

Zain participates in first HCSR Forum

KUWAIT CITY, Oct 28: Zain, the leading digital service provider in Kuwait, participated in a panel discussion entitled "Walk the Talk: Highlighting the Pioneering Role of the Kuwaiti Private Sector in Humanitarian Giving" as part of the First Humanitarian Corporate Social Responsibility (HCSR) Forum. The forum, organized by the United Nations High Commissioner for Refugees (UNHCR) under the patronage of the Ministry of Foreign Affairs, witnessed the presence of UNHCR Head of Office in Kuwait Samer Haddadin, and many officials from the public and private sectors.

Zain took part in the forum represented by Zain Kuwait's Chief Corporate Communications and Relations Officer Waleed Al Khashti. The event witnessed the attendance of many of the UN's partners from the civil community, private sector, international organizations, as well as a number of public figures. The seminar discussed the social responsibility of private sector institutions in supporting refugee issues. Zain participated in the forum as part of its Strategic Partnership with the UNHCR.

Discussion

During his participation in the panel discussion, Zain Kuwait's Chief Corporate Communications and Relations Officer Waleed Al Khashti said: "we are proud that Zain was one of Kuwait's first private sector companies to form a strategic partnership with the UNHCR by signing an MoU back in 2016. The MoU aimed at finding the best ways in which to contribute to the improvement of the living and social conditions of refugees and any other individuals who the UNHCR provides assistance to, and we agreed to regularly consult with one another in order to contribute to the improvement of the well-being of refugees".

Al Khashti explained: "the private sector has a vital and active role in supporting the public sector and global agencies like the UNHCR to uplift the suffering of refugees around the world. For this, we have embraced and launched many programs and initiatives throughout the past years in line with the UNHCR's needs and goals".

Al Khashti continued: "Zain's efforts are well aligned with those of the nation, where the directives of His Highness the Amir Sheikh Sabah Al Ahmad Al Jaber Al Sabah, the Humanitarian Leader, have succeeded in making the State of Kuwait a leader in development projects and humanitarian assistance. We are extremely proud to work under the umbrella of these directives".

Extension

Zain's participation came as an extension of the signing of a memorandum of understanding (MoU) between the company and the UNHCR during April of 2016. The agreement considered the best ways in which to contribute to the improvement of the living and social conditions of refugees and any other individuals who the UNHCR provides assistance to, and is considered an embodiment of the spirit of cooperation between private and global humanitarian sectors. Through its dedicated booth, Zain showcased its most prominent contributions in humanitarian fields during the past two years, including its #ZainWithRefugees campaign, field trips to refugee camps, online donation campaigns, strategic partnerships with local and global humanitarian entities, and more.

In 2017, Zain launched its humanitarian campaign #Zain-WithRefugees in collaboration with the UNHCR. The campaign aimed



Haddadin and Al Khashti, with officials from public and private sectors during the honoring.



A photo from the event

Highlights latest in health, fitness and beauty

Expo helps raise health awareness in men, women

KUWAIT CITY, Oct 28: Dr Nisreen Al-Mughrabal, the Business Development Consultant at Expo-Tag Exhibitions and Conferences, the organizer of the Exhibition, stated that the Exhibition has succeeded in its last four sessions in contributing to achieve great benefits to the public that will improve the health services for its recipients. Expo-Tag is keen to adopt the optimal way in organizing and managing such important and specialized events, relying on long experience in this framework.

Dr Al-Mughrabal explained that over that long period, the Exhibition represented a key opportunity to introduce to the public the most essential medical supplies and equipment related to fitness and healthy nutrition, adding that the Exhibition also features the food and nutrition aspect, presenting the complementary relationship be-

tween diets and therapeutic beauty, which is a major factor in the success of cosmetic surgeries and their sustainability for as long as possible.

Dr Nisreen Al-Mughrabal also stated that the Exhibition is distinguished by being an important venue for the public to access the latest products and means in the field of health, fitness and beauty for women and men alike, pointing out that the Exhibition also highlights the latest innovations and technologies of plastic surgery, fitness centers, physiotherapy, slimming medicines, skin treatments, etc.

She explained that the Exhibition is characterized by the interaction of the participants and sponsors with inquiries made by the visitors, orienting them with several issues related to health and beauty, in addition to responding to their questions about various matters in

this field; such as the proper ways to lose weight, the various and developed teeth cosmetic and medical treatments, in addition to methods of taking care of the skin, sports, healthy nutrition programs, beauty products, anti-aging, yoga programs, etc.

Dr Al-Mughrabal added that the Exhibition also aims to raise awareness among members of the community about how to select the proper medical clinics to deal with, avoiding risks and medical problems, in addition to communicating the benefits of cosmetic procedures to the public and how to make the right decisions in this regard, clarifying all issues related to such surgeries and answering all relevant questions. Through its dedicated booth, the Ministry of Health will communicate with all Exhibition visitors to showcase the state-of-the-art in the above fields.

at improving the living conditions of thousands of refugees in the region who suffer from the lack of essential supplies during the harsh winter season. Donations were utilized to provide families with financial support, winter clothing, thermal blankets, heaters, and more.

Zain prides itself in its long list of joint collaborations with the UNHCR, including the extension of

mobile telecommunications coverage to reconnect displaced families in the Middle East, offering telecom services in deprived areas, as well as awareness campaigns through SMS services and social media channels.

In relevance to the international refugee situation, Zain partnered with Kuwait Red Crescent Society (KRCS) to organize a humanitarian trip that saw 12 of its volunteered

employees visiting and supporting Syrian refugees in Lebanon to distribute food, clothes, blankets and cater to a number of KRCS-supported projects. Zain also continued its annual Clothes Donation Campaign and extended it this year to Kuwait University, where over 10.5 tons of clothes were donated and sent by Kuwait Society for Relief to displaced Syrian families.