



Issue No. 43- 2nd Quarter of 2020

**Inside ...**



Lord Mayor visited White Palace



Graduation Ceremony (Aust)



Lausanne Travel & Tourism opens new branch at Qortuba



Novotel Melbourne South Wharf 1<sup>st</sup> Anniversary



Employee Training Program Etiquette



Action Hotels Company —Kei Restaurant signed contract

**And More ....**



**G.M.'s Message**

Welcome to the 43rd issue of AREC’s quarterly newsletter. I am delighted to have this opportunity to connect with you through this newsletter, best source to keep in touch with news of AREC’s family. Hope you enjoy this edition, and as always, we welcome your feedback and suggestions to improve the design and content or queries on any aspect of the newsletter.

Happy Reading.....!

**Rawaf I. Bourisli**  
General Manager



## G.M.'s Message regarding Covid—19

As I write to you today, concerns and precautions related to the coronavirus (COVID-19) pandemic have altered the world landscape—and as we all focus on society's health, businesses are challenged to find new ways to work. I'd like to take a moment to reassure you all—valued clients, partners, stakeholders, employees, and friends—of AREC's commitment to you all as we travel through a new and different time together.



Our clients and partners, can count on the expertise of AREC's multidiscipline professionals. Who are connected, committed, and ready to assist whenever needed. We remain focused on our work while following best practices including social distancing, working from home, curtailed travel, and conducting team and client meetings electronically. As we continue to deliver our best work during this challenging moment, we are confident that the challenges will forge AREC into a better, stronger, and even more cohesive company. We count on your loyalty and faith as we take action to weather this latest challenge, and look forward to you all being part of our ultimate success.

Each of you is a valued partner in AREC's effort to work together through this unprecedented time in world history. Thank you all for the roles you play, and I promise on behalf of AREC's employee-owners to make good on our commitment to you and to our company.

**Rawaf I. Bourisli**  
General Manager



## AREC Health and Safety guidelines at its properties

AREC has always maintained high level of cleanliness and hygiene to further enhance health and safety protocols at its Malls / Offices based on WHO & Kuwait Ministry of Health guidelines

As you may all be aware, the Council of Ministers of Kuwait have announced a comprehensive and detailed plan of *Gradual Restoration of Normality* which includes five very distinctive stages, whereby a roadmap for gradual re-opening of different business sectors is clearly outlined, with the purpose of returning the economic activity to normality, but without hindering the well-being and safety of Kuwait population as a whole.

A very wise and detailed roadmap, that every responsible citizen and expatriate is obliged to follow for his own benefit and for the larger benefit of the Kuwait society. For us, as property owners/landlords, it is our utmost interest and duty to provide our tenants and investors with a general guideline so that the reopening of malls and commercial centres and office buildings, and the commencement of all business activities, are carried on in a safe and efficient manner to ensure the well-being, safety and productivity of all. In this context, we kindly request you to mandatorily and strictly adhere to the rules set forth hereby as follow: -



Thermal scanners at entrance to appropriate checks on arrival for guests and employees



Disinfection kits easily available / All staff must wear masks and gloves and all are tested for Covid-19



Hygiene signage & social distancing signage throughout the mall



clearly marked hand sanitizing stations at Entrances and Exits



Frequent and regular sanitization of high-contact points



Use of technology to enhance guest experience and safety



Enforce Safe distancing measures



Appropriate Health & Safety gear



Car Parking limited to 50 % capacity



Store capacity to not exceed 1 customer per 5 sqm



Elevators & Escalators only for those with special needs



Separate Entrance & Exits



Daily disinfection programs



Smoking is prohibited in AREC's property i.e., Mall's / Offices

## Lord Mayor of the City of London, H.E. William Russell, and his delegation visited White Palace.



KUWAIT, February 11, The Lord Mayor of the City of London H. E. Alderman William Anthony Bowater Russell and the accompanying delegation visited the White Palace, Kuwait met H.E. Sheikh Mubarak Abdullah Al-Mubarak Al-Sabah

