



## Press Conference on BCEL's OneHeart

Project: "Fund mobilization for helping the flood victims in Sanamxay District, Attapeu Province"

On July 26, 2018 at 13:30 hrs, Banque Pour Le Commerce Exterieur Lao Public (BCEL) Head Office held the press conference on the fund mobilization via Oneheart for the relief of the flood victims in Attapeu province. The event was hosted by Dr. Bounleua Sinxayvoravong, Director General of Fiscal Policy and Legal Department, Ministry of Finance and also chairman of BCEL's Board of Directors (BOD), along with Mr. Phoukhong Chanthachack, General Managing Director of BCEL. The event was also attended by the Vice Chairman and members of BCEL's BOD, BCEL's Directors and employees, and media from various channels.



BCEL's Chairman informed the participants that BCEL's management has launched the project to support Attapeu's flood victims via BCEL's OneHeart since the morning of July 24, 2018. This is an advanced channel for all BCEL's customers who subscribe into BCEL One to donate for the affected people. At the beginning, the bank set the donation target of 30 million LAK, but the donation was increased so quickly. Therefore, the bank increased the target amount to 50 million LAK, 200 million LAK, 500 million LAK and to 1.000 million LAK in the same day. Within 3 days, the donation amount has been almost 3.000 million LAK and there were about 23.000 donors within the country and overseas (The donation amount as at 13:35 hrs. of the press conference day).

Apart from customers and Lao residents, BCEL also provided the channel for people living overseas to donate by using international cards such as VISA, Master Card, UnionPay and JCB which is available on [www.oneheart.la](http://www.oneheart.la). BCEL bears the fees for international card usage of 2,5% which the international card centers usually charge from the cardholders.

Besides the donation via BCEL OneHeart, BCEL also open the special bank account for people who do not have BCEL One to donate by cash over BCEL' counters or by money transfer to the account number: 080 12 000 1172646 001 under account's name: BCEL ATP Social Fund.



Along with the fund mobilization via BCEL's OneHeart, BCEL also donated for Attapeu's flooding via the Bank of the Lao P.D.R in the amount of 30 million LAK as the initial support and the bank is also mobilizing the fund among its employees. Moreover, BCEL also donated the money received from the award winning of the National ICT Award 2018 in the amount of 8 million LAK to support the flood victims in Attapeu province.

This huge amount of fund mobilized in the short period of the time proves the strong traditional solidarity between the Lao multiethnic residents. It also indicates that the Lao society is a truly caring and sharing society. The donors can follow the management, the use and the transparency of the donated fund. The mobilized fund will be used to help the flood victims pursuant to the purpose of the fund mobilization and the aim of the donors.

On July, 26 2018, BCEL's management led by Mr. Khamsian Mingboupha, Deputy Managing Director of BCEL along with the representatives from BCEL's 3 mass organizations presented the intention to offer the relief fund which was mobilized through BCEL OneHeart in the amount of 2.000 million LAK (first phase). The offer was set as the limit amount. For the actual disbursement, BCEL committee will work in collaboration with parties concerned

and the affected people to utilize the fund to purchase necessary items for the affected people in order to ensure that the help meets with the needs and truly reaches the victims., BCEL will also invite the donors to witness the the handover of the relief aid.

For the remaining amount, the bank shall follow the procedures and regulations to make sure that the support truly reach the victims and the public is well informed in each period of time.

BCEL on behalf the affected people, would like to take this opportunity to express the sincere thanks and gratitude to all donors who have donated for the flood victims in Attapeu via BCEL OneHeart. The bank would also like wish you all happiness and prosperity

You can also share your support by donating via BCEL OneHeart by yourself via BCEL OneHeart (Convenient and transparent).

For more information, please visit: [www.oneheart.la](http://www.oneheart.la)

