



Barwa Bank invited to present concept branch to students of executive MBA in Parma university

Doha, 17 May 2011 - Barwa Bank, Qatar's newest sharia'h compliant banking service provider, was invited to showcase the details and unique features of its new concept branch that was announced to customers in Qatar earlier last month.

The invitation came from Parma University in Italy where Mr. Hussain Fakhri, Head of Marketing Communications, Barwa Bank addressed the students of masters program in Retail Banking, and explained to them the vision and concept behind the branch.

In his presentation, Mr. Fakhri highlighted how the branch represents an environment that is welcoming and promotes easy, efficient and innovative banking. He also explained how the branch design truly personifies Barwa Bank's slogan, "the future has a bank", and realises the trends of tomorrow, today.

The presentation started by introducing the vision and values of Barwa Bank to the students, and its relation to the traditions of hospitality and warmth of the Qatari society. Then, the students were introduced to the concept of paperless banking which was the result of major efforts by Barwa Bank to simplify the banking procedures.

The presentation illustrated how customers in the new branch will feel the difference from the very beginning, as the branch features a state of the art paperless queuing system, and unique touch screens that allow staff to complete banking transactions together with customers in an efficient and easy way.

Mr, Hussein Fakhri, Head of Marketing Communications in Barwa Bank addressed the students of masters program in Retail Banking in Parma University saying :” in the age of Ipads, touch screens and eco-friendly technologies, we wanted a work environment that combines all of that and takes our customers to a new era of innovative banking services. We were glad to receive the invitation from Parma University, as it is a recognition of our innovative achievement ”

The presentation elaborated on the different design aspects of the concept branch, and explained how the space was used to support the transparent and open workflow at all times.

Students were introduced to the principles of Sharia'h banking, and to the role that this branch plays in further enhancing the customers experience not only through products and services, but also through creating a unique environment that supports rendering of these services.

“Following the announcement of the concept branch in Qatar last month and the new era of banking that it represents, it drew a huge attention from international media and academia in both banking and design industries. We are particularly proud that this



innovative approach to banking is being led from Qatar and from Sharia'h compliant banking." concluded Mr. Fakhri.

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Note to Editors

About Barwa Bank

BARWA Bank is the newest sharia'h compliant bank in the State of Qatar, established in Doha and licensed & regulated by the Qatar Central Bank.

With an authorised starting capital of QR 2.5 billion, BARWA Bank provides a full range of Shari'ah compliant banking services including retail, corporate and commercial banking, business banking private banking, real estate finance, structured finance, investments and asset management.