

# LEADERS IN PAYMENTS

CONFERENCE & AWARDS 2024

## Looking Beyond the Payments Horizon

**12<sup>th</sup> September 2024**  
**Dubai, United Arab Emirates**

Payments, how they are made, how new options are developed, the increasing choices they bring to consumers and the wider effects of how they are provided and executed, have emerged as an important influence on the performance of economies and a top concern for financial institutions.

As the leading engagement touchpoint for financial institutions with the daily lives of their diverse consumer sets, payments carry much of the weight of responsibility for their brand's image, and how they are processed, from start to settlement, is central to the bank/customer relationship. As such, payments are vital to a financial institution's success

In our region, the activity around payments have been hectic, spurred not only by general sectoral development and competition, but also by features unique of this part of the world – favourable demographics, comparatively robust regional economies and increasingly diverse business communities, naming just some. In recent years, we have witnessed the initiation of nationally instituted instant payments systems to boost economic performance, regional nations collaborating to create multilateral organisations to enhance cross-border payments, banks and fintechs partnering at pace to develop smart, agile and innovative services and technology firms applying their talents to create a previously unimaginable payments ecosystem.

Once again, The **MEA Finance, Leaders in Payments Summit** will debate these challenges and address the very real opportunities for the financial institutions and payments providers of our region today.

# Overview

Payments development and activity across our region has been energetic in recent years and is set to remain so for some time to come. Digitisation and technology, regulators and governments, multilateral cooperation, standardisation and competition, fintechs and non-financial institutions, global circumstances and consumer demand all, individually or collectively keep pushing the rate at which payments are evolving.

Payments are becoming more than only agile, intuitive and convenient, but also, as these features become more embedded, they can now have real positive influences for economies and societies as efficiencies aid productivity and foster greater inclusion.

As more generations of clients and diverse consumer groups become increasingly familiar with new payment choices, the beneficial conveniences and more flexible options that digitisation brings them, this period of growth potential looks set continue.

We saw that our region has been largely resilient to the numerous challenges currently facing the world, with many local economies coping better with the stresses than many of their international counterparts. This has relaxed the brakes on the wheels speeding along the payments rails, helping the region keep pace with, even begin to overtake other world centres.

Likewise, the region's banking and finance sectors maintain consistently positive performance, helping to boost them purposefully toward their digitisation and technologically supported destinies.

**MEA Finance Payments Summit, 2024**, will gather regional leaders in Banking and Finance, Technology and Fintechs, Regulators and Multilateral Organisations in a series of lively and highly topical panel debates. The Summit discussions will focus upon the current evolution of payments in the region, the changes technology can bring, their potential benefits to societies as well as the trends that are leading them and the shape of the tasks ahead needed to establish effective, efficient and safe payments systems

**More than 400 regional banking and technology leaders with a format that 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



**400+**

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



**30+**

Thought Leaders, Innovators and Market Makers & Experts



**7**

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

- › More than 400 regional banking, payments 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 communities with your brand visibility in the networking and exhibition area during breaks and through participation in panel discussions and keynote presentations.
- › Opportunities to be recognised and celebrated as a bank or technology business at the forefront of payments transformation and progress at the MEA Finance Payments Awards

## 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.

# 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 Conference

The MEA Finance Conferences are known for bringing together over 500 regional banking, investment and technology leaders for a day of immersive discussion on the latest developments and most pressing issues being faced across the sectors of the banking industry in the Middle East and Africa. These one-day, exclusive gathering includes audience presentations and panel discussions, with an array of the region's industry-leading experts, innovators and distinguished speakers who meet to discuss the latest developments and the future of payments in the region.



# 2024 Provisional Agenda

**Instant Payments** – Instant Payments are an expectation of all banking users, and FI's in collaboration with technology companies and fintechs have made great efforts to bring them about. Nearing the first anniversary of the launch of Aani by Al Etihad Payments and with the earlier inception of Sarie by Saudi Payments, how have these and other examples of nationally instituted payments initiatives affected the banks, businesses and economies of the region? Is the need to adapt systems and the high cost of new technology infrastructure hampering the growth of instant payments? What are the enterprise benefits of instant payments for businesses? What are the possible downsides too, and what might these be?

