



*Make plans to attend the*

# 2010 ASIAN CREDIT UNION FORUM

Unveiling the 50 years Korean  
Credit Unions' Achievements & Innovation

September 7 to 9 - Seoul, **KOREA**

**EARLY BIRD DEADLINE: MAY 15, 2010**  
**HURRY! Register now, limited slots available**

## VENUES:



**Pre-Forum Workshops:**  
NACUFOK Training Center  
Daejeon



**Asian Credit Union Forum:**  
Hotel Seoul KyoYuk MunHwa  
HeoKwan - Seoul  
<http://www.temf.co.kr/eng/>

## CATCH THE VISION:



Learn from the Korean Credit Union Movement. Five million Koreans enjoy the wide range financial services of 1,007 credit unions managing 30 billion US dollars assets and forming a solid nationwide network. Despite these achievements, credit unions remain as economic movement for the better life of members, educational movement for enlightenment of society, and ethical movement for cooperative communal life.

## THE FORUM BENEFITS

- B** - Build your credit union by learning new strategies
- O** - Out of your 'world' experience
- N** - Network with credit union industry experts and leaders accross the world
- D** - Discover solutions



## PRE-FORUM WORKSHOPS

September 4 to 6

- Credit Union/Coop Regulators & CEOs' Workshop
- HRD Workshop
- Women Workshop
- Youth Workshop



ASSOCIATION OF  
ASIAN CONFEDERATION OF  
CREDIT UNIONS

Host:



NATIONAL CREDIT UNION  
FEDERATION OF KOREA



# *Welcome!*

Dear Credit Union Friends,

We are very excited to welcome you in Korea!

As the first and the most valued credit union gathering in Asia, the Association of Asian Confederation of Credit Unions (ACCU) is pleased to present the 2010 Asian Credit Union Forum on September 7-9 in Korea hosted by the National Credit Union Federation of Korea (NACUFOK).

Join us this year as we travel to Korea, for three days of credit union professional development, networking and celebration as the forum coincides with the Golden anniversary event of the credit union movement of Korea.

Renowned for its achievements and leadership in credit union innovation, Korea ranks the 3rd credit union movement in the world and the largest in Asia in terms of assets and membership. We are pleased that this year's forum theme is Unveiling the 50 Years Korean Credit Unions' Achievements and Innovation.

Attend the Forum and meet the best and the brightest in credit union industry across the world. Workshop presenters represent successful Korean credit union practitioners and international experts in the field. This is your chance to find out what works and how you can gain a competitive advantage.

These learning tracks represent high interest:

- Governance – such as external and internal regulations
- Products and Services that offers total solution to members' financial needs
- Organizational Culture: Leaders and Management

And don't forget our five mega sessions that will reveal the secrets of success and the future of the Korean credit union movement.

This is networking at its best. Participating in Asian Credit Union Forum tells the world that you are serious about your involvement and committed to making your credit union stronger. Take this opportunity to reinforce your skills, follow new trends and hear the buzz on credit union management in today environment.

We invite you to join us in Korea – and return home with new ideas and perspectives that will help you achieve the results you need and recognition you deserve. Managing credit union is a challenge in today's economic climate. There really is no better time to benefit from the experience, wisdom and expertise of others who face similar personal and professional journey. Besides the educational sessions, interaction with credit union friends will stimulate bright ideas for the benefit of your credit union. There is no other way to gain these benefits than attending the 2010 Asian Credit Union Forum.

Register by May 15, 2010 to save US\$ 50. Do not miss this opportunity! Register today by simply e-mailing us. You can download the registration form from our website: [www.aaccu.coop](http://www.aaccu.coop).

We look forward to seeing you in Korea.



