

# Nass: Germany is an important economic partner



## Manama

Chairman of the Bahrain Chamber of Commerce and Industry, Sameer Abdullah Nass, emphasized the importance of moving forward in enhancing economic and trade relations between Bah-

rain and Germany during his meeting with newly appointed Ambassador of the Kingdom of Bahrain to the Federal Republic of Germany, Ahmed Ibrahim Al-Qurainees. He highlighted the need to open broader horizons for joint cooperation in promising sectors that represent a strategic priority for

the national economy. Nass explained that Germany is an important economic partner for Bahrain, noting that the Chamber is keen to deepen commercial and investment cooperation. He pointed out that there are promising opportunities between the two countries in several vital areas, primarily

in healthcare, energy, as well as the industrial, transport, and digital economy sectors, which are considered promising fields for cooperation and the exchange of expertise and investments.

Ambassador Al-Qurainees stressed his commitment to working with the relevant au-

thorities in both Bahrain and Germany through official channels to enhance the paths of bilateral cooperation. He affirmed that the Kingdom aims to attract more German investments and provide the necessary facilities for investors, thereby strengthening Bahrain's position as a strategic gateway to the markets

of the Gulf Cooperation Council countries. The ambassador expressed his appreciation for the prominent role played by the Bahrain Chamber in supporting economic relations between the two countries and its ongoing efforts to strengthen bridges of cooperation with international partners.

## Investing in local talent

“Raffles Al Areen Palace” increases Salaries of 63% of Bahraini Employees with Support from Tamkeen

● The support comes in alignment with Tamkeen's 2025 strategic priorities

● The Wage Increment Program supports Bahraini employees in private-sector enterprises

● This program aims to promote the career progression of Bahraini talent



**RAFFLES**  
AL AREEN PALACE BAHRAIN

تمكين  
**Tamkeen**

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Raffles Al Areen Palace Bahrain has increased the salaries of 63% of its Bahraini employees through the Wage Increment Program offered by the Labour Fund (Tamkeen). As one of Bahrain's leading hotels and a prominent project located in the Zallaq area, Raffles Al Areen Palace continues to play a key role in advancing the hospitality and tourism sector in the Kingdom.

The support comes in alignment with Tamkeen's 2025 strategic priorities, which focus on enhancing the position and competitiveness of Bahrainis in the private sector, equipping Bahrainis with suitable skills for career development in the private sector, and prioritizing enterprise growth, digiti-

zation and sustainability, and supporting the development of the ecosystem surrounding the labor market and private sector.

The Wage Increment Program supports private-sector enterprises to increase the salaries of their Bahraini employees, with a range between 5% to 20%. This program aims to promote the career progression of Bahraini talent while encouraging private-sector companies to reward and retain their high-performing employees.

Raffles Al Areen Palace Bah-

rain stands out as a strong contributor to Bahrain's growing hospitality and tourism industry by offering distinctive leisure destinations and premium hospitality services.

The Labour Fund “Tamkeen” provides a wide range of programs designed to support various enterprises, empower the private sector as a key driver of economic growth, and deliver employment and career development initiatives aimed at making Bahraini talent the first choice of employment in the labour market.

## US restaurant chain Cracker Barrel cracks, revives old logo



Outside view of the Cracker Barrel Old Country Store in Mount Arlington, New Jersey Washington, United States

US restaurant chain Cracker Barrel announced Tuesday it was reverting to its old logo after its rebrand sparked a furious, culture war-fueled backlash, including criticism from President Donald Trump.

The folksy, homestyle US chain saw tens of millions of dollars wiped off its share price since it unveiled a new look last week that right-wingers criticized as “woke.”

The announcement that Cracker Barrel was going back to its old logo -- the image of an old man sitting on a chair and leaning on a barrel -- came just hours after Trump weighed in on the controversy.

“Cracker Barrel should go back to the old logo, admit a

mistake based on customer response (the ultimate Poll), and manage the company better than ever before,” Trump said on Truth Social.

The new, simplified -- and now abandoned -- logo featured just the text of the brand name in a rounded-off yellow hexagon.

In a statement on X, the company thanked its patrons for “sharing your voices and love for Cracker Barrel.”

“We said we would listen, and we have. Our new logo is going away and our ‘Old Timer’ will remain,” Cracker Barrel said.

“As a proud American institution, our 70,000 hardworking employees look forward to welcoming you to our table soon,” it added.

Social, welcomed the return to the old logo.

“Congratulations ‘Cracker Barrel’ on changing your logo back to what it was. All of your fans very much appreciate it. Good luck into the future. Make lots of money and, most importantly, make your customers happy again!,” he said.

The logo furor comes as Trump's White House leads a crusade against diversity and anything it brands “woke” -- a derogatory shorthand for leftist social justice movements -- in both the US government and corporate America.

The chain has around 660 US branches. Trump won in 74 percent of counties with a Cracker Barrel in 2024, according to elections analyst Dave Wasserman.