

OMPAY and Visa Launch the Region's First Fintech Led FIFA World Cup 2026™ Campaign, courtesy of Visa



Masqat, Oman Mar 11, 2026 ([IssueWire.com](https://www.issuewire.com)) - OMPAY and Visa have launched the region's first fintech-led FIFA World Cup 2026™ campaign, offering OMPAY Visa cardholders in Oman the chance to win an exclusive Round of 16 match experience, compliments of Visa. This campaign represents a major milestone in the growing collaboration between the two organizations and reinforces OMPAY's position as a modern, globally connected fintech brand bringing world-class opportunities to customers across the region.

The campaign aims to encourage digital payment adoption by transforming everyday card usage into meaningful possibilities. By linking secure transactions to the excitement of one of the world's most celebrated sporting events, the initiative connects local communities to global moments while advancing shared priorities around trust, accessibility, and financial inclusion.

Sami Elloumi, CEO of OMPAY, said:

"Our partnership with Visa reflects OMPAY's commitment to building a modern, intuitive, and rewarding digital wallet experience. This FIFA World Cup 2026™ campaign gives our customers access to global moments while reinforcing trust, innovation, and everyday value through digital payments, compliments of Visa."

Campaign Details

Campaign Period: Now through April 9th 2026

Mechanism: Customers will receive one entry for every eligible OMPAY Visa card transaction completed during the campaign period. There is no cap on entries — higher frequency of usage results in more chances to win.

Prize:

One winner and a companion will receive an all-inclusive FIFA World Cup 2026™ Round of 16 experience — including flights, accommodation, Visa Hospitality access, and two match tickets, compliments of Visa.

As part of the campaign, OMPAY is highlighting the OMPAY Visa Card — a secure, prepaid card linked to the OMPAY digital wallet, designed for simple everyday spending. The card offers safe and seamless payments across Oman and worldwide, with instant control, easy top-ups, and modern security features that make daily transactions effortless for users. Full campaign details will be available across OMPAY's official communication channels.

This campaign builds on the strategic foundation established between OMPAY and Visa, focused on advancing secure, seamless, and accessible digital payment adoption across Oman. With this activation, the partnership evolves from infrastructure enablement to inspiration — bringing global cultural moments into the everyday lives of OMPAY users.

About OMPAY

OMPAY, backed by Omantel and regulated by the Central Bank of Oman, is a fast-growing fintech driving Oman's digital payments ecosystem. Through its e-wallet, virtual cards, remittance services, and merchant solutions, OMPAY enables individuals and businesses to transact securely and seamlessly. OMPAY operates under Global Financial Technology LLC, supporting Oman's national vision toward a connected, cashless digital economy.

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Source : OMPAY and Visa

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