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May 31, 2016



ASIAN CREDIT UNION FORUM 2016

Shaping our Future

- Connect, Collaborate, Differentiate

Organizer:



ASSOCIATION OF
ASIAN CONFEDERATION OF
CREDIT UNIONS

Host



NATIONAL CREDIT UNION
FEDERATION OF KOREA

September 8 to 10, 2016
Songdo Convesia Convention Center,
Incheon City, Korea



Brand Identity



Traditional Dance



Gyeongbok Palace - Seoul



Incheon Bridge



Songdo Convention Ctr.



Incheon City Skyscrapers



STRONGER TOGETHER. GROWING TOGETHER.

Dear Credit Union Friends,

We are very pleased to invite you to attend the Asian Credit Union Forum Theme: Shaping our Future - Connect, Collaborate, Differentiate on September 8 to 10, 2016 in Incheon, Korea! After 6 years, our host - the National Federation of Credit Unions in Korea have waited for this great opportunity to extend their utmost hospitality and friendship. Our theme has three main breakout sessions tracks:

- **CONNECT:** We recognize our achievement of 45 million individual members of credit unions is just the tip of an iceberg compared to 4.3 billion people in Asia - estimated 800 million people are living in poverty. The forum attempts to create heightened awareness on the need for our credit unions to reach the disadvantaged, create a lifetime value for members, cultivate relationship with members enabling them to pursue their dreams and break the cycle of poverty.
- **COLLABORATE:** Since 2012, ACCU has worked with its members to create awareness on the importance of integration where credit unions giving mandate to their federation to manage the performance of the network. The three breakout topics will discuss collaboration on technology, supervision and contractual solidarity. We need to develop and disseminate an entirely new paradigm and practice of collaboration that supersedes the traditional models that have divided our networks for decades and replace it with networks of partnerships working together to create a globally prosperous credit union networks.

- **DIFFERENTIATE:** It is important to remind our leaders to keep the mission as the anchor of every decision they take. The mission drift is not only something to be concerned about, but truly threatening the identity of the credit unions. We want to ignite the flame of leaders' commitment to the credit union's sense of purpose while growing their business in the modern and competitive world.

We look forward to making this another learning opportunity for credit union leaders and employees attending the forum, but also discover what Incheon City offers. The 3rd largest city in South Korea, Incheon is an expanding metropolis and industrial port west of the capital city Seoul.

All in all, attending our forum presents a great value and an excellent opportunity to meet experts and learn about the latest development in the credit union movement. The conference will be a fantastic and memorable event.

"K SMILE": Over the years, credit unions around Asia have experienced the renowned friendship and hospitality of Korean credit unions. It will be more moving as the Korea Tourism Organization embarks on the "K-Smile" campaign operating with a slogan "Korea smiles and world smiles back" to greet foreign tourists with kind hospitality. Let us not miss the K-smile!

Register by May 31, 2016 to save US\$100. Do not miss this opportunity! Register today through your federation or online to our website: www.aaccu.asia. Visa, Mastercard, JCB Cards are accepted.

We look forward to seeing you in Korea... **Register now!**

FORUM AT GLANCE

PRE - FORUM WORKSHOPS

5 to 7 September -
Monday to Wednesday

- **CEOs Workshop** – exclusively for CEOs/ General Managers of ACCU Member organizations (national federations)
- **HRD Workshop** – open for national federation/ credit union staff in-charge of Human Resource Development
- **Youth Workshop** – open for federation/credit union youth marketing staff
- **Gender Workshop** – women leaders and staff in charge of Gender promotion in federations/ credit unions

8 SEPT. - THURSDAY

08:00 - 11:30	Credit Union Visits
11:30 - 13:00	Lunch
13:00 - 18:00	Cultural Immersion
20:00	Back to the Hotel

9 SEPT. - FRIDAY

08:00 - 08:30	Arrival of Guests, Invitees, and participants
08:30 - 09:00	Forum Welcome - ACCU President
09:20 - 09:50	Keynote Speech
09:50 - 10:20	Recognition Award - Individual and Institutional Categories
10:20 - 11:00	Introduction of the Forum and Vote of Thanks
12:00 - 13:30	Lunch
11:30 - 12:30	Plenary 1: Korean Credit Union Experience: We're all working together; that's the secret. Mr. Chung Sung-won
13:30 - 15:00	Plenary 2: APP: Creating Sustainable Competitive Advantage and Member Value through Technology
15:00 - 15:30	Coffee Break
15:30 - 17:00	<ul style="list-style-type: none"> • CONNECT: Tech Talk: Technology Trends in 2016 and beyond • COLLABORATE: See, Think, Do, Care: Driving Growth through Financial Inclusion • DIFFERENTIATE: ACCESS Branding Best Practices Waves of Change, Oceans of Opportunity and Success
19:30 - 22:00	Korean Night

