



RURAL BANKERS ASSOCIATION OF THE PHILIPPINES

NO. XTL-013-2018

MEMORANDUM

TO: ALL MEMBERS
FROM: DR. ARMANDO B. BONIFACIO, President
DATE: AUGUST 20, 2018
SUBJECT: 2018 RURAL BANKING CONSCIOUSNESS WEEK

Pursuant to Presidential Proclamation No. 362 issued on 24 August 2000 (see attached), the Rural Bankers Association of the Philippines spearheads the celebration of the “Rural Banking Consciousness Week” this **August 27-31, 2018**.

This year’s theme: **Rural Banks: Embracing Digital Transformation**. To promote advancement, we are embracing the digital transformation in our industry. We aim to provide ease of business to our clients. The commitment of the industry is to spur growth and development in the communities that we serve. It is vital that a continuing effort to educate the Filipinos about the contribution of rural banks in economic development is sustained.

We request all rural banks to join us in celebrating the Rural Banking Consciousness Week by displaying the prescribed tarpaulin layout (see attached) in the premise of all of your offices and branches from **August 27 to 31, 2018**. The preferred size is 3 ft. x by 8 ft. but may be adjusted accordingly.

Thank you!

PS: Please see the enclosed files

Very truly yours,


DR. ARMANDO B. BONIFACIO
President