

## **BAIDURI BANK HOSTS PANEL TALK TITLED: “FINANCIAL SECURITY IN THE NEW NORMAL”**

**Bandar Seri Begawan, 4 December 2020** – In a new era where having a job and financial stability has been redefined, Baiduri Bank held a panel discussion that looked at innovative ways to be financially independent today. The event was held at the Baiduri Community Space (BCS) located at the Baiduri Bank Headquarters.

The event, titled ‘Financial Security in the New Normal’, was a lifestyle-themed panel discussion that focused on ‘side hustles’ – passion projects that have now increasingly become a great way to boost an individual’s income.

Moderated by Amy Cheong, the panel consisted of social influencers and local personalities Najib Ja’afri (@najib\_jaafri), Salimatul Sa’ada Saleh (@ninjatutul) and Nadzri Harif (@nadzthenadz) who all spoke about the intricacies of maneuvering financial security in an ever-changing world and how they explored other ways in securing their own unique future. Each of the panelists shared their own stories about how they started their ‘side hustles’, the challenges and rewards that came along with it. On top of that, the panel also included Bibiena Bong, Head of Distribution, Great Eastern Life Assurance Co Ltd to share her views on the importance of having insurance.

Speaking at the event, Pg Azaleen Pg Dato Hj Mustapha, Deputy CEO of Business Development, said that the Bank is keen to show its customers that even though the world is rapidly changing and is uncertain, financial safety and security can still be achieved.

He added: “Even in such challenging times, financial planning and awareness does not mean sacrificing our current lifestyle. In fact, we’ve seen our customers becoming more creative with their business ideas, and how they are leveraging on digital technology to run their businesses. The Bank, as their financial partner, aims to help them by opening more avenues and opportunities for them to network and come together.”

Over 80 guests that included the Bank’s customers, freelancers from the creative industries, photographers, videographers, graphic designers and online content creators attended the event.

As part of the event, the Bank is also running a special promotion on life insurance from 1 December until 28 February 2021. Customers who sign up for selected life insurance products are rewarded with various shopping vouchers worth up to BND 500. Customers can also set up online appointments with the Bank’s licensed Financial Planners through the Baiduri Bank website.

Baiduri Bank offers an array of financial products and investment options to suit the needs and lifestyle of clients. The Bank also regularly hosts investment seminars featuring experts and financial analysts from the region to educate their clients on topics ranging from financial health, investment strategies to market outlook.