


# Possibilities

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There are no limits to  
our ambitions



A hand holding a yellow hard hat against a bright, cloudy sky. The background is a soft-focus outdoor scene with a bright light source on the right, creating a lens flare effect. The hand is positioned in the lower right corner, holding the hard hat. The sky is a mix of light blue and white, with some faint clouds. The overall mood is positive and aspirational.

At “Possibilities”, we celebrate employees’ achievements in the Kuwaiti oil sector, showcasing their abilities that embody our values through excellence, innovation, creativity, teamwork, and motivation.

The name “Possibilities” reflects our boundless potential and latent capabilities, which shine through individual successes and creativity. Each of us is part of one family and an integrated team, united under these values to work together toward realizing the sector’s vision and its role in building a prosperous future for Kuwait.



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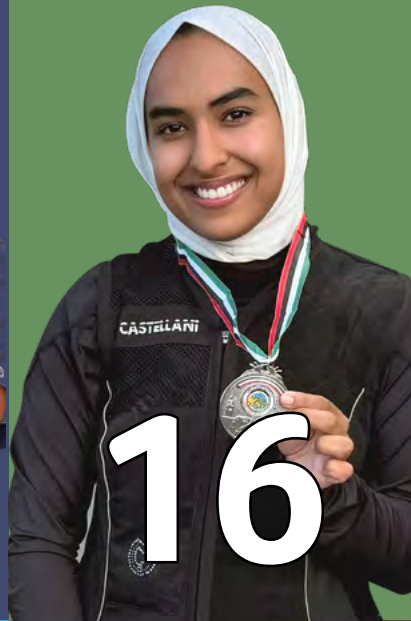
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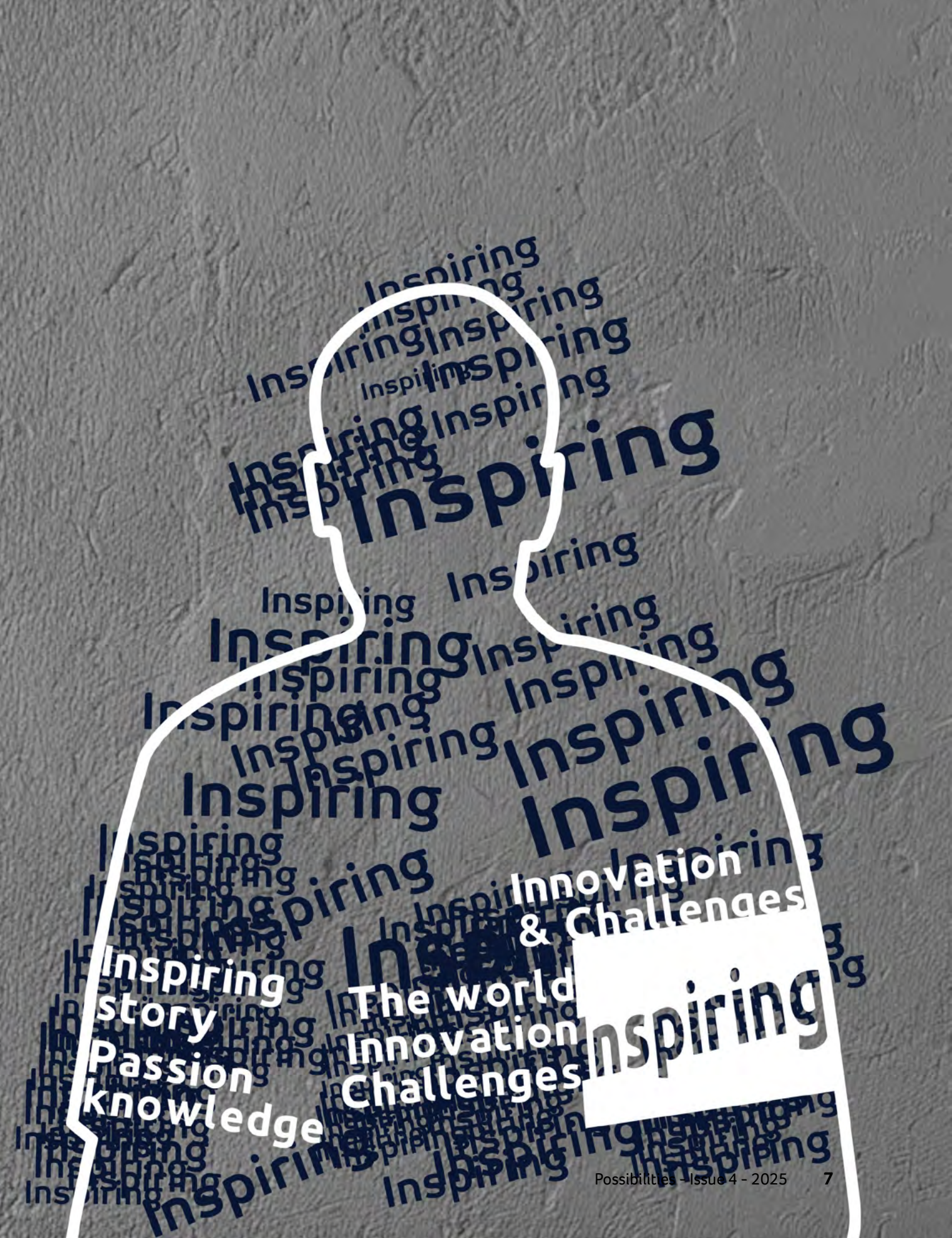
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# Inspiring

In this section, we explore inspiring stories of colleagues who have combined passion, knowledge, and sports. Among them are those who have offered innovative solutions that change lives and inspire future generations to follow the same path.



Inspiring  
story  
Passion  
knowledge

The world  
Innovation  
Challenges

Innovation  
& Challenges

Inspiring

# Sarah Bo Rjaib

Engineer in the Central Qualification Team  
Kuwait National Petroleum Company (KNPC)  
Kuwait Integrated Petroleum Industries Company (KIPIC)

## The Woman Who Integrated Engineering with Innovation

In an era marked by rapid technological advancement and the seamless integration of innovations into our everyday existence, the narratives of pioneering women striving to transform their surroundings stand out with remarkable clarity. The story of Kuwaiti engineer Sarah Bo Rjaib exemplifies how her passion for engineering and her affinity for problem-solving have catalysed significant advancements in the medical field. Her account unfolds as a remarkable journey brimming with distinctive accomplishments, serving as a beacon of motivation for future generations.





- **What Was the Process Through Which She Cultivated Her Passion?**

Sarah Bo Rjaib, an engineer with a specialisation in electrical engineering and an MBA, is presently a member of the Central Qualification Team at Kuwait National Petroleum Company (KNPC), where she has been employed since 2016. Sarah was raised in an environment that values education, where her inquisitive nature regarding the mechanics of the world significantly influenced her journey towards innovation. Her family has consistently served as a source of inspiration, fostering her ability to engage in creative thought and approach problem-solving with originality.

- **Her Transition from Engineering to Innovation: The Pivotal Moment in Her Creative Journey**

Sarah's passion for innovation was evident as she recognised the complexities that societies encounter in the field of medical diagnosis, particularly concerning bone fractures and brain injuries. During her career in the engineering domain, she recognised the imperative to seek concrete solutions, which prompted her to cultivate her concepts aimed at effecting genuine transformation.

- **Balancing Between Personal and Professional Life**

For Sarah, navigating the equilibrium between her personal and professional spheres presents an ongoing challenge. She depends on establishing priorities and adapting her approach in managing her time. Sarah claims that achieving balance is feasible, yet it necessitates meticulous organisation and thoughtful consideration of various pressures.

- **Origins of Inspiration and the Contributions of Women**

Sarah regards all innovators dedicated to enhancing the quality of life through technology as profound sources of inspiration. She posits that the participation of women in the realm of innovation is perpetually on the rise, as their presence and influence in the domains of science and technology have grown significantly, accompanied by anticipations of greater opportunities for them in the future.

