

Title : Habib Bank AG Zurich – innovation remains the key
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Habib Bank AG Zurich - innovation remains the key

HABIB Bank AG Zurich (HBZ) always strives to be the bank that opens up new channels and avenues for its customers.

This ability has earned it the 'Banker's Middle East Innovation Award' and the 'Dubai Quality Appreciation Award'.

While offering traditional electronic delivery channels such as ATMs and HBZtel banking, HBZ maintains a leadership position in delivering innovative products such as true event-based SMS messaging via HBZgsm, Internet banking via HBZweb and HBZwap over GSM and GPRS.

HBZ's technology is the most advanced in the country, offering the quickest and the safest banking solutions 24 hours a day; worldwide.

Today, 58.35 per cent of credit customers and 48.57 per cent of depository clients benefit from HBZweb.

The bank maintains its

technological competitive edge by offering traditional banking services, such as loans, using new and improved mediums.

"Built with efficiency, it allows us to extend new pricing structures to our customer base," says Reza Habib, Joint President.

New policy

With the new pricing policy, HBZ is the most competitive bank offering personal loans starting as low as five per cent on a reducing balance basis. Besides this, HBZ has a range of other consumer products including credit cards, auto and rent loans.

HBZ is one of the few banks in the country to offer e-LCs, a virtual Letter of Credit, enabling clients to raise Letters of Credit over HBZweb. Habib Bank AG Zurich was established in 1967 on a solid foundation of banking



HBZ is one of the few banks in the country to offer virtual Letters of Credit to its clients

tradition that spans several generations. Traditional banking values set in the context of international banking have determined Habib Bank AG Zurich's corporate philosophy

- "service with Security" - for over 35 Years in Operation. Providing trade finance, corporate, consumer, private, retail and correspondent banking products, the bank offers highly personalised service to its

customers through its international network of over 30 branches and online at <http://www.habibbank.com>