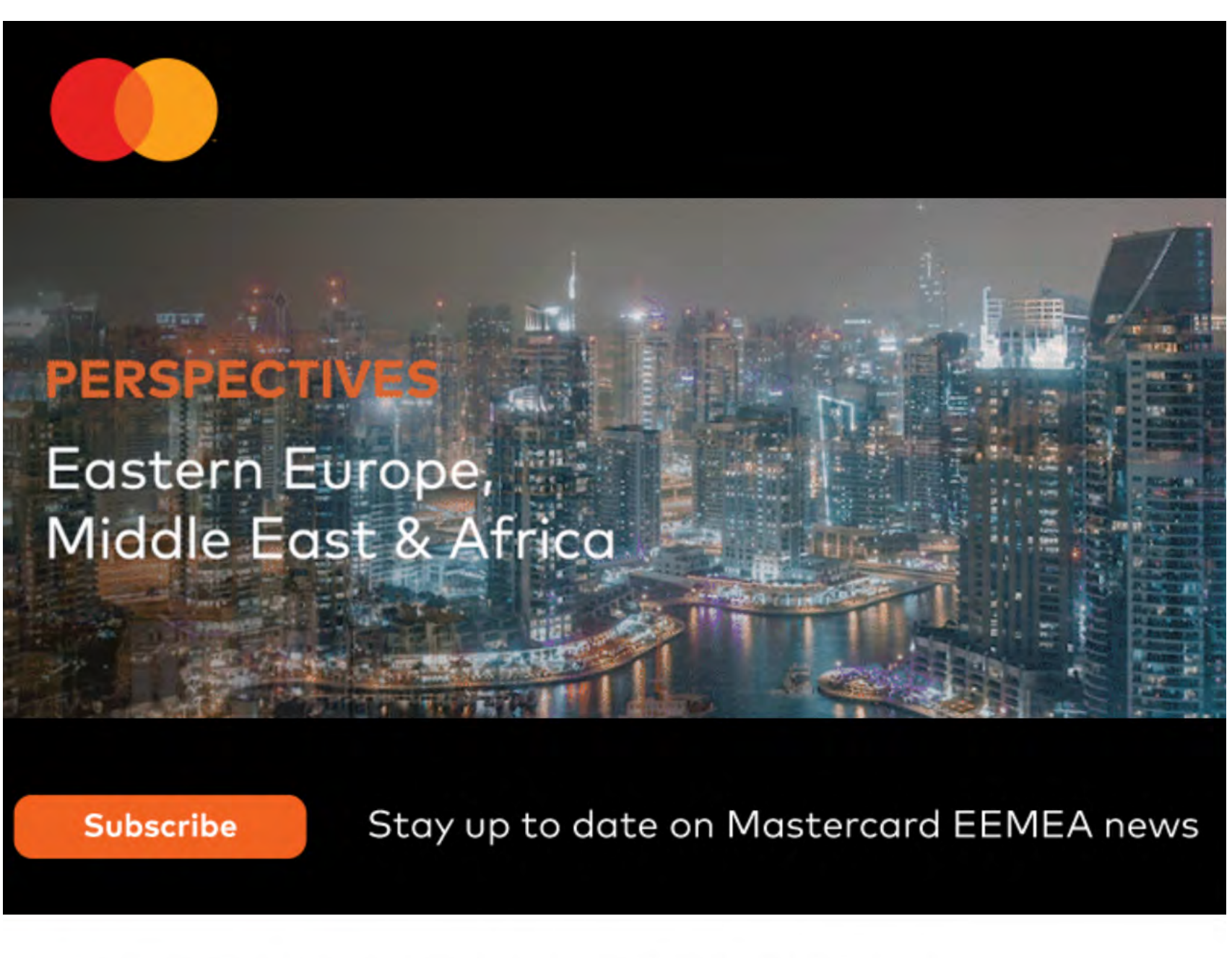


Subscribe

Stay up to date on Mastercard EEMEA news

A MESSAGE FROM OUR PRESIDENT

Welcome to the first edition of our 'Perspectives' newsletter – providing you with valuable insights about the latest announcements, news, and key trends across Eastern Europe, Middle East, Africa and beyond.

It's been both a remarkable and dynamic year. We've announced several key partnerships, introduced new technologies, and continued to propel the region's digitization journey. Additionally, we have stayed true to our commitment to be a force for good and focused our efforts where they are needed the most.

I hope you join us on this journey.

