

25
ANNUAL

seamless fintech

■ MIDDLE EAST

20-22 May 2025
Dubai World Trade Centre

THE FUTURE OF FINTECH AND PAYMENTS

www.seamless-expo.com/ME



seamless fintech

Seamless Fintech is at the forefront of a rapidly evolving financial ecosystem, where both traditional and digital banks, along with financial service providers, must rethink and invest in their technology stacks to stay competitive. As digitization sweeps across the industry, driven by innovative technologies and the need for seamless integration with fintech partners, the landscape is changing.

With tens of thousands of new and existing global tech providers and a growing number of institutions ready to invest, the ecosystem is more dynamic than ever. Seamless Fintech offers a premium exhibition and conference platform designed to bring these stakeholders together from across the Middle East.

Seamless Fintech will focus on key areas of digital transformation, including:

- Embedded finance & payments.
- Digital transformation: Cloud, cybersecurity, automation (RPA), AI, data, analytics, CRM, ERP.
- Open banking software & APIs for streamlined integration, collaboration, and investment.
- Fraud management solutions: identity, onboarding, KYC.
- Core banking software and payments technologies: hubs, PSPs, processors, gateways, wallets, B2B cross-border payments.
- Payment solutions: self-service kiosks, POS, and payment terminals.
- Credit scoring & lending technologies: loans, mortgages, P2P, leasing, factoring.
- DeFi, Web 3.0, blockchain, tokenization, and DLT.
- Customer engagement & CX: chatbots, BPO, loyalty programs, and more.
- RegTech, risk, and compliance solutions to meet regulatory demands.

Seamless Fintech will unite decision-makers, BFSI providers, exchanges, government agencies, venture capitalists, and accelerators, fostering collaboration and driving the next wave of innovation in the financial services industry across the Middle East.

WHO ATTENDS SEAMLESS

Seamless attendees will come from across the entire commerce landscape

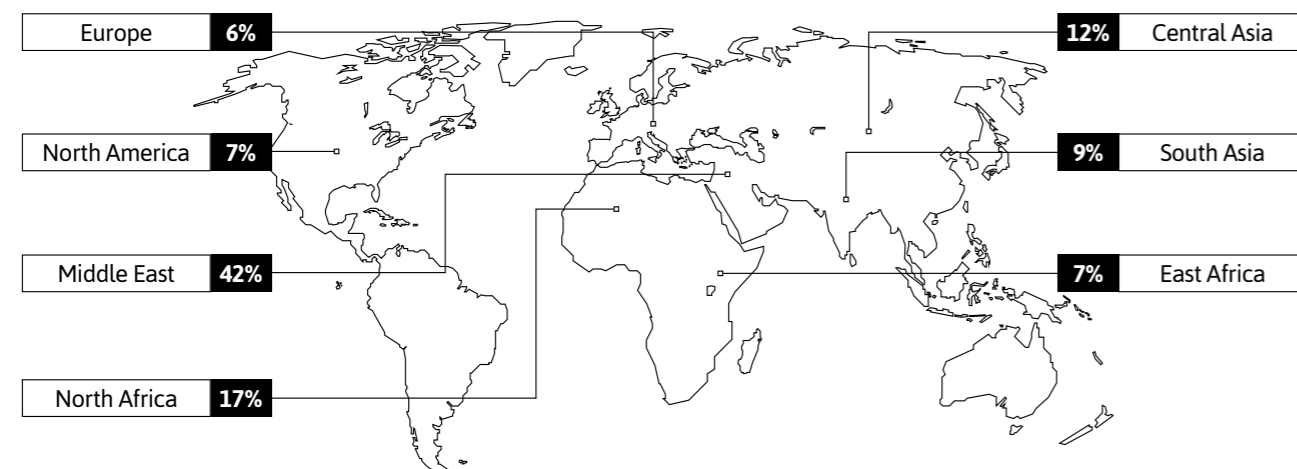
WHO ATTENDS THE CONFERENCE

Seamless Middle East attracts the brightest minds from the fintech and payments sectors, creating a dynamic platform for innovation, collaboration, and inspiration. Join an audience of industry trailblazers, forward-thinking entrepreneurs, and influential business leaders from around the world. Seamless ignites fresh ideas, fosters transformative discussions, and challenges you to rethink the future of fintech and payments.

