

Land Bank of the Philippines - LBP in Financial Cards and Payments (Philippines)

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Abstracts

Land Bank of the Philippines will continue its strategy of achieving inclusive growth by opening up branches in the countryside and tapping into the unbanked population. The financial institution was set to open 10 branches in the Philippines during 2014, all of which will be located in rural areas. Land Bank of the Philippines' partnership with global operator Visa in the launch of its new debit and credit cards in 2014 presented a new strategy for the bank as it tried to capture opportunities...

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