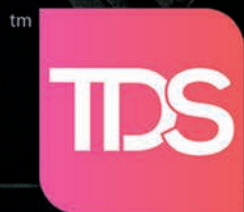


NICHE

LUXURY & LIFESTYLE MAGAZINE
3rd ISSUE FOR 2019



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TALAAT**

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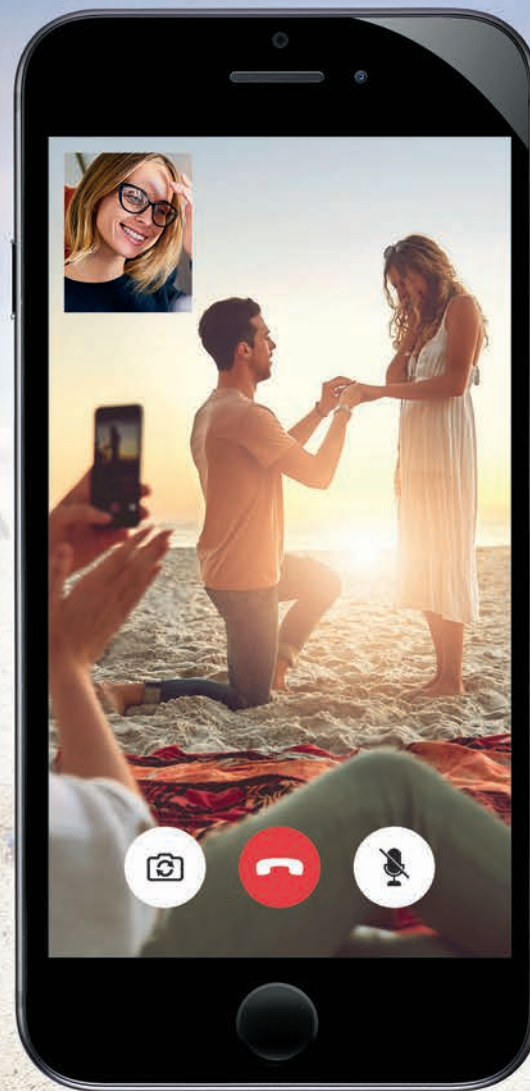
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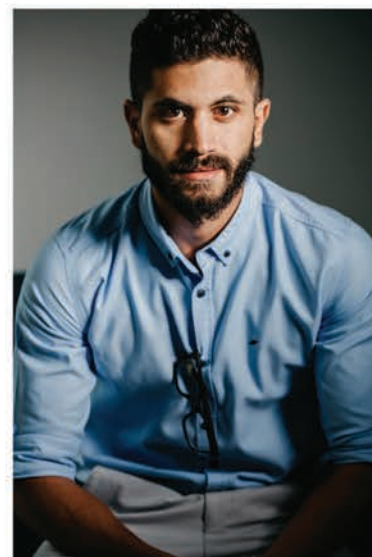
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EDEN OF LUXURY



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INTERIOR DESIGNERS | CONTRACTORS

INTERVIEW WITH **THE MAN BEHIND** FLAIR EGYPT



Mohamed Khalifa
CEO/Founder of FLAIR EGYPT

What determined your passion for design and architecture? Tell us about the moment when you decided this is the way to go.

My passion for design started during my early childhood; I recall receiving an art and architecture encyclopedia—*le livre d'art*—at the age of 12. I was totally overwhelmed by the content and it was literally my joy through summer vacation. I really think that was the incident that triggered my pursuit for design as a passion and profession.

What were the unexpected challenges you faced?

I started my practice in an era where the “interior design” as a profession was quite new to the local market. It was seen as a luxury or an unaffordable necessity. That perception has changed over the time.

What are the misconceptions people have about architects and interior designers?

People tend to see interior design as a luxury and I totally disagree with that. Recent studies illustrate how design in general and interior design in particular affects human behavior, accordingly a good design is now considered as an essential for wellbeing. People also tend to simplify the role of a designer which is a

bit more complicated than their preliminary thoughts and impressions. A good designer practices science and art in the same manner taking into consideration several criteria from inception to completion to ensure that the final output not only looks good but also works well.

Tell us about your major projects?

In fact; each project represents a particular challenge. I take each project seriously with a twist of fun, for each project there are certain requirements and needs to be fulfilled and represent our top-priority.

What is the most frustrating aspect of your job? And the most rewarding one?

In any profession there are moments of ups and downs. I can say that I have been a troubleshooter by nature and I have learned to overcome my downfalls turning them into valuable experiences.

What's the strangest request you've gotten for a project?

People seem to be in a hurry these days, they want it all and in no time. One can work hard to be a good designer but it takes double the effort to learn magic.

What was your first project and which one of your

projects was your favorite?

My first project was the refurbishment of a serviced apartment hotel in Cairo. One of my favorite and interesting projects was definitely the design of a 50-meter motor superyacht; it was a whole new experience.

From your point of view, how do you distinguish a good architect?

Well, that's a bit tricky! I would phrase it like this: A good architect is a good listener, humble and always in pursuit of knowledge. A good architect will not imitate, he innovates, ethical and communicates effectively.

If a student wanted to enter the field, what advice would you give them?

You should constantly strive to do better, get out of your comfort-zone. Continuously seek knowledge, it has never been easier. Open your mind for new and different philosophies and don't be reluctant for experimenting a lot; that will shape your personality over the next years. Interact with your profession, join workshops, visit industry-related events and learn to see and record for that will unconsciously improve and enhance your skills.

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A portrait of Dr. Bassem Samir, a middle-aged man with dark hair and glasses, wearing a white lab coat over a white shirt and a dark red tie. He is standing in a modern dental clinic with large windows in the background. His arms are crossed, and he is wearing a gold watch on his left wrist. The text 'TOP 10 EXCELLENT DENTISTS IN CAIRO' is overlaid on the right side of the image.

TOP 10 EXCELLENT DENTISTS IN CAIRO

At the absolute top of dentistry in Egypt, and probably the Middle East, is Dr. Bassem Samir – an internationally renowned dentist with more than 35 years of experience. His determination to make the highest standard of dental care accessible to everyone is the reason he is the country's most respected and successful dentist. It is why you will find clinics as far as Sharm and the North Coast. Every clinic upholds the standards we have come to expect from Dr. Bassem. The team is brilliant, especially with the addition of Dr. Joseph Bassem Samir. Technology and hygiene levels remain the highest in our study. This is also the highest rated clinic for implants in Egypt. In short, Dr. Bassem Samir is an elite dentist who can rub shoulders with the world's finest. The gold standard of dentists in Egypt.

Credit to top10cairo.com

COVER STORY



Fall is here, the time to go back home from the long vacations!

It's time to get back to school and back to work!

In the light of the business season, this issue, Niche Magazine couldn't help but notice the recent evolution of technology and its involvement in business growth. Not only in business, now tablets are the means of education in schools.

Virtual Reality and Augmented Reality are taking over everything, not just for games, but now they help businesses grow!

But with the evolution of technology comes the fear for the environment, is technology saving or destroying the planet? People are now more worried about the environment and looking for every way to save the planet by looking to use Eco-Friendly inventions... and technology is responding to that!

In this issue, we're shining the light on business growth in a very different way!

Angie Elaraby

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HOT CONTENTS

36

The HUB of Innovation

39

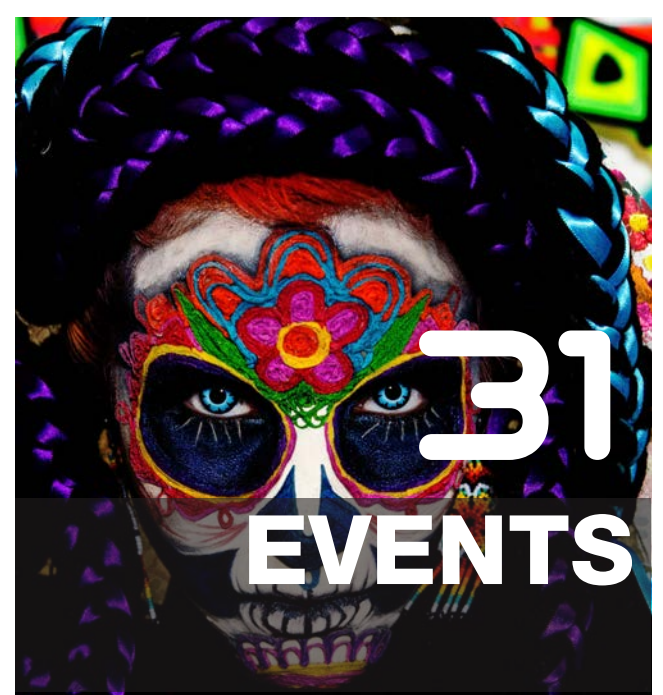
Most Awaited Books of Fall 2019

44

Technology from A Business Perspective

48

Top Fall Trends To Wear To Work



THE LETTER

Dear Readers,

Dear Readers,

I'm writing you this letter to discuss the state of businesses at the current time, specifically in Egypt.

In the past period most businesses, regardless of the type of industry, have been suffering from a decline due to the unstable financial states of the country and the currency.

Recently though, businesses started barely getting better and growing, which is a positive sign!

I believe we are in need of stability in the country to be able to work and be more productive for the sake of the businesses and for the sake of the prosperity of the country.

It's time now to work towards achieving stability and sustainability as both of them will eventually lead to growth and development.

