

EMBEDDED FINANCE: THE FUTURE OF BANKING & PAYMENTS

Tuesday
November 16, 2021
10:00 am - 11:15 am (PAK)
09:00 am - 10:15 am (UAE)

Today, the most efficient models are built on a backbone of data, algorithms and artificial intelligence. But traditional financial institutions haven't yet figured out how to move beyond their brick-and-mortar roots. Banking futurist Brett King will tell the attendees why Embedded Finance – financial services technologies embedded into a variety of software and apps – is fast becoming one of the most disruptive trends in banking, payments, and fintech. Not just a platform or technology change, it's a change in mindset and go-to-market strategy. At its heart, is the fact that the customer relationships and physical-distribution-based models banks have relied on are under stress as customer traffic moves from Main Street to online ecosystems, fintechs, and non-traditional competitors. Bottom line: Banks need to reach consumers where they are. Join industry thought leaders **Brett King**, and **Kashif Gaya** as they discuss the API-rich financial infrastructure layer known as the financial fabric and how it's now tightly woven into a broader business proposition, with the intent of augmenting it. And how bankers need to wean themselves from the branch dependent models of yesteryear, and how to build the bank of tomorrow.



The Keynote Speaker

BRETT KING

Futurist, Bestselling Author, Global Fintech Superstar, and Expert on Disruption in Banking



The Session Chair

KASHIF GAYA

Chief Executive Officer
Euronet Pakistan (Pvt.) Ltd.

BRETT KING | King of the Disruptors

- > Founder of Moven, World's first in-app mobile bank account
- > 'Innovator of the Year' by American Banker
- > World's #1 Financial Services Influencer by The Financial Brand
- > Amazon's Global Bestselling author of Bank 4.0
- > Keynotes at TEDx, Wired, Singularity University, The Economist, etc.
- > Advisor to Obama administration on Fintech

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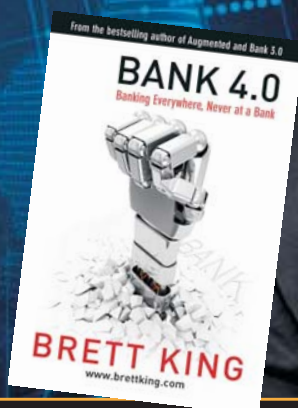
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Forbes

BBC

The Economist

TechCrunch



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For more information, contact us at digibap@terrabizgroup.com

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