

SUSTAIN.EXCHANGE to partner up with global payments provider AFFIPAY for MENA region expansion

Affipay and SUSTAIN.EXCHANGE are announcing a strategic partnership to provide e-commerce payment solutions and support for a wide range of payment issuers.



Dubai, Jul 22, 2020 ([Issuewire.com](https://www.issuewire.com)) - SUSTAIN.EXCHANGE, the first Shariah compliant crypto ecosystem in the world is set to strengthen its business group operations within the financial sector by supporting the market penetration for new payment issuers players to set operations in the UAE. With a strategic market position and with a diversified portfolio of financial technology, SUSTAIN.EXCHANGE is partnering up with the global player Affipay.

Aiming to set operations in ADGM Abu Dhabi, the new partnership will provide the region with cutting edge solutions for payment issuers and payment providers, to help the financial ecosystem and e-commerce platforms to integrate seamless payment experiences and faster connectivity.

SUSTAIN.EXCHANGE is working to take its crypto trading ecosystem from the nascent status of an issuing-trading platform to a complex ecosystem that can help not only the cryptocurrency space but the whole business sector by encouraging an easier digital adoption and a faster money movement across platforms.

“SUSTAIN.EXCHANGE’s mission is to support the regional and global community to get faster access

to digital assets and pools of liquidity. More than that, SUSTAIN.EXCHANGE is ready to create a digital fluent business ecosystem and for this reason, having competitive online payment technology is essential” said Sulaiman Al Fahim, Founder of SUSTAIN.EXCHANGE.

“We believe with this partnership we will be able to enter the FinTech market in the region with a strong and attractive offer. Affipay is committed with our partners to offer high-quality solutions and products to the key players in the FinTech market of the region.

We at Affipay couldn’t be more enthusiastic and convinced that with our new partners Sustain Exchange, our experience and our portfolio of products and solutions we are poised to become a strong player in the region in the FinTech market.” said Alfonso Peinado, Founding Partner Affipay.

With a strong presence in 15 countries across South America and Europe, Affipay provides key solutions for the acquiring and issuing industries. Affipay is part of Grupo Affinitas a well-diversified conglomerate of companies within the financial, insurance, hospitality, and real estate industries. From issuing to acquiring, Affipay provides a comprehensive set of financial instruments along with lab development of personalised technology.

SUSTAIN.EXCHANGE and Affipay partnership mark an important milestone in the digital adoption in the GCC region. According to a 2019 report from the Milken Institute Centre for Financial Markets, The FinTech sector in the region is growing at an accelerated annual growth rate of 30 per cent. In 2019, more than 51 FinTech deals have been agreed, exceeding the 48 over the whole of 2018, according to Magnitt’s Mena FinTech Venture report.

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