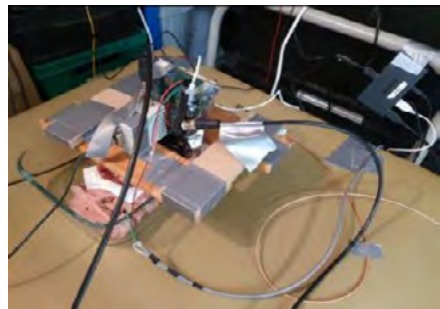
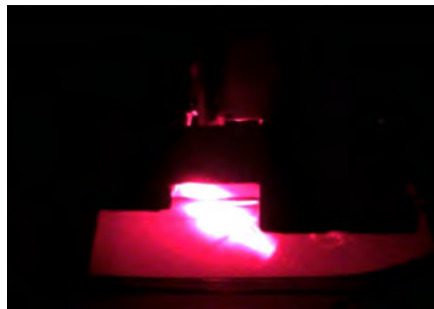
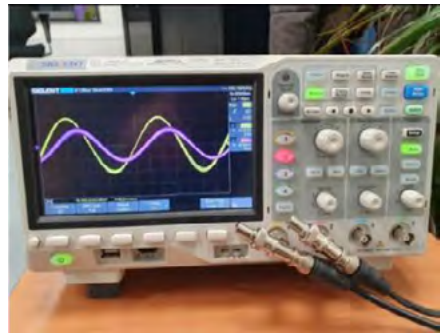
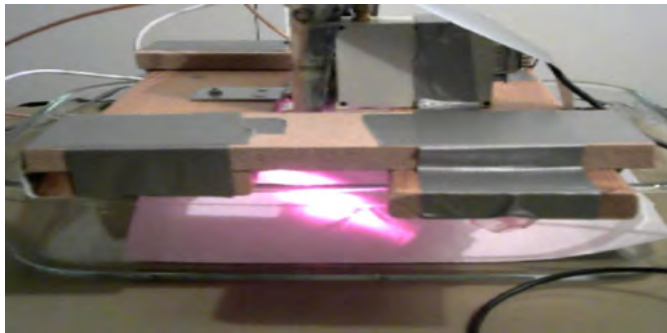
- **WIPO Award: A Transformative Innovation**

Sarah's project, which garnered the WIPO Award, is an innovative portable device designed for the non-invasive detection of brain injuries. The concept for the project emerged during the lockdown phase of the pandemic, when Sarah recognised the necessity of creating a solution aimed at facilitating the early and precise diagnosis of brain injuries.

She encountered numerous obstacles in her quest to actualise this concept, yet she successfully navigated them through steadfast determination and a relentless pursuit of every opportunity at her disposal.

- **Sarah's Progress Towards Revolutionary Concepts**

Sarah consistently engages in thorough research and cultivates a profound understanding of the issue at hand prior to formulating innovative solutions. A conducive workspace, free from the strains of everyday life, is a fundamental component of her creative processes.





- **Obstacles and Setbacks: The Pathway to True Success**

In Sarah's words, "failure" means giving up and giving in to adversity, which is very different from the common understanding of the term. Throughout her career, Sarah has encountered numerous challenges, yet she has consistently regarded these obstacles as opportunities for growth and development, recognising that challenges are essential to the process of innovation. Sarah articulates: "Challenges present themselves as invaluable lessons, rather than final barriers." Her counsel to the youth emphasises the virtues of patience and perseverance; every challenge can be surmounted through innovative thought and a steadfast commitment to achievement.

- **Financial Resources and Collaborative Endeavours**

Initially, Sarah financed her projects through borrowing and personal funds; however, she adeptly leveraged both local and international awards to bolster her innovative ideas. Following the phase of independent contemplation, she assembled a dedicated team of engineers and consultants specialising in medical technology to advance her projects and convert them into viable solutions.

- **The Interplay Between Medical and Engineering Innovation: A Powerful Connection**

Sarah highlights the intricate connection between engineering and innovation within the medical domain, noting that medical devices are profoundly dependent on engineering expertise to address challenges through the application of contemporary technology, particularly in the domains of electrical and electronics engineering.

- **Technology and Innovation: A Means to Enhance the Lives of Individuals**

The advancement of technology and innovation is crucial in enhancing the quality of life and fostering wellness, particularly in essential domains like health and education. Sarah holds a firm conviction in the capacity of technology to facilitate beneficial transformations within society. Her endeavours concentrate on delivering inventive solutions that align with the rapid tempo of contemporary life, and she consistently reflects on the broader societal implications of her innovations. For Sarah, innovation transcends technological advancement; it serves as a catalyst for enhancing the human experience.

- **Youth-Required Competencies in The Digital Era**

Given the swift transformations occurring in modern times, Sarah claims that the capacity to embrace change stands as one of the major skills that the youth ought to cultivate. Moreover, the ability to engage in critical analysis and foster innovative solutions is essential for addressing the challenges that lie ahead. Sarah emphasises the significance of mastering technical skills, highlighting that the digital era necessitates individuals to be equipped for ongoing education and the pursuit of new insights.

- **What Methods Can We Rely On to Cultivate Innovation Generations?**

Sarah recognises that fostering innovation is essential in education from an early stage. Incorporating creative thought into educational programmes and inspiring students to explore unconventional ideas by fostering an engaging



atmosphere are fundamental components in nurturing a culture of innovation. She states that there exists a pressing necessity to reform educational curricula to incorporate a greater emphasis on practical applications, thereby fostering environments that enhance creativity among students.

• **The Innovation Environment in the Region: Obstacles and Prospects**

Sarah asserts that the innovation landscape in the region is experiencing significant advancement; however, she emphasises the necessity of augmenting financial and technical assistance, as well as offering training opportunities for emerging innovators. In light of the swift advancements in technology, Sarah believes that innovation and invention will serve as the primary catalysts for the future of our world.

• **Moments of Pride: Messages and Aspirations**

Sarah experiences a profound sense of pride as she observes her innovations effecting tangible change in the world. Her communication to the community emphasises the importance of perseverance and resilience when confronted with challenges, highlighting that innovation serves as the cornerstone of achievement. Sarah seeks to broaden the horizons of her innovations to encompass a wider array of medical and non-medical applications. She is presently engaged in the development of novel solutions leveraging artificial intelligence within healthcare and various other domains.



# Dr. Faisal Musaed Al-Jassar

Ophthalmology Senior Specialist -  
Al-Ahmadi Hospital

Success of the First  
Corneal Transplant..  
A Major Medical  
Achievement at  
Al-Ahmadi Hospital



In a significant advancement for ocular services at Al-Ahmadi Hospital, Ophthalmology Senior Specialist Dr. Faisal Musaed Al-Jassar successfully performed the first corneal transplant at the hospital.

Al-Jassar joined the hospital a little over a year ago with the goal of enhancing surgical services in the field of ophthalmology, particularly with regard to corneal cases. These services include simple and sophisticated cataract procedures, as well as correction of the anterior segment of the eye.

During this meeting, Al-Jassar presents the details of this achievement, the challenges encountered, and his vision for the future of corneal transplantation in Kuwait.

- **Provide us with details regarding the successful completion of the first corneal transplant at Al-Ahmadi Hospital, as well as the current status of the patient who received the procedure**

Al-Ahmadi Hospital is the first of its kind in a series of operations that will be carried out in the field of vision correction. This operation is considered to be one of the more complex operations, and it was carried out on a patient who was 70 years old and was suffering from a number of eye impairments, including weakness in the optic nerve. Where he underwent a corneal lining procedure, which was crowned with success, thank God, as the patient immediately noticed a considerable improvement in his vision one week following the operation, and he is now undergoing periodic follow-ups.

- **From where was the cornea sourced?**

- The cornea had been sourced from the United States one day prior to the operation.

- **How is corneal transplantation different from other medical procedures, and why is it considered a major milestone for the hospital?**

Corneal transplantation is a critical procedure for addressing corneal diseases that result in reversible blindness. These procedures were not performed on a regular basis at Al-Ahmadi Hospital. It is crucial to note that there are several types of corneal transplantation, including total corneal transplantation and an alternate partial transplantation. Additionally, there are operations that replace only the inner corneal part, the front parts, the front two-thirds while preserving the inner part, and the inner part only. Through these procedures, the hospital aims to alleviate patients' pain and provide them with comprehensive care, as part of its ongoing efforts to consistently provide outstanding services.

- **What is the significance of these procedures for patients?**

Corneal transplantation is a procedure that helps restore sight to individuals suffering from corneal failure, a significant cause of blindness that can occur at a rate of up to 5%. Therefore, these procedures are absolutely necessary to enhance the patients' quality of life.

- **What is the success rate of such operations?**

Corneal transplantation is one of the most successful organ transplants, surpassing liver and kidney transplants in terms of success. This is due to the cornea's lack of blood vessels, which facilitates its acceptance by the body. However, the success of the transplant is dependent on the type of condition for which it was performed, and the success rate is influenced by

whether the patient has undergone corneal transplants previously. Keratoconus patients typically experience a higher success rate with the transplant operation. Conversely, the success rate decreases as the number of failed transplants increases.

