



Media Partner **MEABUSINESS**

Nurturing the Future Economies of our Region

The MEA Finance, SME Business and Finance summit will debate the challenges and opportunities that are in place to maintain and build the region's small business and startup ecosystem, with leading stakeholders in the SME world discussing the structural and technological innovations that will successfully pass the entrepreneurial spirit of the region into future generations.

26th February 2025
Ritz Carlton JBR
Dubai, United Arab Emirates



OVERVIEW

Much is being done across the region to encourage, develop and assist entrepreneurs and SMEs with government bodies, financial institutions and investors all making their contributions to keep this essential sector humming. Governments are awake to the vital role SMEs play in the day-to-day running of economies and are helping to foster enabling environments for them. However, as societies change and become more commercially diverse, so also must new structures and social obligations, such as corporate tax and VAT be put into place to underpin the economies that are developing.

Banks and financial institutions, often called out for not being flexible enough or sympathetic to the needs of startups and SMEs, have been and are avidly addressing this perception, with the development of products and services, plus specialist divisions to cater to and assist small businesses in their quest for success.

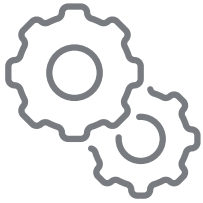
Technology businesses are building the platforms and solutions to help SMEs thrive in today's digitised and AI driven world and Fintechs – often themselves SMEs with the accompanying needs, also bring creativity and convenience into play in ways that can relieve some of the everyday financial constraints and stresses of managing a small enterprise.

The MEA Finance SME Business and Finance Summit 2025 will gather regional leaders from Businesses and Business Start-up Specialists, Banking and Finance, Technology and Fintechs, Regulators and Governmental Institutions all taking an active role in nurturing and enhancing the place of SMEs in our regional economies.

More than 200 regional banking and business leaders with a format that aims to bring and engage the entire spectrum of interested parties including bankers, business owners, entrepreneurs, investors, technology businesses, fintechs and other stakeholders from along the value chain.



WHAT TO EXPECT



200+

Leaders from Banking and Financial Services, Business Owners, Entrepreneurs, Investors, Technology Businesses, Fintechs, Regulators



30+

Thought Leaders, Innovators and Market Makers & Experts



6

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



6

Hours of Peer Interaction and Networking

More than 200 regional banking and financial services, business, entrepreneurs, start-ups, investors, with a format attracting the entire spectrum of interested professionals including regulators, technology companies, fintechs, innovators and other stakeholders from the adjacent value chains.

- Solid engagement opportunities for your company with decision makers, to directly detail your company's solutions to today's most pressing SME and small business-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.

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.

MEA FINANCE CONFERENCES

The **MEA Finance Conferences** are known for bringing together over 500 regional banking, business, 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 and SME ecosystems 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 future of SMEs and startups and the banking and finance innovation that will support them towards success



PROVISIONAL AGENDA

PANEL 1: Why would you do that? - The life of a regional SME entrepreneur

What motivates someone to start a business? Most that do are aware of the challenges, but knowing the risks and living through them are vastly different experiences. Focus on the core business often goes beyond a days' work, then comes admin, bureaucracy, sales, chasing payment for products and services rendered, staffing etc.; and somehow fitting in family time too. Do business owners receive fair treatment from banks and other vital service providers? Beyond financing, what other public or private mechanisms or organisations are in place in the region to provide support to SME owners and entrepreneurs?

PANEL 3: Decisions, decisions – Your fateful first steps

What decisions must you make when starting or scaling up your business? Should you set up in a freezone and if so, which is the best for your business? If you desire work life influence, is a startup or taking a franchise the best choice? What insurance best suits your business? What legal representation does your business or market require? What are your key real-estate requirements – retail, commercial, industrial etc., and what kind of tenure works better for your circumstances? Which are the most suitable sources of funding – VC's, banks, equity release from existing assets? How can you ensure you are making the right decisions?

PANEL 2: Balancing the Books - Liquidity, Funding, Credit and Debt

How available is finance to the region's SMEs when needed, whether in the short or long term? How do the terms they receive compare larger sized operations? Are there liquidity needs that are specific the SME sector? Has open banking and new payments options like BNPL reduced the stress on SMEs working capital? Given the well acknowledged contribution they make to regional economies, what do regional banks, governments and financial authorities have in place to provide support? How does the liquidity, funding, credit and debt landscape currently look for regional SMEs and how is it evolving?

PROVISIONAL AGENDA

PANEL 4: Programmed for Partnership - How technology is supporting SMEs

Much is made of the role of technology and AI, but how can it be most useful and best deployed in the SME and Startup context? As tools for automation and essential back-office tasks such as payroll, inventory management and accounting, it obviously has a role but are there small business specific advantages or accesses that technology can now provide that were not until recently available. What role can technology play in marketing and sales and can SMEs enjoy the kind of value from the cloud that larger business enjoy?

PANEL 5: Taxing times - Business Setup, Taxation and Regulatory Compliance

In recent times, regional governments have instituted new taxation and VAT regimes. As our economies grow more diverse and less reliant on natural resources, so do the sophistication of our regulatory environments. The effect is that SMEs and startups must make serious and considered decisions about how their operations will meet their mandatory obligations. Should you set up in a free zone and what are the benefits for SMEs? How can small businesses and SMEs remain compliant with employment and labour laws in free zones and the mainland? How can you best stay atop of your taxation and VAT obligations?

PANEL 6: Trading Places - Trade & Supply Chain Finance for SMEs & startups

Many SMEs trade across borders or are expanding their ranges to bring overseas commerce into their growth strategies, but many face financing challenges making deals. Banks can be forgiven for caution when extending credit, given greater risk perceptions, less enticing volumes or shorter financial track records, but could they do more to help? Have some banks already developed specific solutions for SMEs? What role can technology play in building availability of trade and supply chain financing. Are SMEs and startups actually aware of opportunities and offers in place to help them expand in this way

WHY SPONSOR?



SPONSORSHIP PACKAGES

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	15,000

CONTACT US

Nap Estampador

Group Commercial Director

E: nap.estampador@mea-finance.com

M: +971 50 1005488

Editorial contact:

editorial@mea-finance.com

For other queries:

info@mea-finance.com

Dubai office:

Building B, Al Saaha Offices, Old Town Island

Burj Khalifa District, PO Box 487177

Dubai, United Arab Emirates