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- **BAHRAIN'S JEWELLERY HOUSES**
- WEIF 2017
- UNIVERSAL CHILDREN'S DAY  
#BAHRAINKIDSTAKEOVER



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Held annually in Bahrain for 26 years under the patronage of His Royal Highness Prince Khalifa bin Salman Al Khalifa, Jewellery Arabia is the largest and most prestigious jewellery event in the Middle East, consistently attracting over 600 exhibitors from 30 nations. World famous international jewellery houses, watch manufacturers and high-profile designers are regular participants, and many often choose Jewellery Arabia's platform to introduce new collections and limited edition pieces to the Middle East market. These well-known international names are complemented by creative vendors part of large national pavilions from leading jewellery export countries and by the refined Middle Eastern retailers and manufacturers.

As HRH The Prime Minister said while inaugurating last year's fair: **“The kingdom is proud of being a country with an outstanding reputation in the gold and jewellery industry, regionally and internationally”** and HRH stressed that **“such a reputation has been established by successive generations of creative Bahrainis.”**

Bahrain's renowned and historic pearling tradition combined with its family-oriented society lead to a jewellery trade clearly directed by experienced “jeweler families”. At “Bahrain For All”, we wanted to explore this industry through the experiences of four very different, generations old jewellery businesses. We were surprised, at times touched, by the insight their stories offer into Bahrain's history as we uncovered a field known for its glamour and sparkle but is in fact grounded in a deep appreciation for craftsmanship, strong family values, and creative business zeal.

*Written by: Noora Mohammed AlMutawa*



# MATTAR JEWELLERS



Pearls were the most valuable gemstone known to man for most of the 19th century and earlier, and Bahraini pearls are widely known as the best in the world. Their unique luster is due to the sea's freshwater springs which give the island its name- Bahrain in Arabic meaning "two seas". The success of the island's pearl trade is also virtue of the honest and trustworthy nature of its people, which allowed our Bahraini pearls to travel the world with traders other than their owners. A Bahraini institution, with six generations of pearl traders and jewellers, pearling is as much a part of the Mattar family's identity as it is of Bahrain.

**Pearl diving remains a desirable source of income in Bahrain- the ministry of industry and commerce recently issued 800 diver licenses with thousands more on the waiting list.**

The family's patriarch, Hussain bin Salman bin Mattar, became the family's first pearl merchant in the 1850s. His

two sons then inherited the business. Mohammed bin Hussain was deservedly referred to as "Jawharji" i.e "the jeweller", and Salman bin Husain-who had a natural affinity for business- established himself as one of the most successful traders of his era and extended the family business into Europe and India. Salman was joined by his son Ebrahim, who was then succeeded by his son Khalifa.

Khalifa bin Ebrahim Mattar earned the title "The Jiwan Collector" owing to his large collection of fine and rare pearls, "Jiwan" being first on the pearl grading scale. He was a man that loved a challenge: he spent fourteen years completing one necklace, the "Mushayyar". "Mushayyar" is the rarest pearl color- the Mattars have only seen it once since then. In fact, a challenge in pearl jewellery is that one must work backwards: the design is determined by the type of pearls nature provides.

**This came in handy at a sold-out um kulthoum concert in Egypt, where he managed to trade pearls in his pocket for a first class ticket!**

Like most of his contemporaries, Khalifa bin Ebrahim carried his pearls in his thobe pockets. This came in handy at a sold-out um kulthoum concert in Egypt, where he managed to trade pearls in his pocket for a first class ticket! A man of the times, his passing in 1997 left a gap in the company which his son Ebrahim bin Khalifa left his government job to fill.

Ebrahim bin Khalifa Mattar and his children expanded the company into retail with the purpose of modernizing the concept of pearl jewelry, rendering it desirable for all genders, ages and styles. Ebrahim's daughters- Reem, Faten and Lubna- became the first women to join the company, which the family says revived creativity and enabled the business to better relate to its female customers, while they have also succeeded in creating practical jewelry for the Arab man.

**The jewellers create a star piece each year for jewellery Arabia. Last year, they showcased the first ever pearl scarf, which consisted of almost half a kilo of pearls all in one shade.**

Mattar pearls are sourced by local divers, some of whom utilize modern equipment like oxygen cylinders while the majority dive the old fashioned way. Pearl diving remains a desirable source of income in Bahrain- the ministry of industry and commerce recently issued 800 diver licenses with thousands more on the waiting list.

The jewelers create a star piece each year for jewelry Arabia. Last year they showcased the first ever pearl scarf, which consisted of almost half a kilo of pearls all in one shade. This year they are excited about their headlining necklace, which can be admired at their stand.



# AL ZAIN JEWELLERS



Mohammed Hassan and Nabeel AlZain

Al Zain Jewellers are clear on their mandate to “provide superior Arabian inspired quality jewellery with meticulous handmade attention to detail”. The success of the label with the illustrious swan logo is down to certain core values: they value quality materials and craftsmanship- continuously keeping an eye to innovations in technology and design- and importantly, they value their people and speak about their highly trained artisans with admiration. Today, AlZain is comprised of ten stores located around the Gulf and a manufacturing factory that began with less than ten craftsman and now employs over a hundred.

