

THE AL HABTOOR GROUP: GROWING WITH THE UAE

SAWALEF

SUMMER 2016

NEWSLETTER



**AED 1,000
Gift Voucher
to dine at
W Dubai**

HABTOOR GRAND RESORT, AUTOGRAPH COLLECTION

A NOTE TO OUR READERS

Dear Readers,

We sprint into the summer months sponsoring the 12th International Zayed Charity Marathon in New York City. Over eight thousand participants crossed the finish line of the UAE Healthy Kidney 10K race and our Chairman Khalaf Al Habtoor, a pound Emirati, was there to show his support and enthusiasm.

Team spirit brought great success to the Al Habtoor futsal squad, we applauded them for securing a silver medal in the 2016 NAD Sports Tournament Championship.

Al Habtoor City reaffirms its place on the map and has already become a landmark destination in the UAE. Two thirds of the Hotel Collection now open and operational as the City opens its second hotel, W Dubai - Al Habtoor City.

Habtoor Hospitality also unveils the lavish Ritz-Carlton brand in Budapest in an opening ceremony attended by the Chairman and dignitaries from across Europe. We bring you the full coverage of the event and more from the Imperial Hotel Vienna, Metropolitan Catering, Al Habtoor Laundry and last but not least the Habtoor Grand Resort, Autograph Collection, with a special feature on the management team, leading the hotel's rebranding.

Al Habtoor Motors was the talk of the town launching the all new Bentley Bentayga SUV.

The heat is building up in the coming months as our divisions set to launch much-anticipated projects, stay tuned!

Michaela

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Sawalef is brought to
you by the
Al Habtoor Group
Media &
Communications
Department





The last 6 months have been some of the most exciting yet for Habtoor Hospitality. With the development of pioneering new projects here in the UAE, our assets have diversified beyond solely hotels and into the realms of standalone dining and world class family entertainment venues.

Internationally, we have seen our hotel portfolio grow through partnerships with global operators including Marriott International, Hilton and Starwood Hotels & Resorts. In February this year, The Ritz-Carlton, Budapest was opened following an extensive refurbishment, the property now rivalling the finest hotels within the Hungarian capital. Two more European properties were added to our collection, including the historic Hotel Imperial Vienna, operated by Starwood and the Hilton London Wembley; a landmark property overlooking the iconic Wembley Stadium.

Closer to home, following the opening of The St. Regis Dubai last year, the much anticipated W Dubai - Al Habtoor City signaled the brand's debut in the region just last month, bringing with it a bold style statement and something entirely new to the Dubai hotel landscape. With the largest Westin in the region set to open over the course of the summer, the Al Habtoor City Hotel Collection will be fully operational by October 2016, marking the completion of the first major stage of the Al Habtoor Group's most ambitious hospitality project to date.

At Arabian Travel Market in May we revealed further details of La Perle, the region's first permanent show produced by the mastermind Franco Dragone, which will see spectators filling the aqua-theatre from the first quarter of next year. The show is set to cement both Al Habtoor City, and Dubai, on the global entertainment stage.

We continue to invest heavily in our managed assets including the Metropolitan Hotel Dubai, which is currently rising from the sand at its new location along Sheikh Zayed Road, and Metropolitan Catering, which was relaunched in July following a multi-million dirham investment in new state of the art facilities.

As a reflection of our growing and increasingly diverse portfolio, this month the division announces its formal re-branding from Habtoor Hotels to Habtoor Hospitality. Together with a new look and new website, the division stands elevated alongside its peers to a global hospitality player, and we look forward to continuing to grow as such.

Kamal Naamani
Managing Director, Hospitality & Leisure Projects UAE

GROUP NEWS



Click on to read the Chairman's article 'Proud to be an Emirati in New York'



1. Caption: (L-R): Colonel Mohammed Hilal Alkaabi, HH Sheikh Mohammed bin Sultan bin Khalifa Al Nahayan, and Khalaf Ahmad Al Habtoor

UAE Healthy Kidney 10K Marathon

A total of 8,033 participants crossed the finish line at the UAE Healthy Kidney 10K on a sunny Saturday morning. Cheering at the forefront was our Chairman, Khalaf Ahmad Al Habtoor showing his support for the fastest athletes in the world in the 6.2 mile race over the hills of Central Park. Al Habtoor said, "I am proud to have the Al Habtoor Group as the main sponsor of this global event. The International Zayed Charity Marathon in New York has succeeded in laying the foundations of peace and love carried by the UAE to all the peoples of the world. It contributes to the

consolidation of the principles and approach of direct openness to the world."

This was the first year that the Al Habtoor Group sponsored the UAE Healthy Kidney 10K, one of the most popular races on New York Road Runner's annual calendar. Since its first running in 2005, the race has been supported by the International Zayed Charity Marathon and has benefited the National Kidney Foundation in appreciation of American doctors and U.S. excellence in the kidney transplant arena. The

event included a very popular cultural festival, which this year featured the UAE Traditional Tent with a bedouin majlis experience - complete with carpet and cushions, palm trees, and traditional camel props.

A field of world-class runners provided thrilling men's and women's pro races. Lucas Rotich of Kenya won the men's race in 28 minutes and 29 seconds snatching the grand prize of \$25,000. In the woman's category, Kenyan Cynthia Limo took the title after defeating her opponents in just 31 minutes and 39 seconds.

Welcome

New 'Habtoorians'!

A special welcome to two new Habtoorians at the Group head office.

Nihal El Masri joins the team in the position of Media & Communication Coordinator

Adma Abdul Naser has joined the head office as Accountant Assistant



O'BABY

Our congratulatory wishes extend to Airis Andrea Bergin, Executive Secretary – Chief Operating Officer as she welcomes her first baby boy, Seán Edgar Bergin on April 28, 2016.

May God bless both mother and baby with health, happiness and joy!

Airis with her newborn son, Seán

GROUP NEWS



The 'Habtoorian' Human Resources team - Emirati jobseekers interact with our HR representatives.

Al Habtoor Group meets hundreds of job applicants at **Careers UAE 2016**

The 16th edition of UAE's largest recruitment and training platform for UAE nationals attracted over 110 public and private firms operating across 20 industries at the Dubai World Trade Centre from May 16-18, 2016.

