

seamless

■ MIDDLE EAST

14-16 MAY 2024

DUBAI WORLD TRADE CENTRE

POST EVENT REPORT



SEAMLESS MIDDLE EAST 2024

TO OUR SEAMLESS COMMUNITY

On behalf of Terrapinn we would like to thank you for the support of Seamless Middle East 2024, now officially the most-attended event in the history of Seamless and Terrapinn. Together we have created one of the largest events dedicated to the advancement of digital commerce in the Middle East region.

Seamless Middle East 2024 brought together thousands of practitioners from across the Payments, Fintech, Identity, Retail, E-Commerce, Home Delivery and Digital Marketing communities. In total 43,104 attendees registered to attend with 25,102 unique attendees onsite, from 163 countries with 726 sponsors and exhibitors showcasing over the 3 days.

The purpose of this post-event report is to not only provide you with insight and analysis of the depth and breadth of activities that we have invested in marketing your businesses to the international community but also to provide a summary of all the other activities that we invested in to help build the audience and deliver you a world-class show designed to support your regional business development objectives.

As we look to 2025, we look to improve and grow Seamless Middle East even further by attracting more domestic and international attendees who are expressing an interest in being involved in this exciting and dynamic market.

Kind Regards,

Joseph Ridley
General Manager
Terrapinn Middle East

Seamless Middle East offered a valuable opportunity to engage with key stakeholders and industry leaders, greatly enhancing our visibility and extending our reach within the market.

