



His Highness **Sheikh Tamim Bin Hamad Al-Thani** Heir Apparent



His Highness **Sheikh Hamad Bin Khalifa Al-Thani**Emir of the State of Qatar

# **Table Of Contents**

| Group Chief Executive's Message    | 3  |
|------------------------------------|----|
| Arts and Culture                   | 4  |
| Economic and International Affairs | 8  |
| Health and Environment             | 18 |
| Social and Humanitarian            | 22 |
| Sports                             | 30 |
| Youth and Education                | 34 |
| Our Corporate Identity             | 40 |

### Group Chief Executive's Message



Ali Shareef Al-Emadi Group Chief Executive Officer

Since its inception in 1964, the QNB Group has been a leading corporate citizen committed to the development of the communities in which it operates.

With the strategic growth of operations, which at the end of 2009 comprised 22 countries including affiliates and subsidiaries, QNB has continued to enhance its efforts in building lasting bonds with shareholders, partners and customers.

QNB is constantly seeking new ways of extending its commitment to the community and the trust of all our stakeholders is of vital importance to making this possible. The Group therefore encourages all stakeholders, especially its staff and members of the community to join QNB in its endeavors.

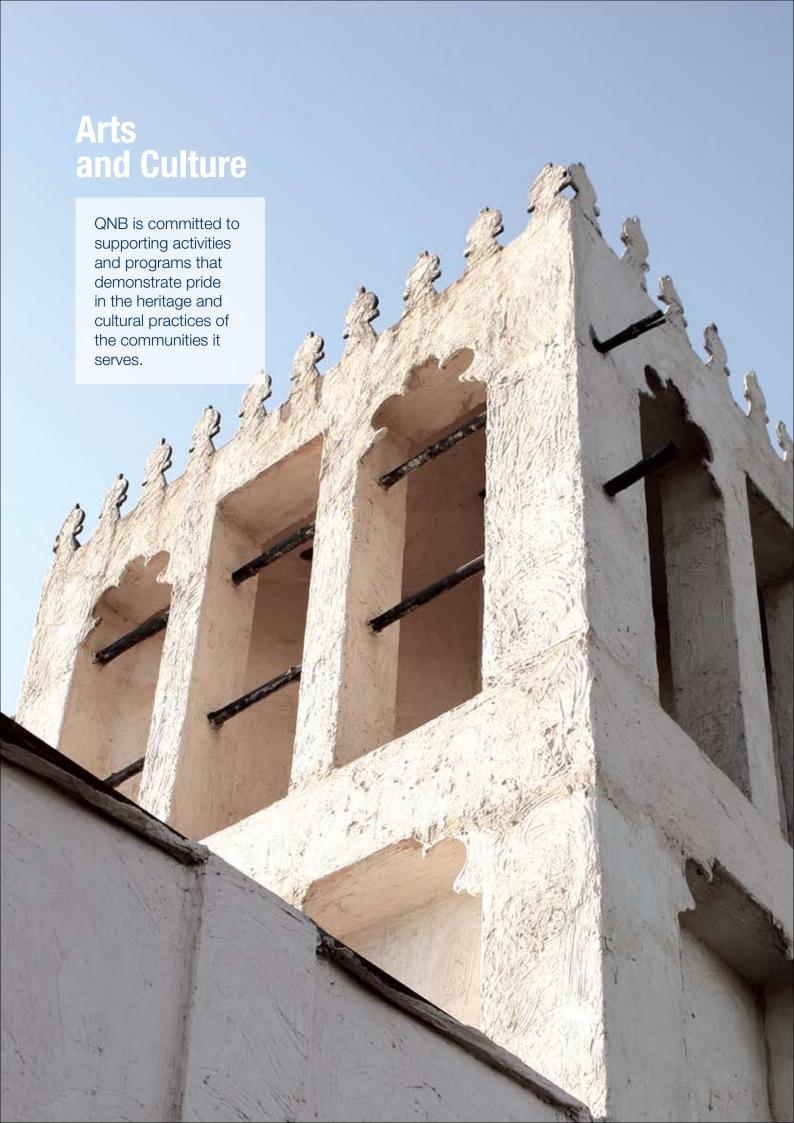
The Bank's commitment to sustainability is part of a long-term strategy to committing human and financial resources to enable positive change within the community.

