

DEVELOPING NEW PARTNERSHIPS

Dr Philippe Julien, Director, Total Research Center Qatar, talks about the center's cutting-edge projects.
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EXPERIENCE COUNTS AT QF

Qatar Foundation ensures experience is valued just as much as fresh talent
Read more on page 4



Qatar Foundation Telegraph.

Unlocking human potential.

ISSUE 86 THURSDAY 30 MAY 2013

Communication Double celebrations as winning top award coincides with first anniversary

Global recognition for Maktabi as it receives international award

MAKTABI, Qatar Foundation's (QF's) weekly internal e-newsletter, has won the top silver Superior Achievement in Branding and Reputation (SABRE) Award in the Internal Publication category.

The Holmes Report's SABRE Awards are awarded to public relations, reputation management and brand building campaigns that exemplify a strategic approach in research and planning, innovative thinking, integrity and effectiveness.

The awards are considered the most prestigious awards for the public relations industry in the world.

The silver SABRE Awards recognize excellence in creative products with previous winners including multinational organizations such as Coca-Cola, Hilton Hotels, McDonalds, and Siemens – a clear indication of the profile and global reputation of these awards.

Representatives from QF, including Rashed Al Quresh, Deputy Director of Communication at QF, will be officially presented with the silver award at the SABRE Awards ceremony in Barcelona on 30 May, just one day

“We launched Maktabi to help keep staff connected, motivated and informed, and I am so pleased with its community support and readership”

prior to Maktabi's first anniversary on 31 May.

Since its launch in 2012, Maktabi, which was implemented using international best practice, has been utilized by thousands of QF employees.

Al Quresh said: “This award is an exciting representation of the progress and success of internal communication at QF.

“We launched Maktabi to help keep staff connected, motivated and informed, and I am so pleased with its community support and readership.

“In achieving this monumental milestone in just one year, I hope that Maktabi continues to help our staff feel part of the bigger QF picture.”



PERSPECTIVE

Qatar Green Building Council hosts expert on creating greener cities.
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“Qatar will invest significantly in the R&D enterprise - 2.8 percent of government revenues are devoted to research, technology, and innovation”

Faisal M Alsuwaidi, President of Research and Development at Qatar Foundation. **Read more on page 3**

EVENT

QLA cadets hold inaugural project fair
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BUSINESS CARD



What does your role at Qatar Leadership Academy (QLA) involve?

On a day-to-day basis, through my role as Public Relations Co-ordinator I am involved in protocol and the proper etiquette when receiving external guests at QLA. In many cases this involves managing VIP guests to ensure that their visit runs smoothly and QLA is presented to them in the best possible light. I am also responsible for all events, internally and externally, which involve QLA cadets.

What is the most enjoyable part of your role?

Actually, it's looking back at all the photographs of the events that I have been responsible for while at QLA. It's very memorable and makes me proud of everything we have achieved. I'm particularly proud to have been the event focal point for a number of events QLA has been involved in, for example Qatar Foundation (QF) Senior Convocation 2011, 2012, and 2013, as well as Qatar National Day 2010, 2011, 2012, and 2013. I am also proud of the QLA events including graduation ceremonies, end of year ceremonies, and our academic and leadership award ceremonies as these honor the achievements of our cadets.

What is the most interesting initiative you have been involved in during your time at QF?

I'd have to say that being part of QF Speakers Bureau

(QFSB) is an interesting opportunity. I am thoroughly enjoying all of the sessions as they have reiterated some important points within public relations and communications.

How is QFSB reflected in your role?

Being a member of QFSB is of a tremendous benefit to my public relations role. This is because it has given me the influence, tools, and confidence to speak in public. I am now able to go out and appear in public more and more as I have been provided with the knowledge and means to express myself appropriately. I am confident in letting people know within the organization, and even outside Qatar, what QLA is and what QF exemplifies.

What do you find most satisfying about being a QFSB member?

Looking back, I can see the way I conduct myself during interviews has changed. The way I speak and the answers I give are more direct and clear, which is very beneficial to my role. I can see that QFSB has helped me discover a way to unlock my potential and develop my competence.

What does it mean to you to work at QF?

It means a lot for me to work at QF. It's one of the biggest organizations in Qatar and the wider region. It has shown me that any person can unlock his or her potential through determination and endeavor.