Geidea



2024 SNAPSHOT

25,102

ON-SITE ATTENDEES

43,104
REGISTERED
ATTENDEES

726
SPONSORS &
EXHIBITORS

41%
C-LEVEL

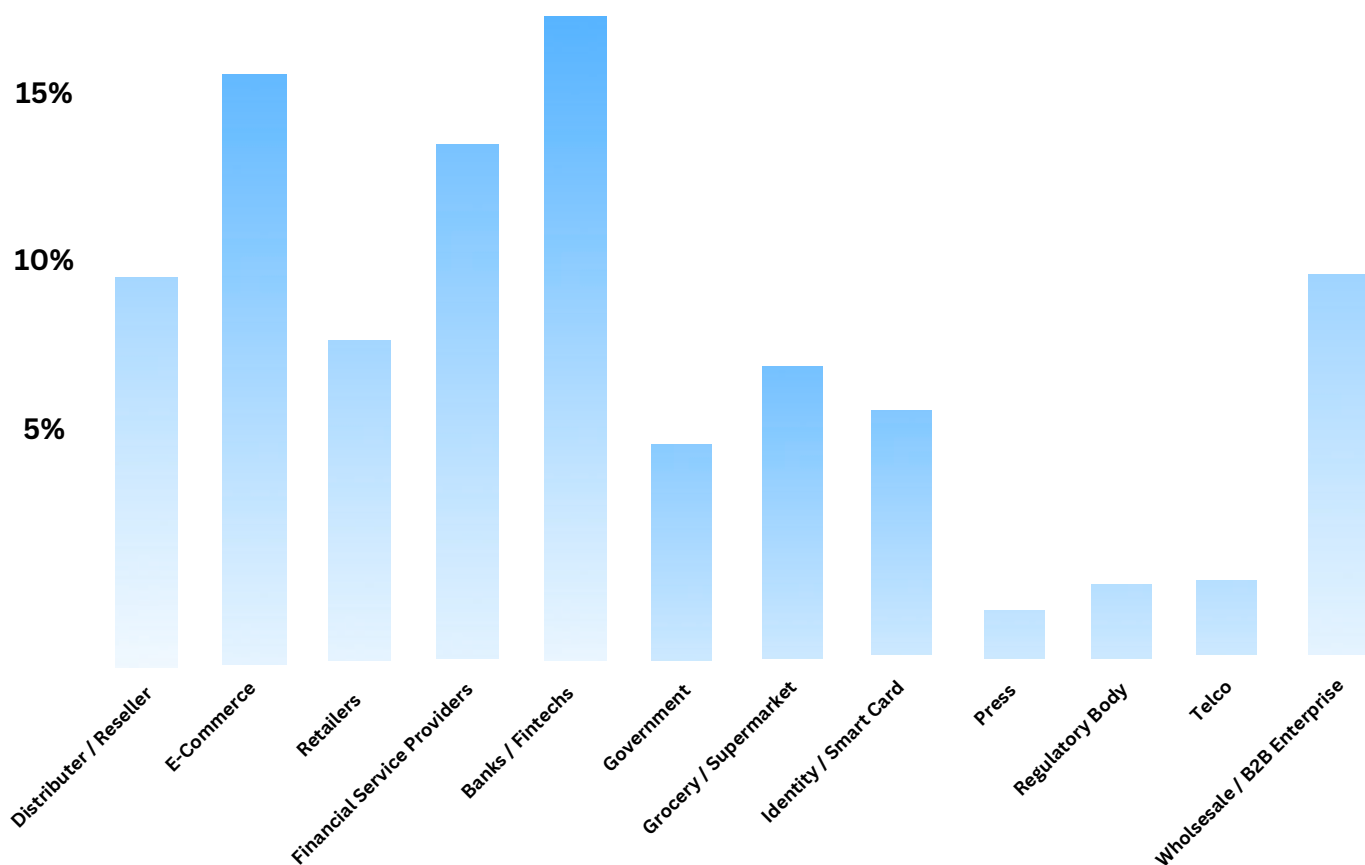
163
COUNTRIES

602
SPEAKERS

323
START-UPS

2024 SNAPSHOT

Top industries attending the event:



Attendees were coming to the event to...

- Learn more about payments, banking or fintech technology and strategies
- Learn more about e-commerce and retail technology and strategies
- To source solutions
- Identify potential partners
- Learn more about identification / authentication strategies
- Learn more about last mile and supply-chain technology and strategies
- Opportunities for start-ups

ATTENDEES CAME FROM

Seamless attendees travelled far and wide across **163 countries** to attend the event in Dubai.

GEOGRAPHICAL ATTENDEE SUMMARY

TOP 40 ATTENDING COUNTRIES



United Arab Emirates



Saudi Arabia



India



Egypt



Turkey



Pakistan



China



Jordan



Kuwait



United Kingdom



Oman



USA



- Bahrain
- Lebanon
- Iraq
- Qatar
- Sri Lanka
- Uzbekistan
- Kazakhstan
- Libya
- Kenya
- Morocco
- South Africa
- Ethiopia
- Republic of Korea
- Philippines
- Hong Kong
- Nigeria
- Singapore
- France
- Russia
- Poland
- Spain
- Italy
- Australia
- Switzerland
- Latvia
- Malaysia
- Netherlands
- Ireland
- Germany
- Canada
- Nepal
- Cyprus

CONFERENCE CONTENT

The 2024 conference programme featured 602 global speakers exploring the latest trends in **payments, fintech, identity, retail, e-commerce, digital marketing and home delivery.**

PAYMENTS	EMBEDDED BANKING
REAL TIME	SUPER APPS
A2A PAYMENTS	REVOLUTION
BEYOND BORDERS	BAAS
PAYMENTS AS A SERVICE	OPEN DATA
DIGITAL BANKING	FINTECH & BNPL
AI & TECH	DIGITAL CURRENCIES
DIGITAL RETAIL BANKING	INCLUSIVE INDUSTRY
BANKING ON A CLOUD	BLOCKCHAIN & DEFI
NEO BANKING AS A PLATFORM	CONSUMER & P2P LENDING
IDENTITY & CARDS	
AI VERIFICATION & ONBOARDING	
DEMYSTIFYING EKYC	
BIOMETRIC AUTHENTICATION	
IAM VISION	