The Al Habtoor Group has secured a spot amongst the most sought out employers, now exhibiting for the

seventh consecutive year.

Atef Mousa, Senior HR & Administration Manager, pointed out that the private sector allows candidates to develop their skills in a fast-paced environment, giving them the chance to learn more and eventually receive higher salaries. This year, he also highlighted an increasing

interest in the hospitality sector by Emiratis. "In the past, UAE nationals often applied for positions in the back offices, but now more are applying for positions in the forefront in areas such as events, which requires interaction with clients," he said.

We applaud our HR team on a great job during the three-day fair!



Participants gather in the head office auditorium on May 16, 2016

Risk Management team organises machinery insurance seminar

The Group Risk Management Office organised yet another insurance seminar on May 16, 2016 discussing machinery insurance policy for the hospitality sector. The session scheduled at the Group auditorium was conducted by BIL Surveyors & Loss Adjusters LLC, an internationally reputable and experienced Loss Adjuster.

Attendees included Habtoor Hospitality Chief Engineers and Director of Engineers, Financial Controllers, members from the Audit team, in addition to DNIRC Technical team.

Chadi El Deek, Group Risk Manager, comments, "The main outcome of the seminar is to equip our hotel technical

and finance teams with the skillset to adequately assess machinery covered under this type of insurance policy, to avoid any insufficiency of cover, or faulty addition of irrelevant machinery, which could result in unnecessary additional premiums."

Keep up the great work Risk Management team!



Farewell to Sunil Nampoothiri!

We bid farewell to Sunil Nampoothiri, Director of Audit on April 10, 2016. We wish him all the best for the future!

GROUP NEWS

Al Habtoor wins Silver in the 2016 NAS Sports Futsal Championship

The Al Habtoor futsal team made a great debut at the 2016 Nad Al Sheba (NAS) Ramadan Sports Tournament held from June 18 - 28, 2016. Held under the patronage of Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Sports Council (DSC), fans enjoyed some great futsal and participated in fun games as well as a raffle draw.

Team Al Habtoor took on defending champions Al Joker in the futsal final on June 28, 2016 after their victory in the quarter finals against YLS 1 (6-3). Both teams were evenly balanced till midway through the first period after holding on for a 1-1 draw. It was a rousing game for Al Habtoor as they stuck to their game-plan securing silver and celebrating with fans after the match.

Atef Mousa, Goal Keeper's Coach said, "Our way to the final match of the tournament was very hard as we faced strong competition in group



Al Habtoor makes its first appearance at the 4th annual NAS Ramadan Sports Tournament



Leonardo Da Rosa "Leo" was amongst the top players

B, which included teams Fohood Jumeirah; Tornado 4; Al Ain Youth. We are honoured and proud that despite it was our first time to participate championship we came in second. It's our goal to win the trophy in next year's game!"



2016 NAS Ramadan Sports Tournament: Team Al Habtoor

Rubio Guirra		Coach	Brazil
Luiz Conrado		Assistant Coach	Brazil
Atef Mousa		Goal Keeper's Coach	Egypt
Leonardo Da Rosa	"Leo"	Player	Uzbekistan
Dovenir De Paiva	"Neto"	Player	Brazil
Jean Pierre Costa	"Pito"	Player	Brazil
Hamad Al Shamsi		Player	UAE
Mohammed Abdulla		Player	UAE
Omar Mohammed		Player	UAE
Thamer Ibrahim		Player	UAE
Saleh Al Ka'abi		Player	UAE
Ahmed Khalfan		Player	UAE
Saoud Juma'a		Goal Keeper	UAE
Saif Al Belooshi		Goal Keeper	UAE
Sabri Sharqawi		Doctor	Jordan
Fadi Mohammed Ata		Massage Therapy	Jordan



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W

DUBAI
AL HABTOOR CITY

AL HABTOOR CITY



1. The W Dubai hotel exterior 2. "Wheels" entrance 3. The interiors feature linear patterns with a focus on technology and custom furnishings 4. The W Lounge is one of many F&B options

The W Dubai - Al Habtoor City makes a grand debut

W Dubai - Al Habtoor City opened its doors on Tuesday June 21, 2016 marking the debut of Starwood Hotels and Resorts' W Hotels brand in the UAE.

Rising to 33 storeys, the W Dubai – Al Habtoor City shines a new spotlight on the pulsating heart of Dubai as the ultimate powerhouse, lifestyle destination.

Future forward technology and custom furnishings of the 356 luxury rooms – including 76 spectacular uber-modern suites, amplify the bright and fresh mood of the W brand. The open concept bathroom-to-bedroom creates a fluid flow throughout, while floor-to-ceiling windows frame views of the city and sea. For tech-lovers, the hotel

offers SPG Keyless - a keyless entry system, enabling guests to use their smartphone or wearable technology as a room key.

Guests can re-energized 24/7 with a workout at FIT state-of-the-art fitness center or opt for a private in-room session with the hotel's dedicated yoga instructor.

A vibrant world where culinary innovation, mixology, music, fashion and design meet, the W Dubai houses five F&B outlets including Namu, a destination restaurant that presents a stimulating rivalry of Japanese and Korean flavours, and Level Seven, a culinary crossroads of the Mediterranean.

Khalaf Ahmad Al Habtoor, Chairman Al Habtoor Group, said "The W Dubai - Al Habtoor City is a wonderful addition to the Hotel Collection. Being the flagship W in the UAE and the first of its kind in Dubai, it offers something unique to customers."

Peter Katusak-Huzsvar, W Dubai - Al Habtoor City General Manager, adds "As one of the most anticipated hotel openings in the UAE this year, W Dubai promises contemporary lifestyle experiences that upend the unexpected and boldly express the city's constant lust for life. The hotel will also reinforce Dubai's reputation as a city of life, bringing new and exciting opportunities from the world of fashion, music and design to global travellers and local trendsetters."

OUR CITY. OUR MEMORIES.



