

Al Sraiya

Internal Magazine

SAASNA RESTAURANT
New in Qatar

**CACAO 70, The new
concept and State
of Chocolate**

**Al Sraiya Hotels &
Hospitality Group and
IHG to debut Hotel
Indigo in Qatar**

**Staybridge Suites
offers modern
serviced apartments
in Lusail, Doha.**



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AL SRAIYA
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Doha - Qatar, P.O. Box 3082

Tel: +974 44411800 / +974 44411808, Fax: +974 44442264, Email: engineering@alsraiyacontracting.com

www.alsraiyacontracting.com

Table Of Contents

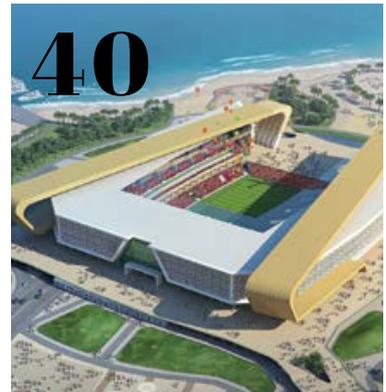
Tips for Emerging Leaders

p. 6



Staybridge suites offers modern serviced apartments in Lusail, Doha.

p. 12



Msheireb Downtown Doha: Standing Tall Against the Test of Time

p. 14



Qatar Spearheads Construction of Eco-Friendly Stadiums

p. 40

BLOG

The Forbidden Phrases of the Hospitality Industry

p. 46

CACAO 70, The new concept and State of Chocolate

p. 18



Al Sraiya Hotels & Hospitality Group and IHG to Debut Hotel Indigo in Qatar

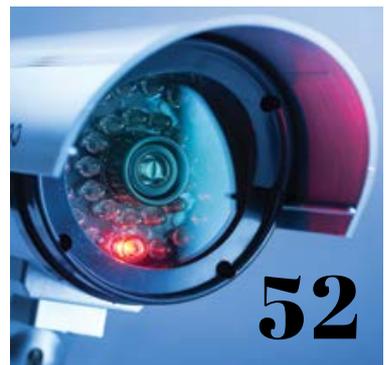
p. 22

SAASNA RESTAURANT: New in Qatar

p. 24

HASOOB caters to both Government and Private Business

p. 52





AL SRAIYA
— HOTELS & HOSPITALITY GROUP —

creating lifestyles

WITHIN NATIONS



DOHA | LONDON | MUNICH | WARSAW | WASHINGTON DC

AL SRAIYA HOTELS & HOSPITALITY GROUP CURRENTLY OWNS FOUR OPERATIONAL INTERNATIONALLY BRANDED HOTELS IN QATAR THAT ARE PART OF MILLENNIUM HOTELS AND RESORTS: MILLENNIUM HOTEL, COPTHORNE HOTEL, KINGSGATE HOTEL AND THE STAYBRIDGE SUITES AN IHG HOTEL AS WELL AS A LOCAL BRANDED HOTEL, THE TOWN HOTEL DOHA. OUR INTERNATIONAL OPERATIONAL HOTELS INCLUDE MOWBRAY COURT HOTEL LONDON, PRESIDENTIAL SERVICED APARTMENTS LONDON, THE EDWARD HOTEL PADDINGTON LONDON, THE MARRIOTT HOTEL IN MUNICH GERMANY, THE WESTIN HOTEL IN WARSAW POLAND AND THE CLUB QUARTERS HOTEL IN WASHINGTON DC USA.



TIPS FOR EMERGING LEADERS



If you have not started your supervisor's role yet, you might be thinking about what's going to change in your workday.
If you have started in the role, you'll no doubt have some thoughts on what the journey has been like.

———— THE ————
DIFFERENCE
BETWEEN
WHO YOU ARE
AND WHO YOU
WANT TO BE
———— IS WHAT ————
YOU DO



FIRST THINGS FIRST; THINGS WILL CHANGE.

Usually people are promoted to a supervisor's job within the company because they are good at doing something, usually a technical or front-line kind of role. After they become a supervisor, they have to learn how to be good at doing something else.

TEASED INTO THE ROLE

You can probably expect to take some good-natured ribbing about being a new boss, especially if you will now be supervising people that you know or who you have otherwise worked with as a co-worker. The best way to deal with it is to be good natured and accept it with a smile. If you keep your composure, the teasing will likely soon stop. If you show the slightest sign of annoyance, they will see this as a sign that they should needle you even more. If the negative remarks continue, you may want to respond by calmly asking them to explain what they mean. This puts the other person on the spot, and they are forced to be more specific, which can make them look bad.

LEARNING THE ROPES

When you are trying to learn the ropes quickly, don't get frustrated if everything doesn't come together as quickly as you'd like. Sometimes it may seem like it will take forever to learn all you need to know. Depending on the nature of your team's role, you can anticipate it taking up to a year before you are comfortable with all aspects of your role. By then you will have been through an entire year of the business, including budgets, performance reviews, recruiting, and looking to the needs of your team. However, there are some things you can do to help you get off to a faster start:

- Identify the priorities of your job and then concentrate on how to handle these tasks. Focus your energies on what matters most.
- Find yourself a seasoned mentor. An experienced supervisor who gets along well with their team can usually give you some good advice.
- Be a good listener and ask questions. The more you listen, the more you learn. If you are curious about something, ask about it. The best time to ask lots of questions (of

employees, your boss, and your colleagues) is when you are a new supervisor.

- Read anything pertaining to your job that you can get your hands on (such as procedures, regulations, journals, trade magazines, and leadership material).
- Get out into the working area and observe as much as you can. This will give you practical knowledge and it will show your team that you are interested in what they are doing. If you worked with this team before you became a supervisor, make a conscious shift to observe their work from a leader's point of view.

BUILDING THE RIGHT ENVIRONMENT

We can talk about ourselves in terms of leadership and set up a plan, but as the saying goes, "The proof is in the pudding." When you make a series of decisions about what you intend to do, and you start doing them, your behavior is in line with and supporting your intention.

If you say you will do something and then allow yourself to be distracted, or you lose the commitment to a particular goal, then your behavior is not supporting your stated intention.

THE POWER OF NEGATIVE AND POSITIVE CUES

Negative cues are things that distract or stop you from doing the things you want to be doing. If you want to cut down on the amount of time you spend watching television, but you have a 52-inch screen and 130 channels, you have a negative cue set up. The temptation to turn the television on and then start scanning programs or flipping channels is very evident. On the other hand, having a smaller screen, fewer channels, or a stack of tempting books next to your favorite chair can help distract you from the television.

Positive cues are things that influence you to do things that meet your goals.

That stack of books handy when you sit down to relax, an ergonomic chair to work from, or a good long-distance plan when you need to be making a lot of calls, are all positive cues. If your work involves a lot of driving, then keeping your car clean and in good shape is another positive cue. Positive cues can also include calendars with good scheduling programming, reminders, sticky notes, task lists, and being with people who are reminders of your desired behaviors.

MOTIVATION FROM WITHIN

The things that motivate us are as different as the people we know.

Do you know what motivates you?

- What motivated Walt Disney to create cartoons and capture them on film?
- What motivated Mohammed Ali to become a world champion boxer?
- What motivated Stephen King to be an internationally renowned writer?

