

## **Lloyds TSB Middle East wins award for Emiratisation strategy and results.**

**Dubai: 13 March 2008**

Lloyds TSB Middle East, part of one of the world's largest banking groups, has been awarded a prestigious award recognising the success of its Emiratisation programmes. Awarded to Lloyds TSB's UAE Business Advisor and Head of Emiratisation, Abdul Rahman Saqr at the Sharjah Careers Fair, the award acknowledges the bank's commitment to recruiting, developing and retaining UAE Nationals.

Collecting the award, on behalf of Lloyds TSB Abdul Rahman Saqr said,

“One of Lloyds TSB Middle East's key strategic objectives is ‘To be the Employer of Choice for Emiratis’. We want to help build a generation of talented and ambitious UAE Nationals who can help build the future of the UAE. With our level of Emiratisation having grown significantly over the last year to 30% we have demonstrated that we are fully committed to this vital initiative.”

Bert De Ruiter, Managing Director of Lloyds TSB Middle East, added,

“To have won this Emiratisation award is a fantastic achievement of which we are very proud. We have identified that the future success of the bank in the UAE is dependent on our commitment to the local community and we see Emiratisation as a key component of this.

The value of Emiratisation to us is vast. From the satisfaction of working with some of the brightest and most ambitious young executives to the genuine symbiotic relationship we enjoy with this talent, Emiratisation benefits our entire business.”

Lloyds TSB Middle East launched its Undergraduate Development Programme (UDP) for UAE Nationals in December 2007 with the aim of developing the next generation of Emirati banking professionals, it complements the existing and very successful Management Trainee Programme for UAE National graduates.

The Undergraduate Development Programme is specially designed for UAE National students attending a full time course in any university or college around Dubai. The one year development programme runs one day a week on Saturdays in Jumeirah Beach Hotel and offers a salaried position with an annual contract with Lloyds TSB. The scheme provides insight into all parts of the banking industry for the students whilst they continue to study full time.

The UDP complements other programmes and initiatives run at Lloyds TSB aimed at developing UAE National talent. In addition a management training scheme is run for full time talented graduate entrants to the bank and Lloyds TSB's successful ‘Head Start’ programme is designed specifically to aid school leavers seeking a career in



banking. Lloyds TSB also has permanent positions for talented UAE Nationals across all functions in the Bank.

The main branch of Lloyds TSB is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centres located at the Arabian Ranches, Healthcare City, Green Community and Uptown Mirdif. Lloyds TSB Middle East employs over 300 people providing a full range of financial services including: Personal Banking, Business Banking, Corporate Banking, Offshore Banking, Private Banking, Treasury Services and Trade Finance Services.

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**Notes to Editors:**

Lloyds TSB Dubai is a branch of Lloyds TSB Group, one of the world's largest and most respected banking groups. Lloyds TSB employs over 70,000 people in more than 20 countries worldwide. Lloyds TSB has been a leading bank in Dubai for over 30 years and was awarded its banking licence by the UAE Central Bank in 1977.

For more information, please visit [www.lloydstsb.ae](http://www.lloydstsb.ae)



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# News Release



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