



# Finovate Global Egypt: New Partnerships, New Products, New Markets



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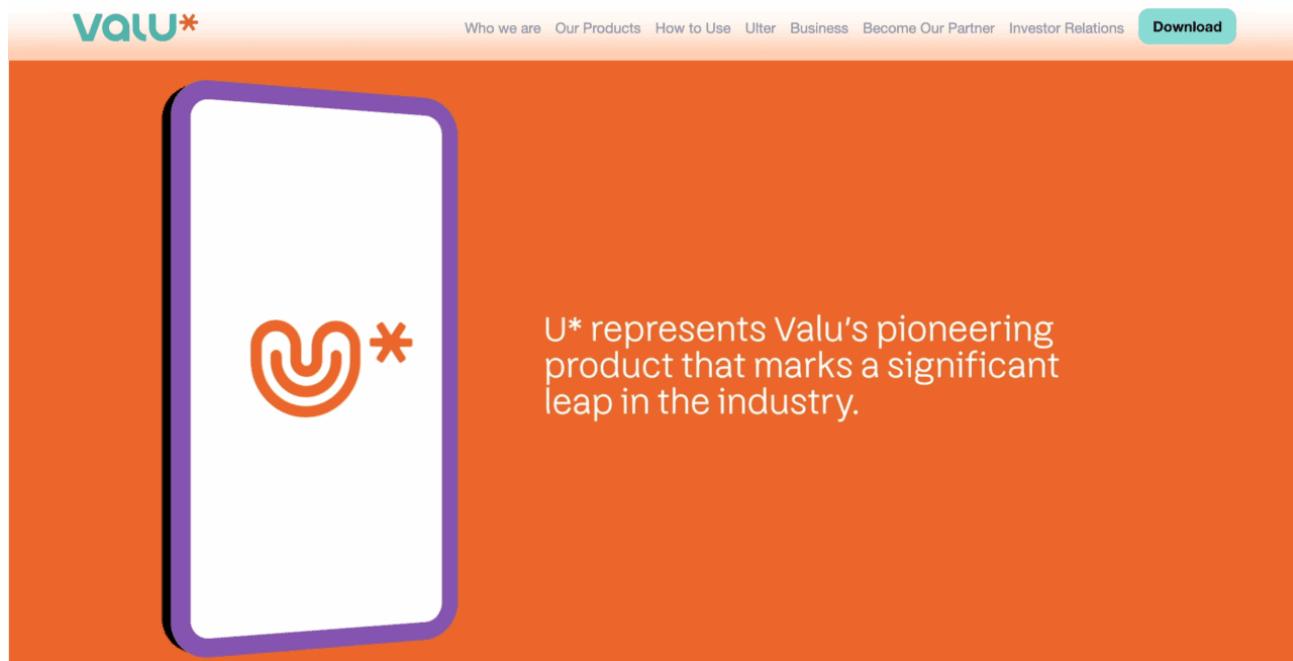
This week's edition of *Finovate Global* looks at recent fintech headlines from Egypt.

## Valu Launches Platform in Jordan

Egyptian fintech [Valu](#) has secured final approval from the Central Bank of Jordan to begin operations in Jordan. Valu was granted a Specialized Finance license that will enable the company to launch financial services in the Kingdom. Valu said it would be offering services in Q1 of 2026, providing consumers with flexible financing solutions across retail, healthcare, electronics, and education. Former Jordanian Minister of Investment and Digital Economy Mothanna Gharaibeh will serve as Chairman of the new entity, with fintech executive Mohammad Al Yousef serving as CEO.

"Securing final approval from the Central Bank of Jordan under a Specialized Finance license is a pivotal moment for Valu and a testament to the strength of our platform, governance model, and long-term vision for the market," Valu Chief Market Expansion

and Strategy Officer Habiba Naguib said. “Jordan is a key pillar in Valu’s regional expansion strategy.”



The decision to launch in Jordan reflects Valu’s determination to further financial inclusion and deepen its presence in the region. Valu secured initial regulatory clearance in 2025, the same year it was listed on the Egyptian Exchange (EGX), and [strengthened its partnership with Amazon](#). Amazon [purchased a 3.25% stake](#) in the Egyptian fintech last spring.

“As we prepare to begin operations in the first quarter of the year 2026, our focus remains on driving financial inclusion through innovative, customer-centric products while investing in local talent and contributing meaningfully to the Jordanian financial ecosystem,” Naguib added.

Founded in 2017 and headquartered in Sheikh Zayed City, Egypt, Valu is a lifestyle-enabling fintech platform and a pioneer in offering Buy Now, Pay Later (BNPL) solutions in the MENA region. Valu offers flexible, customizable financing plans across more than 5,000 points of sale and more than 600 websites. The company also offers investment products, savings solutions, HR payroll services for businesses, and *Sha2labaz*, an instant cash redemption program.

### **Bank NXT Teams Up with IBM**

Egypt-based Bank NXT has selected a trio of solutions from IBM to accelerate its digital banking transformation. In collaboration with Inspire for Solutions Development, the financial institution will implement IBM’s *Instana*, *Turbonomic*, and *Cloud Pak* solutions to enhance real-time observability, automated resource optimization, and advanced integration. The addition of all three technologies reflects Bank NXT’s

integrated approach to boosting resilience, minimizing downtime, optimizing IT resources, and delivering better banking experiences for customers.