Nady Ghaly

Mohmaed Talaat to Niche Magazine :

Mohamed Talaat; Founder and Project Director of MT Architects with over 20 years of solid experience in the Architecture and Engineering field. He Established the firm being driven with a distinctive vision “DESIGN FOR YOU “of treating design as philosophy that create beauty, culture & history using the latest construction technologies. Talaat is an outstanding and visionary Egyptian Architect. leading an ambitious team fully aware that in a fast-growing world driven by science and technology, you have to keep developing. and so, it has been for him with several projects and partners across the world maintaining his vision in every design ... every detail he creates.

What determined your passion for design and architecture ? tell us about the moment when you decided this is the way to go

I was overwhelmed by the idea of converting the sketches on paper into real buildings, those details the architects reach in each building, each building has its own story in different eras, the feeling you get inside each one of them, how the light reaches inside giving mixed emotions, the mix of colors, art, sculptures, those details that differ in each space and how each era has its own fingerprint in architecture “islamic, gothic, renaissance.... etc” many and many until we have reached the modernism building towers, bridges that have been the most crucial challenges architects face to make something very *UNIQUE*

From your point of view how you distinguish a good architect?

An architect must have two qualities in his/her life. The first is the necessary talent. Architecture requires a lot of skill and sensitivity, two elements of a quality we call talent. The second is obstinacy. An architect has to be obstinate because there aren't many opportunities and when they appear you need to do your best project by project, to build an entity that attracts other potential clients.

How do you put in your consideration the End to End customer ?

In any project specially commercial you can't only go for the satisfaction of the main client, you have to consider the end customer satisfaction through his experience in the building we can refer to Whity clinic which has been one of the master pieces in the Dental Market



How do you approach your projects?

Each project has its own identity considering the context, what it is and what it can be beyond the strictly functional concerns. Treating the design phase as We think about its public nature and how that can be enhanced, how the spaces we create can enliven the experience of being there.

Does your firm take place in the urban projects?

We had the opportunity to work in more than one we have a department responsible for the urban and landscape since it's a crucial part, in architecture our latest is THE WALK, one of the Futuristic Mega projects at KSA with total built up area 3370 m² Acting like a new avenue for the visitors based on a social vision, Planned with a multi-level access and soft edges achieving visual and physical connectivity maintaining public to private access hierarchy.

The project consists of 40 iconic buildings that are well integrated into the fascinating urban fabric with multifaceted buildings, experiential hospitality, commercial, mosque and central Park offering 24/7 services achieving financial sustainability.



If students want to join your Field, what advice would you give them?

The students should be aware of the market needs, they shouldn't depend only on the information they gain from university,

SELF EDUCATION

in parallel with implementation, research skills and they should be themselves and find their own way, they will slowly realize that they will become the expert in their work.

In MTA we are contributing in educating them through sessions and workshops we present in popular events, and our upcoming events wrapping 2019. THE DESIGN SHOW, TECHNE SUMMIT to keep them updated by the market.

Understanding the importance of the real work experience and how to act in the working environment we offer internships for the students.

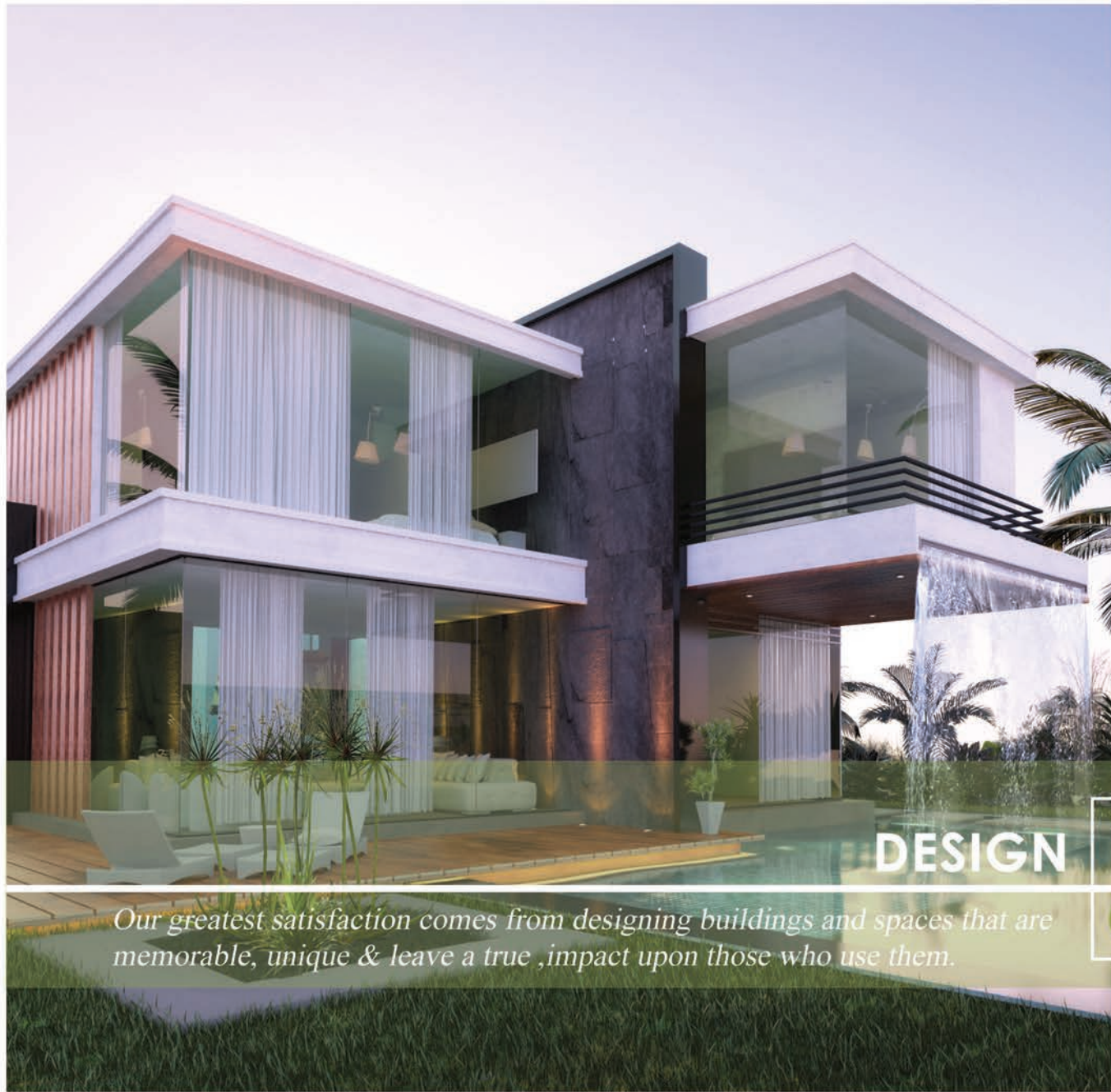
What is your ultimate goal when it comes to your work? What do you want to be remembered for?

I want to be live by inspiration. Architecture can be a gift left for others to enjoy, architecture together with landscape can form a special reality, a special place. A place that is alive, inspires alive., My ultimate goal is to impact our society through architecture.



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INTERVIEW WITH
TAREK ZAKI,
HOTEL MANAGER AT
HILTON CAIRO ZAMALEK RESIDENCES



Tell us about your start “you’re studies, qualifications and why you chose to work in the field of tourism?”

It all started when I moved to London and joined Thames Valley University (currently called University of West London) to study Hotel Management attaining their Higher National Diploma curriculum, followed by acquiring BA (Hons) in Hospitality Management. I have chosen the field of tourism, as I had an uncle who worked in hotels and consequently had a passion for hotel’s business since a young age. I liked the idea of “people serving people” in the hospitality industry being also my driver to join the hotel sector.

What about your vision for developing and boosting tourism in Egypt?

I believe that developing and boosting tourism in Egypt would benefit from:

- Strengthening the hospitality culture further through dedicated curriculum taught to children in schools & universities.
- Create a strong local transportation network within and in between cities with intent of offering a quality mean of transportation and to save on time spent in journeys between various attractions.

What are your professional ambitions for tourism?

My professional ambition for tourism is reflected in:

- Increasing annual tourism visitors to Egypt to take the ranking it deserves among the world leading tourism destinations.
- Create and promote both traditional and conventional tours to show case our beloved country and offer the tourist an attractive modern variety.

How do you see the competition?

Over the recent years, the competition has evolved through introduction of new operators, opening of new

hotels, and renovation of the product. This means that competition has become fiercer requiring a distinctive edge in service delivery to be differentiated from your counter parts.

What about Hilton Zamalek?

Hilton Zamalek is a nice property, located in the exquisite island of Zamalek, directly overlooking the Nile River. The hotel offers guests rooms and spacious suites suitable for short and long terms stayers. The variety of rooms and suites also appeal to both leisure and corporate segments. We have an attractive selection of Food & Beverage outlets including; Nile Breeze Restaurant offering a sumptuous breakfast buffet and an international a’la carte menu throughout the day, Swimming Pool terrace for a relaxed snack / meal in the open air overlooking the Nile, Abu Ali Café offering an oriental theme with shisha, and our Tea Time lounge with comfortable seating and magnificent views of the Nile River. For wellness and fitness fans, we have a health club that includes a Fitness center, sauna, steam room and massage facilities in addition to our heated swimming pool and Jacuzzi. In Hilton Zamalek, the team and I continuously strive to improve and diversify our services and products on offer to our esteemed guests with an aim of exceeding their expectations to win them as repeat guests and spread the positive



Hilton

CAIRO ZAMALEK RESIDENCES

buzz around.

What about Hilton’s concept of blue energy?

Blue energy is a Hilton initiative dedicated to get the best out of its team to further strengthen areas related to the team members, guests, community and sustainability of the environment we live and work in.

