**BLC Bank… And the Empowerment Mission continues**

Proud partner of Lebanese women in particular, and Arab women in general, BLC Bank launched in 2012 the WE Initiative, a full program dedicated to the economic empowerment of women.

On the occasion of International Women’s Day, BLC Bank has decided to extend the celebrations to an entire month with an advertising campaign showcasing women-oriented products, and an agenda of special tailor-made activities that target women and aspire to answering their needs.

WE by BLC Bank was the “preferred banking partner” for the New Arab Woman Forum (NAWF) 2013 which successfully took place on March 1st and 2nd 2013 at the Mövenpick Hotel in Beirut, and “took a positive view forward to consider the role of Arab women as entrepreneurs, and how it can be promoted and encouraged as part of the overall empowerment of women in the region”. The NAWF 2013 featured many regional opinion leaders and stakeholders in the arena of Women Empowerment and business, and was under the patronage of the First Lady of Lebanon, Mrs. Wafaa’ Sleiman.

Coinciding with the one year anniversary of the WE Initiative launch, BLC Bank will also be organizing a conference in Tripoli on March 20th, conceived for women, and targeted to empowering their business potential; the conference will take at the CCIAT (Chamber of Commerce, Industry and Agriculture of Tripoli & North Lebanon).

And as a coronation to the efforts of encouraging women’s entrepreneurship, BLC Bank will launch the second edition of its awards for the “Woman Entrepreneur of the Year”.

Mr. Raoul Nehmeh, BLC Bank General Manager said that: “We at BLC Bank have the strong belief that sustainability is key, therefore, our commitment to the WE-Initiative will carry more diversified programs, to empower women in Lebanon and the Arab World”.