ONE App Launches its ONE AI Agent to Help People Explore Its Products and Services

Launch of ONE AI Agent and ONE Marketplace CustomGPT marks a new milestone in AI-powered customer experience and digital banking innovation

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ONE App, powered by Al Salam Bank, has announced a new milestone in its digital innovation journey with the launch of ONE AI Agent in addition to a custom GPT available in ChatGPT called "ONE Marketplace".

The ONE AI Agent enables users to access accurate, real-time answers to their inquiries related to ONE App's products, services, and features through a more intuitive and conversational experience. The new AI-powered capability has been introduced to simplify customer support, improve navigation, and enhance self-service.

As part of this launch, users can now access the ONE AI Agent directly within the app, where it is available 24/7 to assist with questions related to the app's services, functionality, and user journey. In addition, users can also access the custom GPT in ChatGPT by selecting "Explore GPTs" and searching for "ONE Marketplace", providing an additional channel through which customers can engage with the platform and receive support.


Mr. Haitham Al Haddad, General Manager of ONE App

The introduction of ONE AI Agent and the ONE Marketplace GPT reflects ONE App's continued commitment to embedding artificial intelligence at the core of customer experience, while enabling users to access faster, more convenient support without relying solely on traditional service channels.

Commenting on the launch, Mr. Haitham Al Haddad, General Manager of ONE App, said: "At ONE App, we are continuously focused on redefining how financial services are experienced in the digital era. The launch of ONE AI Agent and our custom GPT represent an important step forward in that journey, enabling us to offer our users a more intelligent, responsive, and always-available support experience. This initiative reflects our broader ambition to place innovation and customer convenience at the center of everything we do."

The ONE AI agent is expected to significantly strengthen self-service adoption, allowing users to obtain information more efficiently while reducing dependency on conventional support channels. Designed to evolve over time, ONE AI Agent will continue to be enhanced to deliver increasingly intelligent, personalised, and context-aware interactions. ONE App intends to further expand the role of ONE AI Agent across the customer support journey, with future plans to extend its capabilities to handle application-related inquiries and integrate across additional customer contact channels, including WhatsApp, social media, and IVR.

This latest development reinforces ONE App's position as a next-generation digital financial marketplace and reflects its ambition to lead the AI-driven transformation of banking in Bahrain and the wider region by setting new standards for digital customer experience and innovation.

In Collaboration with INJAZ Bahrain

Al Baraka Group and Al Baraka Islamic Bank Organises Entrepreneurship Master Class Programme

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Al Baraka Group and Al Baraka Islamic Bank - Bahrain have organised an interactive entrepreneurship master class programme for the children of employees, in collaboration with INJAZ Bahrain. This initiative underscores the Group and Bank's dedication to supporting education, empowering future generations, and strengthening ties between community and the workplace.

The programme welcomed children of Al Baraka Group and Al Baraka Islamic Bank employees aged 7 to 12, offering them a dynamic learning experience designed to introduce them to the fundamentals of entrepreneurship and develop their personal skills while enhancing their financial literacy, creative thinking, and teamwork, tailored to their ages and educational needs.

The one-day programme featured interactive workshops, hands-on activities, and enjoyable challenges that encouraged creative thinking among participants, exploring entrepreneurial ideas and collaboration in a fun, enriching learning environment.

This initiative reflects Al Baraka Group and Al Baraka Islamic Bank's commitment to investing in youth, promoting educational values and serving the community. It aims to develop the skills of youths, inspiring them to acquire the knowledge and confidence needed to build a promising future.

On this occasion, Mr Abdulla Suwaileh, Head of Human Resources and Administration at Al Baraka Islamic Bank, stated: "We are proud to partner with Al Baraka Group and INJAZ Bahrain to deliver this meaningful programme which embodies our commitment to supporting our employees' children and providing a stimulating learning environment that uncovers their potential and develops their skills from an early age. We believe that instilling entrepreneurship, financial literacy, innovation and teamwork in young people represents a significant investment in the future of our society."

He added: "Through this programme, we have ensured the provision of an educational experience that combines learning with enjoyment, granting participants the opportunity to explore the world of entrepreneurship in a simplified and interactive way. This will enhance their self-confidence, encourage creative thinking, and help them explore their future potential."

INJAZ Bahrain is one of the Kingdom's leading organisations dedicated to preparing youth through specialised educational programmes in financial literacy and entrepreneurship. These programmes equip future generations with vital skills to meet the demands of the future.


Abdulla Suwaileh, Head of Human Resources and Administration at Al Baraka Islamic Bank

Al Baraka Islamic Bank is among the leading Islamic banks in the Kingdom of Bahrain. Since its establishment in 1984, the Bank has successfully provided innovative Shari'a-compliant investment and financing solutions while continuing to play a pioneering role in supporting social responsibility and sustainability initiatives.

For more information, please visit Al Baraka Islamic Bank's website at www.albaraka.bh, check out the bank's verified Instagram page, or call 13300400.

New Programme to Strengthen Traders' Legal Awareness

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The Bahrain Chamber of Commerce and Industry, in cooperation with the Judicial Studies and Legal Institute, has launched the awareness programme "Protect Your Business and Know Your Rights as a Trader", aimed at strengthening legal awareness among traders, business owners and entrepreneurs.

