

# asian credit union forum 2008

Thursday to Saturday 25 to 27 September



Dhaka Sheraton Hotel



BANGLADESH



## Credit Unions Growing to New Heights

- Better Choices
- Better Organizations
- Better Community



Limited Slots Available *Register now . . .*

**EARLY BIRD DEADLINE BY JUNE 15, 2008**

*Organizer*



ASSOCIATION OF  
ASIAN CONFEDERATION OF CREDIT UNIONS

*Host*



THE COOPERATIVE CREDIT UNION  
LEAGUE OF BANGLADESH LTD.

*Sponsor*



Rabobank Foundation

## From the Organizer and Host



**Oh-man Kwon**  
*President*

Association of  
Asian Confederation of Credit Unions



**John F. Rodrigues**  
*Chairman*

The Cooperative Credit Union  
League of Bangladesh Ltd.

Dear Credit Union Friends,

Please join us for the 2008 Asian Credit Union Forum, hosted by The Cooperative Credit Union League of Bangladesh Ltd. We are very excited to welcome you in Bangladesh, a lush land with a rich history and passionate people.

This annual event brings together leading credit union experts and participants from a broad range of fields, to give a fresh look at growth strategies enabling credit unions to present better choices, better organizations and better society to members and their families. The slate of renowned speakers provides you with:

- A fresh perspective on global socioeconomic trends for you to appreciate the need for credit unions to grow in number and quality
- A contemporary framework to guide your growth plans for 2009 and beyond
- A well-developed line-up of marketers and expertise whose unique strategies can potentially add innovation and vitality to credit union financial services

In this forum, ACCU's proposition to credit union leaders across Asia is to place credit unions' steady growth as movement's goal in the next decade. With the topics outlined, the forum will certainly let you realize the underserved market we need to enter on as a source of credit union growth. Finding our 'blue ocean' or new market space is something that we in Asian credit unions require to become skillful.

The fight against poverty is the credit union original mission. The Forum is a great opportunity for us to reexamine how far we have lived our mission for which our founding father F.W. Raiffeisen founded in 1846. Raiffeisen founded the first credit union, providing banking services to members, helping people consolidate their savings, and granting loans to members on reasonable terms. This forum presents a successful poverty alleviation program in Bangladesh. Let us join the dynamic Founder and President of the Association for Social Advancement (ASA), Md. Shafiqul Haque Choudhury for the total immersion in various aspects of ASA's success on poverty alleviation programs.

Additionally, the youth market is critical because of the demographics' buying power and their influence on the spending of family members. In most developing countries, women integration in credit unions has to be seriously discussed and given due attention. We hope that this forum will generate fresh commitment to be of better service to the underserved market, making our existence meaningful and relevant for our members and their communities.

Do not miss this opportunity! Register today by simply e-mailing us. You can download the registration form from our website: [www.aaccu.coop](http://www.aaccu.coop).

We look forward to welcoming you in Dhaka!



# Forum at Glance

## 22-24, MONDAY TO WEDNESDAY, SEPTEMBER— PRE CONFERENCE WORKSHOPS

- CEOs Workshop – exclusively for CEOs/General Managers of national federations
- HRD Workshop – open for national federation/credit union staff in-charge of HR
- Youth Workshop – open for federation/credit union youth marketing staff
- Women Workshop – women leaders and staff in charge of women promotion in federations/credit unions

## 25, THURSDAY, SEPTEMBER- CREDIT UNION VISITS

## 26, FRIDAY, SEPTEMBER – DAY 1 – ASIAN CREDIT UNION FORUM

- 08:00 – 11:00      Opening Program
- 11:30 – 12:30      **Plenary 1** – Progress – 2007 Asian CU Forum Recommendations
- 12:30 - 14:00      Lunch Break
- 14:00 – 15:30      **Plenary 2** – Keynotes:
- Are Asian Credit Unions for All?
  - Do Credit Unions Have Meaningful Contribution to Poverty Alleviation?
- 16:00 – 17:30      **Breakout Sessions**
- Breakout 1A** – Credit Union Financial Services PLUS PLUS: Entrepreneurial Development for Women Members
- Breakout 2A** - Trend: Competition Brings Prosperity but not Competing with Next Door Credit Union
- Breakout 3A**- Exploring the Vacant or Underserved Niche Market - How does your Credit Union Grow?
- 19:30 – 22:00      Bangladesh Night

