



## CBD receives Human Resources Development Award 2009



- CBD celebrates its 40th anniversary amidst prominent UAE dignitaries and businessmen
- CBD sponsors Dubai Festival for Youth
- Commercial Bank of Dubai credit cards take-off with Skywards

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بنك دبي التجاري  
Commercial Bank of Dubai





# Message from the CEO

Dear Colleagues,

Last week the bank had its annual shareholders meeting, where the 2009 results have been approved. As I communicated to you earlier, thanks to the guidance of our Board of Directors and your hard work and commitment, the bank was able in 2009 to increase the net profit with 4% to AED 803 mln. As we had budgeted, the loans and advances remained stable at AED 28,4 bln, but the strong focus on deposit gathering resulted in an increase of nearly 9% in customer deposits, which reached to AED 28 bln by the end of 2009. This achievement has improved our liquidity ratios significantly and paves the way for moderate loan growth in 2010.

In conformity with our bank's prudent credit policies, we have increased our general provisions for non-performing loans in line with the new Central Bank guidelines to around 1,25% of our loans and advances, while at the same time we have increased our capital adequacy ratio to nearly 19%. It is important to note that our capital ratios are now substantially higher than the UAE Central Bank's and the Basel II guidelines, which gives us the possibility to continue to grow our bank in the years to come.

In 2009 we have opened our Sharjah Islamic branch as well as the new Al Quoz branch in Dubai, while many new products were launched including the Attijari Plus account for corporate clients, the Al Dana Royal and Platinum product bundles, the Islamic credit card, the Mustaqbali wealth builder and others. As in previous years we have done several client satisfaction surveys for the different clients segments and we have received clear feedback on where to improve our service levels in 2010. This should help us to become the preferred banking partner for our chosen client segments, the family owned companies and affluent individuals.

As you all know, we have celebrated our 40th birthday in 2009, starting with the official launch for our employees at the bank's Head Office, followed by several special campaigns

for our clients and last but not least the very successful event for our most important clients in December. As mentioned by our Chairman on that occasion, it should make us all proud that we have been able to contribute to the bank's growth from its humble beginning in 1969 to becoming the strong pillar of the UAE economy it is today.

Our objective to be recognized as an employer of choice was again in 2009 supported by an Employee Satisfaction Survey done by Hay, which had an even higher participation rate (78%) than in previous years. This clearly underlines your commitment to the further development of the bank as a great place to work and I have sent you a communication earlier this month with the results and action plans.

For 2010 we are determined to grow our bank further, but we do foresee that 2010 will still be a challenging year for many countries around the world, including the UAE. Like in 2009 we will remain very close to our clients and assist them where possible to navigate through the economic downturn. We also plan to invest in our franchise by opening new branches, including a new branch in Um Suqeim in Dubai and a new branch in Abu Dhabi. Moreover, we will further expand our Islamic services through more branches, after its successful launch a year ago. Most importantly, we should all continue to focus on providing top quality service and go the extra mile when assisting our clients with their financial needs.

Let me conclude by thanking you on behalf of our Board of Directors and the senior management for your dedication and hard work in 2009. I'm confident that with your strong commitment to service excellence, we will continue to do well in the years to come!

With best regards,

Peter Baltussen

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# CBD receives Human Resources Development Award 2009



Commercial Bank of Dubai was the proud recipient of the Human Resources Development Award 2009. This recognition was a result of our commitment to National Human Resources Development during the year 2009.

H.H. Sheikh Sultan bin Mohammed Al Qasimi, member of the Supreme Council, Ruler of Sharjah, gave the Human Resources Development Award to CBD's Chief Executive Officer Mr. Peter Baltussen, during a ceremony held at the 12th National Careers Exhibition.

Mr. Baltussen said "We are very proud and feel deeply gratified to be recognised by this award, which inspires CBD to continue our progress towards Emiratisation with even more enthusiasm. Nationals now comprise 40% of the total number of employees. Last, but not the least, I would like to thank all the team members for their collective and dedicated efforts culminated for the submission document without which this achievement would not have been possible."

# CBD Voted as a Superbrands for 2010

**Commercial Bank of Dubai** has been voted by the Superbrands Council and over 2,500 Marketing professionals in the UAE as a Superbrand for 2010.

Superbrands is the independent authority and arbiter on branding. The organisation was set-up to promote the discipline of branding and to highlight and pay tribute to exceptional brands.

