

# ALTIJARA

## MAGAZINE



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Ministry of Industry  
and Commerce

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Ministry of Foreign Affairs  
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## Air Services Agreement Signed Between Bahrain and Korea



Minister of Industry and Commerce H.E. Abdulla bin Adel Fakhro and Korean Minister of Foreign Affairs H.E. Park Jin signed an agreement on air services between their regions and beyond, on the sidelines of the official visit of the Kingdom of Bahrain's economic delegation to the Republic of Korea.

The Minister of Industry and Commerce explained that this agreement aims to establish and operate air services between the two countries to enhance bilateral cooperation in the field of air transport.

His Excellency also pointed to the Kingdom of Bahrain's leading position in the field of flight services in the region and its commitment to developing cooperation in the field of air transport globally, reflecting the tireless efforts aimed at achieving further growth and development of the air transport sector and other various sectors in the Kingdom.

The signing was witnessed by HE Assistant Undersecretary for Domestic and Foreign Trade at the Ministry of Industry and Commerce Sh Hamad bin Salman Al Khalifa, and HE Ambassador Fatima Al Dhaen, Chief of Afro-Asian Affairs at the Ministry of Foreign Affairs.

## Minister of Industry and Commerce Meets Vice President of the Korean Chamber of Industry and Commerce



H.E. Minister of Industry and Commerce Abdulla bin Adel Fakhro stressed the importance of strengthening economic ties and developing trade and investment partnerships with South Korea, to ensure sustainable economic growth for the two countries.

This came during a meeting with Mr. Woo Taehee, Vice President of the Korean Chamber of Industry and Commerce "KCCI", in the presence of H.E. Ambassador Fatima Abdulla Aldhaen, and a number of senior officials of both parties, within the official visit of the Minister of Industry and Commerce and the Bahraini economic delegation to South Korea.

The meeting discussed a number of common issues aimed at strengthening economic relations and developing means of trade exchange, and the Minister praised the active role of the Chambers of Commerce and Industry and in enhancing trade and industrial exchange between the two countries.



## Minister of Industry and Commerce meets SONY CTO



H.E. Mr. Abdulla bin Adel Fakhro Minister of Industry and Commerce affirmed the keenness of the Kingdom of Bahrain to raise levels of cooperation and exchange experiences with Japan, especially in the economic field.

This came during a meeting with Mr. Hiroaki Kitano, Chief Technology Officer of SONY, in the presence of the Minister of Sustainable Development Noor bint Ali Al-Khulaif, and a number of officials from both sides, on the sidelines of the official visit of the high-level economic delegation to Tokyo.

The Minister praised Sony's contributions to the development of many devices and fields that directly affect human lives, as a prominent international brand of technical development, stressing Bahrain's keenness to enhance cooperation and joint work with Sony and other experienced Japanese companies.

## During the official visit to Japan The Minister of Industry and Commerce meets with officials of Topy Industries Ltd.



H.E. Minister of Industry and Commerce Abdulla bin Adel Fakhro stressed the strong friendly relations between the Kingdom of Bahrain and Japan, noting the great role played by active diplomacy in consolidating cooperation and pushing it towards developing existing economic relations. This came during a meeting with a number of officials of Topy Industries Ltd., in the presence of the Minister of Sustainable Development Noor bint Ali Al-Khulaif and a number of officials from both sides in Tokyo, on the sidelines of the official visit of the economic delegation from the Kingdom of Bahrain to Japan.

During the meeting, the Minister reviewed the capabilities and facilities offered by the Government of Bahrain to attract more international projects to the Kingdom, and listened to a detailed explanation of the work steps carried out by Topy Industries, which specializes in steel, specifically manufacturing car tires.



## The Minister of Industry and Commerce Meets FICCI President on his Official Visit to India



HE Minister of Industry and Commerce, Me. Abdulla bin Adel Fakhro, met with the President of the Federation of Indian Chambers of Commerce and Industry (FICCI) Mr. Subhrakant Panda, in the presence of Bahrain's Ambassador to India Mr. Abdulrahman Al Qaoud, and a number of officials from both sides, as part of the official visit of HE the Minister to the Republic of India.

The meeting discussed a number of issues of common interest, as well as ways to enhance cooperation and joint work between the private sectors in both countries and benefit from their strong and historical relations to achieve common visions and aspirations.

