

**MEAFINANCE**

**Fintech  
SURGE.**

# **BANKS AND FINTECHS**

**FORUM & AWARDS 2024**

**DUBAI, UNITED ARAB EMIRATES**

**15<sup>th</sup> October 2024**

Dubai, United Arab Emirates

In Partnership with Fintech Surge 2024



The connection between fintechs and banks can be likened to a symbiotic relationship where prolonged association between two or more different parties brings them benefits from their interaction. These relationships, common in the natural world, have existed for eons but will the analogous partnering between banks and fintechs also endure? Will banks and fintech be BFF?

The **MEA Finance Banks and Fintech Forum (BFF)**, held in partnership with the Dubai World Trade Centre during Fintech Surge 2024, will bring top banks from around the GCC together with market leading fintech businesses and technology companies to debate the future of their relationship and how it will change under the influences of wider society, the pressures of ever demanding consumers and the accelerating development of AI.

# Overview

There can be no doubt that the co-existence of banks and fintech, once predicted to be adversarial, has morphed into partnerships that are providing consumers more convenient, flexible and accessible financial services. With the vital assistance of banking technology, their cooperation has also breathed fresh vigour into banks bringing them new business opportunities and more clients and customers, and clearly also benefitting the fintech sector too.

While digitisation of banks and cooperation with fintechs was ongoing before, adapting to the restrictions of the global pandemic boosted use and wider understanding of the opportunities fintech allows the public and banks. This heightened realisation that for banks to remain viable into the future, change was not optional. And so the daunting tasks of corporate culture change, building functional trust, meeting the requirements of legislators, multilateral bodies and regulators, and shouldering the expenditure of adopting new technologies, were put into higher gear.

Today the day-to-day financial landscape has been reshaped by the collaborations of banks and fintechs. The MEA Finance Banks and Fintech Forum, held in partnership with the Dubai World Trade Centre during Fintech Surge 2024 will debate the current issues of the day in the relationship between Banks and Fintechs and look into how their collaboration will adapt going ahead and into the 2030's.

The summit will cover matters such as inclusion for SMEs, lower earners and the unbanked; how fintech will develop and grow to provide better options for corporate banking; the role of banks and fintechs in climate and sustainability; the effects of AI on the world of fintech and its relationship with banks, and how enduring the relationship between fintech and banks actually is.

The MEA Finance Banks and Fintech Forum will, by airing the thoughts, insights and opinions of our market leading panellists, provide essential understanding and realisations about the relationship between banks and fintechs, their increasing influence on the world we live in, and the future for their collaborations.

**More than 200 regional banking, fintech and technology leaders with a format to bring and engage the entire spectrum of interested professionals including regulators, technology companies, start-ups, fintechs, innovators and other stakeholders from along the value chain.**



# What to expect



**200+**

Regional Banking, Finance, Fintech and Technology Leaders, Standardisation Organisations, Regulators, Financial Trade Associations



**30+**

Thought Leaders, Innovators and Market Makers & Experts



**4**

In-depth and lively sessions on the future and state of Payments in the region



**6**

Hours of Peer Interaction and Networking



**1**

Awards Winners Presentation Ceremony

## Be an event partner

We can offer a wide range of options for sponsors depending on your needs, level of engagement and the branding presence and impact you want to achieve during the event.

## Individual Event Packages

In addition to our existing packages, we can sit with you to develop a bespoke sponsorship package to provide targeted exposure and engagement before, during and continuing beyond the event.

- › More than 200 regional banking, fintech and technology leaders with a format attracting the entire spectrum of interested professionals including regulators, technology companies, start-ups, fintechs, central banks, innovators and other stakeholders from the value chains.
- › Solid engagement opportunities for your company with decision makers, to directly detail your company's solutions to today's most pressing payments related issues.
- › Exposure to the regional banking and fintech communities with your brand visibility in the networking and exhibition area during breaks and through participation in panel discussions and keynote presentations.