H.E. Sheikh Mubarak A.M. Al-Sabah said Abdullah Al-Mubarak Al-Sabah Foundation would fund annual scholarships to young Kuwaiti and Arab students, in cooperation with "The Mansion House" of the City of London Scholarship Scheme, *"The objective of this scholarship program is empowering young Kuwaiti and Arab students and scholars with a*

*broad base of knowledge preparing them as next generation of leaders in the global world"*. He said that Abdullah Al-Mubarak Al-Sabah Foundation is sponsoring a new scholarship program for young Kuwaiti and Arab nationals, in cooperation with the City of London Mansion House Scholarship Scheme. The Abdullah Al-Mubarak Foundation will provide grants to enable Kuwaiti and Arab scholars to pursue their studies in the United Kingdom. This annual joint scholarship program by Abdullah Al-Mubarak Al-Sabah Foundation and the Mansion House of the City of London will enable two high-achieving Kuwaiti and Arab professionals, a female and a male, to complete and pursue their graduate studies covering various fields at leading British universities.



Left to right are H.E. Sheikh Mohammed A.M. Al-Sabah, H. E. Alderman William Russell, H.E. Sheikh Mubarak A.M. Al-Sabah, H.E. Michael Davenport

## H.E. Sheikh Mubarak A.M. Al Sabah honored Kuwaiti students studying in Australia

Kuwait 12th February 2020, Under patronage and with attendance of H.E. Jonathan Gilbert, Australian Ambassador to Kuwait, NUKS (Australia) held its annual graduation ceremony to honor students for the academic year 2019-2020.

H.E. Joathan Gilbert, thanked H.E. Sheikh Mubarak A.M. Al Sabah for his kind patronage of the event, which he said encouraged students to study abroad in Australia, exert more efforts in their areas of expertise.

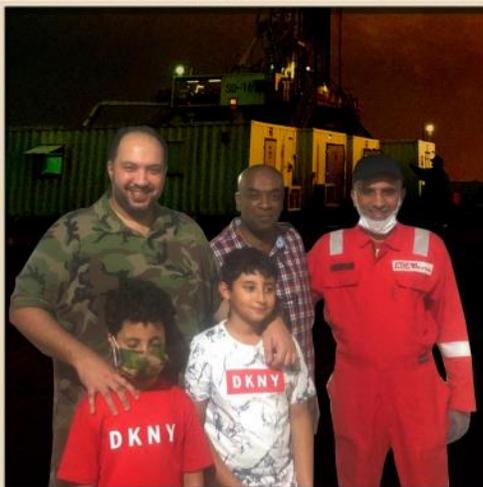
H.E. Sheikh Mubarak A.M. Al Sabah : Thanked all of professors for imparting their knowledge to him and fellow graduates, wishing Kuwait continued development, peace and prosperity.



CLICK HERE

[https://youtu.be/EMnHa6V\\_4i8](https://youtu.be/EMnHa6V_4i8)

