

Launch of Ghana, Zambia and Tanzania Pricing Data by MFTransparency

LANCASTER, PA, USA January 27, 2012

On January 27, 2012 MFTransparency will unveil the microloan pricing data collected as part of the **Transparent Pricing Initiatives in Ghana, Zambia and Tanzania**. Concluding months of research and analysis, MFTransparency will present transparent prices for microloans offered in Ghana, Zambia and Tanzania, information never before available.

Ghana, Zambia and Tanzania are the fourth, fifth and sixth countries in the **enabling APR & EIR Program** – a client protection effort of unprecedented scale in Africa, raising awareness of transparent pricing issues in Malawi, Uganda, Rwanda, Ghana, Tanzania, Zambia and Mozambique.

MFTransparency pricing experts will address the following topics in recorded webinars, available by download from the website, www.mftransparency.org:

- **Pricing dynamics in the Ghanaian, Zambian and Tanzanian microfinance markets:** Using actual pricing data collected from microfinance institutions in Ghana, Zambia and Tanzania, MFTransparency pricing experts will present their analysis of pricing of microloans in the context of Ghanaian, Zambian and Tanzanian microfinance market characteristics.
- **Training on transparent communication of prices to clients:** MFTransparency CEO Chuck Waterfield will present best practices for the transparent communication of pricing to clients, through loan documentation, loan officer interactions with borrowers and price-setting decisions for maximum transparency.
- **Discussion of the results of the Initiative:** This recorded webinar will provide a unique opportunity for stakeholders of the Ghanaian, Zambian and Tanzanian microfinance markets, as well as the international microfinance industry, to view the results of the *Transparent Pricing Initiatives in Ghana, Zambia and Tanzania* and write in with their queries.

About the **enabling APR & EIR Program**

The *Transparent Pricing Initiative in Ghana*, the *Transparent Pricing Initiative in Zambia* and the *Transparent Pricing Initiative in Tanzania* are part of a broader project funded by the MasterCard Foundation and known as the **enabling APR & EIR Program** (*enabling* Africa to Price Responsibly & Educate on Interest Rates). This project began in August 2010 with Malawi and continued with Uganda, Rwanda, South Africa, Ghana, Tanzania, Zambia and Mozambique. In each of these countries, MFTransparency collects and publishes data on the interest and fees charged on microfinance loan products in order to calculate their accurate, true prices (Effective Interest Rates). As part of the **enabling APR & EIR Program**, MFTransparency also conducts training seminars, offers technical assistance to

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financial institutions, facilitates discussion on policy for pricing disclosure and client protection and produces educational materials tailored to the specific needs of different stakeholder groups, including financial education programs for borrowers.

About MF Transparency

MicroFinance Transparency is an international non-governmental organization founded in 2008 with the purpose of facilitating transparent markets through pricing disclosure, education and policy advisory. MF *Transparency* represents an industry movement toward transparent practices and responsibility. Based in the United States, the group has organized transparent pricing efforts in nearly 30 countries on four continents, including 16 countries across Sub-Saharan Africa. Grameen Bank's Dr. Muhammad Yunus and Elizabeth Littlefield, former CEO of CGAP, as well as more than 870 industry professionals and organizations have committed to transparent pricing by endorsing MF *Transparency* and its initiative. For information on MF *Transparency* staff, please see [Who We Are](#).

For questions relating to this press release please contact:

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