



**MEAFINANCE**

# LEADERS IN BANKING TECHNOLOGY & PAYMENTS

EGYPT SUMMIT 2024

## A New Era of Banking and Payments in Egypt is Dawning

The exclusive forum connecting top banking and finance leaders in Egypt with local and regional technology professionals to debate the latest developments in digitisation, newest opportunities and emerging trends in Egypt's financial markets.

26<sup>th</sup> November 2024

Renaissance Cairo Mirage City Hotel,  
New Cairo, Egypt



# Overview

The Arab Republic of Egypt is a prominent nation and one of the core economies in MENA, a region forecast to see higher growth in 2024 over the previous year and responding positively to today's challenges with consistent performance and a determination to develop, diversify and succeed. Likewise, the region's banking and finance sectors are functioning with vigour, boosted by their innovation and purposeful moves to digitisation and technology driven destinies.

Like many leading economies in across MENA, Egypt is set on modernising their banking and financial services sector. This inevitable development and the enhancements this will bring to customers, businesses and the economy will come about by the combined efforts of the government, regulators, the Central Bank of Egypt (CBE), leaders in the banking, financial and fintech sectors and, without question, the providers of the technology that will enable this to happen.

Underlining this determination, earlier in this year the Central Bank of Egypt (CBE) granted approval for the investment arm of Banque Misr, Misr Digital Innovation, to launch Egypt's first digital native bank, One Bank.

The Swift and MEA Finance Banking Technology & Payments in Egypt Summit, 2024, will debate the role that technology is and will be playing in the nations' banking and financial sectors, how it will change the industry, whether it can add natural growth to the economy, or eventually lead to "home grown" pan-regional financial giants.

The Swift and MEA Finance Banking Technology & Payments in Egypt Summit, 2024, will gather national and regional leaders in Banking, Finance and Technology in a series of lively and highly topical panel debates. The Summit discussions will focus upon the change technology will bring to Egypt's banking and financial markets, the trends that are leading them and the shape of the tasks ahead, needed to establish future-proofed banks.

**More than 150 regional banking and technology leaders with a format will bring the entire spectrum of interested and engaged professionals including regulators, technology companies, start-ups, fintechs, innovators and other stakeholders from the value chain.**



# What to expect



**150+**

Banking, Finance, Fintech  
and Technology Leaders



**25+**

Thought Leaders  
and Market Experts



**4**

in-depth and lively  
sessions on the  
future of Banking and  
Finance



A day of Peer  
Interaction and  
Networking

More than 150 banking and technology leaders with a format attracting the entire spectrum of interested professionals including regulators, technology companies, start-ups, fintechs, innovators and other stakeholders from across the value chains.

- Solid engagement opportunities for your company with decision makers, to directly tell them about your company's solutions to today's most pressing industry issues
- Exposure to the regional banking fraternity with your brand visibility in the exhibition area during networking breaks and via participation in panel discussions and keynote presentations

## Be an event partner

We can offer a wide range of options for sponsors depending on their needs, level of engagement and branding you want from the event.

## Individual Event Packages

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

# Who Should Attend

## C-Suite

- Chief Executive Officer
- Chief Financial Officer
- Chief Technology 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 & FX
- Head of Regulatory Advisory and Assurance
- Head of Transactional Banking
- Head Corporate Relations and Strategic Partnerships
- 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



# Provisional Agenda

08:00am – 09:00am	Registration & Networking	10:30am – 10:45am	Presentation
09:00am – 09:15am	Welcome Note	10:45am – 11:30am	<b>Panel 2: Breaking Barriers: Elevating Customer Experience in Banking and Payments</b> In today's technology and service led global economy, enhancing the experience of end users is crucial for delivering seamless day-to-day banking, payments and cross-border payments. As digitisation becomes the norm in Egyptian banking and finance, will customers and clients' expectations of their banking service providers increase and how will banks in Egypt distinguish themselves to gain a competitive edge in a digitised market? What contributions or effects might this have on Egypt's economy and how might the role Egyptian Financial Supervisory Authority (EFSA) develop as this evolution progresses?
09:15am – 09:30am	Welcome Address	11:30am – 12:00pm	COFFEE BREAK
09:30am – 09:45am	Keynote Address		
09:45am – 10:30am	<b>Panel 1: G20 Targets and Industry Tactics: Building a complete picture for cross-border payments</b> The G20's goals for greater speed, cost, transparency, choice and access in cross-border payments have helped define a roadmap for the payments community. With other crucial aims remaining, including for secure payments, the need to consider all elements for forging the way ahead is essential. What are these elements and which developments are on the horizon that will enhance the cross-border payments experience for businesses and the public alike? How will improved cross border payments systems stir Egypt's great economic potential and deliver clear and tangible benefits to the country?		

# Provisional Agenda

12:00pm – 12:45pm

## **Panel 3: Contrarian views – Multi-lateral vs Correspondent Banking – Compete or Complement**

As multi-lateral organisations such as Buna, founded by the Arab Monetary Fund, become a part of the international payments ecosystem, what does this mean for the existing network of correspondent banks? Will the proliferation of multi-laterals and their activities have significant effects on these arrangements? Will correspondent banks develop or enact more complex transactions in response or might the existence of both options act to bring about efficiencies or even new revenue streams for banks? Are we about to see a big change in the way things have been done for so long?

12:45pm – 1:00pm

## **Presentation**

1:00pm – 1:45pm

## **Panel 4: New Payments Horizons in Egypt – Empowering payment ecosystem with technology**

In the evolving world of payments, and with their objective to develop a less cash dependent society, the CBE, through their technology arm - Egyptian Banks Company (EBC), rolled out cash alternatives such as the Instant Payment Network. And now, with technology allowing banks to evolve payments into Open Banking, Super Apps, Hyper-personalisation, BNPL, Instant Payments, Digital Wallets etc., to what extent can banks in Egypt adapt those technologies and evolve to meet customer expectations? Will modernisation of payments bring positive effects in terms of sustainable development and financial inclusion? How does Egypt compare with the rest of the MENA in these terms and what can we expect to witness here in the coming years?

1:45pm –

## **CLOSING REMARKS / LUNCH**

# Sponsorship Benefits



# Sponsorship Options

Benefits	Platinum	Gold	Silver	Lunch	Lanyard	Badge	Exhibitor
Exclusive to one company only	●			●	●	●	
Opportunity to provide Welcome Note	●						
Access to All Sessions	●	●	●	●	●	●	●
Standalone Presentation	●	●					
Panel Member in Discussions	●	●	●				
Exhibition Tabletop Space	●	●	●	●	●	●	●
Logo on Website with Hyperlink	●	●	●	●	●	●	●
Logo on all Marketing Collateral	●	●	●	●	●	●	●
Branding on Post Event Report	●	●	●	●	●	●	●
<b>Cost (USD)</b>	<b>50,000</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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