Blue energy is an excellent program that empowers and engages our team members and namely those who are members of the blue energy committee, to act within those pillars and bring out their best in meaningful activities.

How can we make the best use of our national team qualifying for the World Cup Finals in boosting our economy and tourism?

It is certainly a big occasion for Egypt to be part of the World Cup finals in Russia 2018 after being away for 28 years. I would recommend the following:

- Showing the tournament in our respective hotels and big screens in the main squares of various cities.

What does the administration of Hilton Zamalek Hotel provide for the staff to make everyone feel comfortable and increase their sense of belonging to the hotel?

Whilst considering the above, we take into account our company driven initiative of “Thrive@Hilton” as it would truly help us evolve the way we work to create space for what matters: inspiration, creativity and meaningful connections. Through new initiatives like building in time to recharge during the workday, sabbaticals and modern tools for increasing recognition, we will enable our Team Members to grow and flourish in body, mind and spirit.

Away from work (tell us about your family)

I am married and have two boys aged 14yrs and 12yrs. I must admit that they have been very supportive to me and have sacrificed a lot given the nature of my job that require long working hours and relocation between various destinations in Egypt and abroad. They are my inspiration in what I do, and I listen to their ideas / feedback which on many occasions I find valid and suitable to consider in my professional domain.

If you were not working in the field of hotels, what would you have preferred to do?

- I would have been a banker, but I am grateful that I have pursued my career in hotels as I am enjoying its challenges and opportunities given its dynamic nature and continuous evolution.

S O F I T E L

سوفيتل الجزيرة القاهرة
CAIRO EL GEZIRAH

INTERVIEW WITH
LAURENT BETOURNE
General Manager
Sofitel Cairo
El Gezirah & Area General Manager
Sofitel Egypt Hotels



WHAT MOTIVATED YOU TO ENTER THE HOTEL INDUSTRY?

I entered into this industry by chance. At my teenager time, I was seeing my career more in the Art field, especially the interior design or fashion design. To make some pocket money during school holidays I started with an experience working in a Hotel & Restaurant owned by a friend. I did enjoy and discovered myself in such an environment with the human contact via owners, clients, and collaborators... always in movement... no routine!

YOU HAVE SPENT NEARLY YOUR ENTIRE CAREER IN DIFFERENT CONTINENTS. WHAT MOTIVATES YOU TO STAY IN EGYPT?

I am now entering my 8th year in Egypt, which has passed really fast. I am very passionate and fully devoted to the hotel that I am held responsible for. Truly, my motivation is engineered and empowered by all the challenges, objectives, and achievements of the hotels I manage. A lot has been delivered, but the sky is the limit; hence, I'm always excited for more

to come. Meanwhile, I have a great opportunity as an Area General Manager of Sofitel Hotels Egypt to manage the legend, mystique, and historical hotels, including Sofitel Legend Old Cataract Aswan & Sofitel Winter Palace Luxor.

WITH AN EXPERIENCE THAT SPANS NEARLY FOUR DECADES, WHAT ELEMENTS AND ADVANCEMENTS DID YOU BRING TO SOFITEL CAIRO EL GEZIRAH?

I am not so much in favor of speaking about myself; however, in a snapshot from 2011 to 2019, we have passed through tough and challenging periods from 2011 till early 2013, in which we were on a surviving mode to protect our employees and sustain the financial performance in positive results, while keeping our guest's satisfaction. We have passed this period with great success in capturing our market share and delivering the targeted results. As from 2014 onwards, we are in a development mode, focusing on the product enhancement and capitalizing on the various possible revenue generated areas in the hotel to optimize

our revenue and upgrade our standards of service and quality. This roadmap led us today to a strong position in terms of trust, recognition, and confidence of the employees, company, and stakeholders.

SOFITEL CAIRO EL GEZIRAH IS AMONG THE RENOWNED HOTELS IN EGYPT. HOW DO YOU STAY ON TOP OF THAT AND MAKE SURE THE SERVICE IS THE BEST IT CAN BE?

By operating under the flagship of the Sofitel brand, we link the world with French elegance across a collection of unique addresses offering our guests and partners a "Live the French Way" standards enriched with emotions, performance, and a passion for excellence. This is our mission and all our measures are taken in this direction.

In order to go beyond and extra miles, we never stop at achievement level, but we are always in action moving forward to the next step with a clear target to make our guests and observers astonished and impressed. Simply, I transform that "Disrupt to reach the perfection." To reach that, a lot of energy, training, and

organization are needed. Also, the recruitment has to be adapted to the permutation. With above 600 employees and 600 hearts beating across the hotel, we intend to unlock our creativity and allow us to express ourselves more freely to impress our guests. This is so called “HEARTIST, our new cultural approach, in a simple definition: “if your heart speaks, your brain will follow”. But the most of all, we are all passionate with a common goal to master the art of welcoming and serve our guest with heart, curiosity and inventiveness...It is much more than a profession, it is our way of expressing our passion.

WHAT IS UNIQUE ABOUT YOUR HOTEL'S LOCATION? WHY WOULD PEOPLE CHOOSE TO STAY IN SOFITEL CAIRO EL GEZIRAH? AND WHAT AUTHENTIC LOCAL EXPERIENCES WILL HAVE ACCESS TO?

Sofitel Cairo El Gezira is a French contemporary, elegant hotel with an oriental inspiration ideally situated on the southern tip of the Gezira Island, by the bank of the river Nile - what was once a romantic lover's walk. The hotel combines a true urban oasis of refinement, elegance, and serenity in all of our facilities, including rooms, wide selection of restaurants, ballroom, spa, and gym overlooking the Nile. You can surely enjoy the spirit of the historical city while being away from the traffic and the turbulence of the Egyptian mega pole. Did you know that all of our restaurants have an access to a private alley along the Nile and the hotel? Did you ever enjoy a meal at Le Deck by Laurent Peugeot, concocted by Chef David our French experienced chef from 1 star Michelin restaurant in France, or a nice shisha after a Moroccan meal in the Palmeraie Restaurant cooked by Dia our Moroccan chef, or a great BBQ on the table in the famous Kebabgy Restaurant, and in “Casa Mia” our new Italian Brasserie to be introduced by Carlo our Italian chef. And last but not least, have you ever enjoyed the pool overlooking the Nile, a part of our Spa & Fitness facilities.

HOW DO YOU OFFER THE LATEST TECHNOLOGY WHILE MAINTAINING THE HUMAN TOUCH?

The type of technology that we are looking for is to be fully compatible with such, further to facilitate and improve the quality of our services by developing much more than a human touch with a personalized touch. We incorporate all means of technology that help us to be much more reactive and faster in delivering services to the guest demand. Only an “Apps away” we are not only maintaining a human touch, but moving closer to our guests. I call that an “Intelligent digital

human touch.”

WHAT IS YOUR DEFINITION OF LUXURY AND WHAT DOES IT TAKE TO DELIVER LAVISH SERVICES TO YOUR TOP-NOTCH CLIENTS?

In the dictionary, it is defined as something expensive that is pleasant to have but not necessary... something that gives you a lot of pleasure but cannot be done often. In our industry, the hardware and its components are vital, but the authenticity of the human contact is essential to create the difference and add value. Having said that, the first step starts with the hiring process to ensure that we are selecting and identifying the talented and passionate individuals. Next is to extend them all the tools and support to ensure the optimum return in terms of service consistency. The following step is to provide a dedicated, personalized service at a high standard and quality. Further to reach our perfection to deliver lavish services to our top-notch clients, we do provide - what we call in Sofitel - a “Cousu main service” (in English heart-felt service) consist of being attentive to the details, through reading the guest's mind and delivering a service from the heart. This lead us to go beyond our guest's expectations and make them feel welcomed, heart-warmed, and a sense of belonging.

YOUR JOURNEY AROUND THE WORLD IS EXCEPTIONAL! WHICH COUNTRY DID YOU ENJOY YOUR STAY THE MOST AND WHAT QUALITIES MARK EGYPT AMONG THEM ALL?

Actually, that's difficult to judge. Throughout my professional journey, I have experienced different missions, cultures, challenges, environments, and achievements. They are all quite variable to be compared. On the other hand, all experiences that I have gone through have added a lot of value to my knowledge and expertise, and enabled me to explore more. In a nutshell, being part of an opening team in Muscat in 1984, the re-opening of Sofitel in Phnom Penh (Cambodia) in the early 90's just before the return of the Prince Sihanouk, the opening of a hotel in Hangzhou in China, and being the only expatriate working in all cities of over 8 million people, or leading a renovation of a 750 rooms in Warsaw, in Poland, just before the entry into Europe. So all in all, there were fabulous professional experiences, but also so much nicer “rencontre” and opportunities to get the privilege of being confronted to so many different cultures and objectives.

Now to be fully transparent, I believe that in all the countries that I have been to, the top of the top in the

late 90's was – and may still be - Thailand, (especially in the north), because of the natural service attitude and behavior of the citizens. In Egypt, with the right motivation, support, leadership, and coaching, you really can capitalize on the potential of people that are willing to deliver outstanding customer satisfaction with commitment.

IN THE EYES OF YOUR EMPLOYEES, WHAT IS THE SINGLE MOST IMPORTANT QUALITY YOU SHOULD HAVE?

A managerial ethic is a must in all situations. Also respect, discipline, trust, fairness, and recognition are keys to success, but are not always easy to maintain, especially when you are managing hundreds of employees and ensuring the same principles with your closest collaborators. At Sofitel, we call our employees “Ambassadors.”

This reflects how much we admit the importance of our employees' roles as they represent Sofitel.

WHAT ARE THE MOST CHALLENGING ISSUES YOU ARE FACING ON YOUR CURRENT POSITION?

