



Under the Patronage of H.E President AbdelFattah ElSisi

Egypt hosts the Financial Technology” FinTech” Conference "Seamless North Africa" for the first time

The Governor of the Central bank of Egypt will inaugurate the conference with the participation of a number of ministers

The Conference gathers over 50 global experts and 500 participants and a large number of FinTech companies from across the globe

A Pitch off competition for the best innovative idea of FinTech startups to get introduced in the Egyptian market

Cairo- Feb 2nd – 2018 – Under the patronage of H.E President AbdelFattah ElSisi, Egypt hosts for the first time the Financial Technology” FinTech” Conference "Seamless North Africa" from 6-7 February 2018.

H.E. Mr. Tarek Amer, Governor of the Central Bank of Egypt will inaugurate the Conference, in the presence of a number of ministers and banking sector leaders and prominent officials. The Conference encompasses three key pivotal issues: FinTech, payments and e-commerce.

Driven by its ongoing quest for the latest global FinTech innovation and development, with a view to transforming to a digital economy, and consequently fostering the concept of financial inclusion, Egypt hosts this conference in partnership with the Council of Arab Economic Unity, League of Arab States, and Arab Federation of e-Commerce.

"Seamless North Africa" hosts over 500 participants internationally and locally, 50 global experts in FinTech, in addition to a diversified and large array of companies that will exhibit the latest innovations in FinTech industry from across the globe ready to be launched in the Egyptian market.

Mr.Tarek Amer Governor of the Central Bank of Egypt said that ***“The patronage of H.E AbdelFattah ElSisi reflects the state interest for transforming Egypt into a regional FinTech innovative hub. Hosting this conference in Egypt delivers an important and direct message about the unique opportunities available for this growing industry in the promising Egyptian market. The FinTech conference represents the starting point toward the growth of the usage of Fintech applications in Egypt led by the Central Bank of Egypt. Compared to traditional financial products and services, FinTech products and services are faster, efficient and cost-effective, and hence enabling a***



larger number of individuals to access and benefit from financial services. This makes FinTech one of the key pillars of financial inclusion".

The conference aims to bring together different players, such as financial institutions, startups, venture capital, accelerators and incubators, with a view to establishing an integrated FinTech- ecosystem

A pitch off competition will be held on the sidelines of the Conference, among local and international startups and FinTechs, to pitch their innovative ideas that could revolutionize the Egyptian FinTech industry. Winners will receive from sponsors of the Conference a cash prize (exceeding 250,000 EGP), as per the criteria and conditions announced. In addition, free invitation to the next "Seamless" Conference in Dubai will be awarded. A closed hearing session with experts from CBE will be held for the winner to explore the options of launching its solution in the Egyptian market.

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