



The participants



Mayson - employee of the year award



Majed Sawas

## MEMAC OGILVY KUWAIT WELCOMES 'ADVERTISING PERSON OF THE YEAR'

In line with the annual regional tour, Memac Ogilvy Kuwait welcomed Founder, Chairman and CEO of Memac Ogilvy - Edmond Moutran, at the annual Red Breakfast event which was held at the Sheraton Four Points hotel. Moutranmet with the local team to recognize outstanding efforts and demonstration of impactful work over the year.

During the Red Breakfast event, a number of employees were honored for their long-standing years in the agency and for their commitment in contributing to the success of Memac Ogilvy. Also during the same event, the 'Employee of the Year' was exceptionally awarded to Mayson Kamah, Senior Art Director, for her outstanding performance and dedication in 2013.

In his speech made during the ceremony, Moutran congratulated everyone for winning the Lynx 'Network of the Year' in Dubai on March 12th, 2014. Memac Ogilvy Dubai received on the same date 'Agency of the Year' honors. It is worth noting that during the same evening, Moutran himself received 'Advertising Person of the Year' honors from the organizers of the Lynx Festival. The triple crown was never received by the same group in the past. Memac Ogilvy bagged a total of 46 awards at the Dubai Lynx Awards 2014, 2 Grand Prix, 14 Gold, 23 Silver and 7 Bronze awards on top of the 72 shortlists.

Moutran also commented on the success of the Memac Ogilvy group in 2013 and explained to his audience, the strategic direction for 2014 and the expansion plans designed for the group to grow even further in the future. In Kuwait, these plans include strengthening the



Eddie cake



Nabil Touma Managing Director, Marianne Bechar with Edmond Moutran

existing disciplines of Advertising and Public Relations and introducing news disciplines and services such as Activation, Healthcare and Social Media to name a few. Moutran added that WPP & Ogilvy has acquired

another 20% equity in the Memac Ogilvy group in the MENA region, which puts the ownership at 60% WPP & Ogilvy and 40% local equity. This shift of majority will not change the local management but it will simply

strengthen the ties with Ogilvy and Mather worldwide and WPP, which will immediately translate into better training and more career prospects for our people regionally and internationally.

## AUK PARTICIPATES IN THE CFA INSTITUTE RESEARCH CHALLENGE 2014

The Chartered Financial Analysts Society in Kuwait organized a challenge, entitled the CFA Institute Research Challenge, for university students in Kuwait to create and present an equity report for Jazeera Airways. Held for the first time in Kuwait, students from the American University of Kuwait (AUK), Kuwait University (KU), the American University of the Middle East (AUM), and the Australian College of Kuwait (ACK) participated in the challenge.

Five students majoring in Finance at AUK participated in the CFA Institute Research Challenge; Sally Zaghoul, Jihan Kablaoui, Manit Kaur, Nigel D'souza and Mireille Tannous. Prior to conducting their research, the students had the opportunity to meet with Jazeera Airways Chief Financial Officer (CFO), Donald Hubbard, who provided all the participants with a briefing on the airline's performance in recent years, then proceeded to answer questions the participants had. The CFA Institute Research Challenge required the participants to play the role of financial analysts and value a publicly traded stock, provide a written paper for their analysis and then present their recommendations to a panel of investment industry experts. The AUK team was mentored by Raghu Mandagolathur, Senior Vice President at Kuwait Financial Centre/Markaz.

"After weeks of intense and careful preparation, we were able to present and justify our analysis clearly during a questions and answers session fielded by an imposing panel of judges," said Sally Zaghoul, a Finance Major at AUK and team leader. The panel included Talal Al-Tawari, Head of GCC stock at Gulf Investment Company; Ziad Al-Qaisey, Chief Investment Officer at KAMCO; Karim Kamal, Executive Director for Brokerage & Research at NBK Capital; and Mr. Gururaj Rao, Chief Investment Officer at Noor Financial Investment Company.

Professors John Russell, Dean College of Business and Economics, and Mr. Rafiqul Bhuyan, Professor of Finance at AUK, attended the presentations to encourage and support AUK's team.

Following the challenge, a ceremony was held at the Holiday Inn Hotel in Salmiya where the AUK team was awarded with Outstanding Investment Research certificates.

The 2014 CFA Institute Research Challenge in Kuwait was organized by CFA Robin Bhattacharya, who also served as the intermediary between the student participants and Jazeera Airways. The team was mentored throughout the completion of the challenge by Dr Bhuyan, and Raghu Mandagolathur, Senior Vice President at Kuwait Financial Centre/Markaz.



(From left) CFA President Rafik Hafez; AUK Professor of Finance, Dr Rafiqul Bhuyan; AUK students Manit Kaur, Nigel D'souza, Sally Zaghoul, and Jihan Kablaoui; Senior Vice President at Kuwait Financial Centre, Raghu Mandagolathur.