



3RD EDITION

AFRICA CASHLESS PAYMENT SYSTEMS CONFERENCE

Theme: Building Safer Cashless Economy and Business Communities

 **LANDMARK EVENT CENTER, LAGOS, NIGERIA**

 **November 2023**



THE CONFERENCE

The first edition was held in Accra, Ghana at Kempinski Hotel with speakers from 4th - 6th December, 2021.

The second edition of the Africa Cashless Payment Systems Conference was held on the 5th December 2022 at the Rotunda Hall of the Ministry of Foreign Affairs, Abuja, Nigeria. The event triggered the development and implementation of safe, reliable and efficient national payments systems and Financial Market Infrastructures (FMI) in Africa which is very crucial in achieving a secured, affordable, and accessible payment systems and services to help expand financial inclusion, foster development and support financial stability in Africa.



H.E. Dr. Rilwanu Lukman, former OPEC Secretary General, Posthumous FIN Award Nominee, with His Excellency Abdalla Salem El-Badri, OPEC Secretary General (2003) Vienna, Austria



L-R: Dr. Uchekukwu Sampson Ogah, Hon. Minister of State Mines and Steel, Nigeria. Mr Prakash Hinduja, Chairman Hinduja Group Europe and his wife Mrs Hinduja during FIN Award Presentation of Life Time Achievement Award.



L-R: Mr Mark Furlong, President, Forbes (Emerging Market) presenting Forbes Best of Oil and Gas Man of the Year Award to Dr. Maikanti Baru, Group Managing Director, Nigerian National Petroleum Corporation (NNPC) at the FIN and FORBES Oil & Gas event in London.... 5th December, 2017.

BENEFITS:

- Roll out the ideal cashless policies
- Serve as a platform for fintech and e-commerce business owners to learn on the latest and more updated online payment platforms/technologies
- Participants will expand their network by meeting influential top fintech executives.
- Meet leading tech-enabled financial solutions vendors.
- Visit exhibition booths for cutting-edge fintech demos.
- Listen to first hand expert advice and presentations.
- Connect with CEOs for expert advice and business incubation strategies.
- Experience cutting-edge financial products.
- Understand the nuances in the digital economy and crypto market and other digital assets.
- Meet key financial policy development stakeholders.
- Discover the latest innovations and products in the financial system.
- Have a one on one audience with cyber security experts.

ATTENDANCE:

Approximately 35 countries are expected to participate in this event. There will be 50+ Banking solutions exhibition booths, top e-commerce firms, payment platforms, top presentations by expert/speakers, group projects, workshops/training, Panel Discussions and award reception

ATTENDANCE:

Features

Attendee Demographics

- 100+ INDUSTRY SPEAKERS
- 75+ EXHIBITING COMPANIES
- 35+ COUNTRIES
- 2000+ ATTENDEES
- 200+ DECISION MAKERS
- 100+ COMPANIES

- Keynote addresses from respected industry leaders
- Dynamic live roundtables (Q&A)
- Breakout Sessions
- Roundtable Discussions
- 1-2-1 Networking
- Fireside Sessions
- Exhibition Pavilion
- Award/Gala Night Reception
- Lectures & Presentations
- Extensive networking opportunities
- Exhibitions
- FIN Award

SUMMIT MARKET BENEFITS

- Will create platforms where top bankers, bank owners, Central Bank Governors, stakeholders in the banking sector and all players in the financial industry to bring up solutions, generate new ideas/innovations to tackle some of the challenges facing this banking sector and the financial institutions at large.
- Exhibitions of new banking technology products, solutions and processes.
- Secure, integrated re-usable set of product components covering transactional banking, backend processes and channel system.
- Get comprehensive service offering good for retail banking across internet banking, mobile banking, and ATMs — configured in a very short term.
- Tailored offerings for corporate customers across Trade Finance, Cash Management, Salary Processing, Integration with Corporate Host Systems
- Easy-to-use business process rule engines which allow users to align the framework to suit their functions
- Easy to deploy and manage both on-shore and off-shore models with interconvertibility
- Several technology solutions across core banking, channel banking, risk and compliance (Risk, AML, etc.), financial inclusion, rural/agric/micro banking, retail lending, treasury and payments – both domestic and international, across geographies and currency.

