

## Business

# Burgan Bank announces one-year partnership with Scientific Center

## Bank reaffirms its active role in supporting initiatives of environmental awareness and protection

KUWAIT: Burgan bank announced a new dynamic partnership with the Scientific Center of Kuwait (TSCK) - one of the centers established by the Kuwait Foundation for the Advancement of Sciences (KFAS) - as part of the bank's endeavors within its social responsibility program and strategic sustainability initiatives to support the efforts of protecting the environment and raising the public's awareness of environmental issues.

This one-year partnership with the Scientific Center reaffirms the bank's commitment to strengthen the coordination mechanisms upholding the efforts of raising the public's awareness of environmental issues and of the vital importance of actively participating in environmental protection. The partnership aims specifically to provide Kuwaiti youth with the opportunity to take part in a rich educational experience through the TSCK Internship Program in Science Communications, "Be a Science Communicator". The collaboration also extends an initiative to support the production of 12 videos for TSCK's "Discover Kuwait" program, which is shown exclusively on TSCK's social media channels, showcasing the beauty and uniqueness of Kuwait's habitats, flora and fauna.

The "Be a Science Communicator" internship program extends over the months of June and July, and was opened to youth aged 16 to 18. TSCK designed this program as a community capacity building in sup-

port of science, technology, engineering and mathematics (STEM) learning, with a focus on helping youth communicate the wonders of science, environmental protection messages, and being a force for change through social media. Participants in the internship program will enjoy a rich onsite learning and capacity building experience on the basic tenets of effective science communication and educational programming. The two-month practical on the job training will expose participants to the best practices in informal education and enhance their critical thinking, communication, creative thinking, and collaborative working skills.

The young interns will also take part in the development, preparation and delivery of TSCK's 2021 summer programming. In addition to the internship program, Burgan is supporting the Scientific Center in the production of the center's "Discover Kuwait" series, aimed at helping to shed the light on the beauty and uniqueness of Kuwait's habitats, flora and fauna. In addition to helping build awareness for Kuwait's natural ecosystems,

the videos also highlight the local efforts of environmental conservation and help present environmental and science related subject matters in a simple, easy-to-understand format, produced in an effort to enrich the community with a fresh and engaging approach to science information that works as a learning resource about Kuwait's ecosystems for the world.

Commenting on this strategic partnership Manager Public Relation - Hessa Hussain Al-Najadah, Burgan Bank, said "Burgan has committed itself to be a firm supporter of environmental protection efforts and awareness raising initiatives through various campaigns and actions targeting all of society in general, but with an eye towards youth as our future leaders. Under its social responsibility program and sustainability strategy, Burgan's partnership with The Scientific Center serves a common goal of raising the public's awareness of the importance of our environment, the issues threatening it, and the ways to ensure environmental protection and sustainability."

Al-Najadah added "Burgan Bank is proud to be an active partner in the efforts aimed at shedding light on environmental issues. This collaboration with the Scientific Center reaffirms our loyalty to this cause, and the steadfast commitment to our core value to be partners in positive change to enhance the overall wellbeing of our community, and to be a major contributor to sustainability and development efforts."

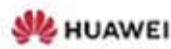
Khaled Al-Ramly, Marketing & Communications Department Manager at TSCK, reaffirmed the center's commitment towards a sustainable future for Kuwait, both through developing skills, knowledge and passion in science in Kuwait's youth, as well as through environmental awareness activities.

"We are confident that this partnership with Burgan Bank will lead to a positive impact in educating the people of Kuwait about the natural ecosystems found in our country, and the lifeforms that are under threat due to various external influences that can be stopped through greater awareness. As a whole, the entire center is committed to building environmental protection awareness, and the urgency to take the protection of the environment seriously."

This partnership underpins Burgan Bank's commitment to its holistic and inclusive sustainability strategy that reflects the bank's dedication to support all the major matters affecting the community's welfare. It also stresses Burgan's keenness to further develop its various social responsibility programs by sustaining impactful collaborations with organizations acting for the same goal of promoting continuous learning opportunities as well as awareness, knowledge and capacity building among the younger generations in particular to prepare the future leaders of change and the driving force of sustainable development and growth.



Hessa Hussain Al-Najadah



## HUAWEI FreeBuds 4

Studio-quality Sound | Open-fit Noise Cancellation | All-day Comfort

## New Huawei FreeBuds 4 being released in Kuwait

KUWAIT: Huawei announced yesterday the release of the studio-quality open-fit ANC earphone with air-like comfort - the Huawei FreeBuds 4 - in Kuwait. They provide studio-quality sound, open-fit noise cancellation, air-like comfort as they do not put any pressure on your ears while using them.

