

Providing dynamic solutions

By **MOHAMED ABDEL SALAM KAFABI**

VICE CHAIRMAN AND EXECUTIVE PRESIDENT, BANQUE DU CAIRE



MOHAMED ABDEL SALAM KAFABI is the Vice Chairman and the Chief Executive Officer of Banque du Caire, a position he has held since 2008. From 2005-08, Mr Kafafi held the position of Deputy Chairman and Executive Board Member in Banque du Caire and Banque Misr. Prior to holding those positions, he was the Chairman of Banque Misr Exterior Cairo, Regional Manager of North and West Africa for Barclays Bank Egypt, Chief Administrative Officer of Egyptian American Bank, and Vice President of Capital and Banking Markets for Citibank Canada.

In one of the fastest growing economies in the MENA region, Banque du Caire stands at the forefront of the banking industry in Egypt. Pushing the industry into the 21st century, Banque du Caire's unique business outlook has become the driving force behind the development of this sector. Recognising the changing demand amongst its customers that stems from population growth which increases annually at an average of 2 per cent each year, Banque du Caire started to take the steps to address these needs in 2008, with the top-down restructuring of the bank.

The restructuring started with first and second tier management positions, all of which were filled, which was followed by the review of the bank's risk management department, which is now one of the most robust on the market. A reflection of this strong risk management can be seen through the bank's 375,000 borrowers, who secure loans through Banque du Caire, making the bank one of the number one lenders in Egypt.

Already one of the largest service providers in Egypt serving over 1.9 million customers covering the retail and corporate sectors, Banque du Caire's ambitious expansion plans have brought the overall number of operating outlets and branches to an impressive 229. The significant expansion, which will strengthen its regional and global presence extensively, will ensure that customer needs remain at the top of the bank's agenda. Strengthening its leading position in the loan sector Banque du Caire has continue to focus on the growth of

syndicated loans and SME lending, as well as expanding into the field of car loans and taking the important steps needed to support housing loans.

Through prudent monitoring of the global financial crisis, Banque du Caire was able to weather the crisis better than almost any other bank on the market, allowing them to look to the future and provide dynamic solutions during the crisis. Whilst other banks were looking to limit the financial impact on their institutions, Banque du Caire's forward thinking allowed it to introduce a small and medium enterprise department in 2009, at the height of the crisis. A reflection of government plans to move Egypt towards even greater development; Banque du Caire expanded its micro finance loan program to include 100,000 participants, significantly supporting the most impoverished sectors of society, at a time when support was most needed.

In just one year Banque du Caire's balance sheet has grown by E£4.5 billion, with its loan portfolio growing by E£6.6 billion. Today, Banque du Caire boasts the fastest growing loan portfolio. With almost 60 years of professional banking experience, Banque du Caire's rapid evolution reflects everything that the bank's core business model is based on. Creating greater trust amongst its clients, through an insistence on transparency and a strong focus on customer needs Banque du Caire continues to lead the banking sector demanding higher standards and setting the trends that other banks must start to follow if they wish to stay in the banking game. **E**



Citystars retail and entertainment complex in Cairo

Photograph by Euronomy/The Earl of Gaitford