



Message from the President and CEO

LANDBANK extends its warmest regards to **Rural Bankers Association of the Philippines (RBAP)** as you come together for **Rural Banking Consciousness Week** and celebrate seven decades of steadfast service in promoting sustainable and inclusive development among your stakeholders.

Rural banks, together with other countryside financial institutions (CFIs), play a vital role in uplifting the lives of our countrymen by supporting the most vulnerable and marginalized sectors of the economy. RBAP remained resilient in the face of adversities and kept in stride with the changing times. Through innovation, you have extended credit assistance to your customers and became more responsive to the needs of our farmers, fishers, and micro-entrepreneurs.

We, at LANDBANK, are glad to share in your mission of ***"turning a new leaf through digitalization and inclusive financial sustainability"*** which is in line with our mandate of sustainable and inclusive development in support of the government's national development agenda. Rest assured of our continued support as LANDBANK also aggressively pursues our digital transformation while further solidifying our position as the biggest lender to the agriculture sector in partnership with various cooperatives, associations and CFIs.

We look forward to building a stronger partnership with RBAP as we continue to leverage on the latest digital solutions that create more opportunities for Filipinos to bank in convenience and actively contribute to the inclusive growth of the nation.

From everyone at LANDBANK, congratulations on your platinum anniversary and more power to RBAP.


CECILIA C. BORROMEO



RURAL BANKERS ASSOCIATION OF THE PHILIPPINES

August 1, 2022

HON. CECILIA C. BORROMEO

President

Land Bank of the Philippines

1598 M.H del Pilar cor. Dr. J. Quintos Sts.,

Malate, Manila

Dear President Borrromeo:

Warmest greetings from the Rural Bankers Association of the Philippines (RBAP). We hope this letter finds you and your loved ones safe and in great health.

On August 24, 2000, pursuant to Presidential Proclamation No. 362, s. 2000, former President Joseph Ejercito Estrada declared the last week of August 2000 and every year thereafter as “**Rural Banking Consciousness Week.**” RBAP always spearheads this momentous celebration.

This coming August 22-28, 2022, RBAP and its vigorous member rural banks will celebrate the “**Rural Banking Consciousness Week,**” with the theme, “**Turning a new leaf at 70 through digitalization and inclusive financial sustainability**”, to highlight the continuing relevance of the rural banking industry through constant evolution and innovation.

For **70 years**, rural banks have remained steadfast lead partners of the government in promoting economic development in the countryside, providing affordable financial products and services to the most vulnerable and marginalized but essential sectors of the Philippine economy. Indeed, the rural banking industry remains a pervasive presence in at least 1,634 cities and municipalities in the nation, with at least 20% of its 3,330 branches located in the lower-income municipalities of the countryside.

The Rural Banking’s Platinum Anniversary is an appropriate moment, not only to reminisce and be proud of the accomplishments of the past, but to look forward to how RBAP wants to shape the future. To remain relevant in a post-pandemic environment, the industry embraces the advantages of digitalization, which make deploying financial services as easy as tapping on a screen, while remaining grounded in its role as a vital provider of financial services that uplifts the lives of our countryside’s economic drivers: the farmers, fisherfolks, and microentrepreneurs.

In this regard, we would like to formally **request a Message** from your office that would be included in our News Supplement.

From this year onwards, a new chapter will unfold, and the rural bankers commit to continue moving forward as one of the **economic development catalysts** in the rural areas.

We will appreciate you sending us the message **on or before August 15, 2022**. Our Secretariat will be coordinating with your office on this should you have clarifications and concerns, or you may contact Ms. Darryl Anne Valencia through this email address appointments@rbap.info copy furnish info@rbap.org, and you may reach us via SMS or call 0998-5714456.

We sincerely appreciate your unwavering support to the rural banking industry.

Respectfully yours,



ATTY. MARY ANN E. M. TUPASI-SADDUL
President, FY 2022-2023