## Industry and Commerce Minister meets Indian Minister of Micro, Small and Medium Enterprises in his Official Visit to India



H.E. Mr. Abdullah bin Adel Fakhro, Minister of Industry and Commerce met with the Indian Minister of Micro, Small and Medium Enterprises Mr. Shri Narayan Tatu Rane, in the presence of H.E. Mr. Abdulrahman Mohammed Al Qaoud, Ambassador of the Kingdom of Bahrain to the Republic of India, and Assistant Undersecretary for Domestic and Foreign Trade H.E. Sh. Hamad bin Salman Al Khalifa, and a number of officials from both sides, within the framework of the official visit of Bahrain's economic delegation to India.

The meeting discussed a number of topics related to the SMEs and entrepreneurship sector, as Fakhro stressed the continuous development of the historical relations between Bahrain and India, noting the importance of this sector and the support it receives from both governments, and pointing to the importance of enhancing cooperation and benefiting from Indian expertise in developing this vital sector.



## The Minister of Industry and Commerce participates in the Second Annual Ministerial Roundtable Meeting on the Future of Minerals in Riyadh



H.E. Mr. Abdullah bin Adel Fakhro, the Minister of Industry and Commerce, participated in the second annual ministerial roundtable on the future of minerals, which was held within the framework of the second edition of the International Mining Conference, held in the Kingdom of Saudi Arabia.

The meeting discussed enabling the creation of resilient mineral value chains across the major region from Africa to West and Central Asia, with the participation of a number of ministers, and representatives of government delegations, representatives of multilateral organizations and agencies, leaders in the mining and minerals sector, and non-governmental organizations from countries in the region and beyond.

The meeting also focused on the region's ability to contribute to the growing global development of important mineral value chains, encouraging responsible mining, increasing the value of mineral wealth in our region by becoming the suppliers of choice through positioning the region as an emerging center for "green" minerals, and global cooperation, to establish "centers of excellence" to enable development in the regions.

## On the sidelines of the second edition of the International Mining Conference in Riyadh

Minister of Industry and Commerce Meets the Minister of Industry and Mineral Resources of the Kingdom of Saudi Arabia



On the sidelines of the second International Mining Conference in Riyadh, the Minister of Industry and Commerce, H.E. Mr. Abdulla bin Adel Fakhro, met with H.E. Minister of Industry and Mineral Resources of the Kingdom of Saudi Arabia, Mr. Bandar bin Ibrahim Al-Khorayef.

The meeting discussed the long-standing relations between the Kingdom of Bahrain and Saudi Arabia, stressing the esteemed government's support for all programs, initiatives and projects that would strengthen and develop these relations to serve the interest of the people, praising the aspirations and strategic steps led by the Kingdom of Saudi Arabia, which reflect the great interest towards sustainable development of all economic sectors, including the mining sector, to meet the rapid global growth on minerals necessary for the manufacture of advanced technologies, hoping that the forum will achieve its ambitious goals.



## Minister of Industry and Commerce inaugurates the Global Entrepreneurship Conference



H.E. Mr. Abdullah bin Adel Fakhro, Minister of Industry and Commerce inaugurated the Global Entrepreneurship Conference, organized by the Bahrain Entrepreneurship Foundation, between the fifth and sixth of February, at the Four Seasons Hotel Bahrain Bay.

H.E. the Minister affirmed the Kingdom of Bahrain's support to entrepreneurs and SMEs development, adding that the Kingdom is keen to keep pace with the latest developments in the field of entrepreneurship, and to strengthen partnership between the public and private sectors to achieve the goals of Bahrain's Economic Vision 2030, indicating that the SMEs Development Council was formed with a plan based on five main pillars that facilitate the access of startups and SMEs to the necessary support and access to markets, by simplifying the business environment, developing skills, and promoting innovation with a total of 43 approved initiatives, up to 20 initiatives of which have been implemented so far.

For her part, Mrs. Feryal Abdulla Nass, Bahrain Entrepreneurship Foundation Chairman, stressed that this conference aims to achieve sustainability growth for SMEs, stressing the need for concerted national efforts, promoting a culture of creativity and innovation, and exchanging experiences in economic affairs, in a way that contributes to the development of the economy.

The Conference will include a first panel discussion with H.E. Mr. Abdullah bin Adel Fakhro, Minister of Industry and Commerce, H.E. Mr. Sameer Nass, BCCI Chairman, Mrs. Feryal Nass, Bahrain Entrepreneurship Foundation Chairman and several high officials. Around investment, access to finance in the world of innovative startups, global women leaders, innovative and sustainable media entrepreneurship, innovation and business opportunities, and a strategic direction towards digitalization.