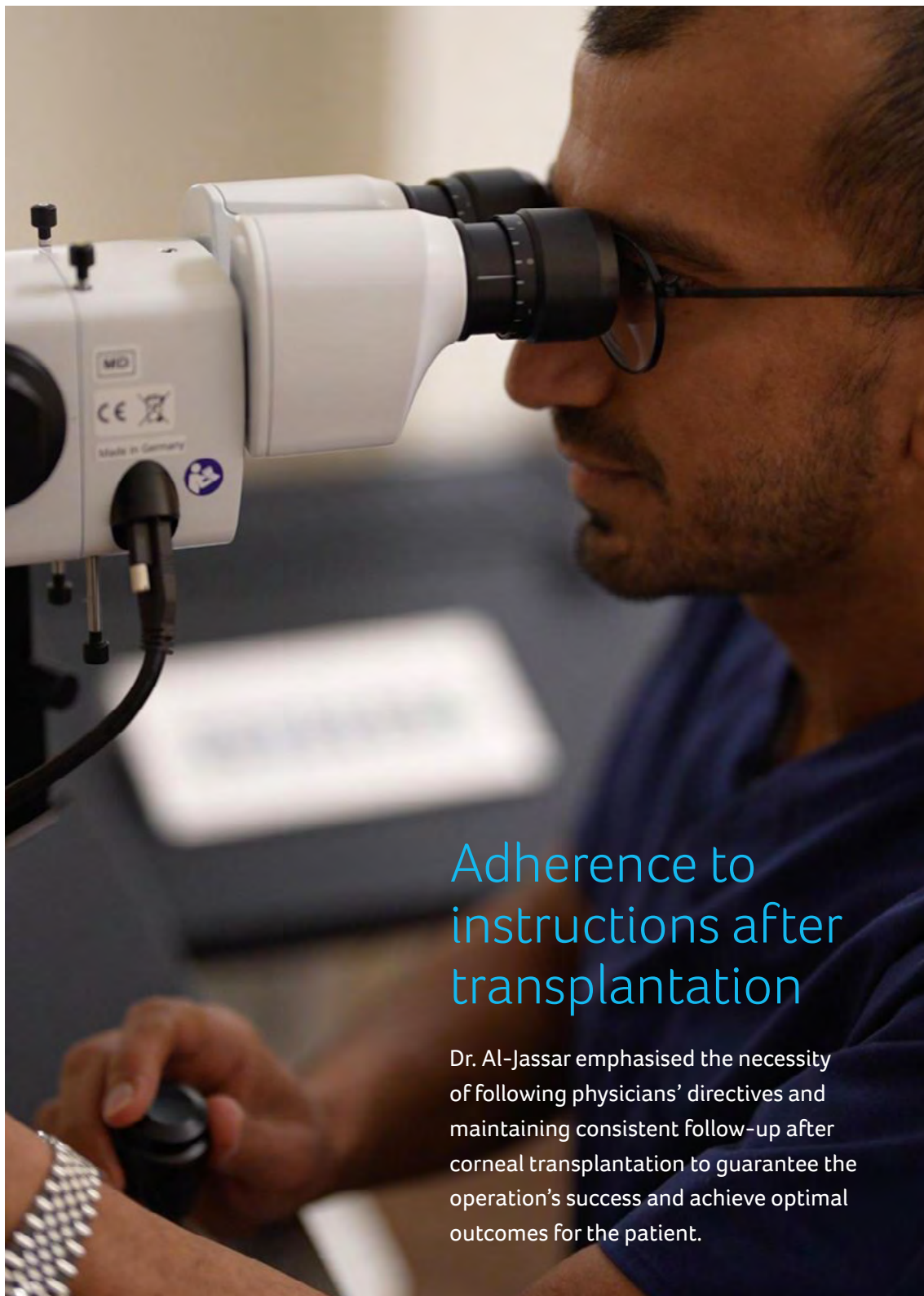
- **What types of corneal transplants have the highest success rate?**

The most successful corneal transplants are always partial, as the rejection rate is higher for a complete corneal transplantation. Rejection typically begins in the inner part of the cornea, so if the inner part is retained and only the two front parts are replaced, the success rate is more optimal.

- **What are the causes of corneal diseases?**

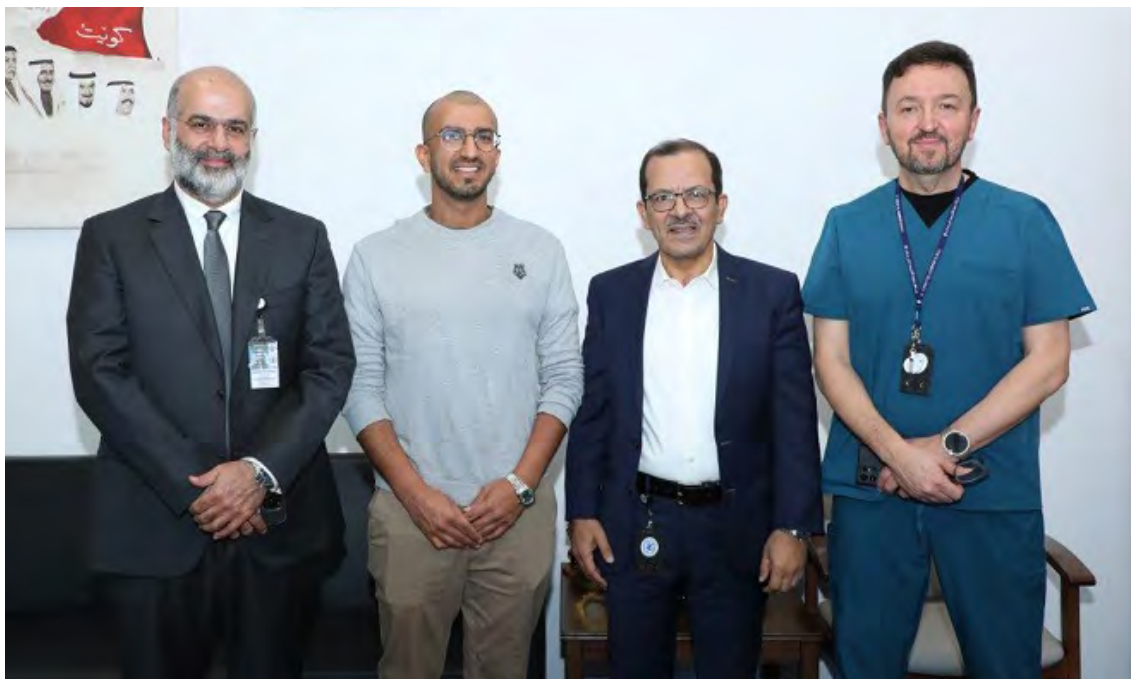
There are several factors to consider; it could stem from a genetic congenital condition or arise from complications following a prior eye surgery that affected the cornea. Frequent eye rubbing in children can result in alterations to the curvature of the cornea, known as astigmatism, and unsuccessful LASIK procedures may contribute to corneal diseases.





## Adherence to instructions after transplantation

Dr. Al-Jassar emphasised the necessity of following physicians' directives and maintaining consistent follow-up after corneal transplantation to guarantee the operation's success and achieve optimal outcomes for the patient.



• **What were the most prominent challenges you faced during the procedure?**

The challenges encountered prior to the procedure were primarily logistical and organisational. They involved the preparation of essential medical equipment, the procurement of corneas from international banks in the United States, and the coordination with a skilled medical team. It also necessitated compliance with the stringent criteria for organ transplantation to guarantee the success of the procedure.

The success of the procedure was due to the experienced team of nursing and assistant staff members who worked under the supervision of the administration of the hospital. These individuals made significant efforts to facilitate the preparation of equipment, speed up the process of requesting a cornea, and ensure that the work flowed smoothly during the procedure itself, which lasted between 30 and 45 minutes. Following the completion of the treatment, the patient's condition was evaluated, and his condition was carefully watched to guarantee that the anticipated outcomes were accomplished.

• **At the present time, the discipline of ophthalmology consists of precise specialisations. Could you provide further information regarding yours?**

Corneal transplantation is a highly specialised field that necessitates a fellowship that lasts for five years and requires the individual to take part in a significant number of procedures in order to acquire the requisite

experience. Furthermore, it is essential that the patient is informed of the significance of ongoing follow-up following surgical procedures.

• **Describe a personal situation that has had a significant impact on you throughout your professional career.**

I remember a young man, merely twenty-five years of age, who experienced a loss of vision as a consequence of overlooked keratoconus. He remarked to me post-operation, "This is the first time I have seen you, Doctor." That moment had a profound impact on my perspective.

• **What are your future aspirations in this field?**

I aspire to create a dedicated centre for ocular research and surgical procedures in Kuwait, along with developing local fellowship programmes aimed at training physicians in corneal transplantation. Additionally, I envision an innovation hub focused on medical devices for ocular health.

• **What are the most significant factors that influence eye health?**

A multitude of elements, such as hereditary influences, prolonged periods of darkness, inadequate nutrition, and the overuse of electronic devices, adversely impact optical well-being. Consequently, the prompt identification of asymptomatic conditions is crucial for the maintenance of visual acuity.

