

NISSAN BAHRAIN RAMADAN BUNDLE OFFERS



**ALMOAYYED
COMMERCIAL SERVICES**
المؤيد للخدمات التجارية

**ALMOAYYED COMMERCIAL SERVICES
SIGN PARTNERSHIP WITH HUAWEI**

ACS SIGNS MAJOR PARTNERSHIP ACCORD WITH HUAWEI TO PROMOTE HUAWEI IDEA HUB IN THE KINGDOM OF BAHRAIN



Huawei, a global provider of information and communications technology (ICT) infrastructure and smart devices, has officially appointed Almoayyed Commercial Services as their distributor for HUAWEI IdeaHub in the Kingdom of Bahrain in the presence of Huawei CEO Mr. Jason Caohongyu and Mr. Srinivasan – Director & CEO - International Operations of Almoayyed International Group along with Almoayyed Commercial Services team members at Almoayyed International Group headquarters in Sitra on 27th of April 2021.

The HUAWEI IdeaHub is an innovative productivity tool that integrates multiple functions to create an intelligent endpoint for users. Features include intelligent handwriting, 4K wireless projection, video conferencing, and the open Android AppGallery, making it an ideal addition for collaborative spaces, such as meeting rooms, executive offices, and more. The product series includes the IdeaHub S and IdeaHub Pro models.

Huawei IdeaHub leverages cloud capabilities to deliver a seamless, user-centric experience, designed to enhance the way teams

work together, wherever they may be in the office. This is a key component of Huawei new smart office strategy, which will guide Huawei's innovation in the years to come as we seek to deliver superior products to our customers, enabling them to take full advantage of our increasingly digital world.

The new product offers three unique features to users looking for an ultra-modern smart workplace for different scenarios: An open ecosystem for cloud video conferencing, innovative and simple product design, and integrated artificial intelligence technology.

This all-in-one productivity tool can easily replace a whiteboard, projector, and professional video conferencing equipment.

The HUAWEI IdeaHub supports Huawei Cloud Meeting and third-party mainstream cloud video conferencing services and platforms, which simplifies the complex process of cloud video conferencing. It delivers a better meeting experience with full 1080p HD, with 4K content sharing. The IdeaHub has received the Red Dot Award 2020 because of its sleek, contemporary and user-centric design.

BAHRAIN GRAND PRIX NOMINATED FOR PRESTIGIOUS INTERNATIONAL TELEVISION AWARD



The 2020 Formula 1 Gulf Air Bahrain Grand Prix has been nominated for one of the most prestigious awards in international television.

The British Academy of Film and Television Arts (BAFTA) announced today the nominations for the British Academy Television Awards, with Sky Sports coverage of the 2020

Bahrain Grand Prix amongst the four nominees in the sport category.

Sky Sports F1, as the exclusive broadcaster in the UK for live races, has been selected as the nominee for its coverage of one of the most dramatic races ever seen at the BIC.

The 2020 Bahrain Grand Prix was watched by almost 100

million people globally, who witnessed the extraordinary crash of Roman Grosjean, together with his remarkable escape, in part thanks to Bahraini marshals and firefighters who subsequently received an FIA Special Award for their exceptional bravery.

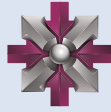
Under the Presidency of His Royal Highness Prince William,

The Duke of Cambridge, BAFTA is a world-leading independent arts charity that brings the very best work in film, games and television to public attention and supports the growth of creative talent in the UK and internationally. The TV awards have been running since 1955 and celebrate the very best in television programmes broadcast in the UK.

The award nomination is a testament to the incredible work of the Formula 1 broadcast team and Sky Sports F1 and reflects their commitment to providing the most innovative, technically advanced TV coverage of Formula 1 races around the world.

The announcement of the winner, who will receive the famous BAFTA mask award trophy, will take place at the BAFTA TV Awards ceremony on June 6.

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reddot winner 2020

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PR THIS WEEK

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GULF AIR DELIVERS 400,000 VACCINES FROM CHINA AND RUSSIA

Gulf Air, the national carrier of the Kingdom of Bahrain, has operated two cargo-only flights, delivering 300,000 doses of Sinopharm COVID-19 vaccine from the People's Republic of China and 100,000 doses of Sputnik V COVID-19 vaccine from the Russian Federation.

