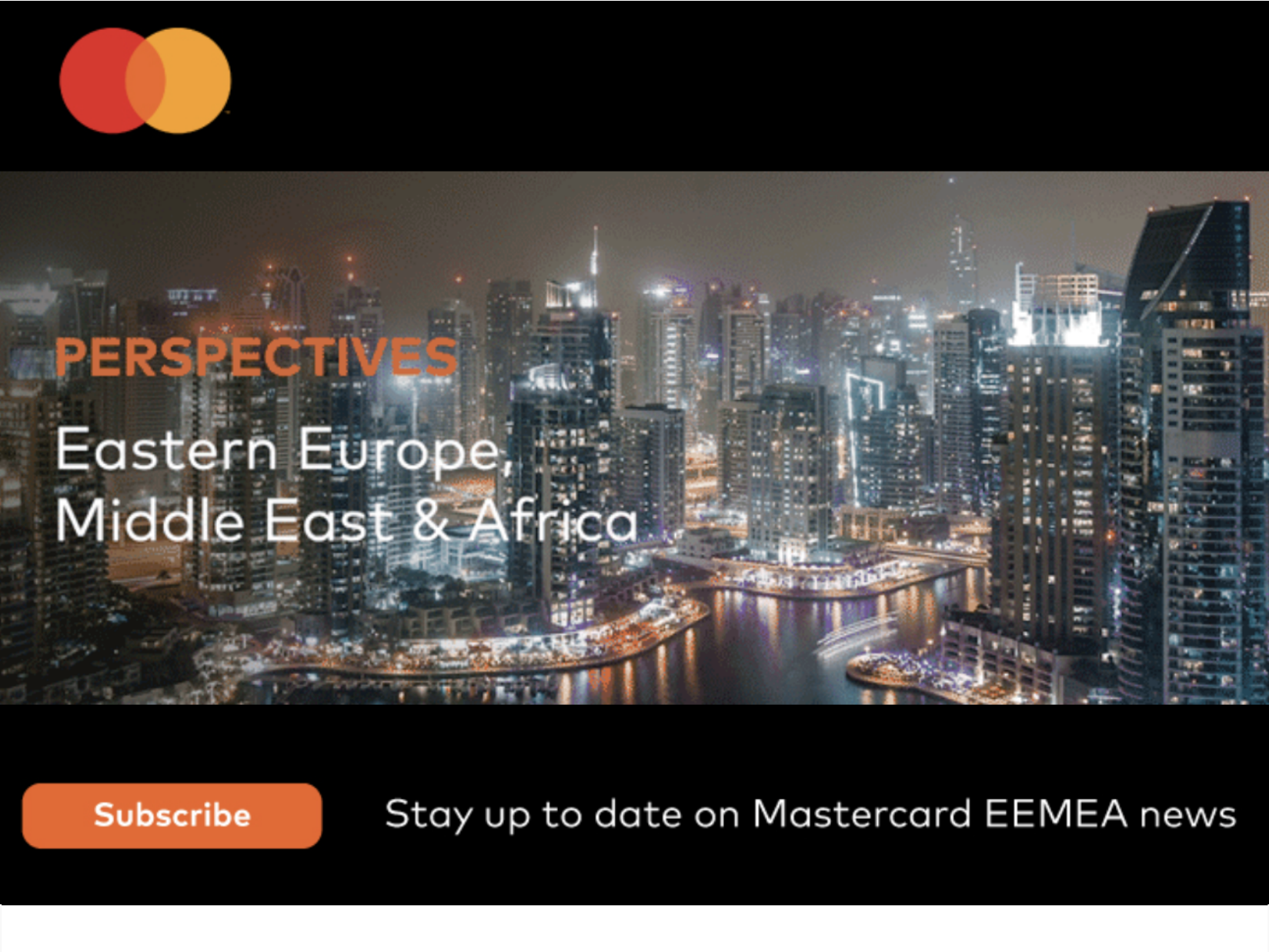

PERSPECTIVES
Eastern Europe, Middle East & Africa

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A message from J.K. Khalil, EVP, Division President of East Arabia

Welcome to this quarter's edition of our EEMEA Perspectives newsletter!

