



# Message from the CEO

Dear Colleagues,

A Happy New Year to you all! At the end of each year, and as we kick off the New Year, we all reflect on how quickly time has passed. While this is a good a time to look ahead and think about what 2014 has in store for us, let's first take a quick look back.

I am extremely pleased to note the year 2013 has been a transformational year for all of us at Commercial Bank of Dubai, with the rapidly improving economic landscape in the UAE and across our other core markets.

I'm confident that you are aware that the Bank underwent an organisational restructuring and realignment of the Business Group during the last quarter of the year. In no way diminishing our focus on the core Corporate and Commercial Banking Groups, the restructuring focuses on realising the Board's wish to place a much greater emphasis on our Personal Banking business.

In addition, we will continue to roll out fresh initiatives and invest in technological advancements such as mobile banking and payment alternatives to provide our customers with a seamless, virtual and personalised offering in 2014.

CBD has delivered consistently healthy profitability, despite challenging, albeit improving, operating conditions. We managed to grow our loan book by 11.9 per cent in the first three quarters of 2013, almost twice the industry average.

While we will continue to focus on growing our loan book in 2014, we will provide a special focus to cross-selling our products across our client segments in order to generate much more fee income and forex business. In addition, we will be introducing a new branch concept in 2014, besides opening a number of new branches to enhance our geographic reach.

I'd like to take this opportunity to express gratitude to our Board of Directors for their able leadership, and also to the Bank's management and employees for their unconditional dedication to making Commercial Bank of Dubai the preferred bank for our clients.

Happy New Year, and I wish you every success in 2014.

With best regards,  
**Peter Baltussen**

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# CBD sponsors the 7th Edition of Dubai Festival for Youth Theatre



Cultural and Scientific Association at Al Mamzar, Dubai.

Yaqoob Yousuf Hassan, Deputy CEO of CBD said: "We are proud to sponsor this significant cultural festival for the fifth consecutive year. This annual event sheds light upon its essential role in enriching the theatrical movement and the sector of performing arts, it also strengthens its status as an active platform to support young UAE talent in theatrical art

Commercial Bank of Dubai sponsored the 7th edition of Dubai Festival for Youth Theatre, in the frame of its continuous efforts to support culture and arts in the country.

The closing ceremony of the Festival was held under the patronage of His Highness Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture and Arts Authority, and with presence of His Highness Sheikh Mansour bin Mohammed bin Rashid Al Maktoum, at the Theatre of the

and effectively participates in keeping the cultural heritage of the country".

The Dubai Festival for Youth Theatre provides youth with an exceptional opportunity to participate in valuable workshops that cover various elements and phases of theatrical work. Moreover, it also presents young Emiratis with play groups, assessed by jury, that include a selection of top theatrical and cultural figures that were honored at the closing ceremony.

# Commercial Bank of Dubai honoured with CSR Label for third consecutive year



Commercial Bank of Dubai has been honoured with the prestigious 'CSR Label' accreditation by Dubai Chamber of Commerce and Industry for the third year in a row.

The Bank earned the award in recognition of its performance as a responsible corporate citizen in accordance with

international best practices, and for its efforts in strategically integrating sustainability practices and CSR initiatives throughout the organisation and its various departments.

Upon accepting the award, Othman bin Hendi, Head of Credit, CBD said: "CBD has embedded all the key elements of CSR such as corporate governance, contribution to society and community, championing causes related to health and environment, and employee welfare in its overall strategy. The diagnostic framework of the "CSR Label" has helped us refine and improve our CSR strategy, policies and practice, in line with international best practices."

In a short span of time, CBD has gained an extraordinary reputation as a bank that cares. The Bank firmly believes in taking responsibility for all the effects of its business: financial, social, environmental and that of its human capital.

"We believe that CSR is a journey and not a destination," said bin Hendi. "The Bank will continue its efforts towards its obligation as a responsible corporate citizen. Continuing to win the 'CSR Label' is a fitting testimony of our efforts in this direction. The 'CSR Label' is a unique accolade to achieve and most importantly, maintain. The Dubai Chamber deserves commendation for launching the 'CSR Label' which could serve as a CSR benchmark as well as contribute to spreading the CSR culture in the UAE's corporate world," he added.



