



**REMARKS MADE BY THE GENERAL MANAGER, GROUP BUSINESS DEVELOPMENT,
ABC BANK MR. PETER KINYANJUI DURING THE ANNOUNCEMENT OF PARTNERSHIP
BETWEEN ABC BANK AND IMARIKA SACCO ON 22ND JANUARY 2015**

- **The County Secretary, Kilifi County, Mr. Owen Baya (Chief Guest)**
- **Kilifi County Executive Member in charge of Co-operatives, Mr. Gideon Saburi**
- **County Director of Education, Mr. D. Oleikeisy**
- **TSC County Director, Mrs Mwakisha**
- **The Chairman Imarika Sacco, Mr. Richard Dzombo and other board members present**
- **The Chief Executive Officer, Imarika Sacco, Mr. Daniel Masha**
- **District Cooperative Officers present**
- **Representatives of other Saccos**
- **KNUT District Heads**
- **Staff members of Imarika Sacco**
- **Imarika Sacco current account holders present**
- **Members of the press present**

Ladies and Gentlemen

Good morning. I am pleased to join you this morning to witness this significant partnership between ABC Bank and Imarika Sacco. We are privileged and proud to partner with you in your efforts to harness the economic potential of Kilifi County by bringing financial services closer to the people.

Access to financial services is a key driver in economic development, and we at ABC Bank are committed to working with Saccos and other financial intermediaries to empower more people to realize their economic potential.

The partnership we are signing today will enable Imarika Sacco offer its customers a wider product range through ABC Bank, resulting in increased market share. This will also help increase ease of doing business and thus enhance competitiveness and wealth creation.

Imarika Sacco can now offer current account services to its over thirty thousand members, who will also obtain cheque books which will be cleared through ABC Bank. This is a major breakthrough for Imarika, since Saccos are yet to be accommodated in the national payment system.

The signing of this partnership is part of ABC Bank's continuous efforts to pursue strategic partnerships with like-minded organizations and institutions like Imarika Sacco. ABC Bank does not view Saccos as competition, rather as partners in providing value adding financial services to Kenyans in line with the Vision 2030 development blue print.

Ladies and gentlemen,

Kilifi County is strategically positioned along the Kenyan coastline, making it naturally a high-potential county with immense investment opportunities in leisure tourism, fishing hotel and hospitality, crop and dairy farming.

The county boasts of some of the best beaches and popular resorts and hotels, and world-renowned historical sites such as the Gede Ruins, the Vasco da Gama Pillar, Mnarani Ruins, Watamu Marine Park, Arabuko Sokoke Forest Reserve, among others. All these make the county a choice destination for local and international tourists, who, needless to say, will require services and products which the local people can provide.

With access to financial services needed, locals can profitably produce for, and serve this vibrant economic activity. This is why ABC Bank is keen on joining hands with Imarika Sacco to support our people to unlock this potential and achieve the extraordinary.

Part of ABC Bank's strategy is a commitment to contributing to the improvement of livelihoods of Kenyans, and we will continue to engage like-minded organizations and institutions to support initiatives that we believe will take us further in that direction.

By increasing the county's competitiveness through increased financial access, we also hope more employment opportunities will arise and this will translate to improved livelihoods. I therefore call on all entrepreneurs and farmers to take advantage of this great opportunity to grow and expand their enterprises to achieve, even exceed their business objectives.

Ladies and Gentlemen,

Our journey as a bank started 30 years ago as a financial institution then called Consolidated Finance Company Ltd. It was established by a group of visionary experienced bankers, industrialists and prominent advocates, who wanted to make a significant contribution in availing financial solutions specific to the unique business environment in Kenya.

Consolidated Finance Company grew to become The African Banking Corporation Limited in 1995. Ever since we have continued to offer tailor made and personalized financial solutions that help customers to realize their individual and corporate financial goals and aspirations.

We have today reaffirmed our commitment to providing focused financial services and solutions to a wide range of clients including individuals, Small and Medium Enterprises, and Corporate organizations.

We facilitate our customers and partners to achieve the extra-ordinary through innovative business solutions, emphasizing our main strengths in asset finance, trade finance, and a variety of other flexible personal banking solutions.

The ABC Bank Group has other operations besides banking. Our subsidiaries include ABC Capital, a stock brokerage firm and a member of the Nairobi Securities Exchange; and ABC Insurance, an insurance brokerage firm equally offering a wide range of insurance policies to meet varying market needs. ABC Capital Bank based in Uganda has also made a mark, especially with the SME sector, in that market.

Finally Ladies and gentlemen,

Join me in congratulating Imarika Sacco for making this partnership a reality.