The conference will also feature a number of entrepreneurs and speakers from all over the world to discuss business developments and entrepreneurship, invest opportunities in this field, and identify challenges and how to overcome them





## Minister of Industry and Commerce Visits Awal Gulf Manufacturing



H.E. Mr. Abdulla bin Adel Fakhro, Minister of Industry and Commerce, affirmed that the Kingdom of Bahrain welcomes all investments that contribute to raising economic growth, considering strategies aimed at enhancing the Kingdom's economic position, most notably the Industrial Sector Strategy "2022-2026", which aims to increase the contribution of the industrial sector to the GDP, increase exports of national origin, and provide promising job opportunities for citizens in the industrial sector.

This came during the visit of H.E. the Minister of Industry and Commerce to Awal Gulf Industries in Sitra, where he was received by Awal Gulf Manufacturing Chairman Mr. Talal Al-Zain, and CEO Mr. Ghassan Freiwat, and a number of board members and company officials.

The Minister praised the role of private sector and the efforts of Awal Gulf in supporting and developing the industrial sector to achieve the aspirations of Bahrain's Economic Vision 2030, affirming the Ministry's commitment to provide support and assistance to companies and develop them in the best interest of the country and citizens.

This visit is part of a series of visits to the industrial and commercial sector, to identify the latest developments in the facilities and identify their conditions, current requirements, and future plans.





## Industry and Commerce Minister Launches First SMEs Development Exhibition (Omani-Bahraini Products)



Industry and Commerce Minister Abdulla bin Adel Fakhro inaugurated the first edition of the SMEs Development Exhibition – (Omani-Bahraini Products), organized by Bahrain SMEs Development Society in cooperation with the Omani-Bahraini Friendship Society, the Bahraini Embassy in Muscat, and the Omani Embassy in Manama. In the presence Bahrain Society for SMEs Development Chairman H.E. MP Ahmed Al-Salloum, and Bahrain's Ambassador to Oman H.E. Dr. Juma bin Ahmed Al-Kaabi, and Omani Ambassador H.E. Mr. Faisal bin Hareb bin Hamad Al Busaidi, and H.E. Ms. Eman Al Doseri, Undersecretary of the Ministry of Industry and Commerce.



H.E. Fakhro stressed the depth of the historical relations between the two countries and affirmed Bahrain's keenness to enhance existing investment opportunities and build more partnerships. In an aim to achieve development goals by adopting many programs and initiatives that support the national economy.

The Minister and attendees toured the exhibition and listened to a detailed explanation from H.E. MP Ahmed Sabah Al-Salloum, Chairman of the Bahrain SMEs Development Society, on the importance and expected gains of this exhibition, which starts May 24 and continues until May 27, and hosts more than 32 entrepreneurs.





## Industry and Commerce Minister Visits Showaiter Factory



H.E. Mr. Abdulla bin Adel Fakhro, Minister of Industry and Commerce visited Showaiter factory in Muharraḡ Souq, where he met with Mr. Fouad Showaiter, Chairman of Fouad Hussain Showaiter Factory



H.E. the Minister stressed the role of the private sector and its continuous contributions in promoting economic growth as well as the distinguished partnership between the public and private sectors, noting that the Kingdom of Bahrain is proud of its businessmen and their significant contributions to boost national economy.

For his part, Mr. Fouad Shwaiter expressed his appreciation for the remarkable support provided by the Government, especially the easy procedures provided to commercial and investment institutions, stressing the importance of continuing mutual cooperation between the public and private sectors to serve the national economy and attract more investments to the Kingdom.





## Undersecretary of the Ministry of Industry and Commerce Heads Bahraini Delegation in the Trade Cooperation Committee Meetings in Muscat



On behalf of HE Mr. Abdulla bin Adel Fakhro, Minister of Industry and Commerce, Undersecretary of the Ministry of Industry and Commerce H.E. Ms. Eman Ahmed Al Doseri, headed the delegation of the Kingdom of Bahrain participating in the 64th meeting of the Trade Cooperation Committee, with the participation of Their Excellencies GCC Ministers of Commerce and the GCC Secretary General H.E. Mr. Jassem Mohamed Albudaiwi, hosted by the Sultanate of Oman.

During the meeting, a number of topics were discussed, including the establishment of a permanent investment committee, as well as the decisions of the Financial and Economic Cooperation Committee on completing the implementation of the GCC common market tracks before the end of 2024.

## Undersecretary of the Ministry of Industry and Commerce Heads Bahraini Delegation in the 50th Industrial Cooperation Committee Meetings in Muscat



On behalf of HE Mr. Abdulla bin Adel Fakhro, Minister of Industry and Commerce, Undersecretary of the Ministry of Industry and Commerce H.E. Ms. Eman Ahmed Al Doseri headed the delegation of the Kingdom of Bahrain participating in the 50th meeting of the Industrial Cooperation Committee, with the participation of Their Excellencies GCC Ministers of Industry and the Secretary General of the Cooperation Council for the Arab States of the Gulf, H.E. Jassem Mohamed Albudaiwi, Secretary General of the Gulf Cooperation Council (GCC), hosted by the Sultanate of Oman.

