

## What role for the fintech industry in the South Med? Driver of inclusion for women or excluding factor?

### Expected results of the dialogue

- Understanding why a gender approach to fintech is relevant
- Exchanges on the preliminary results of the MED MSMEs study on the topic
- Raising the awareness on the value added of the regional lens
- Preparing the dialogue to be held in December on a regional action plan

### Benefits of the dialogue

- Southern Mediterranean countries are aware of the importance of mainstreaming the gender dimension in Fintech
- The dialogue fosters exchange of experiences in terms of policies, regulations, and tools to empower women in the fintech sector
- The regional action plan is co-constructed with the beneficiaries

### Agenda

<b>09:30 - 9:50</b>	<b>Strategic and policy scoping</b>
EU Support to Women Economic Empowerment in the MENA region	Ms. Liisa TANTTARI, DG NEAR, International Aid / Cooperation Officer Ms. Anne-France WITTMANN - DG NEAR, Programme Officer
Dialogue Scoping	Mrs. Douja GHARBI, CEO and co-founder RedStart Tunisia, Mr Christophe MALHERBE, MED MSMEs <ul style="list-style-type: none"> <li>➤ What role for women in the Fintech industry?</li> <li>➤ What role for Fintech as regards financial inclusion in the South Med region?</li> </ul>
<b>09:50 - 10:30</b>	<b>Why is the landscape in the South Med contrasted?</b>
Findings of the study on the gender dimension in the South Med FinTech	Dr Amira KADDOUR, Associate Professor at the Higher School of Sciences and Advanced Technologies - Carthage University, Member of the executive board of the African Women in FinTech and Payment (AWFP): <ul style="list-style-type: none"> <li>➤ Presentation of the MED MSMEs study findings</li> <li>➤ Why are women less represented in the Fintech industry?</li> <li>➤ What explains these barriers?</li> </ul>
<b>10:30 - 11:00</b>	<b>What policies and regulatory recommendations?</b>
Can innovative regional practices be source of inspiration?	Ms Noha SHAKER, founder, and Secretary General of the Egyptian Fintech Association <ul style="list-style-type: none"> <li>➤ Presentation of some inspiring practices / role of women associations</li> <li>➤ What should be the policy priorities to foster the empowerment of women in the fintech sector?</li> <li>➤ What could be better tackled at regional level?</li> </ul>

### Next steps

- Peer review of the policy paper (ongoing)
- Working group in Brussels on December 2<sup>nd</sup>, 2022

