

Fransabank Launches Two Credit Cards for Order of Engineers in Tripoli

Fransabank launched Thursday, 5 November 2015, two MasterCard credit cards, tailor-made for the Order of Engineers in Tripoli, taking one step forward to strengthen its cooperation with Lebanon's second largest city, to promote communication and partnership with orders and syndicates in general, and the Engineers in particular, as well as to provide them with advanced banking products, services and programs.

A delegation from Fransabank's top executives headed by Fransabank's General Manager Mr. Nadim Kassar and General Secretary Mr. Nabil Kassar visited the Order of Engineers, whereby the credit card was launched in a ceremony held by the Order, and in the presence of its Head Mr. Marios Baaini, its members Messers. Joseph Isaaq and Abdul Mun'em Alamuddine, as well as former heads and engineers, along with media and press representatives.

The ceremony started with Mr. Nadim Kassar announcing the launch of two new credit cards designed for the engineers, one is MasterCard Platinum carrying the Order's logo and offered in US dollars, while the second is Master Card World offered in Euro.

For his part, Mr. Baaini mentioned the historical relationship between the Order and Fransabank, which had notably portrayed itself in the opening of the Bank's branch at the Order's headquarters, declaring their loyalty to Fransabank, and pointing out that the detailed program of this credit card will be announced early in the New Year.

Mr. Nadim Kassar conveyed the greetings of Fransabank Group's Chairman, former Minister H.E. Mr. Adnan Kassar and his deputy Mr. Adel Kassar, highlighting the close and distinguished relationship with the Order of Engineers which dates back to 1982, the date of opening the first account in the bank's branch in Aljmizzat.

"In this context," Kassar stressed, "our initiative comes today as a portrayal of our Bank's efforts to keep pace with our customers – engineers in particular, to anticipate their needs and establish as well as develop strategic partnership for our mutual benefit." Kassar explained that these credit cards were designed according to modern international banking standards in terms of creativity, safety and effectiveness, especially that it has a very significant advantage - The ID Chip, embedded for security, assuring, on another note, that the mobile phone service will be launched very soon.

In her turn, Mrs. Lama Dick, Head of Local and Overseas Credit Card Department, pointed out that for the first time in Lebanon, this program is launched, and the smart chip embedded in the credit card will contain, in collaboration with the Order, the engineers' personal and career information. This feature aligns with Fransabank's strategy to offer targeted and personalized services to its clients, using the latest available banking technologies.

Finally, a cocktail party took place to celebrate the launching.

[Click here to see the pictures](#)

End of Press Release

For Further Information, Kindly Contact

Fransabank Corporate Communications & Advertising Department | Tel: 01-340180 ext. 1817 - 1875
Fax: 01-344251 | Email: marketing@fransabank.com | Website : www.fransabank.com