



**GCEL and Arab Federation for Digital Economy Present Digital Platform Tools
To Boost Growth for National e-Commerce and Financial Firms
May 20, 2025**

GCEL was invited by the Arab Federation for Digital Economy (AFDE) to present its innovative Digital Economic Infrastructure at the Seamless Fintech and Digital Commerce Middle East symposium held from May 20-22 at the Dubai World Trade Centre.

The event is one of the region's largest and most influential gatherings for the advancement of fintech, digital commerce, and supply chain innovation and was attended by over 23,000 professionals from 143 countries. Attendance included executives from financial firms such as Deutsche Bank, HSBC, JP Morgan, and Emirates NBD and from e-commerce leaders including Google, META, Amazon, and TikTok.

Held under the esteemed patronage of His Highness Lieutenant-General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior, and in partnership with key government and institutional stakeholders including the AFDE, the event showcased several innovations toward the region's digital transformation journey.

GCEL's digital B2B innovations provide national e-commerce, finance, and insurance firms with a new risk based scoring mechanism and dynamic service offering features to lower business risk, reduce costs, and expand revenues.

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