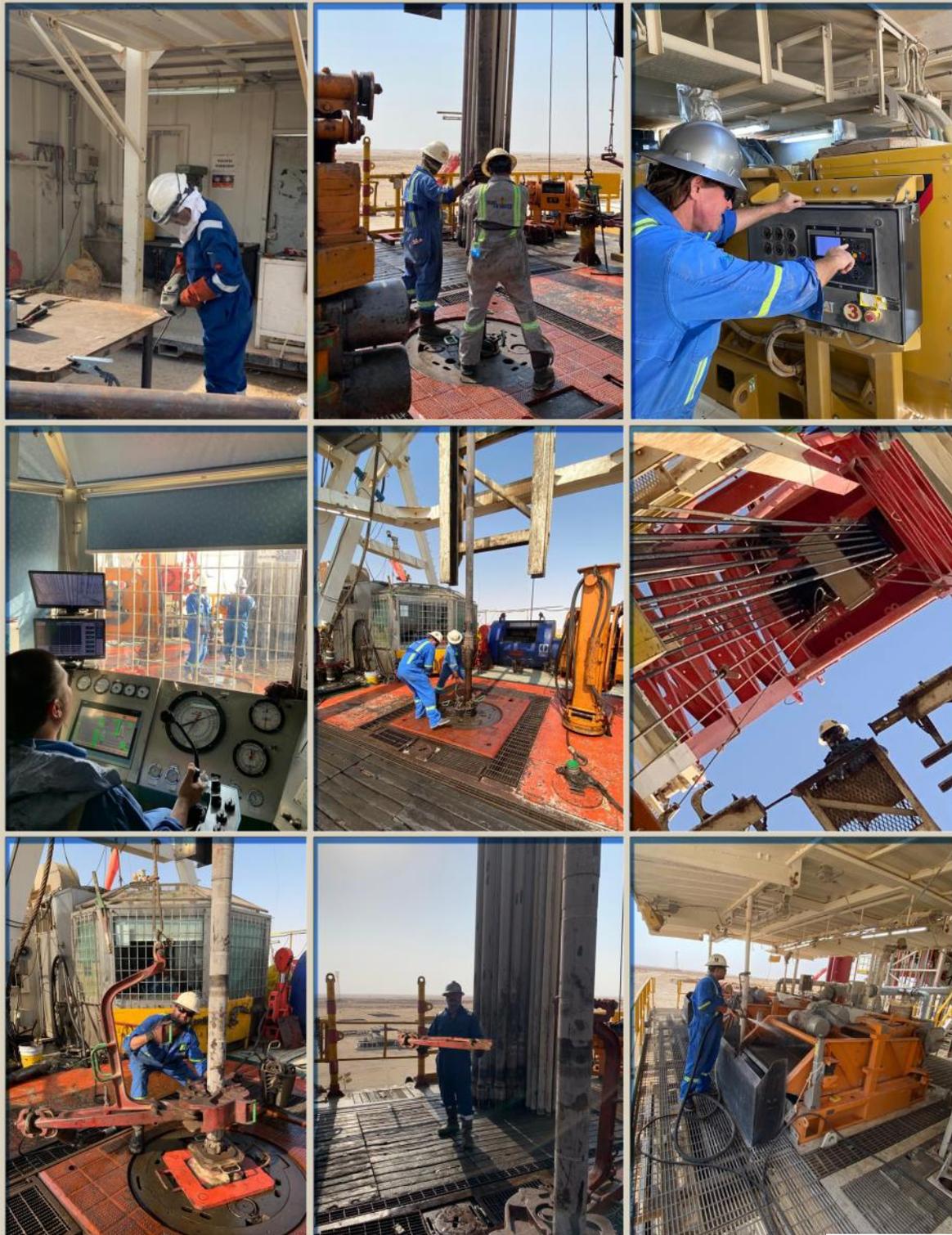
# H.E. Sheikh Mubarak A.M. Al Sabah visited ADCO & BAOMCO Rigs



## “Thank you for your Hard Work”

**H.E. Sheikh Mubarak A.M. Al Sabah** during his visit to the Rig’s said: We are aware of all your efforts and hard work, we value all your dedication and hard work. You all really went above and beyond. Thank you for all your contributions and all the little things you do each day. All your hard work, commitment, and invaluable contributions to this have been integral to our progress and success.

**Eng. Rawaf I. Bourisli:** Appreciated the dedication of staff and loyalty as they have worked during last 7 months without interruption. Despite all the challenges, our team upheld their focus and let not one opportunity go. There is still plenty of achievable lined up for this year and I am sure that we will keep up with our excellence. Thank you once again for your commitment and invaluable contributions towards reaching its full potential.