## Attijari Al Islami receives Islamic Bank of the Year Award at Islamic Financial Intelligence Summit



Attijari Al Islami has received the 'Islamic Bank of the Year Award for the UAE 2013' trophy at the 'FT Events – Islamic Financial Intelligence Summit' held in Kuala Lumpur, Malaysia.

The trophy was received by Nabil Tayeb Khoori, Head of Attijari Al Islami, and Jamal Al Matari, Head of Attijari Al Islami Branches, and was presented by Brian Caplen, Editor of The Banker Magazine.

Peter Baltussen, CBD's CEO, commented: "This prestigious award

conferred upon Attijari Al Islami bears testimony to the significant achievements that Commercial Bank of Dubai has made in Islamic banking. We are very excited about the pace of growth that Attijari Al Islami has achieved since its inception, and our Islamic customer base has expanded rapidly over the years."

"I would like to take this opportunity to thank our customers for the confidence that they have imposed in us, and our Sharia'ah Board for their ethical and prudent guidance. At the same time, I dedicate this award to our dedicated and committed staff, without whose loyalty and unstinting devotion, the Bank wouldn't have achieved what we have managed to."

Nabil Tayeb Khoori, Head of Attijari Al Islami at CBD said: "This award will encourage us further to do our best to expand our Sharia'ah-compliant portfolio of products and services, and help in our humble way to promote the establishment of Dubai as the leading player in global Islamic financial markets."

He added: "It is our mission to take Islamic banking and finance to new heights through an unwavering focus on innovation and the desire to deliver excellence in everything we do. This includes developing and offering a broad and integrated range of products and services that are in perfect harmony with Sharia'ah principles."

Banks are judged on their ability to deliver consistent shareholder returns, their strategies employed to gain proven market advantage, as well as the success and innovation on the launch of their competitive products.

## Commerzbank awards CBD the coveted Straight Through Processing award

CBD won the coveted STP (Straight Through Processing) Excellence Award by leading global banking and financial services company Commerzbank.

The award was received by CBD officials led by Mahmood Hadi, Chief Operations Officer together with Lakshmanan Sankaran, Deputy General Manager and Head of Operations & Trade Finance; and Hassan Al Redha, Assistant General Manager and Head of Financial Institutions.

Commerzbank representatives Ralph Nitzgen, Senior Executive Officer and GM for Dubai branch and Michael Gehrmann, Senior Relationship Manager handed the award in a function organized at CBD head office.

Commerzbank said CBD has exhibited "outstanding" performance, scoring STP efficiency rates in the high 90s.

Mahmood Hadi, Chief Operations Officer at CBD said: "We are honored to receive this award from Commerzbank, which has a global reputation for being a reliable, fair and competent partner. We dedicate this award to our customers and employees who made this possible. We continually invest in the development of state-of-the-art payments systems and high-caliber personnel for the benefit of the Bank and the people it serves."

For his part, Ralph Nitzgen, Senior Executive Officer and GM



for Dubai branch at Commerzbank, said: "This award clearly is a recognition of CBD's highly efficient payments processing capabilities and leverage in the global SWIFT financial network. It speaks volumes about the significant importance that CBD has attached to STP, which is key to ensuring that payments are delivered to the concerned beneficiaries without delay in a secure and reliable environment."



# Commercial Bank of Dubai's strong presence in Sibos 2013 hailed

Commercial Bank of Dubai participated in Sibos 2013, along with the world's most prominent financial experts and institutions in Dubai.

The annual conference dubbed "Dubai – Celebrating 35 years of Sibos" seeks to shape the future of the global financial industry through collaboration. Sibos has been held since 1978, and the Dubai conference was the first in the Middle East.

Mr. Hassan Al Redha, Head of Financial Institutions at CBD, said: "Hosting Sibos in Dubai underscores the emirate's vital role as an ever increasing international financial, business and conference hub. This conference is one of the world's most outstanding events for the financial and banking sectors, representing a unique platform for exchanging ideas and views, and getting acquainted with the recent trends and practices in the financial and banking sectors."

"The UAE is really a suitable choice for organizing such conferences for many considerations. Aside from being an active financial hub, the UAE boasts a vital economy, ultramodern infrastructure and advanced facilities to host international events. Another factor is the country's strategic geographic location, which provides easy accessibility to visitors from across the globe," Al Redha added.