AL HABTOOR
CITY

LEISURE COLLECTION

The Atrium soon to offer 7 new luxury dining & entertainment venues at Al Habtoor City

Stunningly located on the banks of the Dubai Water Canal, Al Habtoor City – the new landmark lifestyle destination soon to open on the Sheikh Zayed Road, will evolve into a vibrant and cosmopolitan leisure metropolis, offering a universal appeal for Dubai residents and visitors alike. Designed to offer the ultimate destination for elegant living, shopping, dining and entertainment, Al Habtoor City will be a celebration of luxury consumption.

In total, this luxury lifestyle destination spans over 10 million square feet and will feature over 40 restaurants and leisure venues upon completion, representing the dawn of a new era of dining and entertainment enjoyment, right in the heart of Dubai. At the epicenter of this world-class

city will be The Atrium, with seven distinct restaurants and bars over five levels, providing a truly cosmopolitan complex that will offer a universal appeal. Reflecting the exciting diversity that Dubai is famous for, the outlets are a cross section of global and home-grown concepts, cuisines and cultures.

Amongst the venues, due to open over the course of the summer, will be Blind Dragon Dubai – an A-List luxe Asian Cocktail lounge with private karaoke suites from West Hollywood; ZOCO – a soulful Mexican come Latin-American Restaurant & Lounge; and The Rose & Crown – a traditional English Pub, with further details to be released in our next issue.

Adding to the superb venues recently

opened within The St. Regis Dubai will be a further 10 dining and nightlife venues at the soon-to-launch and much-anticipated W Dubai – Al Habtoor City and The Westin Dubai, Al Habtoor City.

Kamal Naamani, Managing Director - Hospitality and Leisure Projects UAE at the Al Habtoor Group said, “Each of the new venues will have its own distinct personality. The mix of concepts has been carefully crafted to ensure that Al Habtoor City will offer an unforgettable experience that every visitor will enjoy, reflecting the brilliant mix of cuisines, cultures and nightlife that Dubai is renowned for.”

For more information, visit alhabtoorcity.com/leisurecollection

AL HABTOOR CITY



1.



3.



2.



4.

1 .Khalaf Al Habtoor and Randolph Churchill inaugurate the suite on April 13, 2016 2. The largest suite in the Middle East displays paintings and art from the Churchill archives 3. The three-bedroom suite holds a meticulous attention to quality and detail 4. The ultra-luxury suite has its own pool, balcony and relaxation area

The St. Regis Dubai unveils The Sir Winston Churchill Suite

The lavish Sir Winston Churchill Suite at The St. Regis Dubai was unveiled on April 13, 2016 with an opening ceremony attended by Randolph Churchill, the great-grandson of the legendary statesman, and Khalaf Al Habtoor, Chairman of Al Habtoor

Group, who shared stories, sayings and anecdotes from Churchill's life.

At 913 square metres, the colossal three-bedroom suite is the largest of the hotel's 52 suites - even bigger than the 800-square metre Astor Ballroom

with a vast living room and lounge areas, a formal 12-seater dining room, a study and a spacious majlis.

Click here to watch the inauguration ceremony video.

Al Habtoor Group unveils Dubai's first permanent aqua-based show: La Perle by Dragone

Al Habtoor Group unveiled Dubai's first permanent aqua-based show La Perle by Dragone during the Arabian Travel Market 2016 (ATM). The showcase of La Perle by Dragone took place at the Al Habtoor City stellar stand amongst 2,800 exhibitors and more than 36,000 travel professionals.

Located in the heart of Al Habtoor City, La Perle will be the region's first permanent show housed in a tailor-made state of the art aqua-theatre. La Perle by Dragone was announced to the media and travel industry at ATM, where Khalaf Ahmad Al Habtoor, Founder and Chairman of Al Habtoor Group was amongst those who visited the Al Habtoor City stand on the first day. Other visitors included a mix of key industry buyers, travel trade professionals and international media.

La Perle will feature a cast of 65 world-class artists performing breath-taking aqua and aerial feats with the assistance of 70 specialised technicians. The theatre itself will feature an 'aqua-stage' filled with 2.5 million litres of water and will have the

ability to change from a dry platform to aquatic stage and vice versa. Daredevil performers will dive into the water-filled stage from a height of 35 metres and fly around the auditorium on high-powered winches at a speed of four metres per second. With this cutting edge stagecraft and state of the art technology fused together La Perle will be a visually stunning spectacle in, on and above water.

Mohammed Al Habtoor, Vice-Chairman and CEO, Al Habtoor Group said: "Together with Dragone, the Al Habtoor Group is leading the way to herald a new era of theatrical entertainment for Dubai and securing the city as not just a tourist destination, but an epicentre for unique world-class theatre similar

to Las Vegas and Macau. La Perle will fill the gap of quality live evening entertainment in the region and will be an extraordinary offering to tourists, business travellers and residents wanting an uplifting theatrical experience that will give them life-long memories."

La Perle will open in just a few months and will be a permanent fixture in Al Habtoor City with 450 performances a year, 2 performances nightly, 5 days a week. As Dubai's new live entertainment masterpiece La Perle will be unmissable - a one of a kind theatre experience the likes of which have never been seen before.

www.laperle.com



HABTOOR HOSPITALITY



The OPUS Restaurant team headed by sous-chef Stefan Speiser

Hotel Imperial Vienna collects its **first Michelin** **star award**

Honoured by this special distinction awarded by Guide Michelin, OPUS Restaurant at Vienna's Hotel Imperial now joins the illustrious ranks of the world's leading gourmet restaurants.

Ever since its opening in 2013, OPUS Restaurant has been the "culinary showcase" of the iconic Viennese hotel. Over the course

of the past three years, sous-chef Stefan Speiser has been in charge of the restaurant cuisine, which offers tastefully light Austrian fare inspired by global trends with an innovative twist.

Speiser commented, "For me, this is a long-time dream come true, and absolutely unexpected".



With first-rate ingredients that are sourced regionally and sustainably, and a good measure of resourcefulness as well as creativity, each dish turns into a genuine dining experience.

For more information, please visit
www.restaurant-opus.at

WIN

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Level Seven at W Dubai
Al Habtoor City

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guest service that answers requests for
whatever you want, whenever you want
it?

- a) W Concierge
- b) Whatever/Whenever
- c) W Hotel Butler Service
- d) 24/7

#LevelSevenDubai

Send your answers to sawalef@habtoor.com.
Entries close September 1, 2016.



