



بنك أبوظبي الوطني
NATIONAL BANK OF ABU DHABI
ش.م.ع PJSC البنك الرائد The Number One Bank

Business Women's Role Considered the Best in the UAE

Presented by: Sarah Wadi
Business Development Manager BBG

Outline

- Introduction
- In Brief
- Business Women's Role in the GCC
- Business Women in UAE score the highest in "2009-2011"
- Facts behind the progress of the Business Women in the UAE
- BBG's Vision
- BBG's Products
- BBG Highlights as of Jan 2011
- BBG's future expansion strategy
- BBG's offer to IBWG

Introduction

Women's roles in the workplace today are much more distinguishable than in the past. The **Business Women** segment has literally been nominated by the government of the UAE as one of the fastest growing market segments as of 2011, and is rapidly gaining dominance in UAE's overall economic environment as well as for the banking sector.

In Brief

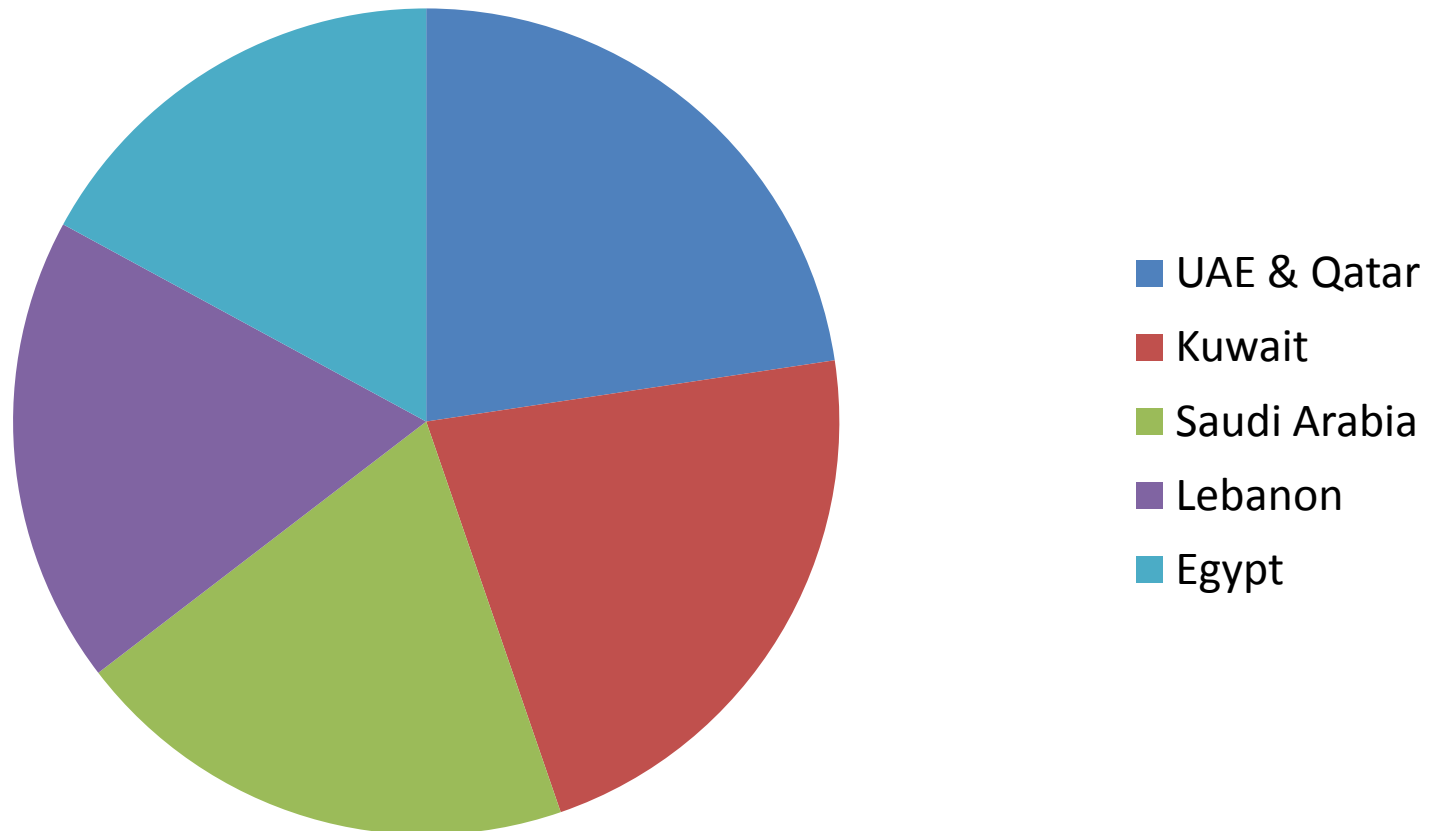
Compared to other parts of the GCC, the Business Women's role is growing in the UAE and Qatar, but their impact in Saudi Arabia has lessened, compared to last year.

