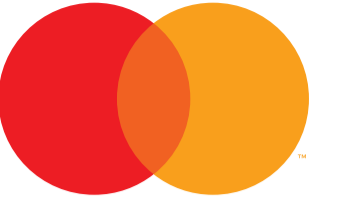
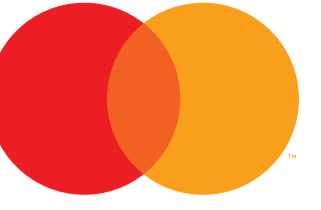


SFF Spotlight

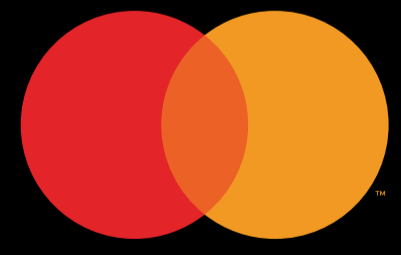




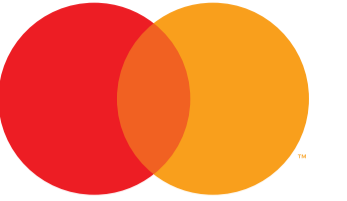
When we last came together at SFF, the world was a very different place. In the three years since, the way that people live and work shifted to a digital reality, powered by the fintech community. As we reunited for SFF 2022, the world's digital footprint continues to grow. Connecting with so many partners, old and new, it was thrilling to be reminded that Mastercard's commitment to accelerating inclusive growth is so widely shared by the SFF community. As we work together to shape our collective future, let's always remember that the sky's the limit when we use technology to bridge the economic divide. We hope you enjoy this limited-edition issue of SFF Spotlight as we revisit the week's highlights.



Powering Commerce Empowering Communities



SINGAPORE
FINTECH
FESTIVAL



LIVE 8:47 am Bloomberg

MASTERCARD'S FARM PASS
Snapshot



For farmers to **get digital**
For farmers to **get paid**
For farmers to **get capital**
Get greater leverage
in agricultural value chain

Now, how does technology come in to help farmers?

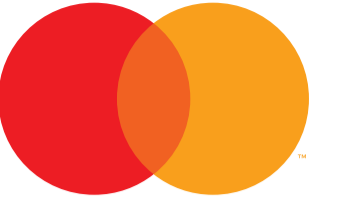
Ari Sarker
MASTERCARD
APAC PRESIDENT

**MASTERCARD TO EXPAND FARM PASS
PROGRAM ACROSS APAC REGION**

Prime Time TV: Grounds for Optimism in APAC Despite Economic Headwinds

On the sidelines of SFF, Asia Pacific President [Ari Sarker](#) sat down with Bloomberg to discuss Asia's economic recovery amidst rising global inflation, consumer travel and spend trends, and where we see opportunity to accelerate inclusive growth.

Catch the replay
on Bloomberg TV →



SMEs: Small Businesses, Big Potential

Credit gaps, digital illiteracy and fraud are among the payments-related challenges facing Asia's SMEs as they strive to digitize and scale. [Sandeep Malhotra](#) explains how public-private partnerships can help enterprises to navigate the rocky economic terrain and plug into the digital economy.

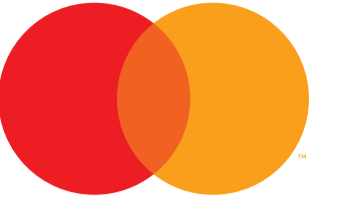
[Watch Nasdaq TradeTalks →](#)



B2B Payments: A \$5.5T Opportunity

Fraught with complexity and inefficiencies, APAC's fragmented B2B payments ecosystem is a relatively undeveloped space, ripe for rejuvenation. With card payments still comprising only one percent of annual B2B spend, how can banks and FIs capture the untapped opportunities?

[Find out at The Business Times →](#)



Farm Pass: Bridging the Digital Divide

A third of the world's food is produced by 608M smallholder farmers. Yet agriculture no longer guarantees a sustainable livelihood. To address farmers' most pressing needs: to get Digital, get Paid and get Capital, we're using technology to power financial inclusion by expanding our [Farm Pass digital platform](#) to 15M people in remote communities across APAC.

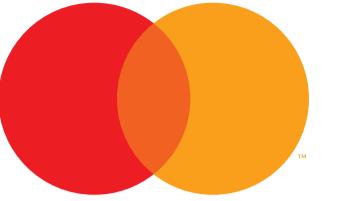
[Learn more →](#)



Winner! SFF Global FinTech Awards

Presented by Monetary Authority of Singapore (MAS) and Singapore FinTech Association, we're proud to have clinched the Partners of FinTech Award for Mastercard's efforts to grow Singapore's fintech ecosystem. Our [Carbon Calculator](#) carbon footprint tracker also placed first in the Global FinTech category for driving meaningful climate change action.

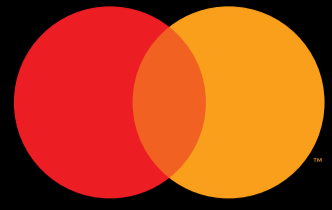
[See the list of winners →](#)



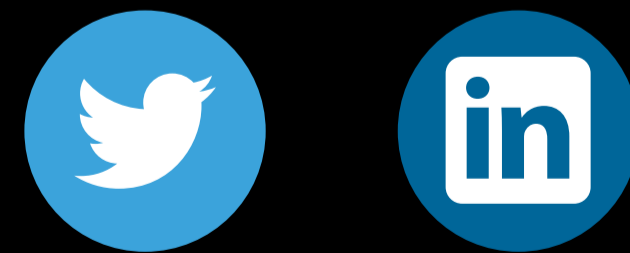
SFF & Beyond: The Exhilarating Ride Ahead

As our rollercoaster world continues to challenge us with twists and turns, we must remember why the work of the SFF community matters so much. It matters because we have an enormous opportunity, and the ability, to bring hundreds of millions of people into the digital economy. To ensure the region's opportunities and gains are shared by all. SFF was just the beginning. Let's do this!

All aboard →



 **Subscribe to this newsletter**



Follow the latest at the [AP Newsroom](#).

Copyright © 2022 Mastercard. All rights reserved.