Dimitrios Dosis
President, Mastercard EEMEA

EEMEA SPOTLIGHT

Driving an ambitious digital future through partnerships

Our collaboration with e& will see consumers and businesses in 16 markets across the Middle East, Asia and Africa benefit from a variety of new technologies and user-friendly experiences. Digital financial services provided by e& operating companies are now powered by Mastercard's capabilities.

More on this →

United Arab Emirates
Sustainable Cards PLEDGE

80% of Mastercard cards in the UAE to be sustainable by 2025 as part of a world-first Sustainable Pledge

In line with Year of Sustainability – and on the sidelines of COP28 – we have taken a pledge that 80% of Mastercard cards in the market issued from 2025 will be sustainable. Our aim is to make it easier for consumers and businesses to reduce the environmental impact of their wallets.

More on this →

Ukrainian brand BEVZA launches jewelry capsule collection on priceless.com in aid of war victims

Ukrainian fashion brand BEVZA launched KALYNA, a limited-edition jewelry capsule collection designed to spotlight Ukrainian culture and provide support to children affected by the war. All net proceeds will go to finance prosthetics and towards the ongoing rehabilitation programs for Ukrainian children that have been injured in the war.

More on this →

Ushering in a decade of digital transformation in Africa with Equity Group

We have entered a 10-year partnership with Equity Group to support Africa's transition to a digital economy. The partnership aims to seamlessly integrate small businesses into the post-Covid financial landscape.

More on this →

Celebrating the 100th anniversary of the Republic of Türkiye with a Priceless campaign

We marked the 100th anniversary of the Republic of Türkiye with a Priceless campaign called 'New Faces of the Republic'. We created a commercial that leverages AI to envision the future faces of the people of Türkiye.

More on this →

BANK OF MAURITIUS

New offices open in Port Louis, reinforcing commitment to Mauritius

A new milestone achieved with the opening of the first office in Mauritius, broadening our presence in East Africa and the Indian Ocean Islands, and reinforcing our commitment to serving the emerging market with innovative financial products and services

More on this →

Izmir and Bodrum make stunning debut in 2024 MICHELIN Guide

The culinary scenes of İzmir and Bodrum made a brilliant entry in the 2024 MICHELIN Guide. One lucky Mastercard cardholder – plus a guest – got the chance to rub shoulders with the most prominent personalities of the Turkish gastronomy world.

More on this →

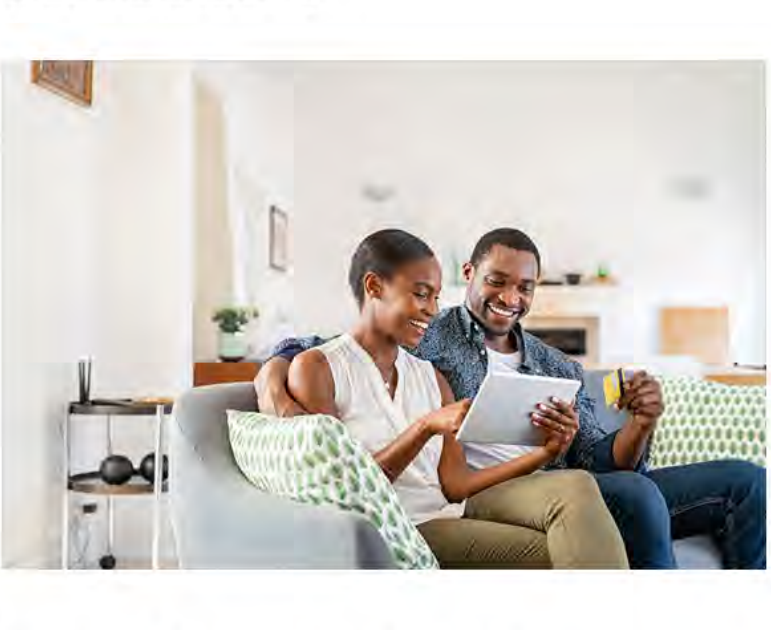
Mastercard has announced the opening of a representative office in Uzbekistan

The launch of the new office was announced at the annual conference of the European Bank for Reconstruction and Development in Samarkand. One of the largest international payment operators plans to deepen its relations with local partners and to get to know local needs better.

More on this →

Force For Good

During times of humanitarian crises, Mastercard continues to stand in solidarity with affected people around the world. From our recent efforts in Palestine to our relief work in Libya, Morocco, Turkey , and supporting wounded Ukrainians, we are actively exploring how our network, technology and collaborations with NGO partners can help maintain momentum towards lasting recovery.