## 27, SATURDAY, SEPTEMBER- DAY 2 – ASIAN CREDIT UNION FORUM

- 09:00 – 10:00      **Plenary 3** - Creating Smart Growth on the Underserved Market - Experience of the Association for Social Advancement (ASA)
- 10:30 – 12:30      **Breakout Sessions**
- Breakout 1B** – Better Choices - Standing Tall Among Giants: Building Credit Union Distinctiveness
- Breakout 2B** - Risk Management: Are Credit Union Risk Sensitive Enough to Protect Members Interest?
- Breakout 3B** - Solution to the Security Dilemma of Low-Income Members of Credit Unions
- 12:30 - 14:00      Lunch Break
- 14:00 – 15:30      **Breakout Sessions**
- Breakout 1C** – Strategies that Capture Value and Sustained Competitive Advantage
- Breakout 2C**- Management Toolkits: Building Up Credit Union Competence in the Global Environment
- Breakout 3C** – Smart Marketing Strategies for Youth that Really Build Credit Union Future
- 16:00 – 17:00      **Plenary 4** – Do Competition and Technology Threaten CU Identity?
- 17:00 – 17:30      **Plenary 5** – 2008 Asian Credit Union Forum Recommendations
- 18:30 onwards      International Night

*\*AM and PM breaks in between; Topics may changed*



## Key Benefits in Attending

- **EXPLORE** the challenges and future directions of credit union services to create superior value for members.
- **INTENSE & INTERACTIVE LEARNING** - we guarantee you will recoup your investment in this forum by implementing just a few recommendations.
- **GAIN** practical and hands-on experiences in best practice and frameworks in demonstrating the credit union difference for superior value.
- **CHOICE TO CUSTOMIZE LEARNING** by participating in the unique interactive workshop sessions
- **ACQUIRE** new knowledge to transform your leaders & staff for optimum effectiveness.
- **EXCELLENT OPPORTUNITY** to network, gain professional advice from credit union experts.
- **OBTAIN** a complimentary packet of presentation materials in CD and book binded copy that will serve as helpful resource long after you have attended the forum.
- **RECEIVE** a formal Certificate of Completion, which documents your training achievement and commitment to continuing professional development.

## Administrative Details

### METHOD OF PAYMENT:

- Bank Draft payable to Asian Confederation of Credit Unions
- Bank Transfer (please request the bank account details from ACCU and send receipt of bank transfer by fax: +(66) 2 374 5321
- For group registration, payment can be made through ACCU member organization. Official receipt of payment should accompany the registration form.

### CANCELLATION & TRANSFERS:

If you are unable to attend, a substitute delegate is welcome to attend in your place (same gender) at no additional charge provided you inform on or before August 25, 2008. A full refund, less 20% administrative charge will be given if cancellation is received in writing at least 15 working days (September 4) prior to the forum. A 50% refund will be given if cancellation is received in writing at least 7 working days (September 15) prior to the forum. No refund can be made for cancellation received less than 7 days prior to the forum. An admission letter will be sent to you prior to the conference.



### Organizer



The **Association of Asian Confederation of Credit Unions** is the regional organization for credit unions that represents 37 million members from 49,176 credit unions in 16 national federations. ACCU works in partnership with members to promote and strengthen credit unions.