W Dubai – Al Habtoor City's buzzing B&F venues are set to elevate the city's dining scene and create the hottest new mingling spots in town. The hotel opened in June with Level Seven, which serves up Mediterranean flavors from theatrical open kitchens and chef tables, and is inspired by daily market finds and seasonal produce brought together with creative flair in this casual, yet social hot spot.

HABTOOR HOSPITALITY





2.



1. Khalaf Al Habtoor welcomes Hungarian Prime Minister, Victor Orbán (left) and Albanian Prime Minister, Edi Rama (right) at the Grand Opening 2. The luxury property includes 170 elegantly appointed rooms and 30 suites

Al Habtoor Group opens The Ritz-Carlton, Budapest

The Ritz-Carlton, Budapest makes a splash in Central Europe!

Luxury hotel chain Ritz-Carlton has opened its first Hungarian and Central European hotel in a historic Budapest building acquired by the Al Habtoor Group in 2012.

The new Ritz-Carlton Budapest was inaugurated at an official ceremony on May 4, 2016 attended by Al Habtoor Group Chairman, Khalaf Ahmad Al Habtoor and dignitaries from across Europe. Previously the historic building, which has recently undergone renovation, housed the Le Méridien-branded hotel.

Proud owner of the property, Khalaf Al Habtoor said, "The Ritz-Carlton

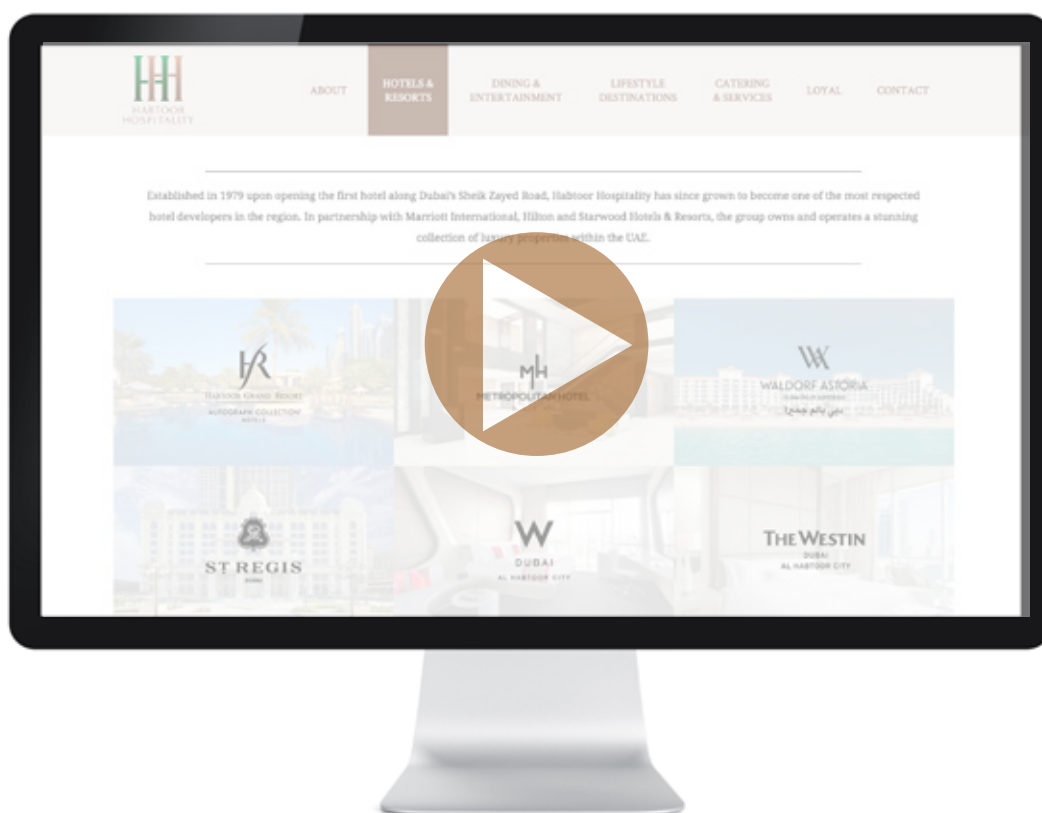
brand is a great addition to the luxury hospitality segment in Budapest. There is a high demand for quality hotels in the city."

He added, "Budapest offers so much to business and leisure travellers. It is a political, cultural and commercial centre. The city is full of history with World Heritage sites within close proximity to the hotel."

The property includes 170 newly refurbished rooms and 30 suites and five-star facilities: a ballroom on the lower ground floor, a spa and fitness centre on the top of the building and the Ritz-Carlton Club Level situated on the 8th and 9th floors of the property.



HABTOOR HOSPITALITY



Habtoor Hotels rebrands to Habtoor Hospitality



Habtoor Hotels, the Middle East's longest established hospitality group rebrands to Habtoor Hospitality earlier this year.

Known for its exemplary service, unique properties, and pioneering new projects, the Al Habtoor Group takes

great pride in the rapid expansion of the Group's hospitality portfolio in recent years with 14 world-class hotels, joining the newly opened St. Regis Dubai and W Dubai - Al Habtoor City, and the upcoming The Westin Dubai, Al Habtoor City and The St. Regis Dubai, Al Habtoor Polo

Resort and Club. Since the beginning of the year, the Al Habtoor Group has acquired two new properties located in the heart of Europe's top tourist destinations, the Hilton London Wembley and the historic Hotel Imperial, a Luxury Collection Hotel, Vienna.



Habtoor Grand Resort grabs **TripAdvisor** **Certificate of Excellence**



We are excited to announce that the Habtoor Grand Resort, Autograph Collection has been yet again selected for the 2016 Certificate of Excellence by Tripadvisor, one of the world's leading travel and booking platforms.

Successful Fire Safety Drill at the Habtoor Grand Resort

Habtoor Grand Resort, Autograph Collection General Manager, Fredrik Reinisch and the Crisis Control Team successfully completed the out a quarterly Fire Evacuation Drill on April 13, 2016.

