

Bank raises financial security awareness

KIB promotes banking culture, services at Marina Mall

KUWAIT CITY, Sept 2: Kuwait International Bank (KIB) announced the setup of a special booth at Marina Mall with the aim of raising banking awareness and financial literacy among community members. This effort aligns with KIB’s ongoing and dedicated initiatives to support the directives and recommendations of the “Let’s Be Aware” (Diraya) financial awareness campaign, launched by the Central Bank of Kuwait (CBK) and the Kuwait Banking Association (KBA) in cooperation with local banks. It also comes as part of KIB’s commitment to its leading role in guiding customers, helping them make sound financial decisions, and protecting the security

of their banking data. In this regard, Yaqoub Ahmad Ashkanani, Area Manager of Retail Banking at KIB, said: “We are pleased to continue our efforts to promote financial literacy within the community, aligning with sustainable development strategies and plans. We aim to achieve this goal through direct engagement with the public and by consistently sharing positive edu-



Ashkanani

cational content in this area. Our objective is to help both customers and non-customers make informed financial decisions, enabling them to avoid falling victim to fraud and phishing schemes while safeguarding their financial and personal information.” Ashkanani added: “Our presence at Marina Mall presented an important opportunity for our staff to directly engage with the mall’s visitors, providing detailed explanations and extensive information on the best solutions and methods for the safe use of banking cards and protecting their accounts. They also discussed customer rights and banking duties, steps to avoid falling victim to fraud and phishing, as well



KIB booth at the Marina Mall.

as raising awareness about the importance of adopting a culture of investment and savings. Additionally,

they highlighted the role of banking institutions in financing, particularly Islamic financing. Moreover, visi-

tors were introduced to our diverse and innovative range of products and services, designed to enhance their experience amid the rapid advancements in the financial and banking sector.” It is worth noting that KIB is committed to its leading and effective role in raising community awareness, which is considered an essential part of its comprehensive social responsibility strategy. The Bank constantly strives to launch initiatives that broadly enhance financial literacy and to participate in promising events that support the goals of the “Let’s Be Aware” campaign, embodying its main slogan, “Bank for Life”.



One of the Malabar Gold & Diamonds showrooms.

New stores in GCC, USA and India

Malabar unveils new phase of global expansion with 20 new showrooms

KUWAIT CITY, Sept 2: Malabar Gold & Diamonds, the 6th largest jewellery retailer globally with over 355 showrooms across 13 countries, has unveiled the next phase of their global expansion plan, with the jewellery giant set to launch 20 new showrooms in the month of October. The showroom launches are being planned across various locations in India, the GCC and the USA. The ambitious expansion plan will mark a significant chapter in the brand’s growth journey, further cementing its reputation as one of the world’s largest and most trusted jewellery retail chains.



The expansion plan in India involves the launch of 3 showrooms in Uttar Pradesh, 2 showrooms each in Delhi, Maharashtra, Karnataka, Rajasthan and 1 showroom each in Odisha, Telangana, West Bengal & Punjab. Internationally, Malabar Gold & Diamonds will strengthen its already robust presence in the UAE, Qatar & KSA with new showrooms opening in Muweilah, Sharjah; Muaiter & Nakheel Mall respectively. The brand’s growing presence in North America will also be bolstered with the launch of 2 new showrooms, in Artesia, Los Angeles and Atlanta, Georgia. Commenting on the occasion, Malabar Group Chairman, M.P. Ahmed said: “While the opening of these 20 showrooms aligns with our long-term vision of becoming the world’s No.1 jewellery retailer, the aggressive expansion we have charted is about growing sustainably and responsibly, ensuring that our expansion benefits not just our business, but also the society at large. Through our unwavering commitment to the causes of ethical business practices, responsible sourcing and sustainability, we are proud to call ourselves a Responsible Jeweller, having been awarded the prestigious India Gold Conference (IGC) Responsible Jewellery House Award for 2023-24. Our brand has always stood for trust, transparency, and quality, and these new showrooms will embody these values. With 5% of our profits set aside towards ESG initiatives in every region

we operate in, we are also committed to bringing about a positive change in the community”. Every new showroom will showcase a wide range of jewellery collections, from traditional to contemporary designs, designed to provide an immersive shopping experience that resonates with the brand’s ethos of excellence. With a focus on customer comfort and satisfaction, the showrooms will host a wide range of amenities from customized jewellery designing facility to a luxurious lounge area. “Our decision to open 20 new showrooms in such a short span reflects our robust growth strategy and confidence in the markets we serve. With a focus on both geographical diversification and strengthening our presence in existing markets, we are ahead of the curve in terms of market penetration. We are committed to offering not just jewellery, but an experience that delights and inspires our customers, ensuring they find pieces that resonate with their personal style and cultural heritage.”, commented Mr. Shamal Ahmed, MD-International Operations, Malabar Gold & Diamonds. Malabar Gold & Diamonds has been a pioneer in engineering customer-first initiatives that assure customers of unparalleled product quality, service assurance and a host of post purchase guarantees. Coined the ‘Malabar Promise’, every purchase from Malabar Gold & Diamonds comes with the assurance of

