

EXPAT SAVING

“BRINGING BANKING SERVICES NEAR TO MIGRANT WORKERS”

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OBJECTIVE

There is no saving scheme or provident fund for Bangladeshi expatriate unless someone takes own initiative to save certain portion of their salary to their bank account at home country. Most of cases it does not happen to blue colour migrants due to lack of financial knowledge or day to day cash demand for family maintenance.

It has been noticed that most of the expatriate spend almost 100% of their earning for family maintenance and there is no savings after tenure of their working contract. Ultimately a long migrant life does not make any change in long run and there is no financial security sustain for them. Even though there is improvement on their expenditure and average life standard, but there is lack of productive uses of remittance that will improve the financial ability of migrants.

Expat Saving is similar to EPF (Employee Provident Fund) where employer will assist its foreign employees to remit a certain portion of salary/monthly to their Bank account in respective home country.

MARKET SURVEY & ANALYSIS

Based on my research on Bangladeshi migrant workers in Saudi Arabia, UAE, Malaysia, Singapore, Kuwait and Qatar

Sample Size: 1,000

Malaysia- 500

Saudi Arabia- 200

UAE- 100

Singapore- 80

Kuwait- 120

Qatar- 100

MARKET ANALYSIS

Question	Yes	No
Migrants having their own Bank account in home country	3%	97%
Interested to open a personal account	75%	25%
Monthly remit to their personal Bank Account (out of 2%)	22%	78%
Maintain a saving/FD account	2%	98%
Monthly Instant Cash Transfer	78%	22%
Monthly remittance to any Bank Account	25%	NA
Migrants use family member account to remit money	22%	NA
Interested to buy Home country's financial products	70%	30%

REASONS OF LOW SAVING TREND

Reasons	Answer
Need to address monthly expenses demand for family maintenance	65%
Could not get opportunity to open a Bank account in home country	82%
Income is not sufficient for saving. Therefore, not interested	29%
Not aware about saving products and benefits	89%
Invest in non bank items (properties, local co operative association etc.)	15%
Don't trust to keep money in Bank while he/she is not available in country	85%
Family orthodox mindset	5%

MY PROJECT

Option 1:

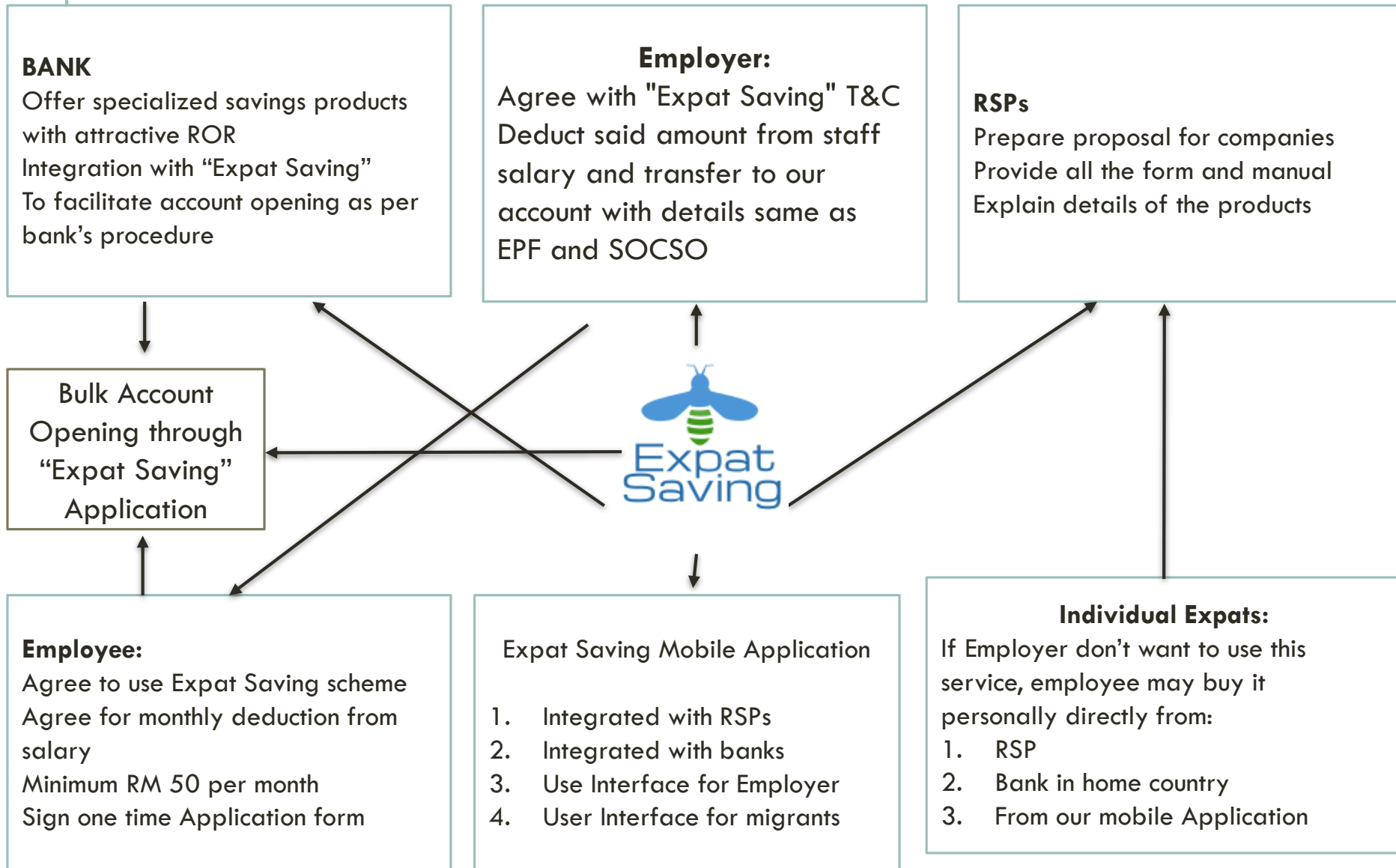
Build a technical platform for the following parties in order to implement this exclusive saving product:

1. Banks in expat's home country
2. Employers of foreign worker
3. Remittance Service Providers
4. Expats / Migrant workers

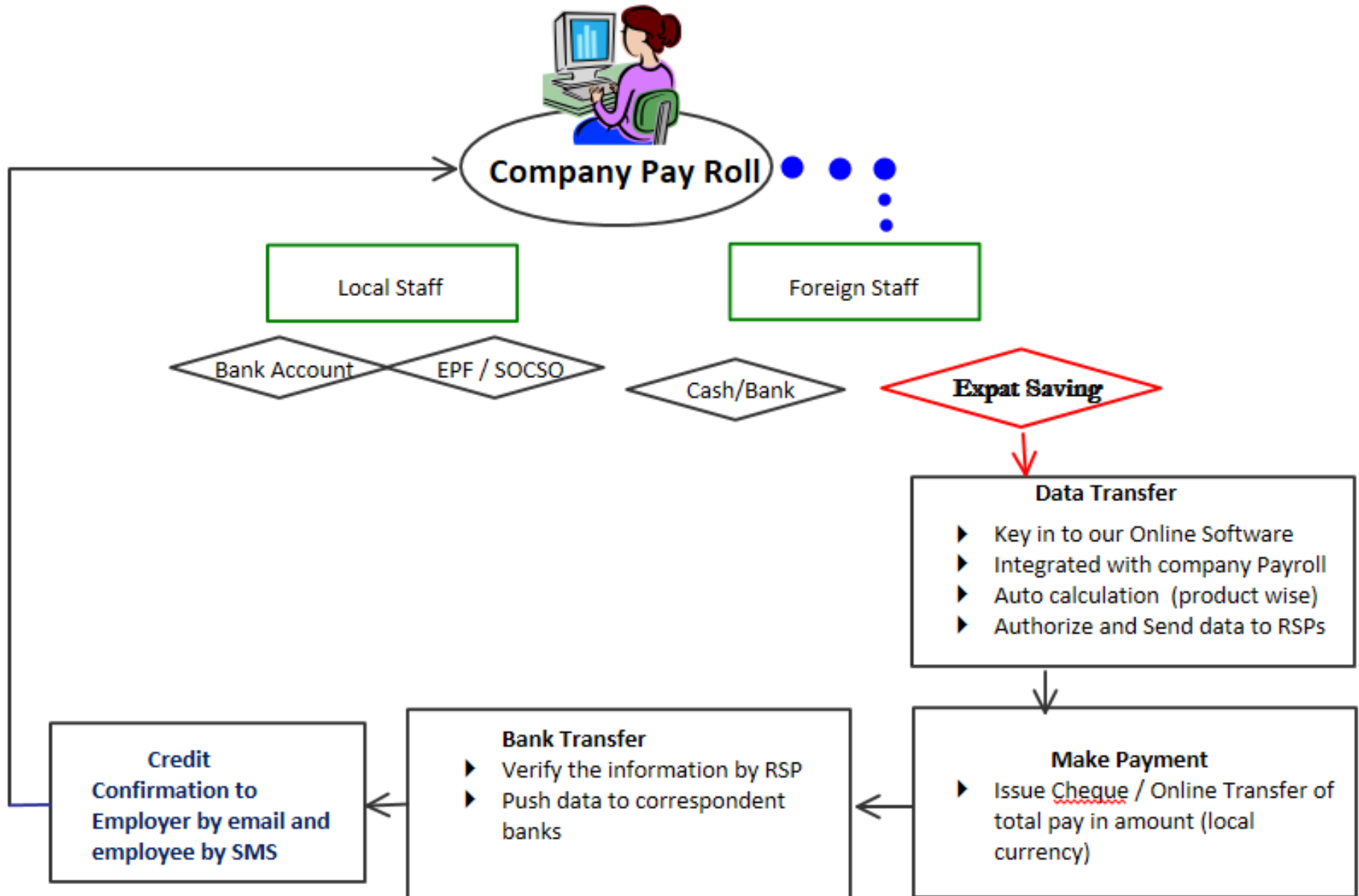
Option 2:

Tie up with any RSP and use their existing remittance channel. Tie up with employers with support of regulators. Process need to be set as explained in following slides

STARTUP PROCESS



PROCESS FOR THE EMPLOYERS



KEY FUNCTIONS & CONNECTIONS



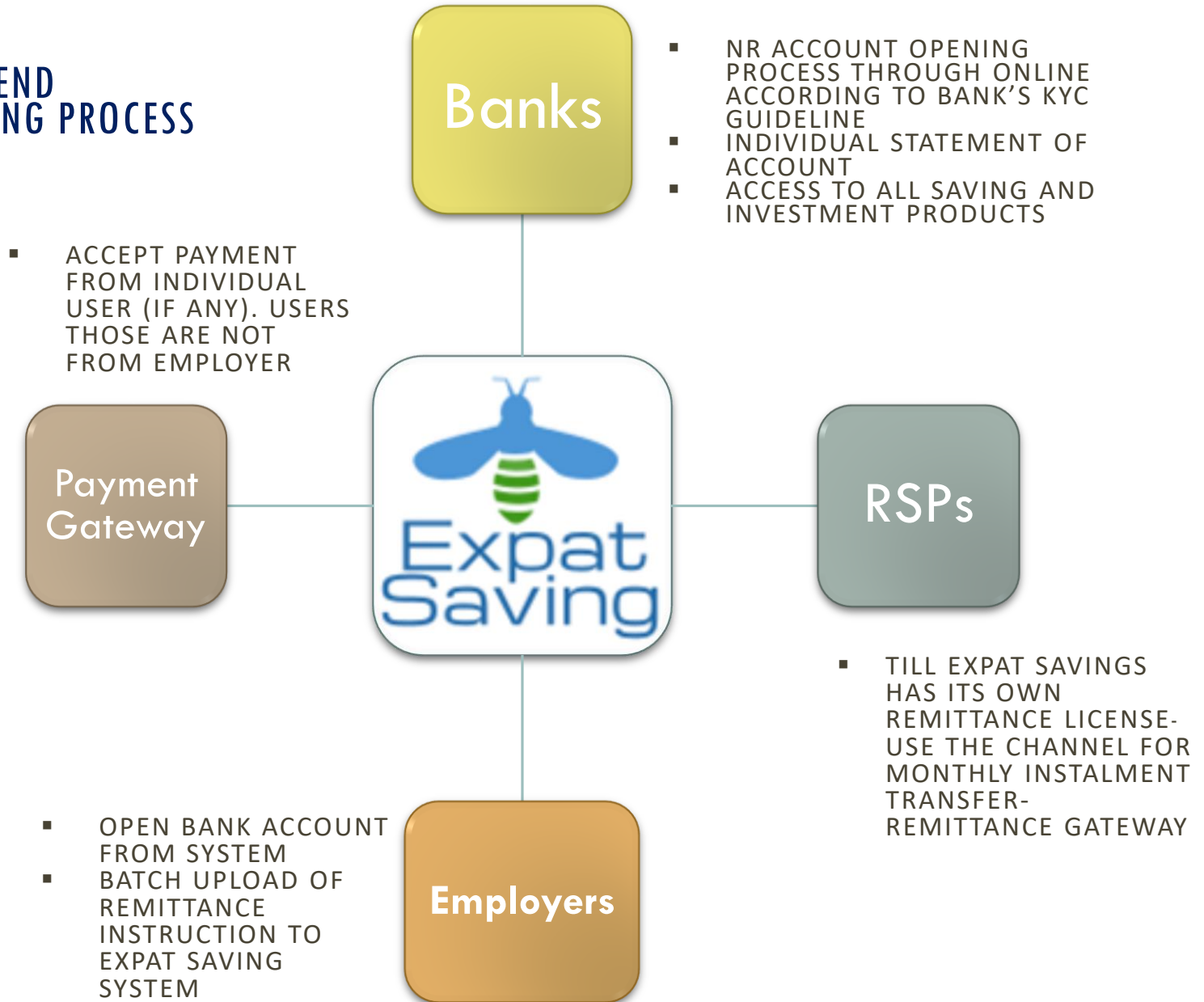
1. Employer Registration
2. Employee Registration
3. Open a Bank Account
 1. Select Country
 2. Select Bank
4. Choose your Saving Product
5. Compare Saving Product
6. Remit your Savings Instalment
7. Check Statement
8. Other Investment Products

Details

1. Registration and system integration
2. Individual / Bulk upload
3. Submit required information and wait for Bank approval with account number.
4. Choose from the list. Details will be appeared
5. Comparison based on several criteria in order for user to decide
6. Followed by steep by steep process.
7. If Bank agree it can be real time from Bank system. Otherwise manual between bank and “Expat Saving”
8. Based on the bank wise list

API INTEGRATION (HIGH LEVEL)

END TO END OPERATING PROCESS



TARGET CUSTOMER

Migrant workers those are not literate in financial product or services

- Pilot project- Approximately 1.2 Million Bangladeshi migrant workers in Malaysia
- Second Phase- Bangladeshi migrant workers in Middle East countries, Singapore and Malaysia