The things that motivate us include the rewards we get from doing the things that we want to do. This doesn't mean that you should be self-serving without thought to other people's needs, or to the laws or social mores that govern the way we act.

It does mean that there are things that we do where the act of doing is its own reward and that in itself is motivating. The workplace is structured on layers of relationships, and our work as supervisors can be facilitative in developing those relationships. If you can learn how to effectively capitalize on them to run a well-oiled machine, then you could have something big on your hands.

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Interview

Sraiya Al Kaabi

Executive Director

Al Sraiya Hotels & Hospitality Group



Since you are in charge of ASH Hospitality, what will you do to make Al Sraiya Hotels & Hospitality a better place to work?

The hospitality industry has always been mainly about people, thus a focus on our employees and team members is very important to create a positive work environment which encourages loyalty, commitment and brings the best out of people.

Our commitment in making excellent leaders will always be echoed into our work, which will be reflected in an honest and ethical manner to provide a fair return on our investment.

We strive to be ahead of the norm, especially by deepening our current skills, while innovating through learning new skills to advance our know-how; which is why we continuously send our staff to our international branded hotels to receive the very best training available to learn new techniques and ideas to be applied in our local hotels.

Tell us about your vision for the group and where do you see it in 5 years from now?

The company is already planning and looking into ways of expanding its current portfolio, thus I want to be part of that expansion by adding a number of new hotels in Qatar, Europe and probably in Asia as well since it's ability to attract tourists is exceptional.

Also, I want to contribute my role in strengthening the company's core infrastructure, including its operating platforms, technology and reputation as a whole.

Yet from an F&B perspective, I am aiming to bring a number of our local branded restaurants and attempt to open them outside of Doha.

As a member of Al Sraiya Holding Group, why did you choose to be responsible for the Hospitality Group?

My love for travel and exploring different places, cultures and regions have always driven me to work in the hospitality industry since it contributes to the overall tourism of a country.

Working alongside people from different walks of life has helped me see the world through their eyes.

No matter what stage you are in life or career, learning is always essential. Thus having the opportunity to work with a diverse range of personalities, age groups and cultures, allows you to be a better provider of customer service, while expanding one's own knowledge.

In addition, learning how to properly and effectively communicate with these people is half the challenge, but something you can carry with

you throughout the rest of your life. Hospitality's ability to harness and foster this aspect is a highly attractive benefit for me.

These days diversity is something that's still lacking in a number of fields. However, hospitality leads the charge in plenty of venues – be it hotels or restaurants – all presenting a myriad of flexible opportunities.

And finally, I would like to make my own contribution to Qatar's 2030 National Vision.

After acquiring International Hotels and restaurants, is there a plan to go further with the F&B sector outside Qatar?

Yes sure, there is always a plan to expand our F&B industry internationally. Whether it's our brand or a franchise, we have some on going plans in the pipeline.

Tell us about your way of leadership... what is the main motto you follow and why?

Teamwork and Good Communication.

The spirit of teamwork plays a vital role for the success of any team, which will reflect on the business as a whole on the long run.

In hospitality, you interact with people from all walks of life. This opens your mind to other cultures and ideas and teaches the values of tolerance and respect.

A team that has great chemistry working together will always be visible by customers, so it's not something that can be overlooked. If team members can't work well together it may put customers off, which can have a lasting effect on our reputation.

Communication is the most crucial skill for a team, I make sure that everything is in the right channel of communication because I believe that one small misunderstanding can lead to bigger problems.

I always remind my staff that my door is always open to talk and they understand very well since we have regular meetings due to my desire to be involved and aware of everything that's happening on the ground

What advice would you give to people working in this industry and aim to become leaders in this career?

Get the relevant education and always continue learning step by step.

The first thing you should do is to invest in your education, while keeping up with the newest trends every year of the management industry.

Understand everyone's job and how they contribute to the establishment's success. The little things always matter.

To become a leader in your industry, start acting like a leader. Get organized; keep a detailed calendar and to-do list, work efficiently at every task and always aim to impress.

You are the role model, the obliging ear, the problem solver, the director of time and money. Follow directions, give instructions, address concerns and explain procedures with confidence.

And finally, manage your own stress by setting boundaries to avoid letting your work life encroach your personal life.

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OUTDOOR POOL



LOBBY



GYM



BREAKFAST ROOM



Strategically located just 10 minutes from downtown Doha and a 30-minute drive from Hamad International Airport, the new Staybridge Suites Doha Lusail offers modern serviced apartments for guests looking for a home away from home in Qatar.

Staybridge Suites Doha is the right choice for visitors who are searching for an extended stay with a combination of charm, peace, quiet, and a convenient position to explore the city.

Stylishly designed and furnished with thoughtful amenities for extended stays, each serviced apartment is fitted with a living area, a full kitchen, and a workspace for the perfect blend of work and relax. A collection of one, two- and three-bedroom apartments are available for single professionals or families moving into the rapidly developing business district of Lusail.

Enjoy a host of facilities in this sleek extended-stay hotel. Maintain your workout regimen in the 24-hour, fully-equipped Fitness Centre, or take a refreshing dip in the swimming pool. Guests can also unwind after a long day at the lounge, featuring an entertainment hub amidst soft furnishings.

Let your children roam free in the hotel with 24/7 security and a myriad of fun activities and amenities to let out all their energy in such as our in-house swimming pool, jungle gym, toys that kids from all ages can enjoy.





Msheireb Downtown Doha: Standing Tall Against the Test of Time



**Msheireb Properties
mission is to change
the way people think
about urban living
and to improve their
overall quality of life,
through innovations
that encourage social
interaction, respect
for culture and
greater care for the
environment.**



At around the turn of the century, Doha had a population of around 12,000 and around 350 pearling boats. With its fortune and fate inextricably linked to the sea, it has always retained close proximity to and relationship with the coastline.

Doha's early growth was gradual, with the development of the nation's oil and gas resources in the 1950s. As a result of this development, the city's population grew rapidly, sparking a transformation to Doha's landscape and skyline.

New suburbs and business districts emerged spontaneously, with low population densities & an array of architectural styles.

It is with a rapidly innovative, and eager mindset that Msheireb Properties was established under; one of the country's leading real estate development company and a subsidiary of the Qatar Foundation. The company was brought to life to serve as a commercial venture to support the foundation's aims, as well as the goals of Qatar's 2030 Vision.

Msheireb Properties' mission is to change the way people think about urban living and to improve their overall quality of life, through innovations that encourage social interaction, respect for culture, and greater care for the environment.

An emerging leader in sustainable development, its signature project Msheireb Downtown Doha employs a new approach to urban planning by combining traditional methods and modern technology aimed at preserving the environment as well as the cultural identity of Qatar.

The company's flagship project Msheireb is the world's first sustainable downtown regeneration project, reviving the old commercial district with a new architectural language that is modern, yet inspired by traditional Qatari heritage and architecture – its proportion, simplicity, space, light, layering, ornament and response to climate. Utilizing the latest in sustainable technologies, Msheireb will adhere to the highest standards in green building.

The strategic objective of the Msheireb project is to reverse the pattern of development in Doha, which has tended towards isolated land use, reliance on car transportation and energy-hungry structures.

As history shows, communities in Qatar have always been close-knit. People lived and worked together in harmony with the climate, the land and each other. The people dealt with their environment in ways that were sustainable and human in scale, building their homes together as families.

