



VIVA Kuwait Celebrated Mother's Day with more than 200 video greetings and a special promotion



VIVA's video booth at Avenues Mall was a huge success. More than 200 people recorded video messages of love and appreciation for their mothers, which they then had the option of sending via email. A dedicated production team edited these videos and a selection was placed on YouTube. Visitors also had the op-

tion of taking a picture at the booth, and getting it printed directly onto greeting cards prepared by VIVA's team. A special Mother's Day gift of a gold number with VIVA Kuwait's compliments for one month or an attractive Internet offer, with a free golden number, was also well received by our customers.



Kalzip - raising the bar on creative potential in architecture

Kalzip, world renowned market leaders in facades, aluminum roofing and metal cladding systems, offered insight into the future of architectural design during a seminar held on Monday, March 08, at the Slaysil conference room in Movenpick Hotels and Resorts, Al Bida'a. Unveiling their full range of products and services in front of a large gathering of construction professionals including engineers, architects, planners and designers from government ministries and private consulting firms, Mr. Allan Grace, Regional General Manager of Kalzip Middle-East, revealed that Kalzip was being specified by discerning customers for some of the most prestigious projects around the world. Offering unrivalled design possibilities, Kalzip enables architects and designers to create innovative, durable, high performance and low maintenance building envelope solutions using aluminum profiled sheets and other inspiring metal finishes. Highlighting some of the impressive projects undertaken by the company in the region, including cladding and



roofing work for the Dubai Mall and Jebel Ali International Airport in Dubai as well as the Yas Marina Hotel & Yacht club and ADNEC buildings in Abu Dhabi, the Regional Manager went on to say, "With over 80 million square meters of roofing and cladding installed worldwide and over 40 years experience in this field, we are definitely the number one worldwide when it comes to designing innovative building envelopes." "The extremely lightweight of our roofing material means that it can easily bridge wide spans, making it the ideal solution for low or high pitch roofs, concave or

convex roof shapes and for roof designs calling for variable or constant radii. Due to its versatility, Kalzip can be easily adapted to suit the individual requirements of each and every project," he added. Kalzip, who are represented in Kuwait by RAYS General Trading and Contracting Company, a member of the Al-Ghusain Group, has been specified for roofing and cladding work at several impressive projects in the country including the College of Basic Education in Ardiya, by the Public Authority of Applied Education and Training, and the Kuwait Sports Club for the Deaf at Sulai-

bikhat, by the Ministry of Public Works. Elaborating on the success of Kalzip in Kuwait, Mr. Maged Albaz, Construction Manager at RAYS, said that it is the only quality solution for metal roofing in the country that offers the highest economic efficiency. Noting that for more than a decade RAYS had been in the forefront of providing cladding and roofing solutions in Kuwait, Albaza added, "In addition to its low structural weight, high strength and architectural excellence, Kalzip products are specified and insisted upon by architects and planners because of their high quality, sustainability,

longevity and the fact that it has excellent thermal and noise insulation and leakage prevention properties that are designed to meet the highest demands of modern architectural design." Expanding on the excellent characteristics of Kalzip material Albaz continued, "Besides its recyclable properties, Kalzip products comply with the ecological requirements of modern architectural specifications and in combination with glass and other classic building materials offer virtually unlimited freedom in designing innovative building envelopes. Combining outstanding functionality with stunning aesthetics, Kalzip products offer virtually limitless design potential and meet the most demanding construction and design requirements." The presence of a large gathering of construction professionals at the seminar and the keen interest shown by them was a clear attestation of the fact that Kalzip products were becoming the preferred choice when it came to selecting solutions for building envelopes in the country.

McDonald's shares best food safety practices

As part of the brand's commitment to food quality and safety, McDonald's participated in the 5th Dubai International Food Safety Conference (DIFSC) which was held from the 21st to the 24th of February, 2010 at the Dubai Convention and Exhibition Centre. McDonald's participation came through the insightful presentation of Dr. Bizhan Pourkomaillian, Senior Food Safety & Social Accountability Manager, McDonald's Europe, who shared his expertise in food safety management systems and extensive experience in developing, implementing, auditing, training, presenting and consulting the food and beverage sector across Europe and Middle East. In addition, Dr. Pourkomaillian focused in his presentation on the tools and techniques required in promoting the food safety culture among employees in food service sector.