The late Abdulla AlZain, son of pearl merchant Hassan AlZain, was an adventurous visionary with clear direction in mind for the future of the business his father began. In the 1950s he opened AlZain’s first flagship store outside Bahrain in Khobar, Saudi Arabia. In fact, he had lived with King Abdulaziz bin Saud and the Saudi royal family for several years and was the first man to drive from Riyadh to Mecca when he accompanied Imam Abdulrahman bin Saud, King Abdulaziz’s father, in

performing Hajj. Abdulla was intensely passionate about his product- the family recalls that instead of celebrating the sale of an important pearl necklace, he grieved the loss it meant to his collection.

**“Working with family is a joy and a privilege; to share a passion and cause brings you closer and allows you to grow and evolve together.”**

Nabeel AlZain, Abdulla’s son, runs the ten shops around the Gulf and also the workshop he set up in 1977 with the late Mohammed Hassan. Mohamed Hassan became not only a trusted manager but also a close friend. Nabeel’s daughter Noora remembers him dearly and says he taught her the importance of nurturing relationships.

Noora and her mother Samar AlGosaibi are both skilled designers. They share a love for precious stones but differ in personal styles- Samar prefers classic

luxury while Noora describes her style as dainty. They, along with the rest of the talented team, aim to accommodate all styles while remaining true to their “motive to produce handmade Arabian inspired jewellery that preserves our rich and diverse heritage while interpreting history “re-designed” for the modern era and the future.”

**“Our motive is to produce handmade Arabian inspired jewellery that preserves our rich and diverse heritage while interpreting history “re-designed” for the future.”**

As a household of five deeply involved in the family venture, the AlZains make a conscious effort to limit shop-talk over the weekend. They admit it is difficult however, as they describe working with family as “a joy and a privilege; to share a passion and cause brings you closer and allows you to grow and evolve together.”





# BJC (BAHRAIN JEWELLERY CENTRE)



HRH the Prime Minister with Abdulrazak and Abdulqassim Shirazi

The remarkable success of Bahrain Jewellery Centre rests on three ingredients: the quality and diversity of their merchandise, the prompt showcasing of new watch and jewellery collections, and their devotion to customer satisfaction, reflected in BJC's excellent after-care service. The BJC buying team travels yearly to the SIHH watch fair in Geneva and Baselworld watch and jewellery fair in Basel to discover the latest designs on the market. In the process they have nurtured personal relationships with each of the jewellery and watch houses- essential to offering customers variety and reliability.

In order to maintain the client-brand relationship, BJC regularly have in store pop-ups for brands, where clients can arrange private appointments to view the collections. They also build trust with the brands they represent: BJC continuously renovates and expands their stand alone boutiques in commitment to the high standard of the brands and often hold events to highlight individual brands.

**Abdulrazak wore the same watch every day, a classic Baume & Mercier gentlemen's watch.... This watch was passed down to Mohammed, who describes it as his most valuable possession.**

This ethos of trust and reliability is engrained in the founding of the company. The late Abdulrazak Shirazi established BJC in 1978 alongside his brothers Abdulmajeed and Abdulqassim Shirazi, but had been in the jewelry and watch business since the 50s. Mr. Abdulrazak was known for his humility, humour, and kind heart. His integrity and hard work lead to his success in business but also made him a special and loved member of the community.

## This ethos of trust and reliability is engrained in the founding of the company.

According to his son Mohamed, Abdulrazak wore the same watch every day, a classic Baume & Mercier gentleman's watch with a white dial enclosed with a yellow gold frame and a black leather strap. This watch was passed down to Mohammed, who describes it as his most valuable possession. The brothers established BJC as a stand-alone store in Manama souq with just three employees. The company now consists of 19 stores and boutiques which those same three employees manage as part of the BJC family.

From the outset of Jewellery Arabia in 1992 Bahrain Jewellery Centre has been a key participant and with over 40 prominent watch and jewellery brands, BJC holds the largest exhibiting space at



the fair. They remark that their clients have been interested in luxury since the start, yet the company has noticed a surge in younger clientele, who show interest in contemporary fine jewellery. They attribute this trend to higher social media exposure of luxury brands and to more fashion-oriented jewellery design. Chopard's recent collaboration with Rihanna, the Tiffany Hardwear collection, and Piaget's "Possession" collection are

three highly anticipated responses to this young, contemporary, and very much wearable attitude to jewellery.

As BJC's biggest event of the year, preparations for Jewellery Arabia are extensive and include stall design and layout, brand placement, communicating client interests to each brand, invitations, marketing and more. In fact, before one Jewellery Arabia ends, the team has already begun preparations for the next.



# TAQI JEWELLERY



Brother and sister Mohammed and Basma AlMudaifa are leading the business their great-grandfather initiated into an exciting new phase. The late merchant Hassan AlMudaifa was famed for his keen eye for quality- Louis Francois Cartier bought pearls from him when in Bahrain. He, and later his son Mohammed, expanded the business from pearls to include jewellery, watches and luxury goods and created AlMudaifa Jewellery.

