

Akhtar Fuiou Technologies (AFT) adopts IDEMIA's FinTech Accelerator Card Program for a seamless digital journey

The partnership leverages IDEMIA's expertise and structure to support AFT's digital banking ambitions in Pakistan.

PAYMENT

POSTED ON 09.27.22

FinTech **Akhtar Fuiou Technologies** (AFT) has **partnered with IDEMIA** to support its ambitions to **transform the digital payment infrastructure in Pakistan**.

A joint venture between Akhtar Group, Fuiou Pay, and JollyChic, the Lahore-headquartered startup is the latest FinTech to join IDEMIA's FinTech Accelerator Card Program. One of AFT's first goals is to drive financial inclusion in Pakistan's rural population, specifically in the agriculture sector.

Launched in 2020, the **FinTech Accelerator Card Program** is a **fast-track program for FinTechs and neobanks** to go to market as quickly as possible with the guarantee of **enhancing customer experience** with a **seamless physical and digital payment journey**.

This dedicated program allows new entrants to the payment industry to utilize IDEMIA's existing global footprint as well as access its advanced product and solution portfolio.



AFT hopes to change the course of the digital payment landscape of Pakistan using this partnership with IDEMIA as a turning point for the agriculture sector. AFT also hopes to use IDEMIA's international outreach as a stepping stone for targeting untapped markets.

Mohammad Daiyaan Alam, Business Head, Commercials, AFT

In the context of a rapidly-evolving banking industry, IDEMIA's FinTech Accelerator Card Program aims to fully support FinTechs and neobanks seeking a rapid process from cardholder onboarding to payment card issuance, thus enabling a **quick time to market** and **innovative solutions** that are valuable to their customers.

As the world's number one FinTech card issuance partner, IDEMIA has the **largest network of personalization centers**—30 service centers in 26 countries around the world—designed to optimize responsiveness and proximity to the cardholder for fast delivery times. FinTechs and neobanks in the FinTech Accelerator Card Program are able to seamlessly bridge the digital and physical worlds by accessing IDEMIA's digital services such as IDEMIA Card Connect, a way to activate a card or provide secure customer authentication by simply tapping the contactless card on the phone.



IDEMIA has always believed in empowering financial institutions and paving the way for emerging institutions. As a technology partner to the payment industry with a strong global presence, IDEMIA is pleased to support AFT in its ambitions of transforming the digital payment infrastructure of Pakistan.

Hendrik Du Plessis, Senior Vice President (Middle East and Africa), Financial Institutions, IDEMIA