Gulf Air continues to support vaccine shipments to Bahrain, alongside supporting wider

viral mitigation efforts, and delivering vital food and medical supplies.

Gulf Air continues to work closely with government authorities across its network to resume operations as demand for travel grows, adapting to evolving precautionary guidelines, which are made available at gulfair.com/covid19



Y.K. ALMOAYYED & SONS RECEIVES APPRECIATION OF ASSOCIATION FROM KFH

Y.K. Almoayyed & Sons has recently received a memento of appreciation from Kuwait Financial House (KFH) for the former's continuous efforts in the distinguished partnership for years that it has had with the latter. This memento was presented to Mr Anas Abdulla, General Manager of Nissan, Infiniti and Renault by Mr Hamed Mashal, Head of Retail Banking of KFH who visited the Nissan showroom recently for a "meet and greet" session. Amongst other officials from KFH who were present at this session were Mr Omar Abdulaziz, Branding & Media Analyst, Corporate Communications and Mr Mansoor Al Ghurair, Consumer

Finance, Assistant Manager, Auto Finance.

Y.K. Almoayyed & Sons and KFH have had a long-standing association. They help YK Automotive customers receive excellent deals while purchasing a new car.

Receiving the memento from KFH, Mr Anas Abdulla, General Manager Nissan, Infiniti and Renault said, "We are extremely honored to receive this token of appreciation from KFH. KFH has been our long standing partner in providing excellent deals to our customers and we look forward to continued support and cooperation for many more years of this mutually rewarding business association".



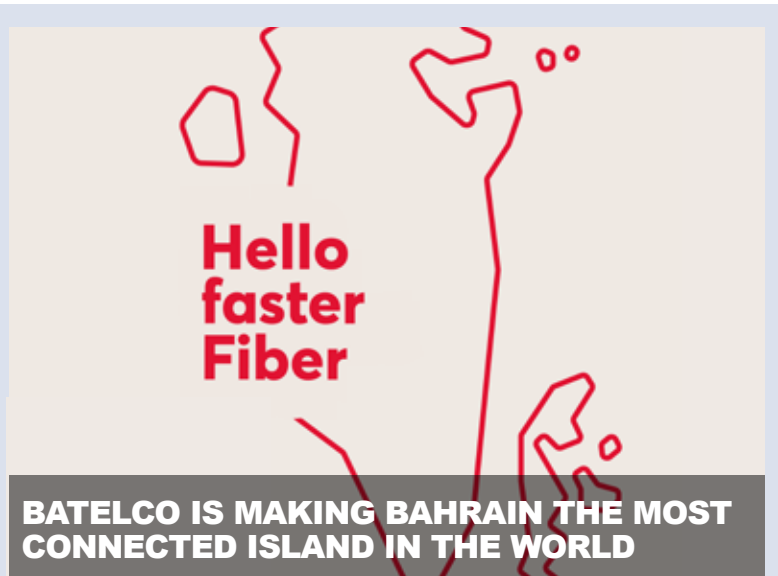
Y.K. ALMOAYYED & SONS BIDS FAREWELL TO JAPANESE AMBASSADOR

Y.K. Almoayyed & Sons has recently hosted an official sendoff to bid farewell to the outgoing Ambassador of Japan to Bahrain, HE Mr Hideki Ito at the end of his current tenure in Bahrain. This event was attended by Y. K. Almoayyed & Sons CEO Mr Alok Gupta, Y. K. Almoayyed & Sons General Manager Nissan Sales Mr Anas Abdulla, apart from other delegates from both the Japanese Embassy and Y.K Almoayyed & Sons.

Addressing the attendees and the press at the event, Mr Alok Gupta, CEO, Y. K. Almoayyed & Sons said, "We are indeed sad to say goodbye to HE Mr Hideki Ito as he visits us for the last time. Our association with him and Japan has been an illustrious one especially

with Nissan, one of the top Japanese car brands, being singularly distributed in Bahrain by Y.K. Almoayyed & Sons. We wish him all the very best for the journey ahead".

