

Invita's BPO solutions inspire achievement

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Invita Company, an ISO and PCI-DSS certified – leading provider of Business Process Outsourcing (BPO) and Digital Transformation, is one of the region's top (BPO) service providers. Invita has been one of the first and largest private-sector Business Process Outsourcing (BPO) services provider and Omni-Channel Contact Center services provider in Bahrain.



Charles Antony, the Head of BPO at Invita

end customers.

The brand Invita represents a well-trained workforce equipped with the best that technology can offer, guided by years of experience and expertise to deliver the best results for the clients. Invita's focus has been to innovate to adapt and cater, to the ever-growing and evolving needs of Invita's clients.

Invita works with clients having varying needs and sizes, across the domains of banking, insurance, regulatory, utilities, healthcare and logistics. Invita designs the services which are best fit for our clients' particular needs, be it managing the inbound voice or video calls, emails, live-chats, direct messages, website assistance requests, managing campaigns and surveys or providing qualified resources to manage other business processes. Invita team works, with clients to ensure seamless communication between them and their

Invita also works with clients to help them develop and manage their in-house contact centre operations with Invita's cloud contact centre solution, a cost-effective option for having a directly managed full-option contact centre. Invita also provides technical and operational guidance to make these projects a success.

The Head of BPO at Invita Charles Antony had this to add: "Our aim at Invita is to provide organizations with the best solutions, designed to optimize efficiency, productivity, growth and profitability. We strive to excel on all frontiers by adapting methods on par with industry best practices. Our long term relationships with our clients is a true testimony to the value we add to our clients." If you are interested in adopting the latest technologies and expanding your business potentials, Invita is your guide.

GFH exits US industrial portfolio

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GFH Capital Limited, a fully-owned subsidiary of GFH Financial Group, announced signing agreements yesterday to exit from its US Industrial Portfolio I and II acquired by GCL in 2016.

The Portfolio consists of 26 assets with an area covering over 2.7 million square feet. These assets across the Midwest region of the US are split equally between single and multi-tenant facilities serving as distribution, warehousing and other industrial real estate sites.

The exit is to deliver approximately 40% return to investors over the holding period.

Commenting on the transaction, Nael Mustafa, Co-Chief Investment Officer at GFH, said, "We believe this is the right time in the cycle to exit from the 2016 industrial vintage in keeping with GFH's investment philosophies of capitalizing on appropriate market conditions for entry and exit from its investments.



Nael Mustafa, Co-Chief Investment Officer at GFH

He added: "We are building a strategic, diversified portfolio of assets in this segment of the global property market. This is demonstrated by our recent investments in central distribution facilities in the United States leased out to leading high calibre tenants including Michelin and FedEx."

GFH is also in discussion to acquire further assets in the space similarly leased to strong creditworthy tenants, "which will allow our investors to build a strategically diversified portfolio within the growing industrial subsector not only in the US but in Europe and Asia as well in the near term."

AUB inks deals with Sharaf DG & Talabat

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Ahli United Bank announced signing two new strategic agreements with Talabat and Sharaf DG to bring a host of exclusive benefits to its customers.

"The new strategic alliances aim at bringing unique benefits to AUB's Pearl Rewards that impact our customer's daily lives," said Suvrat Saigal, Deputy Group Chief Executive Officer – Retail Banking at AUB.

"We are preparing to announce the new customer offerings in collaboration with Talabat and Sharaf DG and will soon share the details," he added.

Hesham Al Saati, Managing Director at Talabat, said, "Tala-



Officials during the signing

bat is always in search of partnerships that will bring more incentives to customers and support the platform in providing the best customer service possible. A partnership with

AUB opens the door to countless opportunities in how we reward our clients."

Faisal Khan, General Manager of Sharaf DG, added, "We are delighted to be bringing an

exceptionally compelling offer and range of services to AUB's customers. We plan to roll out soon a slew of exclusive benefits designed to add value and be more accessible to them."

BAB puts the focus on Bahrain-Turkish trade ties

● Adnan Ahmed Yousif, the Chairman of Bahrain Association of Banks, highlighted the importance of encouraging investments

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Top Bahraini and Turkish banking officials came together for a webinar by the Bahrain Association of Banks to discuss the possibilities of promoting investments in the banking and finance sectors, emerging economic opportunities and ways to provide sustainable financing.

