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Al Salam Bank

In Conjunction with Jewellery Arabia 2025…

Customs Affairs and Al Salam Bank Announce the First Comprehensive Digital Integration between “Ma'arid” and ASB Pay Business

Manama, Bahrain – 23 November 2025: Customs Affairs, in collaboration with Al Salam Bank, announced a new step that reinforces their leading role in providing digital banking solutions in the Kingdom of Bahrain. This was achieved through the integration of the “Ma'arid” platform (Customs Information Management System) under Customs Affairs and “ASB Pay Business” by Al Salam Bank, which will be officially launched during Jewellery Arabia 2025. The initiative aims to facilitate commercial transactions for vendors participating in the exhibition.

This cooperation comes as part of the efforts by Customs Affairs and Al Salam Bank to support the national economy and enhance the business environment by streamlining commercial operations for exhibitors, particularly those coming from outside the Kingdom of Bahrain. The integration with the ASB Pay Business platform enables merchants to complete sales and comply with customs procedures through a single secure digital device that displays transactional data in real time, thereby improving the efficiency of their participation.

The “Ma'arid” platform (Customs Information Management System) is the first of its kind globally in the field of exhibition management, including Jewellery Arabia. It reflects Bahrain's advanced capabilities in digital modernization. The process begins with the electronic registration of exhibitors and concludes with final customs clearance. As an exception, the platform has been integrated with ASB Pay Business by Al Salam Bank to form a complete digital cycle aimed at enabling digital compliance and delivering a unique experience for exhibitors and participants, unlike anywhere else.

On this occasion, H.E. Shaikh Ahmed bin Hamad Al Khalifa, the Customs President, emphasized the significance of this strategic milestone, stating: “Customs Affairs takes pride in this national achievement, made possible through collaboration with the private sector, the ‘Ma'arid’ system (Customs Information Management System). It was developed and automated by our customs personnel as an innovative digital initiative specialized in organizing customs procedures for the exhibition sector. This achievement aligns with our ongoing efforts to streamline processes and uphold the highest standards of transparency and accuracy by reducing the time needed for exhibitors' clearance, from arrival to exhibition conclusion, seamlessly and efficiently. Through our partnership with Al Salam Bank and other relevant entities, we aim to provide merchants and participants with an integrated and secure experience via a unified platform.”

From his side, Mr. Anwar Murad, Deputy Group CEO – Banking at Al Salam Bank, stated: “We are proud of this national milestone that embodies the spirit of collaboration between the public and private sectors in developing digital solutions that simplify processes and enhance operational efficiency. The integration between ASB Pay and the ‘Ma'arid’ platform represents a qualitative shift in managing payments and customs compliance, particularly in a sensitive sector like jewellery. At Al Salam Bank, we reaffirm our commitment to advancing a comprehensive and secure payment ecosystem that supports merchants and businesses while contributing to Bahrain's broader economic vision.”

Commenting on the technical role, Mr. Ghassan Mardini, Chief Operating Officer at Arab Financial Services, on behalf of Mr. Samer Soliman, Chief Executive Officer of AFS, expressed his pride in the company's involvement in the integration, saying: “We at AFS are proud of our technical partnership with Al Salam Bank, which led to the development of ASB Pay as a comprehensive solution tailored to merchants' needs with intelligent and secure payment systems. As a financial solutions provider, we believe in the importance of delivering a reliable infrastructure that facilitates payment acceptance and enhances commercial efficiency. This integration between the two platforms is a continuation of our partnership, contributing to the simplification of customs procedures through a unified digital payment experience. This initiative reflects our commitment to supporting digital transformation in the Kingdom and empowering merchants with innovative financial tools that drive business growth.”

Meanwhile, Mr. Mohammed Ebrahim, General Manager of Informa Markets, emphasized the strategic importance of this collaboration, saying: “At Informa Markets, we believe that successful institutional partnerships are key to delivering world-class exhibition experiences. The integration of the ‘Ma'arid’ and ASB Pay platforms is a practical model of this approach, as it facilitates participation and compliance processes, positively reflecting on both exhibitor and visitor experiences. We are proud that Jewellery Arabia serves as the launchpad for this pioneering initiative, which we see as a turning point toward a more efficient and innovative exhibition environment.”