



## **Mediterranean Smart Cards Company Exports Experience at CardExpo Africa 2009**

***MSCC will work with industry experts to help grow Africa's e-payment market***

### **FOR IMMEDIATE RELEASE**

***Cairo, Egypt, June XX, 2009*** —Mediterranean Smart Cards Company (MSCC) is bringing its wealth of experience in smart card processing directly to seasoned industry professionals at CardExpo Africa 2009. As a Platinum Sponsor of the 3-day conference and exhibition taking place in Lagos, Nigeria from June 16-18, MSCC is participating as both a speaker and exhibitor. The theme for this year's event, "e-Channel strategy: e-payment in a Global Recession", will highlight the real, relevant and unique issues with a view to developing a blue print for a clear pathway on cards and channels in Africa.

MSCC will participate on the Switching Forum entitled "Challenges Facing Financial Institutions in E-Payments" and "How to Build an E-Payment Business". The session will discuss viable solutions for outsourcing key drivers and some of the primary business challenges faced by financial institutions today. Case studies will be showcased on a number of related issues including benefits of smart cards compared to magnetic, developing e-payment solutions, developing electronic delivery channels, introduction to mobile banking, and transforming spending patterns.

"Participating in CardExpo Africa is an excellent opportunity for MSCC to gain even greater understanding of the issues affecting one of our key markets," said MSCC Managing Director Hoda Shoukry. "We are 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, local, regional or international. 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 such an important industry event."

CardExpo Africa 2009 is expected to attract about 3,000 visitors for the event. The objective of the conference and exhibition is to call the attention of Africa and the global industry to the emerging development and requirements in the market including growing the right e-channels for the right market segments to act as a catalyst for growth in card issuance and usage.

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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](http://www.msc.com.eg).

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