

# Banking on Innovation: FinTech in Fragile vs. Flourishing Markets

This session takes a look at how innovation in financial technology (FinTech) evolves under two very different realities: fragile markets affected by instability, and flourishing markets driven by steady growth and regulation. Drawing from Sudan's digital financial landscape before the conflict, the workshop highlights how crisis conditions can accelerate creative problem-solving and drive the adoption of consumer-centric FinTech models.

## Session led by

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## Target Audience

Developers, QA engineers, FinTech professionals, and anyone curious about how technology can empower financial ecosystems in challenging environments

## Outlines

- Understanding Sudan's Digital Financial Landscape Before the Conflict
- Navigating the Shift to Consumer-Centric FinTech
- Crisis to Opportunity: Applying FinTech Lessons from Conflict
- Open discussion

## Session's Record

[https://drive.google.com/file/d/1maMWitf20x2Cjnz2vq7HOt0LeYtT4cX/view?usp=share\\_link](https://drive.google.com/file/d/1maMWitf20x2Cjnz2vq7HOt0LeYtT4cX/view?usp=share_link)

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