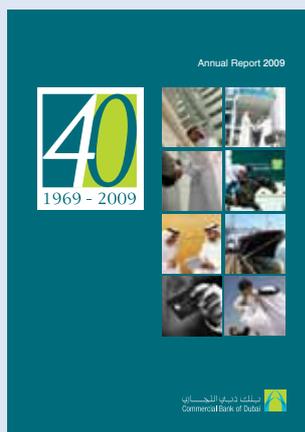
A powerful brand and a positive reputation benefits an organisation in many ways, for example it helps drive the business both in volume and value terms. A strong brand also generates loyalty and therefore helps to secure future earnings and aiding expansion. In terms of internal audiences, a powerful brand helps recruitment and thereafter employee retention and satisfaction.

An independent council of relevant experts was created and each asked to produce a short list of brands drawn from a much larger list of potential Superbrands. During this process council members were asked to consider if each brand offered consumers significant emotional and/or physical advantages over its competitors which (consciously or sub-consciously) consumers want and recognise. The council finally produced a shortlist of 1,415 brands and Superbrands invited the CEO and Marketing Director of each of those brands to vote online for all the other brands in the shortlist. To obtain Superbrands status a brand must score 80% or more of the total possible score and, this year, just 62 brands became Superbrands, one of which was Commercial Bank of Dubai.

The Superbrands credential represents an acknowledgement from the branding

community and obtaining the status puts the brand in the circle of an elite group of organisations that are seen to represent best practise in brand management; ultimately it is the brand Oscars. It is important to note that CBD is the only Dubai based bank being awarded the Superbrands status .

**So why was Commercial Bank of Dubai chosen?** The financial services market is increasingly competitive. Brand reputation, intelligent marketing, high levels of customer service, product innovation and value are key to protecting and gaining market share. Commercial Bank of Dubai succeeds in all of these areas, its foremost strength however is its simple and straightforward approach to customers. This applies to the marketing activities which the brand undertakes and the way that its staff, be it PSE's and RM's or call centre based customer support communicate at an individual level with consumers.



# CBD issues its Annual Report 2009

The Bank has published its Annual Report for the year 2009, which covers the Chairman's Message, The Report of The Board of Directors, Auditor's Report and its Financial Statements..

To get your copy of the Annual Report, please call Marketing Department.



## Commercial Bank of Dubai records net profit of AED 803 million up 4.1% for 2009

### Distribution of 10% Bonus Shares and Cash Dividend 15% approved



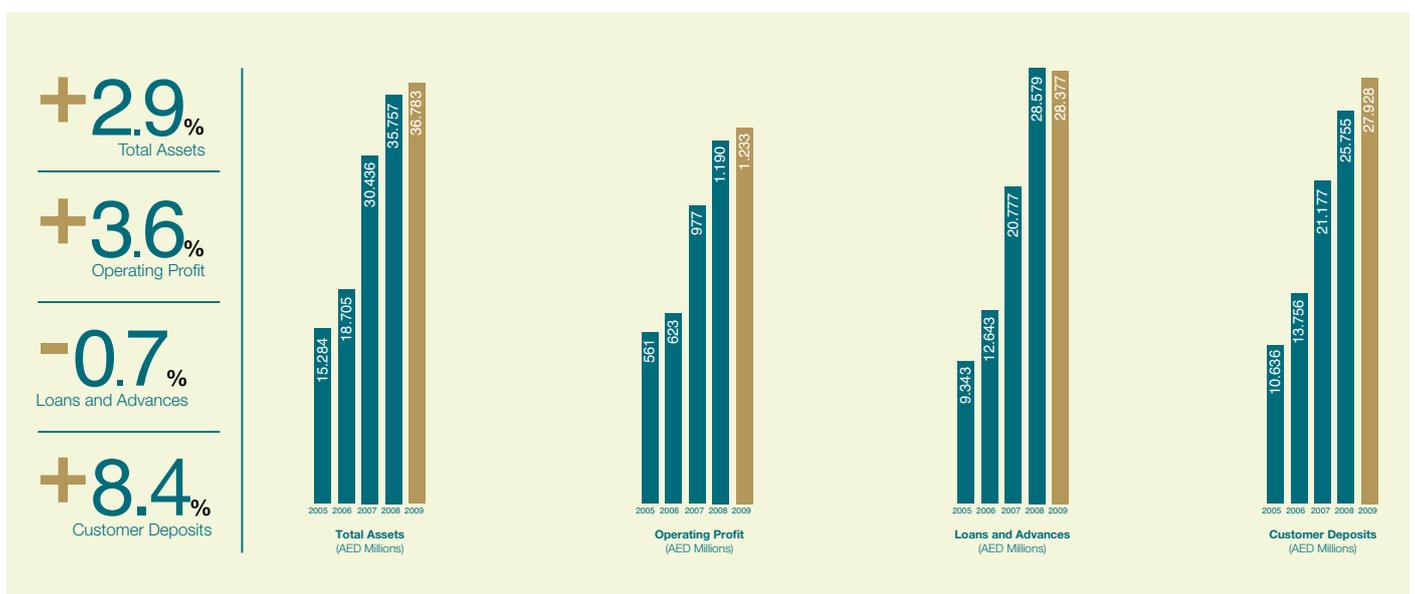
The Bank's Annual General Meeting was held on Wednesday February 24th 2010. During the meeting the shareholders approved to pay 10% Bonus shares and Cash Dividend 15%.

