The Secret Ingredient
EDITORIAL TEAM

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New student contributors
We welcome new ideas and articles from students, teachers, and staff. Whether you are an experienced writer or contributing for the first time, we would like to hear from you. We cannot promise to publish what you send us, but we will read it carefully!

Submitting articles
Any article you wish to be included in a future edition must be submitted to your English teacher. Please make sure you include your full name and section number within the document.
Your Monthly Magazine
What we have been up to!
We have been busy! Check out the events in our picture gallery. Page 5

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Common First Year Deanships visits Olaysha Male Campus

English Competition event takes place at Olaysha Male Campus

CFY Deanship launch morning coffee initiative
The General Entertainment Authority presents TORUK – The First Flight, a new Cirque du Soleil show inspired by James Cameron’s AVATAR and directed by Michel Lemieux et Victor Pilon, on Monday evening, December 17, and lasts for 12 days. TORUK – The First Flight is a show inspired by James Cameron’s famous movie AVATAR.

The ABB FIA Formula E Championship, the world’s first fully-electric international single-seater street racing series, heads to Ad Diriyah, Saudi Arabia for the Season 5 opener, where all 11 teams and 22 Gen2 cars will take to the track.

For the first time in the Kingdom and exclusively organized by the Saudi Federation of Badminton, enjoy the opportunity to play Badminton with the elite of badminton players during the Kingdom Open Badminton Championship.

A festival dedicated to coffee, chocolates, and their products, which is one of the novel activities in Qassim region. It includes many activities, specialized courses, children’s theater, and other sessions.
Did You Know?

The word “salary” stems from the Latin word “salarium,” meaning “salt money.” The Romans paid soldiers, officers, and civil administrators an allowance of salt, and “salarium” came to be a term for military pay after salt was no longer used to pay soldiers.

The most productive day of the workweek is Tuesday.

Pepsi got its name from the digestive enzyme pepsin.

If Bill Gates were a country, he'd be the 37th richest on earth.

Fast food restaurants use yellow, red, and orange because those are the colors that stimulate hunger.

In Japan it is acceptable to fall asleep on the job; it shows you’re working hard!

T-shirt was invented in 1904 and marketed to bachelors who couldn't sew or replace buttons.
The Secret Ingredient
Exclusive Interview with CEO Bader Essa Al Saadoun

Exclusive Interview
The English magazine committee had the pleasure of speaking with CEO Bader Essa Al Saadoun and to pick his brain on his entrepreneurial endeavours in light of the magazine theme this month on Entrepreneurship.

Learn about his rise to entrepreneurial success and how his collegiate experience developed the character traits he would need to succeed as the formidable business he is today.
Key facts:
- Owner of Burgy and Steaky
- Owns stores in Saudi Arabia Egypt, and the UAE
- Alumnus of KSU (BSc Engineering)
- Won many accolades
- Dar Juwanah Company: Active in Saudi Arabia since 2007
Can you tell us about your educational background?

I graduated from this university in 1998 as a petroleum engineer. I spent almost five years there (1993-1998). They were my best years, to be honest. I remember it was a very strong university that gave both my career and experience high value.

You studied at King Saud University. Can you talk about your time at KSU?

It was a good time. I was very energetic. The professors and management were doing [a] great job with us. They gave us time and space to innovate.

When did you start your first business and why?

I started in 1995, while I was studying at the university. It was a part-time job in the optical sector. My father owned a medical business, and I was in the eyewear division. So I started my business when I was 20 years old then. I travelled to Italy, to France, [and] to Germany to attend exhibitions where I promoted frames and sunglasses. I will never forget those days.

What are your success habits?

I am a guy who always tries to follow his feelings. When I believe in something, I always look after it. I set a target and I push myself to achieve it. I don’t care about the obstacles. When I expanded my business, it was my passion to expand everywhere. By now, we have already opened branches in Morocco, Egypt, Dubai, and in six cities in Saudi Arabia. My passion in the beginning was to be spread all over.

What was the most important part of your whole business journey?

It was when I failed in my business in 2006 for the first time. There was a collapse in the stock market, so all my business collapsed. That time was challenging for me but it gave me strength and a change in my mindset. I woke up again in 2007 and 2008. I started up Dar Juwanah. A businessman always goes up and down. A business man who always goes up is a lucky man, not a businessman.
Follow your heart, your instinct, and your passion
What advice would you give the younger version of you?
Follow your heart, your instinct, and your passion. All the young people like you at the university always have a passion. Don’t underestimate yourself. You can do miracles if you really believe in yourself. This is really my suggestion if you really want to be entrepreneurs.

