# PERSPECTIVES

## Eastern Europe, Middle East & Africa

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## A Message from our Chief Operating Officer

Welcome to the second edition of our EEMEA Perspectives newsletter!

It's been an exciting quarter as we continue to lead the way in advancing financial inclusion, providing innovative payment solutions, and creating opportunities for millions of people and businesses across the region.

In this issue, you will read more about our strategic partnerships, product launches and initiatives that are driving forward the region's digital transformation efforts while expanding our reach in payments and embracing new networks.

I hope you enjoy reading this issue.

**Khalid Elgibali**
**Chief Operating Officer, Mastercard EEMEA**

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## EEMEA Spotlight

## Partnering with First Abu Dhabi Bank to redefine the region's payments landscape

Our exclusive 10-year global partnership with First Abu Dhabi Bank (FAB), the largest bank in the UAE, builds on our longstanding collaboration in the region. The landmark deal spans four markets – the UAE, Saudi Arabia, Oman and Egypt – and covers credit, debit and prepaid card programs across the bank's consumer and commercial portfolios.

**More on this →**

## Driving financial inclusion in Sub-Saharan Africa

Mark Elliott, Division President, Sub-Saharan Africa discussed our efforts in driving financial inclusion in the region during an insightful interview with Citizen TV Kenya's Power Talk.

**Watch video here →**

## Creating a barrier-free space with an inclusive Ferris wheel cabin

In line with our commitment to fostering inclusion, we have equipped the Ferris wheel in Kyiv with a special inclusive passenger cabin, ensuring barrier-free access.

**More on this →**

şikayetvar
MASTERPASS
DIAMOND

## Launching Egypt's first UEFA Champions League credit card

Teaming up with the National Bank of Egypt, we introduced the inaugural UEFA Champions League Credit Card. This exclusive offering caters to football enthusiasts, providing NBE's cardholders with unique benefits and cashback on online purchases.

**More on this →**

## Winning Diamond at A.C.E. Awards in Istanbul, Turkey

Mastercard was recognized with a Diamond Award at the ninth Şikayetvar Achievement in Customer Excellence (A.C.E.) Awards in Türkiye. Masterpass, our digital payment solution for the secure storage of card information, received a satisfaction level score of 91.3.

**More on this →**

## Partnering with YES to empower South African youth

We reinforced our commitment to addressing youth unemployment in South Africa by extending our partnership with YES, the highest-impact private-sector-led youth employment program in the country.

**More on this →**

## Building a robust digital ecosystem with Central Bank of Jordan

Our collaboration supports the Central Bank of Jordan's broader efforts to unlock economic growth through promoting acceptance of digital payments and combatting high cash usage.

**More on this →**

CINEMA PLUS

## Elevating cinematic experiences with 'CineMastercard'

We partnered with CinemaPlus to unveil an exciting new chapter in cinematic experiences with the launch of 'CineMastercard' that brings a fusion of entertainment and cutting-edge payment innovations.

**More on this →**

## Delivering 300,000+ meals to school children in Kenya and Nigeria

This partnership with Glovo goes beyond meals - it aims to bring hope and happiness to underserved communities, creating a positive environment that enhances education and well-being.

**More on this →**

## Read More

- Expanding partnership with SadaPay to address financial needs of Pakistan's SMEs and freelancers
- Mastercard partners with Loop to launch innovative payment solutions in Saudi Arabia

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## Innovation and Trends

MoMo
from MTN

MoMo
from MTN
Tunga K
5421 7556 7890 1234
EXPIRY DATE
99/99

## Millions of Africans will have access to secure digital payments and superior user experience through multi-market partnership with MTN Group Fintech

Our joint effort with MTN Group Fintech will connect millions of people and small businesses across Africa with digital tools to transact through secure mobile payments, expanding access to the benefits of the cashless digital economy and driving financial inclusion.

**More on this →**

## Robust growth in inbound tourism spend in Türkiye

The latest Mastercard tourism trend report indicates an annual growth of 12% in volume and 63% in value of transactions made with foreign-origin cards in Türkiye in 2023.

## Powering small businesses in Africa with ‘Boost’

To provide digital payment wallets and embedded supply chain finance to empower SMEs in the FMCG sector in Africa, we partnered with B2B commerce platform ‘Boost’.

**More on this →**

**More on this →**

### Revolutionizing passenger experience at Boryspil International Airport

Our recent collaboration with Boryspil International Airport is set to transform travel with cutting-edge technology, ensuring seamless and inclusive services that elevate every aspect of one's airport journey.

**More on this →**

### Propelling Egypt's economy into the digital age with Egyptian Banks Company

Mastercard's partnership with the Egyptian Banks Company is set to play a pivotal role in shaping the digital payments landscape and contributing to sustainable economic growth in Egypt.

**More on this →**

### Unleashing AI-Powered fraud protection for 60,000+ merchants

Partnering with Network

### Partnering to drive payments innovation in East Africa

Our strategic alliance with KCB Bank

International, we're extending AI-driven fraud prevention to support over 60,000 merchants. We are strengthening transaction security, safeguarding businesses from growing fraud challenges.

**More on this →**

Kenya introduces premium card offerings and cutting-edge payment solutions, propelling financial access, empowering businesses, and spearheading a transformative era of innovation in the East Africa.

**More on this →**

## Read More

- Expanding partnership with Bank of Punjab to redefine digital payments for Pakistan's commercial segment
- Partnering with stc pay to strengthen its digital payment offerings

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## Across the globe

### Mastercard strengthens collaboration with Booking.com to remove payment friction for travel partners

Our partnership with Booking.com focuses specifically on accelerating the utilization of Mastercard Virtual Cards, aiming to simplify B2B payments and bring more flexibility to the travel experience.

