

# Al Salam Bank wins Gold Award at AVA Awards for Al Salam Takaful Campaign Film

● The AVA Awards is an international competition that recognizes excellence in digital creativity, branding, and communication, and is administered by the Association of Marketing and Communication Professionals (AMCP).

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Al Salam Bank is proud to announce that it has received the Gold Award for Best Film at the AVA Awards for its promotional film created for the "Al Salam Takaful 2025-2026" campaign. This achievement reflects the Bank's commitment to delivering impactful, purpose-driven marketing campaigns that en-



hance the value of its products and services for residents in the Kingdom of Bahrain.

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The award-winning film brings to life Al Salam Bank's vision of going beyond traditional banking by offering solutions that genuinely support and protect clients at every stage of their lives. By placing families at the heart of the narrative, the campaign presents Al Salam Takaful as more than an insurance offering; it is a promise of protection, reassurance, and peace of mind. Through a blend of emotional storytelling and clear messaging, the campaign successfully raised awareness of Al Salam Takaful, while reinforcing the Bank's position as a client-centric institution with a forward-looking vision.

This achievement underscores Al Salam Bank's dedication to creative excellence and meaningful communication, delivering content that connects with audiences, inspires confidence, and creates a lasting positive impact.

## Trafco Group Strengthens Workplace Safety with Accredited First Aid Training



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As part of its commitment to implementing the requirements and instructions of the relevant ministry in the field of occupational safety and health, Trafco Group has conducted an accredited first aid training programme for a number of its employees. This initiative aims to enhance their readiness to respond to emergency situations in the workplace.

The training programme covered key topics, including the principles of first aid,

methods for handling injuries and critical cases, as well as practical training in Cardio-pulmonary Resuscitation (CPR), in accordance with standards approved by the relevant official authorities. This training comes as part of the group's ongoing efforts to comply with regulatory requirements and its commitment to raising preventive awareness among its employees, thereby ensuring a safe working environment and reducing potential risks.

The Human Resources Manager, Ms. Layla Darwish, confirmed that this program is part

of the group's strategy to invest in human capital development and promote a culture of occupational safety. She emphasized the importance of equipping employees with essential skills that enable them to respond effectively to emergencies, contributing to saving lives and minimizing the impact of accidents.

Trafco Group reaffirms its continuous commitment to implementing best practices in occupational safety and to delivering the necessary training programs in line with applicable laws and regulations.

## Bahrain Chamber appoints Shaker Alhelli to 31st Board

● The Board of Directors of the Bahrain Chamber has approved the appointment of first reserve member, Mr. Shaker Alhelli

● The Board also formally accepted the resignation of Mr. AlKooheji in accordance with approved procedures and regulations

● The Board underscored the importance of the next phase, which calls for stronger collaboration among all stakeholders

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The Board of Directors of the Bahrain Chamber has approved the appointment of first reserve member, Mr. Shaker Alhelli, to its 31st Board following the vacancy left by Mr. Mohammed AlKooheji, who resigned for personal reasons. The appointment is in line with Article (27) of the Chamber's Law, which stipulates that the candidate who secured the highest number of votes among non-elected candidates in the most recent elections shall fill any vacant seat and complete the remaining term.

On this occasion, the Board extended its congratulations to Mr. Alhelli, expressing confidence in his ability to contribute effectively to advancing institutional performance and strengthening the Chamber's



role as a leading representative of the private sector. The Board highlighted his distinguished professional and economic expertise, along with his proven track record in supporting the private sector and contributing to the development of the business environment and economic initiatives. It further noted that his appointment reflects the Chamber's commitment to adhering to established legal and regulatory frameworks, while reinforcing transparency and governance in its operations.

### Next phase

The Board underscored the importance of the next phase, which calls for stronger collaboration among all stakeholders within the economic ecosystem to support the national economy and enhance its resilience amid ongoing regional and international developments. In this context, the Board reaffirmed the private sector's alignment with the leadership of His Majesty King Hamad bin Isa Al Khalifa, King of the Kingdom of Bahrain, emphasizing the importance of maintaining national stability and safeguarding development achievements. It also commended the Government of Bahrain, led by His Royal Highness Prince Salman bin Hamad Al Khalifa, Crown Prince and Prime Minister, for its prudent and balanced approach in addressing regional developments, ensuring the continued protection and sustainable growth of the national economy.

The Board also formally accepted the resignation of Mr.

AlKooheji in accordance with approved procedures and regulations. It expressed sincere appreciation for his dedicated efforts and valuable contributions during his tenure, which played a meaningful role in strengthening the Chamber's position as a representative of the business community and a supporter of economic development in the Kingdom. The Board wished him continued success in his future endeavors.

### Commitment

Reaffirming its commitment to a structured institutional approach, the Board emphasized its dedication to upholding regulations that ensure efficiency, sustainability, and responsiveness to the evolving needs of the business community. It also stressed its ongoing efforts to enhance its services, strengthen private sector representation, and foster a more competitive business environment that supports investment, economic diversification, and long-term growth in Bahrain.



The Bahrain Chamber of Commerce and Industry was established in 1910, making it one of the oldest chambers of commerce in the Gulf region and the main representative of Bahrain's private sector.