Expected participants include:

- Central Banks governors
- Ministers of Finance
- Finance corporations
- Government Financial agencies
- Fintech Experts
- Global IT Technicians
- Bankers
- Policy Makers
- Central Bank Officials
- E-commerce firms
- Payment Solutions firms
- Governmental Agencies

TOPICS TO BE DISCUSSED

1. How to strengthen the Cashless Financial Systems in Africa;
2. Expand Financial Inclusion And Infrastructure Across Africa;
3. Strengthen And Support The Capacities And Development Of The Financial Institutions In The Continent;
4. Introduce New Technologies And Strengthen Financial Infrastructure Across Africa; Introduce New, Faster And Secured Electronic Payment Systems;
5. Tackling Theft In The Financial Sector;
6. Tackle Digital Financial Insecurity And Data Protection;
7. Chart Ways For Curbing Illicit Financial Flow From Africa;
8. Expose New Marketing And Growth Strategies For Entrepreneurs In A Digitized Economy; Unveil Risks And Opportunities In A Cashless Monetary System;
9. Expose Investment Opportunities In Cashless Financial Infrastructure For Africa;
10. Upgrade African Financial Payment System To Global Standard;
11. Bring More Investment To Africa And Curb Illicit Cash Flow From Africa.
12. Developing A Road Map On The Cashless Economic Future Of The African Continent.

INVITED SPEAKERS FOR THE CONFERENCE



Hon. Chipoka Mulenga
Minister of Commerce Trade
and Industry, Zambia
(TBC)



Dr. Ernest Addison
Governor, Bank of Ghana
(TBC)



H.E. Samaila Zubairu
President & CEO,
Africa Finance Corporation
(AFC)



John Alan Kyeremantem
Minister Of Trade
(TBC)



Prof Isa Pantami
Minister, Communications
And Digital Economy,
Nigeria (TBC)



Dr. Akinwumi Adesina
President, African
Development Bank (TBC)



Prof. Benedict Oramah
President And CEO
AFREXIM Bank (TBC)



Ursula Owusu-Ekuful
Minister, Communications And
Digitalization, Ghana (TBC)



Mrs. Vera Esperanca
Minister of Finance,
Angola. (TBC)



Ebenezer Onyeagwu,
CEO/MD, Zenith Bank
(TBC)



Yemisi Edun,
MD, First City Monument
Bank (FCMB) Limited
(TBC)



Mr. Abdulrasheed Bawa
Chairman Of Economic And
Financial Crimes Commission,
EFCC (TBC)

CONFERENCE FEES AND REGISTRATION

Register online via cashlessafrica.org

CALL FOR PAPERS

Submission deadline for Abstract: August 20th 2023.
Submission Email: admin@cashlessafrica.org

SUBMIT A PRESENTATION OR PAPER

We will accept:

- Proposals for expert presentations on current challenges or important trends in Fintech in Africa.
- Academic papers or extended abstracts on any of the topics listed below or related topics, or
- Proposals for discussion sessions on any of the topics listed below or related topics.

All abstract should not be more than 1000 words. We accept submissions in Word, PDF, and PowerPoint format. In line with the conference's goal to build a dialogue among all relevant actors, we encourage submissions from individuals and organizations from underrepresented voices and from a diverse range of countries and backgrounds.

FOCUS AREAS



**PAYMENTS
& BANKING**



INSURTECH



**REMITTANCES/
CROSS-BORDER
EXCHANGES**



INVESTMENT



TELECOMS



**WEALTH
MANAGEMENT**



CRYPTO & DEFI



MOBILE MONEY



**DIGITAL
SAVINGS/CREDIT**



REGULATION



FINTECH



TECH STARTUP

FIN UPCOMING EVENTS



Under the High Patronage of
His Majesty King Mohammed VI
King of Morocco



His Majesty King Mohammed VI
King of Morocco



H.E. Laila Rahhal El Attani
Founder & President Business Gate
& the Global President of ESC, D'Bank, UAE



Gov. Abdellatif Joudarti,
Central Bank of Morocco;
Bank Al-Maghrib



Mrs. Fatmah Nedja
Hon. Minister of Economy
and Finance, Morocco



Dr. Iyabo Mische
Director General, B-24



Hon. Liu Kun
Minister of Finance
People's Republic of China



Gov. Yi Gang
The People's Bank of China



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BANKING ON EMERGING MARKETS FORUM 2023

EUROKNOWLEDGE AWARD RECEPTION

THEME: Unlocking Emerging Market Opportunities

DATE: 10th October, 2023.