Sibos is organized and facilitated by



SWIFT, the global provider of secure financial messaging services.

Participating in Sibos, the Bank comes

to the forefront of opportunities to do business, discuss issues, and suggest new solutions.

## Bank sponsors Future Cities at Cityscape 2013

Commercial Bank of Dubai sponsored the Future Cities summit in Dubai International Convention and Exhibition Centre, which ran alongside Cityscape Global 2013.

The Bank was the Official Banking Sponsor of the influential summit, which brought together some of the world's leading urban planners armed with the essential knowledge and know-how to ensure regional cities maintain wellbeing, growth and development amid a constantly changing global context.

With Dubai at the forefront, Future Cities shared case studies of the key pillars essential for an internationally competitive city: security, water & waste

management, tourism & hospitality, transport, energy management, disaster relief, and green building.

"In the past few decades, Dubai has emerged as the world's fastest developing city, which is not only a great honour, but also presents serious environment and sustainability challenges," said Yaqoob Yousuf, Deputy CEO of Commercial Bank of Dubai.

"By sponsoring the Future Cities summit, Commercial Bank of Dubai has once again demonstrated its commitment to contribute towards establishing the young city of Dubai as the world's leading city for not just today, but for the future as well," he added.

The objective of the conference, which was organised by Dubai Municipality in collaboration with the Environment Centre for Arab Towns and the Arab Towns Organisation, was to put in place strategies for prosperous and sustainable cities of the future.

The Future Cities summit explored the major issues currently facing world leaders and urban planning experts, including how cities carry out efficient water distribution; the positive impact tourism can have on the environment; how cities can plan for post-recession growth and development; and what strategies can ensure that energy is affordable for everyone.



# CBD introduces Western Union money transfer in online banking service

Commercial Bank of Dubai, in partnership with Western Union, has launched a new remittance service that offers CBD's online banking customers an easy and convenient way to forward funds to their families and friends.

Customers will no longer have to visit the bank branches or Western Union remittance centres. They can send funds 24 hours a day, seven days a week from the convenience of their computer via CBD's Attijari Online Banking.

Account holders can send money from their accounts to more than 515,000 Western Union locations in over 200 countries and territories.

This banking innovation is an addition to the existing wide variety of Internet and mobile services that CBD customers already avail of and demonstrates CBD's mission to excel in service provision to its customers.

Murray Sims, General Manager, Personal Banking, CBD, said: "E-services form a vital part of our



strategy to initiate new channels and services. CBD deploys the latest technologies which allow our customers to do their transactions regardless of time and place."

CBD's Attijari Online Banking Service also offers a wide array of utility bill payments such as Etisalat and water and electricity bills. "We have always strived

to provide convenience and flexibility to our customers and guarantee their privacy and confidentiality in addition to saving their time by developing CBD's electronic channels. This service is considered a continuation of our mission aiming at utilising the latest technology to provide the best services to our customers," Sims concluded.

# CBD introduces outstanding features on credit cards

Commercial Bank of Dubai has launched a host of new credit cards with some incredible features, including the CBD Visa Infinite card, the CBD Visa Gold Card, and the CBD Visa Classic Card.

An impressive new feature introduced by the Bank is the introduction of Anniversary Rewards, in which, as an anniversary gift from CBD and upon the completion of a year, the Bank will combine the cardholder's entire Credit and Debit Card yearly spend and reward him with additional Attijari Points equivalent to 20,000 Emirates Skywards Miles or as Cash-back.

Interestingly, the Bank has also waived its salary transfer requirement for customers to obtain a CBD Credit Card, which will encourage a large number of qualified applicants in the country to apply for the cards.

CBD's Credit Cards are the preferred transaction tool of our customers, not least because the Bank imposes no cap on the accumulation and redemption of Attijari Points earned with CBD Credit

Cards. In addition, the Bank offers Attijari Points even on utility bill payments by CBD Credit Cards, apart from shopping transactions and others.

On top of all this, all CBD Credit Cards are eligible for lucrative cash-back rewards, making CBD Credit Cards the best value proposition for our customers.



