

MEDIA FACT SHEET

WHAT

The MasterCard Foundation Symposium on Financial Inclusion 2015 is the third consecutive global conference hosted jointly by The MasterCard Foundation and the Boulder Institute of Microfinance. It brings together those people and organizations most committed to scaling financial services to poor people and marginalized populations.

More specifically, the 2015 Symposium will focus on understanding how best to enable poor people to have secure, reliable, affordable and appropriate access to formal financial products and services. The Symposium sessions are organized around three key themes:

- **Leadership and Organizational Culture:** An exploration of how financial service providers can best shift employee behaviours and internal cultures in a way that focuses everyone on delivering client value;
- **The Client Experience:** An analysis of key points where financial service providers lose customers, and what various stakeholders in the financial services “ecosystem” can do to address the issue; and
- **The Business Case:** A review of company strategies to develop “win-win” practices that provide value to a poor client while, at the same time, providing it to the financial service providers.

WHO

An estimated 300 senior practitioners and experts from the world’s financial inclusion community will attend the Symposium. They include representatives of financial service providers (banks, microfinance institutions), mobile telephone network operators, industry associations, market regulators, national and international NGOs, and donors from the public and private sectors.

WHY

Global practitioners in microfinance come together annually to share latest advances, research and emerging ideas. The overall objective is to quicken the pace for innovation in financial products, services and delivery systems, and to do so in a way that benefits more people at a larger scale than seen until now.

WHEN

The 2015 Symposium will take place from November 19-20. The opening plenary session will begin at 9:00 a.m. on Thursday, November 19 with remarks by Reeta Roy, President and CEO of The MasterCard Foundation and Robert Christen, President of the Boulder Institute of Microfinance.

WHERE

All sessions will be held at the Westin Grand Hotel, Cape Town, South Africa. This will be the first time the Symposium takes place in Africa. This is in recognition of the immense financial services needs and solid opportunities to change:

- Latest FINDEX data shows just over a third of adults in SSA have a bank account. In some countries, fewer than one in 10 people have a formal bank account.
- Eastern Africa is leading the world in developing mobile banking services (via telephone) for poor people.
- African farmers also form a large population group without access to financial services; increasingly, our work with partners focuses on their needs and desires.

HIGHLIGHTS

- An opening plenary session (Nov. 19 @ 10:30 am) dedicated to showing how leading companies serving poor people have built their success by focusing on customers at every level of the organization. This session will be broadcast live across Africa by CNBC Africa TV.
- Awarding the first MasterCard Foundation Clients at the Centre Prize (Nov. 19 @ 4:30 pm). This US\$150,000 prize will go to the financial service provider that has best demonstrated how its client-centric approach has enabled it to expand financial inclusion.
- Launch of a new “clients-at-the-centre” data hub (November 19 @ 6:00 pm). This data hub, based in South Africa, will enable financial service providers to better use qualitative data to design and offer products and services that poor people need and expect.
- CEO Panel (November 20 @ 2:00 pm). CEOs of leading African firms will discuss how they overcame internal and external challenges in getting their companies to be client-centric at all levels.

For media inquiries:

Roger Morier
Senior Communications Manager, Financial Inclusion
The MasterCard Foundation
rmorier@mastercardfdn.org
Tel +1-647-837-5290