Joining him at the event, Mr Anas Abdulla, General Manager Nissan Sales said, "We are extremely honored to be the sole distributors of Nissan vehicles in Bahrain. Nissan is one of the top Japanese car brands and extremely popular with the car lovers of Bahrain. We look forward to further business growth in the future, and we thank HE Mr Hideki Ito for extending to us his unfailing help and support over the years for this".



BATELCO IS MAKING BAHRAIN THE MOST CONNECTED ISLAND IN THE WORLD

Batelco announced today that it has completely redesigned its Fiber packages to offer higher speeds and boosted usage, which will see maximum speeds of 1Gbps and a minimum of 50Mbps, under the campaign slogan of "Batelco is making Bahrain the most connected island in the world."

Batelco's new Fiber packages start from 50Mbps speed with 750GB usage, compared to the previous 10Mbps, representing a significant boost in both speed and usage for the entry package. Speeds of 250Mbps and 1Gbps have also been introduced to the new Fiber packages range, both featuring unlimited usage. The big news for many users who depend heavily on the Internet such as gamers and content creators is that Batelco has increased the maximum Fiber speed from 500Mbps to 1Gbps at a lower price than the previous top package, from BD150 to BD125.

Commenting on the new Fiber

packages, Batelco GM Consumer Division Maitham Abdulla said, "We are committed to revolutionizing our offerings and making Bahrain the most connected island in the world. The new Fiber packages will mark a new era of Fiber Internet experience at home."

"We are extremely excited to offer this new line-up of fast Internet packages to both our new and existing Fiber customers as trends shift and customer expectations evolve. The team at Batelco worked on creating the new Fiber packages range with a minimum speed of 50Mbps and a maximum of 1Gbps, providing customers with an unbeatable Fiber experience."

Batelco existing Fiber customers will receive an SMS of the added benefits at no additional costs, as well as the planned migration date. New customers are invited to subscribe to Batelco's new Fiber packages by visiting shop.batelco.com or any Batelco Retail shop.

‘MADE IN OMAN’ BUSES TO BE LAUNCHED SOON

With the production of new buses with the logo ‘Made in Oman’ under the trademark of Karwa, Oman is on the verge of reaching a significant milestone, said Dr. Ibrahim Ali Al Balushi, Chief Executive Officer of Karwa Motors.

He said that the company is gearing up to launch its first bus

at its Duqm plant in the Special Economic Zone-Duqm.

Speaking to the Duqm Economic Magazine, April edition which will be released this week, he said that “the company is planning to produce not less than 200 vehicles of advanced school bus type during the current phase.”

“The company’s production would not be restricted to these types of buses only but move to produce city buses and long-distance buses,” he said, adding that the production capacity in the first stage would be 500 buses annually followed by a production capacity between 500-700 buses, thereafter.

The company’s Duqm plant is one of the strategic investments between the Sultanate and Qatar through the contribution of Oman Investment Authority with a share of 30 per cent and Mowasalat of Qatar by 70 per cent.

The company has made available 40 internal workstations for the manufacturing of the bus and assembly of its parts, painting and for quality inspection.

The factory includes three main workshops, which are the cutting and welding unit, dyeing workshop, and the equipment and motors assembly sections.

When the engineers confirm that the bus is ready, its capabilities are tested in the designated inspection yard. The project site also includes a repair workshop, a secondary power station, a refrigeration equipment room, a fuel station, in addition to the administrative building and some other facilities.



NEW DAYS ARE COMING WITH NEW DEALS.

This Ramadan, celebrate the best offers of the year with Nissan.



NISSAN KICKS SV
(Mid-Option)
BD 5,995
INCLUSIVE OF VAT

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5 YEARS MANUFACTURER WARRANTY | RUST-PROOF | TINTING

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SOCIAL EVOLUTION

#BHinsafehands

THE SOCIAL MEDIA DILEMMA

By Dr. Reem Nasser AL-Kaabi
Assistant Professor
University of Bahrain

There is no doubt that social media has affected our everyday lives drastically. Reading this article from your smartphone or tablet is more than twice as likely than reading it from your computer. No one of us can be disconnected to his smartphone every hour. We read everything on social media, exchange messages, find a job, seek answers to an urgent question, or check our emails through it.