**The Path for Payment Gateways** – Since the advent of e-commerce, Payment Gateways have constantly evolved reflecting the shifts and expectations consumers and spurring the capabilities of financial technology companies to match them. But their development journey is far from over as the pressure to stay ahead of changing consumer behaviours and keep pace with technology advances is unrelenting. How will payment gateways meet these demands and stay competitive in this busy market? Can we expect new forms of transaction verification such as gesture or voice-based payments? How does AI feature in their growth and can the ever-debated Blockchain find a role? What is the future for payment gateways?

**Technology and the Cloud in Payments** – Modern payments and all its many types and requirements depend on technology. But how much more development and innovation space remains in the regional payments world? Will the application of payments technology and techniques reach peak evolution in the coming years, moving into more maintenance-centric or regulatory

adherence roles, or could we still be amazed by as yet unimagined payments methods, requiring the skills and minds of technology companies? Beyond The Cloud's acknowledged advantages, such as cost savings, what new roles or use cases might it develop for payments that could benefit to the bottom-line of banks and/or enhance consumer experiences?

**Competition in Payments** – What is the state of competition in payments and what new forms might it take? Payments firms compete and develop to gain advantages, but competition is not always in the shape of market rivals. For example, with advances in use cases like e-commerce and retail shopping, could Pay-by-bank, which lets customers make purchases directly from their bank accounts without debit or credit cards affect existing sectors such as payment gateways and card issuers? With the expanding role of payments and its effect on the well-being of economies becoming more apparent, how will conventional competition develop, and what "left-field" forms might emerge to join the fray?

**AI in Payments – Risks and Rewards** – AI in payments brings many rewards, reducing human error allowing greater efficiencies and customer-friendly, cost-effective services by improving security, processing and the management of digital transactions with accuracy. What more can AI do to enhance payments for all interested parties perspectives – banks and their corporate or retail clients? But are the inherent risks of AI in payments, such as well-equipped cyber criminals, over-reliance on technology or weak training, possible consequences of inherent bias in algorithms and the security and privacy of the necessary data volumes, surmountable? Can they be eliminated altogether? AI is here to stay in payments, but can the rewards leave the risks in the distance?

**Partnering for Performance** – Banks, Fintechs and technology firms are now forever entwined within the payments realm. So how do they collaborate to engage with consumers to understand how they actually feel; what they want or need next or what they do not want? How can they distinguish between long-term trends and short-term fads and which regional or cultural features should take a role in the shape of the end products and services? Is enough work being done by banks, fintechs and technology vendors to improve or innovate the payments processes for SMEs and corporations? How are the providers of payments overcoming the challenges of corporate payments in trade finance or and transaction banking, and how much of this market remains untapped by them?

**Cross Border Payments - The Roadmap to Deadline 2027** – The G20 prioritised enhancing cross border payments, believing if they are cheaper, faster, more inclusive and transparent, economies will grow, improving the lives of millions. Launched in 2020, The Roadmap for Enhancing Cross-Border Payments attempts to face the challenges of cross-border payments holistically. A key element is the Financial Stability Board's quantitative targets focused on wholesale and retail payments, and remittances. What noticeable moves have been made in our region toward reaching the target? Are the ideals of the Roadmap attainable? What more must be done to reach its goals, and given the shape of the world since 2020, can the target be met?

# Sponsorship Benefits



# Sponsorship Options

Benefits	Platinum	Gold	Silver	Lunch	Lanyard	Badge	Exhibitor
Exclusive to one company only	●			●	●	●	
Opportunity to provide Welcome Note	●						
Interview of Senior Representative	●	●	●				
Access to All Sessions	●	●	●	●	●	●	●
Standalone Presentation	●	●					
Panel Member in Discussions	●	●	●	●			
Exhibition Booth Space (3x2 SQM)	●	●	●	●	●	●	●
Advert in Event Booklet	●	●	●	●	●	●	●
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>20,000</b>	<b>20,000</b>	<b>15,000</b>



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