مكافآت سنوية  
Anniversary Rewards



الاسترداد النقدي  
Cash-Back



اميال طيران الامارات سكاي واردرز  
Emirates Skywards Miles



لا حدود لنقاط التجاري  
No Cap on Attijari Points



مكافآت تسديد فواتير الخدمات  
Utility Bill Payment Rewards



## Senior managers successfully complete intensive leadership programme



Senior Managers of Commercial Bank of Dubai recently attended an intensive five-day training workshop on “Commercial-Mindedness and Business Acumen” which was custom-designed by The British University in Dubai (BUiD).

Sixty members of CBD’s management team underwent the intensive training, which focused on providing the attendees with tools and techniques that will help them align business strategies to the goals of the Bank and to discuss emerging trends in the commercial banking domain.

Peter Baltussen, CEO, said: “I am sure

this training will equip our management to get a greater understanding of strategy development and aligning business goals with organizational objectives. I hope it also inspires other organizations to develop the competencies of their staff.”

“Our employees are indeed our biggest strength, and we will continue to invest in our core strengths by offering more training in the future,” he added.

The bank undertook this training within its initiative of “CBD leading the way”, a strategy meant to propagate the corporate coaching culture. More managers of the bank are expected to

receive their training in 2014.

Deputy CEO Yaqoob Yousuf Hassan added: “We congratulate our employees who have successfully completed the training and hope that they are now better equipped to perform their roles and responsibilities.”

The training that CBD employees went through is expected to enable participants individually to demonstrate strong understanding with regard to developing complex business strategies in line with the Bank’s overall business goals, and help them further integrate within the Bank’s corporate culture.

## CBD participates in Careers Day at HCT

As part of Commercial Bank of Dubai’s on-going efforts to attract young and talented UAE nationals to work in different departments and at different levels of the Bank, CBD participated in the Higher Colleges of Technology’s 7th Annual Careers Day, held at the Dubai Men’s College on November 19, 2013.

In accordance with the directives of the Board of Directors of the Bank, the management’s approach to Emiratisation is to optimise the number of UAE Nationals working for the Bank across all levels of the organisation, and to prepare them for assuming responsible positions within the organisation through intensive training and guidance.

HCT’s Annual Careers Day, now in its seventh year, offered unique opportunities to young, qualified Emiratis to evaluate their options of joining the banking and financial



institutions as they get ready to enter the workforce. On the other hand, it offered companies the opportunity to provide employment prospects to attract college students, and to give vital information about the nature of their work.

“Since its inception, CBD has considered the recruitment of UAE nationals as one of its priorities. We have always aimed to attract and develop UAE Nationals, appointing them in responsible leading positions,” said Peter Baltussen, CEO of CBD.



# The second group of CBD's senior management complete prestigious coaching programme



A further number of the senior management at Commercial Bank of Dubai (CBD) including many Emiratis received the prestigious Level 5 Coaching and Mentoring certification from the renowned UK-based Institute of Leadership and Management (ILM).

The senior managers who completed the ILM training were honoured in a graduation ceremony at CBD's headquarters. They joined the first group of 13 CBD managers who attained the certificates for Coaching and Mentoring earlier this year.

The graduation was attended by Chief Executive Officer Peter Baltussen; Deputy Chief Executive Officer Yaqoob Yousuf Hassan; and Murray Sims, General Manager for Personal Banking.

Congratulating the second group of CBD managers who received the ILM Level 5 certificate, Baltussen said, "The rising number of Emiratis in CBD's senior management is testament to the bank's belief that UAE nationals are very able and can do things well."

He also said: "Coaching empowers people to bring out the best in

themselves and enables its recipients to perform strategic thinking, both of which redound to bigger demand and increased business activity. In a way, this should translate to improved performance of the economy over the long term. I am very happy that our managers have taken the time to undergo this training."

CBD Deputy CEO Yaqoob Yousuf Hassan added, "Coaching as a way to develop your staff has a significant direct impact in the way companies do business. It can alter performance, resulting in stronger customer relationships, increased profitability, and enhanced shareholder value."

Shorouk Al Redha, Head of CBD's Human Resources said: "The ILM training and graduation highlights CBD's investment in human resources. Through this qualification, CBD becomes home to managers who have the capability to influence, guide, and develop those around them through the power of coaching."

