

**PRESS RELEASE****FOR IMMEDIATE RELEASE****NCBA PARTNERS WITH CHAMS MEDIA TO HOST THE INAUGURAL DARING RETURNEES' FORUM 2024**

***The Bank has revamped its Diaspora Banking Offering to offer tailored Solutions that support financial needs of Diaspora Returnees.***

**27<sup>th</sup> September 2024...Nairobi.** NCBA Bank hosted the Daring Returnees Forum in partnership with Chams Media Ltd.

The engagement provided a platform for Kenyans to explore investment opportunities, share their experiences, and contribute to the country's economic development through skills, knowledge, and wealth transfer.

In addition, attendees gained valuable insights from industry experts, successful returnees, and thought leaders, helping them navigate the reintegration process and capitalise on Kenya's dynamic economic landscape. They also had an opportunity to network with industry professionals, leaders, and potential investors.

As a leading financial institution, NCBA showcased its revamped comprehensive suite of services designed to support diaspora returnees, including loan facilities, investment advisory, and other tailored banking services.

"We are excited to have supported The Daring Returnees Forum 2024," said Mr. Tirus Mwithiga, NCBA Group Retail Banking Director. "This event aligns perfectly with our mission to enhance financial inclusion and empower Kenyans returning home. The Bank has revamped its diaspora banking value proposition to provide financial solutions that cut across the unique needs of individuals in the diaspora at every stage of their journey that is; those relocating to the diaspora, those already at the diaspora and those returning from the diaspora. We look forward to showcasing how NCBA can assist returnees in achieving their financial and investment goals," he added

The Kenyan diaspora community plays a crucial role in Kenya's socio-economic development, contributing approximately \$3 billion in remittances annually, which accounts for about 3% of the country's gross domestic product (GDP).

***(Insert quote from PS)***

Beyond financial support, returnees also bring invaluable skills and knowledge. The Daring Returnees Forum 2024 celebrated their bold decision to return and reintegrate into Kenya, highlighting their significant contributions across various economic sectors.

The Daring Returnees Forum 2024 was a tribute to the courage and determination of Kenyans returning home to make a difference. Their investments and expertise are not just vital but instrumental in shaping Kenya's future. The Bank through its partnership with



Chamz Media is keen to provide a platform for them to share their experiences and contribute to our country's growth.

NCBA remains committed to continue supporting and empowering the Kenyan diaspora, fostering economic development, and driving innovation. The Bank has established strategic partnerships that elevate the Diaspora Banking value proposition.

Through this, NCBA continues to be the preferred financial partner for Kenyans returning home from abroad by providing advisory and support towards achieving one's financial goals when they get back home. In addition, the Bank has facilitated international money transfer services through strategic partnerships with Fintechs and Money Transfer Service Providers, such as Western Union and Money Gram, which provide rails for Diaspora Remittances back home.

The Bank has further partnered with Real estate developers/stakeholders to support the Kenyan diaspora in owning property back home. Through these collaborations, NCBA ensures that all aspects of our clients' transitions abroad or relocating back to Kenya, are smoothly and effectively managed.

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### **About NCBA**

NCBA Group is a full-service banking group providing a broad range of financial products and services to corporate, institutional, SME and consumer banking customers. NCBA Group operates a network of more than 100 branches in five countries, including Kenya, Uganda, Tanzania, Rwanda, and Ivory Coast. Serving over 60 million customers, the NCBA Group is the largest banking group in Africa by customer numbers. NCBA Bank Kenya PLC is Kenya's third-largest bank by assets. The Bank is set to play a key role in supporting Africa's economic ambitions. The Bank is a market leader in Corporate Banking, Asset Finance and Digital Banking.

### **About Chams Media**

Chams Media Limited is a communication consultancy firm offering TV content production services, among other services. It is headed by prominent Kenyan television journalist of international repute, Alex Chamwada. Our flagship TV programme is Daring Abroad, a series that features Africans who have ventured within and outside the continent. We also incorporate non-Africans excelling on the continent. Our other key areas of specialisation are the production of documentaries and features as well as media liaison.

