

BDO Remit participates in biggest Filipino event in UK “Barrio Fiesta”



Each year, Filipinos all over UK look forward to the annual “Barrio Fiesta”, a celebration of Filipino taste, tradition and culture

BDO Remit joined around 20,000 *Pinoys* at the United Kingdom’s largest annual Filipino community event – “Barrio Fiesta” – held at the Apps Court, Hampton Park in Surrey last July 16 and 17, 2016.

The event, organized by the volunteer group Philippine Centre in partnership with ABS-CBN’s The Filipino Channel, featured the Filipino cultural performances and production numbers from the television network’s entertainment icons.

The event brought together Filipinos from different parts of the UK to celebrate the unique qualities of the Philippine fiesta.

Now on its 32nd year, Barrio Fiesta remains to be the largest crowd drawer in the history of Filipino events in Europe.



New and existing BDO Remit clients visit the booth to inquire about BDO Kabayan Savings Account and other bank products such as BDO Credit Cards, Home and Auto Loans as well as BDO Online Banking



During the Barrio Fiesta Celebrations: (3rd from left) BDO Remit marketing officer Julius Taguba, (5th from left) Philippine Amb. to the UK Evan Garcia, and (rightmost) Consul Gen. Senen Mangalile with some representatives from remittance partner Small World

Through the years, BDO Remit has taken part in Barrio Fiesta in a bid to capture the Overseas Filipino market and show support for activities that bring joy to *kababayans*.

Hundreds of Filipinos visited the BDO Remit booth and inquired about the bank’s products and services. Clients went home all smiles after being assisted on their concerns about sending money and how they can avail of the bank’s product offerings even while abroad.



CBN, a BDO Unibank subsidiary, joins thousands of Filipinos at the Birmingham Sandwell West Midlands fiesta celebrations

In Birmingham, BDO Unibank subsidiary CBN Grupo also joined a fiesta celebration held by the Filipino-British community in the city. Around 5,000 *kababayans* gathered in Lightwoods Park, Adkins Lane, Bearwood, in the town of Smethwick.

The annual event, the biggest fiesta celebration in the West Midlands, is a celebration of three (3) occasions in one – the Philippine Independence Day, fiesta and Santa Cruzan.

CBN joined the 2-day celebrations as a way to reach out to the Filipinos in Birmingham and express its support for activities that are meaningful for the community.



CBN, a major sponsor of the fiesta celebrations in Birmingham, attends to hundreds of clients inquiring about BDO Remit-CBN services