Investing in local technology infrastructure

As the payments landscape continues to evolve, Mastercard has announced that it will be investing in a state-of-the-art single network processing infrastructure asset with bundled applications and services to support its ecosystem of partners in South Africa and across the SADC region.

More on this →

Empowering SMEs and businesses in Saudi Arabia with SiFi

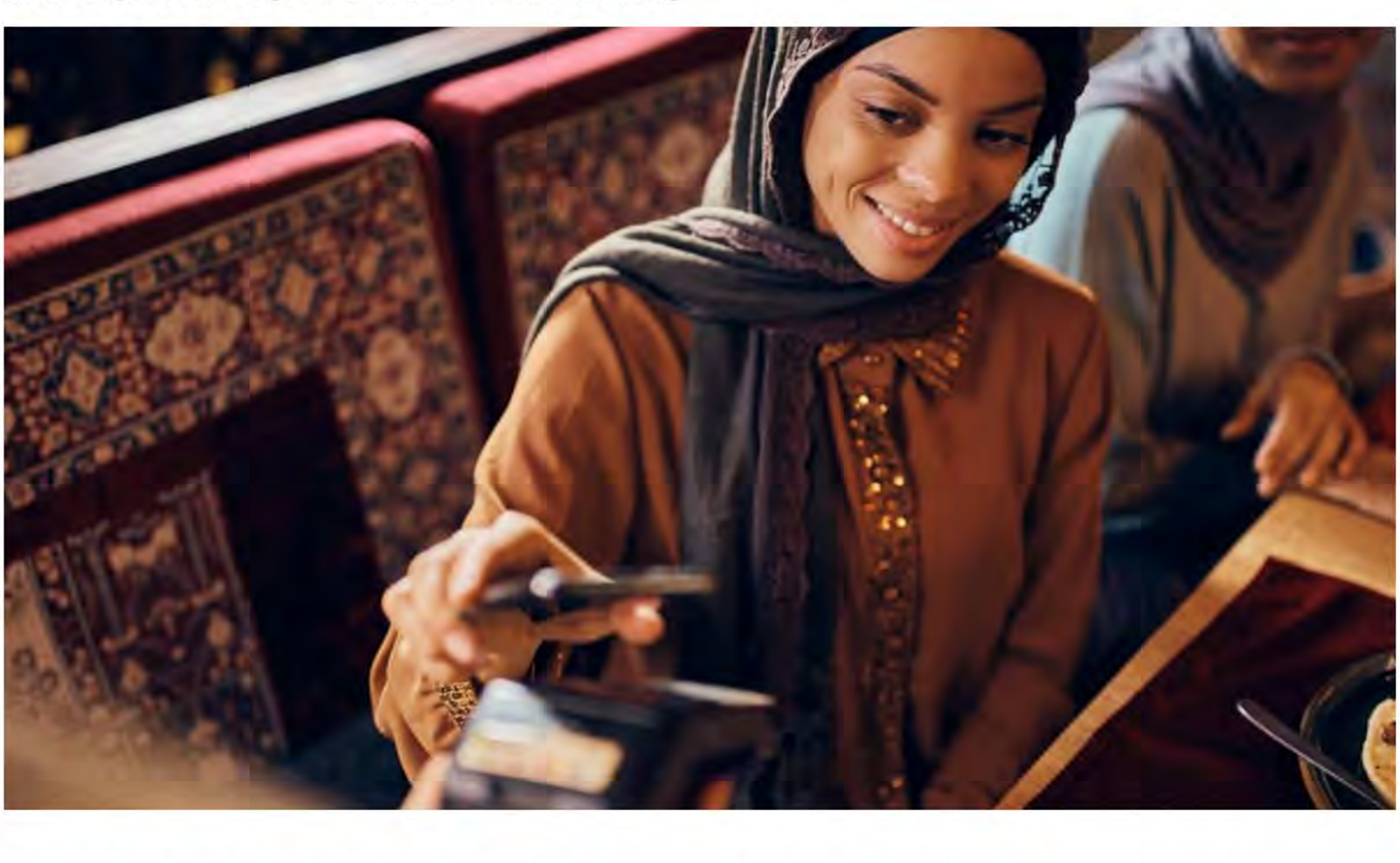
We are empowering SMEs in Saudi Arabia through our partners Alhulul Almobassatah Financial Company (SiFi) to provide a range of innovative offerings. The collaboration simplifies how businesses manage spend — to provide greater access to novel financial solutions.