On behalf of the Board of Directors and the staff of the Bank, the Chairman H.E. Ahmed Humaid Al Tayer welcomed the shareholders and reviewed the activities of the bank and its financial statement for the year 2009, the year in which the Bank celebrated its 40th Anniversary. He said, "2009 is the year in which the financial crisis and economic challenges peaked. Despite the difficult circumstances faced by the banking sector during the year, the Bank has succeeded to increase the net profit by 4.1% to reach AED 803 Million up from

AED 771 Million in 2008. The Bank's total income for 2009 was 1.8 Billion and operating profits before provisions grew 3.6% to AED 1.2 Billion. The Bank's net interest income of AED 1.3 Billion was 15% over 2008 and fees and commission grew by 3.1%. Total assets reached 36.7 Billion up 2.9%, Customers' Deposits increased by 8.4% to AED 27.9 Billion and loans and advances to AED 28.4 Billion have registered a marginal drop of 0.7%. In line with its prudent policies and the regulatory guidelines, the bank increased its impairment charges for the loans portfolio with AED 411 Million, including a general and collective provision representing AED 232 Million."

The Bank's capital adequacy ratio for the year increased significantly to 19.01% as per BASEL II, as against minimum requirement of 11%. The Tier I ratio was with 14.06% well above the minimum requirement of 7%.

Mr. Peter Baltussen, Chief Executive Officer of the Bank stated, "The Bank has shown strong results in 2009, especially given the challenging economic circumstances, which made us decide to further increase the Bank's general provisions. Our very strong capital position, combined with effective balance sheet management has further strengthened the Bank's liquidity and capital ratios."





## CBD sponsors Dubai Festival for Youth



In continuance of our efforts to contribute to the social well-being of the communities in which we are present as well as contribute to the growth and development of the UAE Cultural life, CBD sponsored the Dubai Festival for Youth from November 14th to November 25th 2009. The event which was organized and conducted under the patronage of HH Sheikh Majid Mohammed

bin Rashid Al Maktoum, Chairman of the Dubai Culture and Arts Authority (Dubai Culture) was held at the Cultural and Scientific Association Theatre in the Al Mamzar Area. This festival represented a great opportunity for emerging artists to develop their talent and stage craft whilst opening the way for young Emiratis to seek professional growth. The festival was a grand success and attracted crowds of UAE nationals to enjoy a new play in Arabic every night. The festival was indeed a rare treat for theatre enthusiasts and local theatre groups.

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## DED and Commercial Bank of Dubai sign agreement to facilitate electronic payment procedures

Commercial Bank of Dubai and the Dubai Department of Economic Development signed a co-operation agreement to give customers the option of paying fees electronically. This initiative aims at enhancing productivity, ensuring added-value service to clients and attracting investors to do business in Dubai.

As per the agreement, Commercial Bank of Dubai will provide DED with electronic systems services to facilitate the review of banking settlement and also present a weekly detailed report covering all transactions and procedures that have taken place during the preceding week.

Mr Ali Ibrahim, Deputy Director General for Executive Affairs, DED, and Mr Faisal Galadari, General Manager – Business

Group, signed the agreement in the presence of Officials from DED and CBD during a signing ceremony held at DED headquarters in Deira.

“We are pleased to sign the agreement with Commercial Bank of Dubai, which will contribute in enhancing the level of services provided to customers in line with the evolution of technology and to keep pace with Dubai’s fast economic development,” said Mr Ali.

Mr Galadari said: “Commercial Bank of Dubai is focused on serving customers with top-of-the-line technology. Online payment services have made transactions easy and time effective for all. We are glad



to offer the services to the customers of Department of Economic Development. This partnership with DED will be of great benefit to both, our customers and DED customers. We in CBD are proud to support such initiatives”.



