

MONEY
20/20

MIDDLE EAST
15-17 SEPTEMBER
RIYADH

ATTENDEE BROCHURE 2025

Hosted by:



Co-organised by:



money2020middleeast.com
#Money2020ME



Join us for the first
Money20/20 Middle East.

This brochure will be your
step-by-step guide on what
you can discover at this year's
Money20/20 Middle East on
15-17 September 2025.



Watch the
**MONEY20/20
MIDDLE EAST**
event highlights
on YouTube



Ethics in Fintech



Katie Ramsey
Head of Fintech
UK Department for
Business & Trade
Moderator



Nicolas Pinaud
Deputy-Director
Directorate for Financial
& Enterprise Affairs
OECD



Leiming Chen
Chief Sustainability Officer
Ant International

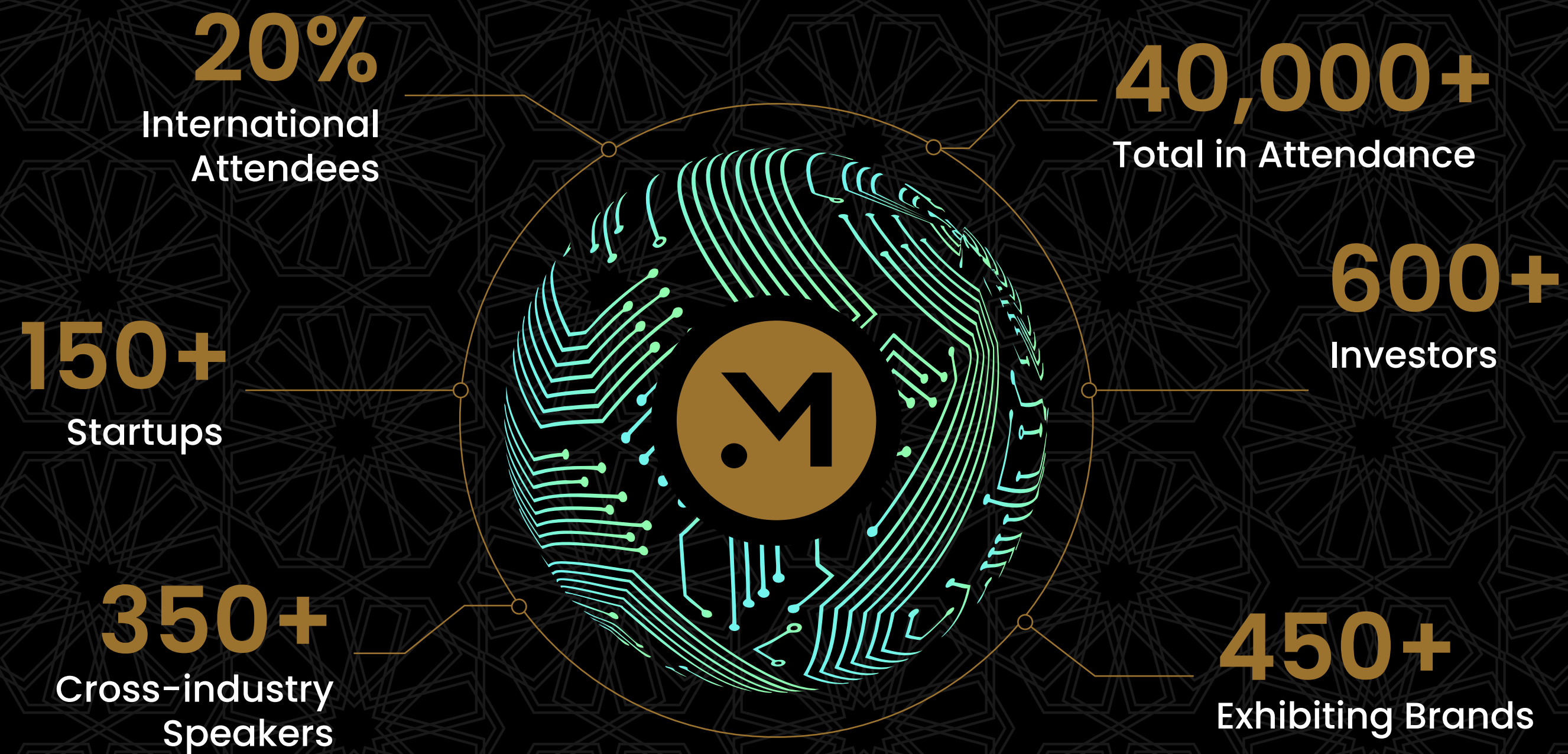


Fares Alsaleh
Director of
Fintech Development
Saudi Central Bank

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MONEY20/20 MIDDLE EAST IN NUMBERS



The event has set a new standard for industry events. It brought together global thought leaders, fostering insightful discussions and sharing innovative ideas that are shaping the future of financial technology.

Bradwin Roper
Chief of Payments & Partnerships, Jumo



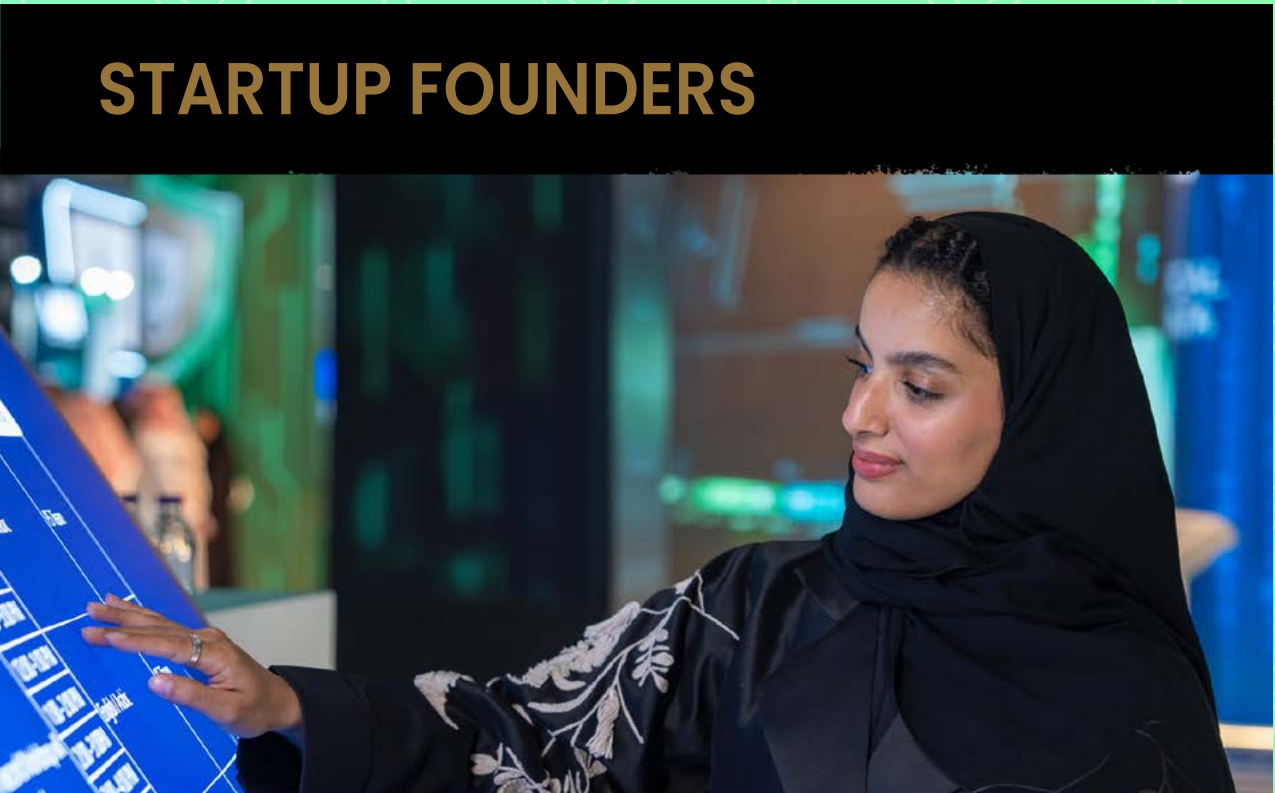
WHO ATTENDS?