# Reem Al-Zamanan

Precision Instrument Design Engineer  
Kuwait National Petroleum Company (KNPC)

A Kuwaiti Champion's Path to Success  
Between Trap Shooting and Her Career



In this engaging interview, we feature the Kuwaiti Trap Shooting champion Reem Al-Zamanan, who has garnered numerous notable accomplishments in her athletic career, alongside her professional success at Kuwait National Petroleum Company (KNPC). We will explore her origins, the methods she employed to harmonise her professional responsibilities with her training, the obstacles she encountered in a predominantly male environment, and the influence of Trap Shooting on her character and everyday life.





- **To begin with, we are eager to understand the origins of your journey in the field of Trap Shooting. What motivated you to pursue a career in this domain?**

I commenced my practice in Trap Shooting during the middle of 2023. However, my enthusiasm was first ignited when I randomly encountered this sport during the 2012 London Olympics. From that point onwards, I resolved to delve into the intricacies of this sport and engage in its practice. Despite not being able to start at that time, I sustained my passion until I completed my university education and began to realise my aspirations. I distinctly recall the profound impression I experienced upon witnessing the players' remarkable performance during my initial viewing.

- **What were your emotions upon achieving victory and securing the gold medal for the Kuwait women's national team? What are the most significant moments from that experience?**

The thrill of receiving the gold medal was beyond articulation, particularly as it marked my first-ever achievement on the international stage. A profoundly memorable experience etched in my mind is the moment I stood on the podium, raised the Kuwaiti flag, and sang the national anthem.

- **What obstacles did you face during your sporting career? And how did you handle them?**

As with any athlete, I encountered numerous obstacles throughout my career, each distinct and varying in their characteristics from one individual to

another. Nonetheless, the most significant obstacles I encountered were navigating the complexities of being a left-handed participant in a predominantly male sport while managing a demanding schedule.

- **What is your daily training routine? And how do you manage to work at the Kuwait National Petroleum Company while still practicing for sports?**

My daily routine hinges on the delicate equilibrium between professional commitments, Trap Shooting pursuits, and social engagements, with effective time management serving as the crucial element in attaining this harmony. Given that trap Trap Shooting necessitates daylight, it became imperative to meticulously organise my schedule, as I proceed to training directly following my work hours. I express my gratitude for the supportive work environment fostered by understanding and encouraging managers, which has facilitated a harmonious balance between my professional responsibilities and personal pursuits. I am truly appreciative of being a member of the Kuwait National Petroleum Company family, a company that profoundly values and supports its employees. This support significantly influences the achievement and distinction of athletes.

- **What strategies do you employ to sustain your concentration during competitive events? Are there particular methods you employ to manage pressure and tension effectively?**

The act of Trap Shooting is predominantly governed by mental acuity rather than mere physical prowess. Upon



entering the Trap Shooting range, it is essential to clear my mind and concentrate on my established procedures prior to taking a shot. I strive to eliminate any potential distractions, be they thoughts or uncertainties, to ensure that I can arrive at the most appropriate decision at the opportune moment. Irrespective of whether I achieve the objective, I strive to set aside past outcomes and concentrate on the new goal as though it were my initial endeavour.

- **Do you have an athlete whom you regard as a paragon in the realm of Trap Shooting? What guidance would you offer to aspiring individuals seeking to pursue a career in this domain?**

I regard “Xin Zhang” as a profound source of inspiration, being the first woman to win an Olympic gold medal in Trap Shooting and the first to triumph in a mixed-gender competition throughout the history of the Olympic Games, alongside her remarkable accomplishment of setting a world record. I encourage young individuals to pursue their passions, be it in athletics or their chosen professions, and to embody patience and perseverance, as achieving success necessitates both time and diligent effort.

- **Do the competencies you developed through athletics enhance your professional efficacy? In what manner might one achieve that?**

Indeed, the competencies acquired through sports—such as discipline, perseverance, flexibility, patience, commitment, the capacity for rapid decision-making under pressure, and the assurance of timely task execution—have had significant benefits in the professional sphere. The manifestation of these skills in professional contexts is evident, as they enhance



productivity and facilitate concentration on tasks, enabling the formulation of wise decisions even amidst challenges. This has significantly influenced my achievements in both individual and collaborative endeavours.

- **8. What aspirations do you hold for your future in sports and your professional career? Are there any significant championships or accomplishments you aspire to attain in the near future?**

My aspiration is to perpetually engage in the pursuit of knowledge and to endeavour towards the highest standards of achievement. In my professional endeavours, I seek to enhance my expertise and understanding in the refinery sector, aiming to play a significant role in the advancement and prosperity of my company both locally and globally. In terms of athletic pursuits, I aspire to raise the Kuwaiti flag with distinction by achieving excellence in the discipline of Trap Shooting and establishing a place on the podiums.



# Initiators

In an era characterised by a rapid materialistic rhythm, Maha Al-Essa and Latifa Shamsaldeen become pillars of stability, dedicating their time and energy to the admirable endeavour of volunteering. This section delves into the remarkable transformation of giving as a fundamental aspect of existence, drawing inspiration from narratives that shed light on the journey of humanitarian endeavors.



**journey of  
humanitarian  
endeavors**

**Volunteer  
work**

**Initiators**

# Initiators

# Maha Al-Issa

Team Leader of the Performance Measurement and Strategy Team  
Kuwait Foreign Petroleum Exploration Company (KUFPEC)

## From the Oil Business to the Arts: A Story of Dedication for Volunteering at Dar al Athar al Islamiyyah

Incorporating the energy sector's strategic planning with efforts to spread Islamic tradition and heritage

Through her extensive experiences at KUFPEC and Dar Al-Athar Al-Islamiyyah (The Islamic Antiquities House), Maha Al-Issa was able to demonstrate the remarkable influence that varied professional backgrounds may have in encouraging creativity and cooperation. Her initiatives merge strategic planning within the energy sector with efforts to promote culture and heritage, aiming to exemplify the ideal balance between volunteerism and professional engagement.





- **What inspired you to volunteer at Dar al Athar al Islamiyyah, and how did you begin your journey there?**

When the Treasures of the World: Indian Goldsmith Arts in the Mughal Era, the first exhibition at the American Cultural Centre, opened in 2011, I saw an advertisement asking for volunteers to act as museum guides. I eagerly volunteered, driven by my passion for museums, exhibitions, and the wealth of knowledge they offer. This presented an excellent chance for me to gain knowledge and make a positive impact on others.

I have consistently felt a deep commitment to helping others and contributing to society, which led me to engage in various volunteer activities, including reading to children, participating in agriculture and greening initiatives, and conducting research and documentation.

### A Volunteer's Journey: From a Museum Guide to Inspiration for Young Minds

- **Share your insights on instructing children in the realm of history and art—what key aspects do you emphasise during your lessons? What is the reason for focusing on children?**

Upon beginning my tenure at the museum, I observed a need for volunteers in the educational programme. Consequently, alongside my role as a museum guide, I contributed to the development of educational initiatives. Following that, Dar Al-Athar Al-Islamiyyah selected me to participate in the United Nations Development Programme, where I acquired techniques for enhancing children's education via museums.

This form of education uses artifacts and exhibits to improve children's abilities in communication, cooperation, critical thinking, creativity, self-confidence, and content creation. I chose to focus on children because they hold the potential to shape the future, and their exploration of history and art can enhance their individual and community skills. On each occasion, the children involved have the opportunity to cultivate their talents, bringing their ideas to life through tangible productions.



- **How do you balance your role at KUFPEC as the Team Leader of the performance measurement and strategic planning team with your volunteer activities?**

Effective planning and thorough preparation are essential. We meticulously plan each cultural season in advance of its commencement, introducing a fresh programme each time. Consequently, the teaching approach necessitates the creation of diverse programmes tailored to the evolving exhibitions and artefacts. Throughout the last 13 years, we have successfully offered a range of artistic workshops, including films, books, plays, and exhibitions that incorporate authentic artifacts from the Al-Sabah Archaeological Collection. In my work with KUFPEC, effective productivity relies on thorough planning and task division, alongside fostering collaboration and transparency. Praise be to God; in both sectors, I am able to work with remarkable teams striving for success.

- **In what ways does your background in the oil and gas industry influence your contributions as a culture and heritage volunteer?**

My background in the oil and gas sector, particularly in strategic planning, enables me to grasp the economic implications, technological advancements, and international disputes regarding resources. From this perspective, I observe that there are parallels

between the history of art, civilisations, and these variables. Economic planning and analysis deepen my understanding of the connection between natural resources and culture, allowing me to visualise and comprehend life's evolution while also inspiring new ideas for cultural projects.

- **What projects or programmes are you presently engaged in at Dar Al-Athar Al-Islamiyyah?**

I continue to work as a museum guide at the American Cultural Centre and oversee the operation of the children's art workshop, where we are engaged in the development of educational initiatives that are designed to enhance the artistic and creative abilities of the children.

