The grand Opening of BCEL Mastercard

05 April 2019, at Donchan Palace, Vientiane Capital

In the afternoon of 05 April 2019, BCEL held the Grand Opening Ceremony of BCEL Mastercard at Donchan Palace, Vientiane Capital. The event was officially opened by Mr. Phoukhong Chanthachack, General Managing Director of BCEL and Madame Winnie Wong, Mastercard Indochina Country Manager. The event was honorably attended by Dr. Bounleua Sinxayvoravong, Director General of Fiscal Polocy and Legal Department, Ministry of Finance and also Chairman of BCEL and Mr. Soulysack Thamnuvong, Acting Director General of Payment System Department of the Bank of the Lao PDR (BOL) along with the Directors from BOL, Commercial banks and subsidiary companies of BCEL; Chiefs of Divisions, Centers and Branches in Vientiane Capital of BCEL and media from many channels.



Photo 1: The Grand Opening of BCEL Mastercard

In the new era that modern technology has been developed unstoppably and it has an impact on our lives, BCEL has applied the modern technology to improve our service to be convenient, quick and advanced but also secured and meet international standard.

The introducing of BCEL Mastercard is another important step for the development work of BCEL which the bank provides the new international card products to be the choice for the customers of BCEL to select for the payment of their goods and services around the world to the next level. In order to facilitate the customers with the options for making their payments of goods and services, BCEL has introduced 2 new BCEL Mastercard cards which have different characteristics as follows:

1. BCEL Word Mastercard: is a credit card that is suitable for the customers who love travelling and high-end csutoemrs to pay for the goods and services. With the service available around the world and the exclusive deals of Mastercard which are accepted by the card users world-wide, BCEL's customers will be convenient, quick and secured in using the cards. The customer can use the card for cash withdrawal,

payment for goods and services within the country and in overseas as well as online purchasing with the online shopping websites that accept the Mastercard with incredible experience and better offers.

2. BCEL Prepaid Mastercard: is a debit card that BCEL jointly developed with Mastercard to issue for the customers in Laos. The customer can obtain the card via registration and refill the card then the card will be activated for making the payment for goods and services at the merchants, online shopping platforms or to withdraw cash from ATM. There are 3 types of cards including

- BCEL Virtual Prepaid Mastercard: The online card which the information of the card will be provided to the customers and the customer will be able to use the card online on BCEL One instead of having the physical card. The characteristic of the card is suitable for customers to use for the payment of goods and services on website or e-commerce. Only the customers that have the BCEL One account can register to obtain the card by themselves via smart phone.

- BCEL MyWay Prepaid MasteCard: Apart from having BCEL Virtual Prepaid Mastercard, if the customers want to have a physical card, they can request for MyWay Mastercard which BCEL increases the function for customer to customize their own photo to the card. The customer can design for their own cards with their preferred photos that will be their own style and distinct from others but the characteristics of the cards still the same, to be impressed and meet their needs in making payment such as to use for making the payment for goods and services at the merchants, websites and to withdraw cash from the ATMs that showed the logo of accepting Mastercard.

- BCEL Standard Prepaid Mastercard: is a general prepaid card that the bank designs for customers. Unlike MyWay Card, the customers will not be able to design their own cards but if they want to, they are able to request. The card can be used for making payment for goods and services at the merchants and to withdraw the cash from ATMs that show the logo that accept Mastercard.

In the era that modern technology has been advanced, BCEL will continue to develop unstoppably which all products of BCEL will be modernized, convenient, secured, checkable and achieved international standard in order to meet the needs of the customers on using the service that have a high responsibility to the society and to return the highest benefits to the society.



Photo 2: Mr. Soulysack Thamnuvong,
Acting Director General of Payment System Department
The Bank of the Lao PDR



Photo 3: Mr. Phoukhong Chanthachack, General Managing Director of BCEL



Photo 6: Dr. Bounleua Sinxayvoravong received MyWay Mastercard



Photo 4: Madame Winnie Wong,
Mastercard Indochina Country Manager



Photo 5: Guests that attended the event



Photo 7: The performance by staff of BCEL



Photo 8: The performance of Sack Cell