**BLC BANK TAKES THE LEAD IN PROMOTING WOMEN-FRIENDLY BANKING**

BLC Bank has long valued its reputation as Lebanon’s market leader in services for women. Now the bank is living up to its commitment to women everywhere by sharing this expertise with other financial institutions from around the world. On April 2nd-4th BLC Bank hosted a study tour, in Larnaca, Cyprus, focusing on best practice in serving women’s needs in the banking sector, as part of an ongoing program of capacity-building sessions organized by the *Global Banking Alliance for Women* (GBA).

The three-day event saw representatives from international banks and financial institutions which belong to the GBA to learn from the experiences of BLC Bank’s team. The aim was to work together so member organizations could implement progressive changes to hone and improve their own Women’s Markets Strategies. Seminar sessions focused on topics like the appropriate use of social media, and how to implement a women-focused approach to SMEs.

The GBA is an organization that brings together banks and financial institutions from all over the world to develop strategies for the promotion of women’s wealth creation. In 2012 BLC Bank joined its ranks to become the first bank from the MENA region to sign up, and the first to commit to the UN’s Women’s Empowerment Principles.

Tania Moussallem, BLC’s Head of Strategic Development, noted that this latest development is simply another expression of the bank’s commitment to helping women make the most of their economic potential. “Making sure we serve the needs of women is not just part of our corporate social responsibility – it’s an essential part of our core business. Working with inspirational people like Inez Murray, the Chief Executive Officer of the GBA, we hope to do all we can to underline the importance and potential of the female economy throughout the financial services industry, and to further our own knowledge and skills as we look to constantly improve the way we help women drive the Lebanese economy.”

===

Ends

**About BLC Bank:**

BLC Bank is focused on its vision of becoming a Bank of reference and is actively involved in financing productive economic sectors which have a lasting effect on national growth and sustainable development in Lebanon. To this effect, the Bank received local and international awards for its commitment to developing SMEs, fostering women’s economic empowerment and contributing in promoting CSR initiatives.

**For more information, press only:**

|  |  |  |
| --- | --- | --- |
| **:**Joyce Kozaily Abi Ad  Head of Communication  Marketing Group- BLC Bank  Phone: 009611387000  E-mail: [joyce.kozaily@blcbank.com](mailto:joyce.kozaily@blcbank.com) | Stephanie Faysal Youssef  PR & Media Relations Officer  Marketing Group- BLC Bank  Phone: 009611387000  E-mail: [Stephanie.faysal@blcbank.com](mailto:Stephanie.faysal@blcbank.com) | Hiba EL Assir  PR Account Executive  Pencell PR & Events  Phone: 009611496280  E-mail: [hiba.beirut@pencellpr.com](mailto:hiba.beirut@pencellpr.com) |