800 Speakers

46% C-Level

The conference will feature speakers and attract attendees from across the globe.



The conference will attract a senior strategic level audience. Those looking to discover the next innovations for their business and make connections:



WHO ATTENDS THE EXHIBITION

Fintech and payments are advancing at an unprecedented pace, requiring a platform where innovation meets opportunity. Seamless Middle East is that platform, welcoming hundreds of global industry-leading sponsors and exhibitors who are shaping the future of fintech.

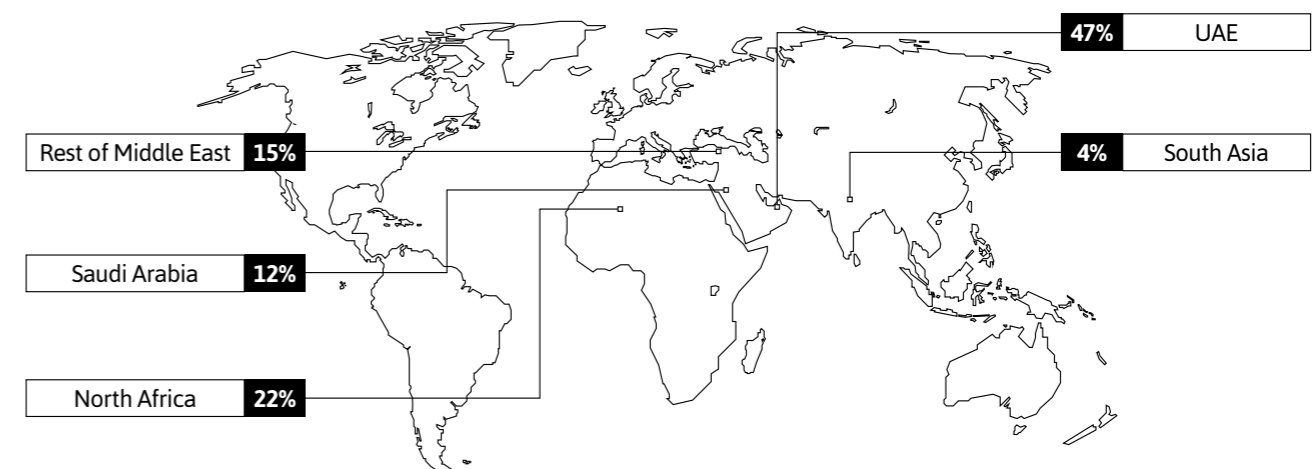
From entrepreneurs to global innovators, the exhibition is a hub for discovering cutting-edge technologies and unlocking valuable business connections. It's where ideas turn into partnerships, and solutions meet the right audience.

Seamless is committed to showcasing the next wave of products, services, and innovations, ensuring they are presented to the decision-makers driving real change—delivered in an exciting and impactful way.

