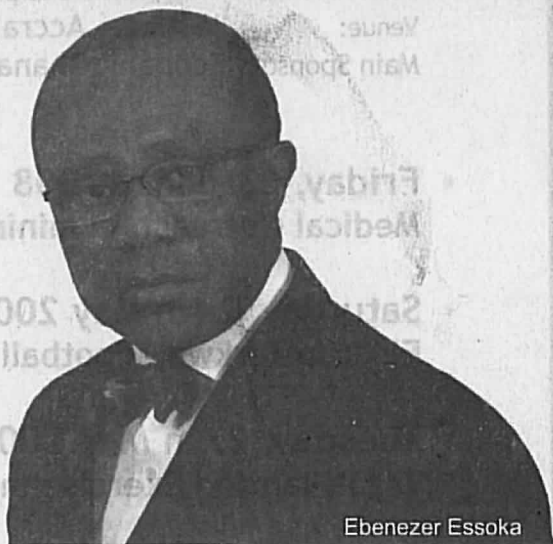


# Stanchart rolls out e-zwich next month



Ebenezer Essoka

By Moses Mozart Dzawu

**S**tandard Chartered Bank Ghana will begin giving out the e-zwich point of sale (POS) device to merchants from next month. Issuing of the e-zwich smartcard will also commence alongside.

Ama Lawson, Head of Service Quality of the bank made this known at an E-zwich Education Forum organized for customers and the general public last week.

She said the bank staff has received the necessary training and all logistics have been procured for a smooth take-off.

"We are also re-configuring our ATMs to be e-zwich compliant in order that we can comfortably offer the ATM related services when it becomes activated in one and a half months time," she added.

Over 200 professionals benefited from the awareness forum. The interactive forum provided an opportunity for participants to gain a deeper appreciation of the concepts under the e-zwich smartcard and how it complements existing banking services and operations in Ghana.

In a presentation, Ms. Lawson

touched on the various worksterams including the bank's e-zwich capabilities, the functions of the e-zwich smartcard, registration process and benefits to the cardholder.

The Chief Operating Officer of the Ghana Inter-bank Payment and Settlement System (GHIPSS), Mr. Yoku Korsah assured the public of the security and confidential treatment of any information that would be obtained from them at registration for their smartcards.

"It must first of all be noted the every information we get from you belong to your bankers, and cannot be made available to anybody except your bankers give a go ahead," he said.

Commenting, Ebenezer Essoka, CEO Standard Chartered West and Central Africa, said "as the pioneer bank in Ghana, we will continue to position ourselves as the key strategic partner to the regulator, structuring initiatives to meet the dynamics of this exciting population and leveraging on our group network to migrate best practices to support sustainable development."

"Through this initiative, we will to be the right partner, leading examples as the best international bank in Ghana," he added.

# Stanchart exposes customers to e-Zwich

**THE Standard Chartered Bank has organised an interactive forum for over 200 professionals to educate its valued customers and the general public on the newly introduced national switch and electronic payment system, e-Zwich, rolled out by the Bank of Ghana, a few weeks ago.**

The event, dubbed "Standard Chartered Customer Awareness Forum", was to provide the opportunity for participants to

gain a deeper understanding of all concepts under the e-Zwich smart card and how it complements existing banking services and operations in Ghana.

The presentation touched on various work streams including the bank's e-Zwich platform capabilities, the functions of the e-Zwich smart card, the registration process and the benefits to the card holder.

The participants, including customers, media personnel and the general public,

took advantage of the interactive nature of the event to ask questions in relation to the operation of the system and its impact on businesses in Ghana.

These concerns were expertly handled by officials from the bank and others from Ghana Interbank Payment and Settlement Company.

Mr Ebenezer Essoka, the CEO of Standard Chartered West and Central Africa, in a brief comment said, "As the pioneer bank

in Ghana, we will continue to position ourselves as the key strategic partner to the regulator, structuring initiatives to meet the dynamics of this exciting population and leveraging our group network to ensure best practices to support sustainable development.

"Through this initiative and many other efforts we have undertaken, we will be the right partner, leading by example as the best international bank in Ghana".