Any last words?
I just want to tell everybody, especially the entrepreneur, that business needs strong people. It needs people who have a vision, who know exactly what to do, and what the gap is in the market. When you are a student, you have to set a target for yourself: What you are going to do after you graduate and what value you are going to give to the community. After that, you just follow your plan and stick with it.
Do you love eating?
Of course you do. Eating is part of our lifestyle. We are enjoying trying a new taste. There is a creative new idea spread all over the streets, food trucks where we can eat in different intelligent ways. This idea has attracted a large number of Saudis. Food Trucks started on 26 May 2016 by Chef Ahmed. Now, you can find it as you stroll through the streets and public parks.

With food trucks, there is no barrier between the chef and the customer. It is one of the characteristics of the food trucks and this makes waiting easy and enjoyable. It is indeed a perfect idea.
Successful Company

Meshal Ahmed Al Shamrani, Diriyah Male Campus Student

Any successful company needs many key success factors. It needs to have a good vision set by its leadership, which means good planning of the organization structure with skillful managers. Employees are an important asset for any successful company and they play a key role for the company growth.

In Saudi Arabia, we have many successful companies like Al-Rajhi Bank, SABIC, and of course Saudi Aramco. Aramco is very popular company in Saudi Arabia. It is officially known as the Saudi Arabian Oil Company that is based in Dhahran.

It is one of the largest companies in the world by revenue. It was founded in 1933 and it was originally known as the Casoc, which stands for California Arabian Standard Company. But in 1944, it was renamed as Arabian-American Oil Company. It is the world's largest company with a market capitalization of $781 billion in 2006 and by the Bloomberg estimate close to $1.4 trillion in 2018.

Saudi Aramco operates in the oil fields and it produces natural gas, petrochemicals and exploration, production, refining, distribution, shipping and marketing in the oil and gas industry.
THE ART OF ENTREPRENEURSHIP

Most of the top 100 successful people in the world describe themselves as entrepreneurs. Why is that? why is entrepreneurship such an appealing thing to us? i would argue that entrepreneurship comes naturally to human beings. humans are the most exceptional problem solvers throughout the course of history and that perfectly lines up with the essence of entrepreneurship which is in fact, viewing problems as opportunities. everyone has the capabilities within them to become the most remarkable entrepreneur. as Tina Seelig put it, “an entrepreneur is someone who is always on the lookout for problems that can be turned into opportunities and finds creative ways to leverage limited resources to reach their goals.”

There are many misconceptions about the requirements of becoming a great entrepreneur. most people think you need a significant amount of money or successful partners to get started. what is actually needed is hard work, perseverance and the comfort of taking huge risks. jack ma, co-founder of alibaba is a great example of this. he was rejected and turned down plenty of times but that didn’t stop his endeavor to success. in fact, he believes that giving up is the greatest failure.

The world is brimming with opportunities every second. they just need a keen eye to spot them and a determined mind to take advantage of them. while these opportunities never stop coming, our time here slowly diminishes. don’t waste your time and just start doing what you like. you’re next.

LEADERSHIP
HOW ENTREPRENEURSHIP WAS THERE FROM THE START

Haya Ibrahim, Olaysha Female Student

Entrepreneurship is not a new concept, it was there from the time our father Adam -peace be upon him- was sent down knowing the names of all things, humans since their first communities practiced entrepreneurship. And it was a big part in the evolution of civilizations.

Humans started trading, merchating, and transporting goods from one continent to the other. They started to have their own work, a farmer would only work in his farm and a tailor would only make clothes and both of them will get their needs by trading. That way they don't need to make everything by themselves, and life would be easier. By specializing in their crafts, they started to master it. They evolved, cities and villages grew bigger and more fields of opportunities for entrepreneurs started to appear. They started to manage and innovate more.

In later times, many things have evolved because of entrepreneurs. Such as currency, merchandise, management and banking systems and so on. Constant Creativity and risk taking is what made us live the way we do. It is an important factor for the development of our lives. And we need to encourage that; for a better future.
ENTREPRENEURSHIP AS PART OF 2030 VISION

One of the three main goals of Saudi Arabia’s Vision 2030 Program is a thriving economy, and to achieve it, they are working on entrepreneurship to make it have a bigger role in the economy. But what is entrepreneurship? Entrepreneurship, which originally comes from the French word entrepreneur meaning “undertake”, is the capacity and willingness to develop, organise, and manage a business venture and its risks in order to make a profit.

In the past, up until the beginning of the 20th century, entrepreneurship and its benefits were neglected, but currently, it plays a huge role in a country’s economic development; as it provides new employment opportunities, increases standard of living, boosts exports, and helps to raise and to diversify productivity, due to variation in the field of innovation for entrepreneurs. That is why developed countries like the USA focuses a lot on entrepreneurship, where entrepreneurs contribute more than 50% to the national GDP, while it reaches up to 60% in China, and 70% in Hong Kong. On the other hand, our country’s small enterprises contribute only 20% to GDP, which is very low and should be increased.