Social networking platforms can be defined as a technology that facilitates the exchange of ideas and



information through communication between virtual communities. Those platforms mainly depend on the internet connection through computers, laptops, or phones, and enable users to access some contents rapidly such as personal information, documents, videos, or images. They also use social media to interact with friends and family. Social networking platforms have become a vital factor of reaching customers to promote products and services. The use of social media is not limited to a specific age or intellectual group, but rather available to everyone. It has also become an attractive mean that does not stop at a certain limit, social media is always renewed, and appealing to everyone who needs it.

Social media has a significant impact on society, culture, economy, and overall world view. It allows users to discuss many community issues such as; health, cultural differences, and public relations. Where the effects of these social media on societies vary between negative and positive, the excessive or wrong use of social media causes a lot of damage, including psychological, social and health.

Like it or not, the world today without social media is a flawed world for the most people. The real

world has become a supplement to the virtual world and not the other way around. The most that an individual can do today is to mitigate the risks as much as could reasonably be mitigated. Considering the control over the virtual world over societies and the failure of governments to stop the thundering types of the computer applications, people will adapt to the new virtual world with all its pros and cons. However, Different virtual world may come in a form that its negatives are greater than its positives.

Many studies have shown the egregious effects of social media on society. The lack of security on social media platforms is negatively affecting us and becoming an invasion of privacy. Most of social media platforms use surveillance-based business model which is based on offering free services to millions of people in exchange for their private information. After collecting the data, these platforms will analyse the users' information to find out their interests, emotions, and online behaviour to classify them into group. They leverage this analysis and sale the data to the highest advertisement bidder, which will generate a huge revenue to the social media company.

You might be asking at this point: how to become more aware of the

private information I am exposing daily without any concerns and how can I change my behaviour accordingly? One simple solution is to change your social media account privacy settings to prevent gathering any private information. Another solution from the government side is to adopt digital policies; that protect user's personal information as well as reduce private surveillance.

Social media is a double-edged sword, excessive use of it is neither preferred nor recommended. But at the same time, we can conclude that it would be wrong to generally say that social media is bad because it is clear that it can bring countless benefits to our lives.



WHEELS & GEARS

NISSAN BAHRAIN BRINGS IRRESISTIBLE RAMADAN BUNDLE OFFERS!



Y.K. Almoayyed & Sons, the sole distributor of Nissan vehicles in the Kingdom of Bahrain, has curated some absolutely irresistible and never-before bundle offers with fabulous assured gifts on every Nissan vehicle purchase that would make this Ramadan truly memorable for you and your loved ones. These offers are available on some of the most popular Nissan models like KICKS SV (Mid-Option),

Sunny, Altima, X-TRAIL, X-Terra and Patrol LE T2 V8 (Mid-Option). The assured gifts on vehicle purchases include exciting items like Television, Speakers, Earphones and many other fascinating giveaways! Every customer will get a chance to choose a drawer from the mystery box to find out what gift they will receive.

All the aforementioned Nissan models are now available with Free Insurance, Registration, Rust Proof,

Tinting, Assured Gifts, and 5 Years Manufacture Warranty.

The starting price range for all these models is extremely low and pocket-friendly with Nissan KICKS SV (Mid-Option) and Nissan Sunny starting at BD 5,995, Nissan Altima at BD 8,995, Nissan X-TRAIL at 8,595, Nissan X-Terra at BD 9,995 and Nissan Patrol LE T2 V8 (Mid-Option) starting at BD 24,995 only. All these prices are inclusive of VAT.

Additionally, Nissan Sunny, Nissan Altima, Nissan X-TRAIL and Nissan X-Terra come with a free 2-yr Service, while the Patrol LE T2 V8 (Mid-Option) comes with a free 3-yr Service!

