



جمعية مصارف البحرين
Bahrain Association
of Banks

OVERVIEW OF OUR STRATEGY DEVELOPMENT

BAHRAIN ASSOCIATION OF BANKS
VISION 2016+

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OUR PROFILE

The Bahrain Association of Banks (BAB) was established by a Ministerial decree in 1979, and registered under the central bank of Bahrain in 2010. BAB brings together banking institutions of all sizes and charters in the Kingdom of Bahrain and works towards enhancing Bahrain's image as the financial hub of the Middle East.

Collectively providing the full range of financial services, Bahrain bank represents \$192.7 (Sep 2016) billion in total assets and employ over 14,675 (2014) men and women and contributes 17.2% (2015) towards Bahrain's \$31.1 (2015) billion GDP.

The mission of the Bahrain Association of Banks is to serve its members by representing and advocating the interests of the Kingdom's banks and showcasing them as pre-eminent providers of financial services in the region. Working closely with the Central Bank of Bahrain, BAB assists it with formulating banking policy and regulation.

The Association provides an open forum where banks can come together to collectively discuss and solve their shared problems. BAB is also actively engaged in promoting banking conferences, exhibitions and seminars that bring overseas banking delegations to Bahrain and create business opportunities for all members.



Director's Message

"Going forward, we shall, as the voice of the industry, be concentrating on these three activities: lobbying the Government and regulators conducting research to both support our lobbying and to encourage innovation and growth in the banking sector; and holding conferences that generate real debate and produce practical change."

Mr. Abdul Razak Al Qassim

Chairman, CEO and Director of National Bank of Bahrain

BOARD OF DIRECTORS



Mr. Abdul Razak Al Qassim
Chairman
CEO and Director of NBB



Mr. Ahmed Abdulrahim
Deputy Chairman
CEO of Ithmaar Bank



Mr. Hassan Jarrar
Treasurer
CEO of BISB



Mr. Adnan Ahmed Yousif
President & CE of
ABG



Dr. Farid Al Mulla
CEO of OC



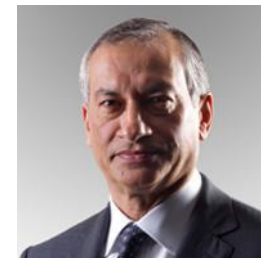
Mr. Adel El-Labban
Group CEO & MD of
AUB



Dr. Khaled Kawan
President & CE, ABC Bank



Mr. Khalil Nooruddin
MP, Capital Knowledge



Mr. Talal Al-Zain
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**NEW STRATEGY,
NEW FUTURE**

BAB'S NEW STRATEGY

WHY THE NEW STRATEGY?

BAB's current Board of Directors, elected in 2013, felt that BAB had deviated away from their objectives. It was focusing on the publication and events and not enough on core functions such as lobbying and research and development. Members expressed their dissatisfaction with the Association, seeing little value in their membership.

A new strategy was formed by KPMG based on the vision and the best practices in the industry supported by the members surveys. The strategy focused on three key areas required new objectives and new organization structure to deliver them.



THREE KEY FOCUS AREAS

01

REGULATORY LOBBYING FUNCTION

- Regulatory lobbying will consolidate a dominant view across the impacted members across the industry
- BAB to create issue specific task forces with member banks that drive ownership of the issue or regulatory consultation
- The task force can source thought leadership to develop its position

02

RESEARCH FUNCTION

- Quality research will qualify, validate and support regulatory lobbying
- Research activity to drive thought leadership emerging from BAB
- Providing research that is relevant to the Bahraini financial services sector and Bahraini industry bodies
- Research linked to Association's information seminars on hot topics