# Who Should Attend

## C-Suite

- Chief Executive Officer
- Chief Financial Officer
- Chief Technology Officer
- Chief Information Officer
- Chief Operating Officer
- Chairman
- Chief Audit Executive
- Chief Commercial Officer
- Chief Economist and Head of Research
- Chief of Shared Services Officer
- Chief Risk Officer
- Managing Director
- MD – Head of Treasury, Capital Markets & FI Department & Section Heads
- Partner - Financial Services
- Advisor - Investment Management
- Commercial Advisor
- Executive Director
- Head of Client Relations
- Head of Payments, Remittances & Foreign Exchange
- Head of Regulatory Advisory and Assurance
- Head of Transaction Banking
- Head Corporate Relations and Strategic Partnerships
- Head Digital Strategy and Change
- Head of Corporate Communications
- Head Digital Strategy and Change
- Head of E-Banking
- Head of Market Risk
- Head of AML & Sanctions
- Head of Bancassurance
- Head of CAD, Remedial & Collection
- Head of Central Operations
- Head of Change Management
- Head of Client Experience
- Head of Compliance
- Head of CRM
- Head of Disclosure and Issuance Department
- Head of Enterprise Architecture
- Head of Enterprise Banking Platforms
- Head of External Communications
- Head of Finance
- Head of Financial Institutions
- Head of Government Relations & PR
- Head of Information Security
- Head of Investment Solutions
- Head of Issuance
- Head of Prepaid Cards
- Head of Regulatory Compliance
- Head of Retail Banking
- Head of Risk Specialist
- Head of Strategic Planning
- Head of Strategy – Technology
- Head of Transaction Banking
- Head Product Manager
- Manager Audit & Compliance
- Manager Operational Risk
- Payments & Contract Manager
- Portfolio Specialist - Insights & Strategy
- Project Manager
- Regional Compliance Manager
- Regional Manager - Compliance & Risk Retention & Vigilance Manager
- Senior CRM Project Lead
- Senior CX Manager
- Senior Manager - Digital Transformation
- Senior Manager Treasury
- Information Security, Senior Strategic Advisor
- Senior Trade Officer, Strategy & PMO
- Assistant Vice President – Global Customer Relations
- Associate VP - Strategic Engagements
- AVP Agile Delivery - Retail Banking
- AVP Credit Risk and Portfolio Manager
- FS Strategy Manager
- SVP & Head of Compliance - Personal Banking Group
- SVP & Regional Head - Corporate & Commercial Banking
- Vice President, Compliance
- VP Risk and Change Management
- VP Wealth and Asset Management
- VP - Strategic Initiatives & Bancassurance

# MEA Finance Summits, Forums and Conferences

The MEA Finance collection of cutting edge, topical events are known for bringing together regional banking, fintech and technology leaders for immersive discussions on the latest developments and most pressing issues being faced across their sectors of the banking industry in the Middle East and Africa. These exclusive gathering include audience presentations and panel discussions, with an array of the region's industry-leading experts, innovators and distinguished speakers who meet to discuss the future of banking and innovation in finance.



## "Coopetition"

Once predicted rivalries between financial institutions and fintechs currently appear to be moving toward partnerships and cooperation. At a basic level, this makes sense – banks have the licenses and the customers, and fintechs help banks become more tuned-in and responsive to their client's, keeping them competitive. Will relationship dynamics always be harmonious? Will banks become the customers of fintechs? Are they already? Or will banks, with access to hefty resources, just absorb them. Do fintechs need to strike a balance with banks, retaining competition with them while identifying areas of cooperation too? Are we entering an age of on-going Coopetition?

## The Realities of Inclusion

Financial inclusion will improve the lives of the underserved and marginalised. Whether making financial services available to the unbanked, improving choices for lower earners or opening facilities to micro-businesses and SME's, it is moving from an ideal to reality, with some spurring on by multilateral organisations, and the realisation that it can bring business opportunities for financial institutions. How crucial are fintechs to the development and the role of inclusivity in finance? What are the key roles they play in envisioning possibilities and making them real? How important is the relationship between banks and fintech businesses in widening financial inclusion across the region?

## Disrupting the Disruptors?

AI - the buzz-letters of the age. There is no escaping AI coverage nor its uses in the world of banking. What might the effects of AI in financial services be to the ecosystem that has grown around the collaboration between banking and fintechs? What are the realities of AI in the relationship between banks and fintechs? Following the fall in VC's financing of fintechs in 2023, and with it being the new kid on the block, does AI pose a threat to the funding of fintechs going forward? Could banking's adoption of AI cut fintechs out of parts of the market?

## The Business of Business

Fintech was integral to the modernisation of retail finance, making Open Banking a day-to-day reality, equipping banks for a world where the customer demands flexibility and convenience. But how does the role of fintech differ in corporate banking? Does corporate banking have the inherent conditions and requirements that made Open Banking so readily applicable to the retail sector? How far into corporate banking has fintech penetrated across our regions and how much further can it go? What are the main considerations in the application of fintech to the world of corporate banking in the Middle East and Africa?

# Sponsorship Benefits



# Sponsorship Options

Benefits	Platinum	Gold	Silver	Lunch	Lanyard	Badge
Exclusive to one company only	●			●	●	●
Opportunity to provide Welcome Note	●					
Interview of Senior Representative	●	●	●			
Access to All Sessions	●	●	●	●	●	●
Standalone Presentation	●	●				
Panel Member in Discussions	●	●	●	●		
Advert in Event Booklet	●	●	●	●	●	●
Logo on Website with Hyperlink	●	●	●	●	●	●
Logo on all Marketing Collateral	●	●	●	●	●	●
Branding on Post Event Report	●	●	●	●	●	●
<b>Cost (USD)</b>	<b>40,000</b>	<b>30,000</b>	<b>20,000</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>



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