## CBD hosts Central Bank's Workshop



On 22nd February 2010, Central Bank (CB) conducted a workshop on Express Clearing in our Bank's auditorium on the 9th floor. Amongst the invitees were members from Emirates NBD, Emirates Islamic Bank,

RAK Bank, NBF, Dubai Islamic Bank, Mashreq Bank, Invest Bank, Commercial International Bank, Barclays, CitiBank, Lloyds Bank & Habib Bank. COD-Clearing staff and Unit Heads of Loans & LBD & Account Service Unit along with AGM-Head of COD attended the workshop.

Express Clearing is an initiative taken by CB to replace the present Special Clearing system. In Express Clearing proceeds of the cheques will be credited within 4 hours in the customer's a/c. CB is yet to finalize the amount of cheque that will qualify for Express Clearing and the date when they will go Live with this. But tentatively, it is

slated for sometime later in the year. COD-Clearing is all geared up to welcome this new CB initiative and is in the process of upgrading/modifying the system.



## CBD inks agreement with Emirates Medical Association to provide customized services



As part of its aim to innovate while providing value-added services to residents of the UAE, Commercial Bank of Dubai (CBD) and Emirates Medical Association (EMA) signed a partnership agreement recently. CBD will provide customized banking and wealth management services to EMA members across the UAE. According to the agreement, EMA members will be able to avail CBD banking services including high net worth products

and services in either conventional or Islamic form.

CBD has created a unique blend of benefits for EMA members that include a high-end collection of products and solutions, specialized services and the expertise and effectiveness of a team of dedicated professional bankers. These products and services include preferential relationship pricing for banking products, an

exclusive co-branded CBD - EMA Credit Card and a lot more. EMA members can also avail a free financial health check by Al Dana Wealth Management experts.

The agreement was officially signed by Faisal Galadari, General Manager, Business Group of CBD and Dr. Ali Al Numairy, President of EMA at a ceremony held at CBD's Headquarters.

Faisal Galadari, General Manager, Business Group of CBD said: "We are pleased to enter into this strategic partnership with EMA. This relationship has strong synergy with our philosophy of understanding our customers' needs and our commitment to contribute not only to their health, but also to their wealth and well-being."

Noting CBD's enthusiasm to initiate the relationship, Dr. Ali Al Numairy, President of EMA said: "We have chosen to partner with CBD as they are a well known and respected bank. They met the stringent banking requirements of our discerning professionals and we are confident that they will provide the best products and services to suit our needs. They have undertaken to understand the financial needs and future plans of our medical professionals and come up with individual strategies."



## Commercial Bank of Dubai and MasterCard Enter Strategic Alliance to Launch Bank’s MasterCard Debit Portfolio

Commercial Bank of Dubai and MasterCard Worldwide recently announced a strategic alliance to launch its MasterCard debit portfolio in the UAE. Faisal Galadari, General Manager, Business Group, said; “We are very pleased to forge an alliance with MasterCard to launch our MasterCard debit business in the UAE. This initiative will further

strengthen the position of Commercial Bank of Dubai as a leading bank in the UAE and provide significant benefits to our customers.”

Denzil Lawson, General Manager, Middle East & Levant, MasterCard Worldwide, said; “We are delighted to collaborate with Commercial Bank of Dubai as the bank

launches its MasterCard debit portfolio in the UAE. We are confident that our strategic alliance will further develop the payments landscape in the UAE and we look forward to working with Commercial Bank of Dubai.”

## Attijari Al Islami launches Exclusive Visa Infinite credit card for its High Net-worth Customers

Targeting high net-worth customers and offering them products tailored to their specific requirements, Attijari Al Islami, Commercial Bank of Dubai’s Islamic Banking Department, has launched a new and exclusive Visa Infinite credit card, which comes with unparalleled advantages and rewards.

Attijari Al Islami Visa Infinite card is a unique card offering a variety of privileges and exclusive services such as round the clock concierge services, special offers and discounts with major stores as well as travel facilities, which includes full multi-trip travel insurance and free “Priority Pass” card which entitles you to enter lounges at airports. This card provides Purchase Protection and exceptional service in emergencies such as the immediate card replacement and roadside vehicle assistance. The new card also features microchip to ensure the highest levels of security in banking transactions.

Mr. Faisal Galadari, General Manager, Business Group, said: “We are proud to

consistently present to our clients the highest quality of services available on the global market. The launch of the Visa Infinite card reflects our bank’s commitment once again to bringing payment solutions that meet and exceed the expectations of our ever-expanding clientele.”