Meet peers from banking, payments, retail, insurance, and tech exploring AI, cybersecurity and embedded finance solutions.



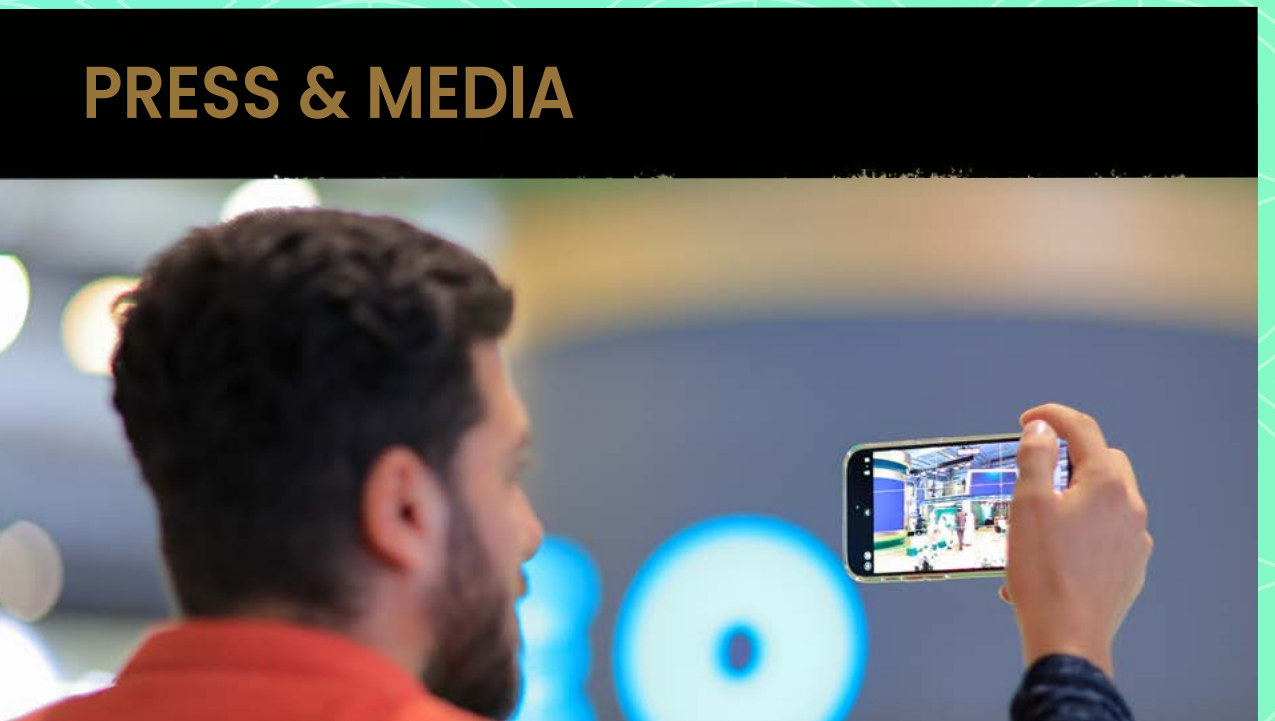
Connect with 150+ startups and funds in digital banking, green finance, InsurTech, HealthTech, and PropTech.



Pitch to active VCs, scale with enterprise buyers, and plug into fintech's fastest-growing network across wealth, RecTech, and e-commerce.



Showcase solutions to tens of thousands of decision-makers from financial services, retail, education, and real estate.



Cover stories across AI, cybersecurity, digital finance, and market-shaping innovations.