From this point on, Saudi Arabia is trying to support entrepreneurs everywhere whether it was small enterprises or large corporations; the Vision also aims to give everyone equal chances, both men and women, old and young. Because of this, the General Investment Authority has released a special license for entrepreneurs to encourage and motivate them, and likewise, TAQAT (The national labor gateway) has also opened many training courses for entrepreneurs. The Small and Medium Enterprises General Authority is working on reviewing regulations, removing barriers and facilitating access to finance.
“FOR THE WOMEN, WHO IS ALL WOMEN”  

Sara Al Thehabian, Olaysha Female Student

In this day and age, Saudi Arabian society seems to assume that women have only recently become a part of the productive society. This is not the case. Due to an unfortunate series of events, we’ve become neglectful of their great triumphs. I decided upon writing this piece to spread awareness on the fact that women have played a pivotal role in Arabian society — throughout the ages. Let us revive the legends of great Arabian women to be muses a mighty more.

KHADIJAH, DAUGHTER OF KHUWAYLID, WIFE OF PROPHET MUHAMMAD (PBUH)

In this day, according to a number of sources, Khadijah was born in 565 A.D. and died eleven years after the Hijra (migration of the Holy Prophet and his followers from Mecca to Medina) which took place in 623 A.D. She was 58 years old at the time, but some historians say that she lived to be 65. Khadijah’s mother, who died around 575 A.D., was Fatima’s daughter of Zaid ibn al-Asam of Banu ‘Amir ibn Lu’ayy ibn Ghalib, also a distant relative of Prophet Muhammad (PBUH). Khadijah’s father, who died around 585 A.D., belonged to the Abd al-‘Uzza clan of the tribe of Quraish. Like many other Quraishis, he was a merchant, and successful businessman whose vast wealth and business talents were inherited by Khadijah whom the latter succeeded in faring with the family’s vast wealth. It is said that when Quraish’s trade caravans gathered to embark upon their lengthy and arduous journey either to Syria during the summer or to Yemen during the winter. Khadijah’s caravan equaled the caravans of all other traders of Quraish put together.

SALWA AL HAZZAA  
OPHTHALMOLOGIST

Dr. Salwa Al-Hazzaa is a Saudi ophthalmologist at King Faisal Specialist Hospital as the head of the ophthalmology department. She is considered one of the most influential personalities in Saudi Arabia and the Arab World in general. She is also considered to be a pioneer for Saudi women as she is one of the first Saudi women to achieve international success academically and professionally. On January 11, 2013, as per a Royal Decree from the late King Abdullah, Al-Hazzaa became one of the first ever female members of the Saudi Arabia Shoura Council. At a young age she moved with her family from Riyadh, Saudi Arabia, to Tucson, Arizona.

She studied at Tucson High, then moved back with her family to Riyadh, Saudi Arabia to complete high school studies. She later enrolled at King Saud University to study medicine. She married a Saudi and moved with him to Washington, DC because he worked at the Royal Embassy of Saudi Arabia in Washington, DC. She continued to pursue her studies at Johns Hopkins University and obtained her residency at Johns Hopkins Hospital for three years. After that, she moved back to Riyadh to work at King Faisal Specialist Hospital. She published many research papers, but her most important paper was DUANES, which specialized in genetically inherited eye diseases in Saudi Arabia. In 1997, she became the first female department head in King Faisal Specialist Hospital, ophthalmology department.
KHAWLA AL KURAYA
PHYSICIAN/CANCER SPECIALIST

Khawla S. Al-Kuraya is a Saudi physician and cancer specialist. She is a professor of pathology and directs the King Fahad National Center for Children’s Cancer and Research. Al-Kuraya was born in the Al Jawf Region of Saudi Arabia. She was admitted to King Saud University in Riyadh and earned her MD in general surgery and medicine. She completed her residency in clinical pathology in Washington D.C. at Georgetown University Hospital. She then completed a fellowship in molecular diagnostics and hematopathology at the National Cancer Institute.

Al-Kuraya first identified the FOSM1 gene, which prompts the human body to form cancer cells. For her cancer research, Al-Kuraya was awarded the Order of Abdulaziz al Saud in 2010. She was the first Saudi woman to receive the award. Saudi newspapers and television depicted the late King Abdullah shaking her hand and placing the medal around her neck. The public display of proximity to an unrelated woman was unprecedented at the time. She was among 30 women who in 2013 were appointed by the late King Abdullah to the Consultative Assembly of Saudi Arabia, an advisory body that proposes laws.