CONFERENCE CONTENT

E-COMMERCE

GLOBAL DIGITAL COMMERCE

THE INTELLIGENT MARKET

CX & ENGAGEMENT

CONVERSATIONAL AI

DIGITAL MARKETPLACE VISION

TECH-ENABLED LOYALTY

HOME DELIVERY

SMART LOGISTICS

DIGITAL SUPPLY CHAIN

AI, DATA, ANALYTICS

SMART WAREHOUSE

ROBOTICS REVOLUTION

REVERSE LOGISTICS

RETAIL

OMNICHANNEL CHAMPION

CUSTOMER EXPECTATIONS

FUTURE FITOUT

DIGITAL APPLICATIONS & AI

IMMERSIVE EXPERIENCES

NEXT GENERATION CONVENIENCE

DIGITAL MARKETING

SEO UNLEASHED

B2B SEISMIC SHIFTS

HARNESSING CREATIVITY

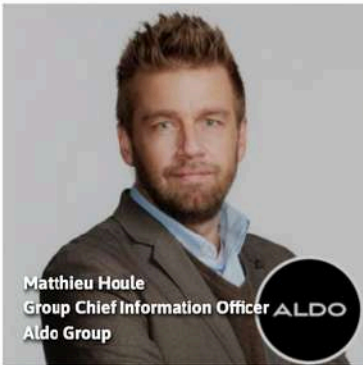
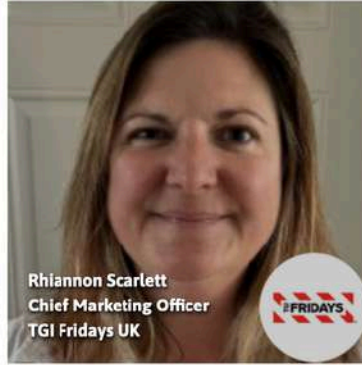
POWER OF THE PUBLISHER

CREATIVE CAMPAIGNS

VIDEO CONTENT COMMANDS

SPEAKERS

Thank you to all our speakers



CONFERENCE HIGHLIGHTS

“It was a joy to be back at Seamless, I can not believe the strength and scale of the growth that this event has seen”

- Kate Hardcastle, Founder and CEO, Insight with Passion



“The organization was impeccable, and I truly enjoyed the experience.”

**- Melissa Patino Torres, Domain Business Partner
Financial Empowerment, N26**



CONFERENCE HIGHLIGHTS

“It was great to exchange ideas and meet industry thought leaders.”

- Sateesh Kumar Challa, Head of Digital Rashwan Transformation Office, Societe Generale



“Event was masterfully organized and the panel discussions were high quality.”

- Francesco Burelli, Partner, Arkwright Group



Thankyou to our sponsors

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E-COMMERCE UNIVERSITY SPONSOR

REGISTRATION SPONSOR



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THE EXHIBITION



VIP ATTENDEES AT SEAMLESS INCLUDED...

We were honoured to have H.H. Sheikh Saif Bin Zayed Al-Nahyan, UAE Deputy Prime Minister and Minister of Interior inaugurate the Seamless Middle East conference and exhibition.

Alongside His Highness, other notable VIP attendees included:

- His Excellency Thani bin Ahmed Al Zeyoudi, Minister of Foreign Trade
- His Excellency Audace Nyonzima, Minister of Finance, Budget and Economic Planning of the Republic of Burundi
- Lord Marilyn Hay, Member of the British House of Lords
- Rt. Hon. Baroness Pola Uddin, Member of the British House of Lords
- His Excellency Eng. Atef Helmy, Former Minister of Communications and Information Technology, Arab Republic of Egypt
- Her Excellency Rokia Derham, Former Minister of Digital Economy, Morocco
- His Excellency Hany Mahmoud, Former Minister of Communications and Information Technology, Arab Republic of Egypt
- His Excellency Advisor Dr. Khairy Al-Kabbash, Former Secretary-General of the Higher Legislative Reform Committee, President of the Court of Appeals, Egypt
- His Excellency Prof. Dr. Mohamed Othman Elkhosht, President of Cairo University
- His Excellency Advisor Abdel Aziz Salman Shibil, Vice President of the Supreme Constitutional Court, Egypt
- His Excellency Ambassador Mohamed Khair Abdel Kader, Secretary-General of the Arab Union for Digital Economy
- Dr. Mohamed El-Qursh, Board Member and Official Spokesman, Ministry of Agriculture, Egypt
- Her Excellency Sheikha Nawal Al-Hamoud Al-Sabah, President of the Arab Union for Counterfeit and Money Laundering
- His Excellency Dr. Hamed Al-Sherari, Former Member of the Shura Council, Saudi Arabia
- His Excellency Eng. Mohamed Ben Omar, Director-General of the Arab Organization for Information and Communication Technologies, Tunisia
- Dr. Khaled Wali, Director of the Department of Communications and Information Technology Development, Arab League
- Mr. Mohamed Mahmoud Maska, Second Attaché, Arab Economic Unity Council
- His Excellency General Yahya bin Zahim - Board Member Arab Federation for Digital Economy
- Dr. Mohammed Fahmy - Member of the Advisory Board Arab Federation for Digital Economy



VIP ATTENDEES AT SEAMLESS INCLUDED...