More on this →

Read more

- Digitizing SMEs in the Nigerian FMCG space with Alerzo
- First Abu Dhabi Bank introduces SlicePay BNPL card in UAE
- Launching UEFA Champions League cards with Saudi National Bank

INNOVATION AND TRENDS



72% of SMEs in MENA project similar or increased revenue in 2023

From surviving to thriving in the post-COVID world, SMEs in MENA are optimistic about 2023 revenue projections. These are the findings of the second edition of the Mastercard EEMEA SME Confidence Index, which also reveals that digitization remains the biggest opportunity for small businesses in the region.

More on this →

Accelerating digital transformation with Fintech Saudi

We have signed a MOU with Fintech Saudi to advance the growth and development of Saudi Arabia's fintech industry. The announcement marks another step towards powering an inclusive digital economy and advancing entrepreneurship in the Kingdom.

More on this →

South Africa's informal economy shows signs of movement from cash

The white paper titled 'Driving Financial Inclusion In South Africa's Informal Economy: The Landscape At The Bottom Of The Pyramid' interviewed underserved consumers and SMMEs in the informal sector to identify factors enabling financial inclusion.

More on this →

Collaborating with Checkout.com to enable instant wallet top-ups for Careem

Revolutionizing UAE transactions through our partnership with Careem Pay and Checkout.com, Mastercard Send customers will enjoy instant payments, transforming the Careem app into a hub for rapid money transfers and convenient services.

More on this →

Start Path Ukraine

Ukrainian fintech companies join Start Path to accelerate growth

Mastercard has selected five Ukrainian fintech companies working on remote identification services and automation of financial monitoring reporting. The program was designed for Ukrainian fintechs to support their growth and help the country's economic recovery.

More on this →

Exploring Ukrainian resilience

Together with banks, merchants, and the Ukrainian Government, Mastercard is ensuring the entire payment ecosystem works smoothly during wartime. The company's technological solutions provide Ukrainians with access to much-needed financial services.

More on this →

Voice Card to drive financial inclusion

Mastercard have partnered with Papara to launch Voice Card — a significant step toward financial inclusion. This product empowers individuals, especially the visually impaired, to conduct secure and efficient financial transactions.

More on this →

Strengthening Airtel Africa partnership with launch of new remittance service

Mastercard and Airtel Africa announced the launch of a new cross-border remittance service, which will enable Airtel subscribers across 14 African markets to send and receive money safely and securely. Through secured transfers, and reasonable transaction costs, the platform will connect consumers to wallets in over 145 markets.

More on this →

Launching the inaugural Digital Tenge Card in partnership with Eurasian Bank

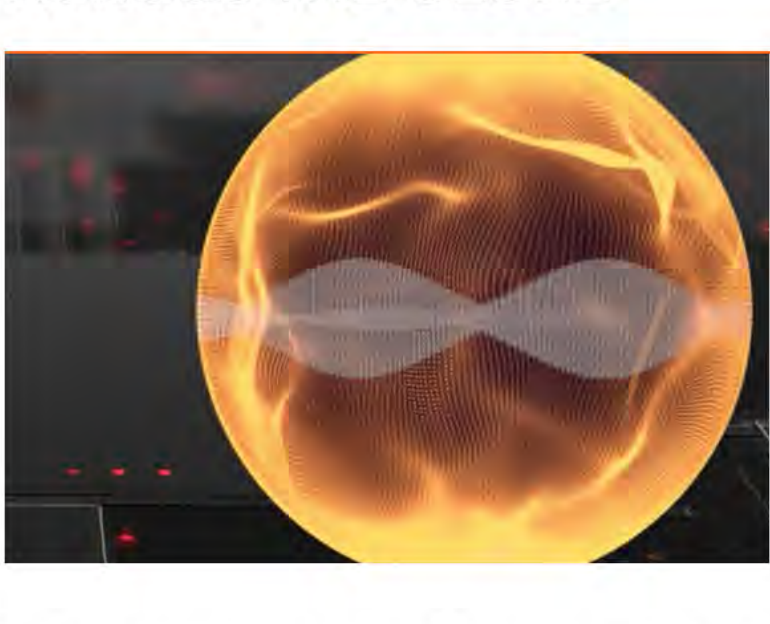
In partnership with Eurasian Bank, we unveiled the Digital Tenge Card during the XI Congress of Financiers of Kazakhstan. This card offers seamless and secure conversion of funds to the traditional Tenge currency and is universally accepted for purchases wherever Mastercard is recognized, both in Kazakhstan and globally.

