

TUESDAY 15 SEPTEMBER 2020

QFTH to reinforce Qatar's position as a leading fintech hub

THE PENINSULA - DOHA

The QatarFinTech Hub (QFTH), which aims to develop the Fintech industry in Qatar in accordance with the Qatar National Fintech Strategy which was created by the Qatar Central Bank (QCB), will contribute and reiterate Qatar's position as a leading international Fintech hub in the region as outlined in the Qatar National Vision 2030, said Doha Bank CEO Dr R Seetharaman, while addressing a webinar yesterday.

Titled 'Digital Divergence and Exponential Change', the interactive webinar hosted by Doha Bank featured a panel of business and technology leaders who shared their insights on

emerging digital technologies, digital divergence and how building relevant capabilities can accelerate business growth. The event was also attended by hundreds of participants from various countries.

In his concept note during the event, Seetharaman added: "While the digital sector obviously has a carbon footprint, when taking into account the efficiency gains and emissions reduction it can enable in other sectors, its overall net impact is positive. Digital solutions with the potential to reduce emissions can be applied. The digital acceleration should be an enabler for sustainable value chain".

The first panel speaker during the webinar, Microsoft's Global Account Manager for

Financial Services Industry Alaa Ajweh, spoke about Disruptive Technologies and its impact on businesses and the society.

He also discussed how newer technologies and business models will help the industry cope with the "new normal".

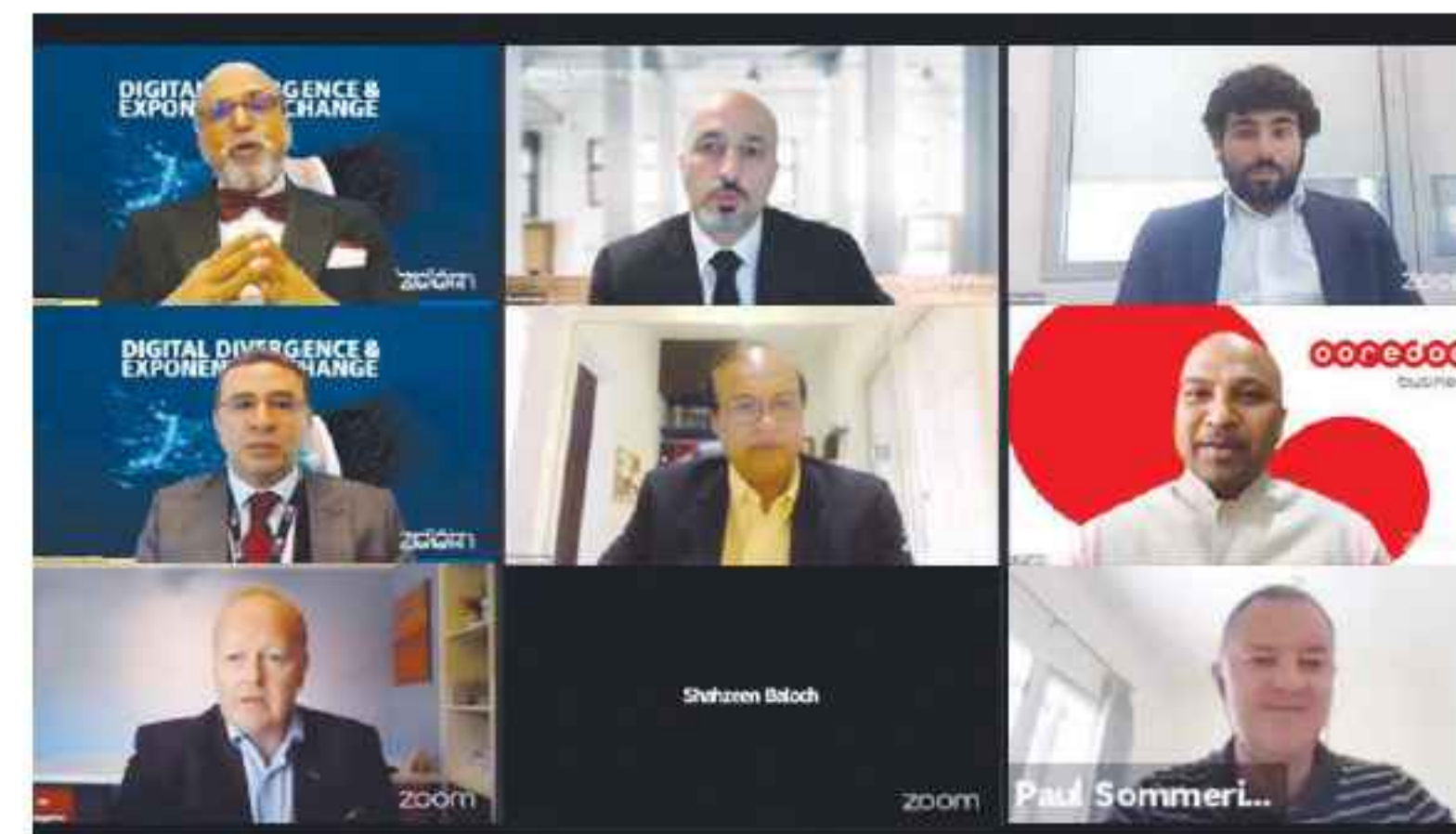
The next speaker, Intellect SEEC CEO Banesh Prabhu, discussed value proposition of building a digital platform and harnessing it for business growth where he shared his experience and insights on investing on new platforms and connecting them to revenue generation for an enterprise.

DELL's Regional Technical Manager for the Gulf Eyad Baddar, went on to speak on the topic 'Connected Finance:

Business Transformation in the Financial Industry', where he discussed how the "speed of change" impacts the banking and financial institutions across the world.

During the event, Oracle's Head of Analytics & Big Data (EMEA) Michael Connaughton, also gave an analogy on the power of business intelligence and analytics, and shared his views on how important data is to an enterprise, and how the "right data at the right time" can drive a team or organisation to the path of success.

Ooredoo's Director of Strategic Accounts Cyril Anand, also made a presentation on how and why an organisation should focus on building business processes that keep the "Customer in the Centre". He went on to explain



A screen grab of Doha Bank CEO Dr. R Seetharaman (top left) with other business and technology leaders who participated in the webinar, yesterday.

how Ooredoo, as an enterprise, was concentrating its efforts to develop innovative business solutions to ensure their customers had a delightful experience.

The final speakers during the event were EY Partners in

Digital Practice including Shahzeen Baloch and Paul A Sommerlin, who shared their experiences on how organisations could take the lead on digital disruption and the need to build agility at the workplace.