- **What is your perspective on the significance of the Islamic Antiquities House in the preservation and expression of heritage?**

Since its inception in 1983, Dar al-Athar al-Islamiyya has endeavoured to pass along knowledge and culture through its extensive cultural programmes, lectures, and workshops. It also strives to showcase the innovations of Islamic civilisation to the world through its exhibitions and publications and presents a scientific outcome to the community on a weekly basis, which has been meticulously chosen. It endeavours to entertain through theatrical performances and





concerts from various cultures, in addition to educating and enlightening. Since its inception, the organisation has been dedicated to the intellectual development of children through the development of specialised activities in the field of education. These activities are presented through artistic workshops and Dar Library activities, thereby establishing the organisation as a comprehensive centre that contributes to the intellectual growth of society. I believe the preservation of heritage and the dissemination of culture are indispensable for the establishment of a conscious society and an integrated civilisation. Our obligation as volunteers is to provide assistance to this innovative cultural production.

• **What advice would you give to young individuals aspiring to work in the oil industry or those interested in volunteering in the cultural sector?**

Education ought to continue beyond the completion of academic studies, as culture encompasses a wide range of knowledge in a variety of fields. Continuous learning is a lifestyle that promotes personal growth and benefits both the individual and society. I encourage young individuals to pursue a cultural profession that genuinely motivates them and to engage in it with genuine passion and dedication. Volunteering requires passion and belief in what you are offering, so search until you find what you adore and find satisfaction and happiness in its completion and contribute to its development with your efforts and ideas.



# Latifah Shamsaldeen

General Services Group  
Kuwait Integrated Petroleum Industries Company (KIPIC)

## A Journey of Passion and Generosity

From Family  
Initiatives to  
Pioneering  
Charitable  
Innovations



Latifah's journey into volunteer work commenced on a modest familial level, motivated by her mother, who cultivated within her a profound appreciation for altruism. Over time, this enthusiasm transformed into a deeper dedication as she participated in the coordination of community initiatives while working at a school. This constituted a significant aspect of their responsibility in fostering awareness among students. She states: "This marked the true inception of my aspiration to participate in volunteer work, which persisted until I had the chance to join the Good Makers team during a charity event orchestrated by KIPIC in 2021, and from this point, I embarked on my journey."



#### • Leading Activities for Young Individuals

Latifah proposed an innovative concept to the Good Makers team, concentrating on the demographic of 8–16 years old, as she aims to engage children and adolescents in charitable activities and events. She articulates: “What sets our team apart is the variety of volunteer endeavours, encompassing charitable and environmental initiatives, as well as support for underprivileged groups, including the payment of tuition fees and contributions to refugees.”

#### • The Significance of Company Involvement in Supporting Volunteer Initiatives

She states that organisations play an essential role in fostering community and environmental sustainability. Beyond mere financial contributions, their support incorporates volunteer efforts into the teams’ annual strategies, creating an environment that inspires and motivates employees to collaborate on social initiatives such as greening programmes and solidarity campaigns. Through the encouragement of volunteerism, organisations play a pivotal role in fostering a more united community.

I take great pride in my involvement with the company’s General Services Team, as we endeavour to elevate social responsibility through collaboration with civil society organisations, as exemplified by initiatives like the distribution of Iftar meals and our support for environmental campaigns, including World Cleanup Day.

#### • Academics and Insights: In What Ways Did It Shape Latifah’s Perspective On Volunteerism?

Latifah earned a master’s degree in educational administration and leadership from Britain, where engaging in volunteer work was a requisite for her graduation. She articulated that the concept of volunteering remains constant, yet its practices differ based on cultural contexts and local regulations. For instance, the regulations governing the collection of financial donations vary across different nations. Acquiring experience involved a thorough examination of the surrounding environment and discerning activities and operational mechanisms that aligned with her strengths, thereby contributing to the refinement of her leadership capabilities. Her experience further fueled her resolve to promote the engagement of youth and children in volunteer activities, thereby strengthening their prospective roles as leaders within their communities.

#### • The Influence of Corona Initiatives

Latifah engaged in a discussion regarding the pandemic period, reflecting on the significance of her societal role during that time. She initiated several projects, including the “Ear Saver” initiative, inspired by her colleague, Engineer Reem Bastaki from the Kuwait National Petroleum Company (KNPC). Consequently, she organised a group of volunteer campaigns to make masks and distribute them across different regions of Kuwait for individuals in multiple sectors, including

the Ministry of Health and the airport. This initiative broadened its scope to encompass the coverage of tuition fees for underprivileged students, financed through the proceeds from the sale of woollen ribbons. She states, “I recognised the significance of my efforts when I observed the appreciation reflected in the eyes of the students and their parents who I assisted.”

## • Challenges of Volunteer Work

Latifah perceives the primary challenge as the balance between her professional responsibilities and her contributions to the community. She accomplished this by designating vacation periods and official holidays for the purpose of engaging in volunteer work. She states, “I encountered challenges in engaging children and youth in volunteer work due to their apparent disinterest; however, I managed to incorporate entertaining elements to draw them in.”

Additionally, there is the issue of skepticism surrounding volunteer efforts and charitable organisations, as individuals often question whether donations truly reach those who deserve them. I hold no resentment toward them, as I once shared a similar perspective. However, my engagement in volunteer work, particularly in overseeing donations, distributing them, and ensuring they reach those in need alongside my team, has profoundly transformed my viewpoint. This experience has instilled in me a deeper appreciation for

the significance of volunteer efforts, regardless of their scale.

## • Naemati Initiative: An Initiative Aimed at Safeguarding Resources and Assisting the Underprivileged

I am deeply proud of the “Naemati Initiative,” a volunteer project that aims to preserve blessings, safeguard our environment, and provide sustenance to families in need. The initiative focuses on the collection of surplus food that is nearing its expiration date yet remains suitable for consumption. However, it cannot be sold due to regulations that restrict the sale of food products prior to their expiration by a duration of 3 to 6 months. We source the food items from various stores and suppliers within a designated hall, pack them into boxes, and distribute them using vehicles equipped with refrigeration technology. This initiative, organised by our team on a nearly monthly basis, has garnered significant impact and recognition both locally and internationally.

## • Converting Skills into Volunteer Assistance

I am eternally thankful to have implemented my talent not merely as a pastime but also in conducting workshops for volunteers, instructing them in the development of small handicraft projects. The concept involved educating volunteers to evolve into trainers,



thereby imparting knowledge to others and fostering a sustainable cycle of skill transfer.

A moment of pride for me occurred when a trainee remarked, "I learnt from you how to create woven bookmarks, and I prepared several items and offered them for sale at a charity market held at school, subsequently donating the proceeds to assist our people in Gaza." This situation astonished me, as the trainee adeptly transformed a mere craft into a means of aiding others.

- **In what ways has volunteering transformed your perspective or character?**

Engaging in volunteer work illuminated the numerous blessings to which we have grown accustomed. It is essential to recognise the significance of every task, regardless of its simplicity, as even the most straightforward endeavours can hold substantial value in the eyes of our Creator and profoundly influence individuals and society at large. In addition to continuity and dedication, volunteer work is marked by its perpetual nature.

- **Engaging Diverse Communities in Volunteer Initiatives: What Strategies Can We Employ to Ensure Widespread Participation?**

In the realm of volunteer work, inclusivity is paramount; however, to effectively engage various groups, it is essential to recognise that the rich tapestry of cultures and personalities necessitates a profound comprehension of diverse leadership styles and an insightful grasp of individual characteristics. Children exhibit distinct characteristics when compared to adolescents and young individuals, necessitating the selection of suitable methods tailored to each demographic. For instance, young learners often experience boredom and require ongoing support; thus, incorporating elements of entertainment, competition, and persistent encouragement significantly influenced their engagement, resulting in a commitment rate exceeding 80% across various activities.

- **The Most Influential Figure in Her Life**

Dr. Abdulrahman Al-Sumait stands out as a profoundly impactful figure in my journey of volunteerism, as he was a man of profound foresight, contributing significantly to the developing world through spreading the message of Islam, the excavation of wells, and the provision of sustenance to those in need. He exemplified the highest standards in philanthropic endeavours.

- **Volunteer Work Development: From a Team to a Club**

I aim to cultivate the Good Makers team into an organisation that integrates volunteerism, skill enhancement, and the instruction of handicrafts. I



aspire to integrate volunteer work into the curriculum, making it an essential part of every individual's life within society. She concludes her speech by stating, "Giving is not contingent upon any expectation of return; instead, it is an inherent human obligation to foster social solidarity."

# Talent and Hobbies

Talent shows up as an intense interest in details, whether captured through the lens of a camera, as exemplified by Thanyan; expressed in the culinary artistry of Noha Al-Hamad; or realised in the musical ingenuity of Jose. Join us in exploring imaginative realms crafted through commitment and perseverance, where pastimes transform into a portal to a universe brimming with inspiration.