In 1971, Hasan's grandson Taqi set up the family's first store on Sh. Abdulla Road and added Taqi's Jewellery to the family's list of companies. Mohammed and Basma now operate Taqi's Jewellery and have taken a hands-on approach to the craft, literally, with Basma designing pieces that Mohammed creates by hand.

**“For the jewellery, it is more creative. I do it all myself...I'd cast, polish and set the stones myself.**

Educated and trained in jewellery making and design, the siblings set up their manufacturing factory three years ago creating bespoke pieces for their expanding list of clients. Basma meets with clients and artfully incarnates their ideas into detailed, meticulously drawn sketches. Her expertise even extends to clocks and other objets d'art.

Mohammed makes the sketches come to life. “For the objects, it's more machines, but for the jewellery, it is more creative. I do it all myself,” he explains, “I'd cast, polish and set the stones myself. From start to finish, I do everything. It is

what I have learnt and what I have taught myself as well, since there was a lot I learnt during my education about jewelry in the United States, but there is a lot you learn on the job as well.”

For the future of Taqi Jewellers, the siblings indicate they would like it to head towards fully customizable jewellery: “We want the customers to get exactly what they want in a timely manner and at a very good price without compromising on quality.” In addition, they have remarked on a very real gap in the engagement ring market and aim to produce a line that satisfies the need for innovative ring design.

**Though they love to play with trends, they refuse to allow it to limit creativity and aim to add an element of daring to their work which “makes the creation process all the more fulfilling”.**

The duo's talent is unmistakable and has garnered Taqi Jewellers international praise as designers abroad approach them for their work. Mohammed describes the process of creating jewellery as therapeutic, as he dives into the flow of work and finds himself deep in “the zone”.

Basma's style is elegant, yet clean-cut and bold. She has noticed that jewelry trends oscillate between traditional and modern, and though they love to play with trends, they refuse to allow it to limit creativity and aim to add an element of daring to their work which “makes the creation process all the more fulfilling”.



  
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# WORLD ENTREPRENEURS INVESTMENT FORUM (WEIF) 2017



His Majesty King Hamad bin Isa Al Khalifa receives HE Mr. Miroslav Lajčák, President of the 72nd session of the General Assembly of the United Nations.

**“Let me thank HRH Prince Khalifa bin Salman Al Khalifa, the Prime Minister of the Kingdom of Bahrain, for his support to the United Nations and his commitment to the SDGs. Having the World Entrepreneurs Investment Forums, 2015 and 2017 organized Under His patronage and full support is very much appreciated. “**

H.E Mr. Miroslav Lajčák of Slovakia, United Nations General Assembly President

Under the patronage of HRH Prince Khalifa Bin Salman Al Khalifa, Prime Minister of Bahrain the United Nations Industrial Development Organization's (UNIDO) Investment and Technology Promotion Office (ITPO) in Bahrain organized the World Entrepreneurs Investment Forum (WEIF) 2017 focused on achieving the Sustainable Development Goals through promoting entrepreneurship and innovation. Experts and entrepreneurs from over 90 countries gathered at Exhibition Centre in Manama calling upon governments, the private sector, academia, civil society, media, and international organizations to facilitate the promotion of entrepreneurs and innovative enterprises by developing economic infrastructure and incubation management systems to ensure inclusive and sustainable development.

The Forum concluded with the strongest support for entrepreneurship and innovation as drivers of job creation, economic growth, and the realization of social gains. The international community was urged to incorporate entrepreneurship and innovation in all economic and social dimensions as key strategies to achieve the Sustainable Development Goals (SDGs), especially at a national level.

The key role that entrepreneurs can play in bringing more jobs and prosperity to the Maritime-Continental Silk Road - the

modern-day successor to the ancient trade routes linking Europe and Asia - was also highlighted during the Forum, as well as the importance of global impact investment.

“Women in Industry” was another key theme of the Forum; over 60 per cent of participants were women, this further highlighted the importance of the role of women in entrepreneurship for development. “We are united in our belief that the empowerment of women at all economic levels is crucial in order to achieve the Sustainable Development Goals through innovation and entrepreneurship.”

Entrepreneur-to-entrepreneur bilateral meetings were also a core component of the Forum programme. The importance of “strong partnerships between entrepreneurs, women and men alike, to share best practices in line with linking financial to non-financial services towards the development of entrepreneurs and MSMEs;” was also highlighted in the outcome declaration.

It is through the overwhelming success achieved during the WEIF 2015 held in Manama that UNIDO ITPO Bahrain in cooperation with its major partners is building on this momentum towards organizing the second edition of the World Entrepreneurs Investment Forum 2017 under the theme: “Achieving the SDGs through Promoting Entrepreneurship & Innovation”



HH Shaikh Salman bin Khalifa Al Khalifa, Advisor to HRH the Prime Minister officially inaugurates the 1st Bahrain Entrepreneur expo

HH Shaikh Salman bin Khalifa Al Khalifa, Advisor to HRH the Prime Minister officially inaugurated the WEIF 2017 in the presence of Mr. Hiroshi Kuniyoshi UNIDO Deputy Director General and a number of dignitaries and VIPs from around the world.

