



## Press Release

### Fransabank Receives the Social Economic Award 2013

Fransabank was honored to receive the Social Economic Award 2013 (SEA 2013) for the second year in a row, on November 23<sup>rd</sup> at La Salle des Ambassadeurs - Casino du Liban.

The event was organized by First Protocol, in collaboration with the Central Bank, to honor the private sector for developing concepts and products that endorse social welfare, a better environment, and a positive national impact, while maintaining a profitable business.

Twelve awards were granted to business enterprises within four sectors; industry, commerce, banking and franchises. Among them was the award which Fransabank reaped for "Art and Heritage", in honor of its JABAL initiative, that has left its mark on the local market and the country in general.

As she received the award, Mrs. Dania Kassar , Head of Marketing and Corporate Communication Division, highlighted that "to date, Fransabank has successfully demonstrated a leading role in supporting various sectors and promoting the best standards in corporate social responsibility, whether in JABAL or other initiatives on the following levels: Social and Humanitarian, Education and Knowledge, Environment and sustainability, Art and Culture, Economy and Development, Human capital, and various National initiatives." Kassar also conveyed "a message of hope, perseverance and insistence to pursue in Fransabank's mission and achieve so much more in the years to come, where the Bank's CSR activities continue to drive momentum."

It's worth noting that from 1998 to 2013, JABAL exhibitions have launched each year talented young artists from different Lebanese regions, out of whom more than fifty are today a pride to the nation. Through JABAL, Fransabank confirms not only to its corporate social responsibility, but also to its role as an artists' supporter, talents' discoverer; and contributor in developing cultural openness, supporting national vivacity, and reflecting the diversity and vitality of the emerging contemporary creativity in Lebanon.

In the same frame work, Fransabank reaped last year the Social Economic Award 2012 under the category of "Women Empowerment" for developing the Micro Credit "Najah Loan." The loan was designed to allow women enhance their families' standards of living by benefiting from reduced interest rates and various facilities such as extended grace and repayment periods, which helps develop their businesses, while contributing to the growth of the national economy in the industrial, services, tourism, and trade sectors.

The gala dinner was attended by Ministers, MPs and former ministers in addition to a large number of visitors, alongside key figures from the business, economy and media worlds.

[Click here to view the TV Commercial](#)

### **End of Press Release**

#### **For Further Information, Kindly Contact**

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