Talent

# Talent and Hobbies

Talent shows  
interest in details  
the culinary

musical  
a universe brimming with

inspiration

# Nuha Al-Hamad

Senior Analyst Training Centre  
Training and Career Development Group  
Kuwait Integrated Petroleum Industries Company (KIPIC)

Nuha Gourmet  
Wholesome Goodness,  
Unforgettable Taste!

Nuha's  
Gourmet

Cooking reflects a profound passion for refined art and complex taste, holding significance equal to any other pursuit in life

Nuha Al-Hamad embarked on a modest venture from her home, specialising in the production and sale of granola in a variety of flavors—all crafted with a commitment to premium health and quality standards. Her culinary journey began during the Iraqi invasion of Kuwait at the age of 16, a time when her family, among those who resisted within the country, faced significant challenges. With the absence of housemaids due to the precarious security situation, the responsibility of household tasks fell to them, including cooking. It was in this environment that she gleaned invaluable lessons from her mother, whom she holds in high regard, and discovered her passion for cooking, developing her skills and excelling in various dishes. Her mother served as her initial mentor, followed by her aunts. Nuha has developed a particular affinity for preparing Moroccan harira soup and Kuwaiti harissa, while also expressing a deep appreciation for Gulf and oriental cuisine. She perceives cooking as a profound passion, an art form, and a sensory experience, asserting its significance as a hobby on par with any other pursuit in life.





**Nuha Al-Hamad initiated her professional journey at the Kuwait National Petroleum Company (KNPC), serving as an Engineering Design position. In 2017, she transitioned to Kuwait Integrated Petroleum Industries Company (KIPIC), where she became part of the Training and Career Development Group. Al-Hamad remained resolute and unwavering in her pursuit of establishing her own healthy home cooking venture, undeterred by the demands of her professional responsibilities and the complexities of family life as a wife and mother of four children, each navigating various educational phases. She would meticulously arrange her priorities, balancing her day between attending to household responsibilities and addressing their requirements, fulfilling familial obligations, and visiting relatives and friends, while also dedicating time to reading and intellectual pursuits. Nuha established a healthy lifestyle for herself and her family, creating a system that they cherish and have grown accustomed to, as she aims to cultivate her concepts in this domain further to enhance her creativity and generate an innovative and unique pioneering idea.**



## Reading and Learning

Throughout Nuha's exploration of healthy cooking and the preparation of diverse dishes, she consistently sought out alternatives while diligently engaging with the latest studies and research in both Arabic and English, acquiring knowledge that contributes to an enhanced lifestyle. Al-Hamad articulates that her passion for reading and acquiring knowledge has significantly contributed to the enhancement of her culinary abilities. Engaging with social media has played a pivotal role in broadening her understanding of contemporary and innovative cooking techniques. This intellectual pursuit ultimately inspired her to initiate her health project by establishing an Instagram page, Nuha Gourmet, in response to the current societal inclination towards embracing a healthy lifestyle and combating obesity.



## The Ultimate Supporter

Nuha expresses through her beliefs that a partner should be fully engaged in all aspects to foster success in both professional and personal realms. She describes her relationship with her husband as one where he remains her primary supporter, motivating her to strive for excellence and to enhance her professional endeavours. Her motivation to persist in creating innovative dishes is significantly fueled by her children's affection and their enthusiastic embrace of her recipes, particularly the numerous suggestions offered by her eldest son.

## Ambition

Nuha, similar to others who possess innovative concepts and aspire to transform society constructively, harbours ambitions and aspirations that she strives to realise. She expressed her ambition to transition from the virtual realm to the tangible establishment of a training centre dedicated to culinary education, aimed at providing instructional sessions for both individuals and professionals in the field. "I aspire to transform our culinary culture through the creation of a cookbook that features my own recipes, infused with a focus on healthfulness, as I aim to enhance our society's well-being by transforming our habits and dietary choices, encouraging everyone to acquire the skills to create nutritious meals and dishes that possess a unique, delightful, and appealing flavour, contrary to common misconceptions surrounding them.



# Thunaiyan Waleed Al-Rashoud

Media Relations Supervisor  
Kuwait National Petroleum Company (KNPC)

## Unveiling the Path of a Short Documentary Filmmaker

Shares  
Insights on  
Victories  
and Trials

**In a world rich with uncharted narratives and chronicles, documentary filmmakers rise to resurrect history and unveil profound human realities. Thunaiyan Al-Rashoud, a Kuwaiti documentary filmmaker, is among those who fervently strive to present these narratives on screen. His profound passion for photography and directing enabled him to attain remarkable achievements, regardless of the numerous challenges he encountered.**





- **The Starting Point from a Life Narrative: What Sparked the Adventure?**

Within the confines of a Kuwaiti diwaniya, Al-Rashoud encountered an intriguing narrative concerning an individual who faced an attempted execution amid the Iraqi invasion of Kuwait. What piqued his interest was not merely the narrative itself but the remarkable circumstance that the individual had survived despite sustaining a gunshot wound to the head. This intriguing narrative compelled Al-Rashoud to embark on a thorough investigation that spanned 18 months, ultimately leading him to the protagonist of the true tale. Al-Rashoud articulates: “The divine intention superseded that of the aggressor, and thus I commenced my journey into the realm of short documentary filmmaking.”

- **Navigating Barriers: Production and Support**

In the field of documentary filmmaking, Al-Rashoud encounters substantial challenges, most prominent among them being the absence of both financial and moral support. He financed all his films with personal resources, which compelled him to self-educate by immersing himself in literature and educational videos to enhance his expertise in this field. He also highlights the limited availability of specialised training courses in documentary directing in Kuwait, which prompts him to learn through trial and error.

- **“The Living Martyr” Film: A Passionate Endeavour**

While Al-Rashoud has successfully produced and directed six short documentary films to date, it is his inaugural film, “The Living Martyr,” that holds a special significance for him. This film required over 1,000 hours of dedicated effort encompassing research, preparation, and filming. It achieved second place in the documentary films category at the third Kuwait Cinema Festival and was subsequently showcased at the Qurain Cultural Festival and on Kuwait TV, instilling a profound sense of pride. He articulates: “The first film is inevitably replete with errors, yet each error serves as an insightful lesson.”

- **Captivating Narratives with a Cinematic Essence**

Al-Rashoud consistently strives to select narratives that convey a profound and impactful message about the human experience. He holds a keen interest in narratives that have not received adequate attention, enabling him to offer unique and insightful content. Throughout the filming process, he is determined to emphasise the human elements of the heroes, which captivate the audience’s attention and foster a more profound engagement with the narrative.

- **Exploring the Intersection between Oil and Cinema: Al-Rashoud’s Unique Blend of Career and Passion**

Despite the fact that his scholarly pursuits in management and information systems do not explicitly align with the realm of filmmaking, Al-Rashoud serendipitously discovered his place within this domain. His tenure at Kuwait National Petroleum Company (KNPC) significantly contributed to his burgeoning interest in documentation, particularly following his oversight of a documentary that explored the contributions of the resilient individuals within the company during the Iraqi occupation. He acknowledges that finding balance between his professional obligations and filmmaking presents challenges, yet he attempts to take advantage of weekends and annual vacations to coordinate the two pursuits.

- **Advice for Aspiring Documentary Filmmakers**

“Try, try, and try again,” with these words, Al-Rashoud inspires the youth aspiring to venture into the realm of documentary filmmaking. He asserts that self-reliance is paramount in this domain, contending that external assistance frequently serves merely to enhance “media exposure.” He encourages the youth to explore a variety of films to discover what resonates with them, while emphasising the significance of cultivating a portfolio that is readily available to capitalise on opportunities as they present themselves.

- **Promising New Projects**

Regarding forthcoming endeavours and innovative concepts, Al-Rashoud aims to produce a collection of short documentaries that delve into humanitarian concerns and highlight the efforts of public benefit organisations in tackling these issues. He is dedicated to progressing his filmmaking career while adeptly navigating through the intricate challenges that characterise this field.





# José R Gutierrez Gener

Process Engineer  
Al-Zour Refinery Operations Group (KIPIC)

## From Oil Refineries to Music Stages A Journey of Passion Without Limits



In a world blending technology and art, we find inspiring stories of people who go beyond the limits of their academic and professional fields to follow their passions and hobbies. Engineer and Musician Jose R Gutierrez Gener is an example of this. He arrived in Kuwait six years ago from South America - Venezuela, bringing with him over 20 years of experience in the oil and refining industry, and carrying in his heart a deep love for music.



