

**Mr. Taoufik BACCAR, member of the Central Committee of the Constitutional Democratic Rally (RCD) and Governor of the Central Bank of Tunisia (BCT), inaugurated on Friday 12 November 2010 in Nabeul, two new branches of the Tunisian -Libyan Bank (BTL) and the Tunisian- Qatari Bank (TQB).**

**On this occasion, Mr. BACCAR was informed about components of the two branches, and stressed the need to further develop the banking services and bring them closer to the clients by boosting the network of branches.**

**The target consists in meeting requirements of businesses and a citizen who is ever more aware about the need for high-quality banking services.**

**He called banks to consolidate the quality of their services in a competitive framework, the target being to meet the different client-consumer needs.**

**The Governor of the BCT underlined that the creation of a more than 400 bank branches over the last five years helped achieve a quantitative leap at the level of growing role of banks in the economy.**

**Mr. BACCAR indicated that in Tunisia, we moved from one bank branch for 11400 inhabitants at end 2004, to around one branch for 8100 inhabitants at end October 2010. The number of banking cards went up from one card for each 11 citizens to one card for 5 citizens.**

**He focused on the number of banking accounts which totalled 5 million and 250 thousands in 2009. The Governor recalled that the Tunisian banking system is ranked number one at the Maghreb level and among the best rankings with respect to growing role of banks in the economy as per the latest United Nations report on banking services in Africa.**

**Mr. BACCAR indicated that strategic orientations and choices, further to targets set in the presidential programme « Together, we meet the challenges » (2009-2014), prepare Tunisia for a new step on the path of development over which the banking sector will be boosted in order to bring up the country to the rank of a banking service pole and a regional financial hub.**

**The Governor highlighted that point 12 of the presidential programme is but a new step on the path of setting a banking system to the service of economic development and one that is able to improve the quality of services to the customer.**

**He added that improving the role of banks in the economy depends on extending recourse to banking services, recalling in this framework that the presidential programme aims at setting one bank branch for each 7 thousand inhabitants by 2014, a target already achieved in the governorate of Nabeul (more than 100 bank branches).**

**The Governor of the BCT called to reinforce the clients' supervisory system through guarantee of customized services that meet their needs further to improving ways of reception and boosting transparency with respect to the cost of services to the customer.**