MEAFINANCE Swift

LEADERS IN TECHNOLOGY INNOVATIONS & PAYMENTS

SUMMIT AND AWARDS 2026

KINGDOM OF SAUDI ARABIA

PROGRESS BEYOND POTENTIAL:

Banking Innovation and Payments Technology

The most impactful Saudi Arabia focused banking innovation and payments technology forum, featuring cutting-edge debates and horizon leaping insights direct from the foremost industry leaders, innovators and ecosystem builders from across the Kingdom.

08 October 2026
Hyatt Regency Riyadh Olaya, KSA

MEDIA KIT

Overview

The Kingdom of Saudi Arabia is determinedly focused on high energy innovation in its key banking and payments sectors.

Aside from the essential need for banks and financial institutions to remain competitive and relevant in a rapidly modernising financial sector, the targets set by Saudi Vision 2030 for economic diversification and long-term prosperity are there to be met. A glaringly vital component in the innovation of banking and payments arrives through the considered and strategic application of AI, the ultimate changer of the game.

Fortunately, there remains inherent entrepreneurial creativity at large in Saudi Arabia underscored by the rapid and massive growth of fintech startups, plus the ongoing implementation of technology that is delivering a fast-maturing banking and finance sector, positioning the country as a future global financial centre.

The MEA Finance Leaders in Tech Innovations and Payments Summit, KSA will proudly gather national leaders in Banking, Finance, Technology, Payments and Fintech, and the key businesses they serve from across The Kingdom of Saudi Arabia to apply their unique knowledge and foresight in a series of lively and highly topical panel debates. The Summit discussions will focus upon the changes and benefits banking and payments technology will bring the country, as well as the technologies that are leading them, and the shape of the tasks of harnessing them to create Saudi Arabia's banking and payments services of the future.

Up to 300 banking and technology leaders and a format drawing the entire spectrum of interested and engaged professionals including regulators, technology companies, start-ups, fintechs, innovators and other stakeholders from across the value chains.

What to expect

Up to 300
Banking, Finance, Payments, Fintech and Technology Leaders,

30+
Thought Leaders and Market Experts

6
in-depth and lively sessions on technology in Banking and Finance

4.5 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

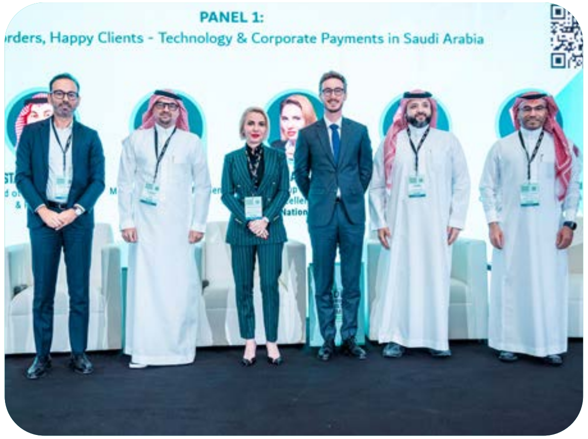
In addition to our existing packages, we can sit with you to develop a bespoke sponsorship package to provide targeted exposure and engagement before, during and continuing beyond the event.

Up to 300 regional banking and technology leaders and an event format attracting the entire spectrum of interested professionals including regulators, technology companies, payments professionals, fintechs, innovators and other stakeholders from the value chains

- Solid networking and engagement opportunities for your company with key 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.
- Opportunity to be recognised and acknowledged by the market as a bank, a technology business or fintech company at the forefront of digital transformation and AI at the MEA Finance Leaders in Tech Innovations and Payments Awards.

MEA Finance Conferences

Bring together hundreds of banking, technology and fintech leaders for a day of immersive and productive discussion on the latest developments, emergent trends and the most pressing issues facing the banking industry in the Middle East and Africa. The one-day, highly exclusive gatherings include presentations and a rage of panel discussions, featuring over 35 industry-leading experts and distinguished speakers who attend to discuss the future of finance and banking innovation and what it will mean for our region.