The event was carried out in collaboration with the Dubai Civil Defence and the Habtoor Grand CCT (Crisis Control Team) members who went to action as the sirens raised awareness, resulting in a record evacuation time of 15 minutes. The CCT members lead by the hotel's



General Manager were able to isolate the played out scene, develop an evacuation plan and structure a rescue mission resulting in a successful evacuation process.

Reinisch said, "We are happy to report that we only had one casualty (staff member - simulated to be physically challenged) who was safely evacuated

by the fire marshals and seen to by the paramedics rounding a total score of 95% success rate in the HGR Fire Drill Evacuation Procedure. The Habtoor Grand Resort, Autograph Collection would like to thank the Constables and Chief in Command of the Dubai Civil Defence and Armed Forces for all their support in assuring the security and safety structure of the HGR hotel."

HABTOOR HOSPITALITY



1. Kamal Namani presents the OHSAS certificate to AI Habtoor Laundry General Manager at the DIP facility on May 30, 2016

AI Habtoor Laundry accredited by TÜV Middle East

AI Habtoor Laundry has been accredited with OHSAS 18001:2007 certification by external auditors TÜV Middle East, as the first property under the AI Habtoor Group banner to be certified under this standard.

The OHSAS 18001:2007 establishes

and implements Occupational Health and Safety Management Systems and fulfills the Health and Safety Requirements of employees, visitors and subcontractors.

The project began back in March 2015 by initiative of the AI Habtoor

Group senior management and Dr. Sreekumari Ajith, Group Manager, Health and Food Safety Systems as well as Rayu Priolkar, General Manager for AI Habtoor Laundry and Kripa Radhakrishnan, Assistant Health and Safety Officer. Congratulations!



Chef Paul Hage crowned Maître Rôtisseur

Congratulations to Chef Paul on becoming Maître Rôtisseur, in the brotherhood of the Chaîne des Rôtisseurs! With over 25,000 members, the Chaîne des Rôtisseurs is an International Association of Gastronomy established in over 80 countries bringing together enthusiasts who share the same values of quality, fine dining, the encouragement of the culinary arts and the pleasures of the table.

Metropolitan Catering re-opens following a multi-million dirham investment

Early last year, after 23 years of operation, the Metropolitan Catering units in Jebel Ali Freezone were closed and demolished to make way for an all new top of the range catering facility. Refreshed and revived one year on, the company proudly re-opens for business.

July 12th marked the start of a new era for Metropolitan Catering. Following a 12 month span in a temporary location, the team were delighted to inaugurate their new state of the art kitchens following a multi-million dirham investment in rebuild and fit-out. With an increased capacity enabling an output of up to 55,000 meals per day, the new 18,000 square foot facilities are the newest and largest of their kind in Dubai. Following the ribbon cutting ceremony attended by Vice-Chairman and CEO, Mohammed Al Habtoor, guests were taken on an exclusive tour alongside a mouth-watering array of refreshments presented by Director of Culinary Chef Paul Hage and his team.

In line with the new facilities, Metropolitan Catering also unveiled a fresh brand identity which was

showcased at this year's Arabian Travel Market.

The company also welcomes new leadership in General Manager Ramy El Sayah who will oversee a line-up of over 170 chefs, hospitality professionals and logistics experts working together to deliver on a renewed customer promise to its clients – to offer private, corporate and commercial catering of uncompromising quality and unbeatable value.

Ramy El Sayah, commented "It's a very exciting time for us, we are immensely proud of the new facilities and we're looking forward to continuing to grow our operation. The investment has elevated Metropolitan Catering to a stand out choice amongst its peers and we're looking forward to winning new business as a result."

AL HABTOOR MOTORS



1. Both relaxing and exhilarating, the Bentley SUC ensures an exceptional journey 2. Bentley fans got test-drive the Bentayga in March 2016

The **Bentley Bentayga** makes its debut in the UAE

The waiting is over. Al Habtoor Motors Bentley Emirates organized the much awaited launch of the most exclusive and powerful SUV in the market, the Bentley Bentayga.

The Bentley Bentayga combines unparalleled luxury with effortless performance and everyday usability. With an all-new W12 powertrain, the Bentayga is the fastest, most powerful, most luxurious and most

exclusive SUV in the world. It offers a true Bentley driving experience and showcases innovative technology features.

Al Habtoor Motors invited their valuable customers for an exclusive drive experience to iconic locations in the UAE - The Bentley Café & Boutique at Dubai Marina, Bentley Emirates Showroom at Abu Dhabi and The St. Regis at Habtoor City, Dubai.

The Bentley Mulliner exclusive hamper that fits into the rear of Bentayga and contains the finest example of cutlery and crockery was also featured in the event.

And to ensure a truly extraordinary drive experience, 2 professional drivers from Bentley Motors Limited showed off the Drive Dynamics mode of the vehicle, which offers the smoothest of ride over the toughest of environments.



1. The world's largest McLaren gathering featured 60 sports vehicles 2. The Bentley GT3-R and new Continental Range drive experience was a huge success!

McLaren Royal Gallery Drive

The McLaren Royal Gallery Drive marked the world's biggest McLaren meet and drive event showcasing the brand's most popular models from all three McLaren tiers - the P1, 675LT, 650S, 12C and the newly launched 570S. Orchestrating the successful event on May 28, 2016 was the Al Habtoor Motors McLaren team.

A total of 60 McLarens from across the Emirates came together and drove in a spectacular convoy to visit the

exquisite private auto collection of HH Sheikh Khalifa bin Sultan bin Hamdan Al Nahyan at the Royal Auto Gallery in Abu Dhabi.



Bentley Track Day

On May 25 – 26, 2016, Al Habtoor Motors Bentley Emirates organized a Bentley Drive Experience at Dubai Autodrome featuring the most uncompromising car that Bentley has ever produced, the GT3-R and the most stylish grand tourer in the world, the new Continental Range.

Over 40 Bentley Emirates customers raced on the track in the relentless pursuit of speed and power. Truly an extraordinary driving experience!