This is the QNB Group's 3<sup>rd</sup> annual CSR report and is focused on the six key pillars of the Bank's community activities:

- Arts and Culture
- Economic and International Affairs
- Health and Environment
- Social and Humanitarian efforts
- Sports
- Youth and Education

We trust that through this report all our stakeholders will have a better understanding and appreciation of how QNB utilizes its resources.

We hope to move "Together Forward" with you to create and sustain communities that engender pride, as well as uphold the spirit of collaboration and sharing that underpins QNB's community activities internationally.





### **PROMOTING HERITAGE SPORTS**

During 2009, the Bank lent its support to the preservation of important cultural traditions through its support of Qatar's Annual Purebred Arabian Camel Race held in April at Al Shahaniya, on the outskirts of Doha.

The Bank was sponsor of The Heel Open Race, the main event at the racing festival, during which participants compete for a 'golden sword' awarded to the winner by His Highness Sheikh Hamad Bin Khalifa Al-Thani, the Emir of the State of Qatar. Camel racing is an important traditional activity that reflects the values and heritage of the Qatari people.

QNB has sponsored this event, organized by Qatar's Camel Racing Organizing Committee, for the past six years. The national spirit it generates plays an important role in introducing the region's expatriate community to the culture and values of its host nation.

The Bank was also a sponsor of the annual Tadmur Camel Races in Syria which is an important heritage sport in Syria and reinforces the Bank's ties with the community in Syria, where QNB-Syria commenced operations in November 2009.



### **HONORING CULTURAL TRADITIONS**

QNB Al Islami, the full Islamic branch of the QNB Group, devotes a considerable proportion of its efforts to actively participate in society at various levels.

QNB Al Islami hosts a Garangao festival each year as part of its broader commitment to celebrating the heritage of Qatar and sharing time-honored traditions with newer generations.

Known widely as the festival of children, Garangao is celebrated each year on the  $14^{\text{th}}$  day of the Holy

Month of Ramadan. It is both an opportunity for the development of societal harmony and promoting interaction among people of all ages.

These celebrations also include many QNB Group employees who accompany their children to these events while taking part in hosting the festivities. These events therefore also contribute to enhancing workplace camaraderie and partnership between individuals across the group's activities.



### **COLLABORATION IN COMMUNICATIONS DESIGN**

In 2009, QNB sponsored the inaugural Mousharaka Design Conference hosted by Virginia Commonwealth University Qatar (VCUQatar) which welcomed delegates and communications design experts from around the globe.

QNB's support of the conference is part of its long-term partnership with Qatar Foundation and bodies such as VCUQatar that together with other Education City institutions contribute to raising the quality of the national curricular programs and consequently support the steady materialization of a comprehensive knowledge-based economy.

QNB has been a supporter of VCUQatar's design conferences since 2004 and Mousharaka, which means Collaboration, emphasizes a combined effort resulting in the deepening of relationships and shared knowledge.

This event, which addressed leading trends within the communication design sector, was also a key factor in the establishment of the Middle East Design Educators Association in 2009.





### **FUELLING SUSTAINABLE GROWTH AMBITIONS**

QNB was a partner to the 7<sup>th</sup> Doha Natural Gas Conference and Exhibition, one of the biggest international summits dedicated to natural gas.

The commodity, which is Qatar's largest export, has fuelled the country's growth in recent years and will continue to be the foundation for the development of its knowledge economy and the supporting infrastructure.

The Conference brought together global industry leaders to discuss trends, technical developments, marketing concepts and the economics of natural gas projects.

Due to the rapid growth of the industry, the conference played a significant role in highlighting Qatar's achievements in the field of energy diversification as well as illustrating its commitment to sustainable development in the field.