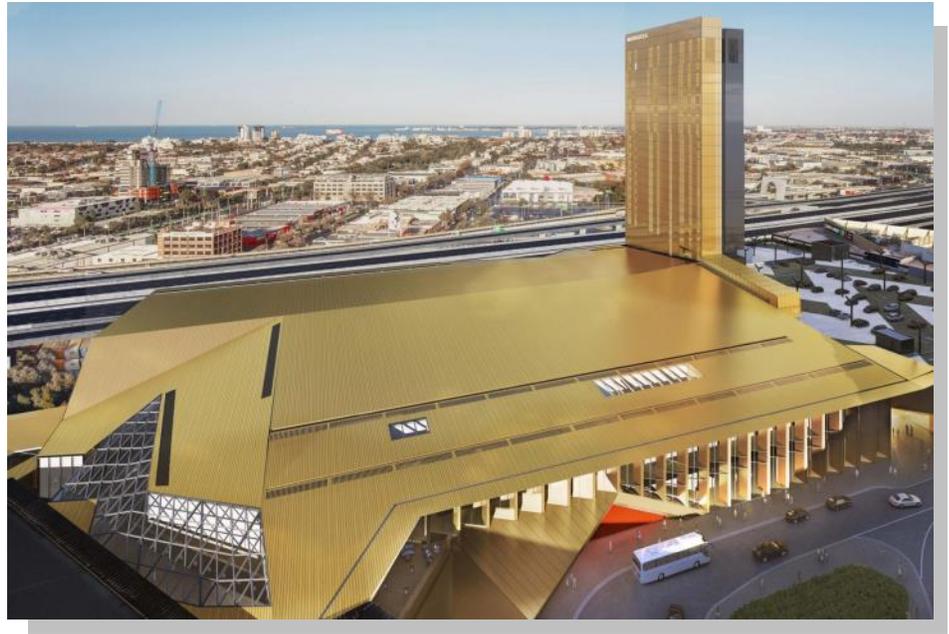
## H.E. Sheikh Mubarak A.M. Al Sabah met delegation from Montenegro



## Delegation of PARSONS & PAHW met Eng. Rawaf I. Bourisli



## Novotel Melbourne South Wharf celebrates its first Anniversary



Australia, 16th March 2020, One year ago, Novotel Melbourne South Wharf made a bold architectural statement, opening the doors for the very first time to the \$150 million ‘Golden Tower’ with its distinctive gold façade. As the hotel hits its milestone first anniversary, it also basks in the success of a stellar year, having welcomed over 125,000 guests to the 347-room hotel located within the burgeoning South Wharf precinct. The new-build mid-scale hotel was always bound for success with Melbourne’s reputation as Australia’s event capital and an aspirational destination for International visitors. The opening of Novotel Melbourne South Wharf complemented the timing of the expansion of the adjoining Melbourne Convention and Exhibition Centre (MCEC), providing delegates with more high-quality accommodation options on the Yarra River’s South Wharf.

**H.E. Sheikh Mubarak A.M. Al Sabah**, Chairman, Action Hotels Company, said : “Reflecting back on the past 12 months, our guests have ultimately been the judge of our success. Based on direct guest feedback and being ranked as one of the top ten hotels in Melbourne on Trip Advisor (in under 12 months) means that we have delivered a value proposition and made a good first impression.”

Melbourne Convention and Exhibition Centre Chief Executive **Peter King**, says “The expansion of MCEC and the presence of the new-build Novotel Melbourne South Wharf has contributed significantly to the continued evolution of Melbourne as one of the region’s most important tourism, meeting and events cities.”

**Eng. Rawaf I. Bourisli**, Development Director said: The team at Novotel Melbourne South Wharf also reflect on their first year of operation in numbers:

- Over 375,000 sheets and over 175,000 towels have been washed
- 525,000 minutes of Complimentary WiFi has been racked up
- Welcomed over 125,000 guests through the doors
- Ranked a top ten hotel in Melbourne on Trip Advisor

The future for Novotel Melbourne South Wharf looks as bright as its gold exterior. The hotel have chosen to set ambitious goals on its first birthday, focused firstly on the removal of plastic products and decreasing the level of waste.



CLICK HERE



<https://vimeo.com/300908452/362591ceba>

[https://youtu.be/4-ka\\_oXFLs0](https://youtu.be/4-ka_oXFLs0)

## Article: Brainstorming by Eng. Rawaf I. Bourisli

Brainstorming idea invention and problem solving technique. Its a method to deal with complex problems. Which helps when there is need to manifest the next steps during difficult situations. Its a group or individual creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its member(s).

