

Company grabs 16 awards

stc wins ‘Advertiser of the Year’ at MENA MMA SMARTIES

KUWAIT CITY, May 22: Kuwait Telecommunications Company – stc, a world-class digital leader providing innovative services and platforms to customers, enabling the digital transformation in Kuwait, announced that it has won two prestigious awards at the 2022 Middle East and North Africa (MENA) MMA SMARTIES. The event, which celebrates the most innovative and creative minds in marketing, recognized stc for its outstanding work in both the “Small Business/Big Impact” and “Audio/Voice/Sonic Branding” categories.

The awards were presented during the SMARTIES Innovation & Creativity Days 2022 conference held in Dubai, UAE, on 18 May 2023. stc won the awards following a rigorous review of its FIFA World Cup 2022 media campaign as well as other initiatives launched by the Company within the World Cup Season. Danah AlJasem, General Manager of Corporate Communications at stc, received the awards on behalf of stc Kuwait at the confer-

ence.

The “Small Business/Big Impact” category recognizes companies that demonstrate an ability to create significant impact through its creative concepts, which in turn benefit the community and spread positivity. As for the “Audio/Voice/Sonic Branding”, this category aims to recognize excellence in the use of voice recognition technology, audio identities or other audio advertising to create consumer demand and engagement, enhance the consumer experience, or reinforce our brand identity.

It is worth mentioning that stc group and stc subsidiaries took home 16 awards which resulted in the digitally pioneering company winning, ‘Advertiser of the Year’. The winning campaigns demonstrated the seamless transition of stc into the realm of dynamic advertising, transcending traditional digital marketing to harness the power of AI.

In recognition of the awards, Danah AlJasem, said, “We are thrilled to



A photo from the event

receive these awards, which reflect the hard work and effort our team has placed in launching our 2022 FIFA World Cup campaign. When launching such concepts, stc focuses on the various ways in which it can

positively impact and influence the community. Moreover, we continuously explore innovative approaches to launching our various activities in such a way that promotes that attributes and key values behind our

brand.”

AlJasem added: “I would like to congratulate our colleagues at stc group and stc subsidiaries for their wins as well that has demonstrated the stc group leading the way in

driving digital maturity and serving as a catalyst for groundbreaking innovation. I would also like to thank the team at Partners agency, who designed and executed stc Kuwait’s TVC for the 2022 World Cup. In addition, I want to thank our agency UM for their outstanding efforts, unwavering commitment and determination to push boundaries throughout the year.”

It is worth mentioning that MENA SMARTIES honors the most effective modern marketing across the Middle East and North Africa region. Comprised of over 800 member companies globally and 14 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to shape the future. The MMA’s global headquarters are located in New York with regional operations in Asia Pacific (APAC), Europe/Middle East/Africa (EMEA), and Latin America (LATAM).



AU students at the Gulf Bank head office.

Bank supports ‘Job Shadowing’

Gulf Bank prepares students from the Australian University for ‘job market’

KUWAIT CITY, May 22: As part of its various initiatives to consolidate the principles of sustainability in society, and as part of its strategic partnership with INJAZ Kuwait, Gulf Bank welcomed a group of students from the Australian University in Kuwait (AU) at its head office, to take part in the Job Shadowing training program.

The students were introduced to Gulf Bank’s Corporate Communications team, where they received a thorough introduction about the team members and their various job tasks. This was followed by an interactive workshop, where the students were divided into two teams – with a mission to plan and organize a specific event, by distributing responsibilities amongst themselves. The teams determined how to take advantage of the available resources, in order to support the event and ensure its success.

The Corporate Communications team carefully listened to the students and answered their various questions regarding the different job tasks at the bank. This helped to provide the students with a greater understanding about the differences between university and work life, and how to smoothly transition from one stage to the next.

On this occasion, Gulf Bank’s Assistant Manager of Corporate Communications, Ms. Maysoon Al-Attar, explained: “We were very pleased with the creativity and high academic level of the students participating in the program. Their eagerness to be well-prepared for the labor market, was impressive.”

