

NBB Successfully Concludes its Participation in Fintech Forward 2025



Manama

The National Bank of Bahrain (NBB) recently participated in Fintech Forward 2025 (FF25) as a Diamond Sponsor, marking its third consecutive year supporting the Kingdom's premier financial technology event, hosted by the Bahrain Economic Development Board (EDB) in partnership with the Central Bank of Bahrain (CBB)

and Bahrain FinTech Bay, and programmed by Economist Impact. NBB maintained a strong presence across the two-day forum, actively engaging with fintech innovators, regulators and ecosystem entities. Usman Ahmed, Group Chief Executive Officer of NBB, also joined a high-level panel session on the future of digital assets. The Bank's presence was further underscored with a

dedicated booth showcasing its growing portfolio of fintech-related products and services, including Banking-as-a-Service (BaaS) capabilities, cash management platforms, and embedded financial infrastructure. It attracted a wide range of visitors including existing and potential clients, fintech partners, and prospective collaborators from Bahrain and the wider region. NBB's team mem-

bers also held strategic meetings and formalised a number of high-level MoUs to advance collaborative avenues in fostering an inclusive and progressive financial ecosystem. NBB's sponsorship and active participation at FF25 reflect its strategic alignment with Bahrain's national innovation agenda and its focus on accelerating digital transformation within the Kingdom's banking and finance sector.



Sustainability at BBK: A Vision-Driven Journey of Growth with Regional Impact



ALI AL-ANSARI, BBK SUSTAINABILITY MANAGER

Last week in Muscat, I had the privilege of accepting the "Most Improved ESG Sustainability Report" award on behalf of BBK at the Middle East Investor Relations Association (MEIRA) Annual Conference 2025. Standing among leaders from across the financial and investment sectors, I was joined by two of my esteemed colleagues—Mohamed Alaali, Chief Strategy and Sustainability Officer, and Ahmed AbdulQudoos, Head of Group Corporate Secretariat. It was a moment of pride, reflection, and deep gratitude.

This recognition is more than just an award—it's a powerful affirmation of BBK's steadfast commitment to sustainability. It marks a pivotal milestone in a journey that began not with fanfare, but with a quiet, resolute belief: that our responsibility towards the environment and society must be embedded in everything we do.

At BBK, sustainability is not a trend. It's a promise. A promise to future generations that we will do better, be better, and lead with purpose. Years ago, this promise sparked a transformation—one that turned a sense of duty into a bold strategy, and a strategy into a culture that now thrives in every corner of our organization.

Through deliberate action, BBK has reduced its carbon footprint, embraced energy-efficient innovations, and expanded its role in green finance. But behind every initiative lies a deeper conviction: that true success is measured not just in profits, but in the positive, lasting impact we create for people, communities, and the planet.

Our Sustainability Report 2022–2024 captures this journey. It's not just a document—it's a testament to our values. It reflects our progress in governance, ethics, risk management, and social responsibility. It showcases our efforts to manage greenhouse gas emissions, assess climate impact, and invest in community development. But most importantly, it highlights the heart of our sustainability journey: our people.

We believe that empowering individuals is the

foundation of lasting change. That's why we've invested in employee well-being, training, and career growth. We've championed youth and women, supported community initiatives, and nurtured a culture of inclusion and care. These are not just programs—they are expressions of our belief in human potential.

Receiving this award was no easy feat. The judging panel conducted a rigorous evaluation, assessing our report's clarity, accessibility, and alignment with global standards like GRI, SASB, and TCFD. They examined how deeply ESG principles are woven into our governance and risk frameworks. Their recognition is a profound validation of the years of dedication and integrity that have shaped our path.

Yet, we see this achievement not as a destination, but as a milestone. The road ahead is filled with both challenges and opportunities, and BBK is ready to meet them with courage and conviction. We are building a financial system that is resilient, inclusive, and purpose-driven—one that places sustainability at its very core.

What makes this moment truly special is the transformation it represents. At BBK, sustainability is no longer a separate initiative, it is part of our identity. It shapes how we think, how we act, and how we serve. It's the lens through which we view growth, innovation, and impact.

To the incredible team at BBK—thank you. Your passion, professionalism, and perseverance have made this possible. And to our stakeholders, partners, and community—I offer my heartfelt gratitude. This award is not the end of our journey. It is a powerful beginning.

Together, we will continue to lead with purpose, create long-term value through responsible banking, and embrace the promise of a more sustainable tomorrow.

(The views and opinions expressed in this article are those of the author and do not necessarily reflect the official policy or position of the Daily Tribune)

Seef Mall-Seef District Launches 'Shop & Win' Campaign with Genesis GV80 Grand Prize



Manama

Seef Properties announced the launch of its latest 'Shop & Win' campaign at Seef Mall – Seef District. Running from 9th October 2025 till 10th January 2026, the campaign invites shoppers to participate for a chance to win a luxurious Genesis GV80.

Visitors will receive one entry into the grand raffle draw for every BD30 spent, with the winner announced at the end of the campaign.

The initiative underscores Seef Properties' commitment to enhancing the shopping experience for mall visitors while rewarding their

loyalty.

Seef Properties Chief Commercial Officer, Mr. Duaij Al Romaihi, said: "We are pleased to announce the launch of 'Shop & Win', one of the Kingdom's most anticipated promotional campaigns. Seef Mall – Seef District continues to uphold its status as a premier shopping destination with a curated selection of global brands, and we remain committed to creating memorable experiences and campaigns that meet every visitor's expectations."

Seef Properties has launched a two-year renovation strategy for Seef Mall – Seef District, enhancing the

shopping experience with new entertainment concepts, upgraded facilities, revitalized dining areas, and redesigned green spaces that encourage social gatherings. All works will meet the highest standards of quality and sustainability.

Established in 1997, Seef Mall is a premier shopping and entertainment destination in the Kingdom of Bahrain. With its diverse range of global brands and family-friendly activities, it continues to attract a large number of visitors from across the GCC, catering to a wide variety of interests and all ages.