

#WorldFintechShow



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# WORLD FINTECH SHOW

MANAGED BY **trescon**

5-6 DEC 2022 | INTERCONTINENTAL RIYADH,  
SAUDI ARABIA

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FIN·TACTICS



## *Unleashed: Saudi Arabia's Thriving Fintech Ecosystem*

ORGANISED BY **PERFORMANCE**  
Riyada-Evqita Co.

**EVENT REPORT**

# WORLD FINTECH SHOW AT A GLANCE

World Fintech Show, a thought-leadership-driven, business-focused event that deep dived into the latest challenges and technology trends in Saudi Arabia's financial services sector.

World Fintech Show set the standard for financial innovation in the Kingdom by connecting global fintech experts, technology innovators and startups with pre-qualified CFOs, CEOs, CTOs, Heads of Business Transformation, Chief Digital Officers, Heads of Innovation, government authorities, and fintech investors from Saudi Arabia.

The event featured exciting keynotes, enterprise use-case presentations, product showcase, panel discussions and tech talks. Attendees witnessed next-gen fintech solutions from global tech leaders and explored their relevance and impact on organisations.



## HEADLINE STATISTICS

**500+**

Attendees

**36+**

Speakers

**10+**

Sessions

**25+**

Sponsors and Exhibitors

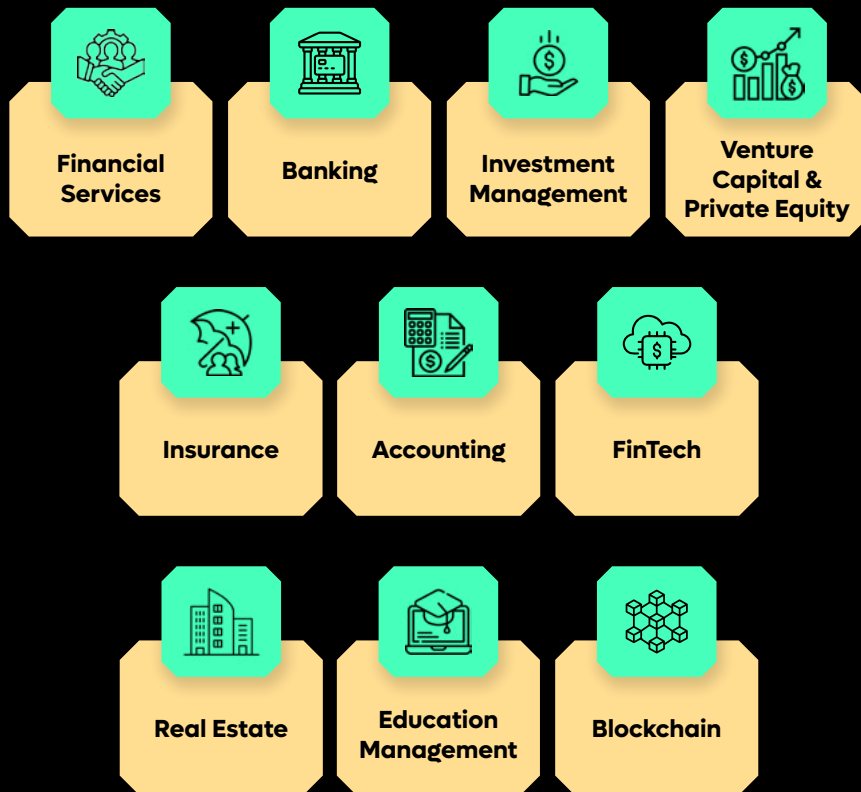
**40+**

Media and Association Partners

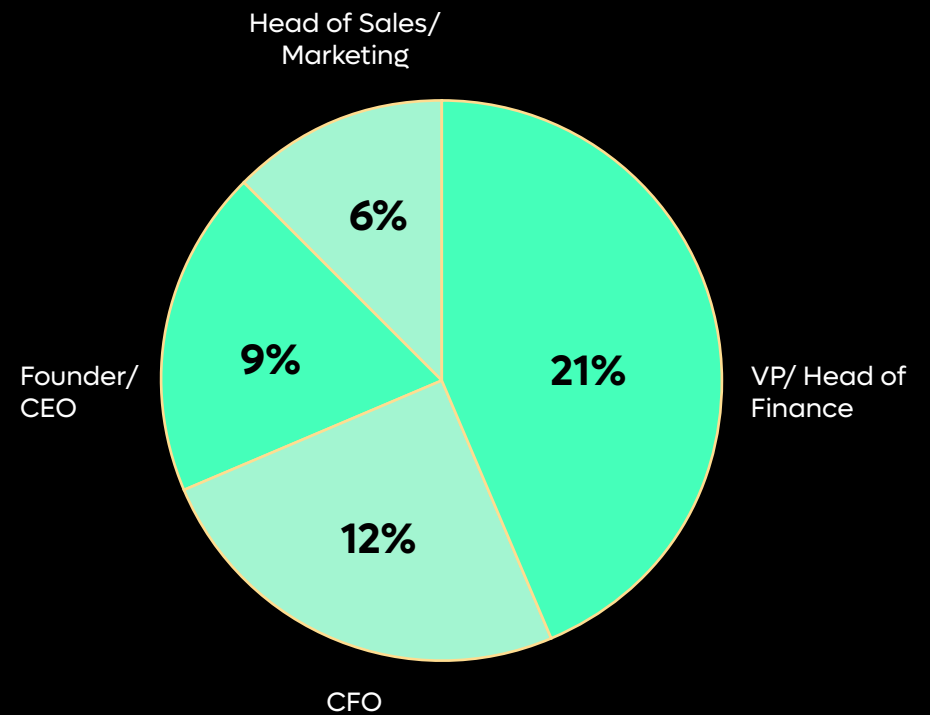
\*Total footfall across two days

# EVENT INSIGHTS

## TOP 10 SECTORS REPRESENTED

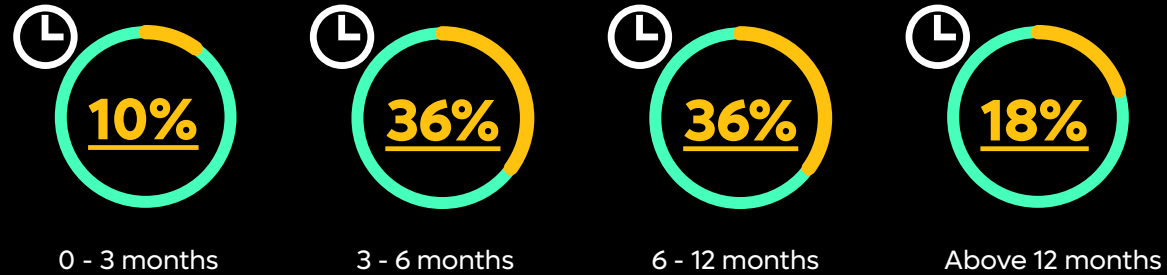


## ATTENDEE PROFILES

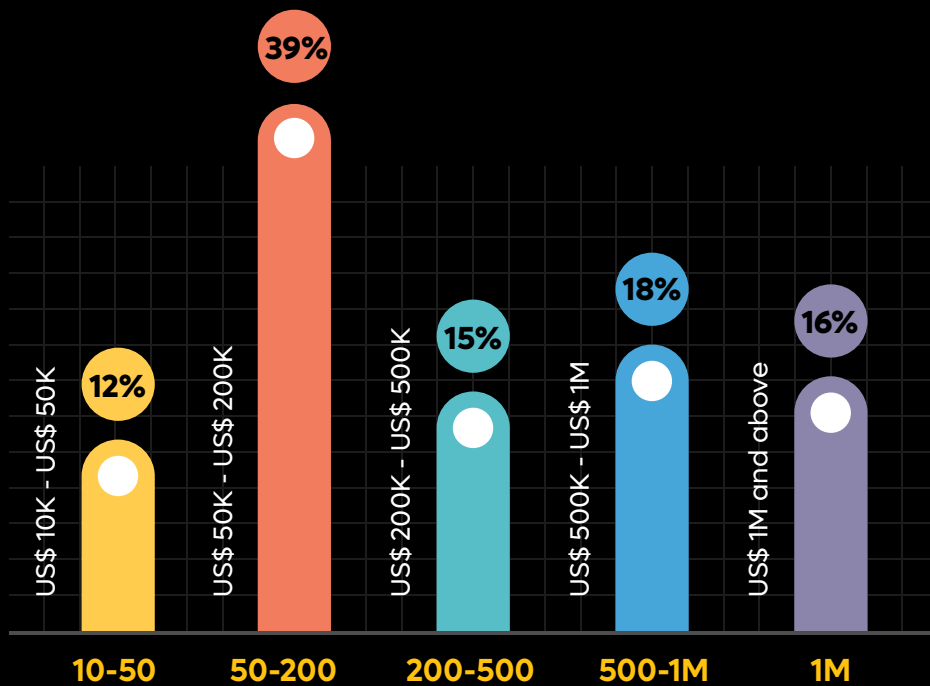


# EVENT INSIGHTS

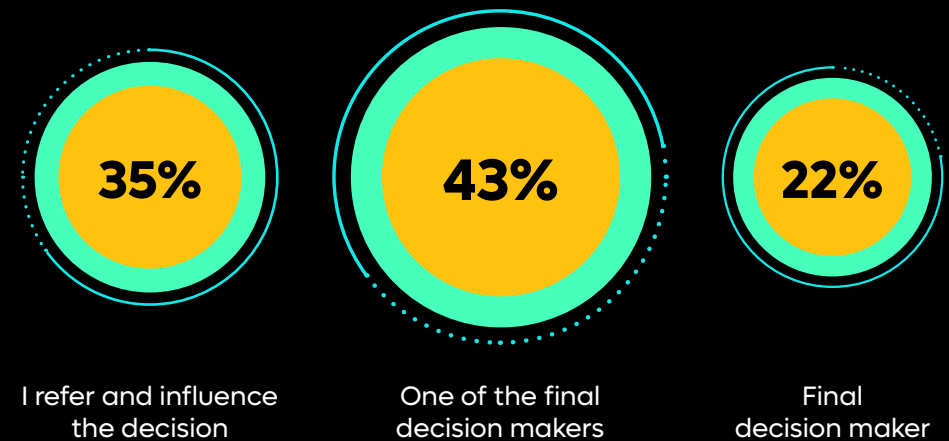
## TIMEFRAME TO SOURCE SOLUTIONS



## BUDGET TO SOURCE SOLUTIONS



## DECISION MAKING AUTHORITY





**KEYNOTE PRESENTATION**

**PRESENTATION BY WORLD BANK – FINTECH IN SAUDI ARABIA**

Issam discussed mobile money being the most common use and its huge impact on Fintech embracing the promise of fintech adopting new technologies to improve financial services, fostering fintech to promote financial inclusion and develop financial markets, adapting regulatory framework and supervisory practices for orderly development and stability of the financial system, effective usage of fintech to ensure the stability of domestic monetary and financial systems, and embracing the promise of fintech.