### PROMOTING INVESTMENT IN NEW HOME MARKETS

Having established its presence in Sudan and outlined its plans for growth in the country, QNB Al Islami sponsored the Sudan Real Estate and Agriculture Investment Horizons Exhibition which was held in Doha in January 2009.

The event aimed to help attract new investors to the nascent property and agricultural sectors which hold great potential for investors as well as the people of the country.

During the event, QNB Al Islami was also able to illustrate ways in which it can assist foreign investors

that are considering growth, especially Qatari entities looking to diversity their interests abroad.

Sudan, one of the major strategic growth markets for QNB Al Islami, is undergoing economic diversification, with investments pouring in to various sectors. Through this event, the QNB Group illustrated its commitment to supporting ambitious development programs in the country.



## SHOWCASING QATAR'S ECONOMIC ACHIEVEMENTS AND AMBITIONS

In June 2009, QNB served as a Diamond Sponsor of the 3<sup>rd</sup> Annual Qatar Economic Forum, with QNB Al Islami supporting the event as a gold sponsor.

Qatar's economic growth is underpinned by local and international investments funding a large and growing number of development projects that aim to expand and modernize the national infrastructure.

The annual forum promotes discussion of energy and non-energy sector projects, highlighting

industrial and urban development, infrastructure enhancement plans and private sector opportunities, including the booming real estate and financial sectors.

Events such as these are major contributors to elevating the State of Qatar's regional and international profile, especially considering the steady growth of the country against the tide of the global financial crisis.



## PROMOTING PUBLIC AND PRIVATE SECTOR PARTNERSHIPS

QNB believes in taking local needs and individual cultural aspects into account when choosing projects, and seeks to create strategic partnerships with leading organizations in all its business regions.

QNB sponsored and played an active role in promoting the Public and Private Sector Partnership Conference held in October to support the message that innovative partnerships and collaborative work arrangements are essential to respond to growing infrastructure and development needs.

Exploring how these models can benefit the communities in which QNB operates can also lead to sustainable options that simultaneously promote growth and expansion of a country's potential as well as the Bank's business relationships.

Long-term and focused planning is vital for success and the Bank has since its inception established a tradition of building local and international partnerships with institutions that number among the best in their field.



### **SHARING ECONOMIC KNOW-HOW**

QNB partnered with the Oxford Business Group (OBG) to launch The Report: Qatar 2009, an annual publication which outlines the State of Qatar's economic trajectory as well as analyses trends for 2009.

The bank has also confirmed it will work with the publishers on the 2010 edition of the report, which is considered as one of the most comprehensive macro-economic reviews of the country.

QNB and OBG enjoy a working relationship spanning many years and supporting the project

each year contributes to the bank's overall aim to promote Qatar's thriving economy internationally, as well as reinforcing the Bank's stature within the financial community as a source of research excellence.

QNB's Economics, Financial Analysis and Research Department offers a wealth of information pertaining to the country's capital markets as well as the vast oil and gas sector which is a primary engine of growth, attracting rising levels of foreign investment.



## FACILITATING CULTURAL DIALOGUE BETWEEN ECONOMIC PARTNERS

Recognizing the value in building bridges of understanding that span the cultural divide, QNB actively supports a range of activities hosted by Qatar's embassies to help unite Qatar with the communities in which the Bank operates.

For many years, QNB has been a primary contributor to activities hosted by Qatar's embassies in London and Paris, and 2009 was no exception.

The bank hosted VIP receptions in both cities to help encourage broader cultural exchanges with key

stakeholders in these partner markets and give them a glimpse of the cultural and corporate identity of Qatari institutions such as QNB.

In return, QNB and the other representatives of the Qatari economy attending these events gain clear insights into the needs and preferences of their global peers, giving these events twofold significance.