HH Shaikh Salman reiterated the keenness of the Government, chaired by HRH the Premier, on promoting Bahrain's investment attractiveness through a wide-ranging and comprehensive vision aimed at revitalising all economic sectors and encouraging capitals and the private sector to seize the opportunities and invest in promising projects. He hailed the flux of foreign investments, stressing Bahrain's business-friendly environment, openness, developed infrastructure and flexible laws which keep abreast of global trends.

**HE Dr. Hashim Hussein, Head of UNIDO ITPO Bahrain and the Arab International Centre for Entrepreneurship and WEIF Executive Director.**

“The WEIF 2015 was held under the patronage of HRH Prince Khalifa

bin Salman Al Khalifa, the Prime Minister of Bahrain, under the theme “Entrepreneurship and Investment for Inclusive and Sustainable Industrial Development”.

The sizeable participation of 800 officials, experts and entrepreneurs from 80 countries has led to the “Manama Declaration 2015 on Entrepreneurship for Development” which was circulated in six languages as a document of the United Nations General Assembly, in its 69th session under agenda item 19 reference A/69/748. A permanent secretariat has been established for the Forum at the UNIDO Arab International Center for Entrepreneurship & Investment in Bahrain in order to review and follow up on the progress moreover, to identify additional areas of cooperation and action to promote investment in entrepreneurship.

Accordingly, the WEIF 2017 has become the only United Nations Global event covering entrepreneurship for development; clearly demonstrating the leading role of Bahrain as a major knowledge hub for entrepreneurship and MSME development through its strategic partnership with UNIDO.”



HH Shaikh Faisal bin Rashid AlKhalifa, Deputy Chairman of the Supreme Council for the Environment and HE Dr. Hashim Hussein, Head of UNIDO ITPO Bahrain and the Arab International Centre for Entrepreneurship and Investments WEIF Executive Director received Maritime-Continental Silk Road Cities Alliance (UNMCSR) chairperson Dan Liang



# UNIVERSAL CHILDREN'S DAY: #BAHRAINKIDSTAKEOVER



celebrated on November 20th each year to improve awareness of their rights among children worldwide, and to improve children's welfare. This day also promotes international togetherness, since November 20th it is on this date in 1959 that UN General Assembly adopted the Declaration of the Rights of the Child and the Convention on the Rights of the Child.

Since 1990, Universal Children's Day marks the anniversary of the UN General Assembly's adoption of both the Declarations and the convention on children's rights. Parents, teachers, Medical Practitioners, government leaders and civil society activists, religious and community elders, corporate moguls and media professionals, young people and children themselves can play an important part in making Universal Children's Day relevant for their societies, communities and nations.

H.R.H. Prince Khalifa bin Salman Al Khalifa, has always promoted and cared for the welfare of the children in Bahrain who will be the future face of the Kingdom.

Universal Children's Day on November 18th, will see some unique

activities for children, by children, to help save children's lives, fight for their rights and help them fulfil their potential all over the world. This will be a fun day, with a serious message, when kids 'take over' high-visibility roles in media, politics, business, sport and entertainment to shed a light on the most pressing challenges faced by their generation.

'Kids Take Over' will be an activity game where participating children will be asked to stand or sit in a circle, and toss a blue ball (the symbol of World Children's Day), to a friend. Whoever catches it has to say what changes they would make for every child if they took over the world. For example: "I would give every child enough to eat" or "I would give every child a home." This will make them realize what other children need or what they don't have now. The game will continue until everyone has a turn.

"Recycling Workstation" will be an interactive activity. Children will be informed about the importance of saving the environment and recycling items.

"Cake Take Over" will give an opportunity for the children to ask the

top bakers in the Kingdom to make their favorite treats and hold a cake sale. This will enable the children to understand the real life scenario behind the Sweet World.

Did you know that the right to play is also a right that is recognized under the Convention of the Rights of the Child? The sports activities organized during the event will ensure that the children will get ample opportunities to dwell in their favorite games.

There is a world beyond academics for the children. "Takeover Talent Time" presents opportunities for children to present their skills in the arenas of dance, music and other art forms. This is in coordination with concept of putting the children on the world stage.

Universal Children's Day offers each of us an inspirational entry-point to advocate, promote and celebrate children's rights, translating into dialogues and actions that will build a better world for Children.

**On Saturday 18th November all parents/teachers/friends should share the activities on socialmedia using the hashtag #BahrainKidsTakeOver**

Remember the time of you as kid? The time you couldn't wait to get into the elder's roles, the time you wanted to be heard, and the time you wanted to raise your voice so that the whole world can hear! Children in Bahrain will be provided with such an ideal opportunity on November 18th, 2017.

Under the patronage of H.R.H. Prince Khalifa bin Salman bin Hamad Al Khalifa, the Prime Minister of Bahrain, Bahrain for all & all for Bahrain in association with Ministry of Interior organize Universal Children's Day on November 18th 2017, at Safra Girls School from 10am to 4 pm for the children in the Kingdom.