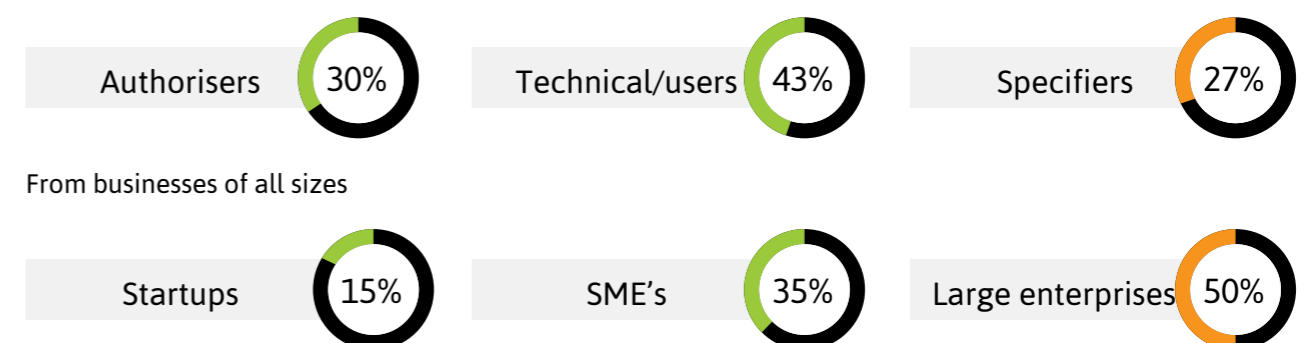
750 Exhibitors

25,000 Attendees

Visitors to the exhibition come from:



The exhibition will attract a more technical and user level audience. Learn from the best in the industry and discover new innovations:



THE EXHIBITION

Fintech and payments is experiencing unprecedented growth and this requires an all-inclusive event platform to bring its key contributors and influencers together in the one space.

Enter *Seamless*. Seamless brings together leading minds, entrepreneurs and innovators across the digital commerce industry to allow new business opportunities and valuable connections to be made.

Driven by generating genuine business connections, Seamless is committed to showcasing your products, ideas and innovations and ensuring they are shared with the right customers in a new and exciting way.

WHO SPONSORS AND EXHIBITS AT SEAMLESS

seamless
fintech

Core Banking Software

Identity, Onboarding, Fraud, and Cybersecurity

Open banking software & APIs

Lending: BNPL, credit, loans, mortgages, P2P, leasing, factoring

BFSI platforms, brokers, and exchanges

DeFi, Web 3.0, Blockchain, Tokenisation and DLT

AI, Data & Analytics

Customer Service, Experience, Engagement, Marketing & Sales Tech

Govt Agencies & Investment

RegTech, Risk and Compliance

Banking as a Service (BaaS)

Cloud Banking

ESG Solutions and Analytics

Trade & Supply Chain Finance

Compliance: Client Lifecycle Management (CLM) and KYC

2025 SHOW HIGHLIGHTS



LAUNCH PAD

Take center stage and showcase your latest technology, products, and initiatives on the Launch Pad – the ultimate platform for unveiling cutting-edge solutions to an engaged audience of industry leaders and decision-makers.



FINTECH START-UP VILLAGE

The Start-up Village is the go-to hub for businesses looking to revolutionise their presence in the fintech and payments sectors. Bringing together the latest innovations, investment opportunities, and software solutions, it offers everything you need to grow and succeed. Whether you're seeking new tools, exploring partnerships, or attracting investors, the Start-up Village is your gateway to driving fintech innovation and business growth.



1-2-1 PARTNERING PROGRAMME

Our buyer programme offers C-level executives and buyers from the payments, fintech and banking industry a limited number of complimentary passes to the event. This programme offers 1-2-1 meetings with key buyers, companies and investors, taking your matchmaking to a whole new level.



SIGNING CEREMONY STAGE

The Signing Stage at Seamless Middle East is a premier platform for showcasing major partnerships, product launches, and MoUs. It offers businesses the opportunity to gain unmatched visibility through live event coverage and a post-event report sent to our extensive press database.

THE CONFERENCE

By bringing together the brightest minds from across the fintech and payments landscape, Seamless ignites new ideas and inspires the audience to think differently.

You will be stimulated by innovators, disrupters, business leaders and entrepreneurs from across the globe.

Leveraging our extensive relationships and experience in the field, we can ensure the ultimate experience to spark and inspire change. Underlined by networking, ideas, forums and cutting edge product profiling we aim to push the boundaries of current market thinking.

We promise access to the right people at the right time in an environment that drives opportunity.