World artists unite to showcase their work at Qatar Foundation

Wide range of nations from around the globe are among the countries represented at the popular International Artists Doha annual exhibition



Visitors of all ages took the opportunity to enjoy a range of artwork created by artist from 13 different countries

TWENTY-TWO artists from 13 countries used their work to explore the concept of living across different cultures during a public exhibition held at Qatar Foundation (QF) during May.

'Between Cultures' was the third annual group exhibition by International Artists Doha (IAD), a group that has more than doubled its membership since it began with 10 people in 2011 as a platform to share ideas, knowledge, and creative experiences.

IAD includes professional artists from a diverse range of backgrounds who have made Qatar their home, including members from Sudan, Iran, India, Egypt, Australia, the Netherlands, the United Kingdom, Germany, and Croatia, as well as Qatari nationals.

The group's latest exhibition, hosted by QF's Community Services in the airy expanse of the Al-Qool Atrium within the QF Recreation Center from 1 to 4 May, proved

popular with hundreds of visitors from both QF and the wider Doha public.

The opening night was attended by a who's who of Doha's arts community, including Jean Paul Engelen, Director of Public Art at Qatar Museums Authority, who officially opened the exhibition, and Allyson Vanstone, Dean at Virginia Commonwealth University in Qatar.

THE ARTWORK was an eclectic mix of bold abstracts, striking figurative works, and dreamlike fantasy paintings. Some paintings used easily identifiable symbols of Qatar, such as dhows and images of the Doha skyline, while others took a less direct approach to the complex question of cultural identity.

For example, Qatari artist Jameela Alshraim's oil on canvas portrait of a stylized woman in a sweeping red gown climbing a ladder was inspired by the many achievements of Her Highness Sheikha Moza bint

Nasser, Chairperson of QF, in terms of expanding educational opportunities in Qatar.

Marjolijn Stolk, Co-founder and Chairperson at IAD, was pleased with how much the organization had grown professionally in the year since the last group exhibition.

THE EXHIBITION took place in the same venue in 2012, with artists' work displayed in individual niche spaces. This year, the works were showcased much more professionally, mounted on boards that transformed the atrium into a true gallery space.

"I am very proud that it has come together so wonderfully this time," Stolk said.

Annette Wendling-Willeke, Events Co-ordinator at IAD, said one of the main strengths of the group was its diversity. Member artists not only came from different countries, but also represented diversity in age, life experiences, and overall backgrounds.

Jameela Alshraim, artist

"I have been involved in about 20 collective exhibitions in the past, including shows outside Doha in Oman, Riyadh, and Abu Dhabi. In this exhibition, each artist is drawing on his or her own culture and speaking about it through their art."



Fahad Al Ansari, QF Community Service Manager

"I am not familiar with all of the artists, but many of the works are very good. We are hosting this event so that Qatar Foundation employees and their families can enjoy art within Education City."



Charmaine Meaney, visitor

"I am absolutely enthralled. I love the vibrant colors many of the artists have used. One of my friends, Nigel Muter, is among the artists exhibiting so I am familiar with a lot of his work, but it is great to also see the work of so many other talented artists."



DID YOU KNOW?

QFSB trains professional speakers to deliver the message of QF on behalf of the organization. It is currently made up of 51 spokespeople.

“I decided on this class in particular because it is not focused on traditional painting”

Lack of experience is no bar to painting class

QUR'ANIC BOTANIC GARDEN



Plant's names
Latin name: *Panicum turgidum*
Arabic name: *Jalil/Thummam*
English name: Desert bunch grass

About the plant
Panicum is a desert perennial grass, growing in desert bushes, up to one meter high or more. The plant is abundant on sand sheets, sandy depressions, and other sandy accumulations, especially, common in south and south-west Qatar, where it is a major component for the natural perennial vegetation.

The plant in the Holy Qur'an and Hadith
Jalil is mentioned in the Hadith of the Prophet Muhammad (PBUH). Narrated Aisha: "When Allah's Apostle reached Madinah, Abu Bakr and Bilal became sick. When Abu Bakr's fever got worse, he would recite (this poetic verse): 'Everybody is staying alive with his People, yet Death is nearer to him than His shoe laces.' And Bilal, when his fever deserted him, would recite: 'Would that I could stay overnight in a valley wherein I would be surrounded by *Idhkhir* and *Jalil* (kinds of good-smelling grass).'"