Representatives of Arab States (Arab Embassies in the UAE)

- His Excellency Ambassador Sherif Issa, Ambassador of the Arab Republic of Egypt to Abu Dhabi
- His Excellency Ambassador Ahmed Tahir Mohamed, Ambassador of the Republic of Somalia to Abu Dhabi
- His Excellency Ambassador Moussa Mohamed Ahmed, Ambassador of the Republic of Djibouti to Abu Dhabi
- His Excellency Minister Counselor Wael Ismail, Acting Chargé d'Affaires, Syrian Embassy, Abu Dhabi
- His Excellency Zaki W. Kebede, Ambassador of the Republic of Uganda
- H.E.M. Diaby Vacaba, Ambassador of Côte d'Ivoire
- Mr. Layton Sharb, U.S. Consulate, Dubai
- Mr. Aralee Christofferson, U.S. Consulate, Dubai

Representatives of Local Institutions within the UAE

- Dr. Abdullah Al-Darmaki, Member of the Sharjah Advisory Council
- His Excellency Eng. Fahd Al-Hammadi, Assistant Undersecretary for Support Services Sector, Ministry of Energy and Infrastructure
- His Excellency, Director-General of the Department of Economic Development, Ajman
- His Excellency Dr. Abdulrahman Al-Shaib Al-Naqbi, Director-General of the Department of Economic Development, Ras Al Khaimah
- His Excellency Mohamed Hassan Al-Sab, Acting Director-General, Ras Al Khaimah
- His Excellency Zayed Saeed Al Shamsi, President of the Emirates Center for Human Rights Studies
- H.E Sheikh Majid Hamad Majid Saqar Alqasimi
- H.E Sheikh Sultan Majid Hamad Majid Alqasimi
- H.E Sheikh Saeed Majid Hamad Majid Alqasimi
- H.E Sheikh Khalid Majid Hamad Binsaqar Alqasimi



VIP ATTENDEES AT SEAMLESS INCLUDED...

Other notable VIPs at Seamless included:

- Chief Executive Officer, **HSBC**
- Chief Executive Officer, **Almosafer**
- Chief Executive Officer, **Apparel Group**
- Chief Executive Officer, **Mumzworld**
- Chief Information Officer, **Ajman Bank**
- Group Chief Compliance Officer, **Jordan Ahli Bank**
- Chief Operating Officer, **Al Ansari Exchange**
- SVP - Head of Financial Crime Strategy, **Dubai Islamic Bank**
- Vice President of Marketing and Digital at Starbucks, **Alshaya**
- Vice President, E-Commerce & Digital Director and Advisory Board Member, **Azadea Group**
- Director of Digital Transformation, **Warba Bank**
- Director of Marketing, **Chalhoub Group**
- Director of Digital Marketing and E Commerce, **Five Hotels And Resorts**
- Senior Director of Marketing, **Jumeirah Hotels & Resorts**
- Director of Brand Marketing, **Rove Hotels**
- Marketing Director, **McDonald's**
- I.T. Director, **Al Futtaim**
- Director of Catalog and Content, **Cenomi**
- Director of Technology and Omnichannel, **Chalhoub Group**
- Director of Retail & E-Commerce, **Puma**
- Retail Director, **Louis Vuitton**
- Omnichannel Director, **Fendi**
- Director of E-Commerce, **Fairmont**
- Director of E-Commerce, **Ghassan Aboud Group**
- Group Head of Business Management and Governance - Wholesale Banking, **Emirates NBD**
- Group Head of Transaction Banking, **Emirates NBD**
- Regional Head of Channels Transformation, **HSBC**
- Head of Cards, Payments, & Direct Banking, **Commercial Bank of Dubai**
- Head of Growth and Transformation, **J.P. Morgan**
- Head Digital Functions, **Bank of Baroda**
- Head of Products, **Al Etihad Payments**
- Head of Digital Acquisition, **Sharjah Islamic Bank**



NETWORKING

We understand the importance of networking and it was great to do this face-to-face. Our networking team worked tirelessly to secure meetings between sponsors and key buyers with **305 taking place live at the event** and **a total of 55,924 connections were made via the event app**.

