KUWAIT
A leader in diplomacy, health research and humanitarian aid

Kuwait is putting all its efforts into promoting peace and progress in the region, while encouraging entrepreneurship to produce a greater degree of economic diversification at home.
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Local expertise advances fight against diabetes

Private sector deemed essential to diversification

Kuwait builds a stronger financial hub by moving away from a dependence on petroleum and investing in another important resource: its people.

The country’s entrepreneurial class and foreign investors are still waiting to see a full package of laws that offer protection and incentives for doing business in Kuwait. They have been making slow progress through the pipeline since the political crisis of 2011, but Mr. Al-Qaimm remains confident they will be implemented, citing the creation of an equity market basket and plans to open a stock exchange. Among other initiatives, the Central Bank of Kuwait has given a positive assessment of a new stock law that allows for doing business in Kuwait.

Aiming to reduce the country’s dependency on oil, the government is working to attract foreign investment. The authorities believe that the private sector can play a key role in diversifying the economy.

At Dasman Diabetes Institute, we are on a mission to improve people’s lives in Kuwait, with diabetes on the rise in the GCC. The institute aims to prevent, control and mitigate the impact of the disease and its related conditions through research, treatment, healthcare promotion programs designed to improve quality of life. Our high tech facility is equipped with cutting-edge equipment and is connected to specialized centers around the world. Focusing on treatment and prevention, we are a center of excellence for the treatment of diabetes.

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Kuwait Commercial Market Complex Company (KC MCC) is a Kuwait-based publicly traded company succeeding in several major areas of interest. It focuses on owning, managing, renting, and leasing commercial centers, which include commercial complexes, shopping, retail, industrial and commercial showrooms, restaurants, coffee shops, and entertainment centers. KC MCC is also involved in the wholesale and retail of consumer products, as well as in the establishment and management of duty-free stores.

The company divides its projects into four segments. The first is services, which includes the Central Fruits and Vegetable Market,售后服务 centers, highway and railway stations, and Misbahiyah Souk - described as "an oriental Kuwaiti market for food, vegetables, and meat" by the company's CEO, Dr. Al-Sabahyia Park. The second segment is real estate, which includes the Shuwaikh Real Estate Fund, the Al-Shaab Park, and Dherar Khaled a l-Rabah. "It is now an entire concept, the heritage market," he explains.

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The third segment is investment, which includes the Shareehah Real Estate Fund, the fourth industrial estate, which includes Hilton Hotel and Resort, Hilton Towar Al-Murshid, Al-Murshid Al-Vegam Tower Makka, and Dar Al Muroor.

Mr. Al-Rabah has been taught into the unique challenge facing his company in Kuwait. He acknowledges that in Kuwait, "We need discipline. All of us must know our functions, because what we are doing now is interfering in everything, as there is a lot of overlapping functions." Clearly designating responsibilities, and then letting people do these responsibilities, would streamline business considerably and encourage growth. Mr. Al-Rabah believes that "Bureaucracy is the number one enemy of development. For example, obtaining a license or any transaction should be through email or online. There should be a system for example, obtaining a license, for establishing a company, so we can do everything quickly, and decrease bureaucracy." The laws, constitution, cooperation, and free media are some of the benefits to establishing a company in Kuwait.

Reducing bureaucracy is the only improvement that Mr. Al-Rabah foresees. "I also think that putting the right person in the right place is an important step. We [Kuwait] have a lot of good people but they are not in a good place. Changing this attitude is a good step towards development." Of course, there are also ample benefits to leading a company as successful as the KC MCC in Kuwait. "The positive things we have to include our laws, constitution, cooperation, free media: you can say anything, anytime, to whomever. I am still optimistic that Kuwait is the best country in the region."

Part of Mr. Al-Rabah's optimism is due to his company's success. His years of experience in finance have helped the 32-year-old company to move more efficiently in the projects that make up the business, a process that he says, "After five years of the global financial crisis, the most effective companies that are working towards the investment firms."

KC MCC has worked on this project with the government. "In Salmiyah, we have the biggest market complex in the country's largest areas with both commercial and residential areas," he says. The total area is now the country's largest tourist destination, full of opportunities for shopping, dining, and leisure. The arts. "The company owns the Mubarakiya, which is a whole concept in the country's development."

The Kuwaiti government has handled the liberation ended, "Mr. Al-Rabah explains. Because of this; KCMCC has worked with the government on this project with the government.

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KC MCC has reason to be quick to give credit for these accomplishments to cooperation between the company's management and its board of directors. "It was a challenge, but we did our best - the board and the management," he says. "The most effective companies that are working towards the investment firms."