United Nations Universal Children's Day was established in 1954 and is



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Saturday 18th November 2017

Safra girls school

Children performances, recycling workshop  
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10am to 4pm



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## INSIDE BAHRAIN

# BAHRAIN AWARD FOR ENTREPRENEURSHIP CONTRIBUTES TO SHAPING A BRIGHT ECONOMIC FUTURE; TAMKEEN.



Under the patronage of His Royal Highness Prince Salman bin Hamad Al Khalifa the Crown Prince, Deputy Supreme Commander and Chairman of the Economic Development Board, the third edition of the Bahrain Award for Entrepreneurship was held on the November 9th 2017.

The third edition of the Bahrain Award for Entrepreneurship which was organized by Tamkeen, will be held in association with its' strategic partners including the Ministry of Industry, Commerce and Tourism, Economic Development Board, the Bahrain Development Bank, the Bahrain Chamber of Industry and Commerce, as well as its'

knowledge advisors, the Arab International Centre for Entrepreneurship and Investment – Office of the United Nations Industrial Development Organization (UNIDO) for Investment and Technology in Bahrain, and EY Bahrain.

The ceremony was positioned as the platform to honor and celebrate the achievements and efforts of entrepreneurs in Bahrain. A total of seven winners across all categories were announced during the awards ceremony who are vying for the title along with a total of BD150,000 in cash prizes and other key rewards and benefits.

The award echoes the steps taken by the Kingdom of Bahrain to develop the entrepreneurial sector in terms of establishing an organizational structure and establishing an appropriate system that will encourage individuals to enter this vital field by embracing startups and individuals to achieve further growth and development.

Under the wise leadership of His Majesty King Hamad bin Isa Al Khalifa, the Economic Vision 2030 set the framework and strategy for creating a prosperous and sustainable economic sector for the Kingdom of Bahrain that aims to raise the standard of living of Bahrainis in a prosperous and united society. Furthermore, the business sector plays a vital role in adding value to the

economy by attracting foreign investment, improving the trade balance, employing modern technology in management and production, creating new job opportunities and raising the per capita income which paves the way to position the Kingdom as the hub for entrepreneurship in the region.

Since its establishment in 2006, Tamkeen has successfully launched programs and initiatives focused on developing the human capital and the economy at large.

"Tamkeen has effectively played a positive role in developing this vibrant sector. The contribution of the business sector to the local economy has reached more than BD800 Million. Tamkeen has supported more than 35,000 institutions and has trained 95,000 Bahraini nationals," said the Chief Executive of Tamkeen, Dr. Ebrahim Janahi.

"Start-ups make 60% of the projects supported by Tamkeen through its Enterprise Support Scheme. This is a true testament that more Bahraini nationals are opting to start their own businesses and contribute to the growth of the economy," he said.

"In a recent study conducted by EY, 70% of the youth are interested in establishing their own businesses. This confirms

Tamkeen's efforts to increase its awareness efforts among the youth and encourage them to take entrepreneurship as an alternative to employment," he added.

"The Bahrain Award for Entrepreneurship is a natural result of the positive indicators and growth of this sector along with the growing success stories of Bahrain startups and business. The award aims to celebrate and praise inspirational entrepreneurs and showcase their success stories in order to encourage the next generation to inspire and innovate," added Dr Janahi.

"The award is a national initiative held for the third year in a row. Till date, we have honoured 14 entrepreneurs with over 200 applicants taking part in the award," he added.

The third edition of the Bahrain Award for Entrepreneurship aims to celebrate the entrepreneurial spirit and inspire innovation across all business sectors leading to the economic development in line with the Kingdom's 2030 vision. Till date, 14 winners were honoured with the covered award from a total of 210 applicants. The award, under the patronage of His Royal Highness Prince Salman bin Hamad Al Khalifa, Crown Prince, First Deputy Prime Minister and Chairman of the Economic Development Board, will be held on November 2017.

# SWEET LUNGS

**Pulmonology specialist Dr. Sonal Jagtap explains lung changes in diabetes.**



Diabetes is the most common of all diseases worldwide. World Health Organization – Diabetes country profiles, 2016 for Bahrain have estimated a prevalence of 8.5% and mortality of 13% attributed to diabetes.

Diabetes causes many complications and no organ in the body is spared of the consequences of high blood sugars. The root cause of all complications is the damage to the blood vessels due to high blood sugar circulating in the body.

Pulmonary abnormalities are commonly subclinical in diabetic patients and hence the most neglected.

Diabetic patients are most susceptible to infections and upper and lower respiratory infections are not uncommon. Infections of the sinuses, nose, throat, airways and the lung tissue with common and uncommon bacteria, viruses and fungus are known to occur and recur. A diabetic patient is likely to catch an infection easily and is also comparatively

difficult to treat requiring more strong medications for a longer duration. Complications such as pneumonia, lung abscess, abscess in the sinuses and neck are expected.