Msheireb Properties' shared achievements have nurtured Qatari society and made it stronger. They inspire everything being done at Msheireb Properties and are reflected in Downtown Doha, which strikes a balance between creating modern, innovative developments and rediscovering local heritage and culture.

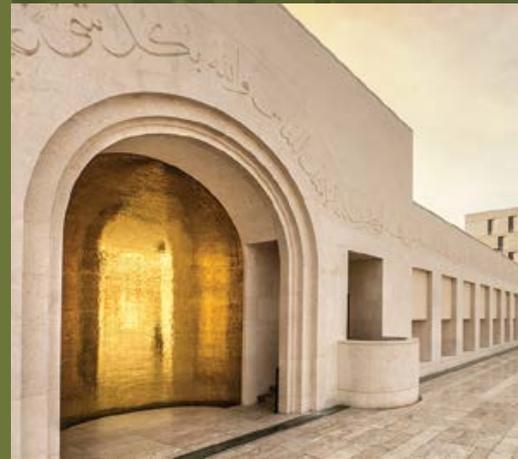
A commitment to remain true to the traditions that make Msheireb Properties distinctively Qatari is at the core of the company.

Msheireb Properties pushes the boundaries of architecture and urban planning in Qatar to unify the best of the past and present, to create a beautiful legacy and a vibrant new community at the heart of its capital city.

The company's sense of responsibility towards the local culture and heritage is highlighted by its preservation of four iconic courtyard houses in the Msheireb Downtown Doha project. Rooted in local history, these courtyard houses will bring back memories of old Doha and will provide a sense of life in the city as it was in its earliest days.

The transformation from a small metropolis, over a few short decades, resulted in vast changes to the identity of the city and the way of life of its residents. Msheireb Downtown Doha was born of a desire by the nation's the city's development, and return to the cultural roots upon which Doha was founded.

The old downtown district of Msheireb grew up around a single well whose generous reserves inspired a community to put down roots there. Today, that original site is home to the downtown regeneration project, Msheireb Downtown Doha.





The Msheireb Downtown Doha project is divided into five broad quarters that are fully supported through an intrinsic mix of hospitality, retail, residential, commercial and civil offerings. Designed to have everything close and convenient enough to walk to, each quarter caters to every need of an urban dweller.

Msheireb is characterized by beautifully designed and compact city neighborhoods, favoring and promoting the pedestrian.

The social hub of new Doha, Msheireb Downtown, will feature comfortable and pleasant homes, intimate and friendly communities, arcaded streets landscaped open spaces and vibrant public areas with restaurants, cafés, and abundant retail.

Family homes will be within walking distance of schools, shops, mosques, civil services and cultural activities. Reflecting the tradition of kindness within Qatari society, residences will be arranged around a 'Freej' style courtyard garden in clusters of family homes, offering residents privacy, a sense of community and security.

For those that call Msheireb home, the choice of size and style of the residences is virtually endless. From opulent townhomes and penthouses to compact studio apartments, the development has been created to appeal to both individuals and large families.

Be in a sumptuous, luxurious and spacious townhouse that blends the traditional Qatari heritage with modern architecture, or in a contemporary apartment with world-class fittings and finishes.

Here you can have an unforgettable contemporary urban life experience, enjoying privacy, security, and peace of mind while fulfilling all your needs.

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THE GROUPS LATEST NEWS



AL SRAIYA
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Al Sraiya Hotels & Hospitality Signs for Hotel Indigo in Qatar



A new built property, Hotel Indigo Doha Lusail will be strategically located in Lusail Marina and will feature 200 rooms.



**SAASNA, QATAR'S
FIRST AUTHENTIC
QATARI RESTAURANT**

**CACAO 70,
THE NEW CONCEPT
AND STATE OF CHOCOLATE**



CACAO 70
EATERY

AL SRAIYA HOTELS AND HOSPITALITY GROUP AND IHG TO DEBUT HOTEL INDIGO IN QATAR



**AL SRAIYA HOTELS &
HOSPITALITY GROUP
HAS PARTNERED WITH
INTERCONTINENTAL
HOTEL GROUP (IHG®)
IN PLANS TO OPEN
HOTEL INDIGO DOHA,
LUSAIL.**

creating lifestyles

WITHIN NATIONS

Al Sraiya Hotels & Hospitality Group, has signed a Management Agreement with IHG, one of the world's leading hotel groups, to debut its global upper-upscale boutique brand, Hotel Indigo, in Qatar. A new built property, Hotel Indigo Doha Lusail featuring 200 rooms.



Hotel Indigo Doha Lusail will be strategically located in Lusail Marina, Qatar's newest urban center, which is just 30km from the airport and will feature marinas, residential areas, commercial districts, luxury shopping and leisure facilities, as well as an entertainment district. Connected to the spirit of the local neighborhood, Hotel Indigo Doha Lusail will offer guests a unique boutique hotel experience that combines authentic local flavors and colors, modern design and intimate service.

Established in 2004, Hotel Indigo now has a presence in more than 15 countries with over 100 hotels, and nearly another 100 hotels in the pipeline. Just as no two neighborhoods are alike, no two Hotel Indigo properties are the same, taking inspiration from the area around each hotel to touch all aspects of the guest experience, from the boutique design to locally-inspired restaurants and cafes. The hotel will feature an array of leisure facilities such as a spa, a gymnasium and a swimming pool. Featuring

a three-meal restaurant, a neighborhood café, a lobby lounge and an executive lounge, Hotel Indigo Doha Lusail will offer a variety of dining options and exclusive F&B concepts. The hotel will also feature meeting and banqueting facilities.

"We are pleased to partner with IHG for the second time to develop Hotel Indigo Doha Lusail and introduce their popular boutique brand, Hotel Indigo to the capital city of Doha, Qatar," Mr. Rashid Al Kaabi, Vice Chairman of Al Sraiya Holding Group said. He also expressed his confidence that "this design-led hotel inspired by the neighborhood story, that differentiates itself from the traditional offerings will be a popular choice amongst the travelers visiting the city." Mr. Rashid also added that through the company's previous partnership with IHG for Staybridge Suites Hotel in Lusail, the company is benefiting greatly from their global distribution system and best in class revenue management tools." We look forward achieving the same

success with Hotel Indigo Doha Lusail, and together with IHG, offer a strong portfolio of different accommodation options to varied guest profiles," he continued. Commenting on the partnership, Pascal Gauvin, Managing Director, India, Middle East & Africa, IHG, said: "After the success of the recently opened Staybridge Suites Hotel in Lusail, we are delighted to once again partner with Al Sraiya Hotels & Hospitality Group to open another hotel in Qatar, especially in a visionary development such as Lusail Marina." According to Gauvin, as the guest profile visiting the country diversifies, the hospitality sector in Qatar continues to evolve; thus The introduction of the Hotel Indigo brand in Lusail will respond to the growing demand for upscale lifestyle hotels in the market and also demonstrates our commitment to Qatar National Vision 2030. " We look forward to offering a unique, locally inspired boutique hotel experience to our guests with the reassurance of a global brand," he added.

AL SRAIYA HOTELS & HOSPITALITY GROUP OPENS SAASNA

QATAR'S FIRST AUTHENTIC
QATARI RESTAURANT

سأسنا

S A A S N A



فطري اصلي عصري

سأسنا

S A A S N A

AL SRAIYA HOTELS AND HOSPITALITY GROUP IS PROUD TO ANNOUNCE THE OPENING OF QATAR'S FIRST AUTHENTIC QATARI RESTAURANT, NAMED SAASNA, LOCATED IN THE HEART OF THE LUXURIOUS CITY OF MSHEIREB, IN THE DISTRICT OF AL BARAHA.