To discuss speaking and sponsorship opportunities at the show call +971 4 440 2536 or email joseph.ridley@terrapinn.com

SEAMLESS FINTECH CONFERENCE GRID 2025

DAY 1		
KEYNOTES: FINANCE 2.0: AI & QUANTUM		
FINTECH FORUM	FINTECH & ID FUTURE	PAYMENTS GRANDSTAND
CORE BANKING	OPEN DATA	REAL TIME
BANKING ON AI	EKYC	RETAIL PAYMENTS

DAY 2		
KEYNOTES: EMBEDDED & OPEN		
DIGITAL & OPEN BANKING	AI & SECURE PAYMENTS	MOVEMENT IN MERCHANTS
DIGITAL BANKS	REGULATORY CROSSWORDS	MONEY MOVEMENT: CROSS BORDER AGENDA
CLOUD & CUTTING EDGE AI	AML & FRAUD	CX & HYPER PERSONALIZATION

DAY 3		
KEYNOTES: AI, DATA & ML		
CYBERSECURITY	MOBILE MONEY	DATA MONETIZATION
THE FUTURE OF PARTNERSHIP	BIOMETRIC AUTHENTICATION	CREDIT & LENDING
BAAS	DEFI & DIGITAL CURRENCIES	GAMING

TECH TITANS OF SEAMLESS

OVER THE YEARS, WE'VE SHOWCASED THE MOST INNOVATIVE THOUGHT-LEADERS IN THE PAYMENTS, FINTECH & BANKING SPACE:



**H.E. WESAM
LOOTAH**

Chief Executive Officer
**Smart Dubai
Government**



**AMBAREEN
MUSA**

Chief Executive Officer,
UAE
Revolut



KOSTA PERIC

Deputy Director –
Financial Services for
the Poor
**Bill & Melinda Gates
Foundation**



JAN PILBAUER

Chief Executive Officer
Al Etihad Payments



CALUM CHACE

“The AI guy” - Global
keynote speaker -
Author of “**Surviving
AI**” and “**The Economic
Singularity**”, Co-host
of The London Futurist
Podcast



**BERND VAN
LINDER**

Chief Executive Officer
**Commercial Bank of
Dubai**



**SUSANA PONCE
FROMENT**

Global Head of
Financial & Credit Risk
Tide



CAREY KOLAJA

Global Chief Product
Officer
Citi Fintech



DREW PROPSON

Head of Technology and
Innovation in financial
Services
World Economic Forum



KARIM HAJJAJI

Global Chief Operating
Officer
Banco Santander



SAMEER GUPTA

Group Chief Analytics
Officer
DBS Bank



**KAHINA VAN
DYKE**

Global Director of
Commerce & Payment
Partnerships
Facebook



GREG WILLIAMS

Editor in Chief
WIRED



CRAIG MOORE

Founder & CEO
Beehive



**MOHAMED
ABDEL-RAZEK**

Group CIO and
Transformation Officer
Mashreq Bank



ANNA MAJ

Expert European
Innovation Council
European Commission

NET

We understand that relationships matter more than ever, at the end of the day, the success of Seamless Middle East will be determined by the number of quality contacts you make.

1-2-1 Partnering Programme

Our networking team works year-round building important relationships with key buyers from across the Middle East. We have delegations of buyers of digital commerce technology, with purchasing power of millions of dollars attending the show.

Networking Lounge

Our Seamless Middle East networking lounge is open to all premium event attendees to connect with other professionals. Manned by our dedicated networking team, one-on-one meeting spaces are provided, furthering opportunities to connect with and network with professionals.

Seamless Networking App

This powerful app brings the event to your mobile device and allows you to and exclusively allows our sponsors to:

- See all our attendees and send out meeting requests.
- Network and post discussions to our live thread.
- View sponsors and exhibitors.