- **There seems to be no connection between your studies and your hobby in music. Tell us, how did your passion for music begin?**

No, there is no direct connection. My musical hobby started at an early age, before high school, when I was about 12 years old. By the age of 15, I started playing with musical bands, just three years after intensive training with some professional music teachers. This continued through my high school and university years. Now, I continue playing here in Kuwait. Music has always been and continues to be an important part of my life.

- **What instrument do you play?**

I'm primarily a professional drummer. I started playing at the age of 12 and also learned other percussion instruments and the guitar. Here in Kuwait, I focus on playing the drums and sometimes the Flamenco Cajón, as well as some Arabic instruments like the Darbuka and Riqa.

- **How does your interest in music affect you?**

Music is an integral part of my life. It brings me happiness and endears me to people. I believe that music can change moods and have a positive impact on the mind. The best reward for me is hearing applause and feeling appreciated.

- **Have you composed any melodies or musical pieces?**

Yes, I love composing music that reflects my feelings. I've composed some important musical pieces here in Kuwait with my band "3 Dust Band," and some have been documented on video.

- **You mentioned that you play in several musical projects and bands, tell us about that?**

I'm currently involved in several music projects across

the country, but one that's especially close to my heart is "Al Awada." Both Talal Khaled and I have founded this ambitious project two years ago, and we're excited to blend Arabic and Western music using a mix of traditional Arabic instruments and Western sounds. I also work as a session musician, collaborating with various artists and pursuing my personal music projects on the side. It's a great time for creativity and connection!

- **Who are your main band members?**

The band was founded by me and Talal, and while we're the core members, we often invite other talented musicians to join us depending on the performance and the specific requests. It really keeps things exciting and brings in fresh perspectives!

- **How did you meet Talal?**

Talal and I go back five years! We were introduced by another musician, and we instantly clicked. We started out as "Mirage Road," and as we evolved together, our band name changed along the way. Ultimately, we settled on "Al Awada," which means "the point of return no matter what." It perfectly captures our journey and the strong bond we share!

- **How many times do you perform a week?**

It depends on the season and how many performances and gigs I have. On the other hand, I play in my studio on personal projects on a daily basis. Currently are fixed 2 date for next performance one will be on Oct 23 in Yarmouk Islamic Cultural Center and another on 31 Oct in Quantum.kw is the more biggest pop culture convention in the middle east. But at the same time continuously all another performance keep going in the different restaurant and coffee shop around the country, plus some TV programs and shows and in some of the another festival coming for the winter season.





• **How do you balance work in the company and your work as a musician?**

I do my best to find a balance, and while it can be challenging at times, I'm grateful for the support I receive from my company. Music often keeps me energised and inspired, helping me stay productive in my full-time job. It's all about finding that harmony!

• **How long does it take to work on preparing a piece or tune?**

It really depends on the type of performance. For personal projects, it might just take a day or two to get ready. But for bigger performances with a full band or more musicians, it usually requires a couple of weeks of preparation. Each project has its own rhythm.

• **How would you describe your stay in Kuwait?**

I feel grateful to beautiful Kuwait and its wonderful people for the love and appreciation. I'm also thankful to the great "KIPIC" team, who make me feel at home.

Jose began his professional career in the oil industry in 1999 at production, and in 2001, he entered the field of refining operations. Since then, he has gained over 20 years of experience. Jose says, "Joining the KIPIC team has been a great turning point in my career."



# Passion

Passion is the driving force behind creativity and excellence. Here, we meet individuals who have pursued their passion and achieved extraordinary success in a variety of fields by following their ambitions. Find out how the power of passion may be the impetus to make dreams come true and change the course of reality.

**Power**

ignites the flame of

**creativity  
excellence**

**Passion**



**Passion**

**Passion**  
Passion

# Abrar Al-Awadh

Senior Systems Engineer  
Information Technology and Communications Group  
Kuwait Oil Tanker Company (KOTC)

Passion Paves  
the Way To Success

Pursue Your  
Passion..  
Until It Becomes  
Your Reality

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**Dreams may evolve and aspirations may wane, yet a truly driven individual is one who diligently pursues their goals, irrespective of the time required to realise them. Abrar Al-Awadh exemplifies a methodical approach in her pursuit of establishing her own project, firmly believing that her fervour and relentless dedication are the distinguishing factors that set her apart.**

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- **What was the origin of this passion?**

Abrar embarked on her professional journey following her graduation from university in 2007, during which she and a colleague initiated an innovative venture to market flowers under the title “Flyria”. Her fervent appreciation for aesthetics and artistry served as the driving force behind this endeavour, which commenced following their education with a prominent floral designer from the Netherlands. Abrar and her partner unveiled their first original perfume in the shop, thus establishing “Flyria” as a symbol of innovation and passion.

- **A Brief Delay ... Yet The Pursuit of Ambition Persists**

In light of their achievements, Abrar and her partner found themselves compelled to halt the project owing to the demands of their professional obligations. As her obligations within the oil sector expanded, they opted to transfer the project to another party capable of advancing its development. Abrar’s ambition persisted, manifesting robustly through an innovative initiative titled “Detox Your Life”.

- **Detox Your Life: An Innovative Exploration in the World of Wellness and Beauty**

In early 2023, Abrar embarked on a new chapter as she assumed the role of partner and manager in the “Detox Your Life” initiative. The project centres on the exploration of natural and healthy products, including herbs and tea. Driven by her deep interest in health and beauty, Abrar resolved to broaden the company’s scope, emphasising the media component to articulate her vision to a larger audience.





## • In What Ways Did She Benefit from Her Professional Expertise?

Abrar's computer engineering degree enabled her to apply her technological skills in both her professional and personal endeavours, as she believes that technology has become an essential component of any field, and she has used this fact to enhance and develop her initiatives.

## • Is It Necessary to Have a Secondary Source of Income?

Abrar claims that the matter at hand transcends the mere pursuit of supplementary income; it is fundamentally about an individual's quest for a passion that elevates them beyond the monotony of daily existence and instils a sense of fulfilment. For her, the achievement of a meaningful and cherished endeavour holds greater significance than perceiving it as a financial resource.

## • Family and Upbringing: Cultivating Values and Principles

Abrar takes great pride in her role as a mother to her two children, Youssef, who is 11 years old, and Mohammed, who is 9 years old. She seeks to cultivate the principles of self-sufficiency and assurance in their capabilities, consistently reminding them that no aspiration is beyond reach, and that ultimately, they will harvest the rewards of their diligence. The unwavering support of her husband and family significantly contributed to her success and the initiation of her endeavours.

## • Limitations and Time Management

Abrar encounters a significant challenge in coordinating professional responsibilities with familial obligations. She states that effective time management is fundamental to achieving success, adhering to a meticulous schedule that allows her to fulfil both her familial and professional responsibilities without compromise.

## • Constantly Pushing for A Brighter Future

Abrar continues to pursue greater heights in her professional journey, aiming for a promotion and aspiring to lead her team in accordance with the principles she has learnt from her current team leader.

## • Advice for Women in the Workforce

In summary, Abrar conveys a significant message to all professional women regarding the necessity of dedicating time for personal reflection and self-care. Pursuing one's personal passions in any domain yields beneficial effects on both familial and professional spheres, enabling an individual to contribute meaningfully to others.

## • How Would You Describe Your Personal Journey?

I am navigating a fulfilling journey, with each phase contributing to my growth and knowledge. From my high school graduation to my foray into medicine, followed by a transition to engineering and the realm of professional and private endeavours, each experience has imparted valuable lessons.





# Mohsen Abbas

Mechanical Engineer  
Al-Zour Refinery Maintenance Group (KIPIC)

## The Youngest Yet Most Acclaimed Diving Instructor in the Middle East



Mohsen Abbas stands out as an accomplished scuba diver and engineer, exemplifying remarkable bravery and unwavering perseverance. In his quest for an improved future for the marine ecosystem, he navigates on a daily basis between the domain of engineering and the profound depths of the oceans, integrating his career with his passion.

Within the profound realms of the seas and the enigmatic secrets of the oceans, the journey of Mohsen Abbas emerged—a young mechanical engineer who harmoniously intertwined his professional endeavours at Al-Zour refinery with an ardent passion for diving. Mohsen transcends the typical role of a diver; he holds the distinction of being the youngest diving instructor in the Middle East, with a particular focus on training individuals with special needs. In this interview, we navigate the depths of his experiences in diving, exploring his journey and the remarkable way he has intertwined his engineering career with his profound enthusiasm for the oceans.

## From Engineering to the Depths of Diving

Mohsen Abbas completed his studies at the American University of the Middle East (AUM) in Kuwait, specialising in Mechanical Engineering. Around the middle of 2020, he became a member of the Kuwait Integrated Petroleum Industries Company (KIPIC) as part of Al-Zour Refinery Maintenance Group. His exploration in the realm of diving commenced in 2017 with the acquisition of an open water certification. From that point, he progressed to the role of instructor, ultimately achieving the esteemed status of chief diver.

