

Payment Services

Kuwait Finance House scoops top award at the Prepaid Middle East Summit

Cards International, Billy Bambrough, 21 March

3rd Annual Prepaid Middle East Awards

The award for Prepaid Innovation of the Year at the annual Cards International Prepaid Middle East Awards sponsored by Visa was picked up by Kuwait Finance House.

The Kuwait City headquartered bank picked up the award for its clever use of a Visa prepaid card with "Tap 'N' Go" NFC technology allowing users to make P2P payments. The scheme is the first of its type in MENA.

Also nominated for the award were Bayani RAK Bank, BLOM Bank, and Majid Al Futtaim Finance.

The awards ceremony followed a day of high level panel discussions at the fifth annual Prepaid Summit: Middle East 2014, also sponsored by Visa, at the Dubai Conrad hotel.

Chairman of the Egyptian Post Office Ashraf Gamal was awarded the prize for best individual contribution to the industry, with individuals from C3 Card and Majid Al Futtaim Finance also having been shortlisted.

Gamal impressed the judges with his performance after just 10 months in the job, hiring an all new prepaid team and launching a range of new Visa prepaid cards.

The Editor's Special Award, presented by Timetric consumer finance editor Douglas Blakey, was given to Commercial Bank of Dubai, while Al Barid Bank collected the Cards International Award for Financial Inclusion.

Awards judge Francesco Burelli, partner at Value Partners, said: "In five years the Prepaid Card Awards Middle East have become a point of reference for the industry and the most authoritative recognition of industry excellence.

"The awards ceremony is an industry celebration for the Middle Eastern and North African industry at the conclusion of an insightful conference."

Fellow judge David Parker, director of Polymath Consulting and prepaid card and emerging payments specialist, said: "After the biggest ever dedicated prepaid event in Dubai it was great as a judge to be able to help give out the awards to some very worthy winners."

The judging panel was made up of: Douglas Blakey, editor of consumer finance titles at Timetric; Billy Bambrough, deputy editor of consumer finance titles at Timetric; Francesco Burelli, Value Partners; Nacho Garcia, Payments Experts, and David Parker, Polymath Consulting.

Additional sponsors of the awards were 3Omleti and Ixaris.

A report from the conference and the Awards will be published in the April issue of Cards International.

Full list of awards, nominations and winners:

Prepaid Innovation of the Year

Bayani RAK Bank

BLOM Bank

Kuwait Finance House - Winner

Majid Al Futtaim Finance

Prepaid Marketing Campaign of the Year

Al Barid Bank

BLOM Bank

CBAO GroupeAttijariwafa Bank

Emirates NBD - Winner

Majid Al Futtaim Finance

Open Loop Prepaid Card Programme of the Year

Al Mawarid

C3 Card - Winner

Commercial Bank of Dubai

National Bank of Abu Dhabi

Gift/Incentive Card Open and Closed Loop Programme of the Year

Al Fardan Exchange

Dubai International Airport

Majid Al Futtaim Finance

National Bank of Abu Dhabi - Winner

Industry Partner/Vendor of the Year

C3 Card

FIS

Majid Al Futtaim Finance - Winner

Network International

Alternative/Emerging Prepaid Payment Solution

Bank Med - Winner

Majid Al Futtaim Finance

Maxbox Kiosk

Industry Contributor - Individual

RabihSfeir - C3 Card

Julian Little - Majid Al Futtaim Finance

Dr Ashraf Gamal, Egyptian Post Office - Winner

Industry Contributor - Organisation

Attijariwafa Bank

Cairo Amman Bank Jordan

Jordan Kuwait Bank - Winner

Majid Al Futtaim Finance

Editor's Special Award

Commercial Bank of Dubai

Cards International Award for Financial Inclusion

Al Barid Bank