10 SEPT. - SATURDAY

09:00 - 10:00	Plenary 3: The 10 biggest global challenges - Should Credit Unions be Mindful of them?
10:00 - 10:30	Coffee Break
10:30 - 12:00	<ul style="list-style-type: none"> • CONNECT: Back to the Roots: Purpose Driven Leadership in Credit Unions • COLLABORATE: Subscribing to Minimum Contractual Solidarity to Kick off Integration of the Credit Union Network • DIFFERENTIATE: Subscribing to Minimum Contractual Solidarity to Kick off Integration of the Credit Union Network
12:00 - 13:30	Lunch Break
13:30 - 15:00	<ul style="list-style-type: none"> • CONNECT: Case Presentation: Sharons credit union (Korean CU CEO in Vancouver, Canada) • COLLABORATE: Regulatory Regime in Korean Credit Union System, Financial Supervisory Service, Korean Financial regulatory authority • DIFFERENTIATE: Examining Credit Union Differentiation: "Community-oriented" and "serve people, not profit"
15:00 - 15:30	Coffee Break
15:30 - 16:15	Plenary 4: Transforming our world: the 2030 Agenda for Sustainable Development Paul Luchtenburg
16:15 - 16:45	Conclusion of the Forum – Words of Wisdom from the Founding President of ACCU
16:45 - 17:30	Plenary 4: Forum Recommendations
18:30 onwards	International Night



REASONS IN ATTENDING THE FORUM

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| 1. EXPLORE the challenges and future directions of credit union services. | 2. EXCELLENT OPPORTUNITY to network, gain professional advice from credit union experts. |
| 3. INTENSE & INTERACTIVE LEARNING - we guarantee you will recoup your investment in this forum by implementing just few recommendations. | 4. OBTAIN a complimentary packet of presentation materials in CD and book binded copy that will serve as helpful resources long after you have attended the forum. |
| 5. GAIN practical and hands-on experiences in best practice and frameworks in demonstrating the credit union difference. | 6. RECEIVE a formal Certificate of Completion, which documents your training achievement and commitment to continuing professional development. |
| 7. CHOICE TO CUSTOMIZE LEARNING by participating in the unique interactive workshop sessions. | 8. RENEW your friendship and network |
| 9. ACQUIRE new knowledge to transform your leaders & staff for optimum effectiveness. | 10. BUILD new friendships beyond your country. |

METHOD OF PAYMENT:

- Online payment by credit cards: Visa, Master Card, JCB
- Bank Draft payable to Asian Confederation of Credit Unions
- Bank Transfer (please request the bank account details from ACCU and send receipt of bank transfer by Fax: +(66) 27044255 or e-mail copy to accumail@aaccu.coop or may@aaccu.coop
- For group registration, payment can be made through ACCU member organization. Official receipt of payment should accompany the registration form.

CANCELLATION & TRANSFERS:

If you are unable to attend, a substitute delegate is welcome to attend in your place (same gender) at no additional charge provided you inform on or before July 31, 2016. A full refund, less 20% administrative charge will be given if cancellation is received in writing at least 15 working days (August 18) prior to the forum. A 50% refund will be given if cancellation is received in writing at least 7 working days (August 30) prior the forum. No refund can be made for cancellation received less than 7 days prior to the forum. An admission letter will be sent to you prior to the forum.



The Association of Asian Confederation of Credit Unions is the regional trade and development organization for credit unions representing 45 million members from 22,635 credit unions in 22 countries. Established in 1971, ACCU works in partnership with members to promote and strengthen credit unions as effective instruments for the socioeconomic development of people.

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The National Credit Union National Credit Union Federation of Korea (NACUFOK) is the apex trade association, financial intermediary, and business organization representing 6 million individual members from 942 credit unions. The credit union network has a combined assets of 55 billion US dollars. Established in 1964, NACUFOK is the 4th largest credit union movement in the world.

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