The name "Saasna"

derives its meaning from the word "Aasasna"; our origins. The concept is cuisine of Qatari culture blended with modernity. Our origins updated to the present with the future to come.

The restaurant's cuisine will serve a fusion of Qatari culture blended with a sense of modernity, serving traditional dishes with a contemporary twist. The restaurant boasts an area of 252 square meters excluding the outdoor area with a capacity to seat around 60 to 70 persons indoors and 30 to 40 people outdoors, where customers can enjoy their meals or hot beverages at any time of the day all year.

With renowned Qatari Chef Sheikha Almeer at the helm, brace your palettes to enjoy delicious local dishes and meals delivered with 100% authenticity coupled with a modern feel; a place where simplicity meets tradition, echoing the restaurant's "Modern - Authentic - Qatari" slogan through every bite. Saasna's prime location in the heart of the Msheireb District allows its customers to enjoy the area's newly installed energy efficient District Cooling (DC) technology to cool its buildings.

This technology not only allows for temperatures to drop to a more soothing atmosphere, but also contributes to Qatar's goal of standing behind renewable clean energy.

Saasna, the first pure Qatari restaurant, opened in Msheireb city this October. Al Sraiya Hotels & Hospitality Group takes great pride in the development of this hospitality project.



Barahat Msheireb

Chef Sheikha Almeer will take you on a delicious journey that will introduce you to the great traditional meals of Qatar such as Chicken Madrouba, Chicken Markouk, many iterations of Fish Saloona and a lot more that showcase the proud culinary heritage of the country.

Through this cuisine, experience the cultural blend that engages senses with a depth of this nation's origins coming alive. Like a recipe with the addition of spices, we have added the spices of Qatari modernity to compliment the current

times of outstanding innovation. Saasna's contemporary interior concept is a mélange of the history of Qatar's architecture and its modern look, with a touch of classy elements. Culture, values and traditions are reflected in everything prepared and presented. From distant ancestors to the ever present sequence of today's successes, blazing a trail for generations to come with the fusion of the past, poetic tastes of today and wondrous sensations of tomorrow. It is here you witness the rebirth of Qatari culture designed to strengthen our roots with the taste.

The restaurant was developed based on 100% pure traditional Qatari cuisine with a modern twist. Qatar is seeing great development, progression and innovation in all aspects of the nation, from across the different industries. Our story starts with innovation. The origins of the future goes back to the achievement of the past. Culture, values and traditions are reflected in everything that is done. Through innovation, creativity takes on a new taste with the foundation of the past as we move through time.

مطعم
سأسنا

SAASNA
QATARI RESTAURANT

قطري . أصلي . عصري

Saasna's colour tone showcases a neutral earthy colors and natural materials from stone, leather and wood is the impact from the desert tone. The contemporary interior concept is a blend between the history of Qatar architecture and the modern look, with a touch of classy elements. The simplicity of the furniture gives the dining experience a relaxing yet enjoyable feeling, while tasting the side range of the traditional Qatari food. Adding some classy items such as the bronze stainless steel partitions, the mirrors and the flowers is the link between the old and the modern concept.

Saasna is one of a kind authentic Qatari modern restaurant, located in the new city of Msheireb Downtown which brings Doha's old center back to customers, recreating the community feeling and cultural roots upon which the city of Doha was founded.

The restaurant will be a five stars Arabic diner taking the Qatari taste to the next level. It will not be only a place to eat but a place to "experience", with its specialty plates and unique setting.



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saasnaqatar

WHERE SIMPLICITY AND LUXURY MEETS TRADITIONS!



Despite limited agriculture, traditional Qatari cuisine can be surprisingly varied. While locally caught fish are always in plentiful supply, many staples have to be imported. Over the years, local dishes have been influenced by the cuisine of the Indian Subcontinent, Iran, the Levant and North Africa.

Qatar always raises curiosity about its traditional food, recipes and specific cuisine for all those interested in its culture. The food culture of Qatar evolved over time strongly influenced by rice and spices from India and food from the Levant.

One of Saasna's specialties is the traditional Machboos dish which is a spiced rice dish that is mixed with marinated meat or seafood; some may sprinkle lemon juice and rose water on top to add an extra pang to the flavor. Qatari cuisine is a cornucopia of sumptuous morsels: from succulent Machboos to inviting appetisers, tasty fish dishes to phenomenal desserts. But besides the undoubted richness of its taste and texture, Qatari cuisine can also tell a spell-binding story of the past, of caravans in the desert, of ships that sailed from the Malabar Coast to Qatar, of open markets where products of the region was bartered and bargained over.

It wouldn't be a Qatari restaurant without Saloona, which is a local vegetable and meat broth made from courgettes, cauliflower, carrots and potatoes. Not forgetting Qatar's sweeter side, Saasna offers Balaleet, a sweet made from vermicelli cooked with cardamom powder, sugar and finished off with an omelette.

Qatar is place where you can see a blend of various nationalities and this is best reflected throughout Saasna's menu.



Contact Us:

Barahat Msheireb
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www.saasnaqatar.com



Al Sraiya Hotels and Hospitality Group, brings CACAO 70 to the Gulf for the first time.

CACAO 70, The new concept and State of Chocolate.

THE JOURNEY

Anyone who loves chocolate knows this is absolutely fitting, mostly because it is the most delicious stuff on earth, but also because of the incredible process and long journey it has to undergo to become the sweet confection we adore.

Chocolate starts off as cocoa pods growing in the tropics, typically in a belt around the equator, long before showing up at a local grocery store near you. According to the International Cocoa Organization, cocoa pods must be harvested manually with care so as not to damage the junction of the stem to the tree; keeping this joint intact by using a curved knife during harvesting ensures the growth of more fruit. Once harvested, the cocoa pod is cracked open and the rind is discarded; the pulp and seed pods are what farmers are after. There are about 30-50 seeds per pod, and these are responsible for making the chocolate we love.

It is this process that allows Cacao 70 to create its signature treats that we all know and love. Cacao 70's intriguing chocolate creations are made with the finest ingredients from around the world, sourced by our leading Cacao experts.

Our fusion of spices, flowers, roots, and herbs with premium chocolate creates a sensory experience that nurtures awareness of and appreciation for the world's diverse cultures.

CACAO 70

EATERY

OUR STORY

Cacao 70 initially began as a chocolate drinking bar, but we soon discovered that our customers had an appetite for more. So we started to think about how we could transform chocolate into exciting flavor adventures (which we all agreed was a delicious starting point).

Our journey has led us down the very tasty path of bean sourcing, product development and new store concepts that showcase chocolate in all kinds of fun and surprising ways.

Which is why we've decided to expand beyond our Montreal roots and opening up stores in locations across the world. From sweet and savoury brunches to ice cream shops with a delicious array of dips, we're bringing our love of chocolate to a city near you!

It is this commitment to excellence that has inspired Al Sraiya Hotels & Hospitality Group, which is under Al Sraiya Holding Group, to partner up with Cacao 70 to bring the franchise to the Gulf world for the first time.