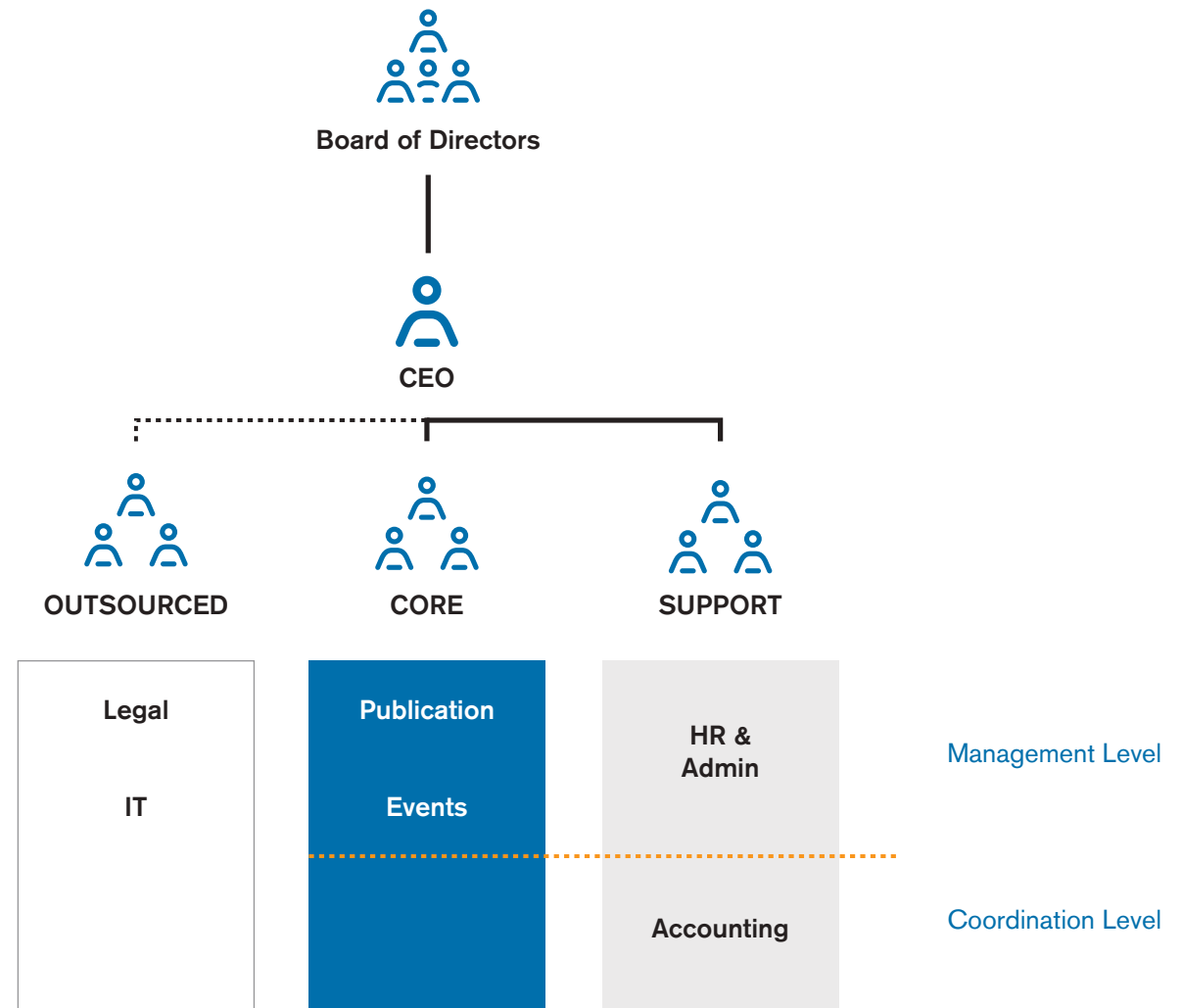
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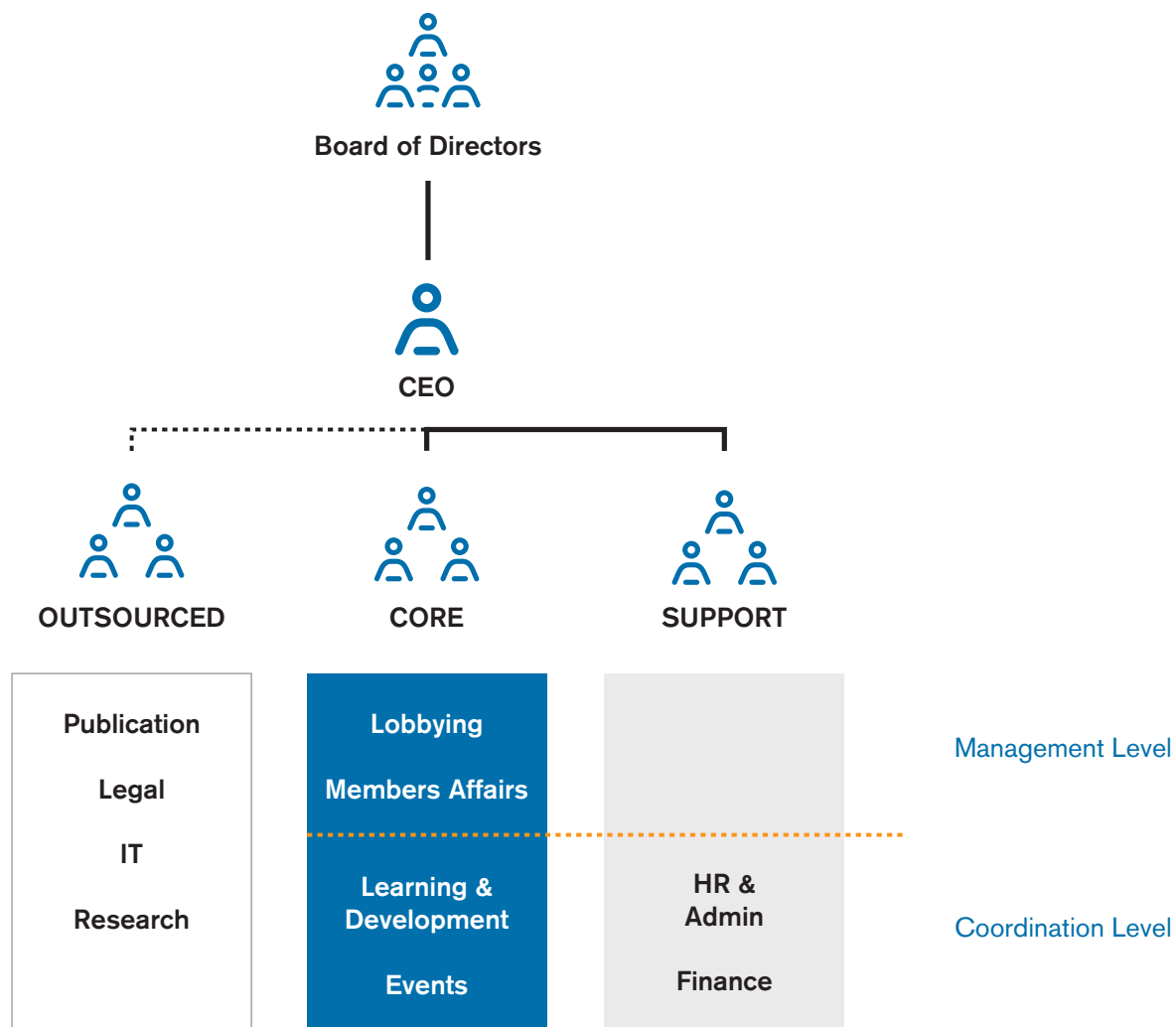
LEARNING AND DEVELOPMENT