As of 2011, it showed that the UAE topped the six markets covered in the region with an overall score of 72.1, where 100 represents equality in the sexes.

The Index is comprised of five indicators: Business Ownership, Business & Government Leadership, Workforce Participation, Regular Employment Opportunities and Education.

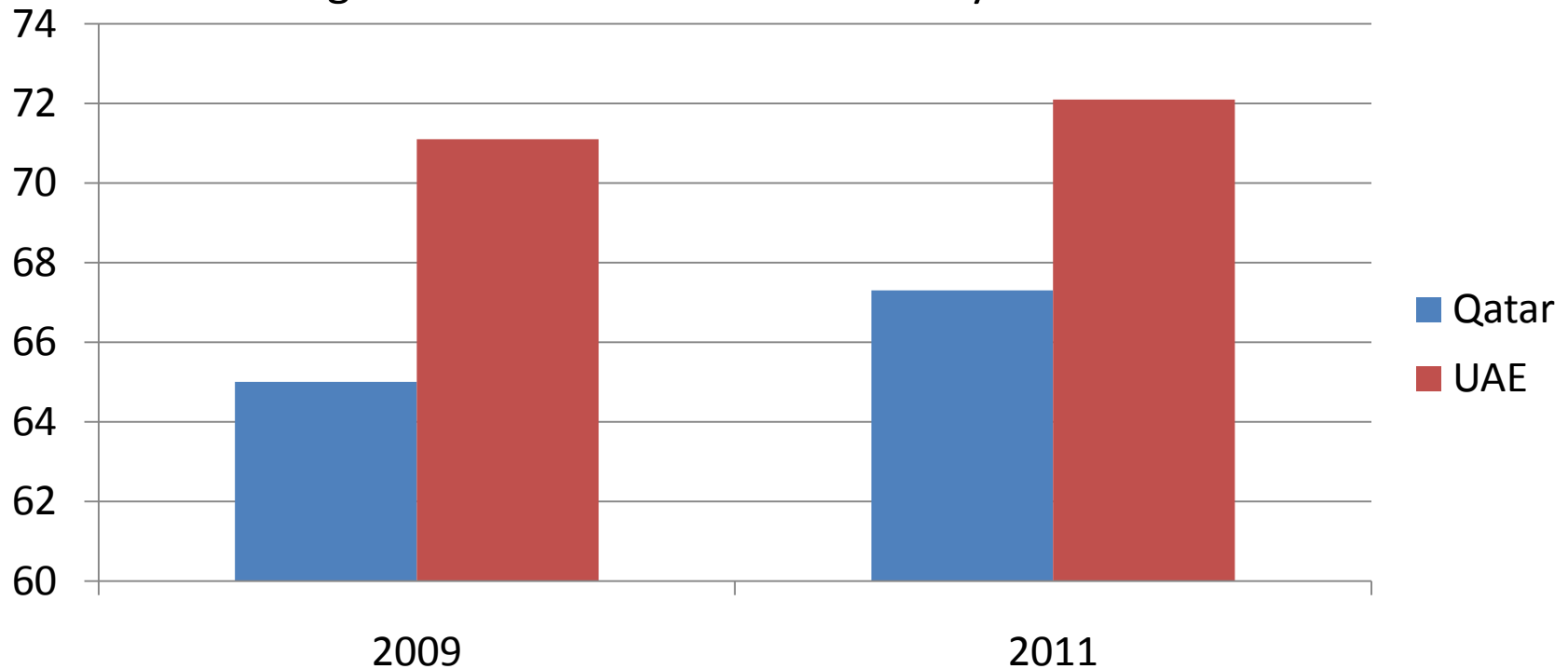
Business Women's Role in the GCC

The UAE was followed by Qatar (67.3), Kuwait (65.7), Saudi Arabia (59.1), Lebanon (54.5) and Egypt (50.8).