### How Brainstorming increase Productivity?

Whenever a complex problem comes, we think about it a lot. However, just thinking never helps. It is necessary to have some organized thoughts and information. Writing down and organizing options/alternatives is the key in Brainstorming. Brainstorming helps mind to focus to the solutions rather than the problem. Our mind works fast in that way and this leads to an efficient and creative decision.

Steps to Brainstorming:

**Plan Brainstorming Session:** Plan the activities you want to cover in the session. You can brainstorm individually or this can take place in-group. It is good to have 4 to 6 people at most. Make a Plan who is going to participate and let them know in advance. It will make sure that everyone has already done some research. Choose a peaceful place. Have a pen, paper and documents/tools having pitch of the problem. Set a fixed timeline such as half or one hour. Stay away from mails and Silent your phone. Make sure no distraction is there during the session.

**Prepare a Graph or Structure:** Write down the problem and available options. This is the most important thing. Prepare an Activity chart or Affinity Diagrams. Affinity diagrams are my favourite way to organize information. They help sort out common ideas into one theme. It helps when multiple activities are messing with each other.

**Discuss the problem, but Focus on the solution:** Now discuss about the problem and available options. Focus on a single set of theme or ideas that is most important first. Consider everyone's opinion. Let each of them brainstorm. Make a List of the pros and cons of each choice. It helps appropriate decision-making later.

**Take a break and open up minds:** A short break of 5 minutes refreshes mind and helps us to detach from the problem. It helps us to come up with an efficient solution. Cool down and Take a glass of water.

**Focus on Priorities:** Draw the relationship between various tasks. Classify the dependent and independent tasks. Keep independent task at different place and draw dependent tasks into an organized chart together. It assists us assigning priority to task on which other tasks are dependent.

**Finalize the solution:** You should be good to take a decision based on the priorities, pros and cons of various options available. I believe you will be able to find some new ideas in the brainstorming session as well. Choose the creative one.

*"Have no fear of perfection, you'll never reach it". Therefore, finalize the optimal solution.*

**Action Steps:** Write down the next action steps. Assigning some timeline ensures faster process in execution. If you are not able to conclude a decision, you have a clear and reasonable perspective now. Therefore, do some more research and plan another session to brainstorm. Yeah, it is worth it.



*"Remember, a real decision is measured by the fact that you've taken new action. If there's no action, you haven't truly decided."*

## Advanced Level Business Communication Etiquette



Kuwait, 19th February 2020, Action Group Holdings, conducted an Advance Level Training Program for all Employees across the Group and all the participants were honored with Certificate of Completion of Course “*Advance Level Advanced Level Business Communication Etiquette*”

