

THE BENCH ADVISES ACCOR ON THE LAUNCH OF ALL-ADCB CREDIT CARDS

Posted on 9 June 2022



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Global hospitality group Accor enters into a strategic partnership, through its loyalty program ALL-Accor Live Limitless, with Abu Dhabi Commercial Bank (ADCB) to launch ALL-ADCB Infinite and Signature Credit Cards for consumers in the UAE.

This agreement brings together ALL - Accor Live Limitless, Accor's lifestyle loyalty programme, and ADCB to create a co-branded Visa credit card that rewards cardholders with elevated experiences to enjoy in the UAE and globally.

The Bench acts as legal counsel to Accor on this transaction. The team was led by partner **Ahmed Thabet** (head of banking & fintech, pictured).