



## Barwa Bank takes part in the 32nd GCC Traffic Week as a Main Sponsor

Doha – Qatar, March 2016: Anchored by its mission and values of putting the community first and being an active player in the economic development of Qatar and the well-being of its people, Barwa Bank, Qatar’s most progressive Shari’ah-compliant financial services provider, will be the Main Sponsor of the 32nd GCC Traffic Week, the region’s premier annual traffic safety and awareness event.

Sponsoring the 2016 edition of the GCC Traffic Week, which will kick off on March the 13th, comes as a part of Barwa Bank’s Corporate Social Responsibility (CSR); a core element of the bank’s brand, and plays an effective role in educating and developing Qatar’s youth, to whom Barwa Bank offers unique opportunities for learning, growth and development.

The GCC Traffic Week is a region-wide initiative to raise awareness about traffic safety issues among the public, in an effort to make the GCC’s roads safer for all of its users, by educating motorists, especially young drivers, about the risks of reckless road manners, as well as instill a traffic safety culture in children and youngsters’ minds at an early age.

In Qatar, the Traffic Week will be held at Darb al Saai, where a large number of state authorities, institutions and firms will be hosting a slew of activities and events aimed at raising awareness regarding important traffic and road safety issues, as well as educating younger generations about upright road manners and critical safety measures that acquaint them with the traffic culture in the country. Events and activities include theater plays, introductory seminars, interactive computer simulations, and a miniature traffic village for children.

Commenting on the bank’s sponsorship of the celebrated event, Mr. Khalid Yousef Al-Subeai, Acting GCEO of Barwa Bank Group, said:

“Barwa Bank constantly strives to make a positive impact on the community through its numerous contributions, initiatives and sponsorships. Today, we are proud to be Main Sponsor of the 32nd GCC Traffic Week, and we look forward to being a part of raising traffic safety awareness among all segments of society, especially youngsters and children, in harmony with the Qatar National Vision 2030’s pillar of developing a just and caring society based on high moral standards, and one that is capable of playing a significant role in global partnerships for development.”

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