## **CELEBRATING THE SUCCESS OF QATAR'S FINANCIAL SECTOR**

QNB is committed to being a leading corporate citizen and in line with this vision partnered with a group of leading financial institutions in the country to promote developments in the State's financial sector through a special reception held on the sidelines of the annual meetings of the International Monetary Fund and World Bank in Istanbul, Turkey in 2009.

These high-profile receptions, held annually by Qatari banks, aim to promote business relations that will benefit Qatar's financial sector and the overall economy.

QNB has always advocated collaboration and dialogue to generate positive business ideas alongside all its partners, as well as the stakeholders that contribute to its success. These high-level annual receptions are excellent platforms to meet policymakers, regulators, expert observers and most importantly the leaders of the communities that the Bank serves or may serve in the future.



### PROMOTING TRANSPARENCY IN SHARIA COMPLAINT BANKING

QNB Al Islami takes its corporate reporting responsibilities seriously and is keen on setting and maintaining international benchmarks in Shariacomplaint banking.

In 2009, the Bank amplified its efforts to improving the efficiency of audit functions within the industry by sponsoring a conference on Islamic Finance in partnership with the Institute of Internal Auditors, Qatar Chapter and Qatar University. In addition to sponsoring the event, QNB AI Islami's senior executives participated in the organization and delivery of the keynote session to focus on the important role of Sharia auditors in Islamic banking operations, while also helping participants appreciate the differences between conventional and Islamic banking principles and concepts.

Such events help increase awareness, understanding and acceptance of Islamic banking principles, which closely align with the traditional religious beliefs and practices of a majority of residents living in the communities in which the QNB Group operates.



## SUPPORTING THE ROLE OF INTERNAL BANKING CONTROLS

QNB is a major advocate of the role played by internal audit functions as it is a major factor that enables sustainable development in the financial sector.

QNB was one of the main sponsors of the First National Conference for Internal Auditors in the State of Qatar. The conference was organized by the Qatar's Chapter of the Institute of Internal Auditors and Qatar University.

The event, the first of its kind in the country was a major step in creating a common platform for the State of Qatar to discuss major topics in the industry

as well as create a framework for standardization of internal audit principles in accordance with global best practices.

The summit addressed topics including mitigating the impact of the global financial crisis, the importance of corporate governance and its basic elements such as various risks and controls including security and business continuity, as well as the detection and prevention of fraud.





### **HELPING PEOPLE WITH AUTISM**

In 2009, QNB supported the Yemen Autism Center which operates under the auspices of the country's Ministry of Social Welfare to help autistic children and their families manage the debilitating social and physical restrictions of the condition.

As the Bank's presence extends geographically, the Bank strives to support such organizations in communities in which the QNB Group operates.

Coping with autism is a lifelong challenge for those suffering from it. The associated social and functional disabilities of the condition often scar many sufferers for life, however with the proper care and attention, the effects of these challenges can be minimized.

Through the Yemen Autism Center, autistic children receive behavioral change therapy, social and vocational training, and speech and language training. They also learn to participate in extracurricular activities such as sport and music. The Center works towords integrating autistic children into the regular school system and society at large, whilst generating awareness within society.



### PREVENTION IS THE BEST CURE

The Supreme Council of Health (SCH) in association with QNB launched an educational campaign for schools in September 2009 to promote preventative awareness of the H1N1 virus at the time the virus was stoking fears of a global epidemic.

The campaign helped galvanize community efforts to keep the chances of an outbreak as low as possible, especially in schools. QNB's efforts were in response to the growing need to help the SCH alleviate fear by promoting hygiene as the first barrier to preventing flu of any kind.

Health and educational authorities set forward directives for teachers, students, administrators and nurses at educational institutions. The campaign also included several workshops for school workers, lectures for students and distribution of reading material.

The campaign received a great deal of media coverage led by expert analysis by the SCH of the chances of any outbreak, together with the enhanced efforts of the Qatari media who helped spread the word to people across the country.