Be part of policy-shaping conversations with industry leaders across finance, innovation, and cyber, aligned with Vision 2030 priorities.

2025 SPEAKER SNEAK PEEK



Must attend event for fintech and fintech investors. Organisers went out for their way to support us in connecting to the right people.

Herston Powers
Managing Partner / Co Founder,
1982 Ventures



**HON. CAROLINE
D. PHAM**

Acting Chairman &
Commissioner U.S Commodity
Futures Trading Commission
Federal Government of
United States



**H.E DEEMAH
ALYAHYA**
Secretary General
Digital Cooperation
Organization



DOUGLAS FEAGIN
President
Ant International



**DR. MOHAMMED
RAHIM**
Group Data Officer
Standard Chartered



SAEEDA JAFFAR
Senior Vice President and Group
Country Manager for the Gulf
Cooperation Council (GCC) region
Visa



**ABDULMAJEED
ALSUKHAN**
Founder & CEO
Tamara



LORI SCHWARTZ
Global Head of
Treasury Services
J.P. Morgan



**OLUGBENGA
AGBOOLA**
Co Founder & CEO
Flutterwave



ANDERSON CHAMON
Co-Founder
PicPay



**MELIKE KARA
TANRIKULU**
CEO
e& money

CONTENT **PILLARS**

EVOLVING TRUST, REGULATION & INNOVATION

As finance becomes more interconnected, intelligent and instantaneous, the foundation of trust is being reshaped. This theme unpacks the biggest challenges and boldest opportunities in proactive regulation, cross-border collaboration and consumer confidence without slowing down innovation. Get ready for ground-breaking conversations

BREAKING THE MOLD: TECH TRANSFORMING MONEY

Technology is profoundly reshaping the concept of money and the way we interact with it. Financial systems, transactions and personal finance management are being revolutionized at a rapid pace, with the rise of digital payment platforms, blockchain technology, smart contracts, robo-advisers, open banking APIs, artificial intelligence, micropayment technologies and more.

Journey with us as we seek to uncover the growing revolution in the financial sector, being influenced and catalysed by the rise in disruptive innovation and the increasing appetite for greater convenience, accessibility, efficiency, security, transparency and inclusivity.

F[AI]NANCE: AI AND DATA-DRIVEN FINANCIAL SERVICES

Artificial Intelligence and data-driven technologies are transforming financial services. Join us in unravelling the disruptive enablement of intelligent decision making, powerful fraud detection and risk management capabilities, improved customer experiences, optimized offerings, streamlined operational efficacy and the expanding access to financial services for underserved populations.

FUELING GROWTH: STRATEGIC CAPITAL AND FOUNDERS

From seed rounds to IPOs, the ecosystem is being transformed by smart capital, cross-sector partnerships, and a maturing investment ecosystem. Dive into how founders, VCs, corporates, incumbents and governments are working together to scale innovation, unlock new funding sources, and spotlight the region's most successful startup journeys.

MONEY WITH PURPOSE: DRIVING SUSTAINABILITY AND FINANCIAL INCLUSION

Finance isn't just about transactions – it's about impact. As the industry races toward a more inclusive and sustainable future, the question isn't if money can drive change, but how we make it happen faster. This theme brings together the boldest minds reshaping finance to explore the real strategies, game-changing innovations, and radical collaborations that will power a future where money moves with purpose.



JOIN OUR INVESTOR PROGRAM

PROGRAM OVERVIEW

The Money20/20 Middle East Investor Program is the premier platform for institutional investors, venture capitalists, family offices and sovereign wealth funds to access high-potential fintech opportunities in the Middle East, Africa and beyond.

Designed to accelerate deal flow and strategic partnerships, the program combines curated startup access, AI-driven matchmaking, and exclusive networking to position you at the forefront of fintech innovation.



PROGRAM FEATURES

ENGAGE GLOBAL & REGIONAL

Connect with 600+ investors, including venture capitalists, private equity firms, corporate VCs, sovereign wealth funds, and accelerators, to align on cross-border opportunities.

