

# Al Salam Bank offers up to 99% discount for its cardholders

In Line with the Launch of the New Keeta App in Bahrain...

Manama

Al Salam Bank has announced its strategic collaboration with Keeta, the newly launched food delivery platform, to mark its official entry into the Bahraini market this January. As part of this collaboration, Al Salam Bank becomes the first bank in the Kingdom to offer a special promotion for its Visa Credit and Prepaid cardholders on the Keeta app.

As per the campaign's terms and conditions, the offer allows Al Salam Bank Visa Credit and Prepaid card-

Mohammed Buhijji, Chief Retail Banking Officer at Al Salam Bank

holders to enjoy up to 99% discount (capped at BD 3) on their Keeta orders when using their card

through the Keeta Wallet. The offer is valid for the first 6,000 clients who add their card to the Keeta app and place an order above BD 3 using the card. Each eligible client can benefit from the discount twice during the campaign period, which runs from 11 January to 11 February 2026.

Commenting on the occasion, Mr. Mohammed Buhijji, Chief Retail Banking Officer at Al Salam Bank, said: "At Al Salam Bank, we are proud to form value added partnerships that align with the modern lifestyles of our clients and enrich their daily banking experiences. Our collaboration with Keeta reflects our ongoing commitment to

providing smart payment solutions and special offers tailored to our clients' expectations.

With the official launch of Keeta in Bahrain, this initiative underlines our efforts to embrace the latest digital trends and promote card usage in day-to-day transactions. We are confident that this partnership will deliver real value to our clients and further reinforce our position as a

pioneering bank offering integrated banking experiences."

Mr. Aiden Qiao, General Manager of Keeta Bahrain, said: "Our focus at Keeta is on delivering a simple, reliable, and rewarding experience for users every time they order. Through collaborations with trusted partners such as Al Salam Bank, initiatives like this enable users to enjoy greater value from their everyday

Mr. Aiden Qiao, General Manager of Keeta Bahrain

meals, supported by a smooth and seamless digital journey. We remain committed to building an experience that puts convenience, trust, and consistency at the heart of everything we offer."

It is worth noting that Keeta offers a number of key benefits to all users, positioning it as a standout choice in Bahrain's food delivery space. These include free delivery with subscriptions, strong offers including new-user voucher packs, and continued deals post-launch.

Keeta also features an On-Time Delivery Promise, where orders are delivered within the promised timeframe – and if delayed, users are automatically compensated.



## Joint Economic Committee holds 49th meeting to boost public-private cooperation

TDT | Manama

The Joint Economic Committee between the Ministry of Industry and Commerce and the Bahrain Chamber of Commerce and Industry convened its 49th meeting, attended by senior officials from both sides. The meeting was chaired on behalf of the Ministry by His Excellency Mr. Abdulla bin Adel Fakhro, Minister of Industry and Commerce, and on behalf of the Chamber by Mr. Sameer bin Abdullah Nass, Chairman of the Board of Directors of the Bahrain Chamber of Commerce and Industry.

During the meeting, the Minister of Industry and Commerce highlighted the vital role of the Joint Economic Committee in strengthening coordination and cooperation between the public and private sectors, noting that such collaboration supports the commercial sector and contributes to achieving the Kingdom of Bahrain's development goals.

His Excellency also reaffirmed



the Ministry's commitment to monitoring and evaluating com-

mercial and service initiatives, including those scheduled to

be launched during the holy month of Ramadan, with the aim of supporting both consumers and traders. He further com-

mended the efforts of the Ministry's Inspection Directorate for conducting intensive inspection campaigns across markets and commercial outlets in all governorates to ensure compliance with commercial standards, safeguard consumer rights and enhance confidence in Bahrain's business environment.

For his part, Mr. Sameer Abdulla Nass expressed his appreciation to the Ministry of Industry and Commerce for the constructive and fruitful cooperation, emphasising that this collaboration has had a positive and tangible impact on serving the national economy and supporting development pathways.

He noted that this cooperative approach represents a successful model of effective public-private partnership and underscores the importance of integrating government and private sector efforts to strengthen the business environment and achieve shared economic objectives.

## Germany's Merz heads to India to bolster trade, security ties

AFP | Berlin, Germany

German Chancellor Friedrich Merz left for India on Sunday for a visit to bolster economic and security ties between the top EU economy and the Asian population giant.

Both Berlin and New Delhi face a turbulent world order and a set of economic and geopolitical challenges from the world's two largest economies, the United States and China.

Merz's visit from Monday -- his first to an Asian country since he took office last May -- comes two weeks ahead of a



Germany's Chancellor Friedrich Merz

planned EU-India summit and as India and the bloc are working

on a free trade agreement.

"This agreement is envi-

sioned not just as a trade deal, but as a comprehensive partnership that addresses modern economic realities," India's commerce ministry said on Friday.

During Merz's two-day visit, Prime Minister Narendra Modi will host him in Ahmedabad, in the premier's western home state of Gujarat, before Merz travels to the southern technology hub of Bengaluru.

The two leaders will attend a traditional kite festival and visit the Sabarmati Ashram, the spiritual retreat where Mahatma Gandhi, the leader of the Indian

independence struggle, lived for many years. That Merz chose India for his first trip to Asia as chancellor "demonstrates how India, the world's largest democracy, is an important strategic partner for Germany," a government spokesman said on Friday in Berlin.

European Commission President Ursula von der Leyen and European Council President Antonio Costa will be in New Delhi on January 26 for India's annual Republic Day parade.

For India and Germany, security links could also be bolstered

by a potential deal for German's Thyssenkrupp Marine Systems to build six submarines for the Indian Navy in a partnership with Indian state-run Mazagon Dock Shipbuilders.

That deal remains under negotiation, but would allow India to replace its ageing fleet of Russian-built submarines and likely include technology transfer provisions that would help build up its domestic defence industry. Merz will be accompanied by a large business delegation, including executives from corporate giants such as Siemens and Airbus.