Commenting on the partici-



ation, Dr. Habib M'Nasria, Quality Assurance Director - McDonald's Middle East Development Company (MMEDC) said: "We take pride in sharing our expertise in food safety practices, a corner of the industry that we've always been commended for and will always be committed to as part of our brand values and promise. At McDonald's, we adhere to the highest food quality and safety standards from farm to counter, and we implement stringent safety measures in our restaurants to ensure that high quality food is consistently served to our customers." McDonald's also distributed

a series of leaflets/brochures on the best practices followed in the GCC countries at the level of food quality and safety, featuring detailed information on the sources of its ingredients that come only from trusted and approved suppliers and the quality and safety measures imposed and monitored across the supply chain and restaurants. Sharing his local views of the conference and McDonald's participation, Rafic Fakih, Managing Director of McDonald's UAE, said: "Our strength as a brand in general, and especially from a food quality and safety perspective, comes from our solid system which enables us to share international best practices and apply them at a local level to the best interest of our local customers. Food quality is a major pillar in the brand's global success and a commitment from us, as local owners and operators, to our customers in the GCC."

New Mowasat Hosts Prestigious Professor from Mayo Clinic

During the month of March, Professor Mark Hurdle, an award-winning Consultant at Mayo Clinic, will be seeing patients at New Mowasat Hospital's Rheumatology and Physical medicine Department. Professor Mark Hurdle is one of over 3,300 health care physicians, scientists and researchers at Mayo Clinic, the world's first and largest nonprofit medical practice in the world. The Clinic offers health care, medical and educational services. The Clinic is located in Rochester, Minnesota, Jacksonville, Florida, and Scottsdale/Phoenix, Arizona. Professor Hurdle will be offering the following services during his visit: laser therapy, treatment of back and neck pain, treatment and diagnosis of Osteoporosis, management of joints, treatment of disc and slipped



Professor Mark Hurdle - Mayo Clinic

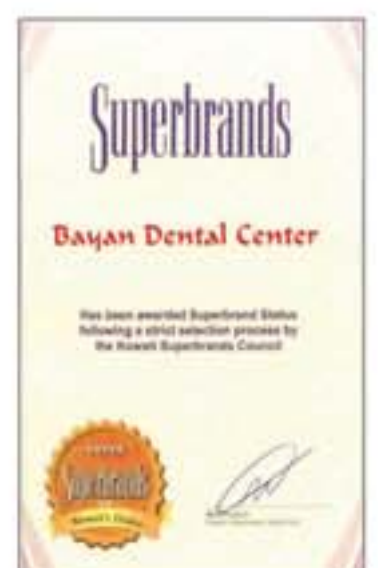
disks, and treatment of the sciatic nerve. Patients will be screened before the visit. In addition to being a Consultant at Mayo Clinic, he is also an Assistant Professor at Mayo Clinic's College of Medicine. Professor Hurdle won awards in 2003 and 2004 for his global scientific research and medical education at Mayo Clinic, one of the finest hospitals in the United States. He is certified by the American Board of Physical Medicine and

Rehabilitation, and the National Board of Medical Examiners. Professor Hurdle is a prominent member of many professional organizations in the medical field, including: The American Academy of Physical Medicine and Rehabilitation, the American Board of Anesthesiology, the Association of Academic Physiatrists. New Mowasat Hospital's International Physicians Program has given patients access to the best health care services in Kuwait by bringing physicians from exemplary hospitals and medical institutions around the world to Kuwait. This on-going program is continuously improved and altered to meet the needs of the community by providing physicians of different sub-specialties that operate at international standards.

A Dental center celebrates winning the Superbrands award and being one of Kuwait's superlative business brands

Bayan dental center has been voted by the Superbrands council and attained the Superbrands award late last month. This award was presented to the center for being one of Kuwait's most trusted brands in the business and for its commitment to excellence. According to Mike English director of Superbrands Middle East and North America, "Brands that have attained Superbrands status have been selected from the brands most highly rated by the independent Superbrands Council and by Senior managers from the brands in contention from a list of over 3,000 brands available in Kuwait". This award recognizes the center for its great products and for consciously providing the finest in quality.

Bayan Dental Center will be featured on their website www.superbrands.com which provides internet users worldwide with access to information on the centers status. In addition, Bayan Dental Center will be included in the second edition of Superbrands Kuwait which will be published mid 2010. English also adds that "the Superbrands book pays tribute to the strongest brands in the country". Bayan Dental Center is the leading restorative and cosmetic dental clinic in Kuwait. With two branches and a third opening soon, the team of specialists and consultants continue to provide clients with procedures using not only novel but the most accurate technologies



available in the region. The three running branches are the salmiya branch located in Layla Tower, Kuwait city branch in AlKhorafi tower and the third branch in Al Baira Tower located in Egaila.