

MiBank opens new agent at Umi market, Markham



Opening of new billboard at Umi Market. PICTURE SUPPLIED

MIBANK in its ongoing efforts to extend banking services to rural communities has established an Agent at Umi Market, Morobe Province in the Umi Atzera LLG of Markham District.

The MiBank Agency which is owned by Chris Dill of Manai Trading was launched by CEO of MiBank Tony Westaway on 25 October, who was joined by market and ward officials, together with MiBank's Chief Operating Officer Trudi Egi and team members from Lae and Port Moresby.

Mr. Westaway said at the opening, "whilst MiBank has a network of 16 branches throughout PNG, it primarily extends its outreach to remote areas via an extensive agent network that has access to MiBank's mobile banking platform, to perform banking transactions". Umi market is an ideal location for local produce which attracts truck drivers and others travelling up and down the Highlands Highway, who stop to rest and obtain food and other items.

The banking services provided via the agency will not only be attractive to nearby villagers and visitors but will enable market vendors manage their daily requirements. Trudi Egi, the Chief Operating Officer of MiBank encouraged those present to save their funds through

a bank account rather than hide them in the ground. Mr. Egi said if you at some time in future need to obtain a loan then you have a track record of savings which will assist the bank in its credit assessment and decision in providing a loan.

MiBank also partnered with the local market authority in sponsoring the erection of a Billboard at the market which encourages vendors and patrons to keep the market clean. The billboard which is written in both English and Tok Pisin also highlights the produce available for sale and the banking services available at the market.

MiBank Agents are often comprised of mixed businesses and trade stores in rural areas, but they also include district offices, local women community groups, farming co-operatives, commodity buyers. MiBank agents receive commission for assisting with the deposit and withdrawal transactions that occur through the use of a mobile phone, and in addition provide digital literacy training to customers.

More information regarding MiBank products and services can be found at www.mibank.com.pg or you can ring their Call Centre on Digicel 16789 (free call).



MiBank CEO Tony Westaway and agent, Chris. PICTURE SUPPLIED

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