



*Photo shows Bureau of Immigration Commissioner Atty. Siegfred Mison (left) and Pag-IBIG Fund President and CEO Atty. Berberabe (right) unveiling the co-branded material.*

### **Pag-IBIG and Bureau of Immigration join hands to promote OFW membership**

The Pag-IBIG Fund and the Bureau of Immigration (BI) have joined forces to promote Pag-IBIG programs by displaying and distributing co-branded information materials in airports across the country.

Earlier this year, Pag-IBIG and BI inked a Memorandum of Understanding to promote the Fund's different benefits and programs for OFWs through the display and distribution of co-branded materials.

“By virtue of R.A. 9679, or the Charter of Pag-IBIG Fund, all Filipino workers, including OFWs, are mandated to register with Pag-IBIG. Vice President Jejomar C. Binay, who, at the time was also the Chairman of the Pag-IBIG Board of Trustees, directed us to find more ways to reach out to OFWs and inform them of the privileges of being a Pag-IBIG member. I would like to thank BI for this collaboration and for helping us to create awareness of our programs among our OFW-members through the strategic display of co-branded materials. It will be placed in selected airports where there is a high concentration of OFWs leaving the country. We hope that this understanding will be the start of a mutually beneficial partnership,” said Pag-IBIG President Atty. Darlene Marie Berberabe.

Commissioner Atty. Siegfred B. Mison, on the other hand, articulated his support for Pag-IBIG's objectives. “Close to 70-80% travelling in our airports are Filipino overseas

workers. And if they are not aware of what Pag-IBIG does, they will not be able to reap the many benefits of Pag-IBIG membership. We will help Pag-IBIG accomplish its objective of reaching OFWs by disseminating valuable information to them (OFWs),” he said.

Starting this June, a “light box ad” of the co-branded material is now visible in the arrival area of NAIA Terminal 3, while the distribution of the co-branded flyer is ongoing at NAIA Terminals 1, 2, and 3, Diosdado Macapagal International Airport (Clark), Mactan-Cebu International Airport, Iloilo International Airport, and Francisco Bangoy International Airport (Davao).

As of May 2015, Pag-IBIG Fund has 4.2 million OFW members worldwide. It has overseas service desks located in the UAE (Dubai and Abu Dhabi), Saudi Arabia (Jeddah, Riyadh, and Alkhobar), Bahrain, Oman, Qatar, London, Italy (Rome and Milan), Greece, Brunei, Hong Kong, Macau, South Korea, Kuwait, Singapore, Taiwan, Japan, and Malaysia. Just this June 12, Pag-IBIG opened its first U.S. office in New York City, with an office in Los Angeles to open soon.



*The light box ad of Pag-IBIG at the NAIA Terminal 3*

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