**Mobile money has lowered cost to access and cost to service"**

**ISSAM ABOUSLEIMAN | Country Director, World Bank**



**KEYNOTE PRESENTATION**

**THE FUTURE OF MONEY**

Sam addressed about creating brand-new concepts, ideas, and tactics to produce riches in the future, the holes that will be left by upcoming megatrends, coming up with ways to integrate technology with our current reality, and many other intriguing themes.



**Only if you do the right thing today you understand what tomorrow can be the way to go"**

**SAM KATIELA | Chairman of the Board, Crypto Valley Partners**

## Tackle real-world industry challenges to build a Fintech start-up with a viable business model



**PANELISTS:**

**RAYAN KAWARI**  
Chairman, Raazen Capital

**HUSSEIN ATTAR**  
CEO, Tech Invest Com

**AMAL DOKHAN**  
Partner, 500 Global

**GANESH  
RENGASWAMY**  
Managing Director,  
Qouna Capital

**MR. ABDULKARIM ZRIK**  
Co-Founder & Chief  
Technology Officer, Cashin

**MODERATOR:**

**HASHIM NABULSI**  
Investment Director, NEOM

The panel discussed cutting-edge developments in a variety of Fintech industries, how frontier technologies, such as distributed ledger technology and artificial intelligence, are redefining business processes and altering the course of entire industries, as well as the advantages of Riyadh as a leading Fintech hub from a technological and regulatory standpoint, along with many other fascinating topics.

