



الاتحاد المصرفي العربي
Union of Arab Banks

FINTECH 2030: BUILDING THE NEXT GENERATION OF DIGITAL FINANCE

DIGITAL BANKING, MOBILE WALLETS, DEFI,
BLOCKCHAIN & FINANCIAL TRANSFORMATION

25 – 27 MAY 2025

MUSCAT
SULTANATE OF OMAN

CROWNE PLAZA HOTEL



FINTECH 2030: BUILDING THE NEXT GENERATION OF DIGITAL FINANCE



BACKGROUND

The 3 Day Fintech & Blockchain 2030 Executive workshop is a premier gathering of C-Level executives, banking leaders, fintech pioneers, blockchain innovators, regulators, and investors, focused on shaping the future of finance in the Middle East and Oman.

As the region experiences a paradigm shift driven by Neo Banking, Open Finance, AI-powered financial services, and blockchain-based ecosystems, this workshop offers a comprehensive and strategic roadmap to navigate the rapidly evolving Fintech and Blockchain landscape.

The program delves into next-generation digital finance, including emerging technologies like decentralized finance (DeFi), Central Bank Digital Currencies (CBDCs), smart contracts, and Non-Fungible Tokens (NFTs), while also addressing the cybersecurity, regulatory, and compliance challenges tied to blockchain adoption.

This immersive executive experience will equip participants with the insight and tools to lead confidently in a decentralized, data-driven, and digitally secure financial future.

OBJECTIVES:

This 3 day executive program is designed to empower senior financial leaders with a robust understanding of fintech and blockchain fundamentals, market disruptions, innovation strategies, and regulatory imperatives.

- Navigate the ongoing digital transformation with clarity.
- Explore practical and scalable blockchain applications.
- Engage with cutting-edge financial technologies.

WHY THIS FINTECH AND BLOCKCHAIN 2030 WORKSHOP MATTERS

Practical and Actionable: Focused on real-world implementation of fintech and blockchain—from next-gen digital banking models to DeFi systems, smart contracts, CBDCs, and cross-border crypto payment infrastructure.

Executive Focused: Tailored for C-Level decision-makers, enabling strategic discussions on digital asset integration, infrastructure modernization, AI convergence, and governance of emerging technologies.

Regionally Relevant: Designed with MENA and Oman-specific insights, offering frameworks and case studies that resonate with local regulators, institutions, and fintech ecosystems.

Regulatory and Compliance Clarity: Featuring regional and global policy experts to unpack evolving standards like Open Banking, MiCA, AML/KYC, crypto asset licensing, and digital identity governance.

Networking & Collaboration: A high-impact platform for executives, regulators, fintech entrepreneurs, & blockchain leaders to co-create solutions, forge strategic partnerships, & shape the regulatory-financial future.

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TARGET PARTICIPANTS:

Managers:

- C- Level Executives
- Banking Leaders
- Fintech Pioneers
- Blockchain Innovators
- Regulators
- Investors

TOPICS & AGENDA

DAY 1 – SHAPING THE FUTURE OF DIGITAL FINANCE (LED BY GABY ANDARI)

08:00 – 09:00 | Morning Coffee & Registration

09:00 – 09:10 | Opening Keynote – “Fintech 2030: From Access to Impact”

09:10 – 10:05 | MENA Fintech Landscape & Strategic Opportunities

10:05 – 10:25 | Coffee Break & Executive Networking

10:25 – 10:40 | Neo Banking & Embedded Finance

10:40 – 11:35 | Case Studies: Digital Payments, Mobile Wallets & Financial Inclusion

11:35 – 11:55 | Interactive Q&A and Strategic Dialogue

11:55 – 12:30 | Panel: Traditional Banks to Digital Titans – What Must Change?

