



 5th - 6th June 2024

 Eko Hotel & Suites, Victoria Island, Lagos

Highlights:


- Payment Innovation Pitch
- Women in Fintech Session
- Young Founder's Forum
- Millennials & Gen Z Payment Forum

Organizer:



For further information:
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THEME:

**REDEFINING
PAYMENT**

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Introduction

Payment modernization has become more pervasive over the past decade, with a consistent trend of redefining payment from the perspective of changing technologies like AI as well as market relevance. The transaction value and volume of digital payments continues to climb across Africa. With 24/7 real-time and instant payments, migration to scalable cloud Pay-as-a-Service platforms cryptocurrencies, and digital wallets, customers and businesses now have even more ways to pay.

Two factors on the supply side that accelerated this transformation are the expansion of payment service providers with Payment Security Directive 2 (PSD2), transformative regulation aimed at making electronic payments more secure, and Application Programming Interface (API) software used to develop applications by integrating with companies' existing technology amid the unpredictable increase in e-commerce, exacerbated by the global pandemic.

On the demand side, millennials—the largest generation group and Gen Z are predicted to make up 72% of the global workforce by 2029. The influence of these two generations on commerce mostly provides the basis that inform the need to consistently redefine payment along the lines of the need generated by these two demographics.

Digital PayExpo 2024 is therefore set to analyze the payment habits of these groups at the 'Millennials and Gen Z payment Forum' while we spotlight their crucial effects on the payment world to continue to develop solutions that will gain their loyalty and that of the total market.

Other side line events at this conference are: Payment Innovation Pitch, Women in Fintech, Young Founder's Forum, Millennials & Gen Z Payment Forum, Big Data and AI in Fraud Prevention.

The objective is to bring the different dynamics of the payment value chain to the fore at this event.

Conference Tracks:

- | | |
|--|---|
| Understanding Today's Digital Users | Digital Payment Trends 2022 – 2027 |
| How Will Increasing Customer Expectations drive Payment evolution in the Future? | |
| Buy Now, Pay Later (BNPL) on the Rise | Driving New Revenues with Open Banking Innovation |
| Payment Methods Become Super Apps | Digitization of Business-to-Business (B2B) Payments |
| Increasing Importance of Data Privacy | Mobile Payments and Digital Wallets |
| Cryptocurrency and Blockchain | Personal Finance Management |
| Cross Boarder Transfer: Enabling digital payments in Africa | Unbanked and offline merchants |



Highlights:

■ Payment Innovation Pitch

The Pay Innovation Pitch will provide students in tertiary institutions with exclusive opportunity to present their innovative payment ideas before industry experts.

■ Women in Fintech Session

This forum will bring together a community of women in different fields, but with common passion for leveraging financial technologies to advance their trade. The panel of discussants are women in the fintech space with remarkable track record and credentials to share experience with this community of women.

■ Young Founder's Forum

The YFF is a dynamic and interactive session designed to provide a platform for young entrepreneurs to share experiences and learn from industry experts.

■ Millennials & Gen Z Payment Forum

This panel session will spark conversations on how the GenZs and millennials who are digital-first generations and digital natives are reshaping the future of payments across Africa.

Who is attending?

Banks, Fintech, Payment, E-commerce, Government Agencies, Regulators, Merchants and Market operators.

Other Job titles include:

Chief Technology Officer	Head of Cash Management
Chief Data Officer	Head of Transaction Banking
Chief Executive Officer	Head of Real-Time Payments (RTP)
Chief Product Officer	Head of Emerging Payments
Head of Merchant Solutions	Head of Fraud / Compliance
Head of Payments	Head of AML
Head of Payments Operations	Head of Digital / Innovation
Head of Operations	Head of IT
Head of Product (Payments)	Head of Digital / Digital Banking
Head of Retail Payments Policy	Head of App / API infrastructure
	Head of Distribution Channels

What to Expect

Learn about the payment trends, disruptors, and innovations that are transforming the payments landscape directly from the top stakeholders in the sector.

Industry Driven Agenda

Our customized agendas are created by the industry, for the industry, and they include themes and debates that have been carefully chosen in order to give a comprehensive roadmap for your payments strategy.

Meet startups and suppliers in the exhibition

Make comments and observe the use of the most recent innovative solutions. Demonstrate, assess, and learn about the newest advances in products.

Networking

The Digital PayExpo 2024 will bring together the payment ecosystem—industry practitioners, regulators, startups, and solution providers—to make new connections, re-connect with colleagues, collaborate on future initiatives, benchmark, and share experiences.

Conference Outcomes:

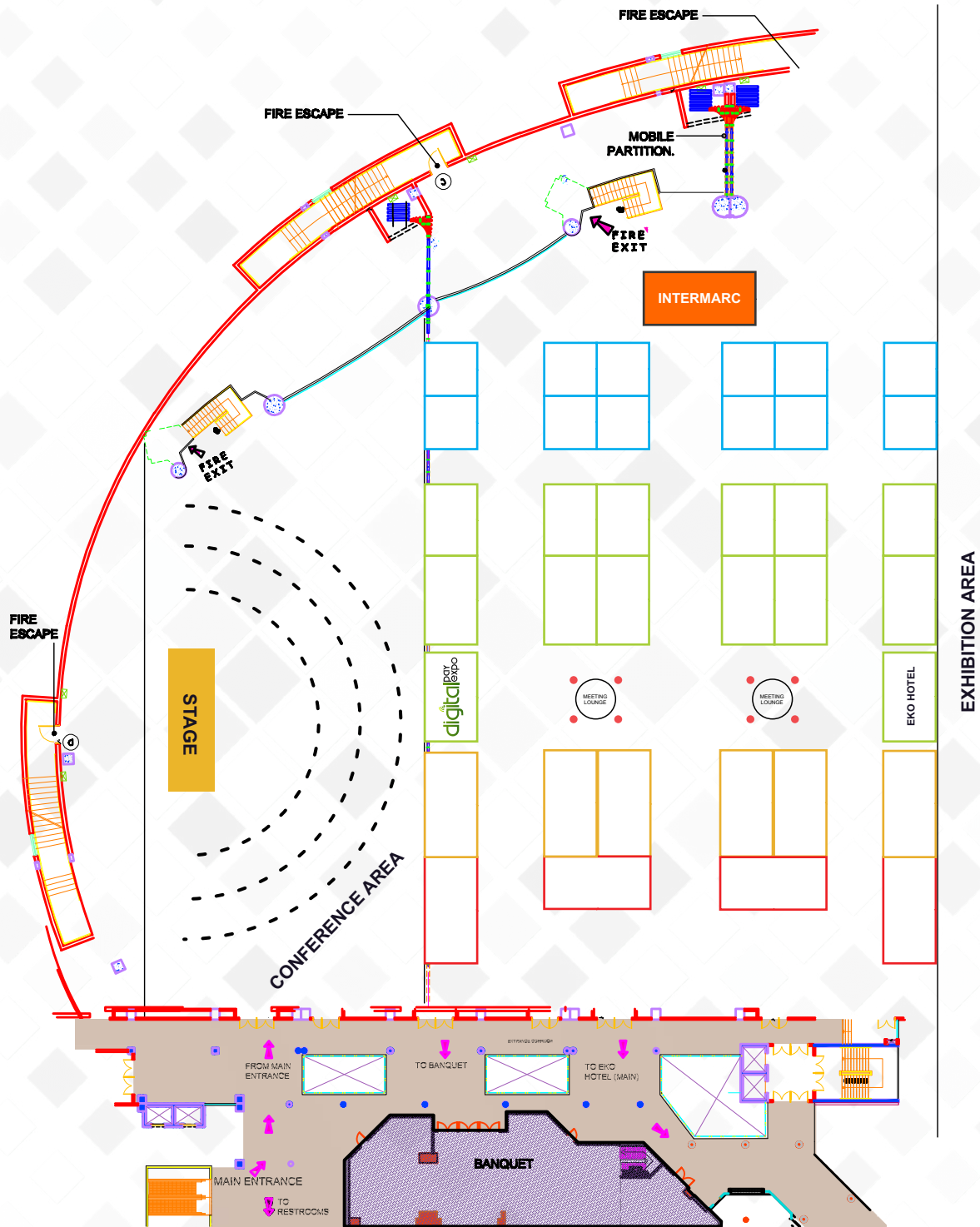
- Stimulate the development of a Human-Centered Design (HDR) knowledge base
- Provide an industry-inspired communique to drive required policies and actions.
- Deepen collaboration between stakeholders.
- Highlight actions required to fast-track Pan-African Payment.

Sponsorship Categories

Platinum Sponsorship	Gold Sponsorship
N20,000,000	N15,000,000
Keynote and 1 Panel speaking slot	Conference Speaking Slot
Interview on CNBC	Interview on TVC
10 lunch passes for on-site participants	6 lunch passes for onsite participants
18sqm Exhibition booth space with branding	15sqm Exhibition booth space with branding
Branding with logo on stage, registration desk, archway to conference and exhibition hall	Branding – logo on media wall
Logo on pre-conference communication materials – Brochure, Banners, Newsletters, e-flyers	Logo on pre-conference communication materials – Brochure, Banners, Newsletters, e-flyers
Logo on lanyard for delegate tags	Logo on social media advert
Logo on social media advert	A4 Advert and company profile
Logo on website as Platinum sponsor, with a hyperlink to sponsor's website	Logo on website as Gold sponsor, with a hyperlink to sponsor's website
Center Spread Advertorial and company profile	1-min video advert content display during break
1-min video advert content display during break	Logo/name on post conference appreciation notes/survey to all participants
Logo/name on post conference appreciation notes/survey to all participants	
Premium Sponsorship	Exhibition
N10,000,000	N5,000,000
Panel Speaking Slot	2 lunch passes for onsite participants
4 lunch passes for onsite participants	9sqm Exhibition booth space with branding
12sqm Exhibition booth space with branding	Awareness campaign on relevant digital platforms with logo on <ul style="list-style-type: none"> ■ Website with a hyperlink to exhibitor's website ■ Social media platforms ■ Conference e-collaterals ■ Half A4 advert
Branding – logo on media wall	
Logo on pre-conference communication materials – Brochure, Banners, Newsletters, e-flyers	
Logo on social media advert	
Logo on website as Premium sponsor, with a hyperlink to sponsor's website	
A4 Advert and company profile	
1-min video advert content display during break	
Logo/name on post conference appreciation notes/survey to all participants	



2024 FLOOR PLAN 5TH - 6TH JUNE, 2024



NOTE: The floor plan is subject to temporary change

FLOOR PLAN KEY

- (3 x 6) Platinum Sponsor
- (3 x 5) Gold Sponsor
- (3 x 4) Premium Sponsor
- (3 x 3) Exhibition

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