WORKING

Company	Job title
Abu Dhabi Islamic Bank	Chief Information Officer
Central Bank of Egypt	Head of Acceptance
Al Maryah Community Bank	Chief Technology Officer
Al Maryah Community Bank	Chief Executive Officer
AlRaedah Finance	Chief Executive Officer
Banque Saudi Fransi	Head of Group Digital
Central Bank of Sudan	Payments System Specialist
Credit Libanais	Head of Risk Management & Strategy
Mashreq Bank	Vice President of Credit & Debit Cards
Al Rajhi Bank	Senior IT Delivery & Portfolio Manager
BENEFIT	Deputy Chief Executive Officer
Standard Chartered Bank	Director of Cash Management Sales
Kuwait Finance House	Digital Innovation Specialist
Riyad Bank	Head of Global Transaction Solutions
First Abu Dhabi Bank	Product And Partnerships Head for Wallet Products
Habib Bank Ltd	GM - Head of Digital Customer Experience

Company	Job title
Arab National Bank	Chief Strategy Transformation Officer
Societe Generale	Head of Digital Transformation Office
State Bank of India	Vice President & Head Digital Transformation
Co-op Bank Kenya Limited	Head of Diaspora Banking & Remittances
Dubai Islamic Bank	Group Chief Compliance Officer
HSBC	Chief Digital Officer for Southeast Asia
Riyad Bank	Senior Vice President/ Head of AI, Analytics & Data Science
Riyadh Air	Head of Payment HuB
Abu Dhabi Islamic Bank	Head of Fintech Partnerships & Emerging Technology
Commercial International Bank	Vice President GCC Region
RAK Bank	Head of Digital Transformation
Zand Bank	Head of Corporate Business
Al Baraka Bank	Chief Information Officer
Al Ansari Exchange	Head of Cards
Dubai Islamic Bank	Vice President of Digital Product

STANDARD PACKAGES

Benefits	EXHIBITOR	ASSOCIATE	SILVER	GOLD	PLATINUM	DIAMOND	TITLE
Content and thought leadership benefits							
Keynote speaking slot (Interview / Panel)							1
Conference speaking slot (Presentation / Interview non-keynote)				1	1	1	1
Panel session speaker		1	1		1	2	2
Exhibition							
Stand space	9+	12	24	40	64	80	80
Networking benefits							
Facilitated meetings (1-2-1 buyer program)			3	3	6	6	6
Premium networking passes: Staff	2	2	4	6	8	20	20
Premium networking passes: Clients and partners	2	2	4	6	8	20	20
Exhibition passes: Staff and clients	✓	✓	✓	✓	✓	✓	✓
Branding and profiling benefits							
Sponsorship logo positioning (digital / onsite collateral)		Associate	Silver	Gold	Platinum	Diamond	Title
Conference track sponsorship (limited to 3)							✓
Featured sponsor pack					✓	✓	✓
Logo and profile listing: Event website	✓	✓	✓	✓	✓	✓	✓
Event website: logo and profile listing	✓	✓	✓	✓	✓	✓	✓
Event app: logo and profile listing	✓	✓	✓	✓	✓	✓	✓
Event app: homepage advert					✓	✓	✓
Event app: Push notification message during the event					✓	✓	✓
Signing ceremony stage slot					✓	✓	✓
Investment (AED)	\$895/ Shell \$805/ Raw	\$20,000	\$30,000	\$40,000	\$75,000	\$140,000	\$225,000

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UPGRADE YOUR PACKAGE

Additional speaking opportunities				
Track presentation or interview	Track panel session	E-commerce University (15mins)	Masterclass (45mins)	Signing Ceremony stage
*Minimum investment of 18sqm stand				
\$20,000	\$15,000	\$1,000	\$2,500	\$500

Featured sponsor package \$1,500		
Sponsor announcement upon signing	Event community social channels	Included in a event community email

Lead Generation package \$3,500		
3 minutes 3 big ideas video content distribution	Community content hub listing (content supplied by sponsor)	Content distribution through a community event email

Event app premium package \$175		
Lead retrieval enablement	Virtual booth	Attendee details who interact with your digital assets


Enhanced Networking Options			
On-floor meeting room 12 sqm	On-floor meeting room 16 sqm	3 x 1-2-1 Meetings Package	Additional Premium Networking Passes
\$12,000	\$16,000	\$3,000	\$300 *\$1500 usual retail price





A LA CARTE ADD-ONS

Our branded opportunities and experiences are designed to captivate, making sure all eyes are on your brand when it matters most.

