



RBSD/679/2010
28th September 2010

Chief Executive Officer
All Conventional Retail Banks
Manama
Kingdom of Bahrain

Dear Sir,

**Business and Market Conduct Module (BC) – Business Card
Requirements**

As part of the Central Bank of Bahrain's ('CBB') objective to protect the interests of the customers of licensed financial institutions, the CBB aims to encourage high standards of business conduct. These standards, applicable to all banks, are designed to ensure that banks deal with their clients in a fair and open manner.

It has come to the CBB's attention that a number of banks are not complying with some of these standards and in particular Paragraphs BC-8.5.17 of Volume 1 of the CBB Rulebook which requires conventional banks to include the licensee's legal status on business cards used by the banks' representatives. The CBB is therefore requesting those banks to ensure that they comply with the above-noted requirement by no later than 30th November, 2010.

Failure to comply with the CBB requirements may lead to enforcement measures as outlined in Module EN (Enforcement).

Yours faithfully,

for

Yousif Hasan Yousif
Director of Retail Banking Supervision Directorate