12:30 – 13:30 | Networking Lunch

13:30 – 14:30 | Fireside Chat: AI-Driven Transformation in Financial Services

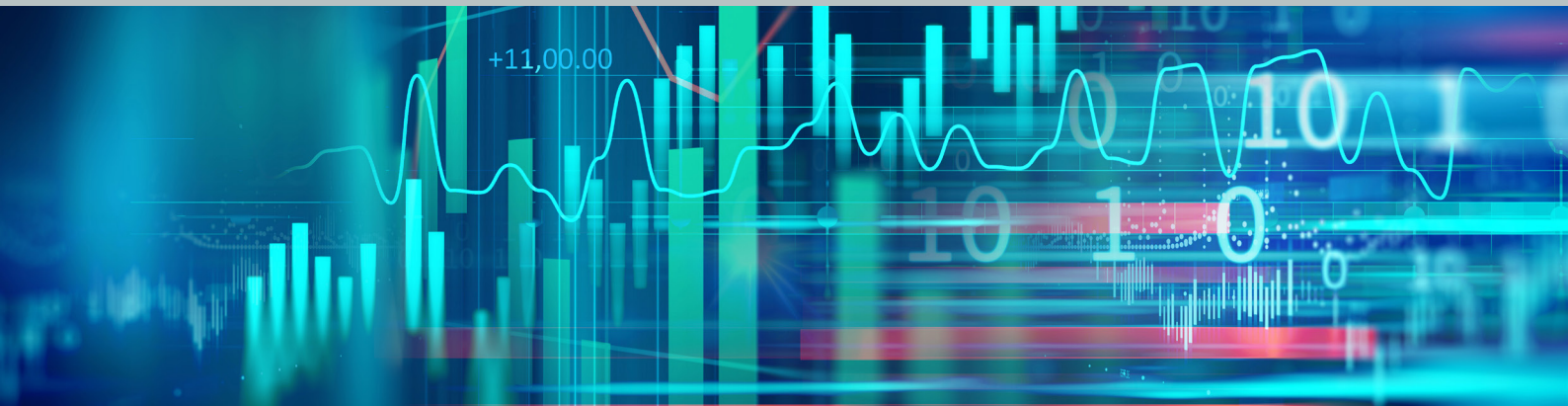
14:30 – 15:00 | Day 1 Wrap-Up & Reflections



TOPICS & AGENDA

DAY 3 – REGULATION, RISK & REINVENTION (CO-LED BY GABY ANDARI & RUDY SHOUSHANY)

- 08:30 – 09:00 | Morning Coffee
- 09:00 – 09:10 | Opening Remarks – Gaby & Rudy
- 09:10 – 10:05 | Navigating Fintech Regulation in MENA – Gaby
- 10:05 – 10:25 | Coffee Break & Executive Networking
- 10:25 – 10:40 | MiCA, GDPR & Sandbox Lessons – Rudy
- 10:40 – 11:35 | Panel: Regulatory Sandbox Models – Gulf & Global – Moderated by Gaby (Rudy joins)
- 11:35 – 11:55 | Data Privacy & Digital Trust – Rudy
- 11:55 – 12:30 | 5-Step Fintech Executive Action Plan – Co-led
- 12:30 – 13:30 | Closing Lunch & Networking
- 13:30 – 14:30 | Stakeholder Roundtable – Moderated by Gaby
- 14:30 – 15:00 | Final Reflections & Conference Wrap-Up – Gaby & Rudy



DAY 2 – TECH FOUNDATIONS OF FINTECH INNOVATION (LED BY RUDY SHOUSHANY)

- 08:30 – 09:00 | Morning Coffee & Networking
- 09:00 – 09:10 | Opening Remarks – Key Takeaways from Day 1 – Rudy
- 09:10 – 10:05 | Blockchain 101 – Technology Fundamentals & Use Cases – Rudy
- 10:05 – 10:25 | Coffee Break
- 10:25 – 10:40 | Smart Contracts, NFTs & Tokenization – Rudy
- 10:40 – 11:35 | DeFi Protocols – Risks, Rewards, and Regional Potential – Rudy
- 11:35 – 11:55 | Cryptocurrency & Wallet Infrastructure – Rudy
- 11:55 – 12:30 | Panel: Cybersecurity & Digital Asset Protection in MENA – Co-led by Rudy & Gaby
- 12:30 – 13:30 | Lunch & Networking
- 13:30 – 14:30 | CBDCs & Digital Currency Trends – Rudy (Gaby joins Q&A)
- 14:30 – 15:00 | Day 2 Wrap-Up – Rudy