The meeting included a discussion of a number of topics, including the directive of the Ministerial Council at its 155th session on addressing all obstacles preventing economic unity, as well as following up on finding a unified definition of the national "Khaleeji" product and its standards, and other topics.



# LEGAL CONSULTATION

LEGAL AFFAIRS DIRECTORATE

## The Difference Between Utility Models and Patents

Law No. (1) of 2004 on Patents and Utility Models and its amendments, and Law No. (101) of 2018 issuing the Executive Regulations of Law No. (1) of 2004 on Patents and Utility Models, regulated the provisions related to patents and utility models, and accordingly, below is a brief clarification of each of them:

### Concept of Patent:

A patent is an exclusive right granted for an invention. In general, the right granted to the owner of an invention is to prevent others from making, using, selling, or offering that invention without the consent of the patentee. The patent application must include at least a new and useful innovation or industrial application.

### The Concept of Utility Models:

It is a type of right to lawfully protects a technical means that does not amount to an invention and is easier and faster to obtain but for a shorter protection period than a patent.

Since the requirements for utility model protection are less complex than a patent, steps such as novelty, for example, are not as important in a utility model as in a patent, and utility models are not subjected to the same lengthy and complex tests as patents.

### Fundamental Differences Between Utility Models and Patents

- Scope of protection: Utility models are concerned only with the protection of product inventions, while patents protect the processes as well.
- Duration of the right: Exclusive rights to utility models have a shorter term than patents, and the duration can vary according to the countries regulating them, but they usually adopt 10 years for the utility model and 20 years for the patent.
- Degree of modernity: Patents require a high degree of modernity, all over the world. However, utility models have a lower level of demand and are evaluated at a national level.
- Procedures: The procedures for submitting, evaluating and registering a utility model are simpler than patent procedures.
- Fees: The fee charged for filing a utility model application is usually lower than the patent fee.



# Mall.bh Platform



## Jawaher Portal

Jawaher Portal is one of the eMarketplaces, which has joined in Mall.bh platform.

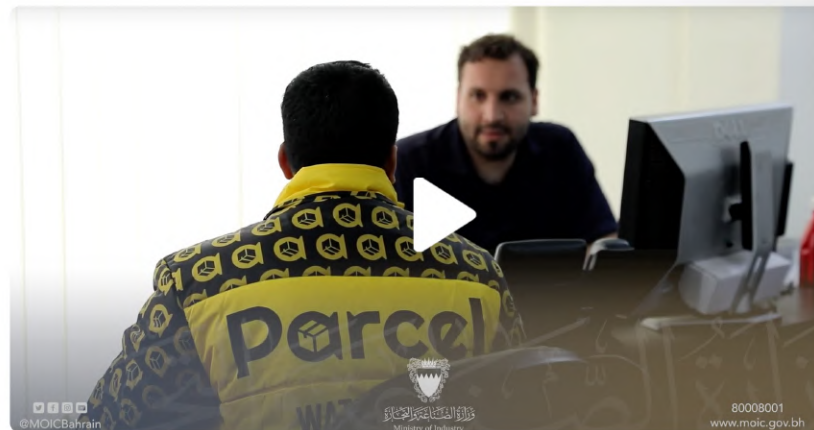
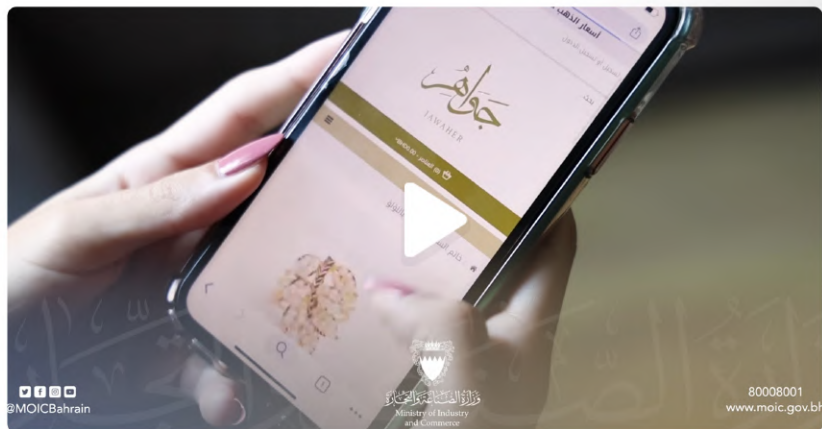
Zainab Yusuf



## Parcel 24 Delivery Company

Parcel 24 Delivery Company is one of the Logistics Service Providers which has joined Mall.bh platform.