Did you know?
This tufted grass is a good fodder for camels.

Ahmed E El Gharib
Assistant Researcher

© To find out more about the Qur'anic Botanic Garden, email: qg@qf.org.qa

VCUQatar art class shows new techniques

Participants get in touch with creative side during after-hours classes at VCUQatar



Tried & Tested

EXPERIMENTING with oil paint in new ways is the main aim of one of the more unusual community classes at Virginia Commonwealth University in Qatar (VCUQatar).

Instead of using paintbrushes on canvas, participants in the 'Painting with Oil Bars and Mixed Media' class learn how to use a soft cloth to apply velvety sticks of paint to paper. The paint is applied in layers to build up an effect that creates a foundation for designs and patterns

using stenciling, collage, and various other art applications.

The class is one of a wide range offered by the art and design university to give Qatar Foundation staff and students, as well as members of the public, the opportunity to learn new creative skills after work or on the weekend.

Participant Pepita Loufti said she signed up for the oil-bar course after realizing she had not painted since she was a child.

"I am a work-orientated person so I wanted to rediscover the artistic side of me," says Loufti, an administrative manager at Aspetar Sports Medicine Hospital.

"I decided on this class in particular because it is not focused on traditional painting. It is using different techniques, so it is more fun."

Fellow participant Blair Aboutaleb said the class was a great way to relax after work. While she was happy with

the structure, she believed it could be improved by increasing the class time from one session per week to two or three.

"I have always been really interested in art and love to paint,"

Aboutaleb says. "I came across the oil-bar class, which was something I had never heard of before. The name itself was intriguing, so I thought, 'why not?'"

Instructor Doerte Meichsner, a designer, artist, and art teacher, who moved from Germany to Doha just over two years ago, said oil bars were useful in abstract painting, but could also be used in more figurative work.

"It is a nice technique even for beginners," she says. "Often, when people come to one of my classes, they tell me that they have never done any painting before, but it does become easier and they have fun."

The course was among several community classes in the latest series which sold out.

© Details of upcoming VCUQatar community classes are posted on the university's website (www.qatar.vcu.edu/communityclasses) and Maktabi.

Building up your body's vital reserves of iron

Iron deficiency is the most common mineral shortage in today's society

IRON IS an essential mineral that cannot be produced by the body. It is vital throughout life and is responsible for many important functions. Iron is essential in the formation of hemoglobin, which is used to carry oxygen around the body.

The mineral also plays an important role in regulating metabolism, body temperature, immune function, and cognitive development.

An iron deficiency can cause anemia and, according to the Centers for Disease Control and Prevention in the United States, iron deficiency is the most common nutritional deficiency seen across populations.

WHAT ARE THE IMPLICATIONS OF ANEMIA?

Mild cases of anemia usually have no signs, but symptoms are rapidly shown as iron deficiency increases. These include fatigue, pale skin, weakness, headaches, feeling faint, cold hands and feet, brittle nails, irregular heartbeat, and weakened



immunity. Some people also report restless legs syndrome when suffering from iron-deficiency anemia.

Iron-deficiency anemia can have serious implications for pregnant women and children and it's for this reason that healthcare professionals regularly monitor levels of the mineral in these groups.

Women of childbearing age also

have an increased need of iron, while vegetarians and vegans may have decreased intake as they do not eat meat. Individuals in these groups should try to increase their intake from a variety of sources.

People prescribed aspirin or other pain-relief medicines that have been associated with stomach bleeding may also have a higher

need of iron. Those suffering from disorders such as Crohn's disease or celiac disease should similarly speak to their healthcare provider as they may not be able to digest iron efficiently.

WHAT ARE THE BEST SOURCES OF IRON?

Good sources of iron include liver, seafood, and red meat. Vegetarians can ensure adequate daily intake through beans, nuts, dried fruit – particularly apricots – and wholegrain such as brown rice. Soybean products and their derivatives are especially high in iron.

Fortified breakfast cereals can be a useful source of iron, although these can contain high levels of sugar. Most dark-green leafy vegetables such as watercress and curly kale are good sources of the mineral.

© For more advice contact Dr Eman Mahmud, HSE Senior Health and Wellness Specialist. Call 44541285 or email emahmud@qf.org.qa