More managers of the Bank are expected to receive their ILM qualifications by 2014.

# Bank staff receive training in job evaluation



In line with its efforts to constantly upgrade the competencies of the Bank's employees, as well as to align their skillsets with internationally established standards, the Human Resources department of Commercial Bank of

Dubai undertook the initiative to train 25 staff members in the famous Hay Method of Job Evaluation.

The Hay Method continues to be the most widely accepted method worldwide for job evaluation, in use by

over half of the world's 50 largest companies as well as in government, public, and not-for-profit institutions. The methodology helps corporates and organisations map their job roles based on the organisational structure.

The process of evaluating jobs enables many important applications, such as designing efficient and effective organisations; clarifying interdependencies and accountabilities; managing succession and talent; and setting competitive, value-based pay policies.

CBD's objective behind the training was to enhance staff awareness about how a job is evaluated and to create a wider pool from which to select job evaluation panels in the bank. The panels are cross representative with members from different departments and units. Successful representatives received a certificate from Hay Group.



# CBD Youth Athletics Competition enters third glorious



Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Sports Council (DSC), Commercial Bank of Dubai (CBD) has once again collaborated with DSC to organise the third edition of the CBD Youth Athletics Competition.

Dubai's biggest athletics tournament for young athletes from public and private schools, the 2013-14 Season of the Competition was launched in November 2013, when the preliminary qualifiers were held. The semi-finals are scheduled for January 18, 2014, and finals will be held on February 15, 2014. "We are thrilled to conduct the

exciting CBD Youth Athletics Competition for the third year, in partnership with the Dubai Sports Council. The tournament has grown in size and scope since its beginning in 2011-12. This tournament has succeeded in establishing itself as the main athletics event for youth," said Murray Sims, General Manager, Personal



# year, preliminary qualifiers a roaring success



### Banking Group, CBD.

Over 1,800 students from 82 different schools are actively competing for glory in the third edition, he noted, adding that this figure is one-third more than the numbers that competed in last year's edition. The Olympics-like event has already witnessed immense sportsmanship and camaraderie among

the athletes, and seen serious support for the competitors from their classmates, teachers, and families.

Ali Omer, Director of Sports Development, DSC, said: "We are delighted to have renewed our collaboration with Commercial Bank of Dubai in organising the third edition of this tournament. This initiative greatly

contributes to fulfilling our Strategic Plan for 2011-15. Our goal is to help develop the talents of athletes in various sports so that they can succeed on the world stage."

CBD will give out the prizes to the students in the form of CBD Debit Cards, in order to instill the savings habit in the students, and also introduce them to banking at an early age.



## CBD inaugurates Direct Sales Office



Commercial Bank of Dubai has inaugurated a Direct Sales Centre, in line with the quantum shift in its strategy and vision to be known as a specialised

Retail Bank with the highest standard of personal banking services.

The Direct Sales channel will be manned by a 35-strong team of

professionals, and will be a force to reckon with in terms of growing and boosting the Bank's sales portfolio and adding to its profitability.

## Bank organises its first Property Show in Umm Sugeim branch



Commercial Bank of Dubai held a three-day property show in December in association with property specialist Kendal & Co.

The CBD Property Show 2013 was

the first of its kind in the UAE, and showcased luxury and exclusive properties across select locations in Dubai. These exclusive locations included Al Barari, Downtown Dubai,

Business Bay, Emirates Living, Jumeirah Park, Dubai Marina, and DIFC, among others.

The invite-only event, which showcased properties whose value started at Dh2.5 million, saw strong interest from the Bank's customers, who came out in huge numbers to evaluate the properties and take advantage of the Bank's rewarding offers, including 0% mortgage processing fees, 1% brokerage fee, immediate mortgage pre-approvals, and on-the-spot property visits, besides free expert advice from our partners, Kendal & Co.

While the first two days of the property show were reserved for select CBD customers, the third day was reserved exclusively for ladies, who turned out in large numbers to review the properties on offer and make the most of the benefits and process transparency offered by the Bank.



## Commercial Bank of Dubai proudly sponsors Educate a Child, Build a Nation



In line with Commercial Bank of Dubai's community-based corporate social responsibility activities, the Bank proudly sponsored the Dubai-based educational initiative 'Educate a Child, Build the Nation.'