Mahmoud Daif





# Mall.bh Platform



## PRINTO

Printo is one of the eCommerce stores, which has joined Mall.bh platform.

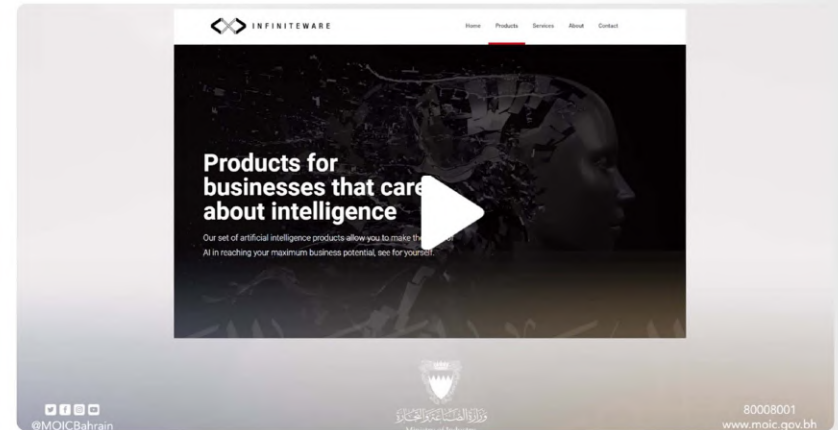
Yasser Al-Hujairi



## Infinetware Computer

Infinetware Computer is one of the eCommerce Solutions provider, which has joined in Mall.bh platform.

Ameen Altajer





# Awareness Corner

## Consumer Protection Directorate

A minimum payment limit has been set when using a credit card to purchase a product at a point of sale.

A point of sale is not allowed to set a minimum payment limit when using a credit card to purchase products

A product was delivered to my home, and after it was installed by technicians, it was discovered that the product is defective

As a consumer, you have the right to refuse to sign the delivery receipt and request the removal of the defective product and exchange it for a new one

I made an agreement with a custom-made furniture retailer, but I was not provided with an invoice containing the details of the product and its measurements

As a consumer, you have the right to obtain an invoice or a quotation that shows the agreed-upon product details and measurements

I purchased a discounted product, and it turned out that the price of the product at the cashier is different from the advertised price on the product.

As a consumer, you have the right to get the product at the advertised price on the product





### Press Development in the Kingdom of Bahrain

By : Mr. Mahmoud Ahmed Ali Mujbel

#### Historical Introduction:

The events of the first and second World War attracted the attention of Bahraini society. In 1914, the first world war erupted, and the whole Arab world naturally became a part of this war, as it was a target for allied and warring European countries and a point of

#### First: Education:

In the beginning of the 20th century, the (Katateeb) spread across the cities and villages of Bahrain, these mentors carried upon themselves the task of raising children and adolescents, and providing them with religious knowledge by studying and memorizing the Holy Qur'an, with some interpretation and religious information.

With this traditional approach, the (Kettab) carried on the task of educating young people, who grew up and graduated to fill prominent roles in society, some took the path of public service and filled positions in government facilities, and some joined religious schools supervised by intellectual men of religion to teach the sciences of Islamic law to adults in order to qualify them for legal matters, some went to Al-Azhar Al-Sharif in Egypt or Najaf Al-Ashraf in Iraq to enroll in courses or join religious circles, and others attended schools of India

The establishment of the American Mission School as a special education facility motivated the people of Bahrain to establish their own schools that teach youngsters Arab-Islamic principles.

Around the year 1919, a group Bahraini dignitaries initiated the idea of establishing a regular school to accommodate the largest possible group of students, and came forward with their suggestion to the ruler of Bahrain at the time, Sheikh Isa bin Ali Al Khalifa, who encouraged the idea and supported the implementation, hence they established Al-Hidaya Al-Khalifia School in Muharraq, which represented the cornerstone of the education renaissance in Bahrain and the first step towards the great achievements of future generations.

#### Second: Clubs :

Clubs are amongst the main institutions that contributed to the emergence of the press and the prosperity of the cultural movement in Bahrain. In 1913 (Iqbal Awal) club was established by a group of young intellectuals in Manama who rented a shop space and began their activity in addressing the calls of missionaries. Following the establishment of a special library for the American mission, and a literature club established in 1920 in Muharraq, which combined a number of literary figures including Sheikh Ibrahim bin Muhammad Al-Khalifa, and adopted an open reproach to the outside world and acceptance to modern changes.