EMIRATES INTERNATIONAL SCHOOLS

Chinese adventure for EIS-J students

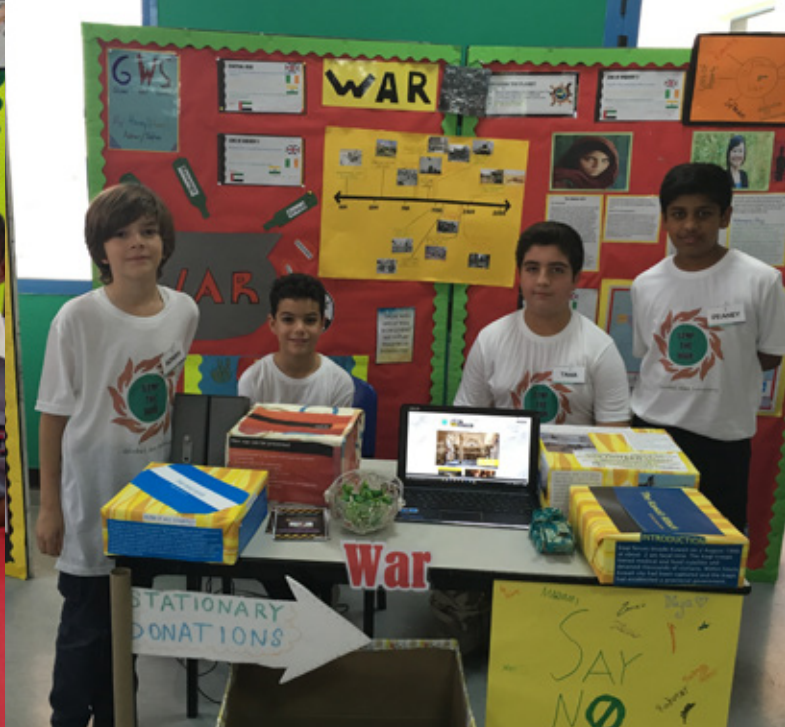
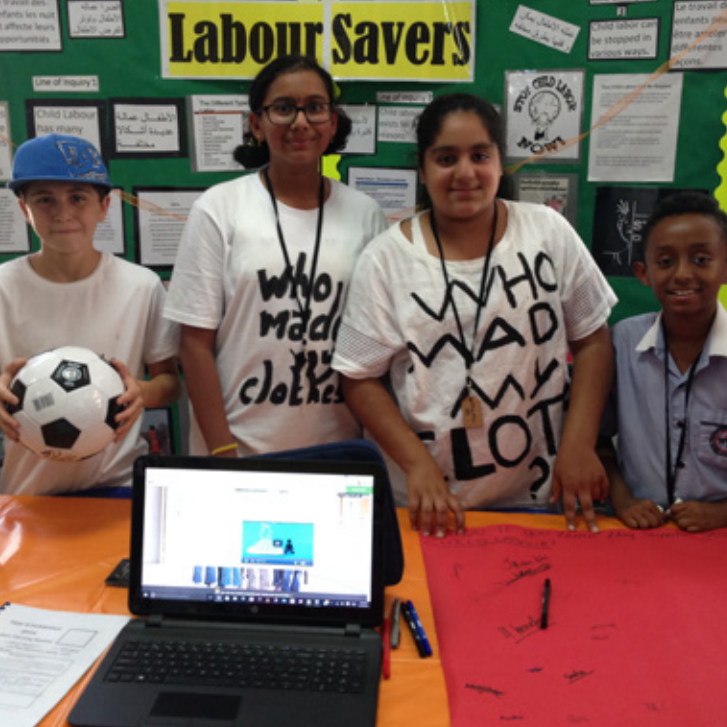
19 students from Emirates International School-Jumeirah took an adventure to China this past June. Students and teachers had the opportunity to visit a number of historically and geographically important sites and regions in China that have made it the country it is today, including Beijing, Xi'an and Shanghai.

1. Students and teachers explored many historical sites such as the Forbidden City, Ming tombs and the Great Wall of China. They enjoyed trying new things, including traditional Chinese Hot Pot and some street food (except deep fried tarantula!)

2. Next stop was the Terracotta Warriors. A vast museum built on the site where they were discovered in the 1970's. They also had the chance to relax at a Chinese tea tasting before dinner back in the city.

3. The final few days were spent exploring the modern, mega city of Shanghai and the water town of Zhujiajiao, known as the 'Venice of Shanghai'. A real glimpse into the Modern day China. Visiting the Muslim quarter and the urban planning office gave the students some great case study ideas for their next project on urban development and sustainable management of a mega city.





1. EY2 Art Exhibition took place on May 22, 2016
2. Dean of Students at EIS Jumeirah interacting with students

EIS Exhibition 2015-2016

One of the highlights of the year at EIS-Jumeirah was the annual Exhibition event held in June 2016.

During the two day event, EIS students celebrated all the knowledge they had acquired during their time in the Primary School. It was a great learning experience for many, who for the first time had to make contact with people outside their normal school day, developing professional relationships with their mentors, organising field trips, to finding secondary and primary sources of information. The EIS Exhibition is also

a time for the younger students of the Primary school to come and see what lies ahead for them, providing a platform for a unique learning experience and an opportunity to grow out of their comfort zone.

The EIS Exhibition also prepares students for the next journey into High School and the MYP.

Early Year 2 Art Exhibition

In the 2016 EY2 Art Exhibition, EIS families were invited to spend the afternoon celebrating children's artwork. It was a great opportunity for

students to showcase their creativity and for parents to get involved in their children's learning

Leading up to the Early Years 2 Art Exhibition, each class focused on a different artist such as Henry Matisse, Claude Monet, Vincent Van Gogh, Dale Chihuly, Picasso, Andy Warhol and Kandinsky. Each class investigated and inquired into the different techniques and styles that the artists used. The children were inspired by these world renowned artists to create their own artwork.

The artwork was displayed both inside and outside the classrooms in a colourful display on May 22, 2016. Parents were invited to spend an afternoon to spend time with their children and appreciate their work.

EMIRATES INTERNATIONAL SCHOOLS



EIS-J Early Years students have a splash-tastic time!

EIS-J Early Years **Water Day 2016**

As a fun-filled start to EY2's new Unit of Inquiry programme 'How the World Works', the EIS students participated in a fantastic water day arranged by staff.