Who Should Attend

C-Suite

- Chief Executive Officer
- Chief Financial Officer
- Chief Technology Officer
- MD – Head of Treasury, Capital Markets & FI
- 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

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

2026 Provisional Agenda

8:00 - 9:00	**Registration and Networking**
9:00 - 9:10	**Welcome Note**
9:10 - 9:20	**Keynote Address**
9:20 - 10:05	**Panel 1: A Maturing Market** The banking technology and fintech sectors in Saudi Arabia reflect a maturing market, so what does this mean for the growth and development of the nation's financial markets? Increased competition is certain, but from where will that come - domestic companies and innovators, or from international businesses? In other parts of the region, areas such as wealth management and SME finance have drawn much attention, so which parts of the KSA financial sector will we see technology and fintech leaning into? How deeply has the Saudi Arabian fintech and technology market matured, and can the Kingdom take a definitive lead in these vital organs of the banking and finance industry?
10:05 - 10:20	**Showcase Presentation**
10:20 - 11:05	**Panel 2: Defined Digital Directions** What are the defined directions banking innovation is taking in the Kingdom of Saudi Arabia? Is it entirely about aligning with Vision 2030 to become a globally leading AI powered fintech hub? Are there other less spotlighted but nevertheless important objectives that will define the future of the country as an industry shaping regional centre for global banking and payments? What might these be - regulatory compliance, operational agility , Sharia compliant AI, Open Banking and Open Finance or inclusivity? Can definitive directions of travel for banking technology innovation in Saudi Arabia be envisioned at this time, and if so, what are they and are they unique or specific to the nation?
11:05 - 11:35	**Coffee and Networking Break**
11: 35 - 12:20	**Panel 3: The Good, the Bad and the Scammer** Nowadays there is heightened awareness of the need to protect against cyber-attacks, and to mitigate the damage they cause by building in resilience to them. As AI develops to counter such activities, so too does it provide an edge to bad actors who are not constrained by laws, regulators or ethics. When compared to other locations, are there conditions specific to the Saudi market when encountering or tackling cybercrime or bank frauds? How developed are technologies such as Behavioural Analytics in the Kingdom for countering activities like Authorised Push Payment fraud? What are the current scams being directed at the public or businesses, and how are KSA's banks and regulators manoeuvring to combat this scourge?
12:20 - 12:35	**Showcase Presentation**
12: 35 - 13:20	**Panel 4: Border Crossings** How is the cross-border payments ecosystem in Saudi Arabia developing and what are the most influential elements driving its evolution - Vision 2030, technological innovation, regulatory engagement, enhanced standardisation and messaging systems or even global politics? How does the Kingdom fit into the various regional cross-border payments systems and what role does it play in these? How is the country utulising cross-border payments in its aim to become a regional treasury hub? Will CBDCs and blockchain fundamentally change cross-border settlements, and how is SAMA collaborating in research with other regional and global central banks to develop these on a cross-border basis?

2026 Provisional Agenda

13:20 - 14: 20	**Lunch**
14:20 - 15:50	**Panel 5: Living with AI in Saudi Arabia's Banks**
	In terms of banking technology, AI has not just moved in with you, it is effectively now both your landlord and your handyman. It is here to stay, so how can the best be attained from this relationship and what does this mean for how banking and finance will operate in the Kingdom? Does effective use of AI in Saudi Arabia's banking sectors require Arabic- first language and fluency in local context any more so than other regional nations? How do will AI models integrate to ensure that investment optimisation and automated trading strategies stay aligned with Sharia-compliant finance principles? What does AI in banking and finance look like in, and what might it mean to Saudi Arabia?
15:50 - 16: 35	**Panel 6: The Kingdom of Banking and Payments Innovation**
	The Financial Sector Development Plan of Vision 2030 is a key motivator for banking and payments innovation. But what also drives them and the implementation of financial technology in the Kingdom of Saudi Arabia? Is it the needs and aspirations of a youthful nation or the realisation of the benefits of financial inclusivity? Could it be an awakening of an inherent innovative nature or the increasing roles and responsibilities of Saudi Arabia as a key global economy? How are stablecoins, CBDCs and tokenisation developing in this market? Are the trends of society urging the development of payment technologies or are banks and technology businesses channelling customers toward new payments methods. Is it a little of both?
	Closing Remarks
	Awards Winners Presentation Ceremony