Mohsen states: “Diving began as a mere hobby, yet it gradually evolved into a professional pursuit. I experience a profound sense of fulfilment during my training, and I have no intention of relinquishing my passion for diving, even in light of my professional obligations.”

## New Horizons

Mohsen proposes that diving unveils new realms, as 70% of the planet is enveloped by water, presenting opportunities for exploration, temporal organisation, and the establishment of new objectives. As one delves further into the profound depths of the ocean, a myriad of distinct ecological realms unfolds before them. We embark on journeys to engage in diving experiences with sharks, acquiring knowledge on how to interact with them effectively. This represents one of the most profound insights an individual can acquire.

## Dual Difficulties and Skills

When enquired about the way he balances his roles as an engineer and a professional diver, Mohsen responded, “Success is derived from the effective organisation of time. In the morning, I am engaged in my professional duties at KIPIC, and in the evening, I dedicate my time to the diving centre until nine o’clock.” His experience at KIPIC has cultivated a level of professionalism that he seamlessly integrates into his diving pursuits, and the reverse holds true as well. He posits that the richness of cultural diversity in both professional and personal realms enhances his capacity to comprehend various underwater ecosystems.

## A Visionary Certified Diver

Mohsen possesses a distinctive perspective on the aquatic realm. With each new dive, he acquires fresh insights into the complexities of marine life. The young diver articulates how diving transcends mere adventure, as it serves as a medium for meditation and enlightenment. He reflects, “The first time I encountered fish and coral, it was a truly magical experience. I discovered that certain coral reefs may require over a decade to regenerate following damage. This heightens my consciousness regarding the importance of environmental preservation.”



## Companionship Enhances the Experience Far Beyond the Location

Qarwa Island in Kuwait stands out as a distinctive locale, characterised by its crystalline waters and a rich tapestry of marine biodiversity. The uniqueness of the diving experience lies not solely in the location but also in the company that joins you on this remarkable journey. Beyond the borders of Kuwait, there is consensus that Egypt represents the quintessential diving destination, attributed to its profound waters, vibrant hues, exceptional clarity, and pristine conditions. Nonetheless, the Maldives stands as Mohsen's premier diving locale, marked by its abundant marine life within a captivating setting.

## Empowering Individuals with Special Needs

One of Mohsen's significant accomplishments lies in his expertise in educating individuals with learning difficulties, Down syndrome, and special needs. He elucidates: "The approach to training varies significantly between novices and experts. It is imperative that we tailor training to align with the unique capabilities of each individual, prioritising safety and security in our approach."

## Expanding the Scope of Environmental Activities

Alongside his training, Mohsen aspires to broaden his engagement in environmental initiatives. He emphasised that the diving centre he established, "The One," in 2018 fulfills its societal responsibility by orchestrating beach and island cleaning initiatives in collaboration with the International "PADI" Foundation. He elucidated that the marine environment has experienced a notable enhancement during the Corona pandemic, particularly due to the cessation of life activities and maritime traffic. This underscores the critical significance of safeguarding ecological integrity through the reduction of pollution and human interference.





# Abdullah Al-Sudan Al-Anazi

Senior Public Relations Officer  
Public Relations & Information Group  
Kuwait Oil Company (KOC)

The national tourism scene in Kuwait offers a fresh and exciting perspective



Abdullah Sudan's experience showcases a profound appreciation for the beauty and potential of Kuwait, with aspirations aimed at transforming the country into a unique tourist destination both locally and internationally. Sudan was able to successfully merge his love for travel and trip organisation with his professional responsibilities, as his project focuses on organising innovative local tourism trips, helping to unveil the hidden beauty of Kuwait, and transforming local tourism into an enjoyable activity for all members of society.

## Transitioning from a Love for Adventure to Planning Trips

Abdullah's journey began when he participated in a series of external excursions arranged by a company that specialises in this area. Following numerous excursions, after that he joined the work team, taking on the role of guide and organiser for the trips. In this place, he realised that he had found himself in a field that resonated with his passion and eagerness to explore new places and experiences.

## Creating Unique Experiences That Resonate with the Passion of Adventurers

Abdullah states, "We offer a variety of creative travel experiences." One example is the "Stargazing Trip" that we organised in collaboration with A. Khaled Al-Jamaan, a leading astronomer in Kuwait. The geological "Al-Mutlaa Hills Trip" offers an opportunity to explore the most beautiful and unique rock formations in the State of Kuwait, in collaboration with geological engineer Yousef Al-Shatti. Additionally, we established a social excursion category, featuring events like "Girgee'an Al-Julaiah" and "Graish at the Farm," which provide participants with the opportunity to explore Kuwaiti cultural heritage in a delightful tourist setting. Regarding the target groups, over ten trips were organised, each distinct in concept and execution. The nature of the trip often dictates the type of participants involved, whether they are young, old, or a combination of both.

## From a Golf Tournament to Mubarakiya

Sudan acquired valuable experience through the organisation of numerous events in his professional field across different companies in the oil sector, including a golf tournament during his tenure at Kuwait Petroleum Corporation (KPC). He was selected by the team to serve as a tour guide for the delegations involved in the tournament, as he initiated the first official trip to Mubarakiya, which subsequently became his preferred spot for local tourism. Alongside the valuable experience he acquired at Kuwait Oil Company (KOC), where he coordinated numerous company events and activities. "All of these experiences, which I take pride in, have played a significant role in enhancing my organisational and administrative skills," he expressed.

## "National Day Fiesta" and the Legacy of Family Heritage

Sudan explains that the National Day Fiesta trip, named "Al-Khatawi Al Akidah," originated from a family tradition. During his childhood, they would rent a bus to explore different areas of Kuwait in celebration of National Day. Through his project, he successfully preserved this custom and revived it by organising the largest and most comprehensive National Day Fiesta trip each year. During last year's trip, he provided participants with a popular women's band that accompanied them throughout the journey, enriching the experience with timeless patriotic songs that significantly contributed to the joy of Liberation Day.



## What makes this initiative unique compared to others?

The primary aspect of my project is to emphasise local tourism in Kuwait. As many individuals concentrated on international travel, I chose to shift my focus to local tourism. Particularly during the Corona pandemic and the airport closures, there emerged a significant demand for local entertainment among the populace. Following that organisational experience, we found that there are remarkable locations within our cherished country that many might be unaware of, including the Liberation Tower Museum. We were eager to be among the first to explore it during one of our journeys.

## Uncovering the Concealed Gems of Kuwait: The Purpose of a Trip to Unexpected Places

The primary objective of his project is to inform people that Kuwait is more than merely an oil-rich nation; it is a captivating country filled with numerous hidden gems of unexplored landmarks and experiences, known to both citizens and residents alike. Kuwait's natural landscape features numerous reserves and islands that offer a variety of enjoyable experiences.

His extensive studies abroad deepened this notion and fueled his envy for his homeland, as he uncovered that Kuwait is home to enchanting locations that have not been given the attention they deserve. As someone who enjoys delving into and discovering new experiences, he felt that arranging these trips showcases his enthusiasm for sharing the beauty of Kuwait with others.

## What challenges does Abdullah Sudan encounter in coordinating local tourism?

Frankly, the primary challenge I encounter is that certain individuals are unwilling to acknowledge the expenses associated with participating in these trips. Many individuals think that the costs are elevated, not fully appreciating the expertise involved in the organisation or the variety of services offered throughout the journey. We aim to create a refined and inviting atmosphere that upholds our esteemed reputation. It is encouraging to observe that numerous former participants, having experienced our programme, choose to join us again, fostering a welcoming social atmosphere. Additionally, there were family members among the participants. Another challenge is the high temperature in the summer, which led me to develop activities that are

appropriate for the hot weather, such as the "Al-Qambar" activity, which is a traditional fishing method performed during the night. This educational initiative promotes the rituals of Kuwait's maritime heritage in an innovative manner that caters to all groups.

## Balancing Work and Enthusiasm: How Does Abdullah Sudan Maintain Equilibrium Between His Professional Responsibilities and His Personal Project?

Managing a job alongside a personal project presents challenges, yet through effective time organisation and task delegation, Abdullah successfully found this equilibrium. Fortunately, everything is progressing as he described.

## Guidance for the Youth

Diversify your income streams. It is important to follow your passion and chase your ambitions. The state offers numerous resources for initiating projects; however, it is essential to begin with small steps and consistently assess the project's performance prior to a robust launch.

## A Vision for the Future

Abdullah expresses: "I am eager to establish a tourism company focused on organising local tourism trips and to grow the team to include a select group of professionals in this field." I also hope for the state to create a dedicated organisation to oversee and enhance tourism efforts in Kuwait, which will help bolster the local tourism sector and enhance its quality.







You  
succeeded  
in  
Making  
More  
Possible