On May 30 and May 31, 2016, the Early Years 2 children from EIS-J transformed their playground into a wonderful water world. The children were able to explore different forms and uses of water at different stations created by their teachers.

With this new skill mastered, the early years students had to put this

good work to use when bathing the toy babies and washing their clothes to put on the line. Amongst all of the responsibility, the children had great fun using water fences, exploring how to create bubbles and taking a dip in the paddling pool. Of course our EY2 teachers and helpers got involved too, and the event was brought to a close with a class race including the

teachers, helpers and children.

Early Years 2 Leader Pia Brasher said, "It was such a fantastic, hands-on experience to get the children immersed into our new Unit of Inquiry programme. Teachers and students had such a good time and had lots to talk about afterwards."



EIS-J production cast in Ali Baba and the Bongo Bandits, Emirates International School Theatre, May 25, 2016

EIS-J showcases Primary talent in Annual School Production

In an animated school production, EIS - Jumeirah showcased the latest talent at their annual junior production featuring the comical antics of Ali Baba and the Bongo Bandits.

Towards the end of each academic year, the upper primary hallways of Emirates International School buzzed with excitement. Students walk around humming tunes and running choreographies in their heads; costumes and props filled the wings of the school theatre and parent volunteers, with High School CAS students came together to paint the backdrop and side scenery. Such a phenomena occurred towards the end of May as a culmination of 8 months of students demonstrating many PYP attitudes such as enthusiasm,

commitment and collaboration.

EIS-J junior production is a free extra-curricular activity whereby Year 5 and Year 6 students, who have a passion for acting and singing, meet on a weekly basis to experience the thrilling sensation of being in the spotlight. The confident students work on their drama, singing and dancing techniques, while the shy ones find their voices and gain confidence, bringing out an ability they didn't know existed.

This year Ali Baba and the Bongo Bandits, featured a cast of 45 students, the 3rd musical presented by EIS-J.

The music was catchy, the dialogue was sharp and humorous, and the costumes, set and props burst with colour taking the audience back to the old Baghdad Bazar and beyond the palace walls, through the desert dunes to the cave of wonders. Parents and students came out gushing with laughter and happiness at the end of the final performance.

EMIRATES INTERNATIONAL SCHOOLS



1. Armin Jamshidi Bahmani receives the top academic award, The Khalaf Al Habtoor Award
2. The Headmaster's Award for the best all round student went to Sadaf Zara Habib.



138 students graduate from EIS-J Primary School

The EIS-Jumeirah Graduation ceremony for the "Class of 2016" took place in the EIS Theatre on Wednesday May 25, 2016.

The ceremony was attended by Mohammed Al Habtoor, Chairman, Al Habtoor Group, EIS Board members, many proud parents, families, friends and teachers.

The Graduating Class of 2016 is

distinguished by many outstanding students.

We are proud that many of them have been offered places at some of the world's leading universities such as MIT, Cambridge, London School of Economics, Kings College, McGill University, University of Toronto, University of California, New York University, and University of Edinburgh.

An important part of any student's life, whether it be at university or college, high school or primary school, graduation is a time to cherish.

EIS- Jumeirah Primary School saw 138 Year 6 students being cheered on by family and friends at their 2016 graduation ceremony. The festivities ended with a 'dress to impress' after party, game competitions and even dance offs, which included the teachers!

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Meet the management team at the Habtoor



It's an exciting time for the Group's flagship hotel property on Jumeirah Beach with many updates in the pipeline! This issue, we feature the management team currently leading the rebranding for the Habtoor Grand Resort, Autograph Collection.

The Sawalef team brings you an exclusive interview with the hotel's General Manager, Fredrik Reinisch to find out more how the team is gearing up for the upcoming rebranding...

Why is the hotel rebranding?

Fredrik: Our priority is positive guest experience, for that, we would like our guests to see and recognize the strong identity of our resort and the refreshed product we are offering.

Efficient communication is the key in this case, therefore we want to speak to our guests and we want to speak their language, understand them and appeal to them, create a story line our guests can relate to. The rebranding will incorporate interesting design solutions and fresh communication strategies for unforgettable memories our guests can take home with them.

What changes can guests expect?

Fredrik: We are working on the sophisticated and modern design concept which will evolve the core values of the Habtoor Grand Resort, Autograph Collection. At the initial stage, we are trying to understand how the audience perceives our resort and where we can improve. Being a recognised and trusted brand, Habtoor Grand Resort, Autograph Collection will strengthen its identity, present it in a clear and consistent way to make its guests confident that our organisation is highly dependable.

Four Grand Resort, Autograph Collection



How is the team gearing up for rebranding of the hotel?

Fredrik: Our entire team is very excited about this project. The creative agency that we have appointed is already started the analysis of the current positioning of the resort, both globally and locally in order to understand and identify the core values we will need to emphasize. The second phase of the project includes the development of a new communication strategy and various visual guidelines. Meanwhile our marketing and communications team is waiting impatiently for the results of this analysis in order to start working closely with the agency and take the reign afterwards.

How do you keep your management team motivated?

Fredrik: The outcome of the rebranding itself motivates everyone in our team. It is a long-awaited project and we are all looking forward to implementing the fresh solutions it will lead us to.

Top row (L-R): William Maseko, Loss Prevention Manager; Gopakumar Pillai, Director of Finance and Business Support; Haitham Ebeid, Director of Revenue; Alaa Sahyoun, IT Manager; Heiko Thurein, Director of Engineering; Alvaro Martin, Director of Rooms; Marc Barakat, F&B Director; Jeffry Galao, Assistant Recreations Manager; Chef Jerry, Executive Sous Chef **Bottom row (L-R):** Dhammika Sudusinghe, Director of Housekeeping; Khalid Saeed, Hotel Manager; Komal Gidwani, HR Manager; Frida Audi, Director of Business Development; Fredrik Reinisch, General Manager; Farid Husam Al Jayyusi, Chief Protocol Officer

In the Spotlight

Meet Frida Audi Business Development Director at the Habtoor Grand Resort, Autograph Collection



Q: Tell us about your background, where are you from? How long have you been working with Habtoor Hospitality?

