

# The ABC VISION

## Fortec brings revolution to diagnostic imaging solutions in Kenya



Fortec Medix Supplies MD James Mugo (left, in suit) explains how the 16 slice CT scan machine works to Bishop James Wainaina (in pink skull cap) during the commissioning.

It's a bright Wednesday morning. Mwea town in Kirinyaga is alive with activity as farmers go about delivering their rice harvests to millers or line up their vegetables on the roadside for sale to motorists.

For one Njeri (not her real name), there is nothing to feel upbeat about. She cannot go to her vegetable stall as she used to four months ago. She has been in and out of hospital severally, with severe abdominal pain that doctors in local hospitals have not been able to diagnose. Doctors have told her she has fluid accumulating in her upper abdomen, but no proper diagnosis or treatment has been given.

Njeri, a mother of three school-going children, and her farm-hand husband, do not have enough money to travel to Nairobi for a CT scan to establish the cause of her excruciating abdominal pain.

However, now there's hope for Njeri, and others like her who have had to travel to either Thika or Nairobi to get diagnostic imaging services like CT scans. Our Lady of Lourdes Hospital in Mwea, recently acquired a multimillion shilling 16 slice CT (Computerized Tomography) machine, the first one in Kirinyaga County and the larger Mount Kenya region.

The mission hospital contracted Fortec Medix Supplies to source and deliver the machine a move that has rightly been termed a game changer in offering diagnostic imaging services in Kirinyaga County.

Fortec Medix is a leading medical equipment supplier in Kenya, established in 2009 by a team of biomedical engineers for purposes of carrying out maintenance, installation, commissioning and sale of medical equipment, consumables as well as providing technical consultancy to healthcare institutions.

One challenge in the medical supplies business is the high cost of quality equipment. When Fortec was contracted by Our Lady of Lourdes Hospital to supply the CT Scan machine, it was only natural for them to approach an understanding financial partner with whom they

had a good working relationship.

Through ABC Bank's asset financing solution, Fortec Medix Supplies Ltd was able to supply the CT scan machine to the hospital.

Mr. James Mugo, who is Fortec Medix Managing Director, says that the enterprise guarantees long-term commitment to high quality products and services from ISO Certified manufactures. They pride themselves in un-matched expertise in radiology, intensive care, theater equipment and general hospital supplies backed by certified technical expertise.

However, for Fortec to remain competitive and supply every medical equipment brand their clients require, they need full dedication of resources including time and money. This is because most medical supplies are bought from niche companies that have been in existence for ages.

"ABC Bank came in handy when our business was expanding; they believed in us and financially held us up when most financial institutions failed to see the potential in our dream. The financial support and advice we got from the dedicated staff we met has elevated us to the level we are in today, both in business diversification and clientele growth" says Mugo

He concludes by saying that the firm has grown to be a dynamic healthcare equipment and service provider in the East African Region, striving to stand out from the rest in terms of quality, affordability and technical support. His advice to start-ups is to always be in pursuit of attaining excellence in their field through dedication and commitment to provide international quality at reasonable prices complimented by the efficient and versatile customer support system, so as to achieve complete customer satisfaction.

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## What's inside

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# GMD's Statement



The first quarter of the year has been an eventful one, with unique challenges, experiences and accomplishments for ABC Bank. The passion and commitment of our able employees continues to enable us to serve you better and give you a satisfying banking experience.

We have introduced more innovative products that will improve the way you do your banking, especially money transfer services. We have added Trans-Fast Remittance as well as MoneyGram to our bouquet of money transfer providers to give you a wider array of choices that suit your needs. This brings to ten the number of money transfer services available at ABC Bank.

We have also continued our pursuit of partnership opportunities with like-minded institutions. We collaborated with Kilifi-based Imarika Sacco to provide current account services and a cheque settlement solution to Kilifi residents, and signed a crucial agreement with East Africa Exchange (EAX) to provide warehouse receipt financing to grain farmers and traders.

As we enter the second quarter, we remain committed to continually develop revolutionary products and services to offer you excellent personalized banking experience.

Before I conclude, let me share briefly on ABC Bank's performance in the year ended 31st December, 2014. We recorded strong growth, with a good contribution from all the Strategic Business Units. This great performance was particularly enhanced by our leading position in Retail, SME segment as well as an excellent progress in our Corporate and Treasury business segments.

During the year, we introduced the Alternative and Emerging Channels unit in order to segment our customer needs and offer them the cutting edge service.

I urge you take advantage of our mix of tailor-made products and services to enjoy our unique banking experience.

Thank you.

*Shamar*

Group Managing Director.



ABC Bank Head of Retail Banking Ms. Amanda Corline (right) and Imarika Sacco Chairman Mr. Richard Dzombo exchange partnership agreement documents during the official launch of the Imarika Current Account on 22nd June 2015



ABC Bank client, Gamechangers, a play station dealer, presents a cheque of Ksh. 200,000 to Charles Kimondo, a winner in the competition conducted on 17th January 2015.



