



Reef: Training the Bahraini Workforce is our Obligation

May 12, 2008: In line with its directives towards creating an innovative and rewarding work environment for employees, Reef recently launched the first in a series of on and off-site training programs. The training is being conducted for Reef by EMIC (Educational & Management International Consultancy) which is based in Bahrain, together with its US partner, 360 Solutions. The first training session comes shortly after a new set of recruits was added to the Reef team, bringing Bahrainisation at the company close to 100%.

The Reef training program is designed to deliver a business focused and performance-driven, team building forum for the company's employees. The session further entails a hands-on approach to developing effective change management skills for personal and professional success. Mr. Mahmood Al Koofi, CEO of Reef stated "The private sector has a great deal to gain from investing in training its human resources. In fact, it is an obligation for private businesses to do so, in favor of the holistic development of Bahrain's most valuable asset – its people. Even the best business models, the best systems, and the best processes are not worthwhile without a capable and skilled team of people to handle growth and drive business development. For us, investing in our people equates breathing life into our operations."

The training program at Reef brings together all members of the organization, executive management included, in order to enhance communication exchange and learning. Ultimately, such initiatives are an illustration of Reef's commitment to delivering a service based on quality, efficiency, and achievement on every level.