Educate a Child, Build a Nation is an educational initiative under the chairmanship of HH Sheikh Mohammed bin Maktoum bin Juma Al Maktoum,

which was organized for the second year in a row in the UAE and executed by Information City.

The Bank participated generously towards the community effort, which seeks to improve computer literacy levels amongst children in the UAE. The initiative was held during summer 2013 and sponsored 1,000 children, aged between 8 and 13, all over the UAE.

As part of CBD's ongoing activity to support communities across the country, the Bank helped students to expand their knowledge and keep them up-to-date on the latest technology around the world. The courses teach those young students to expand the horizon of their knowledge of all necessary computer skills in a scientific and correct way.

Amer Mohammed Makki, Senior Manager - Strategic Planning Department at CBD, said: "The Bank's primary objective for participating in this year's initiative is to help the spread of information technology among our students. This way, they will be able to keep pace with scientific development and the progress in hardware and software."

"Through this initiative, CBD managed to strengthen the students' knowledge of PCs, and the distribution of laptops to the winners came as a noble gesture on the part of CBD, as this will help them in developing their mental skills and building their personalities, which in turn will enable them to participate in the development process."

A ceremony was held in Al Jawhara Ballroom, Madinat Jumeirah on October 30, 2013, which was attended by CBD's senior management, besides senior and VIP personnel from various government and non-government institutions in the UAE. The event honored the trained children and the participating enterprises and sponsors.

## CBD sponsors ICAI Silver Jubilee seminar

One of the many events that Commercial Bank of Dubai sponsored this year, the silver jubilee seminar of The Institute of Chartered Accountants of India (ICAI), Abu Dhabi Chapter entitled 'Excellence – the Path to Success' got full support from the Bank.

This event was organised by the Abu Dhabi Chapter of the ICAI, and was attended by His Excellency Sultan Bin Nasser Al Suwaidi, Governor of Central Bank of the UAE among other esteemed guests and prominent speakers.

Ra'ed Abubaker, Commercial Bank of Dubai's Regional Manager, Emirate of Abu Dhabi, commented: "Excellence in

leadership is the primary drive behind any organisation's journey from being good to becoming great. That path from good to great requires a leadership model that incubates a team of forward thinking innovators who can effectively leverage an organisation's strengths and make it perform to its potential. At CBD, we are proud to be part of an organisation that has been producing leaders for over 40 years now, and we are happy to share our learnings with our fellow professionals in the UAE."

Padmanabha Acharya, Chairman of ICAI Abu Dhabi and Partner, Deloitte, said: "We are extremely proud to be

hosting our 25th Annual International Seminar this year, and are honoured to have confirmation from such an elite line-up of speakers and patrons. We would like to thank Commercial Bank of Dubai for lending their valued support for this year's seminar."

CBD's CFO Thomas Pereira addressed an audience of more than 650 industry-leading CEOs, CFOs, financial and management professionals.

Pereira was also part of an esteemed panel of local and international CFOs who will take part in a panel discussion titled 'CFOs Path to CEO'.



## CBD continues to support racing at the Jebel Ali Racecourse

Long-time UAE race sponsor Commercial Bank of Dubai has once again showed its strong support for the UAE racing season by sponsoring four races at the Jebel Ali Racecourse for the 2013-2014 UAE racing season.

His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance, continues to support horse racing at Jebel Ali Racecourse with Commercial Bank of Dubai among the patrons of the racecourse with longstanding commitments.

Jebel Ali Racecourse, which celebrates its 22nd year this season, hosts prestigious horse racing events in Dubai. Thousands of race fans visit the racecourse every fortnight to experience a memorable day out and witness top-class racing within the marvellous grounds of Jebel Ali Racecourse.

This season began on November 1, 2013 and runs every alternate Friday until March 21, 2014.



Yaqoob Yousuf Hassan, Deputy CEO of CBD, said: "Supporting and sponsoring events and activities that are of interest to the local community have always been seen by CBD as part of the Bank's corporate social responsibility. Promotion of sports in general, and horseracing in particular, is part of our dedication and commitment to our mission."

Shareef Al Halawani, Manager, Jebel Ali Racecourse, added: "We are delighted to have CBD as long-time patrons and sponsors for the racing season. We hope to build on the relationship we have forged with our sponsors and are looking forward to adding a new chapter to the legacy of Jebel Ali Racecourse."

