

Benefits of Membership:

- Better customer understanding
- Increased market share
- Improved bottom line results
- Improved brand equity, image and reputation
- Enhanced government relations
- Access to better talent pool (employer of choice for women)

Members Receive:

- Information on what other industry leaders are doing in the women's market to win business, including best practices and lessons learned
- Insight on relevant issues and trends that are shaping the women's market
- Relevant research and studies
- Ability to demonstrate global leadership on women's market issues

All of which will enhance the delivery of a better client experience and improve profitability.

"I was very encouraged to hear about the initiatives from banks worldwide to help women move forward. It's good to see different countries helping each other out and networking."

Michele Bailey, President, Blazing Design Inc., Toronto, Ontario, Canada, at 1st GBA Summit, June 2001

"Given the unique vision of the Global Banking Alliance for Women, our success will be measured by our ability to help members expand access to finance for women, capture market share and grow the size of the market overall."

Kris Depencier, National Manager, Small Business & Women's Markets, RBC Royal Bank and Chair, GBA



Secretariat

For details on membership and other information on the Global Banking Alliance for Women, contact:



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GLOBAL BANKING ALLIANCE
 FOR WOMEN

Advancing the growth of Women in Business worldwide

"I see becoming the bank of choice for women as a long-term strategy, integral to our core business, not just an add on... This is a customer service imperative and an important and valuable business strategy."

David Morgan, Managing Director, Westpac Banking Corporation, Australia



GLOBAL BANKING ALLIANCE FOR WOMEN

Mission

To accelerate the growth of women in business and women's wealth creation, while generating superior business outcomes for member financial institutions.

- 1. Identifies and shares** best practices among financial institutions from around the world to improve women's access to financial services and accelerate the growth of women in business
- 2. Sources and collaborates** on relevant women's market research, studies and cases
- 3. Create forums** for industry and thought leaders to discuss issues and trends that are shaping the women's market
- 4. Shares its collective knowledge** to the benefit of women and financial institutions in emerging markets through the International Finance Corporation (IFC)

Background

1997
Global Banking Alliance for Women initiative proposed at Organization for Economic Co-operation and Development (OECD) 1st Conference on Women Entrepreneurs, Paris, France

2000
GBA founded by Bank of Ireland, FleetBoston Financial/Bank of America, RBC Royal Bank of Canada, and Westpac Banking Corporation (Australia and New Zealand), recognized as best-practice financial institutions for their programs for women.

2001
Formal launch and 1st GBA Summit in Boston, USA, and Toronto, Canada

2002
2nd GBA Summit, Sydney, Australia, in conjunction with the first Canadian Businesswomen's Trade Mission to Australia

2004
3rd GBA Summit and *Women Trading Globally* Trade Mission and Forum, Vancouver, Canada

2005
World Bank Group (WBG) International Women's Day meeting of GBA, Washington, DC

Members agree to the International Finance Corporation (IFC) hosting the GBA Secretariat

"It was enlightening to discover the commonalities in issues facing women seeking finance for their businesses across the world, whether from developed or developing nations."

Sonja Sebotsa, Executive Director, Women's Development Bank Investment Holdings, South Africa, at International Women's Day meeting of the GBA, 2005

Founding Members

Bank of Ireland Group

Bank of America

RBC Financial Group

Westpac Banking Corporation

"Women have unprecedented potential to contribute to the economic well-being of a country."

Michael Grealy, Group Head of Human Resources, Bank of Ireland at 2nd GBA Summit, 2002

Membership Categories

Full Members:

Primary financial institutions that have or are in the process of developing a national or regional women's market strategy for their organization. Member strategies may include:

- dedicated research, programs, products, services and/or initiatives focused on assisting women entrepreneurs, women in business and/or women in creating wealth
- an active internal gender program with measurable results (i. e. Human Resources practices focused on fairness and equality for women employees)
- active relationships with prominent association(s) or relevant government agencies that support women in business

Affiliates:

Non-financial institutions, centers of influence, and individuals with expertise in delivering to the women's market (e.g. professional bodies, associations, NGO, and government entities)

Becoming a Member:

- Applicants must present a written report outlining their current or intended women's programs, along with a formal expression of interest from the CEO or Board Chair.
- Members should be willing to share selected best practices and key learnings with other GBA members and the Secretariat.
- Members will provide annual updates of their programs in writing to the Secretariat.