

Dfcu Bank to answer farmers' financial needs at Harvest Money Expo

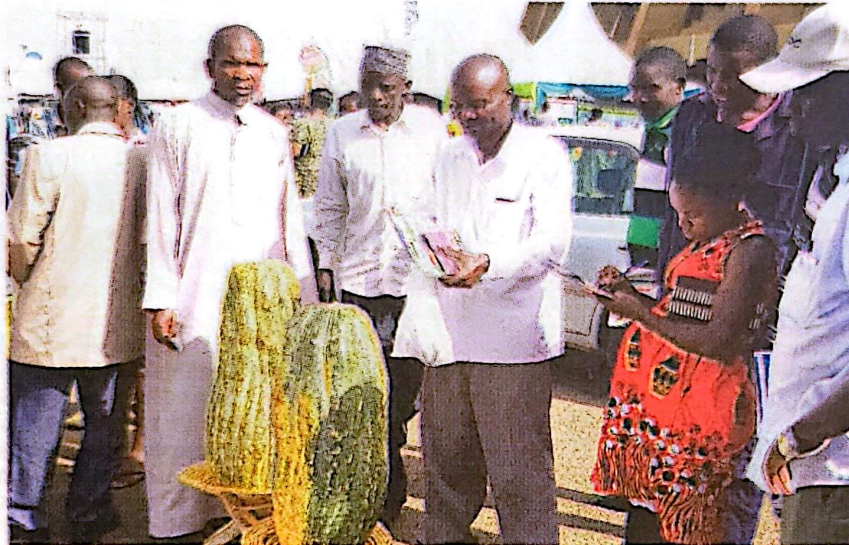
By Joshua Kato

The dfcu Bank has prepared a variety of packages to exhibit at the Harvest Money expo, in order to help solve farmers' financial challenges. The expo, to be held at Namboole stadium, starts on Friday February 16, and ends on Sunday February 18, 2018. Over 200 exhibitors and thousands of visitors are expected to grace the expo.

Dfcu is one of the major supporters of the agriculture sector, with several facilities tailored at developing farmers across the country. The bank does not stop at just giving out loans, but also supports community farming initiatives, including the National Best Farmers Competition organised by Vision Group. Other sponsors of the programme include Vision Group, KLM Airlines and the Embassy of the Netherlands.

"We are excited to have dfcu Bank as one of our partners in the 2018 expo," Robert Kabushenga, the Vision Group chief executive officer, announced.

He pointed out that the bank is one of the biggest players in the banking sector and that by coming on board, it gives expo visitors a big opportunity to get exposure in agriculture financing.



Farmers exhibiting pumpkins at last year's expo. dfcu will this year educate farmers on accessing agriculture financing and make their farming more profitable

"Agriculture is one of the key strategic sectors for dfcu Bank (and the country) and we are supportive of initiatives that are helping to transform the sector. The Harvest Money expo is one such initiative that we are happy to associate

with. As you are aware, we also sponsor the Uganda Best Farmer Competition and we will be launching the 2018 edition at the end of this month," Jude Kansiime, the head of brand marketing and communication at dfcu Bank, said.

The bank has got many packages for all sizes of farmers across the country.

"In addition to the smallholder farmers, we also still have the other facilities for farmers, including the Asset Acquisition Facility, where a farmer is supported to acquire farm equipment of his choice," Kansiime explained.

Among others, the bank will also offer and explain to the expo visitors its Group Savings Facility, which targets farmers groups that save with the bank. He says this works in such a way that a farmers' group saves money and then they are allowed to borrow to further develop their enterprises.

Kansiime pointed out that during the expo, they will sensitise farmers on how to access funds.

"The key question that farmers always ask is how to access financing to expand their projects. I encourage farmers to visit our exhibition booth at the Expo so that they can find out about the various agri-financing solutions that dfcu Bank is able to offer them and how to access this financing. At the expo, dfcu Bank will also facilitate workshops on agri business Financing on Friday February 16 and Sunday February 18, respectively," Kansiime says.

Dfcu bank has been growing in leaps and bounds. In early 2017, the bank made a giant leap when it acquired Crane Bank. According to Kansiime, head of brand marketing and communication at dfcu bank, the acquisition raised the number of dfcu Bank branches to over 60 across the country. The number of ATMs also grew to over 100. Dfcu Bank Limited is a fully owned subsidiary of dfcu Limited, the public listed entity and is regulated by the Central Bank of Uganda.

**ABOUT
DFCU**