About the awards

MEA Finance Leaders in Technology Innovations & Payments Awards 2026

MEA Finance was established with the goal of serving the regional banking and financial services sector operating in our exciting and dynamic region. We are committed to providing dedicated news, insightful interviews, the highest-level events and well deserved recognition to the region's financial service providers, banking technology, payments and fintech leaders. MEA Finance is best placed to cover the full range of the banking and financial sectors, and the fast-developing technology that powers the industry today. As part of our integral role in the region's banking sector, we benchmark, recognise and actively encourage excellence within institutions.

The Kingdom of Saudi Arabia is at the forefront of developing and digitising their growing banking and financial sectors, with the modernisation and enhancement of payments taking a leading role in this generational transformation. Their recent and ongoing initiatives, along with the encouragement of a burgeoning Fintech ecosystem, all powered by innovative technology has placed Saudi Arabia among the leaders in new world of finance.

The **MEA Finance Leaders in Technology Innovations & Payments Awards 2026** will bring due recognition, and celebrate the achievements of the region's leading banks, technology providers, fintechs, the essential services providers, and the leaders in payments who have had standout roles

KEY DATES

OPEN FOR ENTRIES:
August 28, 2026

SUBMISSION DEADLINE:
September 25, 2026

JUDGING PROCESS:
September 30, 2026

AWARDS CEREMONY:
October 8, 2026

Submission Process

MEA Finance conducts its own research to ensure that our awards categories accurately reflect the current banking landscape and comprehensively recognise the achievements of the industry. As a result, we have determined award categories that provide regional recognition to exceptional banks, financial institutions and technology providers who are shaping the new digital financial landscape and have made outstanding contributions to the future of the industry. Institutions can nominate themselves in all relevant categories as deemed appropriate, provided the submission is sent in before the deadline, and in the required format.

How to enter?

Step 1:
Choose your category.
It is important to review the individual descriptions and criteria before choosing your category.

Step 2:
Upload relevant financial performance documents or other relevant information.

Step 3:
Confirm submission of your entry.

*Submission deadline:

Judging Process

The awards will feature a rigorous two-step judging process by a panel of industry experts in collaboration with the MEA Finance editorial team.

1. All nomination entries will be meticulously evaluated and analysed based on relevant market knowledge, industry research, and accurate company financial statements. The **MEA Finance** editorial team will then create a shortlist which will be given to the judging panel.

2. The judging panel will be composed of senior executives from professional services firms working with the banking industry. They will review the shortlist and the submitted materials for each category and place a score from 1 to 5 for each category nominee. All scores will be sent back to the editorial team.

3. The **MEA Finance** editorial team will independently score shortlisted institutions per category. Score values will be from 1 to 5. All scores will be kept confidential and will not be released publicly, nor will they be discussed with any individual applicants.

4. Scores from both the judging panel and the editorial team shall be collected and combined. The editorial team will hold an official tabulation of the scores to determine the highest scoring institution per category which will be declared winner.

Awards Categories

- Digital Banking Innovation of the Year in Saudi Arabia
- Best Digital Innovation in Islamic Banking of the Year in Saudi Arabia
- Best Digital Only Bank in Saudi Arabia
- Best Cybersecurity and Risk Management Implementation in Saudi Arabia
- Best Core Banking Technology Implementation in Saudi Arabia
- Best Data Management in Saudi Arabia
- Best Analytics System in Saudi Arabia
- Best Mobile Banking Services in Saudi Arabia
- Most Innovative Emerging Technology Implementation in Saudi Arabia
- Best Cloud or Hybrid Cloud Implementation in Saudi Arabia
- Best Innovation in User Experience in Saudi Arabia
- Best Innovation in Retail Banking in Saudi Arabia
- Best Innovation in Corporate Banking and Finance in Saudi Arabia
- Best Innovation in Trade Finance in Saudi Arabia
- Best Regulation Technology Solution in Saudi Arabia
- Most Innovative Trading Platform in Saudi Arabia Best AML/KYC Solution in Saudi Arabia
- Best AI Technology Implementation in Saudi Arabia
- Best Open Banking & API Implementation in Saudi Arabia
- Best Risk & Compliance Implementation in Saudi Arabia
- Best Debt Collection System Implementation in Saudi Arabia
- Best Treasury Management Implementation in Saudi Arabia
- Technology Leadership Award in Saudi Arabia
- Saudi Arabia Financial Services Technology Executive Award
- Digital Transformation Leader of the Year in Saudi Arabia
- Digital Banking Provider of the Year, Saudi Arabia
- Islamic Digital Banking Provider of the Year, Saudi Arabia
- Best Cybersecurity Provider, Saudi Arabia