Nabil Tayyeb Khoory, Head of Attijari Al Islami said: “The launch of Attijari Al Islami Visa Infinite credit card confirms our keenness on providing services that suit the requirements of our clients who prefer to bank as per the Islamic values and enhances their lifestyle.”

Elaborating on the many benefits that the card offers, Nabil added: “The Visa Infinite card is designed to provide its customers highest levels of personal services and unparalleled privileges for its users to exclusively enjoy, most notably the unlimited purchasing power. The Concierge Service is a complimentary added value available to any Visa Infinite cardholder. Through this service, specialized professionals are assigned to each



cardholder and are responsible for taking care of their air travel arrangements, hotel reservations, international airport reservation services, currency exchange, packaged holiday reservations, transportation, luggage handling and more. The cardholder can easily access these services by calling a dedicated toll-free number.”

Attijari Al Islami offers Visa Gold and Classic cards in addition to Visa Infinite card, which gives the customer the flexibility to select the card according to his financial needs.



## Commercial Bank of Dubai credit cards take-off with Skywards

As part of CBD's constant efforts to provide innovative products and services that add value to its customers' lifestyle, Commercial Bank of Dubai announced its strategic partnership with Skywards, the frequent flyer programme of Emirates Airlines, as a redemption partner for its Credit Cards Rewards Programme.



The signing ceremony was held at the CBD's Head Office in Deira in the presence of Peter Baltussen, Chief Executive Officer of CBD, Yaqoob Yousuf Hassan, Deputy Chief Executive, Faisal Galadari, General Manager - Business Group, Brian LaBelle, Senior Vice President for Skywards, Ahmad Khoory, Senior Vice-President-Commercial Operations for GCC, ME and Iran - Skywards and Nahed Al Kheily, Manager Partnerships and Business Development - Skywards.

CBD now also offers its customers the opportunity to redeem their points for Skywards Miles. The more the customer spends using any of his CBD credit cards, the more points he earns.

Mr. Peter Baltussen said: "CBD has entered into a strategic partnership with one of the leaders of the aviation industry to reward its customers for banking with us and providing them exclusive value-added benefits. We are confident that this association with Skywards

will significantly enhance the perception of CBD credit cards".

He added: "With such a high demand for travel in the UAE, combined with the unique benefits provided by Skywards, we expect this initiative to become remarkably popular among our customers."

Speaking on the partnership with CBD, Brian LaBelle, Senior Vice President for Skywards said: "Skywards is delighted to partner with Commercial Bank of Dubai. This strategic partnership provides excellent opportunities for travel and other redemption rewards including tickets from Emirates and other partner airlines, hotel stays, and car rentals. Moving into our tenth successful year, Skywards remains committed to take its members far beyond the immediate travel experience, providing more choice and rewarding loyalty with free travel, upgrades and other benefits."

## CBD launches "Al Dana Royal & Al Dana Platinum Membership"

Pursuant to the Consumer Banking strategy to focus on preferred Al Dana and Personal Plus segments through innovative and rewarding offerings, CBD has unveiled "Al Dana Royal & Al Dana Platinum Membership" on 31st December 2009. It is an effective marketing tool designed to attract our preferred existing clients to strengthen their relationship with the Bank as well as acquire new wealthy customers to enhance the Bank's customer base and facilitate business development from the preferred market segments. This initiative offers the most desired and value added privileges in banking and lifestyle categories to the members, which will help the Bank in developing a strong and loyal customer base.

Platinum and Royal Membership can be availed by customers and staff members by either having stipulated liability PFA or by transferring required monthly salary in an account with the Bank and avail minimum required products under eligibility parameters.

Members can avail of the following attractive lifestyle and banking benefits absolutely free:

### Life Style benefits:

- Marhaba Meet & Greet Service
- Marhaba Limousine Airport Transfers
- Access to Marhaba Lounge / VIP
- Airport Lounges
- Valet Parking
- Life Insurance
- Concierge

### Banking benefits:

- Door-step Cash delivery / pick-up
- Safe Deposit Locker
- Reversal of Annual Credit Card Fees
- Remittance Service



This fantastic and valuable tool is a proud possession of the Bank, which will contribute towards the business development of Consumer Banking division from preferred elite clients and retain loyal wealthy customers.



# We Care: Staff Suggestion Scheme

Feryal T Hafez  
Internal HR Consultant, Employees' Engagement

“Creativity is only one part of successful innovation.”

“A good idea must be put into action. This requires hard work, processes, procedures and a structure to make it all happen”.