Al-Attar pointed that the Job Shadowing program is a cooperation with INJAZ Kuwait, which aims to support the next generation of young leaders and provide them with the skills required by the labor market, amidst the rapid developments in various economic sectors.

Al-Attar emphasized that Gulf Bank is keen to fulfill its social responsibility towards youth, especially those at high school or university levels, including recent graduates. She further indicated that the bank provides youth with basic concepts related to business – enabling them to explore their professional interests, and the available opportunities; in addition to the ways in which they can develop their job skills.

The Job Shadowing program is one of Gulf Bank’s sustainability initiatives, and as Al-Attar expressed, “is a brilliant way of exposing youth to the real working environment where they are able take part in several tasks

‘Diraya’ campaign

KFH ‘underlines’ customers rights of dealing with banks

KUWAIT CITY, May 22: Kuwait Finance House “KFH” continues efforts to support “Diraya” financial and banking awareness campaign launched by the Central Bank of Kuwait and Kuwait Banking Association for the second year in a row. The campaign aims to shed light on customers rights, rules and regulations of dealing with banks, information safety and security against intrusion, combating fraud transactions in addition to other warnings and regulations. This campaign comes as part of the bank obligation to keep the customers informed about their rights and duties towards banking and financial transactions and their cyber security.

The campaign discusses finance types, banking cards, awareness of customers with special needs, tips on cyber security and protection of bank accounts. Also, it provides the mechanism to lodge complaints, protect customers rights and identify the banking sector duties and its role in enhancing and developing national economy.

KFH contribution in the campaign comprises the dispatch of various messages on different topics related to the main components of the campaign. These messages are sent to all types of customers to suite the culture and nature of each tier. Also, messages are sent on continuous basis to employees who are considered as the second main component in the awareness triangle (customers – employees – public) who are either potential or targeted customers,

alongside full-time employees so that they gain better practical understanding of how businesses operate, in order for them to make better career decisions”.

The program prepares students to be entrepreneurial thinkers in their approach to work – by introducing them to the skills required in the job market, and through demonstrating the importance of professionalism when developing their career path. Hence, the students’ visits are a vital part of the Job

Shadowing program.

Additionally, the visits aim to showcase the different career clusters and potential job positions, and to understand the importance of career research and preparation. Students are also given the opportunity to learn about the importance of networking and relationship building with businesspeople, to understand the relevance between their education and future careers, and to realize the benefits of soft skills and ethics in the workplace.

ers, thus aiming to achieve the targets of the campaign. The main targets of the campaign comprise awareness, identification of and warning against any possible risks of failing to follow safety and security instructions upon using modern technology means. Regulations include refraining from extending any information about accounts and personal transactions to any unknown parties or reply to messages from unknown sources as this would be a violation to data privacy and banking protection regulations.

Awareness

KFH is keen on spreading financial education, saving and investment knowledge and customer’s awareness of the bank’s products and services. KFH appreciates the efforts extended by the Central Bank of Kuwait and Kuwait Banking Association in organizing the Be Aware “Diraya” campaign to spread awareness in society regarding banking and financial transactions and e-banking services. Technology has opened vast business opportunities. However, several risks and challenges were also detected considering the several attempts, most of which failed, to hack customers accounts and cause system damage. Accordingly, this situation has called for a comprehensive awareness plan and enhancement of the cyber security systems, anti-money laundering systems and prevention of other legally incriminated and suspicious activities.



A photo from the event.

Behbehani strengthening partnerships

‘Pirelli’ hosts training session for its partners and distributors in Kuwait

KUWAIT CITY, May 22: In order to strengthen their partnerships and keep pace with product development, Behbehani Tire Center - Pirelli, the leading provider of tires in Kuwait, recently hosted a comprehensive training session for its partners and distributors in a number of service centers for car dealerships in Kuwait, in an effort to highlight the latest developments in its products and keep pace with technological changes in the field.