— *Story: Vance Azu*



# Services Available Here

NAME OF MERCHANT	NATURE OF BUSINESS	LOCATION
Adwoa Agyeiwaa	Consumables	Okaishie
Al-kad Ventures	Retailer/wholesale	Bubiashie
Amasha Optical Centre	Optical Services	Trade Fair
Ashanti Pharmacy	Pharmaceuticals	Okaishie
Boakye Premph	Supermarket	Zongo Junction
Boakye Ventures	Fuel Station	27 Liberia Road
Christ Union	School	Kaneshie
Coscharis Ghana Limited	Retail and Wholesale	Spintex Road
Danpong Pharmaceutical Services	Pharmaceuticals	Spintex Rd. Opp. Renna Plaza
Databank Brokerage Limited	Financial Service (E-PACK & M-FUND)	Adabraka
Endee Agencies	Unilever Distributor	Race Course, Lapaz
Evergreen Supermarket	Supermarket	Tema Community 4, Tema Community 1
FC Perfumery	Cosmetics	Circle, After Busy Interent
First Choice Hair Saloon	Beauty Saloon	Spintex Road
Freshland Cold Stores	Cold Store	Medina
Frontline Pharmacy	Eatery	East Lagon
Gateway Broadcasting Services	Pharmaceuticals	Adjacent TTB Head office
Global Summer Hotel	Cable Television Provider	Spintex Road
Glory Oil Company Limited	Hotel / Hospitality	Abelemkpe
Goli	Petroleum Station	Danquah Station, Osu Station, Spintex Station
Golden Sunbeam Montessori School	Petroleum	Accra
Index Link Ltd	School	Adenta
IPMC	Importer	Okaishie
IT Land	IT Products	Adabraka
Joeheaze	Sale of Computer Accessories	Osu Oxford Street, next to Food Court
Joeyasmah	Wholesaler / Retailer	Okaishie
Julikart Trading Enterprise	Wholesaler / Retailer	Okaishie
J. M. Addo	Supermarket	Osu
Krif Ghana Limited	Pharmaceuticals	Okaishie
Krysharles Enterprise	Stationery	Opposite YWCA
La Palm	Assorted Wines and Soft Drinks	Kaneshie, close to 1st Light
Letap Pharmacy	Pharmaceuticals	La
Leticia Minku	Pharmaceuticals	Accra
Lewin W/A Co. Limited	Assorted Biscuit Retailer	Okaishie, close to SIC building
Lighthouse Mission Hospital	Men / Women Clothing	Accra Mall
Luaka Ventures	Clinic	North Kaneshie Old Stop
Matic Transport & Trading Company Ltd.	Unilever Distributor	Tesano
Mangel Clicks	Hardware	Sakumono (Lashiebi-Ashiaman Road)
M. A. Lucky	Pharmaceuticals	10 Accra Avenue, Shashie, East Legon
Mega Distributors Limited	Guinness Distributors	Next to Christ Apostolic Church, Osu
Meridian Pre-University	Computer and Accessories	Oxford Street, Osu, Adjacent to Papaye
Odorma Clinic	Education Provider	Opposite Glory Land Hotel, Odokor
PC Direct	Clinic	Odoma
Primecare Medical Centre	Computer Accessories	Opposite Frankies, Osu
Salon Services	Health Facilities	Mataheko
So Energy	Hair Product	Rawlings Park
Starlite Company Limited	Fuel Station	Adabraka
Steel Point Ventures	Retail Shop	Osu, Accra Mall
Stevaco Company Limited	Hardware	Weija
Systech - Systems Technology Limited	Pharmaceuticals	Opposite Kotobabi Police Station
Takoradi Flour Mills	Computer and Accessories	Kojo Thompson Road, Adabraka
Tonifai Enterprise	Manufacturer	Kata
Travel Bureau	Travel Agency	Spintex Road
Tudu Pharmacy	Pharmaceuticals	Accra Mall
Ultimate Supplies	Computer and Accessories	Tudu, Accra
Unique Trust Financial Services	Financial Service, Auto Loan, FLEAP	NSe No. C114/2, Kojo Thompson Road
West African Décor	Retail and Wholesale	Accra Central
99 China Cafe	Internet Café and Restaurant	Spintex Road
		No. 7 Akasomoma Lane, Kwame Nkrumah Circle

Get your Smartcard or POS device from a participating Bank, Rural Bank or Savings & Loans Company.

