



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Introduction to Fintech Blockchain

EUROMONEY
LEARNING

International Programs



10570



Virtual



21 hours



Registration Deadline
24-Aug-2026

Early Bird Registration
Deadline
2-Aug-2026

Target Audience:

Industry background: Commercial and central banks (incl. retail, private, corporate, and investment) and their governance bodies, fintechs, IT companies, cloud computing companies, credit card companies, payment processors, big merchants (on- and offline), card issuers, acquirers, payment software developing companies, money transfer services, anybody interested in the future of financial services.

Functional area: Mid- and top-level management, project managers, strategy departments, innovation departments, marketing departments, consultants, technical experts and developers interested in the business impact of blockchain and other technologies on banking.

Course Objectives:

- Overview of the basic concepts around fintech, blockchain, and digital banking
- Understand the technologies that change the competitive dynamics in banking (e.g. AI, distributed ledgers, cloud computing, APIs, banking-as-a-service)
- Learn which questions to ask from banks, fintechs, and innovators
- Comprehend the future of money and banking
- Pinpoint where blockchain and distributed ledgers can be employed within the financial industry
- Make better investment, partnering, and strategic decisions around new technologies and systems
- Be able to design and drive digital transformation efforts in the organization

Course Outline:

Module/Day 1 – Financial services in the digital age

Digitalization is rolling over all major banking segments as a plethora of ground-breaking new technologies unfolds at roughly the same time – from blockchain to AI. Four forces are shaping digital banking: New and accelerated technological advances, rapidly changing customer demands, harsher regulation, and altered supplier-relationships.

Session 1: Key drivers and new market rules of the digital era

Session 2: Understanding and serving banking customers in the digital age

Session 3: Ticking time bombs in your organization – legacy systems

Session 4: Big Tech in finance: IT titans' foray into the banking world

Session 5: Developing a strategy for digital transformation and governance considerations

Key takeaways:

- Key developments of the digital age including regulation, technological acceleration, changing customer expectations, and altered supplier relations
- Directly applicable management tools and frameworks such as technology watch, IT market clock, or the business canvas model to find the right adoption path and timing
- How to lead digital transformation management and introduce agile working
- How to combat legacy in technology, processes, employees, and customers
- Why data giants are pushing into finance, their odds of winning, and how to protect your business from them

Module/Day 2 – Financial technologies and fintech segments

New, often lower-cost, competitors proliferate and novel business models change the way banks must make money. Incumbents that don't act in due time and do not leverage the promise of efficiency gains and new offerings will perish. Hyper-connectivity, platform economics, and new lifestyles make societies rethink money and they also change the way companies compete. In this course participants get the tools to navigate the ongoing disruption of financial services.

Session 6: Key drivers and new market rules of the digital era

Session 7: Introduction to fintech, including trends and enablers such as regulation

Session 8: The technological fundamentals: APIs, hardware, cloud, Banking-as-a-Service, AI, machine learning, big data, and RPA

Session 9: The most important fintech segments and notable use cases

Session 10: Developing a fintech strategy



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Key takeaways:

- Introduction to key tech breakthroughs such as ChatGPT and AI, RPA, big data, APIs, mobile payment, wallets, voice banking, and super-apps
- Demonstration of generative AI tools for banking
- Overview of the most important fintech segments including payments, robo-advisory, social trading, crowdfunding, consumer and SME lending, personal finance management, and wealth management
- How to leverage partnering and new tech to achieve parity with competitors forged in the digital age
- Learnings about future business models in banking
- Numerous best-practices from banks, fintechs, and tech titans around the globe

Module/Day 3 – Blockchain and the distributed economy

The technology behind cryptocurrencies is truly game-changing, not just for money transactions. From energy production to human identities – algorithmic trust is set to unleash large-scale disruption unseen since the rise of the internet. And the finance industry is at the epicentre. The very nature of money, assets, and all kind of value will be radically transformed. But what does it mean for your business?

Session 11: A new trust machine – promise and peril for incumbents

Session 12: Essential concepts in blockchain and digital assets

Session 13: Banking use cases and case studies

Session 14: The token economy and digital currencies

Session 15: Central banks, regulators, and the law

Key takeaways:

- Introduction to blockchain, cryptocurrencies, DLT, tokenization, NFTs, and smart contracts
- More advanced concepts of distributed ledgers such as Dapps, DAOs, ICOs, Web3, as well as DeFi
- What will money and assets look like in the digital future including possible shapes such as CBDCs, deposit tokens, and various types of private

stablecoins

- Use cases and case studies for each key area of financial services: payments and remittances, clearance and settlement, fundraising, securities and asset management, loans and credit, trade finance, and compliance
- What are regulators, lawmakers, and central bankers up to

Course Language:

English

Prerequisites:

Delegates need no prior knowledge to attend this course, but a basic interest in learning about technology is very helpful to quickly get to speed with the basic concepts.

Assessment Strategy:

NA



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Trainer Bio

Igor Pejic

Author, keynote speaker, and banker – Igor Pejic is an eminent technology strategist. His multiple award-winning books have helped investors across the world ride the cycles of progress. They also brought technologies such as blockchain and digital assets to the boardroom.

His upcoming book Tech Money uncovers the new rules of investing in the technology age and teaches investors and executives how to benefit from technological cycles. Big Tech in Finance analyzes how tech titans are remaking the global financial system. His previous title Blockchain Babel won the Independent Press Award 2020 and was profiled as a Financial Times book of the month. The concept to the book was voted into the finals of the Bracken Bower Prize by McKinsey and the Financial Times.

Pejic is a leading voice in tech. His articles and interviews regularly appear in media such as The New York Times, the American Banker, Forbes, and Bloomberg. He is also the publisher of the esteemed Substack newsletter The New Frontier, in which he analyzes the latest trends about technology and finance and interviews leading personalities in the field. Pejic worked as a business journalist and a management consultant advising Fortune 100 companies, before occupying different management positions in banking, payments, and technology. Currently he works for one of Europe's largest banks.

A worldwide keynote speaker, Pejic covers a range of topics including tech investing, digital assets and cryptocurrencies, digital trends and corporate strategy, AI, fintech, and disruptive innovation. He has taught at the University of Vienna and has held numerous keynotes, presentations, and panels for banks, universities, and corporations, including at the Bank of England, the Financial Post, the German Banking Association, Euromoney, UK Finance, Egyptian Banking Institute (EBI), Saudi Central Bank (SAMA), Société Générale, and the Centre for Finance, Technology, and Entrepreneurship. Based on his background, Pejic works at the cusp of the practitioner's view and academic rigor. He has worked as a management consultant advising Fortune 100 companies has more than a decade experience as a manager in financial services. On the other side, he taught at the University of Vienna, from which he also holds three degrees: an MA in English Linguistics, as well as a BA and MA in Journalism. Moreover, he completed an MBA at the WU Executive Academy.

For more on Pejic's speaking activity visit <https://www.igorpejic.net/keynotes/>