## ABC Bank and East Africa Exchange sign warehouse receipt financing agreement



ABC Bank Group MD Shamaz Savani and EAX Chairman Dr. Jendayi Frazer signing the partnership.

ABC Bank and East Africa Exchange (EAX) recently signed an agreement to ease access to credit for grain farmers and traders. EAX is a commodity exchange that aims to increase regional market efficiency and help farmers access commercial, financial and agricultural markets so they can get competitive pricing for their produce.

Grain farmers and traders can now borrow against their delivered harvest. This will also enable them protect their produce against storage-related damage and negotiate for better prices.

With warehouse receipt finance, a farmer or trader will deliver his produce to a warehouse that has been approved by EAX. The bank will then issue a receipt supporting the quantity and quality of produce being stored and take the receipt as collateral against which the farmer or trader obtains financing.

Through the deal, ABC Bank will also provide clearing and settlement services integrated with the national payment systems as well as mobile banking solutions.

ABC Bank Group Managing Director Shamaz Savani noted that agriculture is a key economic pillar that ought to be supported through financial partnerships to ensure the country attains food security to support the growing population. He reiterated that ABC Bank is committed to providing customized financial solutions to Small and Medium Enterprises, including Agribusinesses

The key advantage of a warehouse receipt is to resolve a whole series of problems, including protecting the traders from losing their produce in their own storage before reaching the market, as well as being a great way of freeing up financing for the farmer.

## ABC Bank stakes claim on Diaspora remittances with Trans-Fast deal

ABC Bank has signed an agency agreement with Trans-Fast Remittance, a New York-based international money transfer service. Trans-Fast, has over 20 years in international money transfer service, has a presence in Ethiopia through tie-up with 15 banks.

The partnership makes ABC Bank the first bank in East Africa to partner with the money transfer service, which has presence in 108 countries in America, Europe, Asia, Africa and Australia. This will enable Kenyans send or receive money through the Trans-Fast network using all ABC Bank branches country wide.

The introduction of Trans-Fast is part of ABC Bank's strategy for Diaspora customer acquisition and also appropriately catering to local businesses dealing with international clients.

## ABC Bank continues to tap in to opportunities in counties

ABC Bank is working round the clock to boost financial access to more Kenyans, through partnerships with various Saccos. These partnerships are in line with ABC Bank's plans to make Saccos and other MFIs more competitive, as well as deepen financial access in the country. Some of these include Unaitas, which has 18 branches spread across the country, Kirinyaga-based Fortune Sacco, and Postbank.

Recently, the bank signed a partnership with Kilifi-based Imarika Sacco, which has four branches in the coast region, and over 40,000 members. The key benefit of these partnerships is to enable the Saccos open current accounts for their members and provide them with a cheque settlement solution. Sacco customers are issued with co-branded cheque books for use in their banking transactions thus broadening the choice of banking services they receive.

An advertisement for ABC Bank's insurance financing service. It features a photograph of a house and a car covered in white protective sheeting. The ABC Bank logo is in the top left corner. The text reads: 'YOU CAN NOW AFFORD ANY INSURANCE COVER'. Below this, it says: 'We finance 100% of your insurance premiums, you pay back in easy installments'. At the bottom, a blue banner contains the text: 'Connect with us on our social media pages to stand a chance to win amazing prizes! Promotion ends on April 20th'.



# PRODUCT FOCUS

## Money Transfer Services

ABC Bank remains your one-stop-shop for all international money transfer services. To reinforce this claim, we have enriched our bouquet by partnering with different credible vendors to make it fast, secure, cost effective and reliable for you to conveniently send and receive money to and from your loved ones across the world.



**MoneyGram is now live at ABC Bank!**  
You can now send and receive funds via MoneyGram at all our branches.



**We are the first with TransFast!**

You can now receive funds from anywhere in the world through TransFast Money Transfer Service at all our branches.

# Talk2us

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## More Ways to Bank



Account to Mpesa & Mpesa to Account transfers



MasterCard International debit card



Internet Banking



Agency Banking through Postbank  
CASH WITHDRAWAL & DEPOSIT  
BALANCE ENQUIRY

### NAIROBI

- Koinange Street - Koinange Street, Nairobi
- Westlands - Woodvale Grove
- Libra House - Mombasa Road
- Industrial Area - Dar es Salaam Road

### UPCOUNTRY

- Mombasa - Moi Avenue
- Lamu - Seafront, Lamu town

- Meru - Moi Avenue
- Nakuru - Kenyatta Avenue
- Eldoret - Oginga Odinga Road
- Kisumu - Oginga Odinga Road

### OPENING HOURS:

- MON - FRI : 8:30am - 4:00pm
- MON - FRI : 8:30am - 7:00pm (Westlands, Koinange, Eldoret)
- SAT: 9:00am - 1:00pm