The fragile business environment throughout the past six years and the uncertainty of tomorrow are among the key challenges. Despite this fact, it is imperative to be always reflecting and extending a positive vibe and optimistic mindset. Today moving on with all our projects, the main challenge is the limited resources of talented people with the same frequency of passion, motivation, and ambition. Nevertheless, it is always very healthy to be on such challenging conditions and be stronger to overcome all obstacles.

WHAT ADVICE WOULD YOU OFFER TO THOSE WHO ARE INSPIRED TO BECOME SUCCESSFUL IN THE HOTEL INDUSTRY?

To be successful in this industry, you need to be fully committed, enthusiastic, and have a great service-minded attitude. You also need to be a strong team leader, so you can teach and coach the entire community to maintain customer satisfaction. This industry requires flexibility in terms of working hours as well as an ability to switch from one situation to another, which require multiple technical skills and a high level of logic to be able to make the right decision at any time. My last advice is related to personal life, and this is to be ready to sacrifice a well-balanced lifestyle by having your professional obligations superseding your family commitments. In that sense, I express my appreciation and gratitude to my wife Cristina and children Arnaud, Nicolas, and Charlotte-Marie for being always very supportive throughout my entire journey.



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circle

Two young women with long hair, one with dark hair and one with light hair, are wearing striped shirts. The woman with light hair has her arm around the shoulder of the woman with dark hair. They are both looking towards the camera with slight smiles.

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A complete **GUIDE** to this winter's **TRENDS**

With the coldest months of the year around the corner we get the chance to show off a more elegant side of ourselves. We bring you latest in men's fashion to help you show off your styling abilities this winter.



Cardigans for a Casual Look

For a more hip look you can always go for a cardigan. To get a modern look go for thicker weaves with neutral colors. Match it with casual clothes and sneakers and you have the perfect outfit.

Loose Denim

Denim is worn year round, however it's crucial to pull it off in the winter time. Wearing looser fits can actually be a great way to ensure you stay warm. Always go for a darker wash for a more elegant look.



Cover Up with a Mac Coat

The iconic mackintosh coat look is hard to beat not only is it extremely elegant it's also versatile which makes it the perfect way to layer up in the winter cold.

Commando Boots

The iconic mackintosh coat look is hard to beat not only is it extremely elegant it's also versatile which makes it the perfect way to layer up in the winter cold.



Knitwear for Winter Warmth

If you're not super into knits you can opt for something with a textured weave. A simple ribbed texture is an obvious choice for men as it's very easy to rock when paired with the right outfit.





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DAY OF THE DEAD
MEXICO
2nd November

Day of the dead isn't a Mexican version of Halloween, it's actually a celebration of life and death. A time for family and friends to get together, pray and remember those who have passed and to help support their spiritual journey. Over two days cities and towns all over Mexico host parades and parties, dance, and make offerings to those lost. The skulls and skeletons make for colourful costumes as well as foods like sweets which is giving to the living and the dead. Some of the best celebrations take place in Patzcuaro and Tuxtepec.



Cirque Du Soleil
Cairo, Egypt
19 September - 6 October

The biggest and most celebrated Cirque show in the world, CIRQUE DU SOLEIL is coming to Egypt for the very first time, with its latest show creation BAZZAR. Performing under the infamous and iconic BIG TOP tent. This event is Presented by Etisalat, Hosted by Hyde Park Developments and organized by Alchemy Project Entertainment.



LAKE OF STARS
MALAWI
September 27 - 29

Set in the grounds of Kachere Kastle alongside the third largest lake in Africa, Lake Of Stars has had a magical reputation ever since it was founded by British promoter Will Jameson in 2003. Malawian music is its focus, and ticket prices are kept low, but international acts (Young Fathers, Maccabees, Major Lazer) have also been drawn to enjoy its welcoming spirit and fantastic scenery.



THE INVENTION THAT CHANGED THE WORLD OF CAR TESLA

WE ALL KNOW ELON MUSK AS THE BRAINIAC, WHO ALSO HAPPENS TO BE WORTH ALMOST \$12 BILLION. BUT, BEFORE BEING A BILLIONAIRE, HIS ONLY ASSETS WERE HIS BRAIN AND A VISION TO CHANGE THE WORLD AND HUMANITY.

HIS IDEAS, INITIALLY TERMED DREAMS BY MANY, HAVE TURNED INTO REALITIES. HE COULD BE REGARDED AS A SERIAL ENTREPRENEUR, AN ENTREPRENEUR WHO CONTINUOUSLY COMES UP WITH NEW IDEAS AND STARTS NEW BUSINESSES, INSTEAD, WE HAVE COINED A NEW TERM FOR HIM: 'PARALLEL ENTREPRENEUR'. SOMEONE WHO HAS IMPLEMENTED HIS IDEAS PARALLELLY IN MORE THAN ONE INDUSTRY. ELON REEVE MUSK HOLDS SOUTH AFRICAN, CANADIAN, AND U.S. CITIZENSHIP AND IS THE FOUNDER, CEO, AND LEAD DESIGNER OF SPACEX: AN AEROSPACE MANUFACTURER AND SPACE TRANSPORT SERVICES COMPANY; CO-FOUNDER, CEO, AND PRODUCT ARCHITECT OF TESLA, INC.; CO-FOUNDER OF NEURALINK; FOUNDER OF THE BORING COMPANY; CO-FOUNDER AND CO-CHAIRMAN OF OPENAI; AND CO-FOUNDER OF PAYPAL. IN DECEMBER 2016, HE WAS RANKED 21ST ON THE FORBES LIST OF THE WORLD'S MOST POWERFUL PEOPLE. HE HAS A NET

WORTH OF \$19.4 BILLION AND IS LISTED BY FORBES AS THE 40TH-RICHEST PERSON IN THE WORLD.

MUSK BECAME A MULTIMILLIONAIRE IN HIS LATE 20S WHEN HE SOLD HIS START-UP COMPANY, ZIP2, TO A DIVISION OF COMPAQ COMPUTERS. HE MADE HEADLINES IN MAY 2012, WHEN SPACEX LAUNCHED A ROCKET THAT WOULD SEND THE FIRST COMMERCIAL VEHICLE TO THE INTERNATIONAL SPACE STATION. HE BOLSTERED HIS PORTFOLIO WITH THE PURCHASE OF SOLARCITY IN 2016, AND CEMENTED HIS STANDING AS A LEADER OF INDUSTRY BY TAKING ON AN ADVISORY ROLE IN THE EARLY DAYS OF PRESIDENT DONALD TRUMP'S ADMINISTRATION.



But before reaching on top of one of the tallest mountains, Musk had to go through many lows, failures and problems. But he is on top of the mountain because he believed:

“IF SOMETHING IS IMPORTANT ENOUGH YOU SHOULD TRY, EVEN IF THE PROBABLE OUTCOME IS FAILURE”

In 2003, engineers Martin Eberhard and Marc Tarpenning founded Tesla Motors. From the very beginning, the company positioned itself as the first serial manufacturer of electric vehicles and its founders dreamed of freeing the customers from oil burden. Musk significantly supported such aspirations.

Elon Musk came into the project in 2004, leading an investment round in the startup with a personal contribution of \$70 million. He became the chairman of the board of directors and, at first, did not take over the operational management of the company. Musk participated in designing their first electric car, which was a Tesla Roadster sports car based on the British Lotus Elise. He insisted on using carbon fiber composite materials in the hull to minimize weight, developed the battery module and even some elements of design, like the headlights. By 2006, the project has got into newspapers, and Musk received the Global Green 2006 product design award for Tesla Roadster design.

A couple of years after its formation, Tesla unveiled the Roadster, a sports car capable of accelerating from 0 to 60 mph in 3.7 seconds, as well as traveling nearly 250 miles between charges of its lithium ion battery.

With a stake in the company taken by Daimler and a strategic partnership with Toyota, Tesla Motors launched its initial public offering in June 2010, raising \$226 million.

In August 2008, Tesla announced plans for its Model S, the company's first electric sedan that was reportedly meant to take on the BMW 5 series. In 2012, the Model S finally entered production at a starting price of \$58,570. Capable of covering 265 miles between charges, it was honored as the 2013 Car of the Year by Motor Trend magazine.

In April 2017, Tesla announced that it surpassed General Motors to become the most valuable U.S. car maker. The news was an obvious boon to Tesla, which was looking to ramp up production and release its Model 3 sedan later that year.

The following February, Musk announced that the company was finally rolling out its standard Model 3. Musk

also said that Tesla was shifting to all-online sales, and offering customers the chance to return their cars within seven days or 1,000 miles for a full refund.

In November 2017, Musk made another splash with the unveiling of the new Tesla Semi and Roadster at the company's design studio. The semi truck, which entered production in 2019, boasts 500 miles of range as well as a battery and motors built to last 1 million miles. The truck is set to launch in 2019.

In March 2019, Musk unveiled Tesla's long-awaited Model Y. The compact crossover, expected for release in 2020, will have a driving range of 300 miles and a 0 to 60 mph of as little as 3.5 seconds.

The Roadster, also set to be released in 2020, will become the fastest production car ever made, with a 0 to 60 time of 1.9 seconds.

In August 2016, in Musk's continuing effort to promote and advance sustainable energy and products for a wider consumer base, a \$2.6 billion dollar deal was solidified to combine his electric car and solar energy companies. His Tesla Motors Inc. announced an all-stock deal purchase of SolarCity Corp., a company Musk had helped his cousins start in 2006. He is a majority shareholder in each entity.

