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National November 8, 2021

KB Kookmin bank's active investments in local CSR help improve education, and healthcare for Cambodia's poor

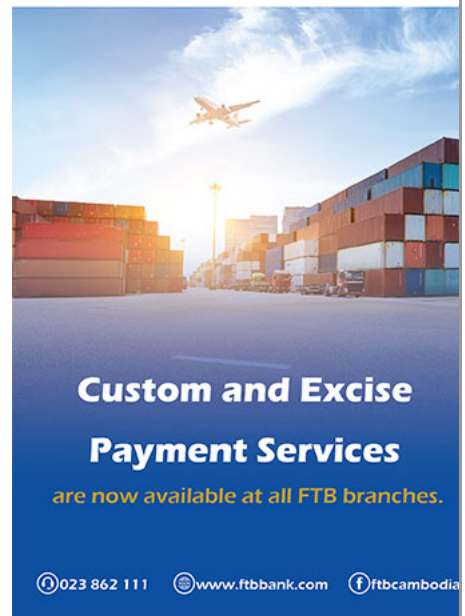
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KBC's CEO, Kim Hyeun-Jong - CSR is very important to Kookmin Bank. Supplied

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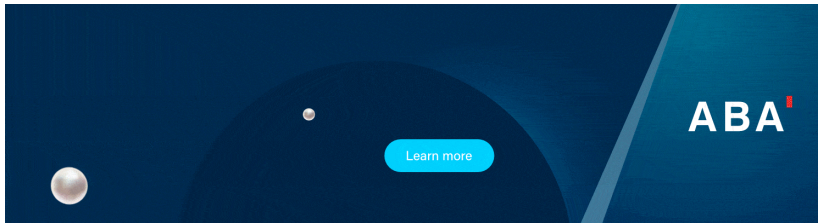
KB Kookmin Bank has been an active investor in Corporate Social Responsibility projects both in its home country of South Korea and also in this country. The bank has spent \$2.31 million on CSR since 2012, with an average of \$231,000 spent every year in Cambodia to help improve healthcare and education for underprivileged families and promote Korean language and culture.



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KB Financial Group has the largest customer base and branch network in Korea.

As a comprehensive financial group, there are many affiliates such as KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, Prudential Life Insurance, KB Asset Management, KB Capital, KB Life Insurance, KB Real Estate Trust, KB Savings Bank, KB Investment, KB Data System, and KB Credit Information.

Among them, KB Kookmin Bank is the TOP Leading Banks in Korea.



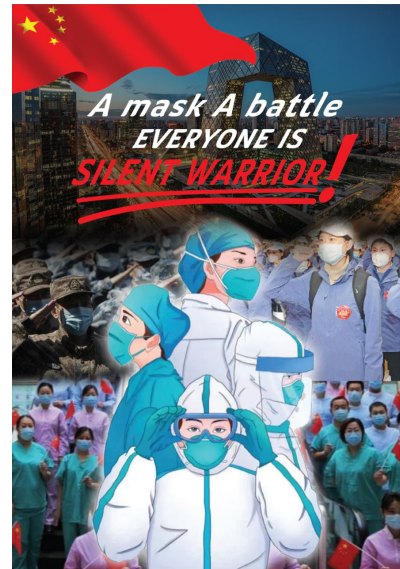
KB Kookmin Bank Cambodia Plc. operates a fully owned subsidiary in the Kingdom, which was incorporated in 2009.

It has spent \$83,000 each year to pay for surgery for 100 childrens with heart disease, being treated at the Hebron Medical Centre in Phnom Penh since 2014, amounting to \$664,000.

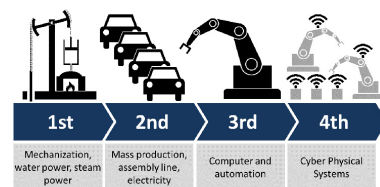
The bank also provides money support the Samdech Techo Voluntary Youth Doctor Association, donating \$380,000 last year. The bank's funding helps to buy equipment and medicines and pay for the treatment of people in poorer communities.

The Youth Doctor Association was established in December 2012 under the initiative of Hun Manet and his spouse, Pich Chanmony.

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Opinion



Industrial transformation key to higher productivity and wages

The world is entering an age of Artificial Intelligence (AI). Recently, China's Alibaba Group unveiled its answer to ChatGPT, "Tongyi Qianwen" (or "truth from a thousand questions").



The bank's efforts in healthcare doesn't stop there. Last year it donated \$20,000 to the Ministry of Health to buy vaccine doses to immunise Cambodians against Covid-19.

This year it supported the Samdech Techo Voluntary Youth Doctor Association by donating \$11,000 to buy 20,000 face masks to protect against Covid-19.

