

## **BIBD TREAT CLIENTS TO INNOVATION WORKSHOP**

---

### **For Immediate Release**

April 8, 2016 - Around thirty BIBD clients from its Corporate and Retail Banking Groups were feted to a special one-day workshop for BIBD clients as part of Politeknik Brunei's Enterprising Brunei: Innovating Youth Workshop 2016. The workshop was held at the One Stop Centre at the Politeknik Brunei premises in Ong Sum Ping road.

The special workshop was aimed to produce innovative, creative people who will contribute towards Brunei's nation building. This initiative is in line with Brunei's Wawasan 2035 to encourage and facilitate Brunei's youth to be more enterprising, resilient, competitive and able to sustain themselves in a continuously challenging environment, which will eventually contribute to the country's future economic growth.

The workshop included two sessions on "Becoming an Innovative Business" and "Developing a Customer Service Focus". The first session sought to highlight the need to be creative, in terms of products or process, and how to create the environment for it, as a vital tool for sustainable success of any business. The second session was aimed at putting the customer in the spotlight as the focus of the business, and how this focus is crucial for business success and sustainability.

The workshop was handled by Mohammed Arshed Butt, Managing Director and founder of Solomon Ash, a UK-based company specialising in Business and Community Development and is an approved Institute of Leadership & Management Centre.

He has over fifteen years' experience delivering Training in Enterprise & Entrepreneurship, Leadership & Management, and Sales & Marketing. Ash is also an approved Business Coach and Training specialist with the UK Government's Growth Accelerator Programme (now Business Growth Service).

For further information, please contact:

**DK RODZI PG HJ ABD RAHMAN**

Corporate Communications

BIBD

Tel : +673 2269811

Fax : +673 2240683

e-mail: rodzi.rahman@bibd.com.bn

**SHAIRAZI ZAINUDDIN**

Corporate Communications

BIBD

Tel : +673 2269817

Fax : +673 2240683

e-mail: shairazi.zainuddin@bibd.com.bn

**About BIBD**

BIBD is the largest financial institution in Brunei Darussalam, leading the market in terms of assets, financings, and deposits.

BIBD is headquartered in Bandar Seri Begawan with fifteen branches and the largest network of ATMs located strategically in all four districts of Brunei Darussalam.

BIBD was ranked 42nd in terms of Soundness (Capital Asset Ratio) in the top 1,000 World Banks by “The Banker” in 2014. BIBD is one of the safest banks in the world and is given an impressive credit rating of A- by Standard & Poor’s in 2015, the highest in Brunei and among the highest in the region. BIBD has been named the “Best Retail Bank in Brunei” by The Asian Banker in 2013, 2014, 2015 and 2016.

For more information on any of BIBD’s other products or services, please log on to the BIBD website at [www.bibd.com.bn](http://www.bibd.com.bn), visit your nearest BIBD branch or get in touch with the BIBD Contact Centre at 2238181.