#### Third: Theater:

Theater in Bahrain played a prominent role in the growth of national awareness and the establishment of cultural foundations amongst the new generation, which adapted to the urbanization that began to invade eastern society.... Theater in Bahrain went through multiple stages until it became what it is today.... It began with the pioneer teachers who trained some of their students to act, and took advantage of religious occasions and end of school year free days to perform their literary programs and comedy and historical plays. In 1925 AlHidaya AlKhalifia school presented the play (Judge by the Command of God) and (Imru' al-Qays) in 1928 and another play entitled (Dahes wa AlGhabra), in addition to extracurricular theater classes for regular schools.

#### Fourth: Audio Radio :

Bahrain Radio is the first radio station established in the Gulf region, it was established in 1940 during the outbreak of World War II, the broadcast period was very limited and only covered news of the war. The radio broadcasted on a wave length of 66.52 meters with a frequency of 451 cycles per second, and was able to cover the entire Gulf region, it began with a half hour daily broadcast and then extended to a full hour on May 15, 1942.

#### Fifth: Printing Presses:

Printing presses played an important role in the emergence of the press movement in Bahrain and contributed to strengthening the cultural arena by playing a role in printing Bahraini books and expanding the circle of publication.

The need for printing presses in the country emerged with the development of government administrative work, as Bahrain was printing its official publications in the printing presses of India, Basra and Cairo.





## Interview with Employee Haifa Al-Mutawa

Haifa Sultan Al Mutawa is an Investor Specialist at the Industrial Development Directorate at the Ministry of Industry and Commerce, a Workplace Etiquette Trainer, she has a bachelor's degree in business administration, as well as many other certificates. She has been passionate about etiquette since her childhood, and she used to read a lot in the field until it became integrated in her personality. She always liked elegant mannerism, then she discovered her passion for training, so she sought to professionalize in it and obtained a professional trainer certificate and chose to combine both her passions and specialize in Workplace Etiquette, for its great importance for job seekers or employees.

Her training initially focuses on the general appearance of the person and how to leave a positive impression on others, as well as proper methods of walking, sitting, standing, talking, listening and dealing with colleagues in the work environment, while motivating trainees to maintain individuality and singularity.

She has multiple hobbies, such as reading about etiquette, psychology, motivation, behavior, anthropology, body language, public speaking, charisma, training, decoration, gift wrapping, hospitality, and shopping. Al-Tijara Magazine conducted an interview with Haifa.

### 1 In the beginning, when did your passion for etiquette begin? And how did it develop?

Since my childhood, people around me praised my appearance and mannerism, and I always spontaneously monitored the inappropriate mannerism of people in their workplaces, and when I realized my passion for training, I decided to specialize in Workplace Etiquette, and during the Pandemic, I invested the time I had in courses and certificates that support my passion in Workplace Etiquette, Training and other areas related to etiquette and job motivation.

### 2 How responsive is Bahraini Society to the art of etiquette?

The Bahraini Community is blessed with natural elegant mannerism, but there is always room for improvement, and job etiquette is a new field that needs to be emphasized for its positives impact on work achievements and individual confidence.

### 3 How can employees of the Ministry of Industry and Commerce benefit from Workplace Etiquette?

Job etiquette is necessary, it starts from personal appearance which gives you confidence, and includes interaction and communication etiquette, and helps you enhance your level from an ordinary employee to a distinguished professional who draws positive attention. More on the topic can be found on my Instagram @branding.your.self



# Hobbies & Talents

**Mahmood Abdulmajeed Albalushi**  
Inspector in Inspection Directorate




I started the hobby of falconry since the age of 19. I was initially curious about this hobby, so I used to go with my cousins to watch and then I began to help until I learned how to care for falcons and train them. Today, I am a member of the BHR team, one of the strongest teams in the GCC, and I participated in many Gulf races and won first place in most of them.



**Baraa Hassan Al Rayes**  
SR. Public Relations Specialist



Baraa A. **براء الرئيس** 

*Hobbies play an important part in our life, we simply feel alive with our interest..*

*To me there is a lot of things that brings joy and happiness to my heart such as sports, photography, travelling & meditating besides all of this volunteering and making a difference in people's life and the community is my thing. As individuals we need to live each day with a lifestyle based on kindness..*

*I believe that the further the generosity and kindness we share with one another, the further the kindness we will receive from God in this life and the life after.*

My latest volunteering work was with Baitkum Baitna season 12 related to Ayadi Relief we called our team daar ( Dream Team ) - I would say! You may find our beautiful memories on the following instagram account @team.daar our aim was to support renovation of houses for underprivileged Bahraini Families. I enjoy volunteering it gives me sense of purpose and allows me to be part of a wonderful community that is unified together to do good. My biggest fear is not living a fulfilling life







يوم البحرين الرياضي  
Bahrain Sports Day

# Bahrain Sports Day



## Ministry of Industry and Commerce Holds Sports Day Event

The Ministry of Industry and Commerce organized and held Bahrain Sports Day activities in the presence of H.E. Mr. Abdullah bin Adel Fakhro, Minister of Industry and Commerce, and a number of senior officials, invitees and employees of the Ministry of Industry and Commerce.

