

Byblos Bank Launches The Expatriate Package

Beirut, 23 June 2017 – Byblos Bank launched the Expatriate Package, a fully-fledged range of services and products catered to answer the banking needs of Lebanese expatriates.

This new offer was promoted through a unique advertising campaign, which reminded expatriates of what they miss the most about their home country, such as the taste of the first almond in the spring, the never-ending Sunday family lunch, the mouthwatering scent of mank'oucheh, etc. The advert went viral as soon as it was launched on social media garnering more than 1,5 million views in less than 10 days.

Elie Abou Khalil, Head of Group Retail Products Department at Byblos Bank, said: "Byblos Bank is keen on strengthening the bonds between Lebanese expats and their home country." He added: "The Expatriate Package notably comprises the Expatriate Housing Loan, for clients wishing to own a home in Lebanon, the Expatriate Land Loan, for clients wishing to own a land they can build on later, and the Deposit Account with instant issuance of a Debit Card."

Eligible applicants should be Lebanese citizens with an official residence in a foreign country. They should also conform to other conditions set by the Bank, depending on the products and services they would like to obtain.

Byblos Bank's presence in 12 countries around the world has enabled it to develop a strong network built on reinforcing Lebanese expatriates' relationship with their home country, through products, services and a highly skilled staff dedicated to answer to their needs.

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