



**Support to an Enabling Business Environment for
MSMEs Development & Financial Inclusion**



EGYPT

FinTech in Gender Lens Action Plan
Enabling a gender-responsive ecosystem
toward inclusion

Regional meeting
Rome – June 20 & 21, 2023

<<<Egypt>>>

The National Council for Women
May Mahmoud

**Head of Women Business Development
Center**



MED MSMEs

Policies for inclusive growth

THIS PROGRAMME IS FUNDED BY THE EUROPEAN UNION



المجلس القومى للمرأة

THE NATIONAL COUNCIL FOR WOMEN

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National Financial Inclusion Strategy

High Level Commitment from the President for Financial Inclusion in AFI's 9th Forum held in Sharm Elsheikh in 2017

CBE and NCW signed an MoU – A global pioneer initiative on **financial inclusion** for women

CBE's Financial Inclusion strategy 2022-2025

"Ta7weesha" digitized mobile application

A journey to **digitalize** the existing classic

VSLA model

(**1.2M** Women Beneficiaries & Prepaid Cards/ **60K** Saving Groups & Group Bank Accounts / **3K** Facilitators & Smart Phones)



Ta7wisha

Ta7wisha is the face of financial inclusion and distribution channel for digital financial services to the rural women of Egypt



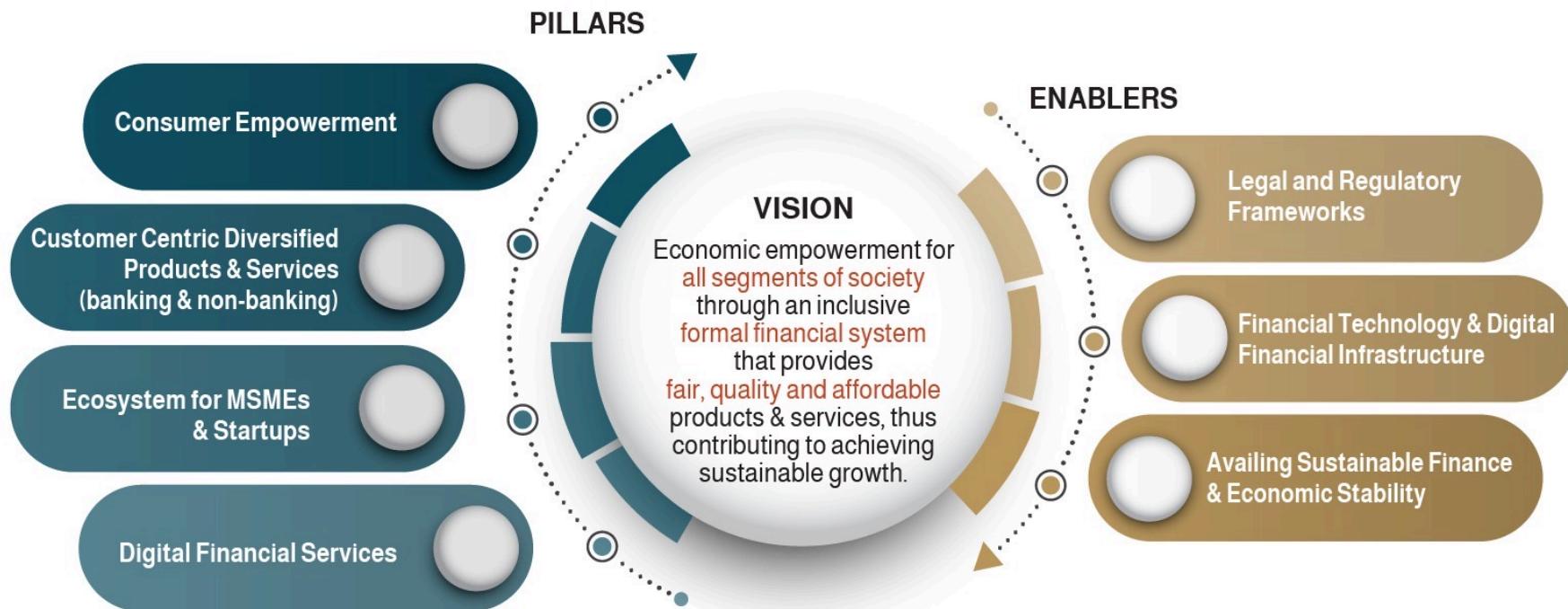
National Financial Inclusion Strategy

Financial Inclusion Strategic Objectives

1. Consumer protection & trust
2. Financial literacy & inclusion (Bank employees & Policy makers)
3. Entrepreneurship and startups through non-financial services
4. Access to financial services & integration into the formal sector.
5. Digital financial services and stimulating savings.
6. Enabling the FinTech and Digital Financial Infrastructure.
7. Financial services (banking/non-banking) for all segments of society.
8. Achieve sustainable growth in the financial sector.