## Break News – 2009



CBD is a second Time Winner of Ideas UK Accreditation- but this time is the Platinum Award- Recognizing Excellence in Suggestion Program Performance for 2009. Only 7 won this Award worldwide.

Assessment feedback was given by the Manager Operations of Ideas UK during auditing our We Care for the purpose of awarding us in Sep 2009. Based on the feedback, immediate planning has started from Jan 2010 to fulfill the same to improve our Suggestion Scheme.

## 2010 Improvement Plans

- A survey to collect the input of our employees on We Care will be conducted under the supervision of Ideas UK and with their assistance. Few enhancements will be added to We Care system, as well, to enable our employees' creative ideas having more opportunities to get implemented.
- Several activities under “Creativity & Innovation” will be executed as well to leverage the scheme to higher altitudes through full collaboration from all employees level.

## Ideas UK Overall assessment for We Care

‘We Care’ “seems to be a well run scheme that is starting to deliver the benefits the organization requires. Employees Engagement (EES ) appears to be a very important part of the overall strategy to CBD and this can only be applauded”.

## We Care – Enhancements in 2009

Technical: Changes in existing system functionality & new functional components available to view on We Care /ZOOM, to know and use.

All these are made available to Submitters, Evaluators and Coordinators as well as Financial Control (auditing benefit) and should have started using from Oct 2009. They are available on We Care ZOOM and very critical to refer to and use.



We nurture your creativity to make it happen.

## Major technical features introduced:

- We Care-Suggestion Filter
- Forwarding & Re-Forwarding
- Search Engine for two years submitted suggestions
- Business Strategy pop-up
- We Care Flash Demo
- Monitoring components for SLA (Delayed analysis for suggestions) & Projects
- We Care Booklet
- Guide to evaluating suggestions from Best Practice
- Articles under Best Practice

For more details visit “We Care” Home Page on Zoom

## We Care Additional Awards 2009

Refer to We Care on Zoom for full details on Submitters & Evaluators ‘newly introduced awards.

## Encourage Idea Generation

Getting fresh ideas requires time and group support. Creativity should be encouraged and cultivated by healthy debates and questioning. Most breakthroughs come out of the blue, when people are not even thinking about the issue.

## Winning Staff suggestions & ceremonies – 2009

Ceremonies were held during 2009 to award the innovation of our CBD Staff , where total number of 48 were awarded.

- Total suggestions submitted during 2009 was 1288.
- 52 suggestions were accepted
- 14 categorized as major benefit
- 38 categorized as Minor.
- 5 are under implementation only
- 8 suggestions were implemented

For more details visit WE CARE/ZOOM

## Major winning suggestions in 2009

13 and they belong to the following staff Muhanad Hamdan, Rovil Martis, Farah Al Jesmi, Edward Soares, Aqeel Saber, Narayana Kumar, Rebecca Maini, M.Unnikrishnan , Ahmed Al Amrousy, Majithu Shajimon & Jacoub Charivukalayil . All winners suggestions details will be posted on We Care/ZOOM.



# The way forward in CBD

Feryal T Hafez  
Internal HR Consultant, Employees' Engagement

## Effective Positive Behavior and Culture Change

### How do we effect positive behavior and culture change in CBD?

Through the implemented concept of values-based recognition to manage this change process. This approach clearly shows employees how they demonstrate the Bank's Values, the 4 C's in their daily work; how doing so benefits themselves, their teams, the Bank, and the customers; and how their efforts will be acknowledged and appreciated by their managers and their peers and will be recognised by CBD management.

This is how we launched our EOQ/EOY in 2009, 31st March, to put in place and into action a "recognition culture" that motivates our employees to be more focused and maximize their efforts to excel in all they do by Going the Extra Mile and living CBD Values all the time.

### Why we are doing so ?

Because " We are : The Bank which leads the way to greater financial and Social Prosperity & to be our employees "preferred Employer of Choice".

### (Decide for yourself)

At Xerox, one customer service center turned decisions about work schedules over to the employees. With employee work teams in charge of scheduling, the company reported higher morale, better customer service, and a 30% reduction in absenteeism.

### (Best practice in recognition)

Company " We do a lot of things for people, but seems not enough. We scored low on an employee survey question about whether they have been recognized by a manager in the last week. What can we do to improve this particular score?

To make each employee feel recognized, you have to connect with each person and find out what items or activities make him/her valued. Important things such as being sincere, timely praise for a job well done, for example, is almost universally important to everyone.

