

STUDY

TOUR

Türk Ekonomi Bankası (TEB)

Istanbul, Turkey | April 14-15, 2016

REGISTER
NOW!

The **Global Banking Alliance for Women** is pleased to invite you to a Study Tour hosted by **TEB** in Istanbul. TEB is a world leader in supporting SMEs, having honed a variety of state-of-the-art non-financial services (NFS) to support business incubation and growth. These include widespread dissemination of information (SME TV, SME hotline), capacity building (SME Academy), consulting and mentoring (in-house SME consultants and business incubators) and networking (SME Club). TEB offers NFS to differentiate themselves, expand their customer reach, improve business management practices of SMEs and increase SME profitability.

The bank's TEB Women Banking program was launched in 2015 to build upon this suite of services by specifically supporting women-owned/led SMEs with flexible collateral business loans, tailored educational content (Women Academy, Women Channel), access to mentoring (via Cherie Blair Foundation for Women), access to new markets (via WEConnect International) and networking opportunities.

Participants in the April Study Tour will learn from the team responsible for developing and implementing these services, and discuss what works in supporting businesses to grow and how that impacts the bottom line of the bank. **Register by March 25** to reserve your spot.



Day 1

SME Banking Strategy
Non-Financial Services
Credit Allocation Policies

Day 2

Branch Management
Start-up Incubation

WHO SHOULD ATTEND

Senior bank executives with responsibility for new business development, SME banking, marketing or Women's Markets

REGISTRATION

To register or for more information on the TEB Study Tour, contact [Vanessa Van Landingham](#).

GBAforWomen.org



**Global Banking
Alliance for Women**
BUILDING WOMEN'S WEALTH WORLDWIDE



TEB