The events included many sports activities, medical examinations and medical awareness instructions to promote health and physical awareness and emphasize the importance of sports on general health.





# ☺ International Happiness Day ☺

20 March 2023

In an initiative to spread an atmosphere of fun and happiness among the Ministry's employees, the HR Directorate welcomed the Ministry of Industry and Commerce's staff with the start of official working hours to celebrate International Happiness Day , which annually on March 20.

## 5 Ideas for a happier life

### 1 Help others

Make volunteering and helping others a solid habit, as giving is happiness

### 2 surround yourself with happy people

Surround yourself with positive people, happiness is contagious and positive energy is a powerful engine

### 3 Take care of your body

A healthy body is the title of a healthier and happier life. Make taking care of your health one of your main priorities

### 4 Be grateful

Gratitude helps the brain stimulate resistance to happiness because appreciating blessings increases feelings of well-being and contentment

### 5 Be ready for change

Focus on what motivates you and find what inspires you to create and enriches you with a passion for knowledge







# International Tea Day

In the presence of HE Mr. Abdulla bin Adel Fakhro, Minister of Industry and Commerce and a number of senior officials and employees at the Ministry, the HR Directorate organized the "International Tea Day" event for the Ministry's employees.



Ministry of Industry  
and Commerce



# EMPLOYEE OF THE MONTH



The Month of **January**  
Layali Abdulmajeed Albalooshi



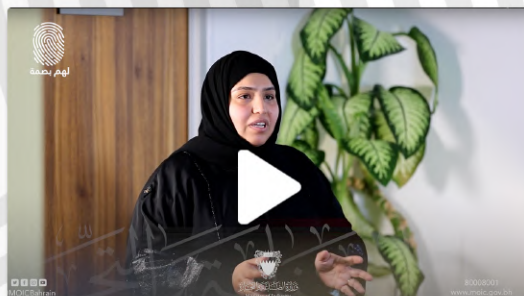
The Month of **February**  
Employee Nasser Ali Aljamea  
Industrial Areas Directorate



The Month of **March**  
Employee  
SME's Development Directorate



The Month of **April**  
Employee Jaffar Saeed Mohame  
Inspection Directorate



The Month of **May**  
Employee Heba Muhammad Ali Al-Salman  
Industrial Development Directorate



The Month of **June**  
Employee Eman Ahmed Madan  
Registration Directorate





### Message from the Director of Communication and Awareness Directorate

Every year, Bahrain joins the whole world and international health organizations in celebrating World Cancer Day on February 4th, affirming its efforts to prevent Cancer and spread cancer awareness and its serious complications, which can be prevented by early detection.

The whole world unites on the 4th of February in the fight against cancer, to spread awareness and help save millions of lives, as many types of cancer show early signs and symptoms, namely breast, cervical, colon, rectum, skin, mouth, and some child cancers, and early diagnosis facilitates treatment, and improves its results.

In the Kingdom of Bahrain, specifically at King Hamad University Hospital, we have the Bahrain Oncology Center, which is an integrated medical achievement added to the medical achievements in the Kingdom of Bahrain and a reflection of the vision and directives of His Majesty King Hamad Bin Isa Al Khalifa. The first medical center of its kind specialized in cancer treatment, operating since March 2018.

It is safe to say that the Kingdom of Bahrain today is a pioneers in cancer treatment and competes with the largest world centers, as Bahrain Oncology Center at King Hamad University Hospital plays an important role in developing radiation cancer treatment, and using radiation in detecting cancer, in coordination with the Ministry of Health and the rest of the hospitals in Bahrain and concerned authorities in the GCC. In an aim to unify efforts and stand hand in hand in the fight against this disease.

Sincerely

Mr. Mahmoud Mujbel  
Director of Communication and Awareness

### Tijara Magazine contest winners



Abbas Abdulhameed



Ali Alalawi



Rashid Alsayoof



Sara Abdulmalek



# Editorial team of the Ministry of Industry and Commerce







**Interview with Mr. Juzer**

**1. On a global scale how many LuLu Hypermarkets are there?  
What are your range of products and services**

The LuLu Group is the leading hypermarket & supermarket chain and the only Middle East retail group to be featured in Deloitte's annual 'Global Powers of Retailing 2021' survey\*, for the MENA and Asian regions.

