



Mediterranean Smart Cards Company Inaugurates first Together for a Better Africa Conference

Delegates from across Africa will gather to share industry insights

FOR IMMEDIATE RELEASE

Cairo, Egypt, October XX, 2009 — Mediterranean Smart Cards Company (MSCC) is hosting its first Together for a Better Africa Conference in Sharm El Sheikh from October 15-18. The conference will gather more than 100 high-level delegates from companies and banks across Africa in the field of digital security smart technologies to share industry best practices, foster transfer of knowledge, and to facilitate the overall advancement of the payment card industry.

The conference will provide an opportunity for banks from across the African continent to exchange ideas and develop a common future vision, all under the umbrella of contributing to a better Africa. Interactive sessions and in-depth case studies will explore the intricacies of each market and offer first-hand industry insight from across the region. Session topics will include new payment technologies for acquirers, the value of e-banking, payment card solutions for Africa, fraud-fighting innovations, and further developing IT infrastructure.

“Industry events provide an excellent opportunity to gain a greater understanding of the issues affecting our key markets. MSCC is continuously working to enhance our industry expertise and technological capacity in order to provide our clients with the best smart card processing services in any market, be it local, regional or international,” said Mrs. Hoda Shoukry, Managing Director of MSCC. “Dedication to quality is just one of the reasons we continue to grow our client base and service offerings, so we’re pleased to have the chance to showcase our strengths at our first Together for a Better Africa Conference.”

MSCC is the leading smart card processing company in Africa, operating in over 22 countries since launching its high-quality, premium processing and operational support services in 2003. MSCC is showcasing its position as an industry leader by organizing this conference as a forum for sharing industry insights, discussing key issues in the payment card industry, and presenting the latest technology and product innovations.

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About Mediterranean Smart Cards Company (MSCC)



MSCC is an Egyptian joint-venture company, offering one of the most sophisticated smart card processing environments in the world. Besides delivering a range of services and benefits to its clients, MSCC's mission is to provide high-quality, premium smart card payment processing services to banks across markets in Central and Eastern Europe, Middle East and Africa, and to spread electronic payment knowledge and expertise. For more information, please visit www.msc.com.eg.

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