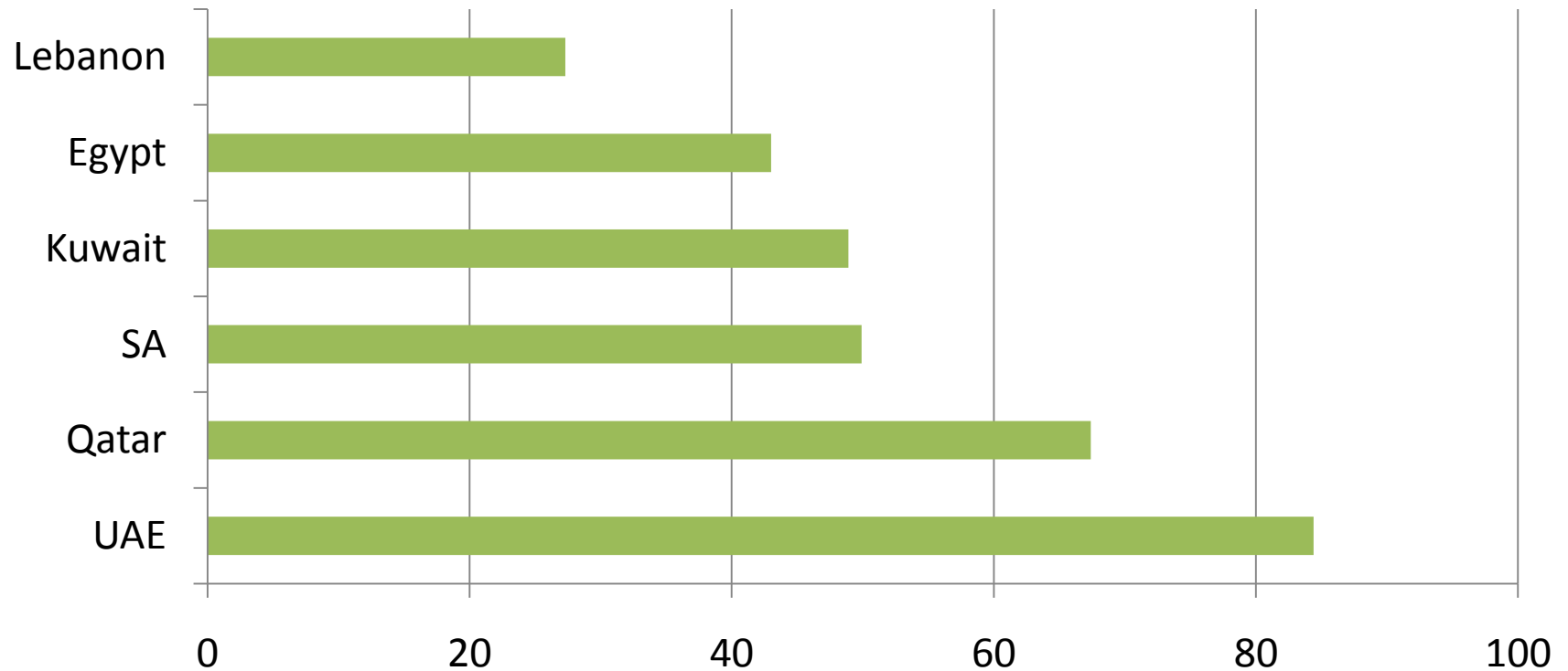


Business Women in the UAE score the highest “2009-2011”

The UAE and Qatar scores showed the highest increase in recent years, with Qatar rising from 65 in 2009 to 67.3 in 2011 and the UAE climbing from 71.1 in 2009 to 72.1 this year.



The UAE was the most encouraging to business women with a score of (84.4) followed by Qatar (67.4), Saudi Arabia (49.9) Kuwait (48.9), Egypt (43.0) and Lebanon (27.3)



Facts behind the progress of the Business women in the UAE

- The literacy rate of local women in the UAE was 90 percent in 2007 and is increasing every year going forward.
- The number of UAE national women enrolled in higher education is actually 24 percent more than the number of UAE national men enrolled in higher education reflecting a staggering statistic.
- 77 percent of UAE females continue on to higher education from high school more than men.
- Three of every five students in the public higher education system are women.

BBG's support to the Business Women of the UAE

There is an increasing sense of entrepreneurship amongst women which means that conditions have changed considerably in the past ten years.

as a result of that.....

BBG Vision

1. To **Empower** Business Women of the UAE
2. To **Strengthen** relations by catering to their business needs.
3. To **Provide** speedy services
4. To **Offer** off-the shelf products
5. To **Develop** fast solutions and acceptable costs
6. To **Operate** through NBAD's extensive branch network in addition to our Ladies Centers
 - ✓ Paris Gallery – Abu Dhabi
 - ✓ Al Nada Branch – Al Ain