LOCATION: Marrakech, Morocco

FOR PARTNERSHIPS AND AWARDS NOMINATIONS

Contact: dominic.a@finmagazine.com, Tel: +44(0) 207 692 5669
aorobike.tolulope@finmagazine.com, +234 703 526 9532



**FIN TRADE / INVESTMENT &
LEADERSHIP FORUM &
AWARD RECEPTION 2023**

THEME: POWER FOR AFRICA



DATE: 23 SEPTEMBER, 2023
VENUE: NEW YORK, USA

For Sponsorship and Registration contact:

dominic.a@finmagazine.com cc:
admin@finmagazine.com,
or call +234 (0) 81 3070 8359
+44 (0) 744 142 8496

SPONSORSHIP CATEGORIES AT FIN CASHLESS AFRICA SUMMIT

PLATINUM SPONSOR

- One Keynote & 3 Panel Speaking Slot
- 10 free in-person attendee passes
- Key feature on Event Press Release Campaign
- 2 Page advert in Event Brochure
- Placement of Content in Delegate Bags & Chairs
- Physical Exhibition Booth (largest space)
- Company Video played 2 times during Event
- 4-customized email to 9000+ Database
- Branding of Registration Stop-Point-Booth with your Company Logo
- Post event marketing to Delegate Lists emails
- - 3 C-level Media Interviews on event day.

\$30,000

GOLD SPONSOR

- One keynote & 2 Panel Speaking Slot
- 7 free in-person attendee passes
- Comment on Event Press Release Campaign
- 1 Page advert in Event Brochure
- Placement of Content in Delegate Bags & Chairs
- Physical Exhibition Booth(second largest space)
- Company Video played once during Event
- 2-customized email to 9000+ Database
- 3 C-level Media Interviews on event day.
- Post event marketing to Delegate Lists emails

\$20,000

PLATINUM SPONSOR

- Silver sponsor logo placement across all collateral
- - 1 Panel Speaking Slot
- - 4 free in-person attendee passes
- - 1 Page advert in Event Brochure
- - Placement of Content in Delegate Bags & Chairs
- 2-customized email to 9000+ Database
- 2 C-level Media Interviews on event day.
- Exhibition booth

\$15,000

BRONZE SPONSOR

- Bronze sponsor logo placement across all Collateral.
- - 2 Panel Speaking Slot
- - 3 free in-person attendee passes
- - Half (1/2) Page advert in Event Brochure
- 1-customized email to 9000+ Database
- 1 C-level Media Interviews on event day.
- Exhibition booth

\$8,000

CASHLESS AFRICAN CONFERENCE & EXHIBITION MARKETING STRATEGIES.

For Brand Maximum Visibility

(Enable these for Banking on Emerging Markets in Marrakech, Morocco, October 2023)



MINISTERIAL ROUNDTABLE

The Ministerial Roundtable at the Cashless Africa Conference is a high-level gathering of government officials and policymakers from African countries who come together to discuss and address key issues and challenges related to the advancement of cashless and digital payment solutions across the continent. The main objective of the Ministerial Roundtable is to foster collaboration and cooperation among African governments, financial institutions, technology providers, and other stakeholders in promoting the adoption of cashless payment systems. This includes various digital payment methods such as mobile money, digital wallets, contactless payments, online transactions, and other electronic payment channels. Sponsor Benefits



MARKET ACCESS ROUNDTABLE

Market Access/Market Entry at the Cashless African Conference refers to a dedicated segment or session within the event that focuses on exploring opportunities and strategies for businesses and organizations seeking to enter or expand their presence in the African market related to cashless and digital payment solutions. The focus is on discussing the challenges and potential solutions that companies might encounter when trying to enter the African market with their cashless payment products, technologies, or services.

Request integration: \$10,000



BRAND MATCHMAKING OPPORTUNITIES

With investment, government & business leaders arranged throughout the 3-day Conference. If there are decision makers you would like to meet, who are not already attending Cashless Conference, our team can send out personalized invites.

Use the mobile App & Sponsor Benefits



BRAND EXCHANGE VISIT

The exchange brand visit at the FIN African Cashless Conference will serve as an ingenious marketing gimmick to promote and showcase your brand to international guests. With our concierge offer for African Brands who would like to meet and have the opportunity to visit your office in Nigeria as host country of the event. To do businesses and forge partnerships. The team will facilitate and secure meetings with your key prospects.