- Skills development through conferences that focuses on providing coverage of key areas not covered by current providers
- Learning should be facilitated by seasoned financial industry professionals i.e. BAB members with practical know-how or third parties with subject matter expertise
- BAB should be in the business of professional development rather than training execution

THE OLD ORGANIZATIONAL STRUCTURE

- Excessive management points
- No clear line of authority
- Inefficiencies and redundancies























THE NEW ORGANIZATIONAL STRUCTURE

Straight-forward & efficient <
Less managers & more “do-ers” <
Clear decision making structure <



COMPARISON BETWEEN OLD & NEW STRATEGIES

BAB OBJECTIVES	OLD STRATEGY	NEW STRATEGY
1. Work with the CBB and all banks to protect the reputation of the banking sectors through the pursuit of full transparency by implementing Internal and International Banking rules.		
2. Closely cooperate with the CBB and all banks to highlight the Kingdom of Bahrain as a regional financial and global center.		
3. Promote the interests of banks in Bahrain at both local and international levels.		
4. Coordinate with CBB and other authorities on matters relating to laws and regulations and banks' policies.		
5. Promote best practices for the banking industry.		
6. Support and strengthen the training programs and vocational restructuring in the banking sector.		
7. Act as a forum and a means of communication between the member banks and other parties on matters and issues of concern to the banking sector.		
8. Develop strategies and initiatives aimed at strengthening the standing and reputation of Bahrain in the banking sector at the global level.		
9. Strengthen the links between executives in the banking sector through the formation of specialized committees, the membership of stakeholders and specialization of different banks.		

