

Kuwait Science Club to host 11th Int'l Invention Fair in Middle East on Jan 27

Second biggest fair in the world thanks to Amir's support: Secretary General

By Nawara Fattahova

KUWAIT: Kuwait Science Club (KSC) will be hosting the 11th International Invention Fair in the Middle East from Jan 27 to 30, 2019. The fair is being held under the patronage of His Highness the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah. This was announced during a press conference held at the KSC premises on Monday.

Secretary General of KSC Ali Juma appreciated the generous sponsorship of HH the Amir for this fair since the first edition in 2007. "This generous support has made this fair rank as the second biggest and most popular fair for inventors in the world. KSC organizes this fair as part of its strategy that aims to support and develop the creativity of inventors," he noted during the conference.

This fair has many benefits. "The main purpose of this fair is to bring the inventors and investors together. Through organizing this fair, we give an opportunity to Kuwaiti inventors to meet other inventors from all over the world and exchange their experiences. KSC is morally and financially supporting the inventors to turn their creative ideas into inventions. It also helps them meet investors who may transfer their inventions into commercial projects," added Juma.

The winning inventions will receive valuable prizes. "The total value of the prizes is around \$50,000. The main prize is \$15,000, KSC's prize is \$10,000, the International Exhibition of Inventions of Geneva pres-

ents a \$5,000 prize and the GCC Patent Office presents 50,000 Saudi riyals, in addition to a prize presented by the World Intellectual Property Organization and another prize by the International Federation of Inventors' Associations," concluded Juma.

Investment and marketing opportunity

Treasurer of KSC Aws Al-Nisef said that the main reason for holding the International Invention Fair in the Middle East is to offer an investment and marketing

opportunity for Kuwaiti inventions to be realized. In the past, the Kuwaiti inventors did not find support or adoption for their inventions to develop into commercial projects, but today they do. From here we inspired the

title of the fair - 'Investors meeting the Inventors,' he explained.

"I invite businessmen, producers, universities and institutions that are willing to adopt inventions to come and visit this fair, as they will find top inventions presented by creative Kuwaiti and international inventors. Also, this fair spreads the culture of inventing among the community, in addition to strengthening the relations between inventors and different companies and authorities," Nisef added.

Bringing inventors and investors together



KUWAIT: (From left) Kuwait Science Club Treasurer Aws Al-Nisef, Secretary General Ali Juma and Head of Development and Competitive Programs Sector Dr Mohammed Al-Saffar attend the press conference.

Head of Development and Competitive Programs Sector at KSC Dr Mohammed Al-Saffar noted that participation in the fair is still open. "Currently we don't have the exact number of participants, as we are still accepting registrations, but we expect the number to be higher than last year. The huge attendance in this fair in the past years reflects its success. We started preparing for this huge event from the end of the previous fair," he pointed out.

The participating inventions must follow certain criteria. "The judging committee consists of specialists from the field with long experience from different institutions and nationalities. Different criteria will be considered for the inventions, including the time since the invention was made, its creativity and ability to be marketed. Also, judges will consider the importance of the invention and which category it serves. The winners will be awarded on the last day of the fair," Saffar said.



KUWAIT: Father Emmanuel Benjamin Jacob Gharib, Chairman of the National Evangelical Church of Kuwait and Pastor of the Kuwaiti Presbyterian Church, led a Christmas mass at the National Evangelical Church in Kuwait City on Christmas Eve. And in a sign of solidarity, a number of Muslim citizens visited the church to greet their fellow Christian residents and offer them gifts and sweets. — Photos by Yasser Al-Zayyat

More than 1.4 million NBK followers on social media

KUWAIT: National Bank of Kuwait (NBK) continues to achieve success on social media with more than 1.4 million followers by 2018 year end, with 66 percent growth in the past three years. NBK had the highest growth rate across all channels which allows it remain the leader in followers amongst competition. NBK maintained its position as the leader of the banking digital platforms through constant engaging content, rapid responses to customer inquiries and ensuring that the content stays on trend with the market.

"NBK's social media has been an official channel of communication between us and our customers," said Abdul Mohsen Al-Rushaid, NBK Public Relations Executive Manager. "More than 1.4 million are now following NBK on our various social media channels including Instagram, Facebook, Twitter, Snapchat, YouTube and LinkedIn."

Rushaid noted that "NBK's social media platforms provide the highest engagement and the quickest response in comparison with competition. NBK social media platforms were the main factor of communication that pushed over 14,000 online registrations for the NBK Walkathon."

NBK actively started using LinkedIn sharing our corporate news and market related reports. NBK CSR awareness campaigns were also covered successfully on Social Media and received a high engagement and reach.

It is worth mentioning some of the NBK CSR awareness campaigns on social media which comprised of breast cancer awareness tips by cancer survivors who talked about ways to prevent or deal with cancer with a positive mindset. During Ramadan, NBK social media channels covered aired health tips with Dr Bader Al-Nasrallah who talked about tackling fasting during the holy month while maintaining a good fitness level and avoiding unhealthy weight gain. The Holy month also covered safety tips in collaboration with Firefighters who talked about the correct way of dealing with a crisis and how to avoid dangerous incidents at home. A Blood Donation Campaign was exclusively on social media and more specifically on Snapchat to raise awareness on the high demand for blood donation for the children at the NBK Hospital. NBK social media channels also promoted health tips on how to stay healthy and avoid heart disease with Dr Mohammad Al-Banna.



Abdul Mohsen Al-Rushaid