



جمعية البنوك في الأردن
Association of Banks in Jordan

**Strategic plan document
Association of Banks in Jordan
2021 - 2024**



جمعية البنوك في الأردن
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Our Vision

To maintain our pioneering role as one of the most efficient associations of banks in the region by providing services to member banks so as to boost their capabilities and enable them to maximize their contributions to achieving sustainable development in the kingdom.

Our Mission

We seek to upgrade and advance the banking business by safeguarding the interests of member banks, and to achieve the highest levels of coordination among them and with the other partners as well. We aspire to develop and upgrade the process of delivering banking services and enhance the concepts and norms of banking business, in addition to following unified systems and measures for this purpose.



Our Values

- **Team work** :We work with member banks in a team spirit for the benefit of Jordan's society and economy.
- **Development and modernity**: We seek to upgrade the methods of delivering banking services according to the best international practices.
- **Creativity and Excellence**: We work to develop creative ideas that serve the members and add quality and excellence to their services.
- **Integrity and transparency**: We seek to transfer knowledge and exchange information at the highest levels of integrity and transparency.
- **Professionalism**: We practice our work with high professionalism, comprehensive coverage and full diligence to all developments in the Jordanian, Arab and international banking business.
- **Credibility**: We abide by accuracy and reliability and we verify our sources of information with high precision.
- **Continued learning and training**: We endeavor to elevate the academic and professional levels as well as keeping up with all that is new in the banking and financial fields.

Article (4) of the Association of Banks' Bylaws No. (35) of 2005 and its amendments specify the objectives of the Association To improve and advance banking work through:

A- Taking care of the interests of members and coordinating among them to achieve their common benefit.

B- Developing and training methods for performing banking services.

C- Consolidating the concepts and purposes of banking and following unified systems and procedures for this purpose.

In order to achieve its objectives, the association assumes the following tasks and powers:



1. Providing consultancy services to members in the area of their business.
2. Discussing the members' common issues related to various activities and finding suitable solutions to problems facing them.
3. Cooperating with the central bank in order to attain its monetary policy and exchanging views on various banking issues.
4. Exchanging banking knowledge and passing on available information to members.
5. Reaching collective agreements between members to standardize whenever possible and after obtaining the approval of the central bank, the conditions of bank dealings.
6. Holding educational seminars and lectures as well as training courses about banking and economic issues.
7. Providing suggestions to member banks to play their role in social responsibility towards various economic sectors to achieve sustainable development.
8. Spreading awareness among various sectors of society regarding banking culture.
9. Cooperating with public and private sector institutions that relate to the objectives of the association.
10. Endeavoring to standardize banking terminology, forms and procedures whenever possible.
11. Providing suggestions to member banks to develop their role in economic and banking development.
12. Issuing periodic pamphlets and publications that deal with various aspects of banking activities.
13. Collecting data ,documents and statistics related to the banking business as will as furnishing members with studies and researches in this regard.
14. Providing proposals for upgrading banking and economic legislation's in cooperation with the central bank.
15. Establishing cooperation ties between the association and Arab and international banking associations.
16. Issuing a banking code of conduct.
17. Setting up a banking arbitration center.



**Inputs for building
the strategic plan**

Inputs for building the association's strategic plan (2021-2024)

Accumulated experiences and evaluation studies

The recommendations of the evaluation studies were reviewed, and the accumulated experiences, tasks, and achievements undertaken in the association over the past decades were used.

02

SWOT analysis results

A SWOT analysis was performed

04

The main tasks and objectives of the association

The main tasks and objectives of the association specified in its articles of association

06



**Achievements of strategic plans
Previous association
Especially the strategic plan for
the years
2018-2021**

01

Results of collecting banks' opinions A questionnaire was prepared to find out proposals And observations and expectations of banks about Various fields of work of the association

03

Proposals and opinions of the Chairman and members of the Association's Board of Directors, chairmen of councils, general managers, and CEOs of banks

05



Strategic Plan 2024 - 2021

The association's strategic themes and objectives for the years 2021-2024

Strategic axes	strategic goals
(1) First Strategic Axis: Safeguarding the Interests of Member Banks	(1-1) First Strategic Objective: Monitor all issues and matters relevant to banks with a high degree of coordination at the highest levels.
	(1-2) Second Strategic Objective: Monitor all legislation, laws, and non-regulatory instructions related to the work of banks.
	(1-3) Third Strategic Objective: Monitor all regulatory legislation, instructions, and circulars that affect banks.
	(1-4) Fourth Strategic Objective: Enhance and develop services and activities provided to member banks.
	(1-5) Fifth Strategic Objective: Develop the Association's committees and enhance their supervision by the President and members of the Board of Directors.
	(1-6) Sixth Strategic Objective: Coordinate and unify the positions of member banks on various issues.

Cont.

(2) Second Strategic Axis: Development of Studies, Research, and Publications

(2-1) First Strategic Objective: Issue publications and statements reflecting the reality of the banking sector periodically and promptly.

(2-2) Second Strategic Objective: Issue policy papers and position papers on topics of importance to banks.

(2-3) Third Strategic Objective: Prepare in-depth studies and research with added value on issues concerning the banking sector, drawing on various experiences.

(2-4) Fourth Strategic Objective: Develop the Banks Magazine and improve its informational content.

Cont.

(3) Third Strategic Axis: Training and Education

(3-1) First Strategic Objective: Develop and update the training activity of the Association and provide quality programs.

(3-2) Second Strategic Objective: Focus on financial education and raise the level of financial literacy in society.

Cont.

(4) Fourth Strategic Axis: Enhancement of Partnership and Collaboration with Stakeholders from Both Public and Private Sectors (such as the House of Representatives, the Senate, the Central Bank, and others)

(4-1) First Strategic Objective: Build an effective communication network to ensure continuous communication and coordination with partners outside the banking sector, achieving mutual and common interests.

(4-2) Second Strategic Objective: Raise the level of coordination and cooperation with the Central Bank of Jordan.

(4-3) Third Strategic Objective: Implement and develop programs and cooperation agreements with relevant entities in the private sector internally and externally.

Cont.

(5) Fifth Strategic Axis: Development and Improvement of the Association's Role in the Field of Media and Public Relations

(5-1) First Strategic Objective: Activate and develop communication channels between the Association and member banks.

(5-2) Second Strategic Objective: Maintain continuous communication and coordination with various media outlets and highlight the pivotal role of the banking sector in the national economy.