The underlying motivation for funding both SolarCity and Tesla was to help combat global warming. As one company, Tesla (storage) and SolarCity (solar) can create fully integrated residential, commercial and grid-scale products that improve the way that energy is generated, stored and consumed.

For the better part of a decade, the Tesla Model S has been living a blissful, competition-free existence as the only premium electric vehicle on the market. Yet just now, for the 2020 model year, arrives what some might see as its first formidable fully electric rival from Germany: the Porsche Taycan.

Although when Porsche first showed its Mission E Concept, at the 2015 Frankfurt auto show, it was broadly seen as a strike against the Model S, the Taycan has become a dif-

ferent car on its way to production. What was a simple, more two-dimensional idea at Porsche—catch that fast electric luxury car from California—became something uniquely Porsche in the process, borrowing heritage from the 911, building on its performance benchmarks, and becoming the debut vehicle for a new interior interface at Porsche.

Driving range is a key difference between these two electric cars. The Long Range Model S will go 370 EPA-rated (Environmental Protection Agency rated) miles on a charge—and to 60 mph in 3.7 seconds and to a 155-mph top speed. The Model S Performance cuts the 0-60 time to 2.4 seconds and raises top speed to 163 mph but cuts range to 345 miles. Although the Taycan hasn't yet been rated for EPA range, Porsche has tipped that its European WLTP-cycle range is about

280 miles—which pegs the EPA number at somewhat less than that.

Charging:

Both vehicles provide DC fast charging at rates that are faster than typical among today's electric vehicles. For now the Taycan's the clear winner—if, that is, you can find a charger capable of going full-speed. Under Tesla's Supercharger V3 hardware the Model S can charge at up to 210 kw to regain about 170 miles of range in 30 minutes. Charging:

Both vehicles provide DC



fast charging at rates that are faster than typical among today's electric vehicles. For now the Taycan's the clear winner—if, that is, you can find a charger capable of going full-speed.

state of charge in just 22.5 minutes.

Horsepower:

The Taycan Turbo has 616 horsepower, or 670 hp with Launch Control, and 626 pound-feet of torque. Turbo S models go to 750 hp with Launch Control instead—and 774 lb-ft of torque. The Tesla Model S Performance produces 762 hp and 723 lb-ft of torque, and its power and motor systems were part of an extensive update to the Model S and X earlier this year. The Taycan is slightly heavier, but really it's nearly a tossup on power/torque to weight.

Braking:

The two cars have a very different philosophy with respect to regenerative braking. Lift up off the accelerator in the Tesla Model S and it scrubs off speed rather quickly, tasking the motors as generators, and saving the brake pedal for the friction brakes. In the Taycan, lifting off the accelerator sets you up to coast or glide, if there's no traffic ahead, while the brake pedal manages regenerative braking and traditional brakes.

Shape:

The huge tablet-style interface of the Tesla Model S was groundbreaking back in 2012, and while its 17-inch vertical display size hasn't changed over the years its clarity and processor speed have improved. The Model S still has plenty of traditional switchgear but most controls are focused on the touchscreen.

The Taycan takes a completely different approach, either versus the Model S or versus Porsche's other current production models. With up to five screens inside but few hard buttons, it allows a flexible screen space so that the driver can configure things to please—including minimalist settings that turn most of it off except for a gauges right in the line of sight. The center-console screen has haptic feedback and writing recognition and well, there are simply a lot of options.

Both electric cars are surprisingly quiet at highway speeds, with good damping-out of wind and road noise. Though Tesla aims to keep out motor and powertrain noise, the Taycan includes some motor sounds, which uses sound-system speakers to supplement a stepped-down version of its motor sound. Prices:

For most luxury-car shoppers, who are still shopping to a budget, the two vehicles are in a different league

from each other in price. Tesla made huge price cuts on the Model S (along with the Model X) earlier in 2019. The Model S now starts at \$81,100 and ranges up to \$101,100 for the Model S Performance (with Ludicrous)—and you can add about \$15,000 through premium interior trims, upgraded wheels, and the (\$6,000) Full Self-Driving Capability option.

The Taycan Turbo will start at \$152,250 while the Turbo S starts at \$186,350 (not counting premiums at launch). Although full details on options and pricing aren't yet available, It isn't uncommon to see options adding up to \$20,000 or more on a Porsche vehicle.

Cars aside, you're likely either won over by the simplicity and tech-elegance of the Tesla ecosystem—and its way of buying, servicing, updating, and supporting vehicles and owners—or you're not.



THE HUB OF INNOVATION

Silicon Valley is a place that prides itself on innovation. It is renowned for its world class high-tech companies and thousands of growing startup companies. This Innovation hub is essential for the growth of the tech industry as it condenses some of the largest companies along with the small startup companies to allow for collaboration and growth in one area. The innovators know that funding, talent, and positive press gravitate to those who show how they'll move from concept to conquest, Tesla, for example, broke into the automotive industry by creating the first electric-powered sports car. They look for scalable opportunities, recognizing that

technology might initially lead to a disruptive innovation, but they need smart people to transform that innovation into a profitable business. So, how could you apply Silicon Valley outside of Silicon Valley? In order for an idea or a business to succeed is to build on it, add new things and try to bring it in a new direction, as Gmail was not the first email client, Google Maps was certainly not the first map, and the iPhone was definitely not the first phone. One thing that creates differentiation is the quality of the customer experience. Customers are "targets" and it's the company's job to create something for them, market it to them, and sell it to them, market it to them, and sell it

to them, but many Silicon Valley companies flip these views on their head by building business models based on "co-creating" with customers. An example is Zazzle; it doesn't just sell products like iPhone cases, personalized mugs, watches, T-shirts, and handbags, instead; they give their customers online tools to customize their own trendy designs. The co-creation doesn't stop there; Customers can sell their designs to others while even setting royalty rates on their creations. Zazzle's creative business model is founded upon its customers' own creativity.

One example of unusual and successful business is Sequence, digital brand and product agency, which makes dirt-cheap, same-day round-trip flights to surprise destinations; the company randomly gives the pass to one lucky employee each month. Sequence recognizes that inspiration and growth come from stretching oneself through new experiences; indeed employees return to share insights about how seemingly unrelated adventures, inform and could potentially transform the business. These employee experiences reinforce the company's belief that in a world of growing commoditization, it's the quality of the customer experience that creates differentiation, something Sequence strives to bring to everything they do. Other companies like Intuit bring customers physically into their offices to mix things up. Intuit's monthly "customer office hours" provides all employees, from the software engineer to the HR manager to the financial analyst, with the opportunity to see, hear, and talk to real live customers. There's no formal agenda. Some employees just listen. Others test assumptions and ideas for new products and services. Silicon Valley companies focus on specific behaviors associated with free-spirited thinking and action; behaviors associated with risk-taking. Facebook's pervasive and provocative posters, for example, promote the fact that "done is better than perfect" and that everyone should "move fast and break things." But more importantly, when employees deliver something that is less than perfect or actually does break something, they're not fired instead the experience is used as a learning opportunity. Most Silicon Valley companies value trial and error, realizing it's better to put ideas forward in their infancy than wait until they're fully baked. The goal: quickly learn what works, what doesn't, and go from there. A study by Booz & Company a global consulting firm found that only 20% of all global companies reinforced their business strategy with an innovation strategy. In Silicon Valley, the study says, it's 90%.

Many Silicon Valley companies formulate innovation strategies to support their business strategies. Others view their entire business as the disruptive innovation. Whatever the approach, these companies have big visions focused on making the biggest possible difference for their customers which is what will make them highly successful.



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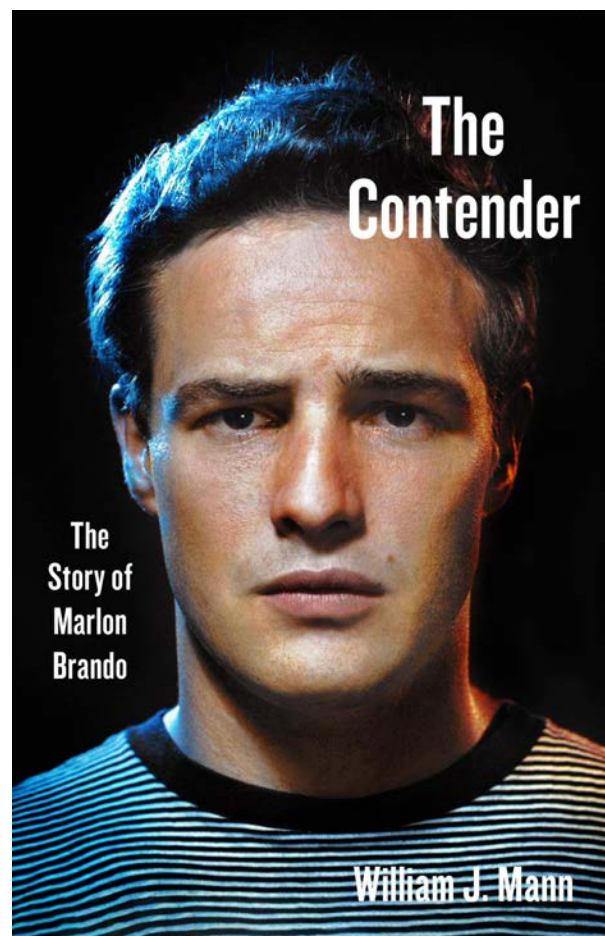
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MOST AWAITED BOOKS OF FALL 2019