### **WALKING TOWARDS A HEALTHIER LIFE**

A "walkathon" was organized by the Qatar Diabetes Association (QDA) and Qatar Foundation, with the support of national institutions including QNB, on the Doha Corniche to mark World Diabetes Day.

Part of a larger campaign to communicate preventative measures for diabetes sufferers in the community, the program also aimed to help those suffering from the condition live a full and entirely normal life with the proper medical care.

Hundreds of school students participated in the walkathon which also brought together many members of the community, including a large number of women dedicated to eliminating the disease that is growingly a result of irresponsible eating habits than inherent medical conditions.

The organizers also created tailored workshops to promote the campaign among workers to improve awareness about the risks of diabetes and its proper management.









### A COMMITMENT TO THE COMMUNITY

Being the largest bank in Qatar and one of highest rated financial institutions in the region, QNB enjoys great loyalty from its customers and partners in all the regions in which it operates. As part of the Bank's Corporate Responsibility mandate, QNB is committing to giving something back to these communities.

QNB participated in the first Qatar Corporate Social Responsibility (CSR) conference, which was organized by the Ministry of Business & Trade, the Qatar Chamber of Commerce & Industry and the Qatar Institute of Directors.

During the conference QNB affirmed its symbiotic relationship within the community with key partners who enable the Bank to add value to its CSR activities. These include numerous organizations and institutions in Qatar and internationally.

The Bank also outlined its own strategic vision for CSR within the business community, the ultimate objective of which is to foster relationships that enhance community spirit in a responsible manner and contribute to the development of the nation and its communities for the benefit of future generations.



### **AWARDING SELFLESS ACTS**

QNB continues to support activities that promote selfless contributions to society. The Bank, together with Qatar's Social Development Center (SDC), awarded Volunteer Awards for the year 2009.

QNB works alongside the SDC to encourage and promote volunteerism, a key ingredient of the Centre's ongoing success. By annually recognizing the individuals and organizations that actively donate their time, energy and talent to ensure every individual has an opportunity to reach their potential, QNB promotes a culture of sharing and giving that is respected and valued.

Qatar has nurtured a remarkable community of volunteers – hundreds of people who give to the community and ask for nothing in return. QNB salutes their commitment to our community and its people and through the Volunteer Award program honors their generous spirit of giving – a blessing that makes our community and our country a better place.

Many of the Bank's staff members share these same values and support community efforts of their own accord.



### **GIVING ORPHANS A HELPING HAND**

In December, QNB extended its support to the Qatar Orphan Foundation (Dhreima Center) as part of its continuing efforts to inspire the community to uphold the values of solidarity, compassion and cooperation to help those less fortunate.

The Dhreima Center helps orphans in Qatar fulfill their potential and become an integral part of a well-qualified and educated future generation capable of contributing to the growth of the country.

Dhreima's name comes from the bluish-violet "Dhreima flower" indigenous to Qatar which signifies the beauty and innocence of these children.

The Center provides both residential and nonresidential care for orphaned children and looks after each child's health and psychological needs.



## **QNB VOLUNTEERS PARTICIPATE IN AL FAKHOORA CAMPAIGN**

The commitment of our staff makes a huge contribution to the success of the Bank. In addition to working to enhance the reputation of the QNB Group across all its activities, the bank's employees are notable contributors to many social and cultural events. This is a matter of great pride for QNB and the Group continues to encourage the contributions of its staff to worthy causes.

Numerous QNB volunteers helped during the official launch of the Al Fakhoora Fund during a live Telethon broadcast from the Qatar National Theatre in January.

The project, named after Al Fakhoora School in Gaza, was conceived by the students of Qatar's Education City to aid students in Gaza whose schools were destroyed.

During the event, 16 QNB staff members helped the organizers operate two call centers to accept donations and answer donor enquiries. QNB staff provided technical support for the fundraising event.



### **SUPPORTING PEOPLE WITH SPECIAL NEEDS**

QNB extends its support to a number of local organizations which play important roles in improving the psychological and social state of children and families with difficulties.