A number of strategic partners in the automotive field, such as: Porsche, GMC, Volvo, Audi and Lamborghini, participated in the training. In addition to representatives of authorized distributors and agents.

The session was led by Anthony Johansen, Pirelli’s Global Training Manager, and Mr. Raad Haddad,

who traveled all the way from Italy and Dubai, respectively, to be part of this event. Mr. Johansen delivered an in-depth presentation on the latest product specifications and conducted detailed training sessions for the participants. He also shared insights into the company’s latest strategies, products, and market trends, emphasizing Pirelli’s commitment to innovation and adaptability.

This training session is part of Pirelli’s annual program, conducted across various countries. The company places great importance on enhancing partnerships in the Middle East, Africa, and India, and aims to ensure that its partners are well-informed about the rapid and continuous changes taking place within Pirelli, the global leader in premium tire manufacturing.

The company focuses on elucidating its strategic direction, including its sustainability-based approach and its active involvement in the electric vehicle sector. Additionally, the company provides updates on recent managerial decisions that impact its operations and offerings.

In parallel, Behbehani Tire Center - Pirelli, remains dedicated to offering the best deals and exceptional value to its customers in Kuwait. To that end, they recently launched a special promotion, allowing customers to enjoy a 25% discount on tire purchases and receive a purchase voucher from Al Shaya worth up to KD 50. This campaign has received significant acclaim, resulting in increased customer interest and boosted sales figures for the company’s products.



A photo from the event.

Warba sponsors Kuwait e-football team in W. Asian Championship

KUWAIT CITY, May 22: Warba Bank proudly announces its sponsorship of the Kuwaiti e-football team and the Kuwait Electronic Sports Club for their participation in the upcoming West Asian Championship. The championship, taking place in Riyadh, Saudi Arabia on June 1st and 2nd, will feature six Arab teams, including the Kuwaiti, Saudi, Qatari, Emirati, Lebanese, and Jordanian national teams. Representing Kuwait will be Abdullah Al-Rish and Abdulrahman Al-Failakawi.

Ayman Salem Al-Mutairi, Director of Marketing and Corporate Communications at Warba Bank, expressed his pride in the sponsorship, stating,

“We are honored to support the Kuwait e-football team and the Kuwait Electronic Sports Club as they prepare for the West Asian Championship. We recognize the importance of professional players in this field and eagerly support and encourage their pursuit of success.” Al-Mutairi extended his best wishes to all the players and thanked the Kuwait Electronic Sports Club, headed by Chairman Abdullah Musaed Al-Ali, for their efforts.

Emphasizing their commitment to success, Al-Mutairi assured full support and necessary resources to the team in their quest for the championship cup. This sponsorship aligns with Warba Bank’s dedication to sports and

athletes, recognizing their talents and the bank’s contribution to community service. Al-Mutairi highlighted Warba Bank’s belief in the role of sports in promoting a healthier lifestyle and their commitment to supporting such events that benefit the youth.

Warba Bank’s support and sponsorship of sports activities aim to strengthen ties between the banking and sports sectors while highlighting their presence on local and international platforms. Chairman of the Kuwait Electronic Sports Club, Abdullah Musaed Al-Ali, expressed gratitude for Warba Bank’s support, emphasizing the team’s readiness and determination to excel in the tournament.

Al-Ali highlighted the importance of electronic sports and the club’s efforts to develop the sport and instill its culture among Kuwaiti youth. He also conveyed the club’s anticipation for positive results that showcase Kuwaiti talent in the field.

Notably, Warba Bank has achieved remarkable success in a short period, pioneering Islamic digital banking services for individuals and prioritizing customer convenience. Alongside its social role and support for Kuwaiti youth projects, Warba Bank ranks among the top 50 banks in the Middle East in terms of market value for 2023, according to Forbes Middle East classification.