FinTech: Key Concepts and Applications

6 – 10 June 2027
Tunis (Tunisia)



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Introduction

As the digital transformation of financial services accelerates across the Middle East and North Africa MENA, FinTech Financial Technology has emerged as a powerful driver of innovation, efficiency, and accessibility. No longer limited to digital payments or online banking, FinTech now encompasses a broad range of technologies including blockchain, robo-advisors, crowdfunding, decentralized finance DeFi, and AI-driven financial analytics.

The FinTech: Key Concepts and Applications course is tailored for executives, team leaders, and functional specialists in public and private sector organizations across MENA. It is ideal for professionals in banking, oil & gas, telecom, government, project management, HR, marketing, and finance who want to understand the key forces reshaping the financial industry and how to apply these technologies within their institutions.

Whether you're at the beginning of your career or leading a digital strategy, this course provides essential knowledge and practical tools to help you navigate the evolving world of financial technology.

Course Objectives

- Understand the fundamental concepts of FinTech and their global impact.
- Analyze how FinTech is transforming consumer and institutional financial behaviors.
- Explore digital finance tools such as mobile wallets, robo-advisors, and P2P lending.
- Apply FinTech concepts to real-world use cases across industries.
- Assess the legal, compliance, and governance challenges associated with digital finance.
- Design financial solutions using cutting-edge technologies aligned with business goals.
- Evaluate FinTech platforms based on organizational needs and infrastructure.
- Gain insights to support strategic decision-making in digital transformation.

Course Outlines

Day 1: Introduction to FinTech and the Digital Finance Ecosystem

- Definition and evolution of FinTech globally and regionally.
- Key differences between traditional banks and digital financial services.
- Drivers of FinTech growth in MENA: regulation, mobile penetration, consumer demand.
- Overview of the FinTech ecosystem: startups, banks, regulators, investors.
- Examples of FinTech in everyday services: payments, lending, digital identity.
- Practical exercise: Analyze a regional or global FinTech model.



Day 2: Tools and Technologies Powering FinTech

- Digital wallets and mobile payment platforms.
- Online lending and crowdfunding systems.
- AI-powered financial decision tools and robo-advisors.
- Blockchain and smart contracts in finance.
- Choosing the right FinTech tools for your organization's needs.
- Workshop: Compare and contrast FinTech tools based on real business scenarios.

Day 3: Regulatory and Compliance Considerations

- FinTech legal frameworks in GCC and wider MENA.
- Financial compliance in a digital environment.
- Role of central banks, financial authorities, and sandboxes.
- Data privacy and consumer protection in digital finance.
- Risk assessment and cybersecurity for FinTech platforms.
- Case study: Evaluate a FinTech product's compliance with local regulations.

Day 4: Institutional FinTech Applications and Innovation

- FinTech for banking, insurance, supply chain, and government services.
- Integrating FinTech into legacy financial systems.
- Corporate innovation through digital product development.
- Managing partnerships with FinTech startups and vendors.
- ROI and performance evaluation of digital financial services.
- Group activity: Design a FinTech-based service model for an actual organization.

Day 5: Strategic Evaluation and Practical Implementation

- Full-course recap and synthesis of concepts.
- Case study discussion: end-to-end digital transformation with FinTech.
- Practical assessment: short quiz or scenario-based test.
- Participant project presentations with peer and instructor feedback.
- Roundtable: What's next for FinTech in the Arab region?
- Wrap-up and final strategic recommendations for implementation.



Why Attend this Course: Wins & Losses!

- Gain a comprehensive understanding of FinTech and its real-world applications.
- Improve strategic and operational decision-making in financial digitization.
- Stay up to date with global and regional FinTech trends and tools.
- Understand local compliance frameworks and digital financial regulations.
- Build internal capacity to evaluate or implement FinTech platforms.
- Develop innovative financial services aligned with customer and institutional needs.
- Enhance your professional credibility with FinTech-oriented skills.
- Connect with like-minded professionals and broaden your industry network.

Conclusion

FinTech is not just a trend—it is a disruptive force that is fundamentally reshaping financial systems, consumer behavior, and institutional services. The FinTech: Key Concepts and Applications course offers a strategic roadmap for professionals in MENA to gain deep, practical insights into the digital finance revolution.

Participants will leave with a holistic understanding of FinTech and the confidence to design, evaluate, and implement innovative financial technologies tailored to their organizations' goals and challenges.

Whether you're driving transformation or adapting to it, this course ensures you're well-positioned to lead.

