

Business



Abdulwahab Al-Rushood signing the agreement with the Kuwait Red Crescent Society



(From left), Abdulwahab Al-Rushood, Mohammed Al-Hadid, Maha Al-Barjas and Aziz Al-Daihani



Mohammed Al-Hadid presenting a memento to Al-Rushood

KFH signs an agreement with Kuwait Red Crescent Society

Agreement to support social and relief efforts in Jordan

KUWAIT: Kuwait Finance House (KFH) has signed an agreement with Kuwait Red Crescent Society (KRCS) to execute relief and medical projects for Syrian refugees in Jordan in cooperation with the Jordan Red Crescent Society (JNRCS). The agreement represents a new affirmation of KFH's pioneering role in social responsibility and an addition to its long record of accomplishments and initiatives which have reasserted the concept of efficiency in achieving comprehensive social development.

In a signing ceremony held at the JNRCS premises in Amman, the Acting Group Chief Executive Officer at KFH, Abdulwahab Al-Rushood signed the agreement in the presence of the Secretary - General of the Kuwait Red Crescent Society Maha Al-Barjas, the Director of Legal Department, Musaed Al-Enizi, President of the Jordan Red Crescent Society, Dr Mohammed Al-Hadid and His Excellency Kuwait's Ambassador, Aziz Al-Daihani.

The agreement supports initiatives comprising winter clothing, medical aid, Kuwait doctors' participation in surgical operations, provision of one year food supplies, establishment of a clinic and other social activities as provided in the agreement.

During the signing ceremony, Al-Rushood expressed his delight at the launch of this human initiative which emphasizes the significant role of KFH in social responsibility that transcends the parameters of place and time. Al-Rushood added: "For more than 40 years, KFH has been placing human activities and social service at the top of its priorities. Aid initiatives are still heading this activity. Today, we renew the launch of this human project through a series of fruitful cooperative programs jointly with Kuwait Red Crescent Society to contribute to the lifting and easing of the suffering of all affected people."

Al-Rushood reiterated KFH obligation



Al-Rushood and Al-Barjas touring a medical center

to support the social initiatives of the Kuwait Red Crescent Society and its aid efforts which have always reflected the bright side of Kuwait. Kuwait Red Crescent has adopted several human cross-border projects to reach other countries and geographies, thus affirming the generosity and kindness which have characterized Kuwait and its people worldwide. He added that the Kuwait Red Crescent Society enjoys a long record of accomplishments and achievements in human activity efforts and various social and aid programs. Al-Rushood appreciated the efforts of all those who participated in this project and hoped to achieve more accomplishments in this respect. It's worth mentioning that KFH has a pioneering role in all aspects of social responsibility at the highest standards. KFH has participated in several social strategic initiatives eg, settlement of the debts of troubled debtors in cooperation with the

Ministry of Justice where the amount exceeded KD 20 million benefiting approximately 10,000 troubled debtors, KFH's large participation in the support the KD 10 million fund for COVID-19 government relief measures, KFH support to Kuwait Red Crescent Society by providing 40 mobile security points to serve security authorities at quarantine areas and KFH's support to the Ministry of Interior by providing 30 cars to serve the ministry workers while carrying out their duties towards the state and society.

KFH has signed an agreement with Kuwait Red Crescent Society and the United Nations High Commission for Refugees (UNHCR) in Kuwait to donate \$ 540,000, aiming to aid 3,794 families of the Rohingya refugees in Bangladesh. Also, it has signed a cooperation agreement with the Kuwait Red Crescent Society to reestablish and furnish an orphanage in



Al-Rushood cutting the ribbon to inaugurate a clinic in Jordan

Raihaniya City - Turkey to support the orphan children of Syrian refugees.

KFH has built the addiction treatment hospital costing KD 4.5 million, donated funds to build 15 ambulance centers and enhance the medical matrix. Also, it has succeeded in launching a global campaign to combat diabetes in Kuwait in cooperation with the International Diabetes Federation. Moreover, KFH participated in the construction of chalets made for people with special needs at Al-Zour, costing KD 1 million and covering an area of 7,000 square meters.

KFH has made significant contributions to the Kuwait Foundation for the Advancement of Sciences (KFAS), private sector employment support program, Institute of Banking Studies and other social initiatives which have strengthened its leading role in sustainable social development.