## Moving towards a cashless society



The Panel discussed important subjects such as tracking expenditures while maintaining a strict budget, digital currency storage and exchange, safer and easier spending options, and more.

**PANELISTS:**

**MAJED AL ANAZI**  
Head of Trade Finance,  
Bank Al Bilad

**FAISAL AL SHIBL**  
Director, UBS Saudi  
Arabia

**JORGE SEBASTIAO**  
Head of Trade Finance,  
Saudi National Bank

**MODERATOR:**

**OSAMA BUKHARI**  
Head of Banking  
Commission, International  
Chamber of Commerce

## Strengthening the regulatory landscape: Regulatory compliance with FinTech legislations



The Panel covered topics such as fostering fair competition between established banks and emerging FinTech players, strengthening financial regulation, promoting close collaboration throughout the financial industry, including regulations that make it possible for comprehensive and effective data sharing, meeting compliance requirements, and challenges related to risk management.

**PANELISTS:**

**NASREEN AL ISSA**

Founder, Fintech Buddy  
Saudi Arabia

**FAISAL ALRUHAIMY**

Head of Risk Management,  
GIB Capital

**ASHER NAZIM**

CEO, Finamaze

**MODERATOR:**

**NABIL AL ISSA**

Partner, King & Spalding  
LLC



## Open Banking today to Open Finance tomorrow



The Panel talked on giving people access to responsible credit, adhering to legal requirements, making wise decisions about how to spend and handle money, and facilitating participation in the economy by switching from cash-based to digital transactions.

**PANELISTS:**

**SULTAN AL HAMIDI**  
Head Trade Finance,  
Global Transaction Chief  
Business Officer, Social  
Development Bank

**JASON MIKULA**  
Founder & CEO, Fintech  
Business Weekly

**KARL TLAIS**  
Founder & Strategis  
Advisor, iAdvisory

**RATEESH UPENDRAN**  
Head of Digital Delivery,  
Banque Saudi Fransi

**AAMIR JANUJA**  
Chief Product Officer,  
Spire Tech

**MODERATOR:**

**ABE KARAR**  
Chief Product Officer,  
Fintech Galaxy



## CASE STUDY

### APPLICATION OF BITFY TECHNOLOGY IN BRAZIL TO TOKENIZE ILLIQUID ASSETS AND PROVIDE CUSTODIANSHIP SOLUTION TO BANKS

Lucas spoke about how companies can use Bitfy's technologies to develop applications, he also spoke about resolutions, and problems along with giving a brief on bitcoin. He spoke about the tokenization of assets and gave examples. He ended the talk by talking about how people can have safe access to banks.

“

“If you are in a digital world it can be just you and a second party”

LUCAS SCHOCH | CEO & Founder, Bifty Holdings



## KEYNOTE PRESENTATION

### A SIMPLIFIED & CUSTOMER-CENTRIC WEALTH MANAGEMENT PROCESS TO IMPROVE FINANCIAL WELLBEING

Mehdi discussed the importance of automating consumers' financial positions, educational tools to increase financial literacy and savings, and offering a tailored experience to inspire clients.

“

What we need today is to find ways to build a technology that will allow the humans of the financial industry do what they are best at and let the machines the algorithms help them access them and do what the machines are best at”.

MEHDI FITCHALI | CEO, Finamaze

## Leveraging Big data, AI & Machine Learning across Fintech



The Panel talked on creating detailed user profiles and specific customer segmentation methods, creating reliable fraud detection systems, and improving security and real-time operational optimization that improves client satisfaction.

**PANELISTS:****YAHIA KAFI**

Head of Financial Planning & Analysis, Abdul Latif Jameel

**PREEKSHIT GUPTA**

Regional Vice President APAC & MEA, Bureau Inc

**MR. ABDULKARIM ZRIK**

Co-Founder & Chief Technology Officer, Cashin

**MODERATOR:****FAISAL AL RASHOUDI**

Head of Automation & Robotics, Al Jazira Bank



### KEYNOTE PRESENTATION

#### DIGITISING FINANCIAL SERVICES IN THE GROWING SAUDI FINTECH ECOSYSTEM

Wasif Hasan kickstarted his session by giving an overview of the measures taken to digitize financial services in the Saudi ecosystem. He also shared his critical insights on how fintech can be the main pillar of economic growth and diversification.