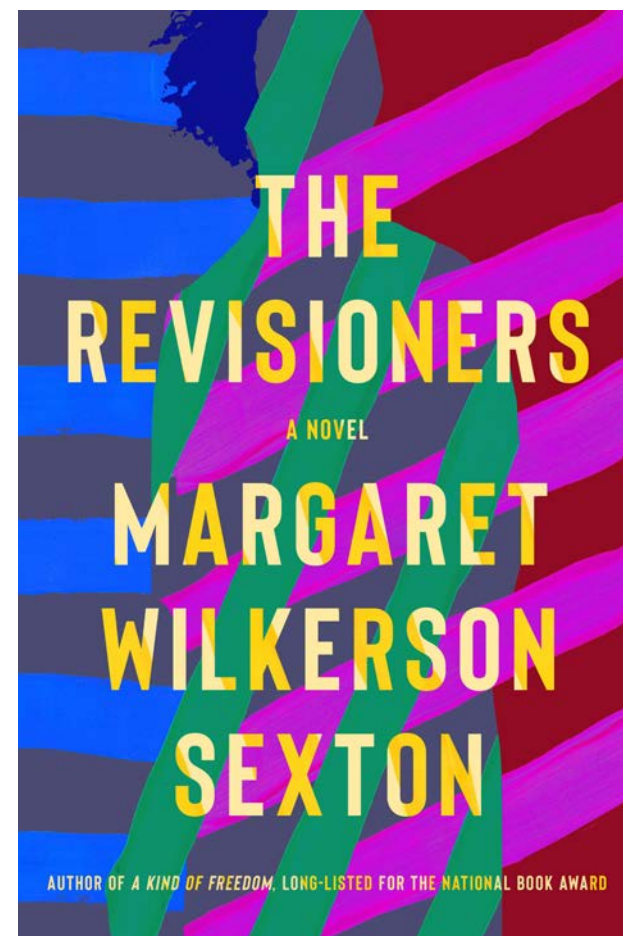
The Secrets We Kept
by Lara Prescott

This propulsive slice of historical fiction imagines the publication of Boris Pasternak's subversive *Doctor Zhivago* as a covert Cold War drama, with Americans vying to see it through and Soviets working to prevent it from going public. On both sides of the conflict, women drive the narrative. Prescott combines a *Mad Men*-esque style with a spy story worthy of John Le Carré.



The Contender
by William J. Mann

Marlon Brando reigned over Hollywood in an era before it was possible to know every little thing about an actor's life — but this biography is going to change that. Mann went through Brando's personal archives to craft a story that covers not only his behind-the-scenes persona but the way in which he led the charge for a merging of Hollywood and protest culture.



The Revisioners
by Margaret Wilkerson Sexton

The Revisioners explores the depths of women's relationships—powerful women and marginalized women, healers and survivors. It is a novel about the bonds between a mother and a child, the dangers that upend those bonds. At its core, *The Revisioners* ponders generational legacies, the endurance of hope, and the undying promise of freedom.

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my
Choice
my
and Sight
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Voice.



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DRUM ROLL



THE ODD JOBS WORLD

SOME PEOPLE DON'T SETTLE FOR ORDINARY OFFICE JOBS, AND OFTEN GO TO JOBS; WHICH COULD BE CONSIDERED ODD AND RISKY! BORED WITH THEIR OFFICE WORK, THEY OPT FOR JOBS THAT REQUIRE CREATIVITY, DILIGENCE AND WILLINGNESS TO TAKE RISKS. WHETHER THAT JOB COMES IN THE FORM OF HELPING OTHER PEOPLE, FINDING YOUR PLACE IN THE BUSINESS WORLD, LEARNING AN OLD-WORLD CRAFT, OR DEVELOPING OTHER VOCATIONAL TALENTS, ONE OF THESE UNIQUE CAREERS COULD BRING YOU EXACTLY WHAT YOU ARE SEEKING. HERE ARE SOME UNUSUAL JOBS THAT COULD SPARK YOUR ENTHUSIASM.

FOOD SCIENTISTS:

The people who can make food fun! Almost every food product that you see on grocery store shelves had a food scientist working on it. They are responsible for developing nutritious food that tastes good and is free from bacteria that could make consumers sick. Food scientists conduct research, experiments, and clinical trials to create safer foods and preservatives also to come up with better food-processing techniques. They may specialize in areas like developing new products, enhancing manufacturing processes, or coming up with better packaging solutions.



DJ:

What if your passion lies in music; you are extremely knowledgeable about music and are passionately fond of the lives of celebrities, then being a celebrity DJ or a fashion DJ will be a job you will thoroughly enjoy, yes music makes money! Your role would be to organize music and fashion at celebrity parties. You would have the time of your life playing the music you love, watching people dance to it and get to know your favorite celebrities. And you'll make a pile too!



COLOR EXPERTS:

According to Colorcom, a "color expert" organization, a color consultant combines color psychology, current trends and style, demographic statistics, and color design theories in order to best incorporate color into a project, whether it be designing the layout of a room or the logo of a company. The International Association of Color Consultants (IACC) offers both training and membership for color consultants.



CRAB FISHING:

If you love the sea then crab fishing would be the suitable job for you! It may sound like an easy and low paid job but the Discovery channel reports that this is one of the most dangerous jobs in the world. You have to endure the vagaries of the savage and stormy sea, near freezing weather, and seasickness and maybe homesickness! The pros are that crab fishing seasons are limited in duration, and your efforts will only have to last a short duration, after which you can rest upon the catch you fished. In addition, you will hit the jackpot, as one fisherman can take home nearly \$50,000 worth of crabs in just 8 weeks!



ETHICAL HACKERS:



That's Another interesting job, an IT professional who is paid to legally hack into organizations' computer and network systems. It is an ethical hacker's job to find weaknesses in an organization's information technology systems in order to prevent malicious hackers from gaining access. You will report on any vulnerability that you find and provide recommendations for fixing them. With the increasing use of technology and the fast pace at which it develops, ethical hacking has become critical in helping organizations stay one step ahead of unethical and malicious attackers. Protecting private data is more important than ever.

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ART THERAPISTS:

If you are searching for interesting careers in psychology, then becoming an art therapist might fit the bill. Art therapy is an expressive form of therapy that works to improve a person's overall well-being through artistic expression. Art therapists use it as part of a healing process, and it can help to reduce a patient's stress and anxiety, improve self-esteem, and provide many other mental health benefits. Many patients find art therapy helpful as a way of getting assistance with personal development or working through past traumas. And it is especially useful for those who have difficulty expressing themselves verbally.