Therefore, in CBD we promote the culture through recognizing our employees for accomplishing profitable sales, who collaborates as teams and are involved in process improvement. The ones who seriously adhere to and apply safe behavior approach. Finally we recognize those who are always loyal to our customers. This is the positive change we work for in CBD.

This is the only way where we can grow and increase our profitability. 16 winners have been recognized under this award in 2009, and are expected to spread the culture -forward in CBD. For more details, visit EOQ/EOY on ZOOM.

## Q4 Employee of the Quarter Winners



Atif Raza  
Head of Business Development/ Corporate Banking



Jyothi Merlin Aranha  
Team Leader - MIS/ Financial Control



Qadleh Saif N. Al Shadadi  
Officer/ Credit Analysis - Consumer Credit



Laila Naseri  
Department Coordinator, COD - HO

Employee recognition is a powerful motivator for the people within an organization and an effective communication tool for the business. When we recognize people we effectively re-enforce the actions and behaviors we most want to see our employees repeat.



# Employee Engagement Survey 2009

Feryal T Hafez  
Internal HR Consultant, Employees' Engagement

Employees Engagement : Employees Engagement "satisfaction, loyalty and commitment" leads to Customers' equal engagement.

## World's Best Practice

### Are Employees Your Most Valuable Resource?

New "Engagement" is more than showing up on time and doing the jobs; It 's an employee who interacts with the company, who brings new ideas about how to do the work, who's willing to train or mentor and be an advocate for the company.

Every company looks for that ' something extra' that will motivate employees to invest themselves in what the organization pursues. This 'engagement' of employees is a combination of functional and emotional commitment.

Employees are a key link in value creation. Successful companies leverage employees and know how to raise the bar to get sustainable results. The success of any company rests on the abilities, efforts and performance of their workforce.

The bank started ESS long time back to measure all the above factors and to tailor solutions that please our employees, and thus closing the (disengagement ) or Resigning Inwardly - attitude - through different initiatives that have become more crystallized and transparent as from 2007 and onwards.

### How the bank collects the information?

First from 2000 to 2006 (CBD Management) and from 2007 onwards (outside agency) through specially designed forms that have all the information and questions the employee wants to input his opinion about it, starting with issues with appointment, placement, going through my manager, and ending with performance and rewards system- of course with major focus on CBD Leadership & Performance.

### How the bank analyzes the results ?

By collating data with employees rated scores to all information, analyzing the same and coming up with the results ; what is highly attractive in CBD to our employees as practice and finally the issues of concern are identified, as well all done through outside consultant.

### What are the steps usually executed by the bank to close employees concerns raised?

Identify employees major concerns that impact business productivity, establish action groups with nominated senior level heads and invite employees across the bank, based on interest in the topic to join these groups and work together towards resolving the issues.

### What is the final concluding action and how all communicated?

Working action groups act on all employees concerns and recommends the best way to resolve them and commit for themselves the execution process over a period of time until full implementation of desired change. Groups are recognized by our management for their efforts.



## CBD supports Know Diabetes Campaign

The World Diabetes Day was observed all over the world on the 14th November 2009. In continuance of our efforts to contribute to the social well-being of the communities in which we are present, CBD was an associate sponsor of the month-long awareness campaign titled 'Diabetes Event' from 15th October to 14th November. The event was organized and conducted under the auspices of the UAE Ministry of Health.

With an alarming rise of diabetes in the UAE, the event was a great platform to reach out to the community. The first three weeks of the campaign focused on Diabetes awareness sessions during which the Diabetes Event Management Team conducted a brief seminar on diabetes in the Head Office Auditorium. On the same day, free check-ups (blood sugar, blood pressure & BMI) were administered to staff in the Head Office, Sharjah Branch and Abu Dhabi Branch. In the last week (8th to 14th November) CBD had an exclusive stall at the grand finale event at the Ibn Batuta Mall to showcase our CSR aspirations. Many staff, especially from our Jebel Ali Branch volunteered to be present at the stall. Special thanks to all the volunteers for their participation in this noble cause!



## CBD goes Green once again

In May last year, CBD pledged to make the UAE a greener place at a corporate function dubbed internally as "Green Day. A Green Team of over 100 enthusiastic staff committed to the improvement and sustenance of the environment. At that time, they were able to plant saplings in only four planters. The 'Go Green Team's request to have the planters repaired was fully supported by CBD's Senior Management. Recently, CBD decided to repeat the "Green Day" and it was very exciting and encouraging to see many more

staff roll up their sleeves and plant the first saplings outside the refurbished planters situated besides the Commercial Bank of Dubai Head Office building.