“

The way that fintech is taking off in KSA is something of interest to each person. To bring all the innovative minds together in one place was an opportunity I did not want to miss.” He also added that the “World Fintech Show provides an opportunity to interact between banks, fintech, corporate and government agencies, so it is pretty much a 360 view of the Fintech landscape.”

WASIF HASAN | Sr. Director Global Trade & Supply Chain, Al Rahji Bank



### KEYNOTE PRESENTATION

#### BANKING AS A SERVICE – A BOON FOR FINTECH PROVIDERS

In this keynote session Mohammad Nasrullah, Head of Transactional Banking- Arab National Bank gave an overview on Digital evolution in KSA and Fintech by categories. He also discussed about Banking as a service and it's offering and all the opportunities and challenges it's facing.

“

If you look at the larger fintech company or the mid-sized ones, they all have gone up especially the e-wallets companies, there are 3-4 million customers.”

MOHAMMAD NASRULLAH | Head of Transactional Banking, Arab National Bank

## Real time payments



The panelists first discussed about how instant access has been a game changer for individuals and businesses that need quick access then they discussed about the improved control on payments timing and moving on to discussing about the ability to move data to provide useful insights to corporate clients.

**SPEAKER:****KARL TLAIS**

Founder & Strategic  
Advisor, iAdvisory

**MODERATOR:****ANJUM MIRZA**

Head Trade Finance,  
Global, Transaction  
Banking, Saudi National  
Bank

## Anti-Money Laundering (AML) – Safeguard financial systems & customers



The panellist consisted of speakers from banking and IT industry and they shared their insights on the different measures taken to ensuring individual screening through the right database to identify anomalies or suspicious activity. These experts also shared their views on topics like saving time and money while making accurate decisions; meeting compliance obligations and challenges.

**PANELISTS:****JORGE SEBASTIAO**

Co-Founder, EcoX

**LAYLA ALARAJ**

Risk Management Expert,  
Confidential

**MODERATOR:****WAEEL FATTOUH**

Chief Information Security  
Officer, Al Jazira Bank



## KEYNOTE PRESENTATION

### MAPPING THE FINTECH LANDSCAPE IN SAUDI

Kholoud Alharbi in his keynote spoke about the best practices for mapping the fintech landscape in Saudi Arabia. He further explained how Saudi market can be benchmarked with international markets and also shared his insights on the key drivers, challenges, and opportunities in the fintech ecosystem.

“

If the FinTech sector maintains this rate of operational revenue and achieves Vision 2030's goal of 230 fintechs by 2025, the estimated total transaction size of the FinTech sector in 2025 would be around US\$27 billion per year.”

**KHOLOUD ALHARBI** | Entrepreneur Selection, & Growth and Research Insight Associate, Endeavor Saudi Arabia



## KEYNOTE PRESENTATION

### BUY NOW PAY LATER – EMBRACING DISRUPTIVE SOLUTIONS

Dr. Ahmed Elsayed, Head of Digital Delivery at Al Bilad Bank spoke at length on embracing disruptive solutions for financial freedom. He highlighted some key points on making access to credit more decentralized, democratic & inclusive. In his keynote he discussed topics such as ability to purchase items when cash is tight and saving time and providing ease of use.

“

66% of the customer prefer to use Buy Now Pay Later services.” He also added that “generation Z and Millennials are the most to make use of Buy Now and Pay Later service since they prefer to use digital services every time.”

**DR. AHMED ELSAYED** | Head of Digital Delivery, Al Bilad Bank



The way fintech is taking off in KSA, is definitely something of interest to each and every person and bringing all the innovative minds together in one place, was an opportunity I didn't want to miss.

– **WASIF HASAN**, Senior Director Global Trade and Supply chain - Al Rajhi Bank



**My experience at World Fintech Show has really been phenomenal, there was a lot of knowledge sharing, new information and insightful conversation from all the panelists. Overall, it really was an excellent event.**

– **SHEIK SALEEM**, Executive Director, Tech Proxima



World Fintech Show has been an amazing event and we have enjoyed each and every bit of it. The diversity of speakers, audience and startups with an interest to enter the Saudi market made the event very fruitful for networking and for striking business deals, especially for entities such as ourselves.