**Other less well known but significant changes that are known to occur as a complication of diabetes are**

1. Accumulation of fibrous tissue in the lungs causes the increased stiffness of both lung and chest wall.
2. Our lungs are soft and elastic but the loss of elastic recoil capacity in the lung leads to a dynamic collapse of small airways during exhalation.
3. decreased muscle strength of not just the limb muscles but also of the muscles of breathing
4. Consequently, myopathic and/or neuropathic changes affecting respiratory muscles could impair the efficiency of the ventilatory pump and thereby contribute to functional lung defects.
5. Diabetes directly affects the small blood vessels of the lungs and causes decrease in the capacity of oxygen to reach from the atmosphere into the blood called as hypoxia.
6. OSA and diabetes are interlinked and stress imposed due to OSA can disrupt the diabetic control.
7. There are studies suggesting that diabetics who smoke have more lung injury due to the smoke than individuals without diabetes.
8. When lungs grow old with aging there are some functional changes that are expected. However, more accelerated

decline in lung function is observed in diabetic patients.

Overall, the above mentioned lung complications are a manifestation of a long-lasting hyperglycemia, similar as other diabetes complications such as nephropathy and retinopathy.

**How to deal with these changes?**

Spirometry or lung function tests can detect changes in the functional capacity of the lungs. Early reversible changes can be treatable. However, prevention is always better than cure. Strict sugar control is the key to success. The following steps can help you to achieve healthier complication free lungs.

1. Regular checks for blood glucose levels
2. Regular follow-up with expert physicians.
3. Seek good dietary advice and follow strictly
4. Do not miss any of the medications
5. Maintain good hygiene
6. Follow-up immediately at the slightest sign of infection
7. Do not neglect your body's needs and demands.



**Dr. Sonal Jagtap**  
Pulmonology Specialist  
Bahrain Specialist Hospital  
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## PR THIS WEEK



### CITY CENTRE BAHRAIN REVEALS THE LATEST FALL FASHION TRENDS FOR AUTUMN 2017

City Centre Bahrain—the largest shopping, leisure and entertainment destination in Bahrain, featuring the largest and broadest range of fashion retail brands, is creating great fashion moments this Autumn, revealing the latest high end and leisure fall fashion collections from all over the world. Shoppers can enjoy a unique shopping experience, exciting activities, entertainment and prizes to win, throughout the month of November 2017.

City Centre Bahrain is tantalizing visitors with an Autumn / Winter themed display showcasing the latest Fall Fashion trends, with luxury items ranging from clothing, to handbags, sunglasses, wallets, cosmetics and perfumes. All of the latest fashion items displayed are available from the mall's broad range of fashion retail brands, including Saks Fifth Avenue, Paris Gallery, CH by Carolina Herrera, Kenzo, Tory Burch, Hugo Boss, Salvatore Ferragamo, Jo Malone and Ralph Lauren, to name a few.

City Centre Bahrain is offering lucky shoppers the chance to win the displayed luxury fashion items. Shoppers spending BD 100 or more from any fashion brand at

the mall, can redeem their receipts at the Customer Service desk, receiving a unique code number to unlock the various cabinets at the display.

City Centre Bahrain is also inviting customers to double their chances of winning this season. The mall is extending a generous offer providing customers spending BD 30 and over a chance to win a Fall Season Wardrobe worth BD 1,000 in gift cards, every week during the campaign!

Customers will also be dazzled by Mirror by Noor, a tie-up social media campaign whereby the influential beauty and fashion personality Noor Al Shaikh will be highlighting the latest fashion items available at City Centre Bahrain, on the mall's social media pages.

"City Centre Bahrain is proud to underline its vision for creating great moments for everyone, everyday, providing customers with the latest fashion trends this Autumn / Winter season, all featured from the mall's broad range of exclusive high end and leisure fashion brands," said Duaij Al Rumaihi, Senior Mall Manager, City Centre Bahrain.



### Y.K. ALMOAYYED & SONS HOSTS A MEDICAL CAMPAIGN FOR ITS EMPLOYEES

Y.K. Almoayyed & Sons (YKA) CSR program, EDMAJ, held a successful medical campaign for its employees across its divisions and businesses. It included dental awareness and checkup which was carried out by Dr. Monther Nouman Dental Clinic. Sonu Duggal, Group HR Manager at

YKA, stated "As part of our vision, we are committed to extending our support to our employees by creating campaigns that benefit them directly. By hosting our medical camp, we are ensuring that our employees' basic medical needs and routine checkups are met."



### GULF AIR RECOGNISES TOP TRAVEL AGENT AT LONDON'S WTM

Gulf Air, the national carrier of the Kingdom of Bahrain, has recently participated in World Travel Market (WTM), the world's largest travel trade show, alongside Bahrain Tourism and Exhibition Authority and a number of Bahraini travel and tourism industry representatives. At WTM, Gulf Air presented an award recognising Skylord Travel in the category of Best Growth in Sales for delivering highest growth in leisure sales with a growth of 53% year on year in 2016.

The award was represented by the Minister of Industry, Commerce and Tourism and Chairman of Gulf Air's Board of Directors H.E. Zayed bin Rashid Al

Zayani, Gulf Air's Senior Manager Sales, Mr. Ahmed Al Matrook and the airline's UK Country Manager Mr Rashid AlGaoud. Bahrain's national carrier has a long history with WTM and has been a key exhibitor for many years. The exhibition is an annual global event attended by key international players and professionals of the travel industry and provides a unique opportunity for global travel trade industry members to meet, network, negotiate, and conduct business. The airline's attendance at the event is in line with its longstanding mission and continuous efforts to promote the Kingdom of Bahrain to an international audience as a tourist and business destination.



