



06 November 2025

The Ritz Carlton JBR, Dubai
United Arab Emirates

MEA FINANCE AWARDS 2025

The 2025 MEA Finance Annual Industry Awards

As we approach the closing months of the year, nominations for the proudly regionally based and the most anticipated celebratory event in the regional banking and finance markets, are being made in anticipation of one of the most admired marks of recognition in the industry...

... The MEA Finance Annual Industry Awards.

Our region sits with the most important financial services hubs on Earth and still has not yet reached the peak of its potential, and so continues drawing the attention of the world's banking, business, industry and technology leaders. The achievements of the winners in the MEA Finance Annual Industry Awards thus find themselves gaining an increasingly broadening recognition of the place they occupy in our highly important market.

The MEA Finance Industry Awards provide well deserved recognition, rightfully highlighting financial institutions, technology solutions providers, fintechs, service providers and individuals for their exceptional achievements, ground breaking services and inspirational leadership in delivering innovative products and services and the thoughtful provision of day-to-day life opportunities of the highest value to their clients and customers across all walks of society.

The 2025 MEA Annual Finance Industry Awards provide a highly visible showcase, celebrating the institutions and individuals who have contributed to the advancement of

the banking industry in the Middle East and Africa. A long list of categories is in place to spotlight and honour institutions and individuals for their ingenuity and adaptation to the demands of our fast changing and challenging times. This year nominees will be assessed on a range of qualities and principles including:

- Exceptional products and services
- Digital readiness and implementation
- Responsiveness to changing times
- Wealth and investment management
- Innovative and outstanding leadership
- Inclusivity and community awareness
- Effective and successful deal or project execution



The awards presentation ceremony will be held on the 6th of November at The Ritz Carlton JBR.

**Join over 250 senior banking, finance and technology executives
from the Middle East & Africa.**

WHY ENTER THE MEA FINANCE AWARDS?



Recognition of your special efforts to manage through the past 18 months of exciting, challenging and highly competitive times.



Well merited recognition for your technology, fintech and AI implementation experience and outcomes.



Networking opportunities among your industry building peers - senior banking and finance executives, fintech innovators and top technology leaders at the awards ceremony.



Advance your market presence and build recognition across the industry and beyond.



Promote your market-making, landmark achievements, sharpen your competitive edge and elevate over your competitors.



Nominations are welcomed directly from hopeful nominees and third party nominees.

AWARDS CEREMONY



METHODOLOGY

The MEA Finance Awards will recognise the achievements of the region's leading banks, financial institutions, fintech businesses and technology providers at the forefront of digital transformation fuelling the regional financial services revolution.

The selection of the winners will be based on the veracity and strength of nominations with research and assessment conducted by industry experts. The successful demonstration and use of foresight and imagination will also be among the considerations, plus deliberation on the opportunities for and benefits to regional economies arising from the utility of their banking and financial, and technological innovation and service solutions.

JUDGING PROCESS

The awards nominations will be judged by a panel of industry experts in collaboration with the MEA Finance editorial team.

1. All nomination entries will be meticulously evaluated and analysed based on relevant market knowledge, industry research and accurate company financial statements. The MEA Finance editorial team will then create a shortlist which will be given to the judging panel.
2. The judging panel includes former banking and finance leaders and senior executives from professional services firms working with the banking industry. They will review the shortlist and the submitted materials for each category and place a score from 1 to 5 for each category nominee. All scores will be sent back to the editorial team.
3. The MEA Finance editorial team will independently score shortlisted institutions per category. Score values will be from 1 to 5. All scores will be kept confidential and will not be released publicly, nor will they be discussed with any individual applicants.
4. Scores from both the judging panel and the editorial team shall be collected and combined to determine the highest scoring institution in each category which will be declared winner.

