

QIIB, KidzMondo Doha ink agreement

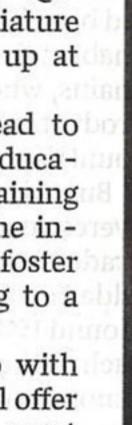
signed a partnership agreement with KidzMondo Doha, Qatar's one-of-a-kind miniature edutainment city coming up at Mall of Qatar, yesterday.

The partnership will lead to the addition of a fun and educative activity to the entertaining learning experience that the indoor theme park aims to foster in young minds, according to a statement.

Through its partnership with QIIB, KidzMondo Doha will offer children an opportunity to enact "dream roles" as employees and customers of a bank and get an understanding of the functioning of financial environments.

Children will be exposed to banking activities such as opening their own bank account, how to encash cheques and how to deposit and withdraw money from their accounts or ATM machines. These activities are age-appropriate and held in a dynamic and safe surrounding, the statement notes.

The signing ceremony was attended by Abdulbasit Ahmed A al-Shaibei, CEO of QIIB; Moutaz al-Khayyat, CEO of UCC; Ali Kazma, chairman of KidzHolding



9 ... and founder of the KidzMondo saifri, chief, HR and general services; and Masson Mohamed alconcept; Shem Krey, managing

director for Mall of Qatar; Nabil

R Barakat, general manager of

KidzMondo Doha; and Sari Sali-

bi, group chief marketing officer

were also present - Jamal Abdullah

al-Jamal, deputy CEO; Ali al-Me-

A number of other QIIB officials

of Power Holding.

Asfar, chief of corporate banking. On the occasion, al-Shaibei said: "This partnership is apart of our corporate social responsibility initiatives at QIIB, and we are happy to be able to give our children something to learn from in

an exciting and entertaining en-

vironment suitable for their age.

"In fact, KidzMondo's innovative approach to provide banking information to children encouraged us and gave us an important opportunity to disseminate the principles of Islamic banking principles and educate the new generation about this subject."

Kazma noted, "We are excited

about our latest partnership with Qatar International Islamic Bank as KidzMondo Doha further expands its array of fun and educative role-play activities for kids."

Barakat added, "Today is a very special day for KidzMondo Doha as we have joined forces with QIIB to enhance our concept even more."

Meanwhile, Krey said: "Mall

of Qatar is proud and pleased to have KidzMondo Doha as an anchored tenant. It will benefit the mall as a major attraction where children and parents will spend a lot of their time."

The indoor entertainment park, with its own economy, currency (Kidlar), public services and establishments, has been designed

to provide a holistic experience to "unlock imagination and creativity in children, while empowering them with knowledge, essential skills and life-lessons that help them become well-versed individuals and prepare them for the professional world of adults, in an interactive and entertaining way", the statement adds.



Officials at the partnership agreement-signing ceremony in Doha yesterday. PICTURE: Thajudheen