– **HAITHAM ALSAHFY**, Co-Founder and CEO - Fintactics Ventures



**World Fintech Show gave us a great platform in understanding the landscapes specifically in the fintech industry. It helped us interact and collaborate with peers and thought leaders. I personally gained a lot of insights from this event**

– **PREEKSHIT GUPTA**, Vice President - APAC & MEA - Bureau, Inc.





This has been an amazing experience so far, we had an opportunity to meet many startups, founders and investors and it has been a vibrant scene witnessed in Saudi Arabia & Riyadh

– **MOHAMMED ALMAGHLOUTH**, Co-Founder & CEO - Revival Lab



**World Fintech Show should be all around the world, we are so glad that we have been a part of the event and we will definitely continue to participate going forward**

– **RIYAZ B USMAN**, Business Development Manager - ChainUp Technology



The most important thing for us was to get into a new market. We found that World Fintech Show brings in a vast number of participants across the region, especially from the Saudi Arabia region or markets. A very targeted and right profile of people allows us to get into the market as early as possible.

– **ABHISHEK KUMBHAT**, Founder and CEO - SapidBlue Technologies



**If I would have to describe World Fintech Show in three words it would be disruptive, innovative and engaging.**

– **MEHREEN DURRANI**, Senior Business Analyst - VEON

# Startup Pitch Competition



# SPEAKERS



**GUEST OF HONOUR**  
**ENGR MANSOUR ALOBAIDN**  
Chairman, Information & Communication Tech Committee (Digital Health, Emerging Tech, Digital Education, & Cyber Security Committees), Riyadh Chamber of Commerce, **Saudi Arabia**



