

# Seef Properties Announces Strategic Partnership with **EPIX Cinemas** to operate **Al Liwan Cinema**

Al Liwan Cinema features (7) auditoriums with a total capacity of (1142) seats

● **Equipped with advanced projection and sound technologies such as Laser Projection and Dolby Atmos in select halls.**

**Manama**

Seef Properties has announced the strategic partnership agreement with Epix Cinemas to operate Al Liwan Cinema, as the company prepares to introduce the latest cinematic experiences in the Kingdom. The movie comes



part of Seef Properties' ongoing efforts to enhance visitor experiences and offer innovative entertainment options that reinforce its position as a leading family destination in Bahrain.

The agreement follows years of cinema operations at Al Liwan, with the new partnership aimed at elevating the existing cinematic experience. This includes diversifying movie selections and accompanying entertainment programs, in addition to offering special packages and promotional deals for families, youth, and children—ensuring the experience meets visitor expectations and enhances the vibrancy of the destination as a comprehensive entertainment hub.

Al Liwan Cinema features (7) auditoriums with a total capacity of (1142) seats, equipped with advanced projection and Dolby Atmos in select halls. The venue also offers a variety of seating options, a children's, and a premium VIP experience that includes an exclusive lounge and dedicat-



ed hospitality services. A wide selection of food and beverage options will also be available, providing a fully integrated experience that adds an extra entertainment dimension to visits at Al Liwan.

On this occasion, Mr. Ahmed Yusuf, Chief Executive Officer of Seef Properties, stated

"This new partnership reflects our ongoing commitment to enhancing the entertainment offering across our shopping destinations and introducing new experiences that bring a distinctive touch to family lifestyles in Bahrain. We selected Epix Cinemas due to their extensive expertise and growing presence in the industry, as well as our confidence in their ability to deliver a cinematic experience that exceeds visitor expectations and aligns with Seef Properties' vision of elevating service quality at Al Liwan."

For his part, Mr. Hatim Dadabai, Managing Director of Dadabai Group, said: "We are delighted to collaborate with Seef Properties to operate Al Liwan Cinema and are proud to expand our presence in one of Bahrain's fastest-growing retail destinations. We believe Al Liwan is the ideal location to introduce our latest cinema concepts, combining premium services with

distinctive experiences. Over the past years, Epix Cinemas has been proactive in offering cinema viewers special packages that were well-received, and we also launched Retro Movies which brought a unique nostalgic experience to audiences. In addition, our online booking channels and mobile apps will also be introduced at Al Liwan, ensuring convenience and accessibility for all guests. We are excited to bring all these experiences to Al Liwan Cinema, further enhancing

customer offerings and elevating the entertainment journey for families and movie lovers alike."



## ASU launches **International Conference on Decision Aid Science and Applications (DASA 2025)** with wide global participation and research collaboration from 49 Countries

**Manama**

In the presence of H.E. Dr Diana Abdulkarim Al Jahromi, Secretary-General of the Higher Education Council, Applied Science University (ASU) inaugurated the 6th edition of the International Conference on Decision Aid Science and Applications (DASA 2025), held on 1-2 December 2025 with broad international participation from leading scholars and experts worldwide.

This year's conference achieved remarkable reach, bringing together 1,875 researchers from 49 countries, who submitted 432 peer-reviewed scientific papers presented across a series of parallel sessions. On the sidelines of the conference, ASU signed a Memorandum of Understanding with ISC Paris Business School to strengthen academic and research cooperation between the two institutions.

In her opening remarks, H.E. Dr. Aljahrami affirmed the significant importance the Higher Education Council places on scientific research, knowledge transfer, and international collaboration between local and international higher education institutions, regarded not merely as desirable pursuits, but as vital strategic imperatives. The Secretary General added that partnerships with renowned global institutions elevate the standards of our academic programmes, reinforce the Kingdom's research capacities, broaden the horizons of students and faculty, and complement the national priorities of



the Kingdom of Bahrain, guided by the visionary leaderships who consistently champion excellence, openness, and global engagement.

Professor Waheeb Al Khaja, the Chairman of the Board of Trustees, expressed his pride in the continued success of the conference, emphasising that hosting such a major international event aligns with the Uni-

versity's vision to position the King of Bahrain as a regional hub for knowledge and innovation. He added, "DASA is a scientific platform that brings together minds and expertise from across the globe. At ASU, we are committed to supporting research that drives innovation and provides real solutions. The extensive international participation we witnessed this year

reflects the growing confidence in ASU's academic leadership and the advanced research environment we offer."

Professor Hatem Masri, the President of the University, noted that this year's edition stood out for the diversity of its themes and its expanded academic engagement, reinforcing ASU's role in supporting applied studies and decision-making

sciences. He stated, "We are delighted to witness such a rich scientific presence, receiving submissions from dozens of countries and uniting academics and decision-makers on one platform. This conference represents an important opportunity to exchange knowledge and build international research partnerships that contribute to the development of economic

and technological sectors in the Kingdom of Bahrain and the region."

The conference hosted several distinguished keynote speakers from renowned academic institutions, including Professor Colin Turner from the Edinburgh Business School at Heriot-Watt University (United Kingdom) and Dr Jean-Christophe Hauguel from ISC Paris Business School. The opening sessions were also attended by diplomats and high-level representatives, including H.E. Eric Giraud-Telme, the Ambassador of France to Bahrain, who highlighted the importance of academic partnerships between Paris and Manama in advancing scientific exchange.

This major international event reaffirms the capability of ASU to host world-class research conferences, strengthen the Kingdom of Bahrain's presence on the global academic map, and advance innovation and scientific research in decision-making and its advanced applications.