# Forum at Glance

## 4 TO 6, SATURDAY TO MONDAY, SEPTEMBER– PRE FORUM WORKSHOPS

- **Joint CU/Coop Regulators & CEOs Workshop** – exclusively for CU/Coop Regulators & CEOs/General Managers of ACCU Member organizations (national federations)
- **HRD Workshop** – open for national federation/credit union staff in-charge of training and Human Resource Development
- **Youth Workshop** – open for federation/credit union youth marketing staff
- **Women Workshop** – women leaders and staff in charge of women promotion in federations/credit unions

## 7, TUESDAY, SEPTEMBER- CREDIT UNION VISITS & KOREAN NIGHT - 50TH YEAR ANNIVERSARY CELEBRATION OF KOREAN CREDIT UNIONS

## 8, WEDNESDAY, SEPTEMBER

08:00 - 11:00	Opening
11:00 - 11:30	A.M. Break
11:30 - 12:30	Plenary 1 – Progress Report – A Year After: 2009 Forum Recommendation
12:30 -14:00	Lunch Break
14:00 - 15:30	Plenary 2 – Keynote: The Secrets of Success of Korean Credit Union Movement . . . from the Remnants of the Past to Glorious Present
15:30 - 16:00	P.M. Break
<b>BREAKOUT SESSIONS:</b> 16:00 - 17:30	<ol style="list-style-type: none"> <li>1. Governance Systems: External Regulations of Korean Credit Unions</li> <li>2. Products and Services: Credit Union Financial Services that Provides Convenience and Flexibility</li> <li>3. Organizational Culture: Fostering Leadership &amp; Management Competence in Credit Unions</li> </ol>
19:00 - 22:00	Dinner on your own

## 9, THURSDAY, SEPTEMBER

09:00 - 10:00	Plenary 3: International Year of Cooperatives 2012: Revisiting Asian Credit Union Impact to Poverty Reduction, Employment Generation and Social Integration
10:00 - 10:30	A.M. Break
<b>BREAKOUT SESSIONS:</b> 10:30 - 12:00	<ol style="list-style-type: none"> <li>1. Governance Systems: Federations: Ensuring Supportive Internal Regulatory Infrastructure for Credit Unions</li> <li>2. Products and Services: The Credit Union Mutual Insurance Protection at Members' Rescue</li> <li>3. Organizational Culture: Building Lasting Relationship with Members</li> </ol>
12:00 -13:30	Lunch Break
<b>BREAKOUT SESSIONS:</b> 13:30 - 15:00	<ol style="list-style-type: none"> <li>1. Governance Systems: Internal Governance in Credit Unions</li> <li>2. Products and Services: Credit Union's Social Responsibility: Welfare and Education</li> <li>3. Organizational Culture: Credit Union Ethics Management</li> </ol>
15:00 - 15:30	P.M. Break
15:30 - 16:30	Plenary 4: Outlook: What Future Lies Ahead for the Korean Credit Unions
16:30 - 17:00	Plenary 5: Forum Recommendations and Closing Program
18:30 onwards	International Night



# 8 Reasons in Attending the Forum

1. **EXPLORE** the challenges and future directions of credit union services.
2. **INTENSE & INTERACTIVE LEARNING** - we guarantee you will recoup your investment in this forum by implementing just few recommendations.
3. **GAIN** practical and hands-on experiences in best practice and frameworks in demonstrating the credit union difference.
4. **CHOICE TO CUSTOMIZE LEARNING** by participating in the unique interactive workshop sessions.
5. **ACQUIRE** new knowledge to transform your leaders & staff for optimum effectiveness.
6. **EXCELLENT OPPORTUNITY** to network, gain professional advice from credit union experts.
7. **OBTAIN** a complimentary packet of presentation materials in CD and book binded copy that will serve as helpful resources long after you have attended the forum.
8. **RECEIVE** a formal Certificate of Completion, which documents your training achievement and commitment to continuing professional development.

## METHOD OF PAYMENT:

- Bank Draft payable to Asian Confederation of Credit Unions
- Bank Transfer (please request the bank account details from ACCU and send receipt of bank transfer by Fax: +(66)-2-7044255
- For group registration, payment can be made through ACCU member organization. Official receipt of payment should accompany the registration form.

## CANCELLATION & TRANSFERS:

If you are unable to attend, a substitute delegate is welcome to attend in your place (same gender) at no additional charge provided you inform on or before July 31, 2010. A full refund, less 20% administrative charge will be given if cancellation is received in writing at least 15 working days (August 13) prior to the forum. A 50% refund will be given if cancellation is received in writing at least 7 working days (August 25) prior the forum. No refund can be made for cancellation received less than 7 days prior to the forum. An admission letter will be sent to you prior to the forum.



**The Association of Asian Confederation of Credit Unions** is the regional organization for credit unions that represents 35 million members from 21,827 credit unions in 19 countries. Established in 1971, ACCU works in partnership with members to promote and strengthen credit unions as effective instruments for the socioeconomic development of people.