 - ✓ 1 in Dubai not yet finalized
7. To **Develop** long-term relationships and support to Business Women.

BBG Products

1. Visa Business Credit Card
2. E-Business Banking
3. Business Rent Loan
4. Business Vehicle Finance
5. Business Office Finance
6. Foreign Exchange Facility
7. Overdrafts / Term Loans
8. Letters of Guarantees
9. Letters of Credit

BBG Highlights as of Jan 2011

- Signed a Memorandum of Understanding with Khalifa Fund for Enterprise Development.
- Signed an MOU with Mohamed Bin Rashid Establishment “Dubai SME”.
- Working on training programs for young entrepreneurs future prospects of BBG
- Met with the Western Region and Abu Dhabi Women Council to sign an MOU
- **Inaugurated BBG centers throughout the UAE:**
 - BBG Center Al Ain
 - BBG Center in Jebel Ali
 - BBG Center in Al Quoz
 - 8 more are being finalized before the end of the year.

BBG's Future Expansion Strategy

- 2 additional business centers in Abu Dhabi:
 - ✓ Abu Dhabi West
 - ✓ Mina

- 2 business centers in Dubai:
 - ✓ Bur Dubai
 - ✓ Deira

- **4 business centers in Northern Emirates:**
 - ✓ Sharjah
 - ✓ Ajman
 - ✓ RAK & UAQ
 - ✓ Fujairah

BBG's offer to IBWG

- ✓ Financing of existing projects up to a maximum of AED 1,000,000.
- ✓ Start-ups will be on a case-by-case basis.
- ✓ Single exposure for each client should not exceed AED 1,000,000.
- ✓ The interest rate will be offered at P+1%
- ✓ Tenor and the repayment terms of the facilities up to a maximum of 5 years.
- ✓ Must open one of the business accounts below:
 - BBG Basic Account
 - BBG Advantage Account
 - BBG Preferred Account

Thank you