Available from the participating branches of the following banks:

- Guaranty Trust Bank
- The Trust Bank (TB)
- Fidelity Bank
- Merchant Bank
- Zenith Bank

For more information, contact Ghana Interbank Payment and Settlement Systems (GhIPSS)

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easy banking for everyone

# E-zwich to ensure security of funds

Story: Musah Yahaya Jafaru

**THE Head of the E-Banking Department of The Trust Bank (TTB) Limited, Mrs Emelia Koranteng-Yorke, has urged Ghanaians to go for the E-zwich smart card since it is secure, accessible and cost-effective.**

She said users of the smart cards would avert getting robbed of their moneys when travelling long distances.

Mrs Koranteng-Yorke, who was speaking at a seminar on E-zwich payment and settlement systems for TTB customers in Accra, said subscribers of the E-zwich had the added advantage of getting banking services countrywide.

She said settlements would be done on-line through Internet connectivity or the mobile chip.

Mrs Koranteng-Yorke said whenever the E-zwich smart cards got lost,

the bank would invalidate the card and issue a new one to the affected customer, stressing that "loss of smart card does not mean loss of money".

According to her, all transactions under the E-zwich smart card system were done at a fee except for purchases.

Mrs Koranteng-Yorke said the E-zwich was the "secured means of carrying money," and indicated that only the card bearer, whose fingerprint was on the card, could withdraw the money loaded.

"If you want other persons to access your money, you have to introduce them to the bank and have their signatures scanned at the back of the card," she explained.

"The E-zwich is a more convenient way of transferring and transporting money," Mrs Koranteng-Yorke stressed.

# 'Ghana set to be financial hub in West Africa'

By David Adadevoh

**T**HE introduction of the National Switch and Electronic Payment System, e-zwich, in Ghana is a clear manifestation that the country is set to be the financial hub in the West African sub-region, says Ama Lawson, Head of Quality Service, Standard Chartered Bank.

"The numerous reforms being undertaken by the government in the financial sector speaks volume of the desire by the government to make the country's financial sector the best in the sub-region and the African continent as a whole," she said.

Mrs. Lawson was speaking in Accra on Friday at a seminar to educate the bank's customers on the e-zwich payment system introduced by the Bank of Ghana last month.

The seminar provided an opportunity for participants to gain a deeper appreciation of all the concepts under the e-zwich smart card and how its complements existing banking services and operations in Ghana.

She said the e-zwich was introduced by the Bank of Ghana to create



*Mrs. Lawson addressing the customers*

easy financial transaction in the country.

The e-zwich seeks to create a platform for the un-banked to access financial services without necessarily having a bank account.

Mrs. Lawson said "the e-zwich is one of the many avenues being adopted by the Central Bank to transform the payment system in the country, from cash-based to electronic payment system".

She said the new payment is targeted at the under-banked and un-banked to enable them to benefit from the innovative products in the financial sector.

She said under the new system a smart card would be issued to customers which money

can be loaded on for the payment of goods and services.

"By using the smart card the purchaser who is the card holder would then make payments by transferring from the smartcard onto the merchant's using the point of sales device," she said.

The merchants, she explained, would intermittently or at the close of business each day, would electronically transfer the total payment into a bank account.

On the benefits of the new system to the merchants, she said the risk of armed robbery in shops would be minimised.

"One other important benefit of the new sys-

tem to both the cardholder and the merchant is that less or no handling of physical cash in their daily operations," she said. Mrs. Lawson urged the merchants to work hard to ensure the success of the new system adding that the system is being used in other parts of the world where no problem of security lapses have been reported.

In his remarks Ebenezer Essoka, Chief Executive Officer, Standard Chartered West & Central Africa, said "As the pioneer bank in Ghana, we will continue to position ourselves as the key strategic partner to the regulator, structuring initiatives to meet the dynamics of the banking population".

# TTB Schools Merchants on E-zwich

By Kofi *AHOVI*

The Trust Bank (TTB), Ghana Limited has organised a one day seminar to educate and inform its merchants on the use of the E-zwich.

The merchants, who were selected to undertake the pilot implementation of the E-zwich, were taken through the various aspects of the system including the functions and benefit of the new payment platform.

E-zwich, which was recently launched, is a common payment platform that links the payment systems



*Isaac Owusu-Hemeng, MD, TTB*

of all banks, savings and loans and rural banks in Ghana onto a common platform.

The E-zwich works with a biometric smartcard that allows users to perform fund load, spend and settle various transactions online and offline.

Danso Boakye, the Business Manager, Commercial and Consumer Banking assured the merchants that the system is secured.