“This progress strengthens the reliability of the bank’s digital platform and boosts operational efficiency,” Bank NXT Chief Executive Officer and Managing Director Tamer Seif said. “It accelerates service delivery and expands the range of digital solutions we offer, ultimately leading to a better customer experience and faster, more responsive service.”

IBM Instana will provide the financial institution with real-time observability across digital banking applications to support proactive monitoring and faster issue resolution. IBM Turbonomic offers automated, intelligent resource optimization across hybrid cloud environments, helping maximize IT utilization while keeping costs low and performance consistent. IBM Cloud Pak—both for Integration and for Business Automation—runs on Red Hat OpenShift to create a unified digital platform that streamlines operations, reduces complexity, and promotes faster development and deployment of new solutions and services.



“Our collaboration with IBM and Inspire for Solutions Development is a crucial part of the bank’s transformation strategy,” Seif said. “By adopting the DevOps model and improving our business automation capabilities, we have enhanced the flexibility of our technology infrastructure. This advance prepares us to integrate with fintech companies through an API-driven ecosystem, fostering a more open and innovative environment.”

Founded in 1978 and headquartered in Cairo, Bank NXT serves both retail and business customers with services ranging from basic bank accounts and loans to wealth management.

## AFS Launches SoftPOS

Arab Financial Services (AFS) announced that its subsidiary in Egypt has [secured a SoftPOS license](#) from the country’s central bank. The approval makes AFS Egypt one of the first fintechs in Egypt to bring a fully licensed SoftPOS solution to market.

AFS’s SoftPOS solution transforms any NFC-enabled smartphone into a secure and fully functional payment terminal. The solution provides merchants with a fast, low-cost, and highly scalable option for accepting payments. The technology eliminates the need for expensive hardware and supports all types of contactless cards, making digital commerce more accessible for both merchants and their customers.



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“Going live with SoftPOS in Egypt is a transformative milestone for AFS and the Egyptian market,” AFS CEO Samer Soliman said. “This fully licensed solution allows us to instantly turn any NFC-enabled Android smartphone into a secure payment terminal, eliminating hardware costs and making digital acceptance accessible to businesses of all sizes. We view this launch as the foundation, and our immediate plan is to continuously expand its feature set and introduce innovative use cases that will further accelerate financial inclusion and power a digitally empowered economy.”

AFS Egypt is a subsidiary of AFS, which was formed in 1984 to provide banks and merchants with payment services, solutions, and expertise. Today, the company is owned by 37 banks and financial institutions, serving more than 60 clients in 20+ countries throughout the MENA region. A leading digital payment solutions provider regulated by the Central Bank of Bahrain, AFS boasts a portfolio that includes digital mobile wallets, merchant acquiring services, digital payroll solutions, contact centers, and more.

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Here is our look at fintech innovation around the world.

## Central and Southern Asia

- Pakistan-based digital nano-lending platform Daira [announced a strategic partnership](#) with Infinix Pakistan, itel Pakistan, and Tecno Mobile Pakistan to deliver Buy Now, Pay Later services.
- Bangladesh's largest private commercial bank Pubali Bank PLC and payments solution provider BPC [teamed up](#) to modernize the bank's card management infrastructure.

- Forbes [profiled](#) recent fintech developments in countries in “South Asia beyond India” including Pakistan, Bangladesh, and Nepal.

## Latin America and the Caribbean

- Latin American Post [profiled](#) the leadership transition at Argentina’s MercadoLibre.
- Brazilian banking and payments firm PicPay [filed](#) for an initial public offering in the US.
- Crowdfund Insider [makes the case](#) for why Mexico is Latin America’s next fintech hub.

## Asia-Pacific

- South Korean digital life insurance provider Kyobo Lifeplanet [forged a partnership](#) with cryptocurrency exchange Crypto.com.
- Japanese aggregated payment platform Netstars [announced](#) a pilot program to accept Circle’s US dollar-pegged stablecoin.
- Airwallex [acquired](#) Indonesia fintech PT Skye Sab Indonesia as part of its expansion strategy in the Asia-Pacific region.

## Sub-Saharan Africa

- African fintech giant Flutterwave [acquired](#) Nigerian open banking startup Mono.
- Nigeria’s Sterling Bank [announced](#) plans to join Thunes’ *Direct Global Network*.
- News Ghana [looked at](#) the growth of the country’s digital banking and fintech sectors.

## Central and Eastern Europe

- Payments infrastructure provider Banking Circle [joined](#) the Czech Fintech Association.
- Buy Now, Pay Later firm Zilch [acquired](#) Lithuanian lender Fjord Bank in bid to secure European banking license.
- Czech digital banking solutions provider Finshape, which won Best of Show at FinovateEurope 2022, [introduced](#) new CEO Neil Budd.

## Middle East and Northern Africa

- Digital bank Zand and business banking platform Yuze [announced](#) a strategic alliance.
- Fintech infrastructure platform VoPay [established](#) a new global headquarters in Qatar.
- UAE-based Ajman Bank [completed](#) its core banking system upgrade in partnership with Accenture.