- 

Branded Attendee Badge
\$30K
- 

Press Lounge Sponsorship
\$80K
- 


Sponsor Networking lounge
\$35K
- 

Event platform homepage advert
\$750
- 


VIP Speakers Dinner
\$100K
- 

Exclusive podcast
\$10K
- 


Registration Desk Sponsorship
\$80K
- 


Chill & Charge Sponsorship
\$25K
- 

Cafe Sponsorship
\$25K
- 

Wifi Sponsorship
POA
- 

Start Up Village Sponsorship
\$120K
- 

Coffee Cart
\$6K
- 

Lanyards Sponsorship
\$40K
- 


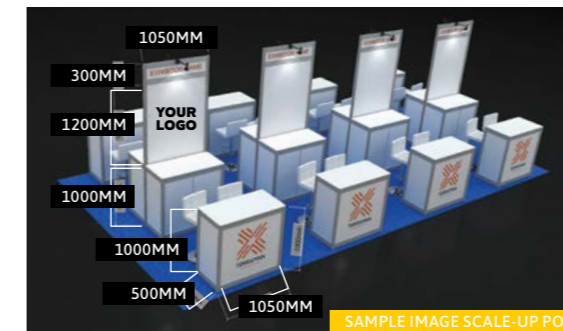
Bag Sponsor Sponsorship
\$20K
- 

Photo booth
POA

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START-UP OPPORTUNITIES

Start-up village	Starting price	From Jan 1st 2025	From 1st Mar 2025	From 1st Jul 2025
KSA start-ups <small>*Less than 2 years, less than \$1m in revenue</small>	FREE	FREE	FREE	\$500
	<small>contact prima.castelino@terrapinn.com</small>			
International start-ups <small>*Less than 2 years, less than \$1m in revenue</small>	\$500	\$750	\$1,000	\$1,250
Returning start-ups (bench)	\$500	\$750	\$1000	\$1250
Scale-up 2m pod	\$2,000	\$2,250	\$2,500	\$3,000



EXHIBITION PACKAGES

Raw space		Shell scheme	
Before 31st May 2025	After 1st June 2025	Before 31st May 2025	After 1st June 2025
\$805 PER SQM	\$890 PER SQM	\$895 PER SQM	\$985 PER SQM

Regular stand Sizes				
462 SQM	192 SQM	160 SQM	128 SQM	96 SQM
96 SQM	64 SQM	48 SQM	40 SQM	32 SQM
24 SQM	16 SQM	15 SQM	12 SQM	9 SQM

Exhibitor Packages Include			
Logo and profile listing: Event website	Event website: logo and profile listing	Event app: logo and profile listing	2 x Premium Networking Passes for staff and/or clients

SPARK SOMETHING

TERRAPINN EVENTS INSPIRE AND TRANSFORM BUSINESS



We've been sparking ideas, innovations and relationships that transform business for over 30 years. Using our global footprint, we bring innovators, disruptors and change agents together: discussing and demonstrating the technology, strategies and personalities that are changing the way the world does business www.terrappinn.com

OUR WORLD-LEADING FINTECH AND DIGITAL COMMERCE EVENTS

seamless
MIDDLE EAST

seamless
NORTH AFRICA

seamless
EAST AFRICA

seamless
AFRICA

seamless
SAUDI ARABIA

HOMEDELIVERY
MIDDLE EAST

GENERAL MANAGEMENT, SPONSORSHIP & PARTNERSHIPS

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CONFERENCE PRODUCTION

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MARKETING OPPORTUNITIES

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