

PRESS RELEASE

BUSINESS REVIEW MEETING 2017, THE APPROVAL OF 2018 PLANS OF BCEL BRANCHES.

On 7th-9th February 2018, BCEL Head Office held a meeting for Business Review for the year 2017 and for the approval of BCEL branches' 2018 plans. The meeting was chaired by Mr. Phoukhong Chanthachack, General Managing Director of BCEL, with the participation of Deputy Managing Directors, management teams of branches, centers and divisions and relevant sections in total of 80 people.



The meeting assessed and reviewed the overall 2017 performances, identified the issues facing the branches, had the in depth Q&A on the overall performances of branches and approved the 2018 plans of branches, such as: the action plans, business plans, product extension plans and technical item procurement plans of each branch.

The General Managing Director disseminated the overall BCEL plans of 2018, which will be proposed in the 2017 shareholders' meeting, to branches and divisions and directed the the divisions, centers and branches to forward these matters to their staff.



Moreover, the meeting has presented 5 new products of BCEL which will be soon released to the public in order to make the participants aware of the characteristics of the products for further target defining and marketing plan. The products are listed below: BCEL OnePay (QR Code), BCEL OneHeart, All new Term Deposits, BCEL Cash Deposit Machine (CDM) and BCEL Smart Book.

ທະນາຄານການຄ້າຕ່າງປະເທດລາວ ມະຫາຊື່ນ
BANQUE POUR LE COMMERCE EXTERIEUR LAO PUBLIC

one pay
 ທາງການຈ່າຍ ງານໂທນ ວິນາຍ (OnePay)

one heart
 ສິນໃຈລາວ

ເງິນຝາກມີກຳນົດ
 ສິນໃຈລາວໄວ້ກັບ BCEL

BCEL CDM
 ຝາກເງິນໄດ້ຕະຫຼອດ
 24 ຊົ່ວໂມງ

ປຶ້ມຂັ້ນຊື່ຍກໃໝ່
BCEL SMART BOOK
 ເພື່ອສຸຂັດທາງການເງິນ
 ທີ່ດີກວ່າ

ທັນສະໄໝ ວ່ອງໄວ ຫນັ້ນໃຈ
MODERN QUICK RELIABLE