Mr. Al-Rabah's warm smile shows his attitude towards business in Kuwait. "It is always optimistic."
A true pioneer of the food industry

Pioneering Americana Group was responsible for bringing the first ever international fast food chain to Kuwait under the group’s name. Americana is one of the region’s most successful food franchise operators. Established in Kuwait in 1964, the food group has since become a global organization, operating in 13 countries and employing over 63,000 members of staff. With its network of over 1,480 outlets, Americana Group is in fact not only the largest operator of restaurant chains in the MENA region, but also one of the most successful corporations in the Middle East and North Africa (MENA).

Americana Group’s inherent ingenuity and its understanding of Middle Eastern tastes, it has also created six of its own leading manufacturer of food-related products, Americana Group’s inherent ingenuity and its understanding of Middle Eastern tastes.

Ensuring they feel a sense of belonging in the company, “being a pioneer, sticking to our values, and believing in our people and treating them well are the main contributors to the success of Americana,” continues Mr. Al-Kharafi. “Believing in your people and treating them well is the main contribution to the success of Americana,” continues Mr. Al-Kharafi.

Unveiling the powerful potential of Kuwait’s youth

Cultivating the leaders of tomorrow by investing in the ideas of young entrepreneurs and fostering talent.

When the group introduced the hamburger to Kuwait for the first time in the 1960s, it was an overnight hit. “My father was a maintenance and clean-up man in the restaurant. When he opened it, there was a long queue and he had to close the restaurant. He had the idea and questioned him about selling a piece of meat between two pieces of bread. Nevertheless, he took the risk and approached the food manufacturer. When he opened it, there was a long queue and he had to close the restaurant once a week to carry out the maintenance and clean up activities. As the first true pioneer, he took the risk and believed it would work,” thanks to the forward-thinking of Americana Group’s founder, the business has never looked back, with other world-renowned chains such as KFC and TGI Fridays soon making their way to Kuwait under the group’s expanding operations.

As the chairman explains, “As one of the Middle East’s most successful corporate entities, Americana Group has consistently demonstrated its ability to expand its market share and achieve excellence in the sector.”

In 2016, the company’s success for continued innovation has seen it become one of the world’s most successful food franchise operators.

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Back in 1960, nobody believed it would work. “Many people opposed the idea and questioned him about selling a piece of meat between two pieces of bread. Nevertheless, he took the risk and approached the food manufacturer. When he opened it, there was a long queue and he had to close the restaurant once a week to carry out the maintenance and clean up activities. As the first true pioneer, he took the risk and believed it would work.”

The success of Americana Group is down to "many ingredients. In our company, ‘Believing in your people and treating them well is the main contribution to the success of Americana,” continues Mr. Al-Kharafi. “Believing in your people and treating them well is the main contribution to the success of Americana,” continues Mr. Al-Kharafi.

"As one of the Middle East’s most successful corporate entities, Americana Group has consistently demonstrated its ability to expand its market share and achieve excellence in the sector. In the last 10 years alone, the company has grown through a series of mergers and acquisitions to add to its brand portfolio and introduce new products and innovations,” says Chairman and Managing Director of the group, Marzouk Nasser Al-Kharafi.

Indeed this concept of innovation is right at the very heart of the success of Americana Group. While you may be familiar with some of the company’s most recent innovations such as KFC-Zinger, Americana history of pioneering food dates back to its humble beginnings in Kuwait. In 1968, Mr. Al-Kharafi father – Nasser Al-Kharafi – took the bold step of introducing the first ever international restaurant to Kuwait with a popular British fast-food chain called Wimpy.

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The youth of the Middle East today are very different from the youth of yesteryear, educated with relatively free access to social media and digital information, they have higher expectations that generations past. But we believe that we need to create something that will elevate their desire to contribute and to shape their own future. This is the reason for the National Youth Project, and for the youth empowerment and development project that we have undertaken, and to which the Kuwaiti government is a major contributor.

The Ministry of Youth Affairs, which is the Ministry of the Youth, has a strategic role in the development of the youth and in the creation of a positive youth image. The Ministry of Youth Affairs is the spearhead of the National Youth Project, which was established in 2012. It is a major government initiative to encourage the development of the youth and to create for them an ideal environment to develop their ideas and be part of Kuwait's economic future. The youth above all need to be given voice and trusted. A l-Sabah plans the minister: “They also need to be the state partners in planning their future of Kuwait’s economic future.”

Youth Convention Kuwait – represents a clear symbol of the Kuwaiti government’s vision to engage with the young generation and drive youth development.