- Third Phase- Migrant's workers from Indonesia, Nepal, India staying in Malaysia
- Fourth Phase- Extend it to all potential corridors

BENEFIT FOR COUNTERPARTS

Employer

- Staff Welfare
- HR Strategy
- Employee Benefit & motivation
- Low attrition rate
- Staff loyalty
- Appreciate by media and other stakeholders

RSPs

- Strategic relation with the companies
- Permanent Remittance Customer
- Bulk Remittance with no additional cost
- Add-on extra value for customer
- Create loyalty
- To be pioneer and unique financial service provider to the migrants

Banks at Home Country

- Increase Depositor Client
- Periodic Cash flow
- Cross sale of other investment products
- Bank shall give attractive rate of return in this scheme

REVENUE

POETNTIAL SOURCES



- Account Opening Fees
- % from savings interest
- Remittance Fees
- Exchange Gain

WHY THIS WILL BE GAME CHANGER



PLAN TO MOVE THIS FORWARD

- We are developing the integrated platform
- Form a team having relevant knowledge to develop the product
- Tie up with one leading Bank in Bangladesh to start with
- Use the remittance platform of any global RSPs. Example, UAE Exchange
- Tie up with at least two largest commercial banks in Bangladesh
- Tie up with local employers

Target to go live by January 2019



THANK YOU