These include Al Noor Institute for the Blind, Qatar National Cancer Society, Qatar Orphans Foundation, Qatar Society for Rehabilitation of People with Special Needs, Qatari Red Crescent, Qatar Charity and other non-profit organizations.

QNB strives to find innovative ways of supporting those who are disabled and underprivileged to become integral parts of the social machine that drives most economies.

Through its support of these non-profit organizations, the Bank's major aims are to contribute to the development of the community led by training, active participation in various programs and extending financial support for worthy causes.



### **REACHING OUT TO ASIA**

QNB was a main sponsor of the Reach Out to Asia (ROTA) Gala Dinner, a fundraising event held to raise funds for community development efforts in Asia.

The event was designed specifically for promoting basic, quality education which is ROTA's driving ambition and one of the major areas of its philanthropic activism.

The event was held in October 2009 at the newly inaugurated Museum of Islamic Art and celebrated

the youth of Asia and the Middle East, valuing the importance of education and championing the work of the non-profit organization in every region.

In addition to advocating education as a fundamental pillar to community development, ROTA also supports humanitarian efforts across Asia, especially during emergencies called on by natural disasters.



### **EQUAL OPPORTUNITIES IN THE WORKPLACE**

The QNB Group takes social responsibilities very seriously and wherever possible demonstrates its commitment starting at its own workplace.

In 2009, the Bank committed to ensuring individuals with special needs are represented within its own ranks and reserved a number of opportunities for those with disabilities.

Leading by example, QNB actively seeks potential candidates who have the ability to overcome

physical or mental challenges in their daily lives, to demonstrate they too have a role to play in society and can contribute to the success of the Bank.

To support their ambitions, the Bank provides ongoing specialized training for these individuals to help them perform on par with their other colleagues while leading stable, financially independent lives.

### **Sports**

QNB sees itself in the driving ambition of young athletes and sportsmen determined to maximize their talent and exceed established expectations. For this reason, the support of athletes and sport in general is a segment that QNB considers especially important.





### **CELEBRATING EQUESTRIAN RACING**

The Qatar Racing and Equestrian Club in 2009 hosted the QNB Cup, a pure Arabian stakes classic featuring some of the top purebred Arabian horses today.

QNB is a major patron of equestrian events and understands that the support of national institutions is fundamental to promoting events such as this for the enjoyment of the entire community.

Equestrian events are embedded deep in Qatar's sporting legacy and are major heritage sporting

events that enjoys a great following among locals, as well as a growing number of expatriates.

Horse racing festivals are among the most important events in the country and the region. Qatar's purebred horses are among the best in their class and vie for honors with the top horses and stables of the region. Their pedigree also attracts a very large and important group of enthusiasts to such events, further enhancing Qatar's reputation for hosting sport of this caliber.



### **ACES HIGH**

Tennis is major recreational activity in Qatar, both among citizens and expatriates and local tournaments enjoy the support of the sport's governing body which have for many years awarded Doha the right to host the very first tournament of the year.

QNB was the Official Bank and one of the major sponsors of the Qatar ExxonMobil Tennis Tournament. It is a very high profile annual sporting event and welcomes the world's top male tennis players.

Being the season opening tennis championship event, the Open also draws a great deal of attention to Doha and its sporting ambitions, which QNB as a leading national institution is committed to promote.

Such events which generate international goodwill and a healthy spirit of competition among individuals and countries, also fuel the important role of positioning Qatar as an open, progressive and thriving country that is flourishing and has much to offer the international community.



### **SPONSORING MAJOR NATIONAL SPORTS**

In addition to various other areas of the community, QNB dedicates a significant portion of its efforts to promote Qatar's sporting ambitions.

QNB supports local sport clubs and federations including the Qatar Handball Federation and the Qatar Basketball Federation, recognizing their ability to nurture individuals who are committed to achieving their goals.

The Bank in 2009 also concluded a three-year sponsorship deal with Qatar Sports Club extending to the 2011-12 season, becoming the exclusive sponsor of all first team sports at the club.

