

# MESSAGE



**L**adies and gentlemen, the Rural Bankers Association of the Philippines (RBAP) congratulates you on your 32<sup>nd</sup> National Convention, under the theme, BAIPHIL: Bringing out the Best in Banking.

Established in the pre-war years as the National Association of Bank Auditors and Comptrollers, BAIPHIL has evolved with the Philippine financial industry, playing a key role in determining the shape and direction of the banking system by helping educate and produce most of its chief executives.

The pandemic saw a revolution in the way training and learning were provided and BAIPHIL proved itself more than adequate for the challenge, shifting to digital and online modes of education with a minimum of downtime. Indeed, a robust online learning modality enabled far more bank executives to access BAIPHIL’s services, than was possible before the pandemic.

While the pandemic has ended, it has engendered changes that have forever altered the behavior and preferences of financial consumers. The paradigm shift to digital banking and decentralized finance, including crypto; the ever-growing threat of cybercrime and data privacy breaches and indeed, even a general shift in consumers’ expectations toward responsible finance and environmentally and socially conscious banks; all of these threaten to upend the hitherto monolithic structure of traditional banking.

We believe that BAIPHIL will continue to “Bring out the Best in Banking,” effectively preparing the country’s banks to meet, not only these challenges, but even new ones that we have not even conceptualized.

We also hope that BAIPHIL will continue to engage with the RBAP in seeking out mutual solutions to the banking industry’s problems and concerns. The 385 RBAP member banks and their 3,330 branches all across the countryside stand with you in your aspirations for a safe and sound banking system.

To the Bankers Institute of the Philippines, the Rural Bankers Association wishes you a successful 32<sup>nd</sup> BAIPHIL Convention. *Mabuhay po kayo!!*

**ATTY. MARY ANN E. M. TUPASI-SADDUL**  
*President*  
**Rural Bankers Association of the Philippines**