## Bank organises annual blood donation campaign



As part of its Corporate Social Responsibility (CSR) drive, CBD organised a blood donation day in co-operation with the Department of Blood Transfusion and Research Services at the UAE Ministry of Health.

The Bank is keen to play its role in giving back to the community in a number of ways, and the blood donation campaign is part of CBD's commitment

to building stronger community relations and supporting patients in need.

On this occasion, CBD's Deputy CEO Yaqoob Yousuf said: "CBD's annual blood donation drive has always seen a huge voluntary turnout of our employees to support a worthy cause. The Bank on its part encourages its employees to effectively participate in issues that reflect their sense of responsibility and

support to the community."

Staff members from all departments and branches were invited to participate in the blood donation drive, and the huge turnout emphasised the importance that the Bank accords to CSR issues. The UAE Ministry of Health arranged for a mobile van equipped with the necessary medical supplies, a lab and beds to facilitate the blood donation campaign.

The campaign, which was supervised by a team of specialised doctors and medical practitioners, generated a very positive response from the employees at CBD. The drive was integral to CBD's commitment to improving the lives and health of the broader community and was in keeping with its principles of corporate social responsibility.

"It has been one of CBD's primary objectives to support the community in which we operate. There is a deep-rooted commitment to corporate social responsibility at all levels of the Bank, and we are regularly involved in various programs and initiatives that support social causes," Yousef added. He expressed his appreciation for all those who participated in this noble cause.



## AED100,000 aid for typhoon devastated Philippines



Commercial Bank of Dubai announced its donation of AED 100,000 to support the humanitarian relief and aid efforts in the Philippines which has recently been hit by the devastating Typhoon “Hayain”, which overwhelmed vast areas of the country, leaving a death toll of myriads, many people injured, entire villages and neighbourhoods ruined and thousands of people homeless.

Meanwhile, CBD management urged all staff and clients of the bank to individually

donate for the same, as the bank earmarked an account for these donations.

Mr. Mahmood Hadi, Chief Operations Officer handed the cheque of the said donation to Mohammed Abdullah Alhaj Al Zarouni, Manager of the Red Crescent’s office in Dubai, at the CBD headquarters.

“This initiative was taken as per the instructions of the Chairman and members of board of CBD, and as part of CBD’s Corporate Social

Responsibility, as it believes that its role is not restricted as an economic institution only, but it rather puts the CSR among its top priorities.

Accordingly, CBD always endeavours to support the diverse human, charity and social causes in the UAE and all over the world”, Hadi noted. It is noteworthy in this context that CBD always takes part in many charity initiatives, as it insists on playing an effective role in all CSR related issues.

## Attijari Al Islami sponsors the Fourth Manar Forum



Attijari Al Islami sponsored the Fourth Manar Forum, organised to celebrate the visually impaired community in line with International White Cane Safety Day held every October 15.

A white cane is a globally recognised symbol of the blind person’s mobility aid. It is used by visually impaired people as a mobility tool and as a courtesy to others. The International White Cane Safety Day publicises the needs and achievements

of blind people everywhere.

This year’s forum was held at the Dubai World Trade Centre at Zabeel Hall, titled ‘Al Manar 4th Forum’, and played host to a large number of visually impaired Dubai government employees in a bid to promote awareness of the white cane.

Attijari Al Islami’s annual sponsorship of this forum is in line with the Bank’s CSR framework, and the event allows Attijari Al Islami to show its support to the community and their appreciation for the work and efforts of the physically challenged.

The forum highlighted the potential and capabilities of the visually impaired with the aim of helping them overcome their handicaps, extract their latent creativity, and integrate them into society. The event was attended by Song Yong-ho, General-Secretary of the Blind Union in Korea, who himself is visually impaired.

Nabil Tayeb Khoori said: “We take pride in the fact that Attijari Al Islami has always played its role when it comes to matters of community involvement and social cohesion. We are honoured to support the General Directorate of Residency and Foreigners Affairs (GDRFA), which has recruited 19 people with special needs including two women with visual impairments. They are human assets that have proven their competence by not only meeting but exceeding expectations.”