**ISSAM ABOUSLEIMAN**  
Regional Director, GCC Countries  
World Bank  
**Saudi Arabia**



**MODERATOR**  
**OSAMA BUKHARI**  
Head of Banking Committee,  
International Chamber of  
Commerce  
**Saudi Arabia**



**MODERATOR**  
**NABIL ISSA**  
Managing Partner,  
King & Spalding LLP  
**United Arab Emirates**



**JASON MIKULA**  
Managing Director,  
Fintech Business Weekly  
**Netherlands**



**DR. YAHIA KAFI**  
Head of Financial Planning and  
Analysis, Abdul Latif Jameel  
**Saudi Arabia**



**MODERATOR**  
**ABE KARAR**  
Chief Product Officer,  
Fintech Galaxy  
**United Arab Emirates**



**MOHAMMAD NASRULLAH**  
Head of Transactional Banking,  
Arab National Bank  
**Saudi Arabia**



**HASHIM NABULSI**  
Director,  
Neom  
**Saudi Arabia**



**JORGE SEBASTIAO**  
CoFounder,  
EcoX  
**United Arab Emirates**

# SPEAKERS



**SULTAN AL HAMIDI**  
Chief Business Officer,  
Social Development Bank  
Saudi Arabia



**RATEESH UPENDRAN**  
Head of Digital Architecture &  
Infrastructure,  
Banque Saudi Fransi  
Saudi Arabia



**MAJED ALANAZI**  
Head of Trade Finance,  
Alinma Bank  
Saudi Arabia



**KARL TLAIS**  
Founder, Strategic Advisor,  
iAdvisory  
United Arab Emirates



**HUSSEIN ATTAR**  
CEO,  
Tech Invest Com  
Saudi Arabia



**BASMAH ALSINAIDI**  
Partner,  
Impact46  
Saudi Arabia



**MODERATOR**  
**FAISAL ALRASHOUDI**  
Head of Automation & Robotics,  
Bank Al-Jazira  
Saudi Arabia



**JOOSEP VAHTRAS**  
Compliance Advisory Lead,  
Chainalysis Inc.  
Denmark



**DR. AHMED ELSAYED**  
Head of Digital Delivery,  
Bank Albilad  
Saudi Arabia



**RAYAN AL-KARAWI**  
Chairman,  
Razeen Capital  
Saudi Arabia

# SPEAKERS



**ANJUM MIRZA**  
Head Trade Finance,  
Saudi National bank  
Saudi Arabia



**MEDHI FICHTALI**  
Chief Executive Officer,  
Finamaze  
UAE



**EMON SHAKOOR**  
Founder & CEO,  
Blossom Accelerator  
Saudi Arabia



**WASIF HASAN**  
Senior Director Global Trade and  
Supply Chain,  
Al Rahji Bank  
Saudi Arabia



**FAISAL ALSHIBL**  
Director,  
UBS Saudi Arabia  
Saudi Arabia



**GANESH RENGASWAMY**  
Managing Partner,  
Quona Capital  
India



**PREEKSHIT GUPTA**  
Regional Vice President for APAC &  
MEA,  
Bureau Inc  
India



**NASREEN AL ISSA**  
Founder Fintech Buddy Saudi  
Arabia, Founder The Law Firm of  
Nasreen Al Issa,  
Saudi Arabia



**FAISAL ALRUHAYMI**  
Head of Risk Management,  
GIB Capital  
Saudi Arabia



**FATMAH BAOTHMAN**  
CEO,  
ai4ia Tech  
Saudi Arabia

# SPEAKERS



**ABDULKARIM ZRIK**

Co-Founder & Chief Technology  
Officer,  
CASHIN  
Saudi Arabia



**MODERATOR**

**WAEEL FATTOUH**

Chief Information Security Officer,  
Al Jazira Bank  
Saudi Arabia



**MODERATOR**

**SAM KATIELA**

Chairman of the Board, Partner,  
Crypto Valley Partners  
UAE



**ENG. ABDULLAH BIARY**

Chief Information Security Officer,  
United Cooperative Assurance  
Saudi Arabia



**KHOLOUD AL-HARBI**

Entrepreneur Selection, & Growth  
and Research Insight Associate,  
Endeavor Saudi Arabia  
Saudi Arabia



**AMAL DOKHAN**

General Partner,  
500 Global  
Saudi Arabia



**ASHAR NAZIM**

Group CEO,  
Aion Digital  
Saudi Arabia



**AAMIR JANJUA**

Group Chief Product Officer,  
Saudi Arabia

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# NETWORKING





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## Riyadh to host global fintech experts as the Kingdom ramps up to transform into a truly digital economy

Source: Trescon



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Centered around Saudi Arabia's national economic development strategy and Saudi Vision 2030, Trescon

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## Riyadh to host global World Fintech Show



After successfully managing DFC Fintech Week, one of the largest fintech events in the Middle East, Trescon will host its World Fintech Show taking place on 5-6 December 2022 at the Intercontinental Riyadh, Saudi Arabia. World Fintech Show is a thought-leadership-driven, business-focused event that deep dives into the latest challenges and technology trends in Saudi Arabia's financial services sector.

The show will highlight Saudi Arabia's thriving fintech ecosystem and explore some of the core fintech areas. The discussion themes will include future of fintech; sustainability; regtech; insurtech; decentralized finance; embedded finance; open banking; digital currencies; trading and corporate compliance; business regulation; digital

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Unleashed: Saudi Arabia's Thriving Fintech Ecosystem

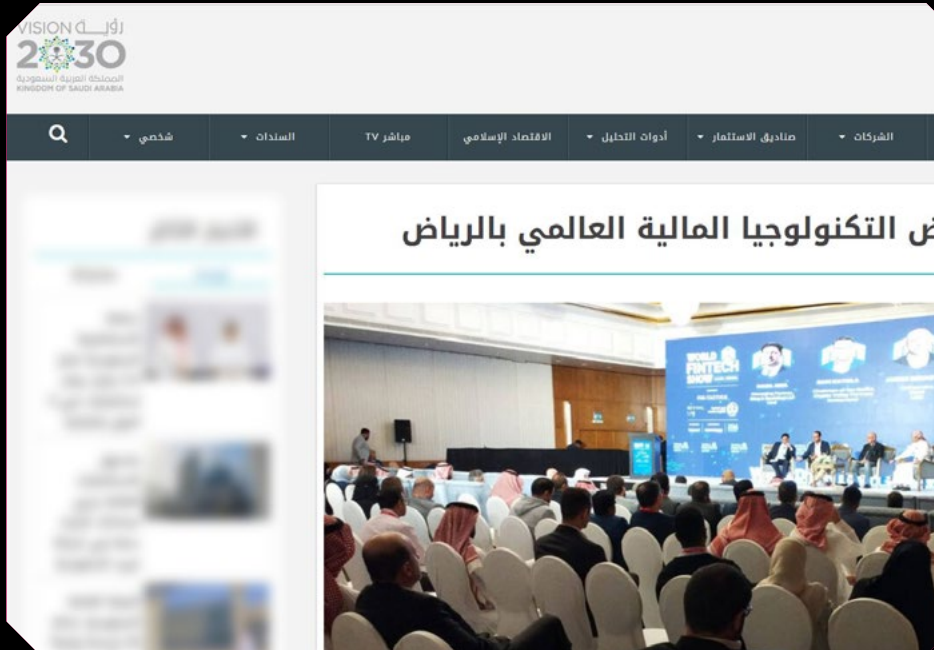
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Centered around Saudi Arabia's national economic development strategy and Saudi Vision 2030, Trescon brings World Fintech Show to the Kingdom, which aims to connect global fintech innovators with enterprises, investors, policymakers, government authorities, and collaborators to redefine and re-energize financial services by adopting the most impactful technologies.