National Financial Inclusion Strategy



How is FinTech Integrated into National Financial Inclusion Strategies?

CBE launched its FinTech and innovation integrated strategy in March 2019

The growth of Egypt's FinTech ecosystem hinges on the **enablement** of five critical components; demand, funding, regulation, talent and governance.

The Strategy was developed over three stages:

- Ecosystem Assessment,
- FinTech Vision & Strategy Development
- Implementation Roadmap Design

In 2022, Egypt's President Abdel-Fattah El-Sisi ratified the Law # 5/2022 on regulating and developing the use of financial technology in non-bank financial activities.

Under the new Fintech law, the FRA became the sole body responsible for licensing and regulating fintech companies in Egypt.



How is FinTech Integrated into National Financial Inclusion Strategies?

Egypt's FinTech Strategy and Implementation Roadmap:

- FinTech Vision for Egypt
- 32 strategic initiatives
- EGP1b innovation fund
- FinTech and Innovation Department
- A FinTech and Innovation Committee
- CBE Regulatory Sandbox
- FinTech Hub



Main Barriers & Potential Need for Regional Collaboration

- Based on the ecosystem assessment, FinTech can play a critical role in solving population-wide and SME challenges.
- Egypt has one of the highest unbanked populations standing at 67%. FinTech will focus initially on solutions such as payments, micro lending.
- Lack of a clear FinTech **licensing framework** and overall unclear **guidelines** on an applicable and uniform regulator saving and remittance.
- Knowledge **transfer** to practical successful models.
- Fintech startups **pioneer** models to be replicated.
- Ecosystem & ongoing **market assessment**.

Recent Initiatives Supporting FinTech Startups

FinTech & Innovation Hub

- A **unified** FinTech platform for **innovation** to become a **globally** recognized Hub in the Arab world and Africa home to next-generation financial services, talent, and innovative development.
- A **one-stop shop** to enrich the experience of all stakeholders affiliated with FinTech innovation, bring the public and private sectors together, and **transform** traditional financial services.

The Regulatory Sandbox

- Offers a **live testing environment** for FinTech innovators who are developing new business models that are currently hindered by stringent authorization requirements and regulatory uncertainty.
- Pave the way for **faster** and **easier** access to new financial **solutions** & embed **compliance** within the FinTech ecosystem at an **early** stage.

FinTech and FinTech-enabled focused fund (March 2022)

- Target capital of \$150 million.

7areef FinTech Podcast

- To raise the **awareness** about FinTech in Egypt, through interviewing key experts in this field to **transfer** their **experience** on-ground expertise.



Going Forward: Enabling an Inclusive FinTech Industry

"FINTEKRS" initiative

It **encourages** startups to develop and **implement** their **innovative** financial solutions across all governorates towards the facilitation of banking services and increasing **access** to financial products.

(<https://fintech-egypt.com/Fintekrs/>)

The Women Techsters Initiative Fellowship

Powered by **Accelerate'ha** initiative by FinTech Egypt and organized by **Tech4Dev**

- An opportunity to begin a career in technology
- Join an elite class of female technology ecosystem change makers
- Solving problems using technology
- Build a technology startup or tech-enabled business

The **Women Techsters Fellowship** is a FREE 12-month intensive technology skills learning program across eight learning tracks:

1. Software Development
2. Mobile Development
3. Blockchain
4. Product Design
5. Data Science and AI
6. Product Management
7. Cybersecurity
8. 3D animation & Mixed reality (AR & VR)

"Ta7weesha" digitized mobile application for VSLAs



Going Forward: Enabling an Inclusive FinTech Industry

The Drivers for Egyptian FinTech Ecosystem



Egypt represents
26%
of the MENA population¹



Egypt's population
remains unbanked²



44%
mobile internet users
as a percentage of
total population³



93%
mobile subscriptions
as a percentage of total
population³



27%
financial literacy⁴



1.5B+
EGP tech funds available from
domestic VCs⁵



3.1M
students enrolled in
universities⁶



18+
accelerators and incubators
focused on Tech and
FinTech start-ups⁵

The fintech industry
is expected to
witness significant
growth over the
upcoming years due
to the government's
extensive efforts, the
Central Bank of
Egypt and the
private sector.