As we continue to explore new horizons in the EEMEA region, we are excited to share the strides we've made in expanding our presence and addressing the challenges that come with growth. Our commitment to innovation and collaboration has been pivotal in forging new partnerships and launching pioneering initiatives that resonate with our vision for the future.

In this issue, you'll find highlights of our dynamic projects and collaborations shaping the payments landscape, alongside reflections from recent events that demonstrate our passion for driving excellence and engaging the community.

Thank you for joining us on this journey, and we hope you enjoy this edition.

J.K. Khalil
Executive Vice President, Division President of East Arabia, Mastercard EEMEA

EEMEA Spotlight

Transforming innovative ideas into AI excellence

With a long-standing commitment to AI innovation, Mastercard, in partnership with the UAE's Artificial Intelligence Office and First Abu Dhabi Bank, led The Mastercard AI Challenge competition to empower the UAE's AI startup ecosystem.

More on this →

Reinforcing commitment to economic development in Pakistan

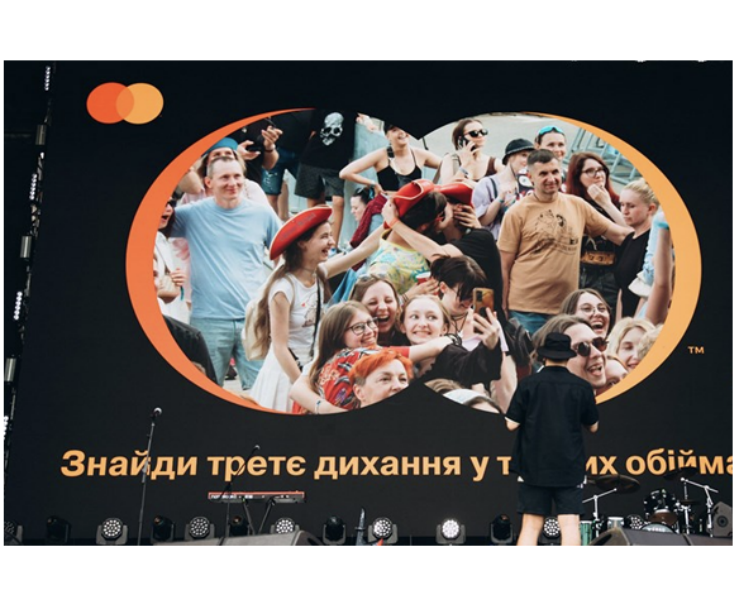
With the opening of our new office in Karachi, we continue to remain committed to the economic development of Pakistan. This move is part of the ongoing optimization of our network and the establishment of our EA division.

More on this →

Football pitches are a place for healing post earthquake-hit Turkey

We joined forces with the UEFA Foundation for Children, the international NGO Save the Children and its local partner Turkish Education Foundation to build three football pitches in the earthquake-stricken region.

More on this →



Setting records at Atlas United 2024 festival in Ukraine

As a partner of the Ukrainian music festival Atlas United 2024, we created a special space for mental health, featuring breathing practices and art therapy. We also set two Ukranian records – for the largest musical performance on percussion instruments.

More on this →

A digital-first multi-currency card with Salaam Somali Bank

Our strategic collaboration with Salaam Somali Bank introduced a digital-first multi-currency prepaid card in Somalia. This solution caters to the growing needs of international travelers and domestic communities - utilizing tokenization to revolutionize digital payments.

More on this →

Reinforcing Turkey's position as a key player in global payment ecosystem

The newly established Masterpass Technology Services Inc marks a significant milestone in Mastercard's ongoing commitment to Turkey. We remain committed to provide 40 million Masterpass users with cutting-edge products.