CACAO 70

EATERY

Adventure in Chocolate

CACAO 70 initially began as a chocolate drinking bar, but we soon discovered that our customers had an appetite for more. So we started to think about how we could transform chocolate into exciting flavour adventures.

The story of a bean . . .



CACAO70.COM • @CACAO70



THE FACTORY OF DREAMS

At the Cacao 70 Factory, we make our chocolate bars, create and test new recipes, and offer a selection of sweet souvenirs to enjoy on site or at home (if they last that long). As you might suspect, conducting research and development with chocolate definitely has its perks. Which is why we test flavour combinations and dream up delicious new products so that we can offer you even more opportunities to escape into a [#StateOfChocolate](#).

CACAO 70'S SIGNATURE

We harness the power of storytelling to open minds, spirits and palates through esteemed chocolate, inspiring us all to interact with the world in a new and creative way. We uphold our brand experience as our highest priority, delivered through the quality and craftsmanship of our artisanal chocolate, thoughtful narratives, and flawless service. All the while, championing ethical and environmentally sustainable practices, and are accountable for our impact, as we create chocolate with a worldview.

Cacao 70 sources chocolate from carefully selected suppliers, many of whom are organic. Which pushes us to be on an everlasting quest for ingredients at the pinnacle of their taste profile, making it our mission to carefully select the finest ingredients Mother Nature and our farmer and artisan partners have to offer. Through an extensive dossier of exceptional inclusions, we promote the unique characteristics of every root, flower, spice, nut and obscurity to highlight the craft and prestige of each ingredient.

This meticulous process of sourcing best-in-class ingredients at the pinnacle of their taste profiles is a labor of love, which provides an unrivaled taste experience as a State of Chocolate.

A STATE OF CHOCOLATE

There are chocolates scattered over the marble tile. Each one perfectly sphered and dusted with fine cocoa powder but now several lie cracked revealing peaks of caramel or rum truffle. Tasters will halt so as not to tread on one and stop to take in the scene.

Placed in the mouth, the silky-smooth texture that comes forth brings nothing but pure bliss. The plausible taste of true love, the perfect mix of bitter and sweet with a tinge of mint is pure luxury. Made with cakes and pastries, it adds an extra slice of heaven to every bite.

Upon visiting our eatery, you will feel, experience, and taste an unmatched commitment to excellence that has allowed us to expand, create, push the culinary boundaries of the cacao bean into a variety of options that will leave you wanting more.

We, at Cacao 70, don't reinvent the wheel, but break it; with our innovation process that starts with the finest chocolates and the best ingredients to create the most unique and trend-setting desserts. We make sure we blend exceptional taste with an artistic vision. It's what we like to call, mouth-watering masterpieces.

THE ELEMENTS OF OUR PERFECTION

Cacao 70 prides itself on its ability to give deliciousness to certain words—the way our chocolate items can take on an entire new personality when dressed up with adjectives like warm, rich, thick, gooey, chilled, creamy, or frothy. A cup of hot chocolate and you're back in your childhood. A milkshake and you're in a 50s diner. A hit of sea salt and you're on a desert island. Wait! Make that a dessert island (way better). Our expansive menu contains a set list of options to choose from, making the sweetest of teeth feel overwhelmed. We even have salty options for those who would prefer a more tender approach to our kitchen. A customer-favorite dish is the Volcano platter that's made for sharing, which offers a wide array of textures—the shattering, airy crunch of meringue at the edges, and the softer one of toasted almonds, with rolling bubbles and pockets skittering across the surface. They're more relaxed than a Florentine, more lightweight than a brittle. And they're altogether really lovely over a cup of coffee with an old friend.

Customer Service Trends that will dominate 2020



Although changes and trends in the customer service over the years have been minor, we should remember that this industry is built upon small changes and attention to the tiniest details.

However, according to many hospitality industry experts, this year is looking to start massive changes that will shape the industry for future years to come; the year where technology and ethics firmly take the helm within the field.

THE INTEGRATION OF AI

Artificial Intelligence in the past couple of years was considered to be in its infancy since companies were merely experimenting with what this prospect might offer and bring to the table.

But during the second half of 2019, we saw instances where customers' main interactions with a number of organizations were via some form of AI-enabled conversational interface.

Such interfaces allow customers to establish intent and reasons behind their contact with a business or brand.

This practice opened doors for both the customer and business to benefit from.

On one hand, clients are able to reach the information they seek as effectively and swiftly as possible; while businesses are able to track the movements and actions of customers on the interface and allows them to study their needs and wants and cater to them.

Through our extensive experience in the field, we've noticed an increasing demand by companies to train their support centers on the proper way of delivering support and information through messaging platforms.

VOICE TECHNOLOGY

2019 witnessed the rise of smart living as companies pushed voice-activation technology such as Alexa, Cortana, Google Assistant and many others.

With these aspects coming into the fold, people have become more comfortable and conditioned to using voice commands as a tool for everything from phones to cars, music, home appliances and many other smart devices.

Voice technology has opened the doors for customers to connect and interact with the services they purchase, which is an excellent opportunity for businesses to really leave a mark on their clientele be it via quality of their experience or satisfy their ever growing needs.

Thus 2020 is shaping up to be the year where companies invest, adapt and evolve their voice recognition technologies as a fundamental aspect of their service and brand.

Some hotels around the world have heavily stepped up their efforts to pioneer this new integration by offering Alexa and Google Assistant to residents to enhance their stay

and convenience but also using the technology to handle the checkout and billing process.

ETHICAL CUSTOMERS TAKE THE REINS

With the advancement of information sharing and the Internet as a whole, people are becoming more willing to do business with ethical companies in which they trust.

According to a joint study done by the Sheffield University, one-third of consumers now actively choose to buy their products from ethical businesses, while 8 out of 10 won't deal with brands with shady backgrounds or credibility.

While customer behavior has shown that people are becoming more receptive to more ethical ways of doing business, as well as transparency and genuinity. Thus emphasizing the need to train employees and teams on how to put ethical customers at the forefront of customer care and engagement.

And 2020 will not see this trend slow down.

VIDEO AND CONTENT SHARING

Currently, anyone can go online and tap into products or services within mere seconds, which grows the potential for video and content sharing online.

This helps brands showcase their products or services in a more appealing and visual perspective, and gives customers everything they need to know on what they're being offered.

We all know how far a well-crafted and shot video can go online. Nowadays, it can either make or break a business.

Even hotels have started to become their own publishing house, to move with the tides and keep up with international competition. By not only creating their own videos, but infographics, articles, tips, and visually and mentally engaging content that would deliver the voice of the hotel on the market.

MESSAGING OVER EMAIL

During the past year, we saw a number of companies shift their customer contact teams to use messaging options rather than email to interact with customers.

Although email will always be considered as a strong tool to contact companies, some businesses are attempting to shift their focus into messaging options, since it allows faster and much more efficient care of customer needs or complaints.

Email is an expensive channel to service, but its importance and weight still represents 20 percent of overall contact volumes.

We are going to witness a massive overhaul on not just the customer service industry, but rather how we all do business as a whole due to the advancement of technology at such a rapid pace.

These changing tides had companies and hospitality based enterprises are aware that they need to step up their game to keep up with the tides by applying training programs to their teams to make them prepared for the changes that have started to kickoff.

We all know that times are changing, especially in the hospitality industry; and for companies that are looking to elevate their team's performance, it is either sink or swim.



