

# Woqod urges consumers to shift to Shafaf

By Joey Aguilar  
Staff Reporter

Woqod (Qatar Fuel) is urging consumers using domestic LPG metal cylinders to shift to the lightweight and transparent Shafaf cylinders, which are readily available at Woqod gas stations and several other outlets.

"The executive management of Woqod has decided to replace the metal cylinders with Shafaf," Woqod chairman Sheikh Saoud bin Abdulrahman al-Thani told *Gulf Times* yesterday.

Speaking on the sidelines of Woqod's annual general meeting yesterday, he explained that consumers replacing a metal cylinder for Shafaf will get a "bonus" of QR100.

In its 2014 annual report, Woqod noted that despite its efforts to replace the metal cylinders with Shafaf, the former record-



Woqod's board of directors chaired by Sheikh Saoud bin Abdulrahman al-Thani led the opening of the annual general meeting.

ed a growth rate of 7% in 2014, translating to 5.1mn cylinders compared to 4.8mn in 2013.

"The plan to shift from the metal to the Shafaf cylinder is being gradually implemented to prevent any disturbances in the local market," the report said.

The report also noted that Shafaf (12kg) sales posted a 54%

increase and reached 1.4mn cylinders in 2014. The 6kg Shafaf cylinder also recorded a 26% increase with sales of 39,000 filled cylinders in the same year, exceeding its 31,000 sales in 2013.

Sheikh Saoud said Woqod does not have any facility to manufacture Shafaf cylinders, but the executive management had been instructed

to propose to the board of directors a feasibility study on constructing Shafaf plants in Doha.

In terms of other investments, the chairman disclosed that their prime focus is to diversify some of Woqod's portfolio locally or internationally besides opening more gas stations, retail outlets and technical car inspection centres.



Sheikh Saoud delivering his speech at the meeting.

"We are developing a strategy right now in this regard as customer service is very important," he pointed out. "So, we instructed the executive management to focus on improving customer service in terms of conducting surveys, looking at their satisfaction, what they need, and how we can be closer to them in terms of prod-



Shareholders and officials of Woqod attending the annual general meeting yesterday.

ucts and in terms of solutions." Sheikh Saoud said 2015 will be a challenging year for Woqod as they have to maintain profitability, but also stressed that they are not focusing on only profitability. "As a shareholding company, we are also customer-oriented. We need to make sure our customer is satisfied with our services that

we provide to them," he explained. "We would like the people to be patient with our services as we are improving ourselves today to meet certain criteria."

The annual general meeting also covered the objectives and achievements of Woqod in 2014 and the strategies it would undertake in the coming year.

## QU's Road Safety Club to hold campaigns, seminars

A Road Safety Club has been established at Qatar University (QU) to organise campaigns, events and seminars aimed at dissemination of traffic safety information among students and the wider community.

This was announced by QU's Qatar Road Safety Studies Centre (QRSSC) director Dr Khalifa bin Nasser al-Khalifa at a seminar, "Road Safety is a Youth Demand", held recently.

The seminar was part of the launch of a road safety campaign at QU to coincide with the 31st GCC Traffic Week themed "Your decision determines your destiny".

The event was organised by QRSSC in co-operation with students from the Media Club and sponsored by Qatar Petrochemical Company (Qapco), and in partnership with the Traffic Department of the Ministry of Interior.

The seminar was aimed to draw attention to the campaign themed "Did you know?", which highlights the urgent need to provide better protection for pedestrians and for community members to follow necessary procedures in this regard.

The event was attended by College of Engineering (CENG) dean Dr Rashid Alammari, National Committee for Road Safety vice-chair and Traffic Department director Brigadier Mohamed Saad al-Kharji, Traffic Department's Media and Awareness director Lt Colonel Mohamed Radi al-Hajri, Qapco vice-chairman and CEO Dr Mohamed Yousef al-Mulla, Training and Development director Abdullah al-Naji, Qatar TV presenter Hassan al-Saai, QU associate professor of mass communication Dr Noureddine Miladi, QU faculty, staff and students.

Dr Alammari said promoting road safety is a key community-driven activity that CENG is ad-



Brigadier al-Kharji makes a point at the event as Dr al-Khalifa looks on. **PICTURE:** Shemeer Rasheed



Panellists at the road safety campaign launch at QU.

vancing in collaboration with many organisations to bring awareness to the critical issue of pedestrian safety and the need to

decrease the incidence of accidents involving pedestrians and drivers alike.

Dr al-Mulla announced sup-

port for the road safety awareness campaign and expressed appreciation for CENG, QRSSC and the Traffic Department for their contribution to the initiative.

"Such programmes encourage positive behaviour and can act as strong and efficient catalysts to tackle road safety challenges. I believe this campaign will make a difference to road safety in Qatar," he said.