Founded in the early nineties, it is present across the GCC, India, Indonesia, Malaysia, Suriname and Egypt. Serving more than 1,600,000 shoppers every day, it is the fastest growing retail chain across 10 countries and currently operates 249 stores with a multi-national staff force of more than 60,000.

Since 2020, LuLu's carefully-structured expansion plan includes hypermarkets, express store-format smaller outlets and a vibrant online shopping platform.

We have also seen a growing vertical expansion with award-winning logistics, warehousing and supply-chain offices in Asia, Africa, Europe and the Americas.

**2. How does LuLu Hypermarket manage to satisfy Bahraini customers?**

As with any global operation, we believe in delivering perfect quality wherever you shop with us. Our brand promise of quality and customer service are our top priority. However, we also know that over the past decade, the retail experience has evolved into much more than just a trolley dash. The LuLu shopping experience is today well-known for its immersive retail participation with National Festivals that have built a strong reputation of enjoyable event management and value for money.

The Bahrain customer is well-versed in world developments, whether it is about what to expect in-store as fresh foods or local farm produce or new food or electronics trends. They are also very price-conscious which works well with the LuLu brand promise.

The MOIC has supported us greatly because they have a meticulous approach to implementing controls and guidelines which the LuLu Group has adopted to deliver the best customer experience. This process-driven approach is of great help to the retail industry as a whole and, for the hypermarket sector, it also streamlines other aspects such as food security, delivery of quality and affordability.

Bahrain's shoppers have responded to our excellence by giving us their loyalty and respect. It is their trust that has powered our growth to 9 outlets in the Kingdom and a unique collaboration with the government that has seen LuLu take the best of Bahrain-made products to the world through our shelves worldwide. We partner with Export Bahrain, with Bahrain SMEs, with Bahraini farmers and productive families to stretch the Bahraini productivity ethic beyond Bahrain.



### 3. How does LuLu Hypermarket cope with global tech developments and modern technologies?

Of course the biggest development that the retail industry has seen has been the growth of e-commerce and online shopping. Technological developments has made it possible for us at LuLu to expand the ways in which our customers can access our brand promise.

LuLu Group is leading the retail sector when it comes to adoption of technology – and that means we have invested in the entire spectrum of technological advances to keep our shopping experience and operations up-to-date – from online-shopping and delivery to payment options, security and even crypto currency payment for your groceries – that is a first!

Our shoppers expect and receive a smooth and world- class shopping experience whenever they download a shopping app and click their selection for delivery or collection. However, to make this experience seamless, we have had to ramp up the correlated facilities such as logistics support, last-mile deliverables, new IT templates etc.

And we have also scaled up our payment processes, bringing the best of payment options and security to our shops – in fact, LuLu Bahrain recently became the first hypermarket chain to accept cryptocurrency payments. The agreement with Eazy Financial Services allows customers at LuLu to simply make their purchases and use the Eazy machines at checkout to pay in cryptocurrency.

At the same time, we also invest continuously in building and maintaining a robust data security environment. Our stringent security practices to offer end-to-end security for customer transactions has won industry awards.

So I would say that LuLu technology adoption is a mix of latest practices and security for all stakeholders.

### 4. Your future vision and aspirations locally and globally?

Our Chairman and Managing Director, Mr. Yusuff Ali M.A. always says that “Business is not just about money, products and services – it’s all about people.” The LuLu Group is powered by that belief. We are aligned to the progress of the community that we are in locally and we use our local growth and success to leverage our global presence. For example, in Bahrain we have built a solid foundation and 2023 will see further expansion of our presence. We have faith in the vision of the leadership of Bahrain and in the Kingdom’s potential for growth.

I have been in the Kingdom since 2006 and had the honour of steering the LuLu growth engine in the Kingdom. Like all expatriates, I have found the Kingdom very comfortable to settle into because of its easy cosmopolitan lifestyle and also professionally, the clear and transparent legal framework to doing business.

My brief has always been that conglomerates like the LuLu Group should lead the way in the post-pandemic world by investing in the future of countries where we have a presence. For Bahrain, that means we are all about harnessing the Kingdom’s strengths – its people, its mature training industry which prepares top-quality human resources for the retail industry and an expanding urban growth strategy that is opening up new areas for more LuLu outlets.

We take pride in being a home- grown (GCC) global brand and continuously raising the bar on development of the countries in the MENA region.