



such, from March 6 to 11 this year, BAIPHIL will conduct a series of lectures and trainings.

“We have a series of activities for the banks, the bankers, and the regulators of the banks to meet together,” BAIPHIL President Myrna E. Amahan told *BusinessWorld* in an interview. “This is really more to highlight banking and our role in the economy and the country.”

The BAIPHIL Week will culminate with the BAICON, which is biennially organized by the association. The 32nd BAICON will be held on March 10-12 at Taal Vista in Tagaytay City.

Centered on the theme “Innovate! Train! Certify! Bringing Out the Best in Banking”, the 32nd BAICON gathers the banking community and regulators for discussions relevant to the pursuit of improving the country’s banking industry.

“The theme is always aligned with the strategic direction of BAIPHIL for this year,” said BAIPHIL President Amahan.

The organization’s strategic planning involves continuing on with innovations and trainings, then

the certification of bankers. “Why are we doing this? Because we really want to bring out the best in banking,” she said.

“We chose this theme because we believe that banking is a major component of the Philippine economy. And us doing our jobs well, we are actually also serving our country,” she added.

RELEVANT DISCUSSIONS

In the two days of BAICON, the general sessions will focus on maintaining the relevance, the future-proofing, and sustainability in the banking sector.

The first general session, which will look into the “Continuing Relevance of the Financial Industry in the New Normal,” will discuss making synergy happen through digital transformation as well as the experiences and initiatives to prepare an organization to keep its relevance.

“Future-Proofing Banks through Innovative Products and Services” will be the focus of the second general session, which will center on striking the balance in innovation through digital transformation and cybersecurity with regulatory compliance.

Other discussions will also include the collaboration of banks and electronic money institutions; outlook on cyberthreats in the country; and experiences and initiatives in future-proofing organizations.

“There are a lot of other competitors out there that are not banks; they are fintechs. They also eat already a piece of our pie. So what do we have to do? We have to keep up; we have to step up,” said Ms. Amahan, explaining the significance of such discussions.

She also mentioned the importance for banks to know the risks and regulations. “Regulations