During the webinar, Adnan Ahmed Yousif, the Chairman of Bahrain Association of Banks, highlighted the importance of encouraging investments, especially after foreign direct investment flows from Turkey to Bahrain reached USD 297 million in 2018, making Turkey the third source of foreign direct investment for the Kingdom.



Bahrain, he said, is the home to nine prominent Turkish banks. There are currently five major Turkish manufacturing companies operating in Bahrain, and the trade turnover reached USD 500 million in 2019.

Umit Leblebici, a member of the Turkish Council of Foreign Economic Relations, expressed their keenness to encourage mutual investments.

"The Council of Foreign Economic Relations, which has 146 major business institutions and more than 2,000 Turkish entrepreneurs as members, recently established a banking and financial working group to assist the Turkish private sector

in obtaining financing through local, regional and international banks. The Council is keen to discuss the cooperation and common opportunities with Bahraini Banks through BAB," Leblebici said.

Hakki Karatas, the Chief Economist of the Turkish Council of Foreign Economic Relations, said the economic and financial ties would benefit both countries.

Turkey, he said, is the fifth-largest economy in Europe.

The Turkish economy, he said, just like most others, had also suffered a decline due to the COVID-19 pandemic.

The Secretary-General of

the Turkish Banks Association, Ekrem Keskin, indicated that the financial markets in Turkey started to recover from the effects of the pandemic, pointing out that this represents an opportunity for closer cooperation.

"The two sectors are similar in many respects, including the freedom to conduct business, corporate ownership and the movement of funds to and from the state, besides no fees are on capital flows for local or international investors," Keskin added.

Zehra Sayar, Head of International Loans at the Türk Eximbank, discussed the cooperation in "Export Credit", noting that Eximbank, established in 1987, is the official provider of export credits in Turkey and operates through 22 branch and ten liaison offices across the country, and subject to the Banking Law.

This webinar comes in light of the efforts of the Bahrain Association of Banks and the Banks Association of Turkey to activate the MOU signed between them in 2017.

BFC Big Bonanza winner



Bahrain Financing Company (BFC), the Kingdom's oldest and most reputed money transfer and foreign exchange company, announced the winner of the Grand Prize of the "BFC Big Bonanza" campaign. The lucky winner of an MG 5 Car, Sanaullah Mohammad Habibur Rahman, was presented the prize at the Zayani Showroom in Sitra in the presence of BFC's Chief Executive Officer Deepak Nair and Zayani's General Manager Mohammed Zaki. The "BFC Big Bonanza" campaign, in which the customers had a chance to win an MG 5 Car as a Grand Prize and 200 Gold Coins, started on the 10th April 2021 and went on until the 10th June 2021. It gave BFC customers a chance to win for making a remittance or foreign exchange transaction within this period. This campaign, BFC said, reflects our constant endeavours to provide all our loyal customers with a unique experience that not only matches but exceeds their expectations.

RUW, West Virginia University organise Restructuring the Future of Fashion

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The Royal University for Women in collaboration with West Virginia University in the United States, have worked on a collaborative project for fashion design titled "Restructuring the Future of Fashion" under the patronage of the first lady of West Virginia University Laurie Erickson.

The aim of this project was to highlight the transformation of fashion design in the digital age by hosting a digital fashion showcase. Designs in the fashion show were the outcome of student projects at RUW and WVU –



Laurie Erickson

Alumna Yara Alkhan
RUW

Virtual Fashion shows



Fashion, Dress, & Merchandising Departments. RUW students showcased their skills in designing the contemporary version of traditional costumes and styling it along with traditional accessories. The students also expressed

their pride in participating in such a successful event which witnessed more than 1000 viewers.

Erickson stated that she had the privilege to visit the RUW campus in Bahrain several times where she wit-

nessed the students' vibrant creations and envisioned this project between WVU and RUW to provide the students with the opportunity to share their creations and to have fun while seeing different fashion perspectives. She added that "COVID-19 has shaped our collaboration, showing more clearly how technology can transform our lives and forge connections and I would like to thank the Royal University for Women for helping to bring this show alive".

Yara Al-Khan, RUW alumna and a current College Liaison Officer working at RUW highlighted her journey in

studying Fashion Design through this collaborative project. She said that "I chose to study at RUW as it was the best university option for me, especially that the certificate is accredited and recognised regionally and internationally".

She added: "To me, fashion is not only how to dress, but it represents me as a person. It's where your creativity and personality can be shown through one garment and being passionate for the major I chose really prepared me in the university as well as my own career to establish my own online clothing business".