We organised meetings with these key buyers at the show (plus many more!):

Retail & E-Commerce Meetings

Company	Job Title
Al Yousuf Electronics	Chief Executive Officer
Alamar Foods	Group Chief Digital and Technology Officer
Aldo Group	Group Chief Information Officer
Aster Retail	Head of Information Technology
Chalhoub Group	Chief Innovation Officer
Jumia Group	Group Chief Executive Officer
Lals Group	Group Head, E-Commerce
Abdul Latif Jameel	Group Chief Data and Analytics Officer
Deliveroo	Director of Retail and Grocery at Deliveroo
Al Shaya Group, Bath and Body Works	Head of Online
Buyanyflowers.com	Co-Founder and Head of Products
Majid Al Futtaim	Country Head of E-Commerce
TOYS R US, Al Futtaim Group	Head of Digital Business, Toys R Us MENA
WestZone Group	Head of E-Commerce
Brands For Less	Head of E-commerce Business
Britannia International Ltd	Head of Digital and E-Commerce
Choithrams	Operations Head, Retail
ADNOC Distribution	Digital Projects Department Manager
Al Shaya Group	Product Director
OSN	Product Director

NETWORKING

Payments, Fintech, Banking & Identity Meetings

Company	Job Title
Arab National Bank	Chief Strategy Transformation Officer
Commercial International Bank	Chief Executive Officer - Retail Banking
Riyad Bank	Senior Vice President/ Head of AI, Analytics & Data Science
State Bank of India	Vice President & Head Digital Transformation
The Federal Bank	Chief Representative Officer & Head - Middle East
Commercial International Bank	Vice President GCC Region
Lulu Financial Holdings	Assistant Vice President of Business Transformation
RAK Bank	Head of Digital Transformation
Banque Du Caire	GCC Regional Head of UAE Rep office
Bayut / Dubizzle	Finance Transformation Manager
Revolut	Head of Strategy & Operations
Banque Saudi Fransi	Head of Liquidity, Saudi Fintech & Cash Management
Co-op Bank Kenya Limited	Head of Diaspora Banking & Remittances
Abu Dhabi Islamic Bank	Head of Fintech Partnerships & Emerging Technology
NMB Bank	Head of Retail Banking
Societe Generale	Head of Digital Transformation Office
Dubai Police	Senior Digital Transformation Consultant
Zand Bank	Head of Corporate Business
Bank Muscat	Recovery Enhancement & Credit MIS
Bank of Beirut	Head of Cards

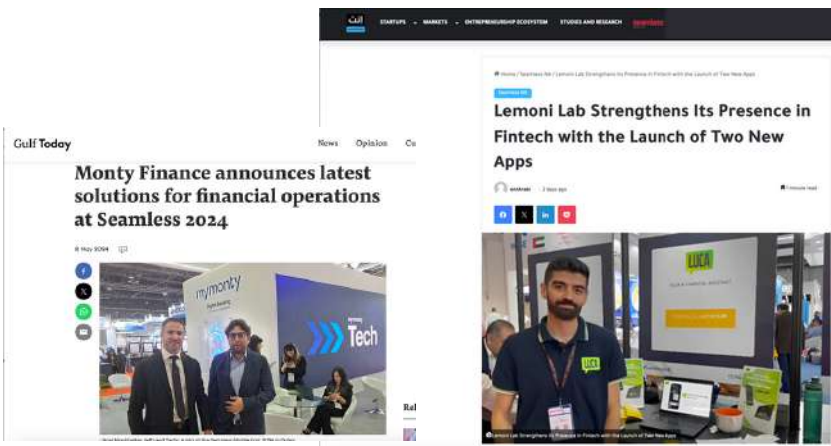
VIP ATTENDEES AT SEAMLESS INCLUDED...