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Hospitality Qatar is the leading international hotel / restaurant / café (HORECA) trade show in country. The show, organized annually in Doha by IFP Qatar, a member of IFP Group, is a key meeting point for some of the top hospitality stakeholders, hoteliers, restaurateurs and café operators in the Middle East region. Building on 4 years of exponential growth, the show is being held in partnership with the National Tourism Council (NTC) for the second consecutive year.

Hospitality Qatar seeks to give local and international stakeholders, entrepreneurs, consumers, and vendors a comprehensive forum to capture business opportunities in Qatar's competitive and growing industry and engage with regional decision-makers and local authorities, with an emphasis on aligning experienced hospitality professionals with the growing opportunities and prospects in Qatar.

The leisure attractions continue to be a major demand driver for the GCC hospitality industry with more than 2,000 projects worth \$200bn. Qatar National Tourism Strategy aims to increase the tourism spending up to QR 40Bn and tourism's contribution to 4% of the country's GDP in 2023 from 2.3% in 2016. Qatar is expected to witness highest revenue growth in five years up to 2022 on account of significant investment activities in the tourism and hospitality sector for the upcoming FIFA World Cup 2022 event.

International tourist visits in Qatar are expected to grow at a five-year CAGR of 5% to 2.9mn. Qatar's hospitality market is expected to maintain growth and total QR5.1bn (\$1.4bn) by 2022, which translates into a compound annual growth rate (CAGR) of 12.1% in five years up to 2022. By 2021, Qatar is scheduled to open some 21 new hotels consisting mainly five-star and four-star hotels.

Qatar's facilitated entry procedures continue to support the growth of its hospitality and entertainment sectors and drawing more tourists to Qatar through the implementation of the 96-hour free visa program for transiting travelers in Qatar, and granting visa-free entry for 80 nationalities. In recognition of the promising industry's wide and immense scope, Hospitality Qatar, with the continuous support of the Ministry of Economy and Commerce, and the



National Tourism Council, is heading to its 5th year of success with a great deal of diversity and a broad variety of special features and activities. The exhibition has expanded this year by over 100% in space. The continuous growth of the exhibition each year mirrors the fast-increasing demand in the sector. The 3-day exhibition is returning this year to the Doha Exhibition and Convention Center from 12 to 14 November, daily from 1 to 9 p.m.

With the aim to enhance the participants' satisfaction, the wide range of quality features integrated in Hospitality Qatar 2019 will work together to ensure maximum benefit and return of investment (ROI). The advanced B2B matchmaking platform, which seamlessly blends and matches the criteria of the hospitality industry buyers with those of the manufacturers and distributors exhibiting on show, is among the various essential tools that the organizer provides the exhibitors and visitors of Hospitality Qatar. This practically useful network service supports companies, through its streamlined interface, to identify suitable business associates and arrange private meetings with them.

In line with Qatar's active efforts towards enhanced connectedness with countries around the world, and with the country being home to a very high demand for outbound tourism, Hospitality Qatar is launching for the first time this edition a dedicated exhibition zone for Destination Tourism services. Sponsored by Qatar Airways, the national airline of the State of Qatar, the Destination Tourism Pavilion aims to promote tourism destinations at the heart of Qatar's Annual International Hospitality Exhibition.

Another new addition this year at Hospitality Qatar is the Luxury Tourism Lab. The dedicated product zone, introduced in association with Luxury Trade & Marketing Group (LT&MG), comes as an answer to a growing market and an increasing demand for innovations for the upscale to luxury tourism sector and eco-friendly concepts for the implementation of future-oriented technologies, offers, services and solution.

For yet another edition, Hospitality

Qatar will again be hosting its renowned prestigious Salon Culinare, organized in partnership with Qatar Culinary Professionals (QCP) and supported by the World Association of Chefs Societies for Africa & the Middle East (WACS). The signature Salon will host some of Qatar's top chefs to compete in a wide range of Live competitions, and present their masterpieces to a jury of qualified judges for a chance to attain high-level honors and awards.

The popular Barista Competition will take place this year once again, sponsored by Corona, featuring live competitions between Qatar's finest baristas and coffee makers. Hospitality Qatar will also be illustrating the insightful knowledge dimension of the hospitality sector, through several informative sessions and topics discussed at Hospitality Qatar Conference's second edition. The conference will cover the opportunities and challenges this sector is facing as well as discovering new strategies, technologies and innovations to keep up with market developments.

In support of the hospitality sector professionals in Qatar, a free-of-charge certified training program by international trainers is provided during the third day of the event. The training sessions aim to support the industry's practitioners through multiple core topics including Customer Service, Time Management, and Food Safety & Food Hygiene.

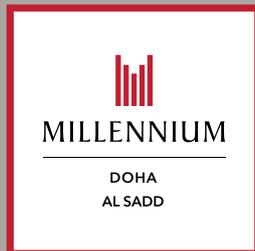
Visitors will come across exhibitors from over 20 countries around the world in Hospitality Qatar, from ranging profiles including: Hotels and Facilities, Interiors and Design, Entertainment and Leisure, Travel and Tourism, Resort and Outdoor Construction, HORECA Technologies and Equipment, Green Hotels Systems and Solutions, as well as Food and Beverages.

In last year's edition of Hospitality Qatar, the exhibition welcomed 188 exhibitors representing 20 countries, which showcased their full range of HORECA supplies and services to 7,285 unique visitors coming from all around the world.

With the combination of different exhibition zones, a highly-targeted B2B program, the educational conference and training sessions, and Salon Culinare's lively events and activities, Hospitality Qatar offers industry professionals a 360-coverage of all aspects of the HORECA, F&B, and hospitality investment markets, and continues to reaffirm its position as the industry's ultimate meeting point.

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FIFA

Qatar Spearheads Construction of Eco-Friendly Stadiums

World

Cup

2022

With the FIFA World Cup™ edging closer to its kickoff year, all eyes are on Qatar and its mission to deliver the necessary infrastructure needed to host the largest sporting event on the planet. It is here where the nation will host a mélange of all the world's cultures in one place to witness the gracefulness of the beautiful game. The main theme of the preparations is the emphasis of building eco-friendly stadiums that will use renewable energy to power the arenas, as well as their ability to be broken up and moved to other countries. The designs for the latest stadium in Qatar are coming to life, one container at a time. The Ras Abu Aboud stadium in Doha will be the first fully reusable FIFA stadium for the 2022 event. All of its components are recyclable and the container-sized building blocks are arriving at port filled with the materials used to make the stadium. The containers themselves will be used to make everything from the stadium's bathrooms, offices, and hospitality boxes.

Sustainability is the main focus for its builders. "From the very early stages in the design, it was considered how every single component of the stadium can be reused, whether it's the container or the steel structure that will hold the containers and the roof as well," project manager Mohammed Al Mulla, told reporters.