- Best Core Banking Solutions Provider, Saudi Arabia
- Best Corporate Banking Solutions Provider, Saudi Arabia
- Best User Experience Solution Provider, Saudi Arabia
  Best Data Management Solution Provider, Saudi Arabia
- Best Risk Management Solutions Provider, Saudi Arabia
- Best Mobile Banking Services Provider in Saudi Arabia
- Best Analytics Solution Provider, Saudi Arabia
- Most Innovative Cloud Services Provider, Saudi Arabia
- Best Collection Solution Provider, Saudi Arabia
- Best Trading Infrastructure Provider in Saudi Arabia
- Best AML/KYC Solution Provider in Saudi Arabia
- Best Open Banking & API Solutions Provider in Saudi Arabia
- Saudi Arabia Technology CEO of the Year, Saudi Arabia
- Most Innovative Payment Solutions Provider in Saudi Arabia
- Best Payment Gateway, Saudi Arabia
- Best End-to-End Online Payments Processing Systems Provider in Saudi Arabia
- Best Real-Time Payments Provider in Saudi Arabia
- Best Payments Technology Implementation in Saudi Arabia
- Best User Experience in Payments in Saudi Arabia
- Best Cross-Border Payments Technology Provider in Saudi Arabia
- Landmark Innovation in Cross-Border Payments Award, Saudi Arabia
- Best Open Banking Payments Project in Saudi Arabia
- Best Payments Inclusivity Initiative, Saudi Arabia
- Best Anti-Fraud and KYC Payments Solution in Saudi Arabia
- Best Remittance and Foreign Exchange Services Provider in Saudi Arabia
- Overall Best Payments Platform in Saudi Arabia
- Payments Innovation of the Year, Saudi Arabia
- Best Instant Payments Technology Implementation Provider, Saudi Arabia
- Best Instant Payments Technology Implementation, Saudi Arabia

- Instant Payments Innovation of the Year, Saudi Arabia
- Best Open Banking Payments Technology Provider, Saudi Arabia
- Best Innovation in Payments Technology in Saudi Arabia
- Best Realtime Payments Implementation in Saudi Arabia
- Payments Technology Executive of the Year, Saudi Arabia
- Payments Executive of the Year, Saudi Arabia
- Most Innovative Bank in Saudi Arabia
- Best Use of AI in Banking and Finance in Saudi Arabia
- Best AI Implementation in Saudi Arabia - Commercial Banking
- Best AI Implementation in Saudi Arabia - Retail Banking
- Best AI Implementation in Saudi Arabia - SME Banking
- Best Data Analytics Provider in Saudi Arabia
- Best Behavioural Analytics Provider in Saudi Arabia
- Best Fraud Detection and Prevention Provider in Saudi Arabia

Sponsorship Benefits

Use your exhibition space to launch new product/service or demonstrate your technology and service

Gain valuable input and feedback from your target industry

Exclusive orientation and meeting support to help your brand advance through beneficial collaborations

Save your valuable time and resources and realise multiple sales and marketing goals

Engage your target audience by presenting thought leadership and participating through panels

Be present in front of your potential clients and build trust and confidence in your brand

Use Booth Space to invite and host your existing and potential clients and reinforce your brand in the market

Leverage your physical presence to meet face to face with prequalified audience to generate high quality leads

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	●	●	●	●	●	●	●
Cost (USD)	**50,000**	**40,000**	**30,000**	**20,000**	**20,000**	**20,000**	**20,000**

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