

## NATIONAL COMMERCIAL BANK PLATINUM SPONSOR OF CSR FORUM 2006 IN RIYADH

### CEO from Saudi Arabia's leading bank will address delegates at Kingdom's first corporate social responsibility forum

**Riyadh, April 2006:** In a signing ceremony held at National Commercial Bank's head office in Jeddah, Abdul Kareem Abu Al Nasr, CEO of NCB, and Loay Hisham Nazer, Chairman of Arab Conferences Company, jointly announced that NCB has pledged support as platinum sponsor of Saudi Arabia's first ever dedicated corporate social responsibility forum which is to be held May 28-30, 2006 at the Al Faisaliah Hotel in the Kingdom's capital.

In addition to providing sponsorship, CEO Abu Al Nasr will be delivering an insightful presentation on CSR strategies in large corporations highlighting the various programs that the bank has implemented and its vision for the coming year.

"We are delighted that the Kingdom's leading bank has taken the lead in becoming the platinum sponsor of CSR Forum 2006," said Nazer. "NCB is a leader of corporate social responsibility in Saudi Arabia and the company incorporates a large, highly developed CSR programs in its operational structure."

Abu Al Nasr discussed the Bank's vision in becoming an integral part of the community as he said, "NCB is firmly dedicated to the community and corporate social responsibility programs that address the needs of the society which is reiterated by our Community Service Unit which heads all the strategic development of various programs and initiatives the Bank implements for the benefit of the community."

Organized by Arab Conferences Company in association with the United Nations Development Program, the Forum, under the theme “Mandatory or Voluntary”, aims to delve into the intricacies of Corporate Social Responsibility Programs while demonstrating practical experiences and showcasing various case studies and models of corporate social responsibility programs practiced both inside and outside of the Kingdom. The two day meet is expected to draw more than 500 businessmen and women, Government officials and CSR practitioners from leading Saudi and international companies.

Shortly, the CSR Forum program will be announced including key speakers. ARC expects that the Forum will be a huge success where a series of successful case studies in the field will be presented by leading Saudi and international CSR practitioners.

Arab Conferences Company (ARC) is an innovative specialist in the planning, organization, and management of conferences in the Arab world. ARC's mission is to become the leading regional conference organizer and aspires to be recognized as the conference organizer of choice in the Kingdom of Saudi Arabia and to further expand into other Gulf and Middle Eastern countries.

**-ENDS-**

**For further information please contact:**

Mr. Ahmed Al Hassani  
Media Manager  
Arab Conferences Company  
Tel.: +966-2-6636920  
Fax: +966-2-6656188  
Email: [ahmed@arcme.net](mailto:ahmed@arcme.net)