A big thank you! to CBD's very enthusiastic 'Go Green Team' of staff volunteers.

It would be really great to see more staff coming forward to participate in such events.



## CBD delegates visit DCSN— A Special place for Special people



On Thursday March 4th a delegation from CBD visited the Dubai Center for Special Needs (DCSN) near Al Safa to surprise the Center with a donation that supports the school in their great efforts to help children with special needs. And much to the surprise of the CBD visitors they were treated on an extraordinary performance of singing & dancing by the almost 130 students of the school.

The Dubai Center for Special Needs is an established, non-profitable institution that provides the highest standards of service in specialized education and therapy, for children with various disabilities. It is a

caring environment, largely dependent on the generosity of the local communities and corporations. Its aim is to provide each and every one of its students the key to a positive life, thereby “Lighting the path to a brighter future”.

It was a heart-warming visit with a lot of interaction between CBD staff and the children and all of us left with memories to cherish and proud of the fact that we as a Bank actually live-up to our Mission Statement of contributing to the well-being of the communities in which we live.

## CBD hosted the 1st UAE National Conference on Quality & Safety in Health Care

Following CBD’s recent agreement with EMA, whereby CBD will provide customized banking and wealth management services to EMA members across the UAE, Emirates Medical Association in collaboration with Joint Commission International recently held a conference at CBD’s Head Office under the patronage H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of Dubai Health Authority. It was the 1st of its kind in the UAE with its main objective being to improve the healthcare in the country in terms of quality and safety.

Joint Commission International is an internationally known authority on accreditation of healthcare organizations. The conference was attended by over 120 doctors and medical professionals from different hospitals and medical institutions across the UAE. Dr. Ali Al Numairy, President of EMA gave the opening remarks and the keynote address on achieving quality & safety through JCI accreditation was given by Ms. Karen Timmons, President and CEO of JCI & JCR. Some of the other speakers from JCI were Dr. Ashraf Ismail, Managing Director, Mr. Zakaria Al Attal and Dr. Dia Hassan, Consultants of JCI.

Dr. Ali Al Numairy thanked Commercial Bank of Dubai for the hospitality extended to them for the conference.





## New Branch now open at Al Quoz on Sheikh Zayed Road

CBD has recently opened a new branch on Sheikh Zayed Road in the Al Quoz area increasing its network to 27 branches including 3 Cash Offices across the Emirates. This full-service branch is strategically located in the proximity of the industrial area of Al Quoz and will cater to the financial needs of the business community in the area. The branch will also cater to the needs of its Al Dana clients through its Al Dana Center.

The branch is managed by Mr. Ahmed Al Aboodi, Regional Manager, Bur Dubai Region and other professional staff. Mr. Al Aboodi said: "Opening of this branch in Al Quoz which is a rapidly growing industrial area will make banking easily accessible to all businesses in the area."

This Branch offers a full range of commercial and consumer banking services, safe deposit lockers, cheque deposit machine and a 24 hour ATM service.





## Commercial Bank of Dubai celebrates its 40th anniversary amidst prominent UAE dignitaries and businessmen



The Bank celebrated its 40th anniversary in a ceremony held at Grand Hyatt in the presence of prominent businessmen of the UAE.

The ceremony started with a speech delivered by H.E. Ahmed Humaid Al Tayer, CBD's chairman in which he said: "The Bank's achievements over the past four decades make us all proud, for they represent great strides in quality and progress achieved by the local banking sector and symbolize the comprehensive development which has taken place in the UAE."

He added: "Despite the great achievements, our ambition remains boundless. We continue our pursuit to enhance our relationship with our shareholders, customers and correspondents, developing and advancing our systems and method of work, offering more services and products that meet the aspirations of our customers according to quality standards, and developing human resources while focusing on attracting qualified UAE nationals who are one of the major pillars of CBD's success and advancement."

Al Tayer concluded his speech by saying: "Celebrating the 40th Anniversary of CBD, we recall with deep respect and appreciation the vital and constructive role played by the successive Boards of Directors and Management of CBD since its inception. Their valuable efforts and hard work have contributed significantly to CBD's success, prosperity and progress. In addition, we extend our gratitude and respect to CBD's revered shareholders, clients and correspondents for their efforts and dedication, as well as their contribution to the commendable results achieved year after year."

During the event, CBD's long term clients and former members of the Board of Directors and Senior Management were honored.

The event also witnessed presentation of a documentary film about the Bank's development and progress during the past 4 decades. The event ended with sketches from the local and international folklore.





