BLACKBIRD FOR TRAINING

Certificate in FinTech Transformation (CFTT)

14 – 18 November 2027
Cairo (Egypt)



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Introduction

Across the Middle East and North Africa MENA, financial institutions, corporations, and government entities are undergoing rapid digital transformation. At the heart of this shift is FinTech Financial Technology—a powerful force reshaping how financial services are delivered, consumed, and regulated.

The Certificate in FinTech Transformation CFTT is designed to empower executives, team leaders, and professionals across various sectors to understand, implement, and lead financial transformation strategies using modern digital tools.

Whether you work in banking, oil & gas, telecom, government, marketing, HR, or project management, this program gives you the insight and capabilities to leverage FinTech effectively—improving performance, reducing costs, and driving innovation from within.

Course Objectives

- Understand the foundations and key concepts of digital financial transformation.
- Explore FinTech tools and technologies disrupting traditional financial services.
- Evaluate the legal, regulatory, and operational challenges of adopting FinTech solutions.
- Assess organizational readiness for digital financial transformation.
- Apply FinTech solutions to real-world business and institutional challenges.
- Leverage emerging technologies like AI, blockchain, and digital payments in finance.
- Design transformation roadmaps and implement sustainable strategies.
- Prepare for a globally recognized certificate that adds value to your career.

Course Outlines

Day 1: Introduction to Digital Financial Transformation

- What is FinTech Transformation and why it matters now.
- Key drivers of financial innovation across industries.
- From traditional to digital: understanding the shift in finance.
- Regional and global FinTech evolution and benchmarks.
- Business case studies from MENA and beyond.
- Activity: Analyze a real digital transformation case in banking or fintech startup.



Day 2: Core FinTech Technologies and Tools

- Artificial intelligence applications in finance.
- Mobile wallets, digital payments, and payment gateways.
- Blockchain and smart contracts in financial infrastructure.
- Robo-advisors and automated investment solutions.
- Digital lending and crowdfunding platforms.
- Hands-on workshop: Compare FinTech tools by use case and business size.

Day 3: Regulatory, Legal, and Risk Management

- Regulatory frameworks for FinTech in GCC and MENA.
- Role of central banks, sandboxes, and compliance authorities.
- Data privacy, cybersecurity, and operational risk in FinTech.
- Institutional responsibilities in a digital finance environment.
- Anti-money laundering AML and digital fraud mitigation.
- Exercise: Evaluate a FinTech product's compliance checklist.

Day 4: Designing a Digital Finance Strategy

- Steps to building a FinTech transformation roadmap.
- Assessing digital maturity and gap analysis.
- Integrating FinTech with legacy systems and enterprise architecture.
- Governance frameworks for digital financial services.
- Managing partnerships with FinTech startups and technology vendors.
- Workshop: Build a transformation strategy for a selected sector.

Day 5: Final Assessment and Real-World Application

- Comprehensive review of key learnings.
- Group presentation of transformation strategy projects.
- Knowledge check: final quiz and feedback session.
- Future trends in FinTech: tokenization, CBDCs, and embedded finance.
- Executive discussion: FinTech strategy alignment with business models.
- Certificate award and post-program recommendations.



Why Attend this Course: Wins & Losses!

- Earn a recognized, career-boosting Certificate in FinTech Transformation CFTT.
- Develop the ability to lead digital transformation initiatives.
- Gain hands-on exposure to cutting-edge financial technologies.
- Learn how to design strategies aligned with your organization's goals.
- Understand MENA-specific regulatory and operational contexts.
- Apply knowledge across sectors: banking, government, telecom, and more.
- Expand your professional network with regional leaders and innovators.
- Position yourself as a forward-thinking leader in the digital economy.

Conclusion

The Certificate in FinTech Transformation CFTT is more than just a training program—it's a launchpad for leaders aiming to drive innovation in financial services. In an age where agility, digitalization, and customer experience are critical, the ability to understand and execute FinTech strategies is a defining skill for the next generation of decision-makers.

Through expert-led sessions, case-based learning, and strategic workshops, CFTT equips you with the vision, tools, and confidence to lead your organization into a digitally enabled financial future.