- Communication skills
- Business ethics
- Etiquette



The following contents were explained:-

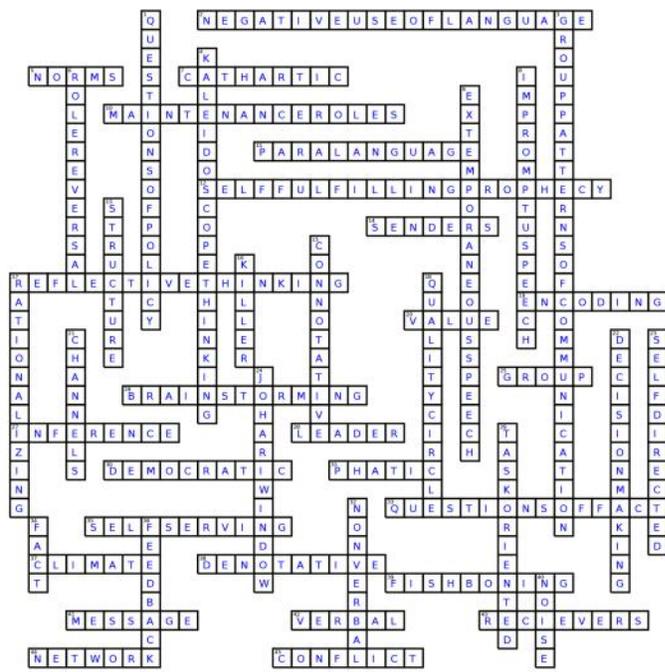
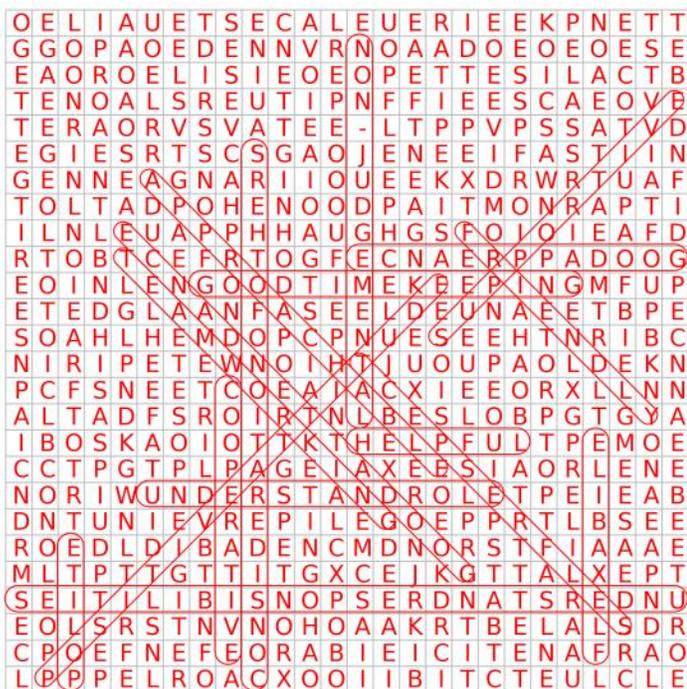
- True meaning of etiquette
- Rules and principles of dialogue etiquette
- Rules for writing official correspondence
- Rules of uniforms at work and official occasions
- Rules of sitting in gatherings and social events
- How to receive and bid farewell to guests
- Personality patterns and how to deal with them
- Basics of persuasion

The business etiquette is about building strong relationships in your field by fostering better communication. This can only happen when those you work with feel secure and comfortable. Although basic business etiquette may vary from country to country, some principles stand the test of time and geography.

At the heart of these business etiquette is diplomacy. Taking care to treat everyone as the valuable people they are says a lot about who you are as a person. That is the kind of care people notice and want to be around. Embrace the basics of business etiquette to become a lasting employee or to advance through the corporate ranks.



Answers of Previous Issue



AREC & IBIS Kuwait sponsored Jahra Basketball Team



Kuwait, February 2020, Action Real Estate Company along with IBIS Kuwait sponsored Jahra Basketball Team for Kuwait "58th Basketball League Trophy"

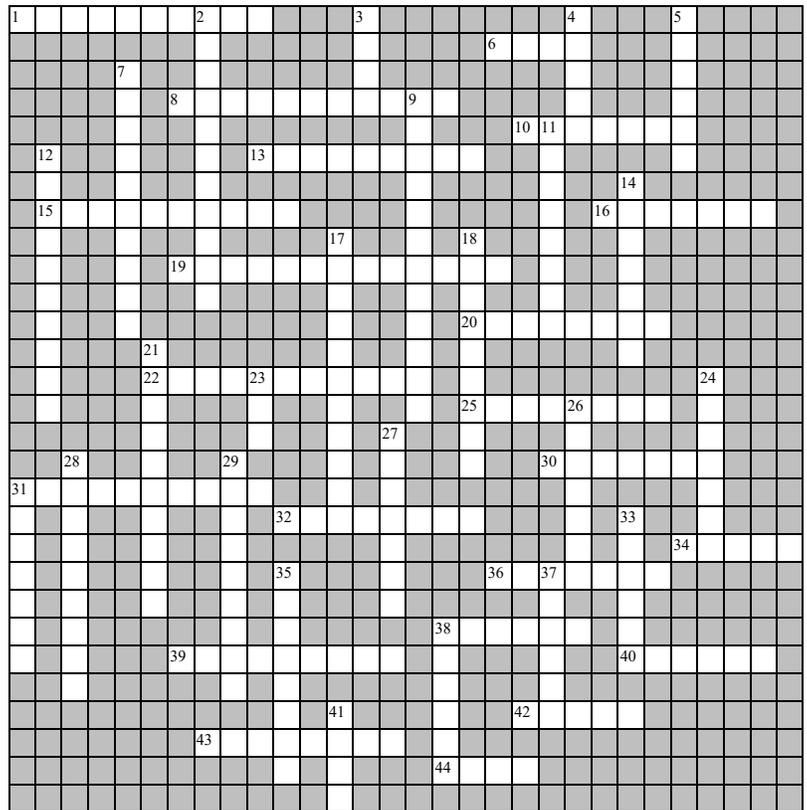
Which witnessed a strong competition between the all the participated teams. President of the Kuwaiti Basketball Federation Rasheed Al-Enezi said the championship was marked by a good technical level of the teams with several matches and thanked all the sponsors for encouraging the Kuwaiti players.

