



**HIS EXCELLENCY
RATU WILIAME MAIVALILI KATONIVERE**

CF, MSD
President of the Republic of Fiji

**ADDRESS AT THE OFFICIAL OPENING OF THE LAUTOKA BRED BANK
BRANCH**

Bred Bank Office
LAUTOKA

Thursday, 12th May, 2022
1915hrs

- Board Directors of Bred Bank, Mr. Pramesh Chand and Ms. Yee Joy;
- Ambassador of the European Union, His Excellency Sujiro Seam;
- The French Ambassador, His Excellency Francois-Xavier Leger;
- Divisional Commissioner Western, Mr. Mesake Ledua;
- CEO for Lautoka City Council, Mr. Anees Khan Mohammed;
- Distinguished guests;
- Ladies and Gentlemen;

Miau sa bula re and Good Evening to you all

It is indeed an honour to be invited and be part of this momentous occasion to mark the official opening of BRED Bank's new Lautoka branch. The opening of this branch coincides with

the Bank's 10th Anniversary celebrations this year and I am equally privileged to officiate at this significant occasion as the Chief Guest and a customer of the Bank.

Bred Bank's investment of \$2.6m into this complex which houses the Retail branch on the ground floor and corporate business on the first floor clearly demonstrates its continuing commitment to the economic growth of this city, the Western division and the country as a whole. It has improved the landscape of Lautoka and most importantly brings modern banking facilities with its suite of competitive products and services through various channels. This I believe, marks the beginning of a fresh phase in the development of this city; an expansion of facilities and strengthening of efforts to render financial services to the people of Lautoka both for commercial and retail customers.

We are well aware that the pandemic has cruelly disrupted our way of life, our businesses and our economy and we have been forced to look beyond our challenges and difficulties for sustainability. Amidst all this, I am grateful that the BRED Bank group remains confident to invest and expand its operations in Fiji which essentially represents the reality of Government's ambition to foster economic and social advancement for all Fijians.

BRED Bank shareholders recently doubled its capital as an added boost to its Fiji operations demonstrating their commitment and confidence in the Fijian economy. The Bank, since its establishment has fostered competition in the market through competitive product pricing and raised the bar in financial services, which has benefited many Fijians. The Banking Without Distance strategy implemented by the Bank is very unique, as it offers a mix of **digital** and **human** experiences: digital, for everything that is transactional and can be carried out without personally visiting a branch, and human, for a personalised service in a comforting, friendly environment.

In conclusion, I would like to reiterate that it is always important for me as Head of State and to me personally to see progress being enjoyed by every Fijian, irrespective of their destinations and accessibility to services being provided for them.

At this juncture, I wish to thank the Board of Directors and Management of BRED Bank for such investments that will provide accessible services to all Fijians. With this new BRED Bank branch we inaugurate today, I am confident, will provide a positive boost towards the continued development and modernization of this

city and therefore elevate the overall economic development in Fiji.

May the Almighty bless us all! *Vinaka Vakalevu!*