LUBNA AL Olayan
BUSINESSWOMAN Olayan GROUP

Lubna Suliman Olayan, born August 4, 1955, is a Saudi businesswoman. Born to Sulaiman Olayan and Maryam bint Jassim Al Abdulwahab, she was listed as one of the top 100 most influential people in 2005 by Time magazine and continued to be on the Forbes list of most powerful women until 2011 and returned to the list in 2014. In 2004, Olayan was the first woman in Saudi history to deliver an opening keynote address at a major conference in Saudi Arabia, at the Jeddah Economic Forum. As of 2014, she was listed as the 86th most powerful woman in the world by Forbes. Olayan is the chief executive officer of the Olayan Financing Company (OFC), the holding entity for the Olayan Group’s operations in the Kingdom of Saudi Arabia and the Middle East. She also sits on the board of the group along with her brother Khaled and sisters Hayat and Hutham. It is thought that the private family has accumulated a fortune that tops $10 billion.

The group was founded in 1947 by her father, the late entrepreneur Sulaiman S. Olayan. The latter is a private multinational enterprise engaged in distribution, manufacturing, services, and investments. OFC operates and actively participates in more than 40 companies, often in partnership with leading multinationals. OFC is also one of the largest investors in the Saudi and regional stock markets.
8 Trade Routes that Shaped World History

1. **SILK ROAD // THE MOST FAMOUS TRADE ROUTE IN THE WORLD**
   An ancient trade route, linking China with the West, that carried goods and ideas between the two great civilizations of Rome and China. Silk went westward, and wool, gold, and silver went east.

2. **SPICE ROUTE // BRINGING FLAVOR FROM EAST TO WEST**
   Maritime routes that stretched from the west coast of Japan, through the islands of Indonesia, around India to the lands of the Middle East - and from there, across the Mediterranean to Europe. Pepper, cloves, cinnamon, and nutmeg were all sought-after commodities in Europe.

3. **INCENSE ROUTE // STARRING THE DOMESTICATED CAMEL**
   It was developed to transport frankincense and myrrh, which are only found in the southern end of the Arabian Peninsula (modern Yemen and Oman). The camel was domesticated around 1000 BCE, which allowed the Arabs to begin to transport their valuable incense to the Mediterranean.

4. **AMBER ROAD // TRADING BEADS**
   Linked the Baltic with the rest of Europe and was developed by the Romans, who valued the stone as both a decorative item and for medicinal purposes.

5. **TEA ROUTE or TEA-HORSE ROAD**
   The longest ancient trade road in the world, at more than 10,000 kilometers in length, but was the toughest to travel. Few people in ancient times could finish the whole journey.

6. **SALT ROUTE // VIA SALARIA**
   One of the most famous was the Roman Via Salaria (Salt Route), which ran from Ostia, near Rome, across Italy to the Adriatic coast. Another important salt route across Europe was the Old Salt Road, which ran 62 miles from Lüneburg in northern Germany to Lübeck on the north German coast. Salt was important and expensive in the Middle Ages. It was also called the "white gold".

7. **TRANS-SAHARAN TRADE ROUTE**
   It stretched from North Africa to West Africa. Caravans made up of over a thousand camels would carry goods across the Sahara. Gold, slaves, salt, and cloth were the most important commodities on this route.

8. **TIN ROUTE // BRONZE AGE BUSINESS**
   The Tin Route was a major Bronze Age to Iron Age trade route. It flourished in the first millennium BCE from the tin mines in Cornwall in the far southwest of Britain, over the sea to France, and then down to Greece and beyond. Tin was an important part of ancient cultures.
Successful Business

A successful business is a way to achieve what you want. I believe there are many ways to have a successful business, its important to have innovative ideas and good products and excellent services to make the business successful.

In the old days, businesses used to advertise their products on television and in newspapers. Nowadays social media, especially Twitter, is used by successful businesses to market their brand and to build a strong customer base.

Lots of successful companies are owned by millionaires. Lots of the millionaires have visions and strategies to grow their business from a national company to a multi-national.

From my observation, I believe companies need to have good reputations, which is built through innovative products which will lead to company growth in the market. Also its important to value employees, providing them with good working conditions, good career opportunities and job security.

Finally, a successful business needs a good leadership and a good vision by the chief executive officer.
Podcast

Podcasts are digital audio files that are shared and heard to suit your content. There are millions of live streamed and archived files featuring discussions, critical context analysis and even interviews with your favourite celebrities. KSU has initiated a new podcast channel that we are calling "POD STU".

We welcome your contributions and want to hear your ideas for new podcasts. To show your interest or share your ideas, please visit office 2327. See you there!