FOSTER HIGH-IMPACT DEAL FLOW

Utilize advanced AI matchmaking and private networking sessions to fast-track partnerships with disruptive startups.

SHOWCASE HIGH-GROWTH FINTECH INNOVATORS

Facilitate direct connections between a curated cohort of fintech disruptors and global investors through pitch sessions, demo zones, and AI-driven matchmaking to accelerate funding rounds and strategic alliances.

DELIVER ACTIONABLE MARKET INSIGHTS

Gain exclusive access to thought leadership on trends shaping fintech, including AI-driven finance, blockchain, embedded payments, and MEA's regulatory evolution.



VENTURESCAPE

Venturescape at Money20/20 Middle East is the must-attend pre-event designed to give investors, fintech startups, and government entities a head start before the main event begins.

Held just before Money20/20 kicks off, Venturescape ensures that attendees maximize their time at the conference by forging key relationships, securing investment opportunities, and engaging in high-value discussions in an intimate, deal-focused setting.



STARTUP PROGRAM

Run a startup? Join our community and meet the top fintech startups showcasing the next wave of startup innovation.

- 150 Startup Founders
- Brand new Growth track and Early Stage

PROGRAM FEATURES

The Investor & Startup Program at Money20/20 Middle East empowers startup founders to showcase their products and solutions, while connecting them to relevant opportunities in the industry.

STARTUPS WILL GET ACCESS TO

- Startup Pod: A strategic hub for showcasing to influential tech buyers, government officials, key investors, and a diverse talent pool
- Consideration for MoneySurge20/20 (separate filtration): confirmed startup exhibitors will have the opportunity to be one of 10 startups selected to pitch at the Grand Finale for a chance to win a prize fund of \$400,000
- Visibility: Gain exposure across the website, event app, social media platforms, and marketing initiatives
- Exhibitor Passes: Receive passes for the entire team to maximize value and knowledge sharing
- Content and Knowledge
- High-Value Networking

PREVIOUS TOP FINTECH PARTICIPANTS INCLUDED



MONEYSURGE20/20 PITCH COMPETITION

Calling all early and growth stage fintech founders! Step into the high-stakes arena of MoneySurge, the premier pitch competition at Money 20/20 Middle East, where the top 30 startups put it all on the line for their share of \$400,000 in equity-free funding.

MONEY 20/20 AWARD

For the strongest, most outstanding fintech across the whole competition

SEED AWARD

For a booming early-stage startup displaying remarkable trajectory

SCALE AWARD

For the strongest growth-stage startup with unicorn potential

IMPACT AWARD

For the startup that has made the most significant positive impact on society

This isn't just a competition—it's where **fintech's biggest risk-takers cash in on opportunity**. Watch as visionary founders make their pitch, investors place their bets, and fintech's future gets funded.

For investors – it's a strategic way to **access exclusive deal flow**, identify startups primed for growth, and build meaningful business connections that align with your investment goals.



WANT TO VISIT THE BIG BRANDS JOINING US THIS YEAR?

Money20/20 Middle East engaged **40,000+** in attendance over four stages and three days. Under the theme **Reimagining Financial Services**, Money20/20 Middle East showcased the development of the financial technology sector.



INTERESTED IN GETTING INVOLVED THIS YEAR?



Sponsorship and Exhibition Opportunities

CLEMENT EDWARD

sales@money2020middleeast.com



Speaking Opportunities

KINGA SWIDERSKA

money2020middleeastspeakers@tahaluf.com



Head of Attendee Marketing

KITTY DRAPER

marketing@money2020middleeast.com



Investor Opportunities

DALIA KAMAR

investors@money2020middleeast.com



KSA Event Launch Opportunities

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SEE YOU AT

.MONEY 20/20 **MIDDLE EAST**

15-17 SEPTEMBER 2025
RIYADH EXHIBITION AND CONVENTION
CENTER IN MALHAM, SAUDI ARABIA

hello@money2020middleeast.com

