

البنك المركزي المصري
CENTRAL BANK OF EGYPT



Egypt International
Exhibition Center
New Cairo



TURNING
INTELLIGENCE
INTO IMPACT.

7-10 NOV 2026



Dear Experts, Colleagues, and Friends,

Last year, gathered in this very hall, our slogan was '**AI Everywhere.**' We looked around and saw the horizon. We saw the potential of a technology that promised to rewrite the rules of our existence. We spent the last year building strategies, drafting laws, and laying the fiber-optic nerves of this nation.

But potential, my friends, is not enough. A strategy on paper does not feed a family; a law in a book does not secure a border; and an algorithm in a lab does not grow an economy. The time for theory has passed. We are done asking 'What if?' Today, we start asking 'How?'

Today, we stop talking about the future as a destination we are walking toward, and we start building it with the tools in our hands.

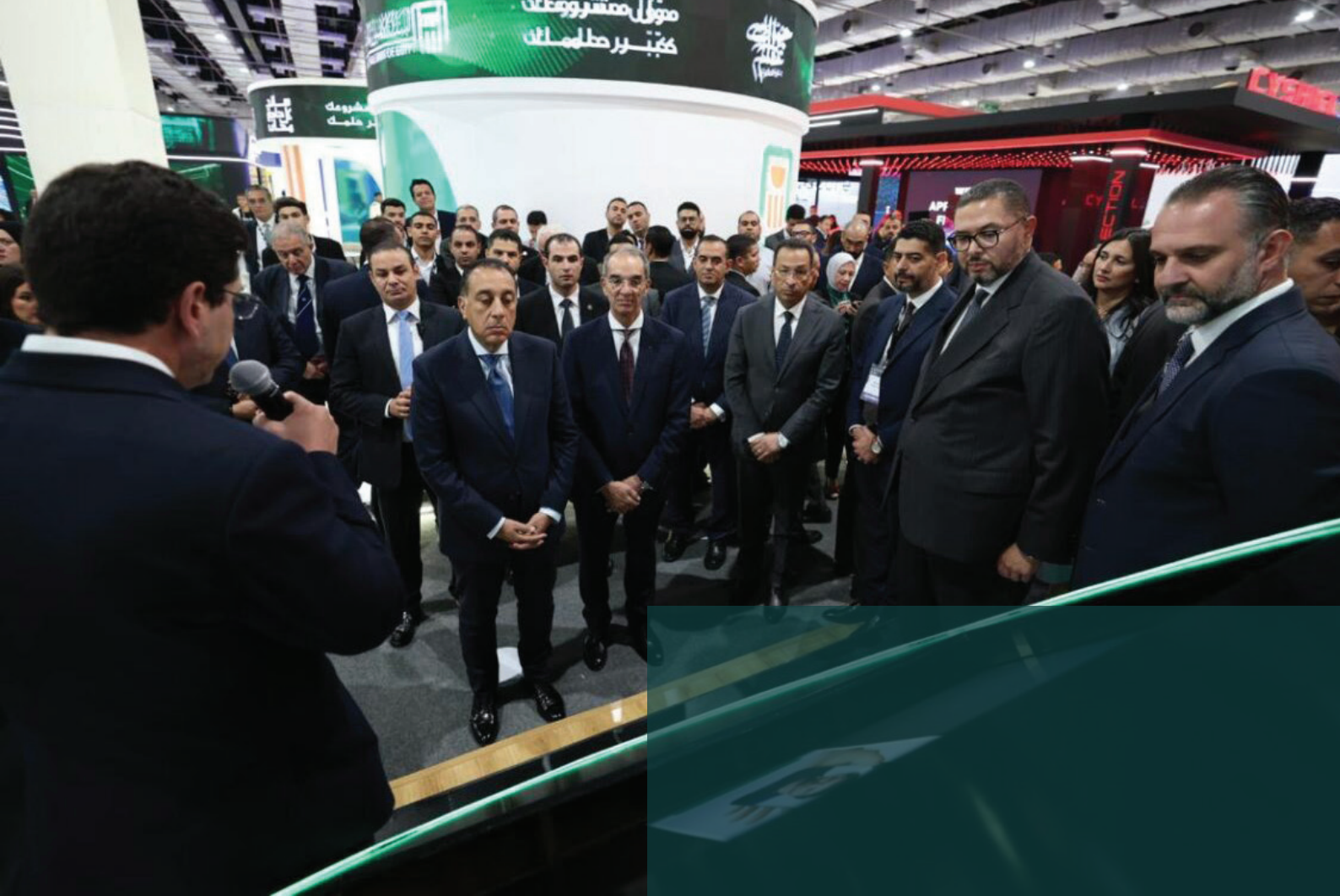
- We are here to see the **Identity** that unlocks services in seconds.
- We are here to see the **Security** that never sleeps.
- We are here to see the **Infrastructure** that powers our ambitions.