### WINTER FASHION COLLECTION & COSMETIC DEPARTMENT LAUNCH AT TWENTY4 FASHION STORE IN BAHRAIN MALL

The region's latest value-fashion brand, twenty4, launched its Winter Collection and their New Cosmetic lines at its Bahrain Mall Outlet. The brand choreographed an exclusive fashion parade for its Winter Collection on 9th November 2017.

twenty4 distinguishes itself from their competition with trendy fashion that is available at incredibly affordable prices. Now with the launch of their new cosmetic lines, twenty4 is closing the gap of a complete fashion brand. The cosmetic line include world famous brands like Revlon, Max Factor, Maybelline, Essence, Pretty, Rimmel and Bourjois. As an offering from the highly successful retail group, BMA International, twenty4 first launched in Bahrain at The Bahrain Mall in November 2013. The successful opening led to widespread public enthusiasm towards the fashion concept resulting in subsequent openings in the country, viz. at Enma

Mall, Rami Mall and Adliya. The store's dynamic layout, with clearly segmented departments, offers an inviting ambience for fashion shoppers, with their exciting range of winter wear and their cosmetic brands which are sure to attract many more fans to its new location.

Commenting on the brand, Area Operations Manager, Gaurav Kaushik said, "For a young and trendy brand, we offer fashion at really low prices. We want our customers to buy new fashion as often as they want without burning a hole in their pockets. We want them to feel warm during the winter season in the most fashionable way. So, we look forward to welcoming many more satisfied customers to stores and make twenty4 synonymous with Value, Versatility & Fashion."

The fashion is inspired by the latest trends around the world at prices that are incredibly affordable.



### SEEF PROPERTIES OFFER DONATIONS TO AL HEDAYA ISLAMIC CENTER

In line with its ongoing CSR strategy towards supporting charitable initiatives, Seef Properties, the leading real estate development company in the Kingdom of Bahrain, donated BD 3,000 to Al Hedaya Islamic Center.

The ceremony was attended by the Chairman of Seef Properties, Mr. Essa Najibi, the Vice Chairman and CSR Committee Chairman of Seef Properties, Dr. Mustafa Al Sayed, and the Chief Executive Officer

of Seef Properties, Mr. Ahmed Yusuf, in addition to Board Secretary of Seef Properties and CSR Committee member, Mr. Zakareya Buallay. The donation was received by the Board Member of Al Hedaya Islamic Center, Mr. Salah Bu Hassan.

Mr. Salah Bu Hassan thanked Seef Properties for their generous donation which will contribute towards educating the Muslim community as well as raising awareness of Islam to non-Muslims.

ALL EYES ON YOU...



2018 Nissan X Trail launch in Y.K Almoayed Nissan Showroom, Sitra



Alshaya Group organized a successful media tour at the Fifteen new brands at The Avenues, Bahrain



Seef Mall Announces the Fourth Raffle Draw Winners of the 'Seef 1000' Campaign



Health Undersecretary inaugurates Women and Diabetes Day in conjunction with World Diabetes Day



Two Winners will get one pack of Schweppes +C 330mlx6 each. All you have to do is answer the below question and mail to us at: [contest@bahrainthisweek.com](mailto:contest@bahrainthisweek.com)



Which is the smallest airport in the world?

WHEELS & GEAR

# NISSAN SAUDI LAUNCHES THE NEW 2018 X-TRAIL



Y.K. Almoayyed & Sons, the sole distributor of Nissan vehicles in the Kingdom of Bahrain has launched the new X-Trail 2018 during a spectacular launch event at the Nissan Showroom in Sitra. Mohamed Almoayyed, Director, Y.K. Almoayyed & Sons revealed Nissan's latest crossover in the presence of media guests and hundreds of customers, who were eager to be amongst the first people to view the stylish vehicle. The event was very successful. Shortly after Mr. Mohammed Al Moayyed revealed the 2018 X-TRAIL, one lucky customer not only got to see the latest SUV, but he went home with a brand new Nissan Sunny as the grand prize winner for the raffle draw for night that was handed to him by Mr. Mohammed Al Moayyed accompanied by Mrs. Mashael Al Moayyed, Director, Almoayyed International Group.

The enhanced Nissan X-Trail features a new robust exterior design and a higher-quality interior with new features such as a new touch-screen navigation with a smart user interface and tan leather seats as an additional interior color option. Aligned with Nissan's Intelligent Mobility vision of moving customers around the world towards a safer and more sustainable future while creating more enjoyable driving experiences, the new 2018 Nissan X-Trail is equipped with a range of enhanced technology features, which lend the driver a helping hand. One of the most unique and innovative feature that Nissan came up with to enhance your driving experience and make reversing even more comfortable is the I-RVM, a rear view mirror with a built-in LCD monitor displaying images from a camera mounted on the rear of the

vehicle. This will definitely make the driving experience more comfortable.