Part of Qatar's bid for hosting the 2022 FIFA World Cup™ involved a plan to help another country develop its sporting facilities; as doing so will allow for the further development of football on the global stage. After the event, the stadium will be disassembled and the containers will be used to build another stadium elsewhere. The 40,000-seat stadium can be moved and split into two or made into an arena. The upper tier of 9 of the stadiums will be removed after the tournament. One, Doha Port Stadium, will be completely modular, and will be deconstructed following the FIFA World Cup™. When the tournament ends, the lower tiers of the stadiums will remain in Qatar. Able to accommodate between 20,000 and 25,000 fans, the smaller stadiums will be suitable for football and other sports. The upper tiers will be sent to developing nations, which often lack sufficient football infrastructure. Along with the stadiums, Qatar plans to make the cooling technologies developed available to other countries in hot climates, so that they too can host major sporting events. "It could be a good opportunity for those countries to reutilize the whole facility that we are going to build here," Al Mulla told the media. Qatar has already delivered one of its World Cup venues this year, the Al Janoub Stadium in Al

Wakrah. Those behind the Ras Abu About project say it will cost between 15 and 20 percent less than traditional stadiums. All of the stadiums will harness the power of the sun's rays to provide a cool environment for players and fans by converting solar energy into electricity that will then be used to cool both fans and players. When games are not taking place, the solar installations at the stadiums will export energy onto the power grid. During matches, the stadiums will draw energy from the grid. This is the basis for the stadiums' carbon-neutrality.

STATE OF STADIUM CONSTRUCTIONS

In total, eight stadiums will be used during the 2022 World Cup™. Seven of those are being built from scratch. The eighth one, Khalifa International Stadium, was opened in May 2018 after undergoing renovations and upgrades. Last May, The Al Wakrah Stadium was officially inaugurated. The World Cup will kick off on November 21, becoming the first to take place in the Arab world. The final will be played on December 18 - Qatar's national day - in the Lusail Stadium, which will be able to hold 80,000 football fans.

STATE OF INFRASTRUCTURE

The CEO of the 2022 World Cup Nasser Al-Khater, the Chief Executive Officer of the 2022 FIFA World Cup, expressed his happiness with the progress of all the infrastructure projects; while reiterating that the next edition of the global extravaganza will be historic and unique in its own right. In fact, this is the first time that a Middle-East nation is hosting the World Cup and only the second time the event will be held in Asia. Importantly, all the venues for the 2022 World Cup are very close by, meaning travel times are reduced for the fans and players alike.

"The fact that it (World Cup) is happening in Qatar is historic. It's unique in its own right. There are a lot of people that will be introduced to our culture that they haven't been exposed to in the past, whether it is desert safaris, camping in the deserts, dune-bashing in the desert, being able to go for a swim (in the ocean)," he told the press. The high-ranking official of the Supreme Committee for Delivery & Legacy (SC) also stated his happiness with the progress of the infrastructural projects leading up to the World Cup. He asserted that all the major

work has been completed when it comes to stadiums and accessibility networks.

"Thankfully, we've always been on schedule and we're still on schedule. We're happy with the progress we are making with the stadiums. Additionally, we're happy with the progress on all infrastructure. The road networks are all coming to a completion. They will be ready well ahead of the World Cup," he said. He added that they are "very happy and very comfortable. Now what's left is more of the softer parts - the organizational plans, plans for experience of the fans, experience of all the visitors whether the delegations or the media."



RELEASE OF THE EMBLEM

The tournament's emblem was released, taking the form of a figure-of-eight-shaped white band based on the form of shawls often worn in the gulf region. The emblem has been designed to represent the shape of traditional woolen shawls that are often worn in the gulf region during winter months, when the event is being held. According to the organizers of the World Cup, the emblem also has several other layers of symbolism, with its curves designed to represent "undulations of desert dunes." The emblem's design embodies the vision of an event that connects and engages the entire world, while also featuring striking elements of local and regional Arab culture and allusions to the beautiful game," explained Qatar's Supreme Committee for Delivery and Legacy. The continuous form is also meant to evoke the "interconnected nature of the event" and the form of the World Cup trophy. As this is being written, a number of qualifiers have already been played, gears are already in motion regarding football's biggest event; thus the ball is currently in Qatar's court to work and build what can be the greatest representation of Arab football for generations to come..



WE



INVEST

INNOVATE

BUILD

PLAN

INFLUENCE

Politics
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Fashion

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ANALYSIS FORCES INCREASED PROGRESS

2018-2020

World

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Lifestyle

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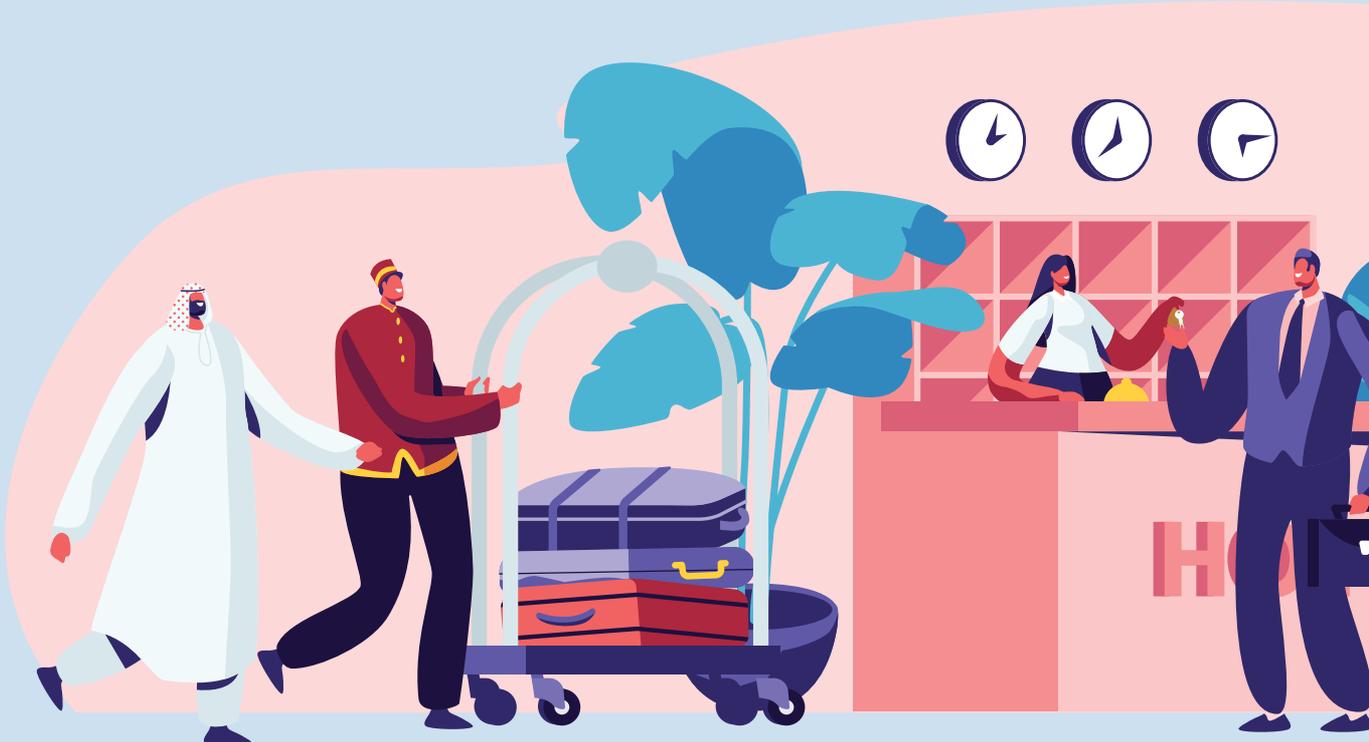
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THE FORBIDDEN PHRASES OF THE HOSPITALITY INDUSTRY

Working on the frontline of customer service has never been an easy task.

