

MICROENTERPRISE ACCESS TO BANKING SERVICES (MABS) PROGRAM

May 2010 Highlights

RBAP-MABS Partners with Microfinance Opportunities and The MasterCard Foundation to expand mobile phone banking services

The Rural Bankers Association of the Philippines (RBAP) through its Microenterprise Access to Banking Services (MABS) Program will now receive support from Microfinance Opportunities (MFO) and The MasterCard Foundation to assist the expansion of mobile phone banking services via increased financial education for customers and clients of rural banks. Through this partnership, RBAP-MABS will further accelerate this growth by renewing the educational campaign for its mobile phone banking initiative. RBAP-MABS will leverage its partnerships with rural banks, Globe and its gateway SMS service provider to develop an improved m-banking toolkit for rural banks officers and staff, their merchant partners and their clients. This toolkit will include instructional videos, web-based distance learning tools and mobile banking guides for improving customer education. RBAP-MABS intends for these materials to be publicly available online, transferrable to and among mobile phones, and deliverable through Internet applications and channels. As part of the finalization of the grant, Mike Rios from Microfinance Opportunities visited the MABS program and met with partner rural bankers on May 5-7.

M-Commerce leaders from Bahrain and Latin America study Philippine mobile banking



A study group composed of six executives from YQ Bahrain, Movilway and Utiba Americas visited the Philippines on May 16-18 to take a look at Philippine mobile phone banking. Movilway CEO Fernando Fiksmán and COO Dan Cohen, as well as YQ Bahrain General Manager Fawaz Ghazal and Board Director Tariq Al Saffar, were accompanied by two representatives from Utiba, the mobile wallet developer that crafted Globe's GCASH.

Facilitated by the Rural Bankers Association of the Philippines (RBAP), the tour included visits to the Bangko Sentral ng Pilipinas (BSP), and Nueva

Ecija-based MABS participating bank GM Bank. They met with GM Bank's mobile phone banking clients, interviewing them on the benefits and convenience of the bank's mobile phone banking services.

MABS presented its mobile phone banking initiatives, which it rolled out in partnership with Globe's G-XChange Inc. (GXI) and its participating banks. The delegates were particularly interested in the country's m-banking regulatory environment and the benefits of m-banking to rural bank clients.

RBAP holds 57th National Convention



The Rural Bankers Association of the Philippines (RBAP) held its 57th National Convention on May 31 and June 2 at the Sofitel Philippine Plaza. This year's convention was based on the theme "Towards Greater Financial Inclusion and Protection," with attendees from 600 rural and cooperative banks of a combined network of over 2,700 offices and branches nationwide.



U.S. Ambassador Harry K. Thomas, Jr. delivered the keynote speech, where he expressed his support for greater access to financial capital and social safety nets for all Filipinos. He also stressed that the rural banks' move to provide micro-insurance products and services to low-income households and to rural entrepreneurs of the Philippines are good examples of interlinked corporate success and social investment. He urged the bankers to continue making the low-income sectors' dreams a reality, quoting U.S. President Barack Obama's words: "Real change comes from the bottom up." As a closing, the Ambassador emphasized, "The answers are in this room. The opportunity is here and the time is now. You can create the conditions for economic dynamism in the countryside where new ideas emerge, incomes rise, and rural communities blossom."



www.rbapmabs.org / www.mobilephonebanking.rbap.org

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