



PHB Development Long Term Agreement UNCDF – Lao PDR

In September, we launched an 18-month in-country project with UNCDF in Lao PDR. A team of six consultants led by David Kleiman, our on-site Digital Financial Services Expert, is responsible for the implementation of MM4P (Mobile Money for the Poor) and MAFIPP's (Making Access to Finance Inclusive for Poor People) DFS country program. With UNCDF, PHB Development will work in concert with the Bank of Lao to support activities, and increase capacity and stakeholder awareness. We will also provide technical assistance for the implementation of the first Branchless Banking pilot project and will offer support to increase customer awareness and utilization of DFS in Lao. This project was awarded under PHB's Long Term Agreement (LTA) to provide Digital Financial Services Experts for UNCDF's MM4P programme over the next 5 years.



Go to Market Strategy ACCION and PAMF

PHB Development conducted a Go to Market strategy for agent and mobile banking with ACCION (Nigeria). We recently started our collaboration with the Aga Khan Agency for Microfinance (Madagascar) with a Mobile Banking Go to Market strategy. PHB Development will also conduct an opportunity and feasibility study for the implementation of a mobile banking solution for PAMF. Indeed, PAMF's dual goal of financial efficiency and social impact, "the double-bottom-line" goal, sees mobile banking as an ideal channel to reach its goal of financial inclusion.

Our latest Remittance projects ADA and Orange

In 2009, ADA launched a project under the theme "providing value to migrant's savings through remittances" in partnership with the Senegalese MFI, Pamecas. After 5 years ADA is concluding its partnership with Pamecas and hired PHB Development to ensure the sustainability of the project and a smooth exit. In addition, in 2011, ADA, with financial support from IFAD, launched another remittance project in partnership with the Malian MFI Nyèsigiso. This project aims to provide remittance services to Malians living in France at a lower cost and provide access to savings products and credits. PHB Development was responsible for evaluating this project, in particular its implementation and its impact on the target group. Combining remittances and mobile money, PHB development was hired by Ethifact to conduct a money transfer and electronic money regulatory and market study. The study delivers a better understanding of the usage of remittances by migrants in Belgium and determines whether a market opportunity exists for Mobistar/Orange Money in Belgium.

Agency Banking with FINCA and WWB

PHB Development was hired for a Technical Assistance assignment to help FINCA Tanzania expand its existing branchless banking operations in order to increase its outreach countrywide in a sustainable and secure way. Among other things, we developed the strategy for their Point of Services (POS) agent network and provided start-up assistance for the designed POS agent network model.

Similarly, PHB development worked with Women's World Banking on two agent banking assignments this year: Roll-out of agent banking and pilot of sustainable savings for low-income and rural women in Malawi, with NBS Bank; and another agency banking project with Diamond Bank in Nigeria.



Sustainable Alternative Delivery Channels IFC MasterCard Foundation - Africa

In cooperation with The MasterCard Foundation, IFC is implementing Scaling Financial Services in Africa, a program intended to accelerate the reach of financial services for the poor in sub-Saharan Africa. PHB is participating in a 3 year project covering: a mid-term and ex-post evaluation of the scaling up programme, and a business case study for MFIs implementing new delivery channels to identify their operational and institutional challenges as well as key issues to achieve profitable growth. Beneficiaries include: Tigo Ghana, Airtel Zambia, AB Bank Tanzania and FINCA DRC. One key component is to assist banks and mobile network operators to offer financial services at significant scale using alternative delivery channels.

Projects in DR Congo, Malawi and Rwanda Opportunity International



Opportunity International and PHB Development are broadening their existing cooperation in Rwanda and developing strategic options for alternative distribution channels. We supported two projects in DR Congo, including a market assessment for the extension of OI's branch network to Tenke and Fungurume in the Katanga region (see picture). We are now on the ground with Opportunity International in Malawi to improve and extend their mobile and agent banking operations.

Research & Publications

- *Capturing Value From M- Banking* - PHB Development, in close cooperation with Triple Jump, evaluated the introduction of Mobile Money at Urwego Opportunity Bank (UOB) by designing a diagnostics tool that can be used by MFIs and other financial institutions to assess their m-banking channel. http://issuu.com/triplejump/docs/capturing_value_from_m-banking
- *Best Practices Guide for Microfinance Institutions Active in Remittances* - With this Best Practices Guide, PHB Development, with ADA and ACRACCS, offers practical solutions and an overview of the various dimensions required for MFIs to be successful in remittances. http://www.e-mfp.eu/sites/default/files/resources/2014/06/BP_UK_v20-WebLR.pdf

Conferences & Trainings

Phillipe Breul, PHB Partner and Digital Financial Services & Marketing Expert, moderated three workshops on the topic of Mobile Money. Workshop audiences of 20-30 included bank directors and managers from Africa, India and Central Europe:

- “The success of branchless banking in Africa” at the NpM platform - A Billion To Gain (September 2014)
- “The challenges of banking without branches” at the Frankfurt School, Summer Academy (July 2014)
- “How to adapt banking services to serve customers in a sustainable manner?” at the WSBI (Feb. 2014)



David Kleiman, Digital Financial Services & Branchless Banking Expert conducted mobile and electronic banking and business continuity sessions for this 5 Day Seminar for 35 Regulators and Supervisors from 11 Central and West Asia countries.

“Electronic Banking Supervision and Regulation” Asian Development Bank Regional Seminar (August 2014)

Coming up in the next Feature

During the European Microfinance Week, 12-14 November in Luxembourg, PHB Development will launch a new Action Group on Microfinance and Innovative Delivery Channels. Philippe Breul will also moderate the workshop “Technology Solutions and Innovative Delivery Channels”.

Team

The Management Team: **Philippe Breul** and **Marie-Sophie Tar** & the Associates/Consultants: **Eric di Betta**, **Aurelie Dagneaux**, **Ciprian Panturu**, **Alexandra Sanchez**, and **Gera Voorrips** are very happy to welcome to the team:

Jean-Daniel Baloucouné



Ronald Everts



Alejandra Fabrega



David Kleiman



Victorin Salifou



Hannah Siedek



And not to forget: Dilip Santlani (UNCDF Laos), Pete Sparreboom (UOB Rwanda), Charlot Razakharivelo (PAMF Madagascar), Franklin Odoemenam (ACCION Nigeria), Abdella Ouro-Djobo (UNCDF Togo) and Umberto Trivella (OI DRC) with whom we also had the opportunity to work during the last months (on the projects mentioned).

**PROFILE
FROM
LAOS**



Thianethong THANASACK (aka Bee) is PHB Development’s Program Assistant in Lao. Before joining our team, Bee was working with IFC.

On this long term project with UNCDF, Bee is thrilled to have this learning opportunity and to contribute her experience and energy to make finance more inclusive in Lao.

“My dream is for all Laotians to have a bank in their phone to conduct easy transactions. This will also bring a better life in rural areas”.

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