QNB also affirmed its continuing support for football in Qatar with sponsorship of the "Qatar Stars Cup QNB" football tournament which is a league cup featuring all the teams in Qatar's top flight.





### PARTICIPATING IN THE NATIONAL CAREER FAIR

Working in cooperation with Qatar Foundation, Qatar Petroleum, Qatar University and the Ministry of Labor, QNB participated in the second annual Qatar Career Fair, held in April 2009.

The event is a highlight on the calendars of young Qatari students seeking exciting career opportunities and enables talented students to reach their potential and contribute to the growth and development of the country in important and positive ways.

The event is also a rich source of new QNB recruits. In 2009, QNB accepted more than 350 resumes from youth attending the event and subsequently hired and placed 33 candidates throughout the Bank's operations.

The QNB Group currently boasts 52% Qatarization, the highest in the national financial sector.



### **SUPPORTING UNIVERSITY CAREER FAIRS**

QNB regularly participates in the career fairs of major universities in Qatar. While meeting potential recruits to help the Bank grow, these events also provide keen students and graduates with a comprehensive overview of the opportunities in the financial sector.

These events also help students seek career growth with multinational organizations such as the QNB Group where talent is constantly required in various

areas including banking functions as well as backoffice work such as information technology, among many others.

During 2009, QNB participated in the annual College of the North Atlantic-Qatar (CNA-Q) Career Fair as well as the Professional Day organized by Carnegie Mellon University in Qatar.



### **INVESTMENT MANAGEMENT TRAINING**

A joint initiative between Qatar University, Al Faisal Holding Company and QNB, Al Faisal Educational Fund gives College of Business and Economics (CBE) students at Qatar University practical experience of investing in the local and regional stock exchanges.

QNB serves as custodian of the fund and intermediary between the fund and the participating students. The project helps students learn the

intricacies of executing significant investment decisions and understand the principles of responsible investment practices.

The Fund is designed to amplify the College's existing courses in investment and portfolio management. It helps train the students to manage portfolio risk and ease into future roles in the equities markets of the region.



### **DEVELOPING CAREER PROGRAMS**

To attract the most talented individuals and therefore give the Bank a crucial competitive edge in its operations, QNB's Human Capital Department dedicates significant resources to providing all staff with regular on-job training to enhance their skills.

The Bank commits significant resources and secures the services of top global trainers to help the Bank train the next generation of bankers.

The Bank's in 2009 announced the first batch of graduates from its internal leadership grooming

program "Qatari Top Talent". Many of these program graduates have been earmarked for future leadership roles within their areas of specialization.

The Bank also inaugurated its first full-size replica model branch at the QNB Training and Development Center in Doha which is designed to provide both existing staff and new inductees with hands-on experience that will aid their careers.



### **PROVIDING SUMMER INTERNSHIPS**

QNB in partnership with Qatar's Ministry of Labor launched a new project in the summer of 2009 to train 75 Qatari high-potential high school graduates nominated by the Ministry.

Aimed to give the young hopefuls a head start in their careers, each young student was given a full month of intensive training at the QNB Training & Development Center in Doha.

QNB has committed to being a regular partner to the program each summer and is the first financial

institution in Qatar to instigate such a program that opens up its training resources to non-staff members.

These programs offer young and talented students with a part-time summer study program that will prepare them for a future career in banking. It is also a contribution by the bank to helping generate interest among the youth in the diversity of vocational opportunities that exist in the financial sector.

### **Our Corporate Identity**



#### **Prosperity**

We are committed to using our influence and resources to secure a materially prosperous future for Qatar and its people.



#### Focus

Our focused approach is redefining standards of excellence for our team members and inspiring them to live the "Together Forward" motto.



#### **Community**

Internally, we are creating a strong community of individuals, united in purpose, supported in their aspirations and empowered to go "Together Forward".



#### Growth

QNB strives to ensure the social and economic richness of Qatar's people parallels that of its natural resources.