



Barwa Bank confirms its position among the top banks in the region

Barwa Bank wins “Best Bank Branding” at the Banker Middle East Industry Awards 2011

Doha, 27th June 2011 – Barwa Bank have received a major award at the Banker Middle East Industry Awards, hosted in Dubai on 22nd June.

Following Barwa Bank’s earlier success with the “Best Retail Marketing Campaign” at the Product Awards 2010, and the “Best New Bank” at the Industry Awards 2010, and the “Best New Retail Finance Product” at the Product Awards 2011, the bank has won the “Best Bank Branding” category for its overall branding activities. GM, Head of Banking Group Mr. Keith Bradley accepted the award on behalf of Barwa Bank during the ceremony.

The award was given to Barwa Bank in recognition of its innovative approach towards building the brand name and values in Qatar . Barwa Bank focused since its start on values of innovation and quality of service, which was reflected in all aspects of communication including the physical design of its latest concept branch which uses the latest technology to provide seamless services to customers. This consistent branding effort resulted in positioning Barwa Bank as the bank of choice for an increasing number of sophisticated clients looking for first class banking services and products, without compromising their values, which represents a valuable and innovative positioning among sharia'h compliant banks in Qatar.

Mr. Keith Bradley, commented on the occasion: " we are delighted to receive the industry's recognition for our branding activities following the very positive interaction from our own customers since we launched. Our brand aims at communicating with customers in a new and fresh way, which represents the innovative approach to our customers and to Sharia'h compliant banking which we are adopting. I am delighted to see that this was appreciated by both customers and the industry"

The annual Banker Middle East Industry Awards are designed to recognize banks and financial institutions that are either exceptionally groundbreaking and innovative within the MENA region or have witnessed excellent financial performance and/or transference of market share.



Mr. Hussein Fakhri, Head of Marketing & Communications, Barwa Bank commented: “ Since our inception, we have been focused on making the Barwa Bank brand different in the way we appear and communicate with our audience, to reflect the unique proposition of Barwa Bank as the modern alternative to Shariah compliant banking. To be recognised by the industry for this effort is extremely fulfilling and we look forward to greater achievements in the future.”

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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.