

Arab Bank Australia introduces abal banking

Arab Bank Australia

On Thursday 11 July, 2019, Arab Bank Australia invited esteemed members of the Australian Arabic Press to join their CEO & MD Mr Joseph Rizk, OAM, Executive Manager, Banking Mr Emile Chahine and Senior Manager, Sales, Service and Marketing Ms Raghida Younes, for an update on the Bank and its activity and initiatives in 2019.

Mr Rizk commenced by highlighting the Bank's lifespan in the Australian market reaching 33 years this year. Arab Bank Australia is one of the first foreign Banks to enter the market and maintain its position in Australia over the years. Mr Rizk acknowledged that this was a testament to the parent's (Arab Bank Plc) support and continued investment over the years. "All profits generated from our activity in Australia are re-invested here. Into our systems, our processes, our people - in an effort to continue to grow the brand and excel in this country."

Arab Bank Plc is one of the largest Bank's in the Middle Eastern region, awarded Best Bank in the Middle East by Global Finance Magazine for the fourth consecutive year. "Their liquidity and capital base is very strong and classed that way by the industry and globally."

Mr Rizk continued to express the close relationship the Australian arm of the Arab Bank have with the parent in Jordan, and the ongoing support shown by their Amman group. This was followed by a statement that the parent have injected over \$50 million in capital since 2018 to allow for more opportunity to maximise their lending services to customers during what is currently a delicate time for many Australian Banks and lenders, following the Royal Commission.

"It is no secret that the Royal Commission has created quite an evident amount of distrust and concern amongst customers of the major Banks, and this is unfortunate. Although, we are pleased that we were in no way impacted by the revelations of the commission, and what this means is that our people are doing things the right way... Which of course, is reassuring for our customers at a time like this." says Mr Rizk.

Mr Rizk continues on to delve into the value and reputation of the brand name Arab Bank Australia. "The Bank is known for its professionalism, transparency and personal service. Over the past three decades, we have worked to turn our brand into something which people can associate with these qualities, and we are highly regarded amongst our customers, members of the community and within the industry. What's important now, in this market and amongst these circumstances, is that we re-affirm that Arab Bank Australia is able. So I welcome you all to our brand's new reference, abal banking."

Abal Banking is an acronym of the Bank's full trading name Arab Bank Australia Limited, and is essentially a play on the dictionary form of the word 'able'. Mr Chahine makes mention of the importance of customers having a relationship with their Bank, "They [customers] have a Bank manager to speak to. Customers can ring their Bank manager directly with a question or concern and rest assured that their manager is there to help them ... Its personal service that we are able to provide."

Mr Rizk emphasises the concept of personal service, "It's the personal service that the big Banks have lost, the personal touch with any business is the critical piece, and the important thing is the people really look after their customers and do the right thing by them."

The Bank introduced their acronym abal banking, accompanied by the tagline, responsabal, capabal and reliabal. Each word represents the notion of being able in particular areas, responsible lending, capable expertise and experience, and reliable support of the community through medical research, education, the arts, sports and local community initiatives. "These are values adopted from our parent and their activity over their 85 years in banking and carried on by our people at ABAL for the benefit of our customers", says Ms Younes. Arab Bank Australia welcomes its community of customers to abal banking.

Visit arabbank.com.au or call 1800 272 222 for more on the Bank and any enquiries.