THE NEW ROLE / LOCALLY



THE KINGDOM LEADERS

Provide info about banking sector that will help them take strategic decisions

Involve BAB on the banking sector strategic plans



GOVERNMENT & REGULATORS

To take cooperative decision making

To advise in national policy making



To give updates to educational sector

To cope with BAB's vision and market needs



LEARNING & DEVELOPMENT



Approach BAB for new ideas and complaints

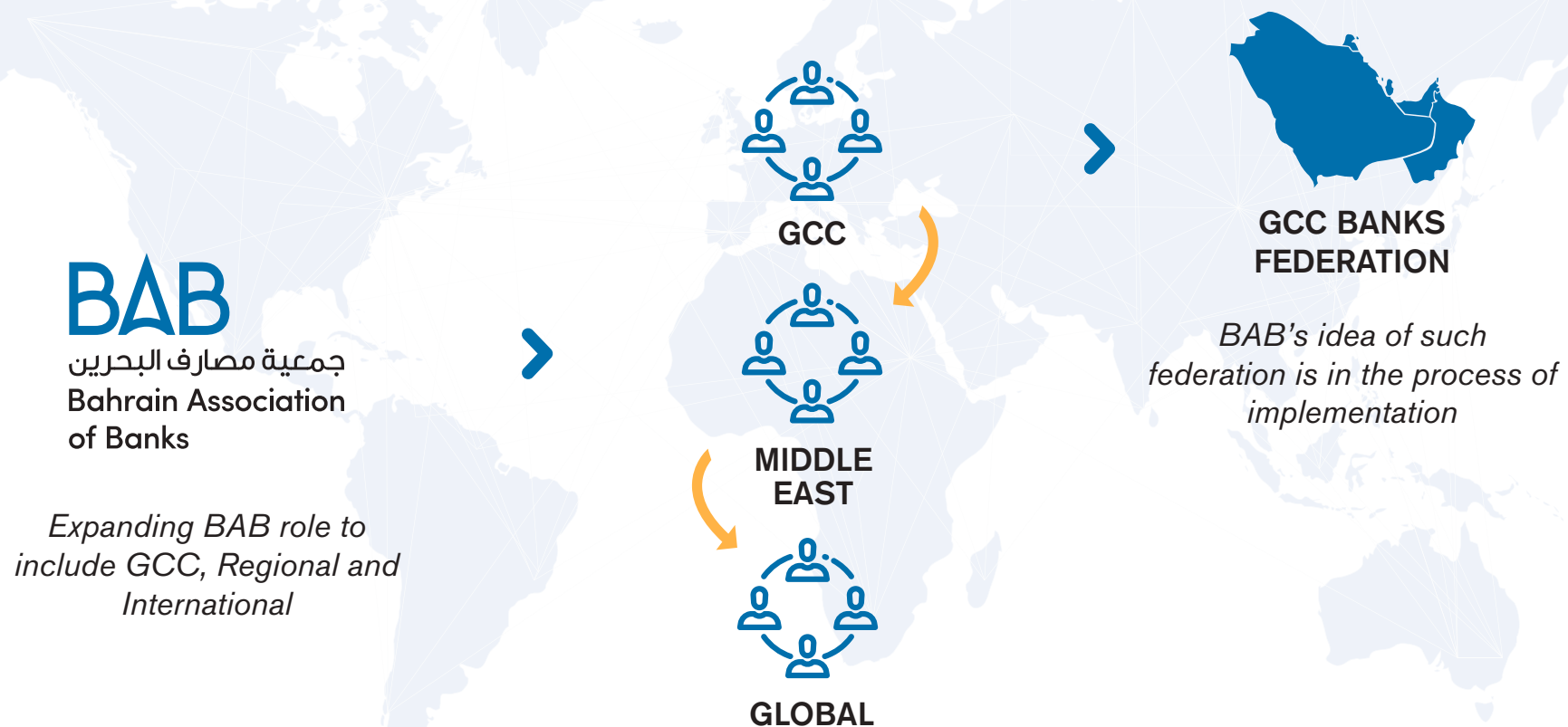
Create awareness in the society



SOCIETY

THE NEW ROLE / INTERNATIONALLY

BAB not only limits itself on the local level but also aims to expand its role in the GCC and worldwide. One of our successful projects is the implementation of the GCC Banks Federation. On the other hand, it is creating a professional relationship with all International Banks Associations and Federations to provide more business opportunities for our members.





BAB MEMBER'S ROLE

- ☑ Raising your issues regarding regulations, research and innovation to BAB to take the necessary actions.
- ☑ Actively participating in BAB events, conferences and other activities.
- ☑ Using BAB's website to share your news and announcements.
- ☑ Continue to maintain BAB membership and support its initiatives by providing assistance and sponsorships.
- ☑ Sharing your talents, speakers and articles.



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