### Contact Address:

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**The National Credit Union Federation of Korea (NACUFOK)** is the apex trade association, financial intermediary, and business organization representing 5 million individual members from

1,007 credit unions that manage 30 billion US dollars assets. Established in 1964, NACUFOK represents member credit unions to the government, the regulator, and the international credit union society.

### Contact Address:

Mr. Hee-yong Lee, Chief Executive Officer  
National Credit Union Federation of Korea  
No. 949, Dunsan-Dong, Seo-Ku, Daejeon Metropolitan City  
302-120, Korea Tel: (82)-42-7201255 Fax (82)-42-7201260  
E-mail: [nacufok@cu.co.kr](mailto:nacufok@cu.co.kr) Web site: [www.cu.co.kr](http://www.cu.co.kr)

# ASIAN CREDIT UNION FORUM 2010

7 to 9 September. Seoul, Korea

## REGISTRATION FORM

### PERSONAL DETAILS:

Family Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Male: \_\_\_\_\_ Female: \_\_\_\_\_

Name Preferred on Name Badge: \_\_\_\_\_ Nationality: \_\_\_\_\_

Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone : \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

National Federation Affiliated : \_\_\_\_\_

### ACCOMMODATION and Meeting Package (Please check the arrangement required)

Type of Room required : Single \_\_\_\_\_ Twin \_\_\_\_\_ Non-Smoking \_\_\_\_\_ Smoking \_\_\_\_\_

Check in Date: \_\_\_\_\_ Check out Date: \_\_\_\_\_

*Register now!*

**LIMITED SLOTS AVAILABLE:** Pre-Forum Workshops and Forum can only accommodate 230 participants. The pre-forum workshop that will be held at the NACUFOK Training Center will accommodate 90 participants. We have allocated guaranteed 5 slots per regular member. Remaining slots will be filled on a **'first come first served'** basis.

**EARLY BIRD DEADLINE BY MAY 15, 2010**

**REGISTRATION FEE:** Please tick the registration fee according to the events you will be attending. Prices are in **US dollars**.

	Early Bird by May 15, 2010		Regular after May 15, 2010	
	Twin (US\$)	Single (US\$)	Twin (US\$)	Single (US\$)
Regulators/HRD/Youth/Women Workshop <b>PLUS</b> Asian Credit Union Forum, September 3 - 10	<input type="checkbox"/> 650	<input type="checkbox"/> 900	<input type="checkbox"/> 700	<input type="checkbox"/> 950
CEOs <b>PLUS</b> Asian Credit Union Forum <b>PLUS</b> General Meeting, September 3 - 11 (CEOs of ACCU member organizations)	<input type="checkbox"/> 725	<input type="checkbox"/> 1,000	<input type="checkbox"/> 775	<input type="checkbox"/> 1,050
Asian Credit Union Forum, September 6 - 10	<input type="checkbox"/> 425	<input type="checkbox"/> 575	<input type="checkbox"/> 475	<input type="checkbox"/> 625
Asian Credit Union Forum <b>PLUS</b> General Meeting, September 6 - 11	<input type="checkbox"/> 500	<input type="checkbox"/> 675	<input type="checkbox"/> 550	<input type="checkbox"/> 725
Non-Member Fee (added if registrant is not an affiliate of ACCU member)	<input type="checkbox"/> 50	<input type="checkbox"/> 50	<input type="checkbox"/> 50	<input type="checkbox"/> 50
Total Registration Fee				

*Note: The registration fee is inclusive of accommodation, conference kit, field visit, and meals that will start from dinner of arrival to breakfast of departure. The dates are inclusive of arrival and departure. Workshop accommodation at NACUFOK Training Center & Forum accommodation at Hotel Seoul KyoYuk MunHwa HeoKwan in Seoul.*

### PAYMENT DETAILS:

☐ Bank draft of US\$ \_\_\_\_\_ is enclosed.

☐ Bank transfer of US\$ \_\_\_\_\_ was made to the account of ACCU. Bank receipt is enclosed.

☐ Payment of US\$ \_\_\_\_\_ was made to the national federation \_\_\_\_\_ as per Official Receipt of which copy is enclosed.

Signature: \_\_\_\_\_

Return Address:

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