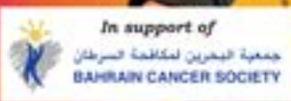
As one of the most popular vehicles in the Kingdom of Bahrain, the Nissan X-Trail belongs to the Top 15 selling models overall and is the market leader in its segment with a market share of 17% versus its competitors. Unique in its segment, the Nissan X-Trail is available with five or seven-seats and customers can choose between five new vibrant exterior vehicle shades, while still indulging in the unrivaled space and comfort.

Robert Beaty, General Manager of Nissan Bahrain, commented: "With the continuous demand for crossovers in the country, we are very excited to be launching the Nissan X-Trail. At Nissan, our customers' satisfaction is our most important priority and with the new X-Trail we are certain that we will be meeting their expectations."

The Nissan X-Trail has kept all of its famous exterior design features - from the muscular styling to the chiseled lines and high wheel arches. However, the front of the vehicle has gone through a robust redesign. Adding chrome side molding across the base of the doors and a bigger 'V-motion' grille at the front the X-Trail looks wider than before for a more impactful appearance on the road. Additionally, the rim's width has been widened - from 34mm to 37.5mm - to provide a more comfortable and safer grip.

Nissan is expecting a strong market share growth in the SUV-C segment due to the attractive prices and features of the 2018 X-Trail, making it a fierce competition in the market. Everyone is encouraged to head to the showroom and try the vehicle first hand to get a grip and sense on how it feels on the road.



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# STEP UP DANCE COMPETITION

BY 

Dance Workshop by SHAKTI MOHAN on 16<sup>th</sup> Nov 2017

Dance Competition Show on 17<sup>th</sup> Nov 2017

**17<sup>TH</sup> NOVEMBER 2017**

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MOVIE TRAILERS



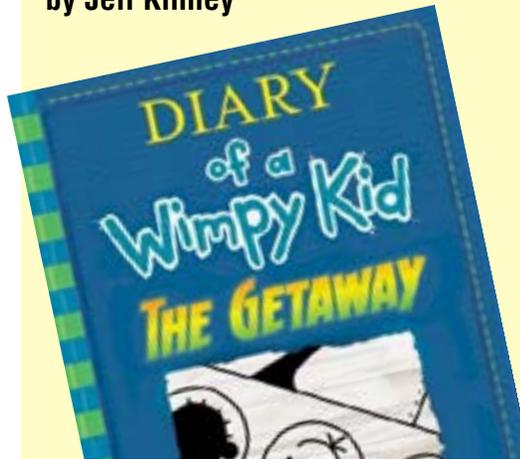
How to download and use KHALEEJ LIVE



BOOK REVIEW

The Getaway (Diary of a Wimpy Kid #12)

by Jeff Kinney



Greg Heffley and his family are getting out of town. With the cold weather and the stress of the approaching holiday season, the Heffleys decide to escape to a tropical island resort for some much-needed rest and relaxation. A few days in paradise

should do wonders for Greg and his frazzled family. But the Heffleys soon discover that paradise isn't everything it's cracked up to be. Sun poisoning, stomach troubles, and venomous critters all threaten to ruin the family's vacation. Can their trip be saved, or will this island getaway end in disaster?

Jeff Kinney is a #1 New York Times bestselling author and six-time Nickelodeon Kids' Choice Award winner for Favorite Book. Jeff has been named one of Time magazine's 100 Most Influential People in the World. He is also the creator of Poptropica, which was named one of Time magazine's 50 Best Websites. He spent his childhood in the Washington, D.C., area and moved to New England in 1995. Jeff lives with his wife and two sons in Plainville, Massachusetts, where they own a bookstore, An Unlikely Story.

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PHOTOS IN A FLASH



MINIMALIST LANDSCAPE



When you are out for landscape photography or any nature shot per se, in whatever condition refrain from having high expectations and focus on the reality in front of you and not on what you wish were there. This will save you from having a lot of frustration. For some time, I have had bad photography days

due to my levels of expectation (sunset, clouds etc.) until I eventually learned not to expect nature to always cooperate. Accept it, Mother Nature does what she wants when she wants it and never on when you want it. From my past experience, having much expectation destroys creativity. So, instead of waiting for cotton

clouds to show up and end up getting frustrated if it doesn't happen, I suggest that you explore other opportunities with an open mind and open eyes instead. Maximize your resources and use any kind of weather or light condition to your advantage. This is the challenge of landscape photography; instead of turning your back, might as well explore your photog options and probably exclude the sky and focus on the scenery around you and find other image details that you can work on. Or rather work on a "minimalist landscape" image.

Minimalist landscape photographs are often about what you take out of the photo rather than what you include in the photo. A relevant tool for making minimalist landscape is a telephoto lens. Longer lens naturally allows you to isolate the most critical elements in an image. Do not hesitate using your longest focal lengths (I normally use a 200mm lens) since looking through them while panning and tilting around a scene surprisingly leads you to getting a unique output. Usually, the use of Neutral Density filters would help you achieve a more desirable image.

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