Saudi National Bank	Head of Retail Customer Experience
Commercial Bank Qatar	Head Of Retail Governance and Controls
Mashreq Egypt	Head of Digital Banking Ecosystem and Innovation
Al Rostamani Exchange	Head of Risk
Saudi Awwal Bank	Head of Enterprise Transformation
National Bank of Kuwait	Head of Products
Doha Bank	Head Of Retail Banking
Alshaya Group	Head of Online Trading & Digital Marketing
Landmark Group	Head of Marketing Middle East
Standard Chartered Bank	Head of Digital Marketing, Africa, Middle East Region & Pakistan
Al Tayer	Head of Retail Systems
Amazon	Head of Public Policy KSA
Dyson	Head of E-Commerce
Etoile Group	Head of Digital Transformaion and Technology
Johnson & Johnson	Head of Key Accounts
Landmark Group	Head of Marketplace
Namshi	Head of Category Mens and Kids department
Samsung	Head of Partnerships
Brands for Less	Business Development Director

MEDIA & PR

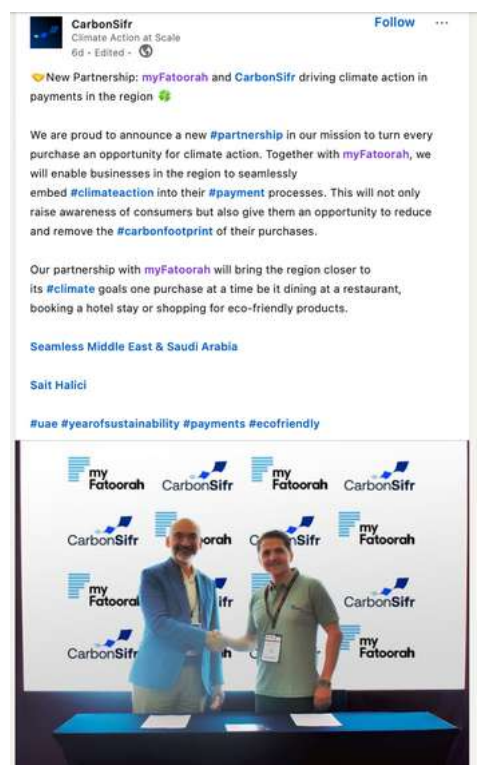
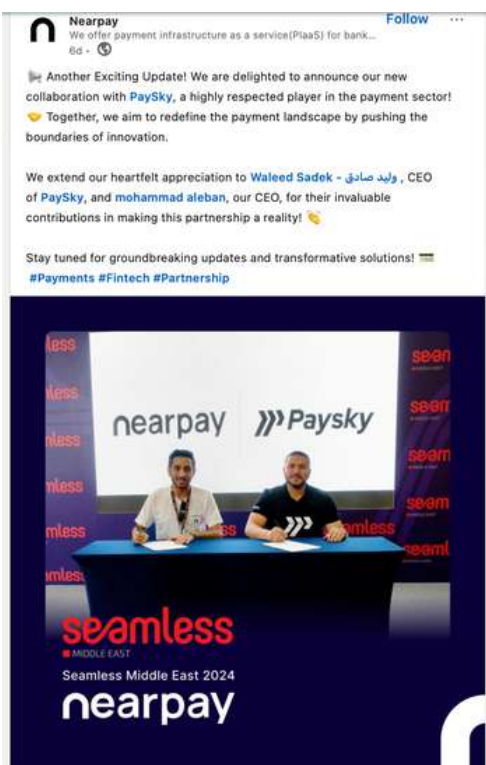
Seamless Middle East 2024 attracted a wide range of press coverage from mainstream and trade publications. Notable media reported on Seamless Middle East including:

- Al Arabiya News
- CNBC Arabia
- Gulf Business
- The National
- Gulf News
- ITP Media Group
- The UAE News
- Web3TV
- WAM
- Khaleej Times
- DXB News Network
- Gulf Business
- Economy Middle East
- The Fintech Times
- Dar Alkhaleej
- Finance Middle East
- Emirates News Agency
- Dubai Eye
- Integrator Magazine
- Supplychain and Logistics Group
- Dubai Media Office
- CMO Asia
- Al Bayan Magazine
- BNC Publishing



MEDIA & PR

Seamless Middle East hosted many B2B business deals that happened LIVE during the three days of the event in a dedicated Signing Stage area. Over 40 deals were signed on the exhibition floor including: **Emirates NBD, DHL, Pine Labs, MoneyHash, Nearpay, Thunes, What3words** and many more!