Brigadier al-Kharji thanked QU for its co-operation with the Traffic Department as well as for providing information, widening studies and consulting services on traffic and road safety.

"These efforts are beneficial to all parties and the Qatari community as a whole," he said, while observing that the Traffic Department and QRSSC are contributing to enhancing awareness about the importance of adhering to the principles of road safety with the view to realising the vision stated in the Qatar Road Safety Strategy.

Lt Col al-Hajri called for further efforts to promote road safety as a commitment to the national strategy. He added that the department, along with media in Qatar, employs great effort to communicate with all segments of society to orient them on road safety, with a focus on students at schools and universities in Qatar.

Dr Miladi urged the use of the media in spreading awareness about traffic rules and procedures.

"Media plays an important role in human behaviour, and many choices in our daily lives are affected by the media. Campaigns have a limited time; therefore, we need social media and traditional media programmes to promote awareness on this issue. Children's shows, cartoons and documentaries should be deployed to address and encourage road safety values."

## 31st GCC Traffic Week sees good participation

The 31st GCC Traffic Week activities concluded at Darb Al Saai on Saturday.

Held under the theme "Your decision determines your destiny", the celebrations were attended by delegates from the GCC states and thousands of families and school students.

The exhibition held on the sidelines of the event was opened by Director-General of Public Security Staff Major General Saad bin Jassim al-Khulaifi on March 8.

This year's activities consisted of, among several workshops by Qanouf Training and Consultancy, traffic awareness sessions and puppet shows.

The pavilion on "Safe Journey", hosted by Shell, witnessed a massive turnout throughout the celebration. There were also shows of police dogs, entertainment events and competitions held by Qatar Today TV.

Simultaneously, Abdullah Abdulghani & Bros Co, the distributors of Toyota vehicles, honoured the country's best drivers as part of an awareness campaign organised by the company. It was held in association with the General Directorate of Traffic.

The campaign will continue for the next few weeks and, dur-



Qatari artists at a traditional show.

ing the period the company, will honour at least 50 more motorists who have no history of any traffic violation in their driving career.

Joining with the Traffic Department, Jaidah Automotive also announced the launch of a yearlong road safety campaign. Titled "Why Risk It", the campaign is designed to take a new, fresh approach in an effort to spread awareness among drivers and pedestrians in Qatar.

The Harley-Davidson Group held a special awareness campaign on safety measures for motorcycles aimed at the reduction of accidents involving motorbikes.

The traffic exhibition also witnessed a number of seminars.

The Qatari Lawyers Association held a session on the country's traffic laws and insurance and it was sponsored by Eid Charity.

A special awareness seminar on "common traffic mistakes among communities" was presented by Lt Abdul Wahid al-Anazi, an officer in the Traffic Awareness Section, and Dr Mohamed Kharash of Qatar University.

While expressing happiness at the massive participation of residents in the celebration, Traffic Department director Brigadier Mohamed Saad al-Kharji expressed gratitude to all individuals and institutions that worked hard to make the celebration a grand success.



A parade of motorcycles held as part of the celebration.

# 2015 Cultural Village launched at Qatar University



Officials and dignitaries touring the Cultural Village.

Qatar University (QU) students from 19 nationalities have come together to celebrate the organisation's diversity of backgrounds and traditions in the 2015 annual Cultural Village.

The theme of this year's event is "Bab Rozq".

Organised by QU's Student Activities Department, the four-day event is an annual festival showcasing cultural and folkloric displays, theatre and dance performances, traditional costumes shows, exhibitions, art, poetry, food, singing and music.

It aims to bring students together to celebrate and share their culture, heritage and traditions. It is also an opportunity for students to demonstrate their volunteerism, teamwork, organisation, interpersonal relations and problem-solving skills.

The festival was opened by Hamad Salem Mjehgir, director of Youth Affairs in the Ministry of Youth and Sports, who was accompanied by Bahrain's Ambassador Waheed Mubarak Abdullah



A cultural performance on the occasion.

Sayyar and QU V-P for Student Affairs Dr Omar Ansari, as well as QU leaders, staff, faculty and members of the wider community. The event, being held at the Activities Buildings on the male and female campus, features booths representing Qatar, Algeria, Bahrain, Bangladesh, Chad, Egypt, India, Iraq, Japan, Jordan, Morocco, Oman, Palestine, So-

malia, Spain, Sudan, Syria, Tunisia and Yemen.

Salwa Zainal, QU's head of the Annual Events and Special Projects Section, said: "This highly popular and inspirational event is a great chance to bridge the cultural gap between students who come from different countries around the globe. It also shows our students' en-

gagement and excellent organisational and teamwork skills to produce a display of culture, heritage and diversity of community, of which Qatar University is proud. We encourage all students to participate in this event and share their own culture and heritage with their colleagues, QU members and the wider Qatar community."