

Customer Standards Rise

Professionals unite for excellence



Hanan Hasan



Ahmed Al-Nuaimi



Dr. Ahmed Al Banna



Enas Al-Fardan



Feras Ahmed



Mohamed Isa



Mohamed K. Alaali



Nada Al Gassab



Raed Abdullah



Sanaa Al-Maayouf



Zahraa Eid



Amal Jihad

Customer experience management has evolved into a recognised professional discipline globally, with associations and certification frameworks shaping service quality standards across sectors. The Customer Experience Association plans to launch initiatives to empower Bahraini professionals with the skills required to keep pace with developments in customer experience management.

- First specialised CX body
- Board elected in December
- Focus on service standards



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Bahrain has formally established its first professional association dedicated to customer experience, marking a step towards strengthening service standards and institutional practice across the Kingdom. The Customer Experience Association was formed following its first general assembly meeting held on December 6th, 2025, during which its inaugural board of directors was elected.

Leadership Team

The board is chaired by

Nada Al Gassab. Sanaa Al-Maayouf was elected Vice President for Administrative and Member Affairs, Hanan Hasan as Vice President for Public Relations and Events, and Raed Abdullah as Vice President for Scientific and Technical Affairs. Zahraa Eid was appointed Treasurer, Amal Mohammed Jihad as Secretary, while Dr. Ahmed Al Banna, Ahmed Al-Nuaimi, Enas Al-Fardan, Mohamed K. Alaali and Mohamed Isa were elected as board members. Feras Ahmed was appointed as an advisor to the board. The association aims to promote a customer-centric culture,

establish professional standards and adopt best practices to improve service quality and enhance beneficiary satisfaction.

Strategic Vision

Nada Al Gassab described the launch as a pivotal step in Bahrain's professional and social work landscape. She said the association seeks to serve as a strategic partner in developing an integrated customer experience system, transferring global best practices and adapting them locally. She added that it will work to position itself as a primary reference for practitioners in the field, develop a comprehensive model aligned with global changes and equip institutions with tools to enhance customer satisfaction. The association also plans to issue strategic documents outlining its objectives and launch initiatives to empower Bahraini professionals with the skills required to keep pace with developments in customer experience management.

NATIONAL HOTELS COMPANY (B.S.C)



Recommendation of Declaration of Dividends

The Board of Directors of National Hotels Company B.S.C. resolved, at its meeting held on **12th February 2026**, to recommend the distribution of dividend for the year ending **31st December 2025** to the shareholders whose names are registered on the company's register on the Record Date. This is subject to the approval of the company's shareholders on the upcoming Annual General Meeting. The proposed distribution is as follow:

Cash Dividend : 15% of share nominal value, equivalent to 15 Fils per share amounting to BD1.8 million.

Below are the key dates to be taken note of:

Event	Date
General Meeting Date (Shareholders' approval date)	26-March-2026
Cum-Dividend Date (Last day of trading with entitlement to dividends)	01-April-2026
Ex-Dividend Date (First day of trading without entitlement to dividends)	02-April-2026
Record Date (The Day on which all shareholders whose names are on the share register will be entitled to dividends)	05-April-2026
Payment Date (The Day on which the dividends will be paid to the entitled shareholders)	16-April-2026

Faisal Ahmed Al Zayani
Chairman
12/02/2026

‘Humanitarian mission driven by compassion’

Hasan Barakat
TDT | Manama

A group of Bahraini women has quietly spent years rescuing abandoned and injured cats, funding every operation from their own pockets. They describe this as a purely humanitarian mission driven by compassion rather than profit, working with the Bahrain Animal Protection Society. Since 2008, the volunteers have dedicated their time and personal resources to saving domestic cats left behind by owners and street cats injured in road accidents, neglect or abuse. Many cases involve severe medical conditions requiring urgent veterinary care. In the absence of a clear and comprehensive animal welfare law,



An abandoned cat with severe medical conditions receives an urgent veterinary care

they say their work fills a painful gap. Although their rescue efforts began nearly two decades ago, they launched an Instagram

account only a year ago as cases surged beyond their capacity. Social media, they explain, has become essential for raising awareness, encouraging a culture of kindness towards animals and finding sponsors willing to support urgent cases. The group does not operate a formal shelter. Each rescued cat is first taken to a veterinary clinic for examination, vaccination and neutering to limit uncontrolled breeding. The animals are then placed in private boarding facilities. Some are temporarily housed in the rescuers own homes to reduce mounting accommodation costs. More than 30 cats are currently spread across several boarding locations, with bills continuing to rise as new cases emerge almost daily.