More on this →

Taking gaming to new heights as partner of the Esports World Cup in Riyadh

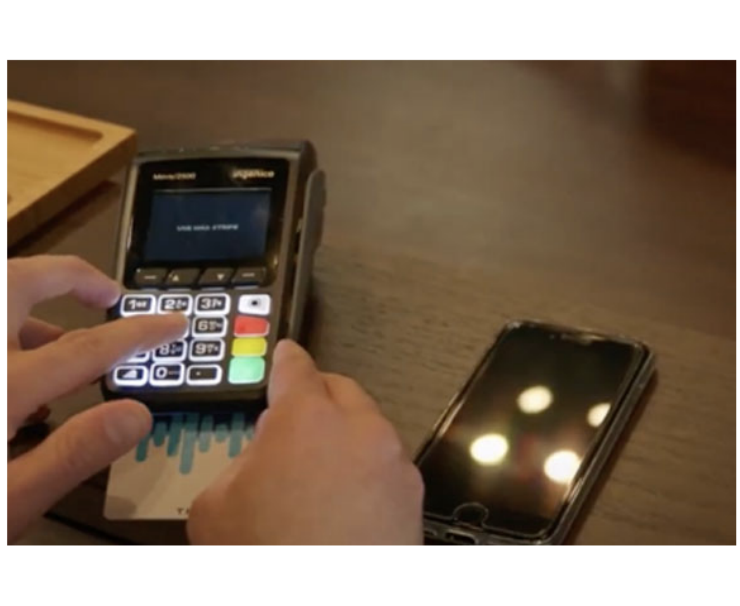
As the official partner of the world's largest gaming festival, taking place this summer in Riyadh, we curated an exciting, one-of-a-kind gaming experience to help create an accessible and enjoyable experience for all.

More on this →

Paving the way to seamless and effective business expense management with I&M Bank in Kenya

To help companies manage day-to-day expenses more effectively, we collaborated with I&M Bank in Kenya to launch the Business and World Business credit cards and comprehensive financial tools - targeting business and corporates.

More on this →



Mastercard and Ukrainian Railways adapt ticketing app for people with vision impairments

In partnership with Ukrainian Railways, we relaunched a ticketing mobile app, enriching it with features to better serve people with vision impairment. This is step further towards building a more inclusive society in Ukraine.

More on this →

Read More

- Partnering with Network International to transform UAE's commercial payments landscape
- Expanding 'Her Voice' from Saudi Arabia to Egypt
- Driving digital payments awareness among MSMEs at Nation Leadership Forum in Kenya
- Highlighting growth of South Africa's online retail sector

Innovation and Trends

Introducing Egypt's first Touch Card with National Bank of Egypt

In collaboration with the National Bank of Egypt, we unveiled the Touch Card, a groundbreaking payment solution designed to empower customers with visual impairments. The unique design features distinct notches, enabling users to easily distinguish between their cards.

More on this →

Safaricom and Mastercard partner to expand remittances and payment acceptance

Safaricom and Mastercard have signed a partnership to accelerate the adoption of payment acceptance and cross-border remittance services in Kenya. This collaboration is set to benefit over 636,000 merchants in Kenya.

More on this →

Advancing the Dubai Economic Agenda 2033 with Emirates NBD and DP World

Emirates NBD, a leading banking group in the MENAT region, and DP World, a leading provider of global end-to-end supply chain solutions, have announced the launch of a new co-branded corporate card in partnership with Mastercard.

More on this →

Partnering for progress in Egypt wage digitalization project

The Mastercard Center for Inclusive Growth (Center) and RISE (Reimagining Industry to Support Equality) announce significant progress of their joint wage digitalization project in Egypt.

More on this →

Mastercard's SDG Challenge: Solving for the Future in Bahrain

In collaboration with Bahrain's Ministry of Sustainable Development, BENEFIT, Tamkeen, and StartUp Bahrain, we empowered university students in to contribute innovative solutions.

More on this →

Accelerating the growth of digital payment solutions in Africa and the Middle East

Mastercard collaborates with fintech startup Scale to enable quicker roll-out of payment programs for fintech companies, banks, telcos, retailers and payment service providers. This will allow companies to focus on their core business and achieving profitability at speed.

More on this →

Partnering to enable Amazon Payment Services in the Middle East and Africa

Mastercard and Amazon Payment Services have signed a multi-year commercial partnership agreement to digitize payment acceptance in Middle East and Africa, across countries including Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, South Africa and UAE.

