

GLOBAL SEARCH FOR THE BEST FINTECH TALENT VISITS CAIRO

The latest leg of the FinTech Abu Dhabi Tour returns to Africa for the second time

18th September 2019 - Abu Dhabi, UAE: Abu Dhabi Global Market (“**ADGM**”), the award-winning international financial centre, has taken its global FinTech talent-discovery road show (“**FinTechAD Tour**”) to Cairo.

Cairo is one of the stops on the MENA region leg of the FinTechAD Tour, which is co-organised by ADGM and Unbound - the global innovation ecosystem builder. In total, the FinTechAD Tour is visiting 17 cities across Asia, Europe, the Middle East and North Africa.

XPAY, an outstanding Fintech company, won the Cairo event, and secured a place at ADGM’s flagship festival, FinTech Abu Dhabi, (“**FinTech AD**”) in Abu Dhabi, between 21-23 October. XPAY is a platform that is enabling the cashless transformation of communities. It allows members to book and pay for all activities within their community from their phone.

Cairo was the second African event on the FinTechAD Tour, following Kigali, and was another huge success, with a fantastic turnout from companies and entrepreneurs at the event. Those in attendance benefited from early access to institutions and investors who will attend FinTech AD in October and had the opportunity to take part in pitching sessions sharing their FinTech solutions.

At FinTech AD in October, the winners of national events will benefit from the opportunity to:

- Form part of the FinTech 50:
 - A best-of-the-best line up of companies who will pitch to an international audience of financial institutions, regulators, corporates and media
- Join other FinTech companies in applying to enter the ADGM FinTech AD Innovation Challenge:
 - Selected FinTech firms will be tasked to solve real challenges faced by financial institutions, corporates and consumers in the UAE, the Middle East, and MEASA regions

The overall winners of the FinTechAD Innovation Challenge will be invited to **relocate their business to Abu Dhabi for two years and win subsidized housing, office space and health insurance in Abu Dhabi.**

The FinTech AD Tour has moved on to events in Riyadh and Casablanca. This global search is part of ADGM’s mission to identify companies who wish to scale internationally and develop disruptive products and services, to solve challenges identified by ADGM in:

- Financial Inclusion;
- RegTech & SupTech;
- Banking & Finance;
- Insurance;
- Digital Marketplaces;

- Wealth & Asset Management; and
- Security & Trust

Wai Lum Kwok, Senior Executive Director, Capital Markets, Financial Services Regulatory Authority of ADGM, said:

“ADGM is excited that the FinTech AD Tour has received such strong support in all the cities it has visited. The calibre of participating FinTech companies and entrepreneurs has been extremely impressive and it shows how much talent is just waiting to be discovered. Our tour is an integral component of the FinTech Abu Dhabi Festival. As an international financial centre and a FinTech Hub in MENA, ADGM is committed to nurturing emerging tech and FinTech enterprises to thrive and grow locally in Abu Dhabi and globally.”

Daniel Seal, Founder and CEO of Unbound, said:

“So far, the FinTech AD Tour has been to cities across Asia, Central Asia, Europe and following Jordan has now reached the second African city in Cairo. We have been so lucky to witness so much talent and innovation during the tour and choosing winners has been extremely difficult. I can’t wait to see what the other stops on our world tour have to offer as the bar has been set very high so far.

“As an entrepreneur myself, it is very special to me to be involved in a project that serves to elevate grassroots talent and celebrate the boldest ideas and initiatives driving the FinTech industry.”

<ends>

Further information

ADGM
Joan Lew
Email: joan.lew@adgm.com

Unbound Innovations
John Gill
Email: j.gill@thoburns.com
Telephone: +44 20 7324 5493 / +44 7860 410 272

Notes to Editors

About FinTech Abu Dhabi 2019

Bringing together global and local financial institutions, FinTech start-ups, investors, regulatory agencies and the business community to network, collaborate and exchange expertise and knowledge in FinTech developments in Abu Dhabi, the wider MENA region and internationally.

For more details of the ADGM's FinTech Abu Dhabi event, visit www.fintechabudhabi.com to register interest and follow @FinTechAD, #FinTechAD and #InnovationChallengeAD

About Abu Dhabi Global Market

Abu Dhabi Global Market (ADGM), an international financial centre (IFC) located in the capital city of the United Arab Emirates, opened for business on 21 October 2015. Established by a UAE Federal Decree as a broad-based financial centre, ADGM augments Abu Dhabi's position as a global hub for business and finance and serves as a strategic link between the growing economies of the Middle East, Africa, South Asia and the rest of the world.

ADGM's strategy is anchored by Abu Dhabi's key strengths including private banking, wealth management, asset management and financial innovation. Comprising three independent authorities: ADGM Courts, the Financial Services Regulatory Authority and the Registration Authority, ADGM as an IFC governs Al Maryah Island which is a designated financial free zone. It enables registered financial institutions, companies and entities to operate, innovate and succeed within an international regulatory framework based on Common Law.

Since its inception, ADGM has been awarded the "Financial Centre of the Year (MENA)" for three consecutive years for its initiatives and contributions to the financial and capital markets industry in the region.

For more details of ADGM, please visit www.adgm.com or follow us on Twitter: @adglobalmarket @FinTechAD, #FinTechAD and LinkedIn: ADGM

About Unbound

Founded by Daniel Seal in the UK in 2013, Unbound has grown rapidly into a powerful, trusted brand with a globally respected voice on innovation. Unbound bridges the gap, enabling a fusion of grassroots entrepreneurs, established corporate business, dynamic brands, governments and trade agencies to inspire communities and fuel a digital future. It encourages innovation by showcasing pioneering ideas and empowering entrepreneurship, creating digital ecosystems around the world.

In 2018, Unbound festivals welcomed over 25,000 of the finest minds in tech to hear from future-focused speakers, and take part in immersive brand experiences, pitch sessions and startup battles.

For more details of Unbound, please visit www.unbound.live or follow us on Twitter: @unboundglobal Instagram: UnboundGlobal, LinkedIn: UnboundGlobal



MENAS
LEADING
FINTECH
FESTIVAL



21-23 OCT 2019
ABU DHABI NATIONAL EXHIBITION CENTRE