

For the Third Consecutive Year...

Al Salam Bank Promotes Youth Financial Empowerment through an Innovative Awareness Program as Part of Its Participation in “Youth City 2025”

Manama, Bahrain – 28 July 2025: Al Salam Bank, one of the leading financial institutions in the Kingdom of Bahrain, continues to play a pivotal role in supporting and developing the Kingdom’s Youth through its distinguished participation in the current edition of “Youth City 2025.” Having participated for the third consecutive year, the Bank’s involvement reflects its firm commitment to enhancing the financial knowledge and capabilities of the Bahraini Youth. This year, the Bank introduced a unique and innovative financial awareness program titled “Life with Al Salam Bank” which provides elevated and interactive learning methods that meet the aspirations and needs of the new generation.

The awareness program was designed as an interactive simulation game that mirrors real-life financial scenarios. Participants are required to make a series of financial decisions that reflect realistic life situations. The program concludes with a reflection session, where participants discuss and evaluate the short and long term consequences of their decisions. This initiative aims to instill financial awareness and responsible financial behavior from an early age, emphasizing the importance of financial planning for both individuals and the broader community.

Commenting on the initiative, Mr. Mahmood Qannati, Head of Marketing & Communications and ESG Officer at Al Salam Bank, stated: “We are proud to participate for the third consecutive year in Youth City, which is regarded as a key national platform for empowering young individuals and developing their skills across various fields. This year, we were keen to offer a unique experience through an interactive program that goes beyond conventional financial education and places participants at the heart of the learning journey, enhancing their practical understanding of the financial consequences of their daily choices.”

He added: “We firmly believe that building a financially aware society starts with early education, which is exactly what we aim to achieve through such initiatives. At Al Salam Bank, we view the Youth as the cornerstone of our future, and empowering them with the right tools and financial knowledge is a true investment in national economic sustainability and in creating a more informed and prosperous society.”

This innovative program reflects Al Salam Bank’s ongoing commitment to supporting educational and community-driven initiatives that focus on Youth development. It also exemplifies the Bank’s vision to serve as an active partner in nurturing the next generation’s capabilities. The program represents a continuation of the Bank’s long-standing efforts to launch impactful and forward-thinking initiatives grounded in the values of sustainability and social responsibility.

Through its continued participation in “Youth City,” Al Salam Bank reaffirms its position as a responsible financial institution dedicated to making a tangible difference in people’s lives. By offering programs centered on experiential learning and real-life engagement, the Bank is actively shaping a generation equipped with the knowledge and skills needed to shape a more financially secure and prosperous future.