



# IDEMIA Secure Transactions partners with EthSwitch in Ethiopia

New certification enables Ethiopian banks to source from IST's range of payment card products

# PAYMENT

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**IDEMIA Secure Transactions (IST) successfully completes certification at EthSwitch Ethiopian domestic switch and personalization service centers, positioning itself as a leading payment card vendor for the Ethiopian market.**

EthSwitch, established in 2011, is a national switch\* in Ethiopia. EthSwitch was established to provide simple, affordable, secured, and efficient e-payment infrastructure services to banks or financial service providers, and through them, to end users in Ethiopia.

EthSwitch's central card printing, personalization, and issuance center in Addis Ababa supports banks with critical payment infrastructure services, enabling them to modernize and expand their payment service offerings.

IDEMIA Secure Transactions has partnered with EthSwitch to ensure that IST's market leading card technologies are able to be personalized by EthSwitch on behalf of Ethiopian banks and IST is now formally approved as an EthSwitch-compatible payment card vendor.

*Working with EthSwitch to ensure the compatibility between our range of payment cards and the EthSwitch in-country card personalization solutions, reinforces our mission to be the leading provider of payment cards in this dynamic and growing market. Thanks to the support of EthSwitch, banks in Ethiopia are now able to benefit from best-in-class payment card technologies from IST.*

Hennie Duplessis, SVP Payment Services, Middle East & Africa, IDEMIA Secure Transactions

*EthSwitch has certified IDEMIA's payment cards for the Ethiopay contact card profile, enabling its primary switch-hosted banks to issue them. EthSwitch's card personalization environment is now equipped to personalize IDEMIA chip cards, with one of our member banks already issuing debit cards to its customers. The certification of various card types, including IDEMIA, offers banks greater flexibility and aligns with EthSwitch's mission of "Making Payments Simple and Affordable." EthSwitch is pleased to collaborate with global leaders in digital banking technology, such as IDEMIA, to contribute to the modernization of*

*national payment systems and the advancement of financial inclusion in the country.*

Beza Mamo, Director – Payment Applications, EthSwitch

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\* a centralized infrastructure that facilitates the processing and routing of electronic transactions within a country.

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