100% exchange value on Gold & Diamonds, Free lifetime maintenance, assured buyback, fair prices, responsible sourcing and more. Asher O, Managing Director of India Operations said: “Considering the enormous potential it holds, the crux of our expansion is focused on the Indian Market. With import duty on gold being slashed by the government, we firmly believe that India will witness a meteoric rise in demand for gold jewellery and with the charted expansion, we are well poised to cater to this need. The wide array of designs we have introduced to our portfolio, with each piece meticulously crafted to tell a story of tradition, innovation, and artistry will allow us to connect with a broader audience, further cementing our presence in the market”. “The opening of 20 showrooms in October, while being a momentous achievement, is a part of the wider expansion we have planned for the upcoming months. In addition to strengthening our presence in existing markets, we are also gearing up to expand into countries such as South Africa, Egypt, Turkey, Bangladesh, France & New Zealand. We are also working towards broadening the scope of our product line through Arab Value Chain focused on 21K Jewellery and Western Value Chain focused on 18K Jewellery. Through the integration of omni-channel capabilities, the technology-driven nature of our growth in an otherwise traditional trade, marks our ability to adapt to the changing times.” commented Mr. Abdul Salam K.P, Vice-Chairman of Malabar Group. ESG (Environmental, Social & Governance) initiative has been the primary commitment of Malabar Group since its inception in 1993, with 5% of net profits set aside towards such initiatives in each country of operations. The key focus is in the areas of Hunger Free World, Health, Housing, Education, Women Empowerment & Environment. The ESG goals of the organization are periodically strengthened to remain a socially conscious and responsible organization.

Workshop focuses on latest tech trends

stc hosts event to celebrate and empower female photographers

KUWAIT CITY, Sept 2: Kuwait Telecommunications Company – stc, a world-class digital leader providing innovative services and platforms to customers, enabling the digital transformation in Kuwait, organized its first gathering for Kuwaiti female photographers coinciding with ‘World Photography Day’, with a workshop conducted by Kuwaiti photographer, Haya Buqammaz. The event serves as an additional corporate social responsibility (CSR) initiative organized by stc under the umbrella of its ‘weyak’ initiative to support young talented members of the community. The event took place at Teta’s Restaurant in Kuwait, bringing together 45 talented female photographers to discuss various styles of capturing photographs. The gathering served as a platform for the photographers to exchange experiences, share their creative visions, and connect with the broader photography community.



Haya Buqammaz and the stc team.

Discussions

Throughout the event, attendees engaged in lively discussions about emerging trends in photography, the role of female photographers in Kuwait, and the impact of social media in sharing content. A highlight of the event was the workshop conducted by Buqammaz, who provided the attendees with valuable insights and practical tips on enhancing their photography skills. The workshop covered various aspects of photography, focusing on techniques that can help attendees elevate the quality of their work. To commemorate the occasion, stc also distributed gifts to all attendees as a token of appreciation for their passion in photography and what they present to the community. Commenting on the workshop, Danah AlJasem, General Manager of Corporate Communications at stc, said, “Organizing this unique gathering and recognizing females as part of the ‘World Photography Day’ reflects our commitment to empowering the younger generation by providing them with platforms to pursue their passions. stc being a pioneer in digital transformation supports any skill that upgrades



A photo from the gathering of Kuwaiti female photographers discussing modern techniques in the world of photography.

and enhances digital marketing. The gathering enabled local female photographers to celebrate the art of photography while also reinforcing the importance of community and shared learning.” AlJasem added, “stc recognized the importance of organizing this gathering with local photographers, as photography has become an essential skill in content creation. Considering the popular use of social media channels as critical marketing tools on both the individual and corporate levels, high-quality content has become a core component of digital marketing. Having said that,

stc will continue to seek innovative ways to engage with our community and show support to young talents.” AlJasem concluded, “On behalf of stc, I would like to thank Haya Buqammaz and all the female photographers that attended the gathering. It is initiatives like these that serve as part of our broader strategy to create a positive impact in society by offering educational and empowering experiences, especially in the field of technology. We are proud to support these talented female photographers and look forwards to organizing similar events in the near future.”

