

MEAFINANCE

TRANSACTION BANKING

SUMMIT 2024

KINGDOM OF SAUDI ARABIA

In partnership with  **Swift**

Optimising the Flow of Regional Business

An exclusive regional summit connecting key players from banking, finance, technology, government, fintech and business, focusing on changes and advances to the vital role that Transaction Banking plays in domestic, regional and international trade, and how institutions are gearing up to meet the needs of the region as it becomes a global commerce hub for the 21st century.

12th June 2024

Riyadh, Kingdom of Saudi Arabia



Overview

Transaction Banking – Transaction Banking, often referred to as GTB – Global Transaction Banking is more than a key revenue stream for banks and financial institutions, it is unquestionably a vital component of the trading abilities of businesses and as such, essential to the health of national economies.

With many economies across the Middle East travelling determinedly along the route to growth and development, most notably in the GCC, there is going to be an expanding need for Transaction Banking services and facilities. This in itself is a challenge, but it is also happening along with epochal change in the regional banking system as the application of technology and the use of AI becomes normal, in fact expected of our financial institutions.

If we add into this mix the fact that regional economies are driven in large part by SMEs who, with today's communications options, will be trading more expansively and in diverse locations, plus transnational initiatives and standardisation all aimed at speeding and smoothing cross-border payments, banks have a lot to focus on in their Transaction Banking business.

How are banks in our region going to adapt, compete, recruit the talent and remain profitable in the face of the changes and heightening competition they will face?

The MEA Finance, Transaction Banking Summit, 2024, will gather national and regional leaders from Banks, Corporates, Technology, Fintech and Government to address these questions in a programme of lively and highly topical panel debates. The Summit discussions will focus upon the growth of Transaction Banking across the region, its essential importance to the economies of the region and how the inevitable application of technology and AI will shape the processes and practices animating it.

More than 300 regional banking, business and technology leaders with a format bringing 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



300+

Banking, Finance, Fintech
and Technology Leaders



30+

Thought Leaders
and Market Experts



7

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



A day of Peer
Interaction and
Networking

More than 300 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 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
- 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



Provisional Agenda

8:15AM Registration and networking

9:15AM Welcome note MEA Finance

9:20AM Keynote speaker:

9:30AM **Panel 1: Outlook - Can Transaction Banking and Payments help build a future of strength for the Region?**

The Middle East can become a world leading commercial hub. Gifted with natural entrepreneurship, positive demographics and visionary objectives - such as Vision 2030, this potential must be supported by effective and secure transaction banking and payments. However, the lingering challenges of payment fragmentation, ongoing and looming geo-political crises, current interest rate regimes and the seismic changes technology will usher in, are just some of the hurdles to be overcome. How will Transaction Banking and Payments adapt to the challenges of today's world and can they, in the face of existing and future challenges, meaningfully contribute to our region's potential to become a world leading global business hub.

10:15AM **Panel 2: Taking Risk – Management and Mitigation of Risk in Transaction Banking**

Transaction Banking, seen as relatively low risk, nevertheless is subject to forces that can have negative outcomes, such as operational risks that include currency volatility and interest rate activity; increasing geo-political flare-ups or natural disasters; fraud and cyber-crime, to name some. What can be done to take away or mitigate such dangers? Will cross-border standardisation

initiatives reduce, and can technology help avert operational risk? Will AI reduce or even solve fraud risk? What opportunities are there for technology companies, in partnership with banks to prepare for or soften the consequences of events or the unexpected?

11:00AM **IN CONVERSATION WITH: Transaction Banking for a Better World –**

Having hosted consecutive COP meetings, the sustainability spotlight rests our region. Many associate the region with the natural resources industries which in turn puts further pressure on banks and financial institutions, already criticised for their role in supporting business. Banks are essential in the transition to sustainable commerce, but do the wider public or commenting media understand the real-world balancing role they must take? Because Transaction Banking and Payments touch base with trading companies and the logistics players key to the process, can it they play an influential role in fostering all-round sustainable practices?
11:30 Coffee Break (30 mins)

11:30AM Coffee Break (30 mins)

12:15PM **Panel 3: Help or Hinder? - Technology in Transaction Banking –**

Technology will command an increasingly prominent role in Transaction Banking, solving business problems by creating new efficiencies, speeding processes and offering solutions for smoothing out the rockier parts of the journey. However, there will remain parts of the process, such as cross-border bureaucracy and

Provisional Agenda

unforeseeable natural or geo-political circumstances that place obstacles and obstructions. Will technology always be a welcome tool to solve problems and salve the rough spots, or might it also add greater risk and expanded threats of cyber security and crime, especially in the payments realm?

12:45PM Lunch

1:45PM **Panel 4: Treasuring Treasurers - Business Models for Capturing a Greater Share of the Client Wallet –**

As our region's leading economies grow, so will the importance of reliable and cost-effective Transaction Banking services to the growing number of large and expanding companies and corporations. The corporate treasurers and treasury departments that will be dealing with expanded roles and responsibilities will be making greater demands on their transaction bankers. What business models will develop to make the best of this expanding ecosystem? Will adopting technology help differentiate your services or will offering a wider role to Sharia practices provide an edge in the region? Should banks make services more available to SMEs? How are you going to safeguard or increase your share of wallet?

2:45PM **Panel 5: 2027 and Beyond - Managing and Enhancing Domestic and Cross-Border Payments –**

It need not be mentioned how payments are fundamental to Transaction Banking, but it is worth discussing how payments are evolving in the region. Is standardisation and enhancement by multi-currency platforms supported by central banks having an effect? How are initiatives,

such as ISO 20022, AFAQ or Buna benefitting banks and businesses involved in regional payments? Are they helping to iron out inefficiencies with costly outcomes that delay payments, hinder the ability to manage cash flow and can cost companies sales. Can or will the 2027 target developed by the Financial Stability Board at the G20 for more transparent, cheaper and faster and accessible payments be met?

3:15PM Coffee Break

3:45PM **Panel 6: Intelligence Test - The Role of AI and The Cloud–**

With competition in the region growing, putting pressure on margins, plus the costs of risk management and compliance, can AI and the Cloud keep revenues healthy? While largely the case in retail banking, can their advantages apply to Transaction Banking? What decisions can or should a bank make between localisation or globalisation of data centres? As AI evolves, could it predict challenging situations and provide solutions to circumstances that previously would have been unavoidable or costly? How far can and will AI and the use of the cloud advance in the commission and provision of Transaction Banking?

4:30PM Wrap-up and closing (10 mins)

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 | ● | ● | ● | ● | ● | ● | ● |
| Cost (USD) | 50,000 | 40,000 | 30,000 | 25,000 | 25,000 | 20,000 | 20,000 |

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