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We welcome **Nasreen Alissa**, speaker at [#WorldFintechShow](#) - Saudi Arabia.

Nasreen has been at the forefront of legal innovation and societal development in KSA. She founded and developed KnowYourRights, a leading and unique mobile application in KSA, aimed at empowering Saudi women and helping them understand their rights.

Get fantastic insights from her talk and reserve your seats for her session at [#WFSKSA](#) right away: <https://hubs.lj/Q01tJQXG0>

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**Esteemed Speaker**

**NASREEN AL ISSA**  
 Founder Fintech Buddy Saudi Arabia,  
 Founder The Law Firm of Nasreen Al Issa  
 Saudi Arabia

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Experience an amazing talk by **Preekshit Gupta** at [#WorldFintechShow](#) - Saudi Arabia.

Preekshit Gupta is a business & technology executive with nearly two decades of industry experience providing strategic vision & leadership to both large Fortune 500 companies & early stage start-ups to take them into next level of growth & profitability.

Book your tickets now at [#WFSKSA](#): [https://hubs.lj/Q01tbX\\_D0](https://hubs.lj/Q01tbX_D0)

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**ESTEEMED SPEAKER**  
**PREEKSHIT GUPTA**  
 Regional Vice President  
 for APAC & MEA,  
**Bureau Inc**  
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**Mehdi El Amine Fichtali** will be joining us as a speaker at [#WorldFintechShow](#) [#KSA](#).

With an impressive career of almost 20 years in the financial sector, Mehdi's expertise roots back in the trading floors of London, Paris and Dubai, working with global powerhouses such as Morgan Stanley, Barclays Capital, and Credit Agricole Celyon.

Get to hear his talk at [#WFSKSA](#): <https://hubs.lj/Q01tfdV0>

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**Esteemed Speaker**

**MEDHI FICHTALI**  
 Chief Executive Officer,  
**Finamaze**  
 UAE

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Live now a Panel Discussion on 'Strengthening the regulatory landscape: Regulatory compliance with FinTech legislations' at #WorldFintechSummit

Panelist:

**Nasreen Alissa**, Founder, Fintech Buddy Saudi Arabia  
**Faisal Al ruhaimy**, Head of Risk Management, GIB Capital  
**Ashar Nazim**, Group CEO, Aion Capital

This panel is moderated by:

**Nabil A. Issa**, Partner, King & Spalding LLC

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Live now at #WorldFintechShow - Saudi Arabia!

A Panel Discussion on Tackle real world industry challenges to build a Fintech start-up with a viable business model. We are joined by:

**Rayan Al-Karawi**, Chairman, Razeen Capital  
**Hussein A. Attar**, CEO, Tech Invest Com  
**Amal Dokhan**, Partner, 500 Global  
**Ganesh Rengaswamy**, Managing Director, Qouna Capital  
**Mr. Abdulkarim Zrik**, Co-Founder & Chief Technology Officer, CASHIN

This Panel is moderated by:

**Hashim Nabulsi**, Investment Director, NEOM

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A Keynote on 'Banking as a service - A boon for Fintech pro' delivered by **Mohammad Nasr Ullah**, Head of Transactional Bank National Bank

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