MARKETING

WEBSITE

317,420

UNIQUE USERS

547,861

SESSIONS

PAID ADS

Google

59,934,184

IMPRESSIONS

facebook

4,305,493

IMPRESSIONS

YouTube

21,170,432

IMPRESSIONS

LinkedIn

1,141,141

IMPRESSIONS

WHAT THE INDUSTRY IS SAYING

Porters Express - We loved the event and definitely want to come back next year

Nearpay - We've had a great event! We had 2 brilliant business signings on day 1

Admitad - Fantastic show, got to speak with some really great people. We loved the opportunity to speak at the e-commerce university stage and for sure will be at Seamless next year

Zoho - Over the past 3 days, the event proved to be a very engaging and insightful session with the delegate panel discussions and a lot of meaningful connections were been able to form through the networking sessions that it provided us with.

Facephi - We had a great time! Over the past three days, we've made numerous connections. The seamless organisation and great facilities have enhanced our overall satisfaction with the event.

Okta - We've engaged in meaningful interactions and established valuable connections. Our discussions with potential clients have been promising, suggesting great opportunities ahead.

Unifonic - It's been a great event, gets better every year! Seamless execution, we can't wait to be at Seamless Saudi Arabia later this year.

Retail Unity - We've had a lot more leads than we thought. We've rebooked for next year and booked more space.

WHAT THE INDUSTRY IS SAYING

Shanghai Zhitao Cultural Innovation - We have really enjoyed the event and got lots of leads

Zhenghao Display Products - We've had amazing conversations while being here

Insider - the industry party was great and we had a lot of conversations there

Jeebly - People were cheerful, positive energy and a lot of curiosity, staff and colleagues were super good, overall very good and positive experience

Push MENA - Overall really good event and some really good leads. We had a huge crowd for our speaking session which was really encouraging . Going to rebook for next year and will look at attending Saudi.

Akinon – Seamless has been great, we've met all the right customers and some really high-quality prospects. It's a great opportunity to meet with both existing and new clients in one place. We are looking forward to next year already!

Geidea – Seamless was instrumental in helping us achieve our strategic objectives. It offered a valuable opportunity to engage with key stakeholders and industry leaders, greatly enhancing our visibility and extending our reach within the market.

Verifone - Seamless Middle East is one of the key initiatives supporting our business in MENA. It's also an excellent opportunity to increase Verifone's brand awareness in this region.

WHAT THE INDUSTRY IS SAYING

Bitpace - For us as a crypto payment provider, Seamless ME was a phenomenal success. We are currently onboarding big clients and have ongoing discussions with other potential partners. Additionally, it was great to reconnect with old friends in the industry.

Castles Technology - It was a great event, we received a lot of footfall at our stand and we had very positive conversations

E7 - The expo was exceptionally well organized, and a range of exhibitors and the presentations were highly informative and engaging.

360 LG Services - The experience was overwhelming. Great to be around many industry experts, innovative business solutions and to connect with digital solution providers and learn about many more new technologies and business ideas.

Eco Express - Seamless has been an incredibly valuable event, the energy and enthusiasm of the attendees were palpable, and we were thrilled to connect with so many individuals passionate about sustainable logistics and transportation solutions.

Thunes - This year's event saw a remarkable growth in attendance, and we enjoyed impactful panel discussions and presentations.

LDT Technology - A perfect blend of energetic discussions, engaging interactions, and a conducive environment, all centered around compelling topics, insightful presentations, innovative exhibits, and valuable networking opportunities.

STAY TUNED

UP NEXT

seamless

■ NORTH AFRICA

New Cairo, 2 - 3 September 2024

seamless

■ EUROPE

Munich, 10 - 11 September 2024

seamless

■ AFRICA

Johannesburg, 16 - 17 October 2024

seamless

■ SAUDI ARABIA

Riyadh, 22 - 24 October 2024

seamless

■ MIDDLE EAST

Dubai, 20 - 22 May 2025

CONTACT US

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