

PRESS RELEASE

**QBA and Amwal Successful Hosting of a Joint Seminar on
“Enhancing Positive Organizational Behavior”**

Employee Benefits & Adding Value to your Key Resource

Doha, April 19 , 2007--- In line with its commitment to sustain the development of the local private sector, Qatari Business Association held a special seminar on “Enhancing Positive Organizational Behavior” jointly with Amwal, the leading investment banking, asset management and wealth management firm in Qatar. The seminar was professionally tailored for leading Qatari employers with the objective of presenting a clear picture of strategies that are both conceivable and achievable.

As Qatari companies plan to become more competitive they are examining the acknowledged advantages of providing structured Employee Benefits packages, among other strategies aimed at improving market competitiveness. Companies around the world have realized that there are group of intangible assets that are vital to a highly profitable business. “Human Capital” is acknowledged as the most important.

Issa Abdul Salam Abu Issa, Secretary General of the Qatari Business Association commented “The performance of business is empowered by the effective use of capital. In a world in which businesses must compete, human capital is emerging as the most challenge to secure, the most elusive to quantify and the most critical to success. The fast pace of globalization, new regulations, tighter budgets and lack of availability of right talents, among other reasons, present a new set of challenges for senior executives. In such a scenario, the lack of appropriate processes for measuring the strategic performance of employees poses a significant obstacle to CEOs and business persons.”

Noura Al Mannai, VP of Investor Relations and Business Development of Amwal commented “Leading multinational companies have understood that part of keeping their competitive edge lies in adding value to their business through their employees. With international players entering the local market, it is important that Qatari companies meet international standards by looking to provide Employee Benefits packages.”

The advantages of implementing structured Employee Benefit package represent an important part of the overall solution aimed at guaranteeing competitive advantage, and creating a benchmark company. For the company this ensures loyalty and commitment, which thus ensures that the customer will receive the best possible service. All of this adds up to greater profitability and a “best in class” organization.

The establishment of Amwal's Wealth Management division is in direct response to the growing needs of its clients and the broader market, and is structured to provide three distinct services: Wealth Management products and services, Employee Benefit plans, and a Client Service Center.

"Intense competition in the market place is leading an increasing number of organizations to appreciate the role of their people and employee benefits as a critical driver of sustainable development. Over the past years, organizations have implemented a range of technology enablers to make their business processes more efficient and to ensure better results. While doing so, many of these organizations have neglected an important aspect of investing and developing their human capital to best utilize their own resources." Commented Bassam Massouh, General Manager of Qatari Business Association.

Lee Shurey, Vice President, Wealth Management at Amwal commented "It is hard to think of any business that is not directly affected by the quality, motivation and loyalty of its staff. As consumers we judge the smallest business to the largest organization by the quality of service we receive, that service is delivered through the employees. Organizations that offer employee benefits to its staff tend to retain and attract quality staff who in turn give superior service, in what is a very competitive labor market. The major issue that most companies face has been a lack of advisory companies who are able to demonstrate both experience and be specialized in this field. Relationship development between advisors and corporate clients is key in guiding companies over the medium to long-term".

Amwal is perfectly placed to provide the discerning corporate client with a wide range of employee benefit solutions including: Medical Schemes, Third party administration, Group risk, Pension schemes, and Gratuity schemes. Amwal's Wealth Management division works closely with all areas of the firm to provide its clients with the same services and resources offered to large institutional investors. Amwal offers a full array of local, regional and international products and services to its private clients.

About QBA

Qatari Business Association is an independent, non-profit, non-governmental organization of key business people working together to improve Qatar's economic and civic vitality. Some see us as the voice of the business community, others as an advocate for Qatari entrepreneurs and others still as the hub of business, social and philanthropic activities. Founded in 2002, through Ministerial Decree No. 14, under the progressive guidance of HH the Emir of the State of Qatar, Sheikh Hamad bin Khalifa Al-Thani, QBA has played these roles and many more. Our members identify the challenges that impact the business climate, and then draw upon its strength and talent to promote positive and lasting change. We are an indisputable advocate for continued development and a distinctive partner in the economic prosperity for the State of Qatar.