"We at Nissan Bahrain, always strive to be Customer-first with our services and offers. Continuing with our efforts under the current global pandemic crisis, we have designed these special offers and schemes to move a step closer to all Nissan lovers in Bahrain who can now continue to drive their dream vehicles with complete 'peace of mind'. With the launch of these offers at Nissan, I am proud to say that like the previous years, we have received an extremely positive response and customers are loving these offers. Moreover, I am extremely proud of my strong sales team who always ensure maximum customer satisfaction," stated Mr Anas Abdulla, General Manager, Nissan Bahrain.

So hurry up! Rush to our Nissan showroom and grab the Ramadan offer that suits you best! For more information, call 17732732.

Judicial fees payment made simple



Bahrain continues taking huge strides towards achieving its digital transformation goals, including making accessibility to government services easier, faster and more efficient. The launch of a newly introduced “unified epayment” Service, part of a bundle of electronic judicial services, streamlines the process for settling judicial fees.

The bundle of judicial eservices is offered jointly by the Ministry of Justice, Islamic Affairs, and Waqf (MOJ), and the Information & eGovernment Authority (iGA). It allows stakeholders, including lawyers and individuals, to settle due amounts related to lawsuits quickly and easily from the comfort of their offices or homes.

The unified ePayment service can be

accessed via the National Portal, bahrain.bh, where all judicial services are available. After securely logging on using an eKey, users can view their fees, select the transactions they wish to settle, and complete the process in a few clicks. There is also an option to pay all fees at once in one transaction. A receipt will be provided at the end of the process.

Further information about the new service available on the National Suggestion & Complaint System “Tawasul”, which is available through the National Portal bahrain.bh, or on “Tawasul” app that can be downloaded from the government app store, bahrain.bh/apps, or calling 80008001.

bahrain.bh

8000 8001

INFORMATION & eGOVERNMENT AUTHORITY



MANAGEMENT PRINCIPLES

HUMAN RESOURCES 4.0

By Dr. Jassim Haji

Personnel administration, which emerged as a clearly defined field by the 1960s in Bahrain, was largely concerned the technical aspects of hiring, evaluating, training, and compensating employees and was very much of “staff” function in most organizations. However it has developed to become modern HR function and moving towards future of HR 4.0.

The concept of HR 4.0 is closely linked to the so-called Industry 4.0, or to the fourth major industrial revolution.

If Industry 4.0 represents a major transformation in the way companies approach manufacturing, it is also true that this move has reduced human resource requirements, especially through automation. Similarly, the exchange of data between different systems has dramatically increased efficiency and decision-making processes related to people management.

Although the world will see even greater changes in the coming

years, much of the technology needed is already in place to replace much of the current HR-related activities.

Therefore, we can say that HR 4.0 is a revolution in the area of Human Resources. In it, HR becomes more automated, focusing its activities on strategic issues and no longer on manual, bureaucratic and repetitive actions.

This movement is seen both in the creation of tools by the IT industry and in the new demands of the government with respect to labor relations. The emergence of obligations such as eSocial, for example, has pushed HR departments to push technology into routines that were rarely done with paper documents— remember?

The differences between traditional HR and HR 4.0

In practice, it means that, unlike traditional HR where the main functions of the professionals were to pay for salaries, control of work hours and basically manual and bureaucratic activities – HR 4.0 is focused on fronts such as attracting qualified talents, improved

organizational climate, and other approaches that directly contribute to the company’s strategic results.

HR 4.0 is essentially permeated by technology and is in line with new labor market scenarios – with special influence from the Millennial Generation, which now reaches leading positions in organizations, and the others that have followed.

In HR 4.0 there is the understanding that professionals today have other needs, and many of them receive job offers from other businesses much more frequently than they did 10 years ago. Therefore, it is necessary to work for the best experience, making the work environment more attractive, less dull – for generations that were born immersed in technology, it is extremely important that it is present in their day to day work.

Innovative virtual solutions and resources assist in the operations of people management, automating manual processes and optimizing strategic tasks. From the search for talent to performance management, among others,

bureaucratic processes are carried out with the minimum of human intervention, which gives HR 4.0 accustomed professionals more time for a more analytical, less operational performance. In Bahrain the leading HR 4.0 expert was recognized as one of the top 5 women in technology and she strives to continue innovating in this vital area.





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