Federation has increased the number of the matches to develop players' performances as this had a positive impact on the Kuwaiti national team's players.

## Word Search - Covid-19

## Crossword — Health & Safety

t p n s c t m d o e t e e a n i l t i e s r a  
 v e n t i l a t o r i d s h g u o c t i i t c  
 v s o 9 a t s g d a h v r r a e f s c s s o t  
 s s i d i s i n f e c t i o n z h e o l s p s  
 s i s o l a t i o n u a e s p h a n v t t s s  
 e c s b k b r e s y r s e v o l g r d e e t c  
 n o i t a z i n a g r o h t l a e h d l r o w  
 s v m w e s e a n t i b o d i e s t t e i h r  
 s i s n r o f t i s t q w d v q u o s p l m v  
 e d n w b x a s t s a n u d a e r p s v i a m  
 l - a o t y s i i r o o r a t n i a t f z o e  
 h l r d u g y d z c r a s a r r v d c i e s e  
 t 9 t k o e a l e r i y r e a a a o y h t w t  
 a l y c o n t a i n m e n t z o n e a a e a m  
 e e t o p o s i o p d i o s h t o t y s h s n  
 r m i l r v n c t o c r e c a r r h i t r h i  
 b i n a o e t o m c y v l g i c o e l n c h i  
 a c u w a l m s a y e e i h n m c a k r e a l  
 s r m o c a a v n r a o p r e v e n t i o n i  
 p o m e t s y s e n u m m i v h i d k i p d i  
 t b o i i v n y c s r o t c o d o s n t l s e  
 r e c o v e r y d i a m s a l p i n t i o n i  
 i s i n e l o h o c l a y i s m h n w y p n d



- |                        |                   |                           |
|------------------------|-------------------|---------------------------|
| Aches                  | isolation         | stay home                 |
| alcohol                | lockdown          | sterilize                 |
| antibodies             | mask              | swab                      |
| asymptomatic           | microbes          | vaccine                   |
| breathlessness         | Mild              | Ventilator                |
| clean                  | Moderate          | wash hands                |
| community transmission | novel             | world health organization |
| contagious             | outbreak          |                           |
| containment zone       | Oxygen            |                           |
| Coronavirus            | Pandemic          |                           |
| cough                  | plasma            |                           |
| COVID-19               | ppe               |                           |
| diagnosis              | prevention        |                           |
| disinfect              | proactive         |                           |
| Doctors                | Quarantine        |                           |
| droplets               | recovery          |                           |
| fever                  | respiratory       |                           |
| gloves                 | sanitize          |                           |
| Hazard                 | severe            |                           |
| health                 | soar throat       |                           |
| Hot spots              | Social distancing |                           |
| immune system          | spike             |                           |
| infection              | spread            |                           |