The bank also pays for scholarships to send poor Cambodian students to universities as part of Prime Minister Hun Sen's scholarship programme. It has spent \$310,000, around \$50,000 per year, to provide 416 students with scholarships. Students can be chosen from a range of universities. The amount of money granted to students depends on the fees charged by the higher education institutes but covers four years of study for every pupil.

The bank's CSR efforts also support the work of the Raksa Koma Foundation.



RKF says it aims to empower underprivileged Cambodian children with the same opportunity as all people for a better future of themselves and their community.



G20 meet in Jammu & Kashmir and neighbour's odd concern

Even though its rhetoric goes unheard and at times even ends in embarrassment, Islamabad still refuses to accept the fact that its Kashmir narrative virtually has no takers



Macron's call for strategic autonomy testifies to Europe's...

Macron again underlined the importance of European "strategic autonomy", arguing the EU should reduce its dependency on the United States and avoid getting dragged into a confrontation between China and the US over the Taiwan question.



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Features



The bank also supports the culture of its homeland, sponsoring a Korean language speaking and singing contest every year since 2009. The contest takes place at the National Polytechnic Institute of Cambodia in Phnom Penh.

CSR is very important to the bank, meeting its core values of giving something back to its customers and society at large.



“Understanding the importance of sustainable development to society, particularly in aiding the vulnerable, KBC’s holistic CSR initiatives promote inclusive growth, empowering society and community building,” KBC’s CEO, Kim Hyeun-Jong said. “Mostly we work on specific on-government organisations’ projects as well as our own committee’s projects.”

The bank is keen to get all its workers involved in giving something back to the Cambodian community they work in.

“Mostly we encourage all our staff to join charities and other events that can be supportive for CSR projects,” he said adding that the bank plans to maintain its existing CSR activities and get involved with other new projects, although it did not give details.

KB Kookmin Bank Cambodia joined “Bakong” as of 1st. November 1, 2021.



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The New Year Festival has come as ‘a national relief’ as Thailand celebrates a return to normalcy after three years of COVID-19.



Singer Sai heads love campaign

Khmer celebrity singer and actor Sai is heading a campaign titled “We Love Siem Reap” to promote local tourism and to help recover from the pandemic after-effects.

Good Times2



An on-again, off-again year for Siem Reap’s arts

Siem Reap’s 2020 arts and lifestyle coverage kicked off the year on an optimistic note that, with the wisdom of hindsight, turned out to be somewhat ironic.



KBC's CEO, Kim Hyeun-Jong said, "To keep pace with the digital banking trend, which is understood as a major direction of Cambodia's financial policy, we are selecting and developing cashless society and digital banking as one of KBC's top priorities."

KBC recently launched 'KB Smart Loan(non-face-to-face credit loan)' and 'Dream Car Loan' to meet the digital demand of Cambodians.

These new products and services are expected to provide financial convenience and many benefits to Cambodian financial consumers.

In the future, KBC CEO added that he would like to contribute to the financial industry by continuously communicating closely with NBC to develop optimized products such as advanced apps and cutting-edge products.

Remaining sane while you care for your baby

Because our baby is now at the centre of our life, it has been mentally challenging since even getting a good night's sleep or a decent meal has suddenly become a real task.

70%



KBC would like to express its sincere gratitude to all NBC officials.

KB Kookmin Bank intends to take the lead in the development of Cambodia's financial industry. Last month the National Bank of Cambodia gave KB permission to acquire the remaining 30 percent of PRASAC Microfinance Institution, and finally KB became the sole owner of Cambodia's largest microfinance deposit-taking firm. KBC expressed its gratitude to NBC for giving KB a chance to contribute to develop microfinance sector by diversifying customers and providing better services to individuals and small companies.

80%

KBC CEO, Kim Hyeun-jong said that key principle of KB is to drive in the direction of sustainable growth by further strengthening growth and asset quality management rather than mainly focusing on profitability.

In particular, he said that KB could help Prasac managements to lower the funding rate by actively utilizing KB's brand value and also cooperate IT system enhancement and digitalization on the back of KB's advanced financial techniques and technologies.

Once again, he expressed his deep gratitude for NBC's guidance and approval for the acquisition of the remaining stake and said that he would devote himself to the development of Cambodia's financial

industry and become a bank that grows together with valued customers and NBC.



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KB Kookmin acquires remaining stake in Cambodia's Prasac Microfinance



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KB Kookmin ទទួលបានភាគហ៊ុន របស់គ្រឹះស្ថានមីក្រូហិរញ្ញវត្ថុប្រាសាក់ នៅកម្ពុជា



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