Request integration: \$6,000



LOBBYING & FACILITATION

Each sponsor will have their own lobbying, business development, strategic and investment related goals. Our customer success team will work with you hand-in-hand to ensure your objectives are met.

Sponsor Benefits (Budget based on Lobbying case)



PRE-EVENT BRAND ACTIVATION

Pre-event brand activation is crucial for consumer integration as it creates anticipation and excitement among the target audience, building a sense of connection and involvement even before the event takes place. By leveraging pre-event brand activation strategies, businesses can foster a deeper sense of affinity with their audience, establishing a strong emotional bond that translates into long-term loyalty and advocacy. Utilizing pre-event brand activation effectively can significantly boost sign-ups and mobile app downloads, as it allows companies to showcase the unique value proposition of their offerings and entice potential customers to take action ahead of the event. Through strategic pre-event brand activation, companies can generate a buzz around their brand, products, or services, increasing visibility and ensuring a higher level of engagement during the actual event, resulting in a more impactful and successful overall marketing campaign.

Request integration: \$5,000



CEOs ROUNDTABLE

Recognizing a burgeoning need for top-level executives to meet, network with peers, and discuss their business challenges, successes, and opportunities, CEOs and top decision-makers demand a high return for their time. To ensure their investment is achieved, The CEO Roundtable limits attendance to top decision-makers from participating companies centered around the goal of learning from one another's experiences through a facilitated roundtable conversation to be chaired by a high ranking industry CEO.

Participation Fee: \$1,000 & Sponsor Benefits



PROJECT
SHOWCASE

PROJECT SHOWCASE

This event gives sponsors the opportunity to share projects with us that require external funding, technical partnership, government sponsorship, policy advocacy and lots more. Our customer success team is willing to create specialized marketing gimmicks to better advertise sponsored projects.

Request integration: \$1,000 & Sponsor Benefits



DEALMAKING ROUNDTABLE

In the evening of the first day of Cashless, preselected sponsors, government, business and investor participants will meet in reserved areas to close deals and form partnerships.

Request integration: \$1,000 & Sponsor Benefits



PRE EVENT PR + NETWORKING

Sponsors will be featured in major global publications, showcasing your innovations in the market. Furthermore, dedicated conversations will be arranged with government, business and investment leaders. This ensures maximum ROI during the 3 days Cashless Summit:

Use the mobile App & Sponsor Benefits



SIGNATURE SPEECHES

A core theme of Cashless is to inspire government, business leaders and investors to partner with you, to innovate, and accelerate development. As such, Signature Speeches are designed to rally stakeholder action post Cashless, and adopt a futuristic element to inspire the audience. Thus solidifying sponsor relevancy in the eyes of decision makers.

Sponsor Benefits



AWARD NIGHT

Day 3 of Cashless, will end with our Award night, featuring celebrity performances. Our gala dinner will present ample networking opportunities, with dedicated concierge support, to ensure you are able to meet the decision makers most relevant to you.

Sponsor Benefits



EXHIBITORS ENJOY THE FOLLOWING BENEFITS:

Exhibiting at the Cashless African Conference can offer several benefits for companies and organizations involved in the cashless and digital payment industry. Some of the key advantages of having an exhibition booth at the summit include:

- Increased visibility to potential clients, partners, investors, and stakeholders.
- Networking opportunities with industry leaders, decision-makers, and experts.
- Platform to showcase cashless payment products and technologies to a targeted audience.
- Gathering valuable market feedback and insights for market research.
- Enhanced brand reputation and credibility within the industry.
- Lead generation through capturing contact information and inquiries.
- Showcasing innovations for a competitive advantage.
- Educating the audience about the importance of cashless payments.
- Attracting media and press attention, leading to additional exposure.
- Opportunities for new business growth and market expansion.

Strategic planning, an attractive booth design, and effective attendee engagement are vital to maximizing the benefits of exhibiting at the conference.

Sponsor Benefits



ENTRY PROCEDURES: CRITERIA FOR AWARD NOMINATION

Nominee's selection takes time, and the reason for this is simple: Our key goal is to nominate those who have demonstrated peerless accomplishments within the FINTech and IT sector. In order to be selected for the Award and to become an eventual winner each individual would have shown the following qualities:

- Courage in the company start-up story
- Leadership Vision
- New FINTECH/IT ideas
- Demonstrable impact of the company, industry and business on the economy general;
- External benchmarks: Customer value and shareholder values;
- Innovativeness;
- CEO respect/beacon of excellence/reputation;
- Sustained performance;
- Employee engagement and leadership development;

HOW TO APPLY AND REQUIREMENTS NEEDED TO WIN THE AWARD

Deadline for FIN Cashless Award Nomination: September 30th 2022.

