

smartphones equipped with premium  
ire for a superior social experience.

**ihad Airways**, the national airline  
United Arab Emirates, has donated more  
30,000 dirhams to underprivileged  
inities in Sri Lanka.

**otana** has published its Sustainability  
for 2014 as part of the Group's  
ment to addressing environmental, social  
nomic priority areas and measuring  
gress and performance of their CSR and  
ability initiatives.

February 16, **Nissan** launched its  
Juke at a regional launch event in Dubai.  
ast Urban Crossover will be available  
Nissan dealerships across the region  
February.

Following the success of the "On the way  
safety" campaign launched in 2013,  
**Liban** has re-launched this Total group  
m for the 2014/2015 school year with  
other children.

**lini**, the British premium brand,  
ed its success in the annual readers'  
rankings of "auto, motor und sport"  
ine with a double victory.

**fficine Panerai** is pleased to  
nce the stages for the 2015 Panerai  
Yachts Challenge during which  
asts will once again see these Grandes  
of the Sea do battle.

le **Salim El-Hoss Bioethics**  
**Professionalism Program** at  
**merican University of Beirut**,  
of Medicine and Medical Center in joint  
rship with **Cleveland Clinic** held its  
h regional conference on January 31.

**idel**, the leading global provider of PET  
ns for liquid packaging and **Nestlé**  
**rs** have been in a successful partnership  
years.

**GBL** sponsored the "AGRAFE" project,  
was officially launched by France's

ambassador, HE Patrice Paoli, during a press  
conference at the Residence des Pins in the  
presence of the French Consul Cécile Longé, the  
project's partners and members of the press.

**Creditbank S.A.L** on February 11,  
2015, was the first bank in Lebanon and one  
of the first in the Middle East and North Africa  
region to launch the Multi-Currency Prepaid  
Card by MasterCard.

**Impex**, the exclusive dealer of  
**Chevrolet** and **Cadillac**, is proud to have  
hosted a blood drive for Donner Sang Compter  
on January 23 at its Service Center.

**Officine Panerai** pays tribute to  
Galileo through Lo Scenziato – Luminor  
1950 Tourbillon GMT Ceramica, a watch  
of remarkable technical content with  
costly finishing.

**Dermapro** anticipated the uptake of  
microsurgery and non-surgical solutions trend  
by launching a new medical clinic, detox and  
wellness center in Saifi.

Under the patronage of Minister of Tourism  
Michel Pharaon, the 12th edition of **Wedding**  
**Follies** took place from February 19 to 22.

**Land Rover** has launched the first in a  
series of inspirational films with the story of an  
emotional journey that motivated UAE-based  
adventurer and entrepreneur Nizar Fakhoury to  
start Climb for Cancer.

The **Heartbeat Association** launched  
the "Heartbeat Box" initiative, at ABC Mall  
Ashrafieh, on February 5.

**Jaguar MENA** has revealed the prize  
winners of its Design XE competition which  
ran from September to December, 2014, in the  
Middle East and North Africa region.

**Air Arabia** announced its financial  
results for the full year ending 31 December,  
2014, reflecting another year of continued  
growth and high levels of profitability.

Bahrain-based **MBA Fakhro Group**  
has announced the formation of **Voyager IT**  
**Solutions**, a Kerala, India-based company  
that will represent and spearhead the Group's  
expansion in the internet sector.

The **Coca-Cola Foundation**, in  
partnership with **INJAZ Al-Arab**, have  
declared the winners of the sixth edition of the  
'Ripples of Happiness' program from a wide  
variety of projects submitted by hundreds of  
Arab youth across the Middle East.

**Lime Tree** invited local media  
representatives and their loved ones to  
enjoy an original dining experience from  
February 3 to 9.

**Aishti** announced the  
winners of the 2015 Jaguar F-Type Coupe  
V6 in an outdoor ceremony in front of the  
brand's flagship store in Downtown Beirut on  
February 10.

**Eucerin®** launched the AtopiControl  
cleansing, caring and active range of products.

Joining together in the UAE, North Africa  
and Middle East, **NAME** leaders in dentistry  
and public health launched a regional  
campaign to stop cavities.

**Wild Discovery** signed with the  
**University of Saint Joseph** the renewal  
of the sales training program, the first tourism  
training initiative in Lebanon co-signed by the  
private and the academic sectors.

**Saad and Trad**, the exclusive dealer  
of **Jaguar** in Lebanon, announced that the  
Jaguar XE model was nominated the "Most  
Beautiful Car of 2014" at the 30th "Festival  
Automobile International" in Paris.

**KidzMondo** will open in the first  
quarter of 2016 in Doha, Qatar. The exciting  
project will be brought to life in partnership  
with the leading Qatari conglomerate, **Aura**  
**Retail Company**.

**Majid Al Futtaim** announced that  
**VOX Cinemas Lebanon** has enjoyed the  
highest attendance at any cinema in Lebanon  
in 2014.

**Reliance Communications**, India's  
fully-integrated telecommunications service  
provider, entered into a multi-year, multi-million  
dollar mega-agreement with **Avaya Inc.** to  
transform its call center operations.

The highly anticipated 500L Trekking  
model by **Fiat** has arrived to **Saad & Trad**  
Showrooms in Beirut.

The 2015 **Qatar Motor Show**  
played host to **Porsche's** latest automotive  
advancements in the form of four regional  
premieres as the brand revealed a new  
age of performance benchmarks within the  
motoring industry.

**King Food S.A.L.**, the **Burger**  
**King** brand franchisee in Lebanon,  
recently introduced the upgraded Chicken  
Royal Steakhouse sandwich across all  
local branches.

**Harry's Bar**, an upscale Italian  
restaurant, is situated a short distance from  
the business district and the hubs that animate  
Beirut's nightlife.

The **Cisco** 2015 Annual Security Report  
released on February 2 examined both  
threat intelligence and cybersecurity trends,  
revealing that organizations must adopt an 'all  
hands on deck' approach to defend against  
cyber attacks.

**Boecker** granted its exclusive  
Q-Platinum Award to all F&B outlets at  
**Phoenicia Intercontinental**.

**Boecker** launched a specialized  
innovative cooperation with the Ministry of  
Tourism to deliver special training sessions to  
the ministry's food inspectors.