The Huawei FreeBuds 4 are compatible with different operating systems including Android and iOS. For a more convenient experience, you can download the Huawei AI Life app to adjust settings or perform various controls, such as wearing detection, quick controls, status query, noise cancellation control, and device management.

The Huawei FreeBuds 4 are available in two colours including Ceramic White, Silver Frost and you would be able to grab them in Kuwait on 5th August 2021 with pre-orders starting on 29th July 2021 at a price of KD 44.900.

### Huawei FreeBuds 4

The Huawei FreeBuds 4 are the earphones that provide studio-quality sound. Huawei's newest earphones come fitted with a fully upgraded 14.3 mm driver unit with a wide frequency range of up to 40 kHz providing you with studio-quality immersive sound that uncovers the rich details of every melody. In addition, they also bass on earphones to a new level with a bass enhancing power engine.

You might sometimes need to take a call when commuting to work during rush hour but the surrounding noise is just too much for you to hear clearly,

or perhaps you are in a crowded shopping mall with loud ambient sound not letting you enjoy your music. The new Huawei FreeBuds 4 features dual-microphone noise cancellation technology to deliver upgraded noise cancellation performance and ensures that the microphones pick up the noise surrounding you with far greater accuracy.

To enhance noise cancellation effectively across different wearing scenarios, the Huawei FreeBuds 4 uses Adaptive Ear Matching (AEM) noise cancellation technology that automatically detects your ear shape and determine the optimum noise cancellation setup, resulting in the most comfortable noise cancellation experience.

The curvature and size of the earphones are optimized and polished at the micro level, which fits the ears better, providing better comfort and enhanced noise cancellation thanks to an airtight seal. Therefore no need to worry about that pressure on your ears when wearing them!

### Smart and personalized cool features

Dual-device connectivity: Huawei FreeBuds 4 supports dual device connection with various kinds of devices such as smartphones, tablets, PCs, smart-watches, and smart TVs under Huawei's all-scenario devices. It also supports dual device connection with smart devices running on different operating systems like Android, iOS, and Windows systems, achieving simultaneous connection with smart devices of different operating systems and brands.

Smart and personalized controls: The Huawei FreeBuds 4 comes with a smart interactive experience. You can effortlessly enable active noise cancellation, adjust the volume, answer calls, press play, and switch songs right from the earphone stems, with simple Swipe/Double tap/Long press touch controls.

Meta Description: Huawei announces the launch of the studio-quality open-fit ANC earphone with air-like comfort Huawei FreeBuds 4.

## Big Eid sales at LuLu Hypermarket

KUWAIT: To celebrate the auspicious occasion of Eid Al-Adha, LuLu Hypermarket, the largest retailer in the region and named among the world's most powerful retailers, launched the 'Big Eid Sales' promotion at all its outlets in the country. The week-long promotion, held from 14 July to 20 July, drew shoppers from all over Kuwait to participate in what was described as one of the most comprehensive sales offerings of the year. The promotion allowed shoppers to avail of amazing offers during Eid Al-Adha holidays, with an extensive array of products from a wide range of categories being on special offer during the 'Big Eid Sales' bonanza.

Among the range of categories offering promotional pricing during the sales period were electronic products including smartphones, TVs, and other electronic items in the Digi Deals category; Toys, inflatables and game consoles in the Fun at Home category; perfumes and cosmetics in the Fragrant Deals section; choicest cuts of fresh meat in the Meat Feast; a full range of chocolates in the Chocolate Delights category; Items from the hot food counters in the Biryani Fest; and a wide selection of fresh fruits in the Fruit Fest category. In addition to the selections from the above categories, there were special 'Buy-Two get One-Free' offers on garments, footwear, and ladies handbags. This special promotion which started on 30 June is slated to end only on 31 July. Another unique aspect of the Big Eid Sales promotion was that the amazing promotional offers were available to shoppers on both, the online platform at [www.luluhypermarket.com](http://www.luluhypermarket.com) and from offline stores.

Big Eid Sales promotion, which was held throughout the festival period in full adherence to health guidelines issued by the authorities, marked yet another successful promotional event in the long list of promotions and festivals held at LuLu Hypermarket outlets throughout the year. The Big Eid Sales was also a continuation of the Hypermarket's commitment to offer shoppers the widest range of quality products at the most competitive prices in Kuwait.