SPEAKER:
MR. RUDY SHOUSHANY

- Rudy Shoushany has over 23 years of experience in the Technology Field, assisting organizations to innovate & transform.
- Specialties in ICT Governance, Cybersecurity, & Financial Technologies (Fintech), Blockchain & Digital Transformation Strategies.
- Graduated from UNISA South Africa, Certified professional with many achievements and awards skilled in executive leadership by PWC and Digital Transformation by Stanford University and Boston University.
- Member of the prestigious Forbes Technology Council.
- Founder Host, and Moderator of the DxTalks Series, Digital Leaders Platform, and CryptoTalks Wednesdays show and BCCManagement Technology consultancy arm.
- UN ESCWA International consultant on Blockchain Technology in Trade Facilitation.
- Represented the Arab world in 2022 in the United Nations High-Level Political Forum on Sustainable Development HPLF on the Digital agenda.
- Active international Keynote speaker in numerous in the Arab World.
- Coach and mentor for different NGOs, startups & Hackathons, helping entrepreneurs innovate & Excel.
- Trainer in MENA region on Emerging technologies, Fintech, Digital transformation, ICT Corporate Governance, and Blockchain.
- Recently selected as top 50 Global Thought leaders and influencers in Technology and Top 100 Leaders in Governance in digital transformation innovations.



SPEAKER: GABY ANDAR
FINTECH VISIONARY | DIGITAL BANKING & TECHNOLOGY STRATEGIST

- A driving force in digital banking innovation, Gaby Andari brings over 25 years of expertise in transforming financial institutions, fintech ecosystems, and regulatory technology. As an Independent Non-Executive Board Member at Monty Finance S.A.L 'MyMonty'
- In his previous role as Chief Technology & Information Officer (CTIO) at Monty Finance, Gaby led the development of Neo banking 'digital banking platforms', global payment gateways, and embedded finance solutions.
- Previously, as CIO at Bank of Beirut, he spearheaded bank-wide digital transformation initiatives across Lebanon, Australia, Oman, the UK, and Cyprus—modernizing banking infrastructure, integrating robotic driven automation and enhancing cybersecurity. Also, under his leadership, launched innovative customer-facing services – notably the country's first 24/7 digital branch in 2014. This Smart Branch (branded "B-Smart") allowed customers to open accounts, get bank cards on the spot, and access many banking services via self-service kiosks and video conferencing at any time, a pioneering concept in Lebanon at that time.
- Gaby Andari built a reputation in Canada's financial services industry. He served as a Vice President and Chief Information Officer (CIO) at CST Savings (Canadian Scholarship Trust), which manages one of Canada's largest Registered Education Savings Plan (RESP) programs. Currently, Gaby is driving the launch of a new Fintech E-wallet startup focused on next-generation mobile wallets, blockchain-powered remittances, and AI-driven KYC solutions, redefining financial accessibility in Lebanon and cross border.
- A trusted advisor to banks, regulators, and fintech firms, Gaby is a highly sought-after keynote speaker and strategist, offering deep insights into digital banking transformation, RegTech, AI in finance, and the future of payments.

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PARTICIPATION FEES:

- **UAB Members: 1250\$**
- **Non Members: 1500\$**

MEANS OF PAYMENT

Arab Bank – Amman – Jordan
Shmeisani Branch

Account no : 0118/010272-510

Iban no: JO76 ARAB 1180 0000 0011 8010 2725 10

Swift code : ARABJOAX118

Beneficiary name : Union of Arab Banks

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