

Supported by

Farm Credit Armenia UCO CC



NEWSLETTER

March, 2014

Issue 2



Cooperation for the benefit of all

Cooperation of Farm Credit Armenia UCO CC and “Mobidram” CJSC



In February 12, 2014 at “Masis” branch of Farm Credit Armenia UCO CC the first loan repayment was done through “Mobidram” CJSC payment system. MobiDram is a payment system via cash desks, mobile and online, which gives opportunity to make easy and fast money transactions, get money transfers, pay bills, etc. “Mobidram” CJSC opened its new branch at the premises of Farm Credit Armenia UCO CC in “Masis” branch. This provides opportunity to

Farm Credit “Masis” branch customers to do various payments on cash with “Mobidram”.

The later accepts loan repayments, utility bill payments, provides loans and money transfers from abroad.

With this Farm Credit Armenia UCO CC provides better service conditions to its member-stockholders without any additional payments and lines in the commercial banks.

We assure that this process will be continuously and in a near future all branches of Farm Credit will have the possibility to provide this service.



FCA participated in training session of Financing of EE/RES projects

The training held from February 25 to March 1, 2014 gathered representatives of more than 10 member organizations of the Union of Credit Organizations of RA to discuss different aspects of Energy

Efficiency and Renewable Energy Sources (EE/RES) financing as well as implications for the banking system.



Organized by INOGATE Technical Secretariat (EU funded project) in cooperation with Finance for Economic Development (FED) Program by USAID, it was designed as a capacity building training and had a general focus on how the EE/RES financing can be attractive for the banking system. More specifically, the training was comprised of topics such as risk identification and management, bank guarantees, main evaluation tools and indicators, EE/RES project feasibility assessment through Life Cycle Cost analysis, as well as examples of lending.

Five representatives of Farm Credit Armenia have participated in the training: Deputy CEO Anahit Orbelyan, Branch managers Arsen Lobyan and Alfred Sargsyan, Chief

Credit Specialist Sargis Grigoryan, Head of Credit technologies and Credit Risk Department Erik Arzumanyan.

The training had an important role in FCA staff capacity building and in highlighting the possibilities of financing the EE/RES in the agriculture sector.



Developing a New Product: Rural Mortgage

The cooperation between Farm Credit Armenia and European Fund for Southeast Europe (EFSE) started with technical assistance for developing new products: rural mortgage, housing and renovation loans. The project started from the end of 2013 and will be finished on April, 2014. The project is conducted in several stages. During the period of November-December, 2013, the first stage of the project, market research and legal framework research was initiated. Senior consultant of BFC Aliona Bevzuic started conducting regular coaching sessions with FCA senior team on different topics, such as strategy evaluation, reviewing existing lending practices and procedures, design of housing products, piloting and marketing them. During the second stage of the project, from 13 – 21, 2014, Aliona Bevzuic has onsite conducted two seminars for credit experts and senior ma



management of the Farm Credit Team. The main goal of the training was to contribute to development of the housing products by means of seminars, meetings and brainstorming sessions. The main topics of the discussions were: cross checking housing and business products; efficiency: connection between three reports; customer focus; customer acquisition; first

contact with the client, as well as strategy of design and implementation of housing products. The main achievements of the field visit included successfully conducted seminars for credit experts and senior management of FCA, working meetings and negotiations, approval of the design of final products, additional services and elaboration of strategies of housing loan products promotion. During the third stage of the project, the product design is implemented featuring the pricing, terms, maturity etc. In the final stage of the project, implementation of pilot crediting is planned. One of the conclusions made by BFC is that Farm Credit has a very professional and qualified staff with an advanced experience and knowledge in credit technologies. The staff members of the Farm Credit have advanced banking experience and regularly participate in additional trainings and study tours. Also, BFC supports the initiatives of Farm Credit to introduce the social orientation to the housing products. Adhering to its philosophy to support the development of rural Armenia, Farm Credit is enlarging its product range and soon we will offer rural mortgage and housing credits to our member-stockholders. Later, FCA tends to reach at least 20% of the total portfolio with this product in rural regions.



Farm Credit Armenia UCO CC
 18 Khajaznuni Str., Yerevan 0018, RA
 Tel. (374 10) 550831, 556086
 E-mail: fca@fca.am; Website: www.fca.am

