 6.3" Infinity Display and discover multitasking features that will change the way of communication. Packed with innovations, the Galaxy Note8 means it's possible to do bigger things. It's the biggest ever for a Galaxy Note giving a 6.3" screen for a bigger view yet it fits in the hand. Even watching movies is simply more enjoyable with a 14 percent wider viewing area with the Infinity Display's 18.5:9 aspect ratio. With its dual camera with a dual OIS, shots are crisp and clear and they come out beautifully steady even with camera shake. The high-performing 10nm mobile processor and 6GB RAM make things run smoothly to do more with the phone. The Galaxy Note8 simply brings a seamless experience to communicate in a whole new way.

## A smoother, faster, more secure WiFi experience with Huawei

**KUWAIT:** For today's millennials, hopping on a plane to an exotic, far-flung location is more than just a once-in-a-lifetime occurrence, as it may have been in their parent's day. Be it for work, leisure or adventure, this internet-savvy generation of travelers will jump online to book their flights and accommodation, and will also expect to be able to document and share their experience with their friends and family, while on the go. Having 24/7 hour access to the Internet is high on the priority list for today's young explorers and digital nomads as nothing is more frustrating than poor signal quality, unprotected networks or excessive data roaming costs. The more seasoned travelers will have already found the solution to the problem: a portable WiFi router. This travel-sized travel router solves the issue from all angles - you can get online using your own private connection from anywhere in the world, and never miss a chance to share your adventures with your global network of friends.

For anyone looking for a top-of-the-range product with easy plug-and-play installation, the lightning-fast Huawei B618 - the world's 1st CAT11 600Mbps Router - let's you enjoy the fastest speeds and up to 64 simultaneous WiFi connections. The HUAWEI B618 supports 4\*4MIMO and 2CC[IS1]. It also contains two non-removable antenna connectors for both 3G & 4G anten-



nas, improving indoor connection by more than 140% comparing with other routers. For those who travel for work and require more robust network connectivity for activities such as video conferencing or gaming, the router features the Triple Carrier Aggregation, which allows the HUAWEI B618 to bundle three different frequency ranges with a maximum of 20 MHz each.

## Wataniya Airways appoints Janahi in its pilot team



**KUWAIT:** Wataniya Airways announced the joining of Arwa Janahi as the first lady pilot of the company. This appointment comes as part of a series of initiatives by Wataniya Airways as part of supporting young talent and promising opportunities for both men and women. From her side Lana Al Resheed PR manager of Wataniya Airways said: "We are proud to have Arwa in Wataniya Airways team who have been carefully selected to ensure the highest level of air services on Wataniya Airways," she said. "We are proud of the presence of women who have ambitions to compete. In all areas of business until aviation."

Wataniya Airways launched their operation last July to several destinations in Georgia, Azerbaijan, Sarajevo, Bahrain, Egypt and other destinations.