*Contact Address:*

**Ranjith Hettiarachchi, Chief Executive Officer**

24 Ramkhamhaeng Soi 60, Bangkapi, Bangkok, Thailand

Tel. +(66) 2 374 3170; Fax: +(66) 2 374 5321

E-mail: [accu@aaccu.coop](mailto:accu@aaccu.coop) Website: [www.aaccu.coop](http://www.aaccu.coop)

### Host



The **Cooperative Credit Union League of Bangladesh Ltd. (CCULB)** is the apex organization for credit unions representing 165,000 members from 410 credit unions across Bangladesh. CCULB plays an important role in the promotion and strengthening of credit unions in Bangladesh.

*Contact Address:*

**Ratan F. Costa, General Manager**

CCULB Bhaban, School Road, Khilbarirtek, Gulshan, Dhaka 1212,

Bangladesh Tel. +(880) 2 9899739 Fax: +(880) 2 8813781

E-mail: [cculb@citechco.net](mailto:cculb@citechco.net); [cculb@idsbd.net](mailto:cculb@idsbd.net)

**ASIAN CREDIT UNION FORUM 2008**  
25 to 27 September, Dhaka Sheraton Hotel, BANGLADESH

**REGISTRATION FORM**

**PERSONAL DETAILS:**

Family Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Male: \_\_\_\_\_ Female: \_\_\_\_\_

Name Preferred on Name Badge: \_\_\_\_\_ Nationality: \_\_\_\_\_

Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone : \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

National Federation Affiliated : \_\_\_\_\_

**ACCOMMODATION and Meeting Package (Please check the arrangement required)**

Type of Room required : Single \_\_\_\_\_ Twin \_\_\_\_\_ Non-Smoking \_\_\_\_\_ Smoking \_\_\_\_\_

Check in Date: \_\_\_\_\_ Check out Date: \_\_\_\_\_

**REGISTRATION FEE** *Please tick the registration fee according to the events you will be attending. Prices are in US dollars.*

**EARLY BIRD DEADLINE BY JUNE 15, 2008**

	Early Bird by June 15, 2008		Regular after June 15, 2008	
	Twin	Single	Twin	Single
<input type="checkbox"/> HRD/Youth/Women Workshop <b>PLUS</b> Asian Credit Union Forum, Sept. 22-27.....	<input type="checkbox"/> 705	<input type="checkbox"/> 1,000	<input type="checkbox"/> 755	<input type="checkbox"/> 1,050
<input type="checkbox"/> CEO Workshop <b>PLUS</b> Asian Credit Union Forum <b>PLUS</b> General Meeting, Sept. 22-28 (CEOs of ACCU member organizations) .....	<input type="checkbox"/> 785	<input type="checkbox"/> 1,100	<input type="checkbox"/> 815	<input type="checkbox"/> 1,150
<input type="checkbox"/> Asian Credit Union Forum, Sept. 25-27 .....	<input type="checkbox"/> 450	<input type="checkbox"/> 600	<input type="checkbox"/> 500	<input type="checkbox"/> 650
<input type="checkbox"/> Asian Credit Union Forum <b>PLUS</b> General Meeting, Sept. 25-28 .....	<input type="checkbox"/> 530	<input type="checkbox"/> 720	<input type="checkbox"/> 580	<input type="checkbox"/> 770
<input type="checkbox"/> Non-Member Fee (added if registrant is not an affiliate of ACCU member) .....	<input type="checkbox"/> 50	<input type="checkbox"/> 50	<input type="checkbox"/> 50	<input type="checkbox"/> 50
<b>Total</b>	_____	_____	_____	_____

*Note: The registration fee is inclusive of accommodation, conference kit, field visit, and meals that will start from dinner of arrival to breakfast of departure.*

**PAYMENT DETAILS:**

- Bank draft of US\$ \_\_\_\_\_ is enclosed.
- Bank transfer of US\$ \_\_\_\_\_ was made to the account of ACCU. Bank receipt is enclosed.
- Payment of US\$ \_\_\_\_\_ was made to the national federation \_\_\_\_\_ as per Official Receipt of which copy is enclosed.

Signature: \_\_\_\_\_