Praises of KFH leading social role

The Secretary-General of Kuwait Red Crescent Society - Maha Al-Barjas appreciated and praised KFH social role, indicating that the agreement signed with KFH targets aid and medical programs and activities for both the Syrian and Palestinian refugees and the needy Jordanian families.

The President of Jordan Red Crescent Society Dr Mohammed Al-Hadid also praised and appreciated the support extended by KFH within this human and social initiative. The Ambassador of the State of Kuwait Aziz Al-Daihani said that Kuwait's human activity efforts and donations represent the concept of partnership between various official institutions of the state and the private sector which has showed tremendous levels of social responsibility and development.

solutions by stc offer to support B2B customers under 'Weyak' initiative

KUWAIT: solutions by stc, the specialized business arm of Kuwait Telecommunications Company - stc, announced the launch of a new offer tailored to the SME segment under the umbrella of the "Weyak" initiative to support local businesses. The company released a statement indicating that the offer comes as a continuation of the community-based initiative introduced by stc last month under the title "Weyak". The concept behind the initiative aimed to enable the digital transformation journey of local SMEs and start-ups through various supportive offerings.

Serving as the specialized business arm of stc, solutions by stc launched exclusive offers for B2B customers on various connectivity solutions, IT products, and mobility services. The offers fall in line with the company's vision to expand its offering line by driving the market with new innovative offers that can attract more customers across vari-

ous industries. solutions by stc mentioned that SMEs can benefit from the exclusive offers by subscribing to the variety of connectivity, mobility, IT, cloud, and cyber solutions, which will surely provide a great start to any business venture. These services will serve as a stepping-stone into the world of technology by raising productivity levels and enhancing efficiency through e-services, applications, and other solutions that will also contribute to a decrease in business expenses.

Additionally, the company highlighted that B2B customers participating in the offer will receive promotions as well as the opportunity to explore the various innovative solutions offered by solutions by stc. Ventures and businesses participating in the offer will have their services promoted through stc's social media platforms, presenting their solutions to a wider potential customer base.

Based on its vital role in supporting

the local economy by catering to businesses of all sizes and specializations, solutions by stc considered the most innovative and sustainable digital solutions when launching the "Weyak" initiative. The various offerings aim to accelerate and streamline the digital transformation journey for companies in the local market.

The concept behind the initiative stems from solutions by stc's commitment to back the local economy in the gradual return to normalcy. Through the company's effort to stand by ventures and businesses owned by nationals, hence the title "Weyak", solutions by stc aims to provide an array of services that address some of the challenges business owners are facing in today's market due to the pandemic.

The offer targets new customers who wish to benefit from the variety of competitively priced bundles offered by the company such as connectivity, mobility, and cloud solutions as well as cyber security and IT services, with solutions by stc standing as their partner in their journey to success. Through the initiative, the company will also be providing around the clock support to assist customers in utilizing the full breadth of its offerings. This will streamline the objective of assisting customers in developing the foundation and means to digitally transform their businesses and operations.

solutions by stc stated that the company will spare no effort in continuously showcasing the innovative offerings it provides to encourage and support SMEs in enhancing their business model. The Company strives to provide the local market with lucrative services offered by some of the world's largest service providers. stc launched the community-based initiative, under the slogan "Weyak", with the aim of supporting local ventures overcome the repercussions of the pandemic, by promoting their offerings through stc's social media platforms.



Sheraton Kuwait Hotels celebrating return to normal life

KUWAIT: The Sheraton Kuwait Hotel management held a special celebration that included employees to share the joy as Kuwait recently announced the entry to the fifth and final stage of the gradual return to normal life. This step will reflect positively on the hospitality sector after a long hiatus while the whole world was battling the pandemic.

On this occasion, Fahed Abushaar, the Complex General Manager of Sheraton Kuwait Hotels congratulated the employees for keeping themselves safe, as well as praising the great efforts made by the

medical frontliners, for their sacrifices from the beginning until the end which contributed significantly in achieving great medical results.

The Sheraton Kuwait and Four Points by Sheraton Kuwait remains to receive its guests for a truly remarkable stay while our specialty restaurants continue to receive regular patrons with pride and the service that we are known for. Our Catering team carries through guest's special occasions that has a place to hold their event with a specialized team, taking care of the smallest details.