It requires mental agility, patience, rapid problem solving, and many others that must be done within seconds of receiving information by customers, which will directly and immediately allow them to make their snap-judgment of your business.

One of the most difficult is working within the hospitality industry since you have mere seconds to think on your feet and convince your customer. However, even veteran hospitality experts can fall to a spoken blunder when a customer places them in difficult circumstances. Thus in order to handle such situations, there are numbers of forbidden phrases that no hotel representative must conjure since they greatly affect closing a deal.



1

I DON'T KNOW

Never ever, EVER, answer a customer's question with "I don't know," they're asking you for a reason and they expect an answer. Little knowledge of your services or products or lack-there of gives customers the impression that you don't really care about your job enough to know, which subsequently means that you don't care about the customer's needs. The recommended answer to give to such difficult questions is "Let's find out" since it provides a more positive out-take to the question, while unconsciously giving the customer a sense of taking part in the sale, making him a little more emotionally invested in knowing. It also provides a definitive answer after doing the research. Many studies have found that customers enjoy being engaged with the business or brand that they're dealing with since it justifies their choice in choosing your business instead of another one.

2

WE CAN'T DO THAT

When a customer asks you a question, hoping that you could fulfill their request, try as much as possible to avoid a negative answer or stonewalling them with hard "No" or "Can't." In the mind of the customer, that phrase limits what your establishment can do and they will automatically start thinking of other brands that will be able to fulfill their wishes/requests. Instead, offer them an alternative such as "here's what we can do" The customer will quickly note that you have taken their request to heart while genuinely attempting to give them something close to what they desire. This gives birth to a sense of comfort, not just with the business, but with you as a customer service provider.

3

YOU'LL HAVE TO

The customer is not forced to do anything. Period. This phrase automatically creates a barrier between the customer and the product/service that they are forced to do to get what they want; this also will push the customer to start thinking of other business to go to in order to avoid the barrier you just presented in front of them. Instead, try using "You'll need to" since this phrase has a more positive ring to it and sheds off its more aggressive tone. This phrase creates a thought process in the mind of the customer that a necessary obstacle must be undertaken to reach what they want.

4

JUST A SECOND

Whenever these three words are mustered by an employee, the customer will feel like you're brushing them off for long periods of time. You need to be more specific, honest, genuine, and accurate to the needs of your customer. That's why the phrase "Are you able to hold? This may take a few minutes" which provides the customer with a sense of accuracy, extends their patience, and will be convinced that you are dedicatedly working for their best interest, regardless of timing.

5

"NO" AT THE START OF THE SENTENCE

A "no" has never made a sale, created a loyal customer, nor made a customer journey enjoyable. It flat out kills whatever emotions the customer has, be them good or neutral. The best approach is always to listen until the end, take the information accurately and provide positive alternatives that your sales acumen deems able to reach a sale, and satisfy your customer. Once you master these techniques, and actively work to make your customer's relationship with your company as smooth as possible, the more that'll create brand loyalty. At the end of the day, customers will always remember you for how you solved their problem, and not by looking helpless.





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Abhi wrote a review Aug 2019

Pleasant stay
 "Overall the hotel was very well located, had many good hotels in the vicinity. Check in process was smooth and friendly, front desk rocked there was super friendly. The rooms were nice and spacious. I opted for complimentary breakfast and it was ok, nothing that i could rave about. It was a decent spread, nothing fancy, if you expecting a lavish spread then it is not your kindda place. I never waited for Uber for more than 2- 3 mins. you can order food from out and will be delivered very easily to your room overall a very good experience"
 Date of stay: August 2019
 Value: 4/5
 Rooms: 5/5
 Service: 5/5

Reetika S wrote a review Aug 2019
 Doha, Qatar

Pleasant stay
 "I booked this hotel on some special occasion and Irfan from the front office has done justice to his job by providing us good service through out our stay . It was memorable stay for us and I would like to thank irfan for going beyond his limit to make our stay more special and pleasant . Good job guys
 Date of stay: August 2019

geofft wrote a review Sep 12
 Richmond, New Zealand

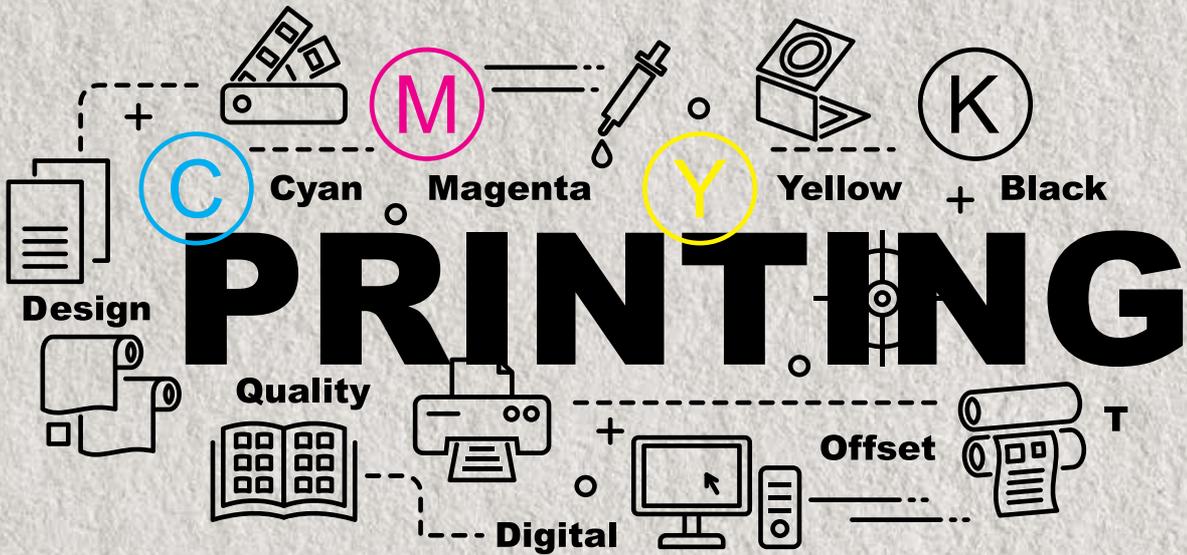
Served it's purpose
 "This hotel is a nice transit stay. The room was clean and well maintained. Service was very good. Probably not somewhere that I would use long term. Reception organised a cheap transfer back to the airport ND accepted any currency."

abduladam wrote a review Aug 2019
 Doha, Qatar

Excellent guest service by Irfan and Amina receptionist
 "special thanks for Mr.Amr the FOM and Mr.Ramy the F&b Manager as they made my stay enjoyable and memorable and receptionists Irfan and Amina very welcoming and excellent in guests services hope to see you all soon"



YOU DO HOSPITALITY
WE DO



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Hasoob Security Systems is an MOI approved security company. Hasoob delivers customized security solution that meet MOI technical requirement at least cost to clients. At Hasoob we strive to deliver highly scalable designs and commission robust and reliable systems using world class partners and suppliers. At Hasoob we want to be distinguished for our reliability, honesty and trustworthiness across all of aspects of our Security Solutions business.

Hasoob currently has over 2000 cameras under its maintenance program and has installed cameras for many high profile clients.

1. **CCTV Solutions, this includes design, supply, commission and maintain.**
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