The programme seeks to equip participants with a better understanding of their legal rights and obligations, helping them protect their businesses, minimise legal risks and support the sustainability of their commercial activities.

The initiative forms part of the ongoing cooperation between the Bahrain Chamber and the Judicial Studies and Legal Institute to support Bahrain's business environment and promote legal awareness within the commercial community.

The programme will provide traders, entrepreneurs, business owners and small and medium-sized enterprises (SMEs) with essential legal knowledge covering different stages of a commercial venture. This includes business establishment, contracts, partnerships and commercial obligations, as well as mechanisms for protecting rights and reducing the risk of disputes and other legal challenges.


Dr. Shaima Abdullah Juma, Acting Chief Executive Officer and Director of the Legal Affairs Department at the Bahrain Chamber

غرفة البحرين
BAHRAIN CHAMBER

Dr. Shaima Abdullah Juma, Acting Chief Executive Officer and Director of the Legal Affairs Department at the Bahrain Chamber, said the programme's launch reflects the Chamber's continued efforts to strengthen legal awareness among the business community and provide traders and business owners with the knowledge needed to protect their investments from the early stages of establishing their businesses.

She said the cooperation with the Judicial Studies and Legal Institute reflects the Chamber's commitment to strengthening partnerships with specialised national institutions and contributing to a safe and stable business environment.

Dr. Shaima stressed that understanding legal rights and obligations is a key factor in the success and continuity of commercial ventures, particularly amid the growth of entrepreneurship and the SME sector in Bahrain.

Judge Dr. Riyadh Mohammed Al Sayadi, Director of the Judicial Studies and Legal Institute, highlighted the programme's importance in addressing the legal challenges that startups and SMEs may face in areas including business establishment, contracts, commercial obligations and protection of rights.

He said the programme seeks to reduce such risks by simplifying legal knowledge and connecting it with practical practices and real-world experiences in the commercial environment.

The programme is also expected to enhance participants' understanding of their rights and responsibilities, strengthen their ability to anticipate legal risks and help prevent disputes.

In addition, educational materials and online lectures will be provided as part of the programme to ensure that its awareness content remains accessible to a wider audience.

The programme will be delivered through a series of in-person and online seminars from September to December 2026, expanding access to its content among traders, business owners and entrepreneurs and supporting a more legally aware and stable business environment.

Seef Properties Signs Agreement with BNET to Deploy Fiber Network as Part of Seef Mall – Seef District Redevelopment

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Seef Properties has announced the signing of a strategic agreement with Bahrain Network (BNET) to implement an integrated Fiber infrastructure project as part of the comprehensive redevelopment of Seef Mall – Seef District.

The agreement marks another important step in advancing the Mall's transformation through a future-focused approach centred on advanced telecommunications infrastructure that supports digital transformation and meets the requirements of smart retail destinations.

The agreement reflects Seef Properties' commitment to developing its assets and retail destinations in line with the highest international standards. By investing in advanced digital infrastructure, the Company aims to enhance the Mall's readiness to accommodate the latest technologies and future services, while creating an integrated environment that meets the needs of tenants and visitors and responds to the growing demand for modern connectivity solutions. The agreement also complements national efforts to strengthen Bahrain's digital infrastructure and advance world-class telecommunications networks across commercial developments.

Under the agreement, BNET will deploy and operate an integrated Fiber network covering all facilities across Seef Mall – Seef District. The scope of work will include installing the Mall's internal network infrastructure, conducting operational testing to ensure network efficiency, reliability and readiness, and providing ongoing maintenance. This will enable all licensed telecommunications service providers in the Kingdom to deliver their services efficiently throughout the mall.

The project will provide high-speed Fiber connectivity across the destination, strengthen the readiness of its telecommunications and internet infrastructure, and support smart retail solutions and future digital services. In turn, this will help meet the evolving requirements of tenants, retailers and operational teams while further enhancing the quality of services available to visitors.

Commenting on the agreement, Mr Ahmed Yusuf, Chief Executive Officer of Seef Properties, said: "Fiber connectivity is a fundamental pillar of any advanced digital ecosystem. Our partnership with BNET will provide the Mall with a robust telecommunications infrastructure capable of supporting future growth in digital services, while offering tenants and visitors a more efficient and reliable connectivity experience. This supports our vision to create an integrated retail destination that is well equipped to meet the demands of the future.'

He added: "We continue to progress with the redevelopment through an integrated vision that goes beyond upgrading facilities and spaces. It also encompasses the development of an advanced technology ecosystem that supports innovation, enhances operational efficiency and enables the Mall to accommodate emerging digital solutions and future services. This will further reinforce its position as one of the Kingdom of Bahrain's leading shopping and entertainment destinations."

For his part, Mr Ahmed Jaber Alhogbani Aldoseri, Chief Executive Officer of BNET, said: "We are pleased to partner with Seef Properties to deploy fiber infrastructure right from the start. By deploying a unified network across Seef Mall – Seef District, every shop, office, and restaurant gains seamless access to all licensed operators without additional cabling.

This is the essence of BNET's role: neutral infrastructure that is built once and made available to everyone on the same terms, so that the choice always remains with the tenant. This infrastructure will also remain capable of accommodating future digital services without structural upgrades, making this partnership a model we look forward to establishing across commercial development projects in the Kingdom, and in support of its direction toward world-class digital infrastructure.