

# Doha Bank hosts conference on digital banking



Rashid Ali Al Mansoori (left) and R Seetharaman (centre) at the conference.

*The Peninsula*

**D**oha Bank hosted a conference "Evolving Digital ecosystem and its Business impact" yesterday at Westin Hotel.

The event was attended by Chief Guest Rashid Ali Al Mansoori, CEO of Qatar Stock Exchange and Board Member and senior management staff from leading corporate and from major banks in Qatar. Dr R Seetharaman CEO of Doha Bank highlighted on how banks should

approach customers on the digital space. He said GCC Banks should invest wisely to understand customer analytics, as it can help derive efficient channels.

As digitisation of all industries continues, consumers will expect banking experiences to replicate those in other industries. With significantly fewer visits to a local branch office or even a phone call to a customer service representative, conveying a consistent brand experience will be more challenging, he said.

# Bank of Cyprus ready for London listing

Nicosia  
*AFP*

**B**ank of Cyprus (BoC) said yesterday it would apply for a listing on the London Stock Exchange as part of its restructuring drive.

"We are delighted to be applying for a listing on the London Stock Exchange, which marks another significant step in

the bank's transformation," said BoC chairman Josef Ackermann in a statement.

"We believe that the bank, and its stakeholders, will benefit from the greater profile, liquidity and access to capital that a London listing offers," Ackermann said the listing would enhance the group's ability to play a key role in supporting the Cyprus economy's growth.