



AGENDA

BCC GROUP CONFERENCE — VIENNA
FEBRUARY 26-27, 1984

1. *Making of a bank in the capsule of humility*
Making history.
2. *Spirit*
What is spirit? Feel the meaning of spirit —its vitality and its quality.
3. *Hope*
What is hope? Feel the meaning of hope — its vitality and its quality.
4. *The call of history*
History owns BCC as its proud possession —one of the most glorious chapters in the book of time and quality. How shall we respond to and fulfil the call?
By the power of our Major Purpose. By making this Purpose the will of our people. By the nature of our nationality — global, universal, cosmic nationality. By investing all of our moral capital and resources. By investing and mobilising maximum material capital and resources. By the power of our concept and philosophy of management — "Real Management". By our dynamic planning. By our culture and ethos. By building up management for one hundred years and beyond. By drawing the moral and material balance sheets simultaneously. The enormousness of the task lies in building up management equal to our hope, our vision.
5. *Humility - the common denominator*
Humility - the face of BCC. Humility - the soul of BCC. Humility - that runs through the veins of BCC. Humility - the fabric of BCC. Humility - the power behind BCC. Humility - the real dimension of BCC. Humility - the life of BCC. Humility - the container and protector of BCC. Humility - God's blessing to BCC.
6. *Interfusion - the twin virtue of humility*
Interfusion is the basic law of nature. Interfusion is evolution, is life, is existence. The committees that have been established at all levels are meant to institutionalise the process of interfusion.
7. *The imperative of marketing*
'84 — The Year of Marketing. Every member of BCC family is a top marketing person. Special focus on marketing low cost deposits. Mobilising the mighty dollar. Every member of the family to contribute in producing some accounts, some deposits. some business. The concept of marketing for profit against the concept of making profit by marketing.
8. *BCC challenge*
To make the highest profit - highest any bank would make. at the end of the decade.
9. *BCC is an inspiration*
You are an inspiration. BCC is God's Will.