More on this →

Read more

- First City Monument Bank launch contactless Tap on Phone payment solution in Nigeria
- Partnering with JazzCash to revolutionize digital payments in Pakistan
- Global Center for Advanced AI and Cyber Technology launches in Dubai

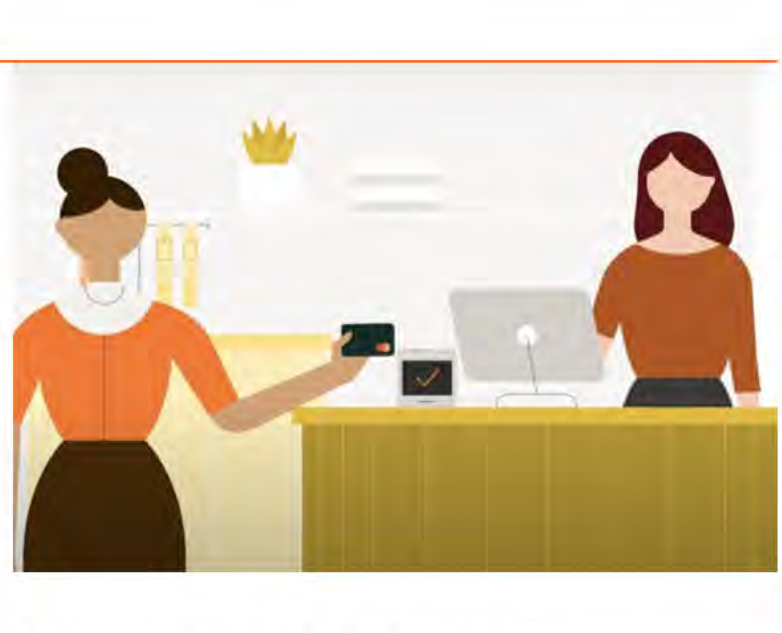
ACROSS THE GLOBE



Commerce in the age of generative AI

The latest Mastercard Signals edition explores generative AI's potential to revolutionize commerce, enhancing customer engagement, efficiency, and software development. With clear use-cases and rapid development, it's set to transform various enterprises such as banking and travel.

More on this →



Sustainable Card Solutions

In line with its sustainability commitments, Mastercard is accelerating efforts to remove first–use plastics from payment cards on its network. In a first move for a payment network, all newly produced Mastercard payment cards will be made from more sustainable materials.

More on this →

Collaborating with Paysend to enhance cross-border payments for SMEs

We partnered with Paysend, to enhance cross-border payment solutions for SMEs, addressing challenges such as delays in international transactions. Their collaborative effort, known as the "Open Payment Network," enables fast and seamless 24/7 payments between different markets, providing SMEs with greater convenience and efficiency.

More on this →

Cross-Border Services Express launched to help modernize international payments

The launch of Cross-Border Services Express complements our Cross-Border Services offering. Providing a digital-first experience, the new tool enables financial institutions to seamlessly set up international payments for their customers, including consumers and SMEs, which have a strong need for improved cross-border payment capabilities.

More on this →

2023 EVENTS

COLLABORATE
TO INNOVATE
Forbes
Forbes

Enriching discussions define the Collaborate to Innovate experience

The event explored diverse topics, from inclusive workplaces and leadership to the impact of AI, metaverse, and disruptive innovations, sparking transformative ideas in every session.

More on this →

Engaging conversations take center stage at EDGE

Centered around the theme 'Reimagining Tomorrow's Transactions,' the event brought together industry experts to explore emerging trends that will reshape the approach to digital commerce.

More on this →

Headlining Fintech Surge as key sponsor at GITEX 2023

Showcasing a diverse lineup of speakers, we took center stage at Fintech Surge to present the latest insights and technological innovations.

More on this →

Taking the Fintech Ecosystem to the next-Level

Unveiling the dynamic fintech landscape, the Fintech Forum and Fireside Conversation highlighted the industry's evolution. The event demonstrated a commitment to fostering fintech growth and development.

More on this →

Read more

- For the third year running, we sponsored and participated at the FT Africa Summit under the theme 'African Business: Creating Value'.
- Sponsoring the 7th edition of Nigeria Fintech Week, Mastercard demonstrated its dedication to fostering innovation and knowledge-sharing in the fintech sector
- Mastercard Indaba 2023 showcased the future of payments, the evolving economy, and the transformative impact of innovations on commerce.

Visit our EEMEA Newsroom to find out more stories from the region

Enjoyed this email?

Share it with someone to let them know they can subscribe here.

You are receiving this email because you subscribed on our website or via email.
We'd hate to see you go, but you can unsubscribe anytime here.

Follow the latest at the EEMEA Newsroom.