Press Release

NMB continues to Innovate in Morobe

Port Moresby 5 December 2012

Nationwide Microbank the PNGID 2012 Innovative Company of the Year was represented at the Financial Inclusion EXPO in Lae over two days, 30 November 2012-1 December 2012. The EXPO which was organised by the Bank of Papua New Guinea, was opened by the nation’s Treasurer Mr Don Polye.

The NMB team led by Managing Director Tony Westaway included Head of Sales Trudi Egi and Manager Women’s Banking Gima Kepi. Prior to the EXPO the NMB team traveled up the Markham Valley with local Branch Manager Michael Aniyeli, to a place near Jumi Bridge where they had the opportunity to talk to some 700 women regarding financial inclusion. Many of these women walked for many hours to listen to Manager Women’s Banking Gima Kepi and the NMB team.

“Papua New Guineans have a thirst for financial literacy” says NMB Managing Director Tony Westaway. “We have been overwhelmed by the enthusiasm of grass roots people and in particular women who seek financial literacy training and want to know more about NMB’s MiCash product”.

MiCash is a Mobile Wallet and Bank account that operates on a mobile phone attached to the Digicel network. NMB has been rolling out MiCash nationwide since March this year when the Governor of the Central Bank, Mr. Loi Bakani, issued NMB with a ‘Letter of no objection’ to extend its services beyond a pilot that had been established earlier in West New Britain.

NMB was well represented at the financial inclusion EXPO and was able to open a number of accounts on site within the grounds of the Sir Ignatius Kilage stadium. Westaway continues, “Our approach to opening accounts goes hand in hand with education. Unlike some others we see financial literacy training as an important component of Mobile Money. Particularly when our target group is the many unbanked or under-banked in Papua New Guinea. The numbers are not as important as is the financial competency and ability of people to improve their lives through access to financial services”

NMB transaction volumes of MiCash have exceeded K6 million and continue to grow. For more information on MiCash go to NMB’s website www.microbank.com.pg or ring their Call Centre on Digicel 16789 (Free Call).