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## High growth potential for card services

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Staff Report

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**GULF NEWS**

Dubai: Radical thinking by regional payment providers is essential if they are swiftly going to tap into the prepaid card segment, set to be the growth stream for retail bankers and related sectors, according to speakers at the upcoming Prepaid Summit Middle East, being held in Dubai from March 22-23.

"Banks must move now and create innovative if not radical card products. The opportunity is huge, especially as a product for those who do not have the easy ability to open a bank account," said Bernardo Nicoletti, a global expert in the prepaid segment.

Bank Audi SAL's Randa Bdeir agrees. She said that regional growth of prepaid rides on bringing the traditionally unbanked segment into the mainstream.

"More than 2.5 billion adults do not use banks or microfinance to channel, save or borrow money. They still trade in cash."