

Byblos Bank holds its Annual Gathering

Semaan Bassil: “Our values are the cornerstone of our success”

Byblos Bank Headquarters, Ashrafieh, 09 December 2011: Byblos Bank gathered around 1700 employees from its Headquarters and 78 branches all over Lebanon in its annual gathering held at the Emirates Hall at the Habtoor Grand Hotel.

Mr. Semaan Bassil, Vice Chairman and General Manager of Byblos Bank Group, highlighted the importance for every employee from the top to the bottom of the hierarchy, to live the Bank’s values and to make choices aligned with them whatever the circumstances and challenges are. Mr. Bassil considered that “good results do not last if they are not based on values, thus reiterating Byblos Bank’s values: Performance, Teamwork, Integrity, and Customer Focus. These values are the solid cornerstone of the Bank’s successful business and the development of individual and group performances, thus nurturing excellence”, he said.

Mr. Bassil praised the positive achievements on both the financial performance and the human resources management despite the several challenges faced during 2011. He announced that during the next three years, the focus will be to maintain a net interest margin at about 2%, to target a 15% return on shareholders’ equity, and to keep the cost-to-income at 40%. “Furthermore, we will promote the interaction between employees and managers in order to create a culture of dialogue, transparency, and continuous improvement using the most innovative key performance indicator and evaluation systems. And we will work to develop the skills of our high performing employees to prepare them to lead the Bank in the future”, he said.