KEY DATES

SEPTEMBER 30
OPEN FOR ENTRIES

OCTOBER 17
SUBMISSION DEADLINE

NOVEMBER 06
AWARDS WINNERS
CEREMONY

AWARDS CATEGORIES

TECHNOLOGY & INNOVATIONS

- ◆ Best Cybersecurity Implementation
- ◆ Best Payments Solutions Provider
- ◆ Best Digital Banking Innovation Provider
- ◆ Best Open Banking Solutions Provider
- ◆ Best Treasury Management Services Technology
- ◆ Best User Experience/Engagement Provider
- ◆ Best Cybersecurity Provider
- ◆ Best Digital Transformation Implementation
- ◆ Best Financial Data Analysis Provider
- ◆ Best Cloud Services Provider
- ◆ Best Cloud Transformation Innovation
- ◆ Best Islamic Finance Software Provider
- ◆ Best Islamic Digital Banking Provider
- ◆ Best Islamic Fintech Solutions Provider
- ◆ Best Core Banking Service Provider
- ◆ Best Reg Tech Solutions Provider
- ◆ Best Risk Management Solutions Provider
- ◆ Best Financial Technology Provider
- ◆ Best Banking as a Platform (BAAP) Provider
- ◆ Best Composable Banking Transformation
- ◆ Most Innovative BNPL Fintech Company
- ◆ Best Payments Fintech Company
- ◆ Best Payment Gateway Fintech Company
- ◆ Best Open Banking Fintech Company
- ◆ Most Innovative Fintech Company
- ◆ Best Fintech Services and Advisory Business
- ◆ Best Fintech Company for SMEs
- ◆ Best Reg-tech Fintech Company
- ◆ Best Personal Finance Fintech Company
- ◆ Best Expenses Management Fintech Company
- ◆ Best Overall Fintech Company
- ◆ Best Bank & Fintech Collaboration

BANKING & FINANCIAL SERVICES

- ◆ Best Mobile App Banking Service Implementation
- ◆ Best Islamic Digital Banking Services
- ◆ Best Online Banking Service
- ◆ Best Use of AI and ML in Banking
- ◆ Best Digital Transformation Implementation
- ◆ Overall Best User Experience/Engagement
- ◆ Special Achievement in Digital Innovation
- ◆ Best Payment Solutions Implementation
- ◆ Best Digital Banking Service
- ◆ Best AI Deployment/Implementation
- ◆ Best Use of AI in Asset Management
- ◆ Best Islamic Bank
- ◆ Best Overall Islamic Consumer Finance in the Middle East
- ◆ Best Islamic Consumer Finance
- ◆ Best Takaful Provider
- ◆ Best Retail Bank in the Middle East
- ◆ Best Premium Banking Services
- ◆ Best Global Retail Bank in the Middle East
- ◆ Best Commercial Bank
- ◆ Best Treasury Management Services
- ◆ Best Trade Finance Bank
- ◆ Best Cash Management Bank
- ◆ Best Bank for Corporate Services
- ◆ Best Bond Issue of the Year
- ◆ Debt Capital Markets Deal of the Year
- ◆ Equity Capital Markets Deal of the Year
- ◆ Best Sukuk Deal of the Year
- ◆ Best IPO of the Year
- ◆ Best M&A
- ◆ Best Syndicated Loan
- ◆ Best Structured Finance
- ◆ Best Investment Bank
- ◆ Best Tax and Accounting Firm for SME'S

AWARDS CATEGORIES

- ◆ Best Legal Advisory for SMEs and Startups
- ◆ Best Bank for SME Lending
- ◆ Best Bank for SME Transaction Banking
- ◆ Best Bank for SME Bank Accounts
- ◆ Most Innovative Financial Product for SMEs
- ◆ Best Islamic Bank for SME'S
- ◆ Best SME Bank
- ◆ Best Private Bank in the Middle East
- ◆ Best Wealth Management Institution for HNWI's - US\$1 Million and US\$20 Million
- ◆ Best Wealth Management Institution for HNWI's - US\$21 Million and US\$49Million
- ◆ Best Wealth Management Institution for Ultra HNWI's - US\$50 Million and above
- ◆ Best Client Value Proposition
- ◆ Best Domestic Private Bank
- ◆ Best Family Office Service
- ◆ Best Foundation Services
- ◆ Best Private Client Services
- ◆ Best Digital Innovation and Services in Wealth Management
- ◆ Best Residency and Citizenship by Investment Firm
- ◆ Best Overall Wealth Management Service in the Middle East
- ◆ Best Global Private Bank in the Middle East
- ◆ Best Family Office Platform Provider
- ◆ Best Succession Planning Services
- ◆ Best Wealth and Investment Technology Provider
- ◆ Best Asset Management Firm – Conventional
- ◆ Best Asset Management Firm - Islamic
- ◆ Best Sukuk Islamic Fund
- ◆ Most Innovative Trading App
- ◆ Best Brokerage Firm & Solutions Provider
- ◆ Best Equities Investment Services

- ◆ Best Fixed Income Investment Services
- ◆ Best Investment Management Firm
- ◆ Best Real Estate Investment Firm
- ◆ Best International Real Estate Investing Firm in the Middle East
- ◆ Best REIT Management Firm
- ◆ Best Financial Inclusivity Initiative
- ◆ Best Sustainable Finance Initiative
- ◆ Leader in Financial Inclusion
- ◆ Best ESG Strategy

FINANCIAL ADVISORY & SERVICE PROVIDERS

- ◆ Best Law Firm
- ◆ Best Management Consultancy Firm
- ◆ Best Research and Consultancy Firm
- ◆ Best AI and Digital Transformation Advisory
- ◆ Best Ratings Agency

