

Title : Habib Bank AG Zurich – “Service with Security”  
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# Khaleej Times

**SME TRADE FINANCE**  
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**HABIB BANK AG ZURICH**

## "Service with Security"

Habib Bank AG Zurich's corporate philosophy is "Service with Security" where traditional banking values are set in the context of secure technological innovation



### Suchitra Steven Samuel

"We are very focused on trade finance and corporate banking services. Our Internet banking service is a leader in this space offering trade related services online since 2000. Banking with us is safe, secure and efficient," says Arif Laikhani, Chief Executive, Habib Bank AG Zurich (HBZ) in an interview with Khaleej Times.

The full Trade Finance cycle offered online includes: LC opening and amendment, Export LCs, settlement of documents, Trust Receipt Financing, Integrated secure STP payments systems with client access to Authenticated (ACK) SWIFT.

"We offer a rebate programme called HBZtrip for customers opening LCs online with cost effective and rapid turnaround times," he adds.

Spanning several generations, HBZ was established in 1967 on a solid foundation of banking tradition. As a Swiss-incorporated bank, it offers a high level of confidentiality, backed by strict adherence to international rules and regulations.

"We have been operating in the UAE since 1974 and traders constitute a large portion of our customer base. Often, they work with regular suppliers. So once the LC is set up online, a template that can be modified easily is available for onwards use at anytime of the day," Lakhani explains.

Trade is ultimately about shipping or receiving goods against timely payment. HBZcms, an online secure payments channel facilitates payments for customers anytime, anywhere. Customers can log in and set up a template for third party fund transfers at a flat rate of AED 25.00. The power of this comes from our Java banking system called hPLUS that was internally developed in the UAE.

Elaborating on the 2011 performance Lakhani says, "by staying focused on our core business, it has been a pretty good year. As far as 2012 is concerned, we see increasing deal flows and consumer spending is on the uptick."

HBZ is a great supporter of SMEs. "We have a lot of companies coming to us in the initial stages. We work with them in special programmes both within Freezones and with LLC's," he adds. Our service is relationship based and we encourage customers to come in and talk to us in detail about their needs. We try to remain flexible and address our customer's needs with creative solutions," he adds.

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## eLetter of Credit

Manage your entire Trade Finance cycle online (HBZetLC) and benefit from HBZtrip – online trade finance rebate program. View authenticated SWIFT message confirmations, check the status of your documents in real-time, receive SMS notifications and more.

HBZ has expanded its award winning HBZweb and HBZmobile delivery channels and services to include third party wire transfers, bill payments and cash management services with work-flow management over its unique security infrastructure.

Manage your business. 24 hours a day. World Wide.



**Habib Bank AG Zurich**

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