Al Salam Bank Exclusive Banking Partner of Informa Markets Exhibitions

Manama, Bahrain – 16 November 2023: Al Salam Bank announced its strategic partnership with Informa Markets, a global events and exhibition organizer. The Bank will be the official sponsor and exclusive banking and finance institution at all Informa Markets exhibitions for 3 years, including the Autumn Fair, Jewellery Arabia and Scent Arabia.

The signing ceremony took place on Wednesday, 15 November at Jewellery Arabia Hall 5 at the Exhibition World Bahrain in Sakhir. The event was attended by Mr. Abdulkarim Turki Chief Operating Officer at Al Salam Bank, Mr. Mohammed Ebrahim, General Manager of Informa Markets, and several Executive Management members from both institutions, as well as members of the media.

Through this partnership, Al Salam Bank aims to support and elevate the experience of local and international visitors and exhibitors participating in the exhibitions. The Bank will provide a comprehensive range of digital payment solutions to enable exhibitors and visitors to easily manage their financial transactions digitally. In line with efforts to create a more sustainable environment, Al Salam Bank aims to reduce the use of cash by providing a Self-Service Kiosk, Cash Deposit Machines (CDMs), mobile ATMs and an on-site branch at Exhibition World Bahrain.

As the exclusive provider of POS devices, Al Salam Bank will enable exhibitors from various companies and SMEs to process credit and debit card payments smoothly and efficiently. Additionally, the Bank will provide them with a package of banking products and services designed specifically for this vital sector.

Commenting on the partnership, Mr. Anwar Murad, Deputy CEO - Banking at Al Salam Bank, said: "This partnership serves as an important endeavor by providing us with the opportunity to deliver digital payment solutions that aim to reduce cash usage and elevate both visitors and exhibitors' overall experience. This also falls under our mutual objectives with Informa Markets to create a sustainable environment for all those involved in these prestigious global exhibitions. We are also pleased to announce the launch of a joint educational initiative and internship program. This program will be aimed at providing Bahraini talents interested in the events and exhibitions industry with the opportunity to gain specialized training and professional development in addition, to equipping them with the necessary hands-on experience in banking and event management, reflecting positively on our community as a whole."

On his end, Mr. Mohammed Ebrahim, General Manager of Informa Markets, expressed his enthusiasm for the collaboration, stating: "We are pleased to be collaborating with Al Salam Bank, one of the leading banks in the Kingdom. This partnership will significantly enhance the exhibitor experience at our events and provide valuable support to both local and international participants." The partnership will also include the establishment of the Al Salam Bank's exclusive lounge area at all Informa Markets exhibitions, creating a dedicated space that will feature unique Jewellery pieces on offer by sponsors and exhibitors, in addition to providing exclusive invitations to select clients at Al Salam Bank, a dedicated registration queue at events, along with VIP access and parking services.

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