- | Across                                | Down                              |
|---------------------------------------|-----------------------------------|
| 1. check it out                       | 2. surroundings                   |
| 6. Don't change your __ when carrying | 3. dollars                        |
| 8. pulled apart                       | 4. keep your _ straight           |
| 10. Body Stressing                    | 5. look at your computer __       |
| 13. knowledge                         | 7. guarded                        |
| 15. design of work environment        | 9. reaching high                  |
| 16. condensed                         | 11. getting in and out of __      |
| 19. not comfortable                   | 12. seen                          |
| 20. turning round                     | 14. _ over                        |
| 22. Health and safety Act             | 17. desk                          |
| 25. manual handling records           | 18. untidy floor                  |
| 30. right                             | 21. removed                       |
| 31. stop                              | 23. don't _ for long periods      |
| 32. holding onto                      | 24. poor working _                |
| 34. strained __ muscle                | 26. Tighten your _ Muscles        |
| 36. shoving                           | 27. tugging                       |
| 38. danger                            | 28. the right way                 |
| 39. how often                         | 29. asked                         |
| 40. portable computer                 | 31. the right way to sit or stand |
| 42. Bend your _                       | 33. with our machines             |
| 43. down                              | 35. what the doctor sees          |
| 44. slip _ fall                       | 37. Pulled muscle                 |
|                                       | 38. elevation                     |
|                                       | 41. don't take a __               |

---

## Lausanne Travels & Tourism opens its new branch at Qortuba

---

Kuwait 9th January 2020, Lausanne Travel & Tourism, has opened a new branch located at Qortuba Mall, which will offer “every aspect of travel and tourism industry services to its customers with a special focus on holiday travel and leisure market”.

Trusting that gratified clients are the measure of our fame and success, Lausanne Travel focuses best on the finest details of your preferences when crafting majestic and captivating journeys to inspiring destinations. With a world class experience, the attentive assistance of our team, coupled with a myriad of thoughtful touches, renders every vacation a special occasion and every trip a special emotion.

Connecting all your travel needs and being committed to unequalled excellence in performance, we employ a wealth of resources and invest efforts in the selection of the very finest luxury travel experiences. We strictly ensure an uncompromised level of service aiming at spicing up your vacation with an infusion of a unique flavor while surrounded in pure comfort.

Come see the beauty of the world and harvest your dreams. At Lausanne Travel you will find the expertise you need. The service you deserve, and an advice that works!

---

## Action Hotels Company signed a contract with Kei Japanese Restaurant



Kuwait, 5th February 2020, Action Hotels Company signed a contract with Kei Restaurant which has been serving authentic Japanese cuisine and genuine hospitality for over three decades in Kuwait and Middle East

Restaurant features sushi bar, teppanyaki grill counter and a la carte dining. The menu offers time-honored favorites along with a variety of contemporary sushi and modern preparations.

One of the most popular cuisines in the world, traditional Japanese food is an edible piece of art. The artistry lies in the careful play of flavors, textures, balance and above all, restraint. What is also remarkable about this cuisine is the aesthetics of the food with its emphasis on visually harmonized dishes.

Based on the rule of five, Japanese cuisine includes gastronomical delights with an immense variety of regional and seasonal dishes. The rule of five includes the use of five colors (black, white, red, yellow and green), five cooking techniques (raw food, grilling, steaming, frying and boiling), and five flavors (sweet, salty, sour, bitter and umami (the magic taste), five ways of consuming the food, and the five senses that Japanese food addresses especially the sense of sight.

These basic principles can be found both in a single dish or in a full course meal at the Kei, the pioneering restaurant founded by Choe Mutoh that introduced Kuwait to the taste and flavors of Japan.

Kei Restaurant had the honor of receiving an award from the Japanese Ministry of Agriculture in commending the efforts in the contributions of introducing Japanese cuisine and culture.

## Lausanne Travels & Tourism opens its new branch at Qortuba



Left to right are Aber M. Al Huneidi, Kolait Bolice, Hussain Al Rakhis, Ali Hamad Al Hamlan, Talal Al Rashid



Action Real Estate Co. K.S.C.C.

Quarterly Newsletter - Issue No. 43 - 2nd Quarter of 2020

Managing Editor

Mohammed Mazharuddin  
Executive Secretary

Contact us:  
Kuwait Free Trade Zone, Waves Business Centre, Building No. 8  
P.O. Box. 3866, Safat 13039, Kuwait, Tel: (965) 22247540 Fax: (965) 22247544  
EMail: mazharuddin@actionkuwait.com, www.actionrealestateco.com