



*Placing the Well-Being of the Customer at the Center of
the Financial Sector Ecosystem*

**2026 Global Learning Event
SPONSOR ENTITLEMENTS PACKAGE
June 8-10, 2026 Cairo, Egypt**

*We bring together inclusive finance stakeholders from around the world to promote
safe and responsible practices that benefit low-income people.*

Will you join us?



PAST MEETINGS BY THE NUMBERS

300	80	4	4	5	5	4
Registrants	Countries	Days of training, conference, and Site Visits	Technical Trainings	Plenary Sessions	Workshop sessions	Field Visit Sites

Why partner with us?

For the past 20 years, the Cerise+SPTF Global Meeting has brought together hundreds of financial inclusion stakeholders from around the world to share leading practices for making financial services safer, more inclusive, and more beneficial for customers.

Building on our 20 years of experience of holding global convenings around the world, Cerise+SPTF will now turn its focus to creating RESPONSIBLE and INCLUSIVE financial ecosystems in the context of Egypt. Our theme—Placing the Well-Being of the Customer at the Center of the Financial Sector Ecosystem—is grounded in Cerise+SPTF’s new 10-year strategy, which positions customer protection, empowerment, and resilience as the core of all sector progress.

This learning event will explore how regulators, investors, industry networks, civil society, and financial service providers can work collectively to protect customers from harm, elevate customer voice and choice, and strengthen household resilience in the face of economic and climate-related pressures. Sessions will focus on practical, field-tested approaches including Client Protection Standards, responsible digital finance, responsible pricing, customer outcomes measurement, new methodologies for customer empowerment, early warning systems, and resilience-building solutions such as insurance, and environmental strategies. Stakeholders will also learn from case studies across Egypt and other markets, and from emerging initiatives in agriculture finance and environmental performance.

As always, ours is a working meeting— allowing for technical discussions and learning. We curate speakers who are experienced, technical, and close to the work. We encourage open dialogue on difficult and emerging issues. Our sessions are tightly designed for high-quality content and meaningful engagement. We consistently deliver events that are substantive, solutions-oriented, and action-driven.

Sponsoring this meeting provides organizations with brand association to an impact focused, globally respected agenda; high-visibility positioning among decision-makers and innovators in the inclusive finance ecosystem; opportunities for deep networking; and a direct role in shaping the sector’s learning and action priorities.

Overview of Agenda

The first day will offer 2 trainings, a Governance Workshop for CEOs and board members, and a Regulators’ dialogue for regulators from around the world. The second and third days offer plenary sessions and workshops that will cover a rich set of topics—with dedicated sessions on consumer protection, responsible digital finance, customer outcomes, insurance, climate-related strategies, partnerships for customer empowerment, and more. An optional fourth day provides field visits to local financial service providers for an additional opportunity to see responsible practice in action.

This meeting promises to be an essential gathering for organizations committed to building a financial system that truly serves and strengthens its customers.

Sponsorship Level	Contribution (USD)	Benefits
Platinum	\$25,000+	<ul style="list-style-type: none"> • A featured interview or thought-leadership article shared with all participants and on the event website/newsletter, • Booth in the conference marketplace to promote your organization, products, technology • Premium logo placement on all event materials, including, event agenda, website, and venue screens • 5 complimentary full-access passes (including the introductory training on Day 1, or other trainings subject to relevance and target-audience alignment) • Dedicated sponsor announcement email to all participants • Social media promotion (multiple posts), • Option to host a sponsored side session (technical or product demo) – Expo style • Special recognition during opening and closing ceremonies • Company materials included in delegate bags
Gold	\$15,000	<ul style="list-style-type: none"> • Logo placement on all event materials, including, event agenda, website, and venue screens • 3 complimentary full-access passes (including the introductory training on Day 1, or other trainings subject to relevance and target-audience alignment) • Social media promotion (multiple posts), • Recognition during closing ceremony • Company materials included in delegate bags
Silver	\$10,000	<ul style="list-style-type: none"> • Logo placement on event materials, including, event agenda and website • 2 complimentary full-access passes (including the introductory training on Day 1, or other trainings subject to relevance and target-audience alignment) • Social media promotion (multiple posts), • Recognition during closing ceremony • Company materials included in delegate bags
Bronze	\$5,000	<ul style="list-style-type: none"> • Logo placement on event materials, including, event website • 1 complimentary full-access pass (including the introductory training on Day 1, or other trainings subject to relevance and target-audience alignment) • Social media post • Recognition during closing ceremony
Other Sponsorship opportunities include supporting specific components	Custom	<p>Examples:</p> <ul style="list-style-type: none"> • Translation services (Arabic) • Evening Reception or Dinner • Scholarships for participants or speakers <p>Visibility for sponsorship connected to activity</p>