Submission Email: award@cashlessafrica.org

THE AWARD CATEGORIES ARE:

1. FIN Cashless Company of the Year
2. FIN Digital Product of the Year
3. FIN Cashless Entrepreneur of the Year
4. FIN Cashless Product Consumer of the Year
5. FIN Security Product of the Year
6. FIN Cashless Policy of the Year
7. FIN Mobile Product of the Year
8. FIN Digital Investor of the Year.
9. FIN Cashless Economy Promoter of the Year.
10. FIN Digital Start-up Award.
11. FIN Exceptional Leadership Award
12. FIN Outstanding Fintech CEO of the Year Award
13. Outstanding Cybersecurity personality of the year
14. FIN Public Service Officer of The year Award
15. Emerging IT firm
16. Outstanding Customer Service Award
17. FIN Digital Company of the Year
18. Digital Personality of the Year
19. FINTech. Company of the Year
20. FIN Leading Institution in Digital Technology
21. Innovative Start-up in Digital Finance
22. Outstanding E-Commerce Personality Platform
23. FIN Digital Cognitive Strategist.
24. FIN Enterprise Technology Service Provider.
25. Cashless African Personality of the Year

READY TO WIN BIG? Here's how to enter for the prestigious Cashless Africa Awards!

1 Nominate yourself or someone worthy! Share their CV and compelling reasons for their deserving award in any category, along with a snazzy 2-minute video! Email it all to award@cashlessafrica.org.

2 Make it official! Follow FIN on LinkedIn: <https://www.linkedin.com/company/foreign-investment-network>

3 Get social with us! Follow FIN on Instagram too: <https://www.instagram.com/foreigninvestmentnetwork>

4 Watch out for the spotlight! Your video will shine on both LinkedIn and Instagram with the #FINAfricanCashlessConference2023 hashtag!

5 Go viral! Share your hash tagged video on ALL your social platforms!

6 Power up your votes! Drive social media engagement with likes, comments, and shares!

Note: Successful nominees receive an official Nomination letter from FIN. And remember, pre- or post-nomination media promotion comes at a cost! (Request integration: \$5,000)

Are you up for the challenge? Let's make this an awards gala to remember!



EVENT FOCUS
LEADERSHIP IN NATION BUILDING
 House of Lords, London
 Date: 18th September, 2023
 Time: 9am

dominic.a@finmagazine.com cc; admin@finmagazine.com, or call +234 (0) 81 3070 8359, +44 (0) 744 142 8496

FIN **Forbes** **VPN** **CNBC** **CHANNELS**

www.euroknowledge.org

Previous Events Organized by FIN

1. Partner, African Bankers Award, India 2017.
2. Sole coordinator of Forbes event in Zimbabwe, 2017
3. The Petroleum Industry Award, Vienna, 2013.
4. International Conference on Boosting Nigeria Non-Interest Banking and Islamic Financial Services Market: Evolution & Growth Prospects and D-8 Central Bank Award, Istanbul-Turkey, 2011
5. Agribusiness Forum India, 2010.
6. Post Amnesty Investment Forum, Port Harcourt, Nigeria - 2010.
7. African Petroleum & Energy Forum, China, 2010.
8. African-Dubai International Business Conference, Dubai, 2009.
9. Fund raising for Turai Yar'Adua Cancer Center, Abuja 2008.
10. Annual Global Entrepreneurship Monitor, (GEM), London, 2007.
11. China Solid Minerals Investment Forum, Beijing, China, 2007
12. First Annual African Petroleum, Energy and Mining Forum, Brussels, 2005
13. International Trade and Investment Conference, Sun City, South Africa, 2004.
14. FIN Petroleum Summit, Abuja, Nigeria 2019
15. FIN Philanthropy and Award Ceremony 2020
16. FIN Philanthropy and Award Ceremony 2021
17. FIN Trade & Investment Forum, Burj Al Arab Hotel, Dubai UAE 2021
18. FIN Cashless Africa Conference, Accra Ghana 2021
19. FIN Mahabiz Business Summit, Dubai UAE 2022
20. FIN BlockChain Conference, Dubai UAE 2022



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PARTNERSHIP

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