INDIVIDUAL AWARDS

- ◆ Fintech Leadership Award
- ◆ Outstanding Contribution to Regional Banking
- ◆ Best Technology Executive of the Year for Financial Services
- ◆ Most Transformative Leadership Award
- ◆ Banker of the Year
- ◆ Lifetime Achievement Award



CATEGORY SPONSORSHIP

PRE-EVENT EXPOSURE

Editorial

MEA Finance Magazine

- ◆ News story/round up of new sponsors announcing support and participation in awards
- ◆ Logos and name checks in features announcing the shortlist

www.mea-finance.com

- ◆ Article announcing sponsor support and participation in awards
- ◆ Article covering sponsor build up/related activities

Print and Online Advertising

Sponsor logo appears on each print advert once they have committed to supporting the awards. Adverts appear in:

- ◆ MEA Finance Magazine
- ◆ MEA Business Magazine
- ◆ Option of video interview with sponsor senior executive at the event
- ◆ Sponsorship onboarding will be announced on MEA Finance's social media and e-newsletter

Digital Marketing

Sponsor logo appears on each email blast once they have committed to supporting the awards. Digital marketing messages are sent to the following databases:

- ◆ www.mea-finance.com database
- ◆ MEA Finance subscribers list
- ◆ Database of past nominees

Sponsor logo appears on the awards website once they have committed to supporting the awards. Sponsor logo appears on e-invitations sent to guests two weeks prior to the awards with link to sponsor's website. Official awards sponsor logo for their own marketing material/PR

CATEGORY SPONSORSHIP

ON THE DAY EXPOSURE

Branding

- ◆ Sponsor logo appears on onsite collateral in and around the awards ceremony
- ◆ Light boxes and/or banners
- ◆ Menus & Looped on presentation screens during dinner
- ◆ On presentation screen during sponsored award

Client Entertainment

- ◆ (8) Eight seats for your team, including three course dinner and beverages for the duration of the evening

Category Presentation

- ◆ Sponsor representative invited to the stage by the MC to present the winner of their sponsored category with their trophy
- ◆ Photos will be taken for sponsor and the category winner on stage

POST-EVENT EXPOSURE

- ◆ Photo gallery on www.mea-finance.com the day after the awards featuring sponsor presenting sponsored award/awards
- ◆ Logos and name check in post-awards feature in MEA Finance Magazine
- ◆ Logo featured in awards video, displayed on the awards website until the following years' event is held
- ◆ Images from the night of sponsor presenting sponsored award for their own PR
- ◆ Logo featured on email shot to www.mea-finance.com select database congratulating winners

TOTAL COST: \$20,000

CATEGORY SPONSORSHIP

SILVER SPONSORSHIP

Silver Sponsors receive all of the benefits available to Category Sponsors plus:

Print Advertising

- ◆ 1 Full Page advertisement in MEA Finance Magazine print and digital edition

Extra Client Entertainment

- ◆ Additional 5 invites to the awards ceremony and gala evening, total of (15) fifteen seats

Enhanced Branding

- ◆ Logo placement ahead of Category Sponsors on print ads, email shots, website and onsite branding

TOTAL COST: \$30,000

GOLD SPONSORSHIP

Gold Sponsors receive all of the benefits available to Category and Silver Sponsors plus:

Print Advertising

- ◆ Additional of 1 Full Page advertisement in MEA Finance Magazine print and digital edition, total 2 Full Pages

Extra Client Entertainment

- ◆ Additional five invites to the awards ceremony and gala evening, total of (20) twenty seats

Enhanced Branding

- ◆ Logo placement ahead of Category and Silver Sponsors on print ads, email shots, website and onsite branding

TOTAL COST: \$40,000

PLATINUM SPONSORSHIP

Platinum Sponsors receive all of the benefits available to Category, Silver and Gold Sponsors plus:

Print Advertising

Additional of 1 Full Page advertisement in MEA Finance Magazine print and digital edition, total 3 Full Pages

Extra Client Entertainment

Additional five invites to the awards ceremony and gala evening, total of (25) twenty-five seats

Enhanced Branding

Logo placement ahead of Category, Silver and Gold Sponsors on print ads, email shots, website and onsite branding
Exclusive logo placement on entrance branding
Opportunity to play 30 second television commercial during awards intermission

Thought Leadership

Welcome Note Speaker to open the event ceremony
Platinum sponsor name check and thanks by the MC in the opening remarks

Profile Opportunity

Full interview with chief executive of sponsor in one of the issue MEA Finance Magazine

TOTAL COSTS: \$50,000



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