## Burgan Bank rewards its Youth account customers

KUWAIT: Burgan Bank announced a new special offer to its Youth Account customers with a 10 percent discount on their purchases from Unique Hype in line with the bank's commitment to continuously provide its customers with special offers and promotions that fit their lifestyle and aspirations.

Burgan's partnership with Unique Hype, the region's first and largest e-commerce platform specialized in limited edition sneakers and apparel and one of the trendiest stores for streetwear clothing, is part of the Bank's objective to diversify its palette of offers to the Youth account customers so they can enjoy an exceptional lifestyle and shopping experience. All Burgan Bank's Youth account customers are eligible to Unique Hype's promotion applicable on selected items until the end of July 2022. Customers can get the discount by simply using the promo code "Burgan10" when checking out from Unique Hype's website or when shopping from Unique Hype store at Al-Hamra Mall.



LONDON: British business optimism indicator jumped to 112.45 points in June, the highest level since 2005.

## British business confidence soars before reopening

LONDON: British business confidence has soared to a 16-year peak on easing COVID restrictions, a key survey showed yesterday as the economy prepared to fully reopen in one week. Accountancy firm BDO said in a statement that its business optimism indicator jumped to 112.45 points in June, the highest level since 2005. June marked the fifth successive monthly increase, following 109.71 in May, with manufacturers in particular boosted by vaccine-driven optimism. Separately on Monday, the UK government confirmed it will press ahead with so-called Freedom Day next Monday with the lifting of most remaining pandemic curbs in England.

"Businesses are clearly looking forward to the lifting of restrictions on July 19," said BDO partner Kaley Crossthwaite. "After a gruelling year of unpredictable change, the ending of restrictions is timely, although rising COVID-19 cases still leave an element of uncertainty. "The Summer spending surge that could follow will provide a huge boost to the economy, and businesses will be hopeful that the tide is turning over the long term." At the same time, major corporates are ramping up plans for rapid growth, according to a survey of chief financial officers compiled by Deloitte. Expectations for an increase in hiring and investment are at their highest levels in almost seven years, Deloitte revealed Monday. "With the economy reopening, CFOs' perceptions of external uncertainty have dropped below the average of the last five years and businesses have tacked away from the defensive strategies that helped them through the downturn," said Deloitte chief economist Ian Stewart. "The pandemic, like all major shocks, will reshape the economy and we are likely to see years of normal growth compressed into just a few months.—AFP

## Musk defends Tesla's SolarCity deal in US shareholder trial

WILMINGTON, Delaware: Tesla chief Elon Musk defended the electric car maker's controversial 2016 acquisition of SolarCity Monday at the start of a trial on whether the billionaire put his own interests ahead of investors. Musk told a Delaware court that he was not enriched by the Tesla-SolarCity deal and that he did not inappropriately pressure fellow board members to greenlight the transaction, according to CNBC.

A group of Tesla shareholders contends that Musk, who was chairman of both Tesla and SolarCity at the time of the transaction, "poisoned" Tesla's ability to fairly evaluate the purchase, wasting corporate assets in the \$2.6 billion deal and harming shareholders, according to a complaint. The group of investors, which includes union pension funds and other institutional investors, argues that SolarCity was a failing enterprise that faced "likely bankruptcy" were it not for the actions of Musk and other Tesla board members, who also had large equity stakes in SolarCity.

The plaintiffs contend Tesla's board breached their fiduciary duty to Tesla shareholders. They are seeking unspecified monetary relief in the complaint. Plaintiffs have already reached a \$60 million settlement with other Tesla directors originally named in the complaint,



WILMINGTON, DE: Tesla Founder Elon Musk leaves a courthouse after testifying in a court case on July 12, 2021 in Wilmington, Delaware. — AFP

with the payment coming from insurance. This group, which included Kimbal Musk, Elon Musk's brother, did not admit fault. A key question in the trial is whether Musk, who held 22 percent of Tesla's equity at the time, controlled the transaction, which won approval from Tesla shareholders.

Musk told the court that buying SolarCity was part of his "master plan," according to CNBC. "Since it was a stock-for-stock transaction and I owned almost the same percentage of both there was no financial gain,"

Musk said. Concerning the case Tesla said in a securities filing that "we believe that claims challenging the SolarCity acquisition are without merit and intend to defend against them vigorously."

Dan Ives, analyst at Wedbush Securities, said Wall Street will be watching the trial "very closely to see the outcome for Musk and the corporate governance." The SolarCity deal has been a "black eye" for Musk and Tesla and a "clear low light" in the company's whirlwind rise, Ives said in a note. — AFP