

# Middle East Banking: Competition Ignites on Servicing Corporates

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Executive Summary:



It's a buyer's market for corporate banking services in the Middle East. Attracted by economic momentum and a bullish outlook, global banks are targeting the Middle East as a key region for growth. With local banks building out capabilities and stepping up their game, large companies across the region are benefiting from increasing competition for their business and long-term relationships.

For the first time, Coalition Greenwich presents the lists of the 2024 Greenwich Share and Quality Leaders in Middle East (UAE) Large Corporate Banking and the winners of the 2024 Greenwich Excellence Awards in several important categories.

## Methodology:

Coalition Greenwich conducted interviews from September to early December 2023 with 403 corporates based in the UAE and other countries in the Middle East, such as Saudi Arabia, Egypt, Oman, Bahrain, Kuwait, and Qatar. Respondents were typically key corporate or finance decision-makers, e.g., CFO, Finance Director, Treasurer, and Financial Controller.

business performance.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

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