Computer Science curriculum recognized

AUK’s CS program gets ABET renewal

KUWAIT CITY, Sept 2: The American University of Kuwait (AUK) bachelor’s degree program in computer science has been renewed by the Computing Accreditation Commission of ABET, the global accreditor of college and university programs in applied and natural science, computing, engineering, and engineering technology. ABET accreditation assures that programs meet standards to produce graduates ready to enter critical technical fields that are leading the way in innovation and emerging technologies and anticipating the welfare and safety needs of the public. Commenting on this achievement, the dean of the College of Engineering & Applied Sciences at AUK, Dr. Mohammed El Abd, stated, “This milestone is more than just a recognition of our past and present efforts; it is also a promise for the future. With this renewal, our program is poised to continue its tradition of excellence, offering our students a competitive edge in their academic and professional pursuits. It will also enhance our ability to attract top-tier faculty and students, further enriching the educational environment here at the College of Engineering and Applied Sciences.” In response to the growing demand for expertise in AI and Cybersecurity, AUK’s computer science program offers a cutting-edge curriculum that integrates foundational knowledge with advanced topics in these fields. Students are provided with hands-on experiences through research projects,



member societies and the accreditation criteria used to evaluate programs can be found at www.abet.org. The American University of Kuwait (AUK) is an independent, private, equal opportunity, and co-educational liberal arts institution of higher education. The educational, cultural, and administrative structure, methods and standards of AUK are based on the American model of higher learning. The American University of Kuwait (AUK) currently offers 16-degree programs in various academic disciplines. AUK received its institutional accreditation from the Private Universities Council (PUC) in Kuwait in 2006. The College of Business & Economics is accredited by the Association to Advance Collegiate Schools of Business (AACSB); the College of Arts and Sciences is accredited by the American Academy for Liberal Education (AALE); its Bachelor of Arts in Design (concentration in graphic design) is accredited by the National Association of Schools of Art and Design (NASAD); and the Intensive English Program is accredited by the Commission on English Language Program Accreditation (CEA); the Computer Science program is accredited by the Computing Accreditation Commission of the Accreditation Board for Engineering and Technology (ABET). The Computer Engineering and Electrical Engineering programs are accredited by the Engineering Accreditation Commission of ABET. For more information about the accredited programs at AUK, please visit this link <http://www.auk.edu.kw/about-auk/accreditation>

‘Receive and send money instantly, smoothly’

Warba launches (WAMD) service for instant transfers via mobile phone

KUWAIT CITY, Sept 2: Warba Bank announced the launch of the (WAMD) service for instant transfers via mobile phone (sending and receiving money via mobile phone) to other customers in Warba or any other local bank, which enhances the ease of transferring money in a smooth and fast manner. The (WAMD) service is a new service in which both the sender and the beneficiary are registered in (WAMD) using their phone numbers linked to their bank accounts. It is a service available to all “Warba” clients who have full access to the Warba Bank mobile application, and transfers can only be made through the application, noting that payment requests are valid for 24 hours only. Nasser Maher Al-Mutawa, Chief Digital Officer at Warba Bank, said that the new service launched through the Warba Bank application is part of the Bank’s commitment to provide advanced digital financial solutions and services and high-quality payment systems, adding that it is in line with Warba Bank’s ongoing efforts to develop its technological infrastructure, ensuring the smooth provision of technical services across all platforms. It also

enhances Warba Bank’s efforts and role in leading the digital transformation of the banking sector. Al-Mutawa pointed out that the instant payment system (WAMD) provides added value and quality to the capabilities of the national payment infrastructure, and contributes to providing safe and advanced payment options that meet the needs of various customer segments, in addition to its importance in advancing the digital transformation process in Kuwait by increasing the volume of electronic financial transactions. He stated that Warba Bank seeks, through providing the (WAMD) service via mobile phone, to achieve a high level of performance that satisfies customers, and aims to provide a reliable and secure service that preserves customer data and funds. Al-Mutawa added that one of the



Al-Mutawa

most prominent services provided by Warba is the ability to choose any of the active Kuwaiti Dinar accounts for transfer, and not only the account linked to the service. There are also detailed transaction records with the ability to sort transactions by type, in addition to the ability to temporarily stop the money receiving service without the need to cancel the service subscription. Al-Mutawa noted that the customer must register and link one bank account to the service, which enables him to receive funds, adding that the Bank works around the clock to keep pace with the changing needs of its clients and raise their aspirations to the highest levels, as well as meeting their preferences as part of its constant keenness to provide the best and most advanced products and services. Warba Bank is one of the banks that has achieved great successes in a short period, as it occupied a leadership position in the field of Islamic digital banking services for individuals, and it is one of the largest local banks in the number of shareholders, and these are among the most prominent components that make the Bank close to all members of society.