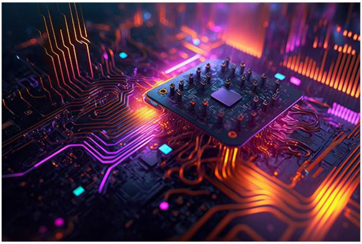
EXPLANATION OF BENEFITS
THIS IS NOT A BILL

### Mastercard is unlocking efficiencies in B2B healthcare payments through innovative partnership

To support healthcare providers and insurance companies, we are pioneering a first-of-its-kind medical claim payment solution with key partners using its innovative virtual card technology.

**More on this →**

**More on this →**



## Advanced Gen AI boosts consumer protection and revolutionizes fraud protection

Advanced Gen AI technology boosts security in the payments field. The Decision Intelligence Pro, evaluates a trillion data points within 50 milliseconds, elevates fraud detection rates by up to 300%.

**More on this →**

## Mastercard and Pagero partner to expand businesses access to digital payments

Through our joint partnership with Pagero, businesses will benefit from upfront transparency around delivery timing, foreign exchange rates, costs as well as visibility into payment status in real-time.

**More on this →**

## 2024 events (Jan - Mar)

## MENA Central Business Forum in Luxor explored challenges and opportunities in the MENA region's payments landscape

This event brought together industry leaders to envision a future where ancient innovation meets modern digital transformation. The forum explored challenges and opportunities in the MENA region's payments landscape, emphasizing the importance of diversification, digitization and partnership for growth.

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community pass

## Community Pass customer summit in Uganda paves the way for digital inclusion

The second annual Community Pass Customer Summit in Kampala, Uganda, brought together 90+ partners, featuring 20+ thought leaders dedicated to advancing digital and financial inclusion across

PANEL DISCUSSION
Can Traditional Companies Reinvent Themselves?
Khalifa AlShamsi
Mohammed Alblooshi
Omer Suner
Birce Arslan
DIFC Innovation Hub
Innovating a sustainable tomorrow

## Mastercard and DIFC Innovation Hub host thought leadership forum

Centered around the theme of 'Innovating a Sustainable Tomorrow', the leadership forum delved into the key factors required for businesses to drive sustainable growth. Industry experts unpacked how leaders use

Africa. This summit, redefined the delivery of services to underserved communities, setting a new standard for sustainable solutions.

**More on this →**

innovation, technology and collaboration to tackle environmental, social and economic challenges.

**More on this →**

## Exclusive Female Factor dinner in Dubai throws spotlight on future of leadership

An exclusive dinner brought together influential thought leaders to discuss the future of leadership. The event connected high-level female decision-makers in a networking extravaganza. Attendees delved into insightful conversations and fostered meaningful connections.

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MWC24
Circle to Search
Only on Android

## Powering Digital Transformation at Mobile World Congress Barcelona 2024

Amnah Ajmal, Executive Vice President, Market Development, EEMEA spoke at a panel on 'Fintech and Mobile Commerce Summit - Powering Digital Transformation' on how new technologies are enabling the creation of powerful, disruptive solutions.

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## Read More

- Inji Borai on leveraging innovation at 'Women For Women in Fintech' by Accelerate'Ha, FinTech Egypt.
- May Said on innovation in the banking sector at International Women Summit, Egypt .
- Inji Borai and May Said on community transformation at SHE CAN event in Egypt.
- Strive Women Program with CARE International in Pakistan on strengthening financial health of female entrepreneurs.

## Join us at (Apr-Jun)

**Female Factor CEO Dinner in Egypt**
**17 April; Cairo, Egypt**
Inji Borai, Vice President and Country Manager , Egypt along with other female thought leaders from various sectors and countries, will unite to discuss the future of leadership at an exclusive dinner. Click here to register.

**Istanbul Fintech Week**
**16-17 April; Istanbul**
Amnah Ajmal, Executive Vice President, Market Development, EEMEA, will be sharing key insights at one of the largest fintech events in Turkey. Read more here.

**WE Convention Dubai**
**20-21 April ; Dubai, UAE**
Join Amnah Ajmal, Executive Vice President, Market Development, EEMEA and Andrea Prazakova, Senior Vice President, Mastercard EEMEA, at the one of the leading forums for women leaders. Click here to register.

**World Blockchain Summit**
**22-23 April ; Dubai, UAE**
The show features presentations, use-case-studies and educational sessions by global technology providers who are showcasing their latest innovations. Amnah Ajmal will be discussing key trends, opportunities and challenges in the industry. Click here to register

**AmCham Business Summit**
**24-25 April; Nairobi, Kenya**
Save the date, where industry experts converge to forge lucrative deals and connection. Click here to register

**Arabian Travel Market 2024**
**6-9 May; Dubai, UAE**
In a panel on 'The Future of Hospitality', Amnah Ajmal, Executive Vice President, Market Development, EEMEA will discuss the trends transforming the hospitality landscape and also unveil Mastercard'. Click here to register

**Fintech Jordan Conference**
**8-9 May ; Amman, Jordan**
Discover the cutting-edge trends and innovations shaping the fintech landscape, propelling your business towards new horizons of success. Click

here to register

**Telecoms World Middle East**
**28-29 May ; Dubai, UAE**
Delve into the latest trends, connect with industry leaders, and uncover groundbreaking solutions that are shaping the telecoms sector. Click here to register

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