Welcome to the deployment phase.

Welcome to the era of results.

Welcome to Cairo ICT 2026: AI in Action.

Executive President
Tradefairs International



PAFIX is a premier strategic platform dedicated to advancing the future of **digital payments, fintech innovation, and financial inclusion** across emerging and established markets.

As financial ecosystems undergo unprecedented transformation, **PAFIX** convenes regulators, payment networks, banks, fintech innovators, investors, and development institutions to shape a secure, inclusive, and resilient digital financial future.

PAFIX is not merely an industry exhibition and forum, it is a policy-to-technology convergence forum, where infrastructure meets innovation, regulation meets disruption, and inclusion meets economic empowerment.





PAFIX is the Strategic Platform for Digital Payments, FinTech & Financial Inclusion

- Where policy meets infrastructure.
- Where innovation meets regulation.
- Where inclusion meets economic empowerment.



Why PAFIX Matters

- National economic competitiveness
- Monetary sovereignty
- SME growth and entrepreneurship
- Social inclusion and poverty reduction
- Cross-border trade integration
- Financial system resilience

PAFIX addresses the central question of our time:

How can nations scale digital finance while safeguarding stability, trust, and sovereignty?

OUR VISION

PAFIX aspires to become the leading regional financial transformation platform, strengthening the financial corridor between Africa, the Middle East, and global markets.



THE FIVE STRATEGIC DOMAINS OF PAFIX

1. Monetary & Payments Infrastructure

Modern economies require fast, secure, and sovereign payment rails. This domain brings together infrastructure providers, and payment networks to strengthen national and regional financial architecture.

2. FinTech & Digital Financial Services

Innovation is redefining financial services delivery. This domain bridges fintech entrepreneurs with regulators, banks, and investors.





3. Financial Inclusion & Economic Empowerment

True financial inclusion goes beyond account access: it enables participation in economic growth. This domain highlights: mobile money ecosystems, agent banking models, microfinance digitalization, digital identity for underserved populations, and financial literacy infrastructure. It aligns policymakers, development institutions, and technology providers to expand opportunity.





4. Trust Architecture: Identity, Security & Consumer Protection

Trust is the foundation of digital finance. Accordingly, **PAFIX** addresses: digital identity, eKYC and remote onboarding, AI-driven fraud detection, and cybersecurity in banking. As fraud and cyber threats grow in sophistication, building trust becomes a national priority.





5. Regulation, Governance & Capital Mobilization

Digital transformation requires regulatory clarity and investment confidence. Hence, **PAFIX** explores regulatory sandboxes, open banking governance, venture capital and fintech investment trends.

PAFIX is the strategic dialogue platform between policymakers and capital markets.





Who Attends **PAFIX**

- Central Bank Governors and Deputy Governors
- Ministers of Finance and Digital Economy
- Financial Regulatory Authorities
- CEOs of Banks and Payment Networks
- FinTech Founders and Innovators
- Cybersecurity Leaders
- Development Finance Institutions
- Sovereign Wealth Funds
- Venture Capital Firms



Mr. Ramy Taha
Deputy CEO Retail and Digital Banking
ALEXBANK



Ms. Sally Abdel Kader
Head of Financial Literacy - CBE



Mr. Assem Galal
Managing Partner
- Galal & Karara
Management Consulting (GRK)



Ms. Dahlia Swellem
Digitalbank Director
QNB Egypt



Mr. Hany Fekry
Chief Executive Officer - Enza group



Mr. Mohamed Abouelnaga
Investor & Entrepreneur



Why Exhibit

- Engage with decision-makers and regulators
- Position your solutions at policy level
- Access high-value B2B meetings
- Build cross-border partnerships
- Be part of the payment ecosystem
- Target new clients
- Network with existing clients





Startup Hub: **Connecta**

A dedicated arena connecting fintech innovators with venture capital, sovereign funds, and development finance institutions is a decade-old unmatched platform, where youth learn, exhibit, and network to provide the latest disruption trends.

JOIN THE FUTURE OF **DIGITAL FINANCE**

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