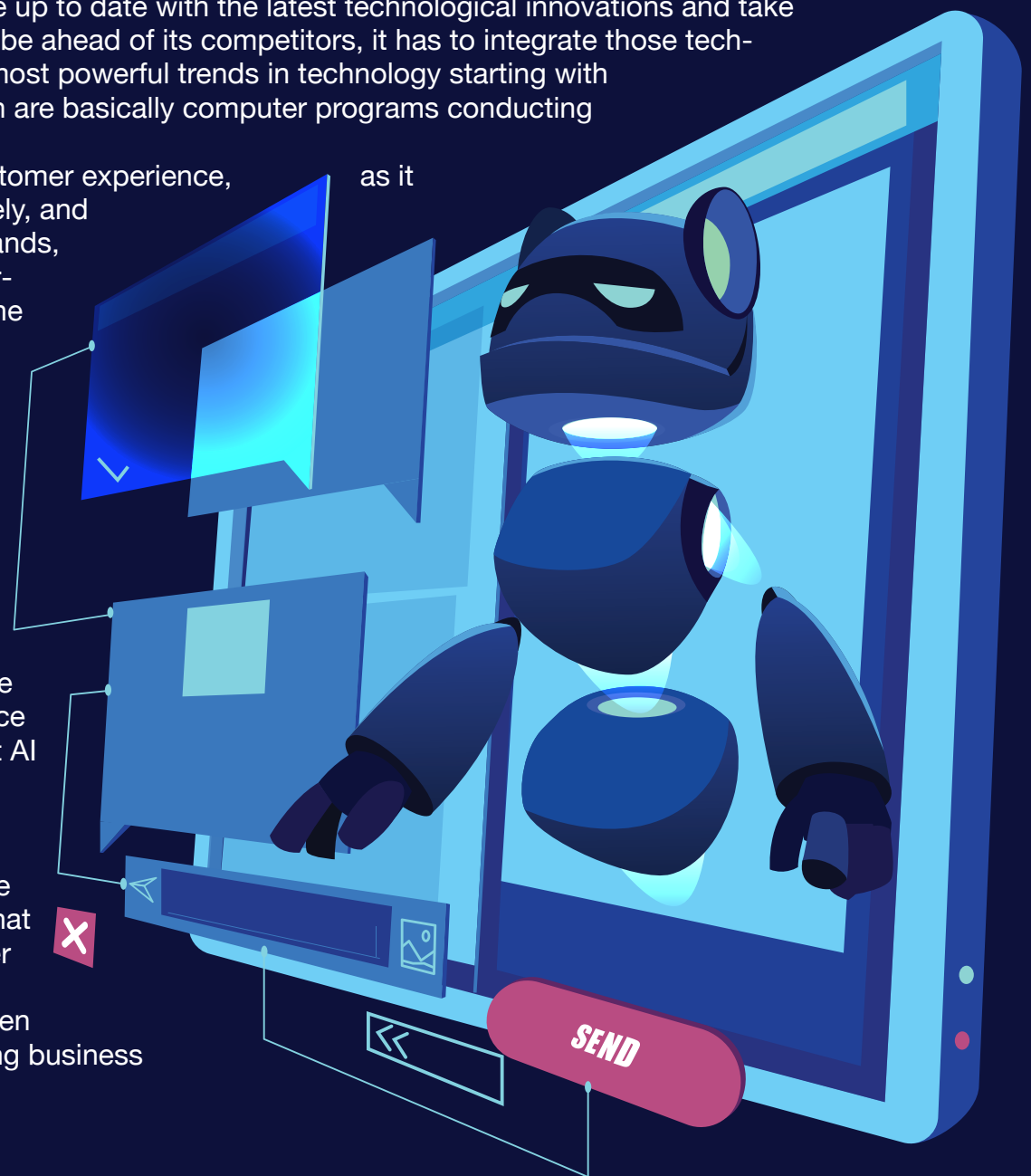


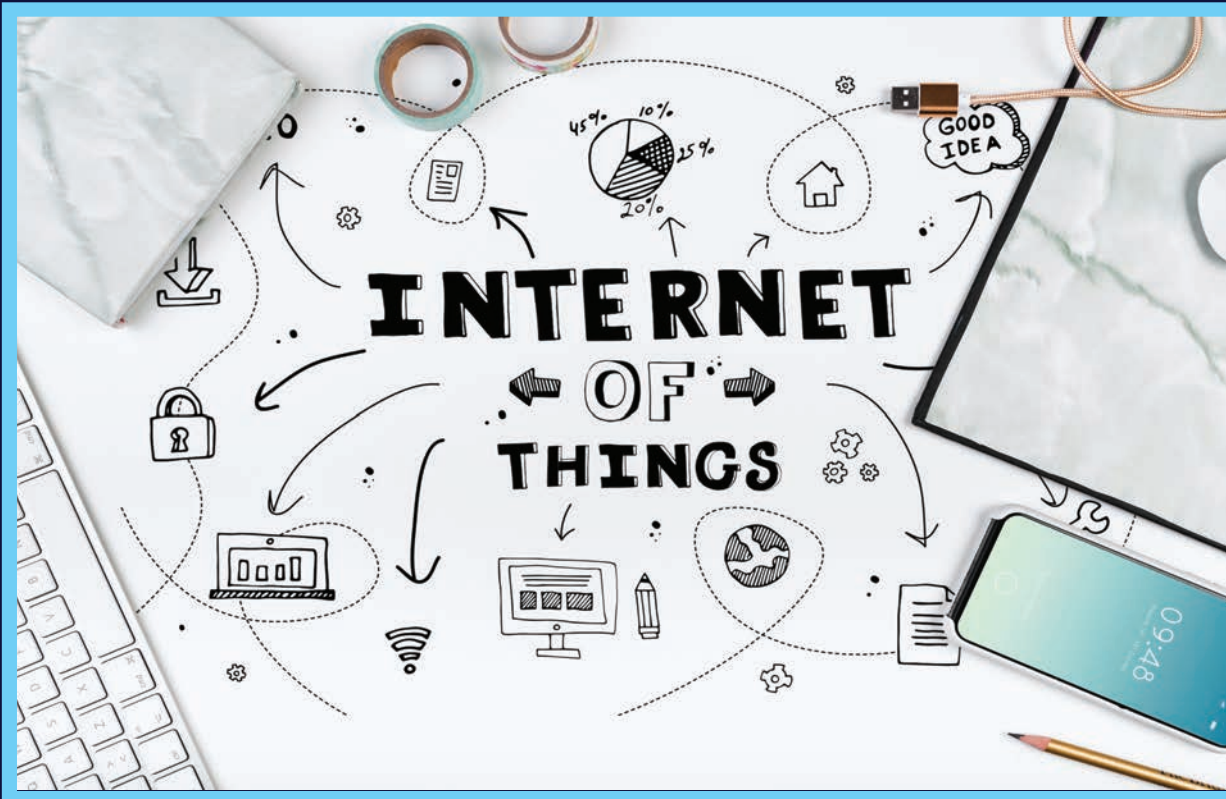
Technology FROM A BUSINESS PERSPECTIVE

In today's emerging technology, enterprises need to be up to date with the latest technological innovations and take advantage of emerging trends. For every enterprise to be ahead of its competitors, it has to integrate those technologies into their business. We will discuss here the most powerful trends in technology starting with artificial intelligence, more specifically **chatbots**, which are basically computer programs conducting a conversation.

Artificial intelligence transformed the quality of the customer experience, helped brands find their target audience more effectively, and redefined the way in which customers interact with brands, helping consumers find answers quickly and make purchases more efficient. Chatbots can "step in" for routine tasks as answering straightforward questions from an organization's knowledge base, or taking payment details. Also, using customer data, the Chatbot able to provide information such as a passenger's check-in time or baggage allowance. In addition to responding to inquiries, the chatbot detects the intentions of the passenger offering related services and information that the customer might find useful at that particular moment. AI is also instrumental in taking personalized service a step further. For example, Accor Hotels use AI to invite guests to choose their own linens, giving them a more intimate experience that parallels the comfort of home. Predictions are that AI will double economic growth rates by 2035.

One study found that 40% of large businesses have implemented this technology in some form, or will have done so by the end of 2019. Among those, 46% said that they use it for voice to text dictation, 14% for customer services and 10% for other data analytics work. In the future, chatbots will probably be able to take things even further and propose strategy and tactics for overcoming business problems.





Another major technology that should be implemented in every enterprise, is the **Internet of things**, as broadband Internet is becoming more widely available, the cost of connecting is decreasing, more devices are being created with Wi-Fi capabilities and sensors built into them, all of these things are creating a "perfect storm" for the IOT. The IoT is a giant network of connected "things", it's the concept of basically connecting any device with an on and off switch to the Internet, an example is: your office equipment knew when it was running low on supplies and automatically re-ordered more, or the wearable device you used in the workplace could tell you when and where you were most active and productive and shared that information with other devices that you used while working, the reality is that the IoT allows for virtually endless opportunities and connections to take place, many of which we can't even think of or fully understand today. It's not just driving technological transformation; it's also propelling a major business shift. According to statistical reports from IDG, IDC and American Society for Quality, IoT is reshaping business practices in five major ways: Increasing operational efficiency, redefining market winners and losers, transforming business strategies, reinventing product cycle, and enabling real-time decision support from big data and data analytics.

Through collecting responses from 825 senior business leaders from around the globe a popular opinion was that "following an IoT technology path is crucial to their long-term success," according to the report. The next technology is Cloud Computing. Cloud Computing is the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer; its impact has ripple effects on internal business operations and processes. As with any change to your organization, your business dynamics and processes will be affected in a number of ways you may not have seen coming. Cloud computing technology offers affordable and enhanced business communications that may have previously been out of reach for many companies. Faster communication with more options can help ease the move to a decentralized model, which is becoming increasingly popular for many companies. Cloud computing can also provide easy access to data, projects and vital business software from any location in the world that provides a fast Internet connection. Professionals no longer have to carry a full suite of business software and special applications in a tablet or laptop. Instead, they can use any device that runs a browser. If a computer fails or is stolen, professionals can still get back to work as soon as they get another device.

Secure collaboration is one of the benefits of cloud computing. Like most software, business software goes through upgrade cycles for security patches, new features, and the occasional bug fix. Files on the cloud can be accessed at any time, by any member of the team for review, updates or feedback.

Finally, **Wireless Conference Rooms**, every small and large company requires meeting space to discuss strategy and progress with the team. A wireless presentation is any type of presentation that involves the use of devices such as - flat panel LED, LCD, projector, video wall, etc. - that can be accessed wirelessly from a separate device - such as a laptop, tablet or smartphone. Nowadays, many companies are adopting a wireless solution for meetings that connects offices, team members and clients, no matter their location. Making Presentations wirelessly accessible empowers the participants in a room to share information more freely and naturally, improving meeting results and productivity. Using the wireless presentation technology, enables users to share content from a device to the display without being tethered to the display. In the end, disruptive technology will often force companies to change the way that they approach their businesses, and if an organization cannot adapt, they will likely risk becoming irrelevant or losing market share.

TIPS TO HELP YOUR KIDS SUCCEED AT SCHOOL!!

As a parent, you are your child's first and most important teacher. When parents and families are involved in their children's schools, the children do better and have better feelings about going to school. In fact, many studies show that what the family does is more important to a child's school success than how much money the family makes or how much education the parents have. There are many ways that parents can support their children's learning at home and throughout the school year. Here are some ideas to get you started! Develop a partnership with your child's teachers and school staff

1. Meet your child's teacher:

As soon as the school year starts, try to find a way to meet your child's teacher. Let the teacher know you want to help your child learn. Make it clear that you want the teacher to contact you if any problems develop with your child. Talk with your child's teacher offers some great tips for developing a partnership with your child's teacher.

If you feel uncomfortable speaking English, don't let a language barrier stop you. What you have to say is more important than the language you say it in! Ask the school to find someone who can interpret for you. There may be a teacher or parent liaison who can help. Or you can bring a bilingual friend or relative with you.

2. Get to know who's who at your child's school:

There are many people at your child's school who are there to help your child learn, grow socially and emotionally, and navigate the school environment. Who's Who at Your Child's School describes the responsibilities of teachers, administrators, and district staff. Each school is different but this article will offer a general introduction to personnel of your child's school.

3. Attend parent-teacher conferences and keep in touch with your child's teacher:

Schools usually have one or two parent-teacher conferences each year. You can bring a friend to interpret

for you or ask the school to provide an interpreter. You can also ask to meet with your child's teacher at any time during the year. If you have a concern and can't meet face-to-face, send the teacher a short note or set up a time to talk on the phone.

Support your child academically

4. Find out how your child is doing:

Ask the teacher how well your child is doing in class compared to other students. If your child is not keeping up, especially when it comes to reading, ask what you or the school can do to help. It's important to act early before your child gets too far behind. Also be sure to review your child's report card each time it comes out.

