



Speech by Mr. Gbenga Shobo, Deputy Managing Director, First Bank of Nigeria Ltd, at the FirstBank - NBCC Micro Small and Medium Size Enterprises Workshop, held at First Academy, on September 1, 2016

PROTOCOL:

- On behalf of the Board and Management of First Bank of Nigeria Ltd., Nigeria's most valuable bank brand, I welcome you all to this workshop.
- We recognize the role of Micro Small and Medium Size Enterprises (MSME) in the growth and development of the country and have deemed it fit to support them.
- The aim of this workshop is to provide support and add value to MSMEs.
- To achieve this, we have decided to partner with the foremost bilateral chamber of commerce in Nigeria, the Nigeria-British Chamber of Commerce.
- It has been our practice to engage in various forms of partnerships to enhance the improvement of the lives of citizens of our dear country.
- We have partnered in the area of arts, sports, education, and have always been at the forefront of the promotion of the business development of SMEs.
- Amongst other things, this workshop will avail owners of micro small and medium size enterprises with insight on how to grow their businesses through digital marketing & social media, technology for start-ups as well as the fundamentals of branding and marketing.
- I have no doubt that this workshop will immensely benefit the participants.
- FirstBank will continue to put YOU, her customers first in all her business and social investment decisions and stay focused on ways of adding value to their businesses.

- I wish you all a very fruitful session.

Thank you.

Gbenga Shobo
Deputy Managing Director
First Bank of Nigeria Ltd.