More on this →

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- ChitChat and Mastercard Launch Virtual Debit Cards
- Meezan Bank first bank in Pakistan to host Mastercard-led cyber security workshop
- barq signs agreement with Mastercard to empower businesses with advanced payment acceptance technology
- NymCard leverages Mastercard Move to offer fast and efficient cross-border payments across 47 countries

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Across the Globe

Global launch of Mastercard's Payment Passkey Service in India

We piloted the worldwide launch of our new Payment Passkey Service in India to make online shopping more secure, innovative and easier than ever.

More on this →

Joining forces with McLaren Racing Formula 1 Team

Mastercard's new partnership with McLaren Racing as a major Formula 1 sponsor will elevate Priceless Experiences, offering exclusive access to the thrills of Formula 1.

More on this →

Revolutionizing cross-border health care payment through innovation

We're partnering with the Medical Tourism Association to introduce a platform with Mastercard payment features, enhancing convenience and security in global medical tourism.

More on this →

Enabling greater digital economy benefits through Mastercard Open Banking

Our Open Banking for Lending program is expanding with Argyle, making the lending process smoother and giving consumers greater control.

More on this →

Events during Q3 2024

Celebrating Emirati Women's Day with inspiring leadership network event

In honor of Emirati Women's Day, Mastercard held a special Women's Leadership Network event themed 'Ambitions & Inspiration for the Next 50 Years'. This gathering united passionate professionals dedicated to driving positive change, celebrating the remarkable achievements and future goals of Emirati women.

More on this →

Mastercard discusses leadership in an AI world in Johannesburg

Raja Rajamannar, Chief Marketing Officer and Michael Fraccaro, Chief People Office at Mastercard shared their insights on leadership at Duke Corporate University's "Humanizing Leadership in an AI World" Conference.

More on this →

Fostering collaborations at the Mastercard Ghana Fintech Forum

Mastercard hosted the second annual Mastercard Ghana Fintech Forum, bringing together thought leaders in the fintech industry to discuss critical developments and the growing adoption of contactless payments.

More on this →

Celebrating Youth Entrepreneurship with INJAZ Al-Arab

Mastercard partnered with INJAZ Al-Arab for the 17th Young Entrepreneurship Celebration, contributing to a achievement of 1 million learning experiences.

More on this →

Inaugural Tanzania Industry Forum gathers fintech leaders

We brought together fintech leaders in Dar es Salaam for Mastercard's first Tanzania Industry Forum, exploring the evolving financial and technology landscape in the region.

More on this →

Join us at our Q4 events (Oct-Dec)

Moldova Fintech Conference powered by Mastercard | 11 October, Moldova
Join the Fintech Moldova Conference to shape the future of Moldova's fintech landscape through collaboration, innovation, and industry insights. Click here to register.

MENA Fintech Festival | 15-16 October; Doha, Qatar
Join us at the forum and gain exclusive insights into the latest trends in fintech and financial inclusion. Click here to register.

EDGE 2024 | 16 October; Dubai, UAE
Under the theme, 'The Technology Impact', the forum will host numerous thought leadership discussions delivered by industry leaders. Click here to register your interest.

Seamless KSA | 22-24 October; Riyadh, KSA
Join us at the biggest event covering the latest innovation in payments, fintech, retail, and e-commerce in the Kingdom, and connect with the industry's most innovative providers and technology leaders. Click here to register.

Kyiv International Economic Forum | 7 November; Kyiv, Ukraine
Discover key economic insights and global trends at the Kyiv International Economic Forum, where Eastern Europe's leading minds in business, government, and society come together. Click here to register.

Africa Summit | 29 - 30 October; London, UK
Engage with top minds at the FT Africa Summit, including Mark Elliot, as they explore strategies for advancing AI and technology in Africa. Click here to register.

The future of payment and commerce | 23 October; Victoria Island, Lagos
Uniting industry experts to explore trends and strategies shaping the future of transactions. Click here to register.

Collaborate to Innovate 2024 | 14 November, Dubai, UAE
This year's agenda features engaging panel discussions, keynotes, and presentations from CEOs, business leaders, and industry experts across fintech, e-commerce, retail, telecoms, hospitality, and more. Click here to register your interest.

AFIS | 9-10 December; Casablanca, Morocco
Connect with over 1,000 financial leaders and policymakers at the Africa Financial Summit to tackle sector challenges and shape a more inclusive pan-African financial services industry. Click here to register.

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