A: I originate from North Lebanon where the foundation of my career set off after graduating in Advertising and Marketing from Notre Dame University Lebanon.

As an ambitious career driven entrepreneur, I gained leadership and market experience when joining Habtoor Hotels as a Sales Manager for 6 years in Lebanon. I then progressed to my role as Assistant Director of Sales at the Bristol Hotel and afterwards rejoined the Habtoor family as Assistant Director of Sales & Marketing looking after GCC Markets for the Habtoor Grand Resort and Spa, Dubai.

Since then, my career has soared to dizzy heights where I headed The Ritz-Carlton Hotel Sales team in Doha only to return to Dubai with the preopening

team for The Oberoi Hotel Dubai. I have now returned back home to the Habtoor Grand Resort to direct and plan the business development and drive the sales and marketing divisions as the hotel redefines itself as Marriott's first Autograph Collection property in the UAE.

Q: Tell us more about your current role as Business Development Director... What do you love about your job?

A: Being so passionate, my current role allows me to improve the hotel's market position and financial growth through building key customer relationships, which also includes identifying new business opportunities and maintaining extensive knowledge in current market trends.

What I love about my job is the ability to keep the passion with in the Habtoor Hospitality culture alive and to nurture our organization by keeping it in line

with trending events and modern concepts.

Q: What is your management style and how do you motivate your employees?

A: Motivation and Recognition are my most powerful techniques as it inspires the team to want to do better. To lead a team effectively, would be to focus on developing team members' various skills, to show encouragement and empowerment to make 'out of the box' decisions, which in turn creates a circle of trust and inspires the team to work as a single unit - a family.

Q: In your downtime, what are some of the activities you enjoy doing with friends and family?

A: Downtime for me would be a fun sunny day in a cabana on the beach with great friends and tasty refreshments. I also love shopping and attending family dinners every other weekend.

*Our Winter/Spring
competition*

WINNER

is...



Kristine Azusano

Coordinator - Loyal Program, Habtoor Hospitality

Kristine wins a signed copy of the Chairman's best-selling book, 'Khalaf Ahmad Al Habtoor – The Autobiography' which charts his life from humble beginnings to the helm of one of the UAE's largest conglomerates.

For your chance to win a AED 1,000 gift voucher to dine at the newly opened Level Seven, W Dubai - Al Habtoor City, answer this issue's competition question on page 15.

AL FAROOQ MOSQUE



1.



2.



1. 1-3 Ramadan: Sheikh Dr Fares Ali Al Mustafa, Imam & Khateeb, Al Farooq Omar Bin Al Khattab Mosque **2.** 4-9 Ramadan: Sheikh Dr Abdullah Mohammed Yahya Ghilan, Qur'an recitation in the prophets Mosque (Madinah, KSA) **3.** 10-14 Ramadan: Sheikh Abdul Wali Amir Al Arkani, Imam, Hisham Abdul Rahman Ja'far Al Rees Mosque (Bahrain) **4.** 15-21 Ramadan: Sheikh Dr Ahmed Ahmed Ahmed Neinaa, Reciter of the presidency of the Arab Republic of Egypt **5.** 22-29 Sheikh Dr Fares Ali Al Mustafa, Imam & Khateeb, Al Farooq Omar Bin Al Khattab Mosque

The Al Farooq Omar Bin Al Khattab Mosque welcomed renowned reciters this Ramadan

The Al Farooq Omar Bin Al Khattab Mosque in Al Safa hosted top reciters from around the Middle East this past Ramadan, one of the most important and reflective times in the Islamic calendar.

The renowned speakers, from the Kingdom of Saudi Arabia, Bahrain and Egypt, joined the Imam and Khateeb of the Al Farooq Omar Bin Al Khattab Mosque, Sheikh Dr Fares Ali Al Mustafa, to lead the Tarweeh prayers over the Holy month.

The mosque broadcasted live streaming over Ramadan of lessons given by Sheikh Dr Fares Ali Al Mustafa after the Al Asr prayer as part of the programme entitled 'Al Tijan Al Ramadaniya'.

Sheikh Fares also conducted an a daily Instagram campaign that included 'Al Kalimu Al Tayb' episodes.

A large, air-conditioned tent with loud speakers was set up to cater for 1,200 worshippers who came to

celebrate Iftar at the mosque. The centre showcased Emirati traditions and hospitality.

Sheikh Dr Fares Ali Al Mustafa said that Ramadan at the Al Farooq Omar Bin Al Khattab Mosque & Centre has a special and unique spiritual aspect to it as it combines religious and humanitarian aspects together.

"Spiritual programs have been adapted by the Mosque and Centre's Administration under the guidance of Abu Rachid, Khalaf Ahmad Al Habtoor, founder and of the Mosque and Centre."

The mosque, which welcomed all nationalities irrespective of religious belief to discuss the teachings of Islam, Ramadan traditions, religious tolerance and understanding.

Sheikh Fares said, "The Al Farooq Omar Bin Al Khattab Mosque welcomes everyone. It is part of our mission to promote understanding and harmony among the followers of monotheistic religions."



AL FAROOQ MOSQUE



The guests were given a tour of the mosque

Al Farooq Mosque & Centre hosts the Italian Social Club for Iftar

The Al Farooq Omar Bin Al Khattab Mosque & Centre hosted a delegation of some 50 people from the Italian Social Club (Associazione Italiana Dubai), for Iftar on June 22, 2016.

The Italian Social Club members were treated to a tour of the mosque, which is considered one of Dubai's most beautiful pieces of architecture and design.

Abdul Salam Al Marzooqi, General Manager, Al Farooq Omar Bin Al Khattab Mosque & Centre said the visitors got to witness a traditional Ramadan experience. "Ramadan is special occasion to share with others in the community. It is important to welcome non-Muslims into the mosque to show them that Islam is about peace, understanding and tolerance. Iftar is a wonderful opportunity for Muslims and non-

Muslims to share a communal meal while sharing thoughts."

Sheikh Dr Fares Al Mustafa gave a speech about peace, tolerance and coexistence and told the Italian guests about the Muslim practices over the Holy Month.

Over Ramadan an average of 1,200 people gathered for Iftar at the Al Farooq Omar Bin Al Khattab Mosque.



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