5. Apply for special services if you think your child may need it:

If your child is having problems with learning, ask the school to evaluate your child in his or her strongest language. The teacher might be able to provide accommodations for your child in class. If the school finds out your child has a learning disability, he can receive extra help at no cost.

6. Make sure that your child gets homework done:

Let your child know that you think education is important and that homework needs to be done each day. You can help your child with homework by setting aside a special place to study, establishing a regular time for homework, and removing distractions such as the television and social phone calls during homework time. Helping Your Child With Homework offers some great ideas for ensuring that your child gets homework done. If you are reluctant to help your child with homework because you feel that you don't know the subject well enough or because you don't speak or read English, you can help by showing that you are interested, helping your child get organized, providing the necessary materials, asking your child about daily assignments, monitoring work to make sure that it is completed, and praising all of your child's efforts. Remember that doing

your child's homework for him won't help him in the long run.

7. Find homework help for your child if needed:

If it is difficult for you to help your child with homework or school projects, see if you can find someone else who can help. Contact the school, tutoring groups, after school programs, churches, and libraries. Or see if an older student, neighbor, or friend can help.

8. Help your child prepare for tests:

Tests play an important role in determining a student's grade. Your child may also take one or more standardized tests during the school year, and your child's teacher may spend class time on test preparation throughout the year. As a parent, there are a number of ways that you can support your child before and after taking a standardized test, as well as a number of ways you can support your child's learning habits on a daily basis that will help her be more prepared when it's time to be tested.

Get involved with your child's school

9. Learn what the school offers:

Read the information the school sends home, and ask to receive information in your native language if necessary. Talk to other parents to find out what programs the school offers. Maybe there's a music program, after-school activity, sports team, or tutoring program your child would enjoy. Remember to keep track of events throughout the school year.

Get informed and be an advocate for your child

10. Ask questions:

If something concerns you about your child's learning or behavior, ask the teacher or principal about it and seek their advice. Your questions may be like these — What specific problem is my child having with reading? What can I do to help my child with this problem? How can I stop that bully from picking on my son? How can I get my child to do homework? Which reading group is my child in?

11. Learn about your rights:

It's important to know what your rights are as the parent regarding special services, English instruction, immigration status, and more.

12. Let the school know your concerns:

Is your child doing well in school? Is he or she having trouble learning, behaving, or studying? Is there a problem with another student, teacher, or administrator?

Support your child's learning at home

13. Demonstrate a positive attitude about education to your children:

What we say and do in our daily lives can help them to develop positive attitudes toward school and learning and to build confidence in themselves as learners. Showing our children that we both value education and use it in our daily lives provides them with powerful models and contributes greatly to their success in school.

In addition, by showing interest in their children's education, parents and families can spark enthusiasm in them and lead them to a very important understanding-that learning can be enjoyable as well as rewarding and is well worth the effort required.

14. Monitor your child's television, video game, and Internet usage:

Nowadays, children on average spend far more time watching TV, playing video games and using the Internet than they do completing homework or other school-related activities. You need to monitor their use and direct them to use these gadgets for good causes.

15. Encourage your child to read:

Helping your child become a reader is the single most important thing that you can do to help the child to succeed in school-and in life. The importance of reading simply can't be overstated. Reading helps children in all school subjects. More importantly, it is the key to lifelong learning.

16. Talk with your child:

Talking and listening play major roles in children's school success. It's through hearing parents and family members talk and through responding to that talk that young children begin to pick up the language skills they will need if they are to do well. For example, children who don't hear a lot of talk and who aren't encouraged to talk themselves often have problems learning to read, which can lead to other school problems. In addition, children who haven't learned to listen carefully often have trouble following directions and paying attention in class. It's

also important for you to show your child that you're interested in what he has to say.

17. Encourage your child to use the library:

Libraries are places of learning and discovery for everyone. Helping your child find out about libraries will set him on the road to being an independent learner. Remember that libraries also offer a quiet place for students to complete homework, and are often open in the evening.

18. Encourage your child to be responsible and work independently:

Taking responsibility and working independently are important qualities for school success. You can help your child to develop these qualities by establishing reasonable rules that you enforce consistently, making it clear to your child that he has to take responsibility for what he does, both at home and at school, showing your child how to break a job down into small steps, and monitor what your child does after school, in the evenings and on weekends. If you can't be there when your child gets home, give her the responsibility of checking in with you by phone to discuss her plans.

19. Encourage active

learning:

Children need active learning as well as quiet learning such as reading and doing homework. Active learning involves asking and answering questions, solving problems and exploring interests. Active

learning also can take place when your child plays sports, spends time with friends, acts in a school play, plays a musical instrument or visits museums and bookstores. To promote active learning, listen to your child's ideas and respond to them. Let him jump in with questions and opinions when you read books together. When you encourage this type of give-and-take at home, your child's participation and interest in school is likely to increase.

20. Don't pinch hit:

Finally, your child must learn to "face the music" for poor or incomplete work. While you should be actively involved with being sure your child does her homework, don't carry the whole load. Don't do the long division, write the essay or do the science project for your child. If you are getting overly involved in homework because of a concern that it is too difficult for your child, call or visit the child's teacher and share your concern.



TOP FALL TRENDS TO WEAR TO Work

Fall is right around the block even though we are still wearing our flip flops and tops. We can already feel in the air the smell of hot chocolate with cinnamon. Fall season trends are already up and we are ready for it! For the next season, you can expect a lot of loose oversized comfy looks, smart suits and wide pants. Even if you work in a very formal environment, you don't need to dress up in a boring way.

You can expect a lot of colors like reds, browns, off-white, black and white. It's time to be creative and use the pieces you already have in your closet, mixed up with essential ones (hello, black blazer) to get a brand new look.

Dressing up for work is more than just putting up a style together. It's about showing your professionalism but also your personality. You don't have to pretend you don't like colors because you're in a work environment. You don't have to dress up what people would expect you to dress.

Remember, even though there are many fashion idols, editors and celebrities promoting one type of body or clothes, that doesn't mean you have to follow the

"society standards". The more you become yourself, the more you show your personality to the world, more people will respect and get inspired.

Get into the mood with this top fall trends selection to become who you want to be! High Waist Skirt

When the weather is fresh but not freezing yet, the best option is the high waist skirt outfit that you can match with a nice minimalist shirt to get a sophisticated work look.

Wide Pants

Nothing more comfortable than a wide pants to stay all day at the office. It's a great piece to stay fashionable in the workplace. Match up with blouses, shirts or even a plain t-shirt.

Black Blazer



Not sure what to wear today for work? A black blazer it's the essential piece you need for your everyday work outfit. You can wear with a basic t-shirt and a slim pants and you get the look for the day.

Minimal Blouse or Shirt

Do you admire those french look all over instagram? The secret for the Parisian style is the minimal chic approach. It's all about being chic without trying it so hard. A great piece to invest to make a look that goes from work to dinner is a minimal flowy blouse or shirt to make the look effortless chic.

Neutrals

We love wearing all look neutrals for our casual days, so why not wear it to work too? This trend is never ending (if depends on the chic French women style) and very easy to put it all together to have an upscale look very classy and chic for spring. Scarf

Are you tired of boring outfits to work? We are too. Some days you're just not in the vibe to be

creative in your style and you need some accessories to give that fresh look. Try to style the scarf with a basic outfit and you're going to see the look became super cool for spring.



Tip: Style a print scarf with a basic outfit and get a full effortless chic look.

Polkadots

Polkadots are all grown up now thanks to statement black-and-white patterns at Celine, Carolina Herrera, and Jaquemus.

Crochet

Lots of designers breathed new life into this '70s trend, so you'll be sure to see the knitted pieces everywhere.

For men also, planning and building a fall wardrobe from scratch is not easy. Luckily, we've done the work for you. If you want to be the guy at work that turn heads, follow this quick guide to restart your office style this fall.

Classic Navy With A Twist

A well-tailored suit sends a powerful message to your clients and colleagues. You can never go wrong with a two button suit to slim your profile. The classic navy suit should be your go-to suit for meetings, job interviews or those important sales presentations. Our favorite pairing is a white spread collar dress shirt and solid navy tie. The beauty however is its versatility to be worn with all styles or dress shirts including patterns.

Wool Patterned Suit

Give your style some unexpected depth with a patterned suit. Keep the look simple, add a simple tie and shirt and let the pattern do the talking. If you are daring, consider a three piece option with a double breasted vest. For accessories, stick with burgundy, deep greens and navy. A pocket square with these colors will work for both your patterned

and navy suits.

Casual days

Casual days are an opportunity for you to expand your style and color choices. Trade your suit and tie for a blazer and a v-neck shirt. If your blazer collection gets worn out you can try a thin cardigan sweater. Add a pair of dark denim jeans and your look will be complete.

For sweater options, v-neck merino wool, cardigan and an occasional shawl collar will complete the collection.

Shoes and Accessories

With office attire, your shoe collection needs more than



just black shoes. Since you're dressing to impress, make your shoes stand out with a unique shade such as deep brown and navy hues. Expand your collection with loafers, oxfords, derby and boots. Boots are a must for Fall and Winter. Add a scarf and a hat to your Fall wardrobe and you are ready to rock the office.

Utilitarian Menswear

Despite much of what's in our wardrobe spawning from either the military, sport or workwear, function and fashion were, for a long time, mutually exclusive. Attempting to right that wrong, designers and brands have worked hard in recent seasons to produce pieces equally as suited to the front line as the front row. The result has been an increase in sustainable and performance fabrics across everything from accessories to tailoring and a focus on utilitarian details like bellows pockets and heat-welded seams.



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