

SESSION #18: GOING BEYOND FINANCE UNDER COVID-19



Speakers:

- Josephine Anan-Ankomah, Group Executive for Commercial Banking, Ecobank
- Natia Vacharadze, Tribe Lead of Business Segment Management, TBC Bank
- Rebecca Harrison, CEO and Co-Founder, African Management Institute
- Steve Landman, Founder and CEO, KIU Global

Main takeaways:

- **Financial institutions and fintech companies provide varieties of non-financial services** including digital platforms and online business trainings, which helps SMEs digitalize their businesses and have connections between SMEs and between financial institutions and SMEs.
- Through connecting non-financial services with financial services, banks are able to **collect and analyze more data** and provide end-to-end solutions for SMEs.
- In the long run, **deep engagement with customers** utilizing non-financial services is key for customers' digital transformation and sustainable growths.