




PRODUCTIVITY GAINS THROUGH PAYMENT  
TECHNOLOGY



In today's challenging and rapidly evolving world, It is important that we constantly find innovative and efficient ways to remain productive, or risk being left behind.

**Payments** represent an indispensable activity for Us all ( both individuals and businesses) increasing payment efficiency through the adoption of **Digital Payments** will improve productivity and reduce the **cost** of transactions. At the macro level, the adoption of Payment Technology has the potential to enhance AFRICA's overall economic efficiency and competitiveness.

**Business productivity** measures monetary gains by comparing the total output of goods or services versus the inputs used to produce those goods or services







# DID YOU KNOW.....







## Individual Consumers

I need to pay for goods and services.

I need to receive money from my employer/ family/friends

I need to split a bill with a friend

I need to payday loan to over my expenses this month

I need to set and forget a bill payment to my utility provider



## Small-Medium Businesses

I need to accept payments from customers

I need to pay employees and suppliers

I need to send invoices to customers

I need to set up a payment plan for customers

I need to promote my business online

I need to payday loan to over my expenses this month



## Enterprise Merchants

I need to pay for goods and services.

I need to receive money from my employer/ family/friends

I need to set and forget a bill payment to my utility provider

I need to pay for goods and services.

I need to pay for goods and services.



## Solution Providers

I need to accept payments from my clients/ customers

My clients/ consumers need to make payments

# Customer problems

## Individuals

- Limited access to financial services such as foreign denominated accounts and debit cards.
- High transaction costs.
- Limited payment options to facilitate seamless payments offline and online.
- Limited financial literacy.

## SMB's

- Limited access to financial services from traditional sources e.g Banks, to invest in growth, purchase equipment, or hire new employees.
- Limited payment options as most consumers prefer to pay with cash.
- Limited digital infrastructure required to support electronic payments.

## Enterprises

- Limited payment infrastructure to support electronic payments in many parts of Africa.
- Limited payment options as electronic payment methods are not widely accepted in Africa, particularly in rural areas.

## SMB's & Enterprises

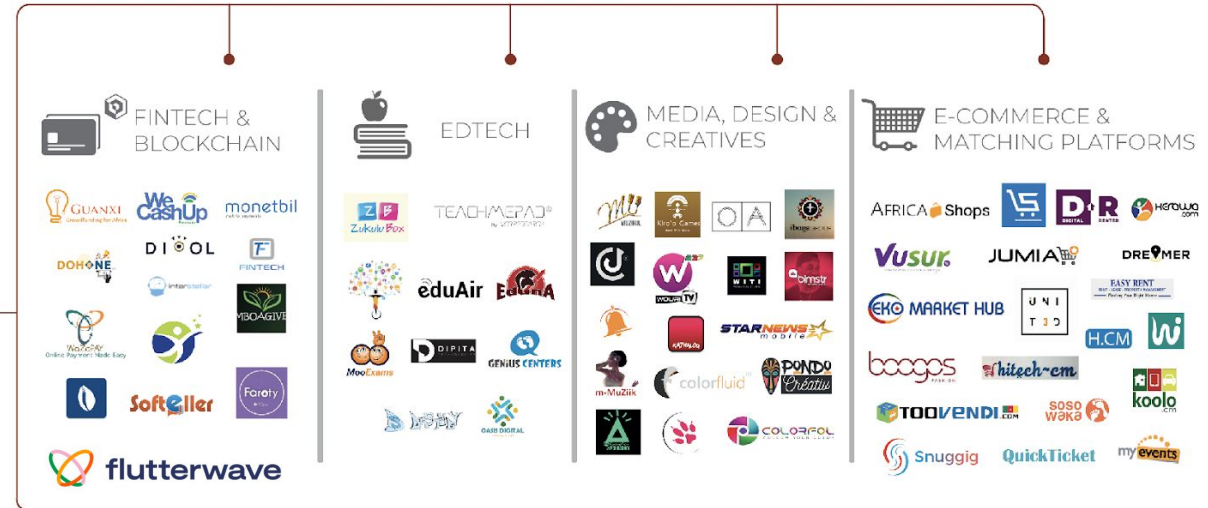
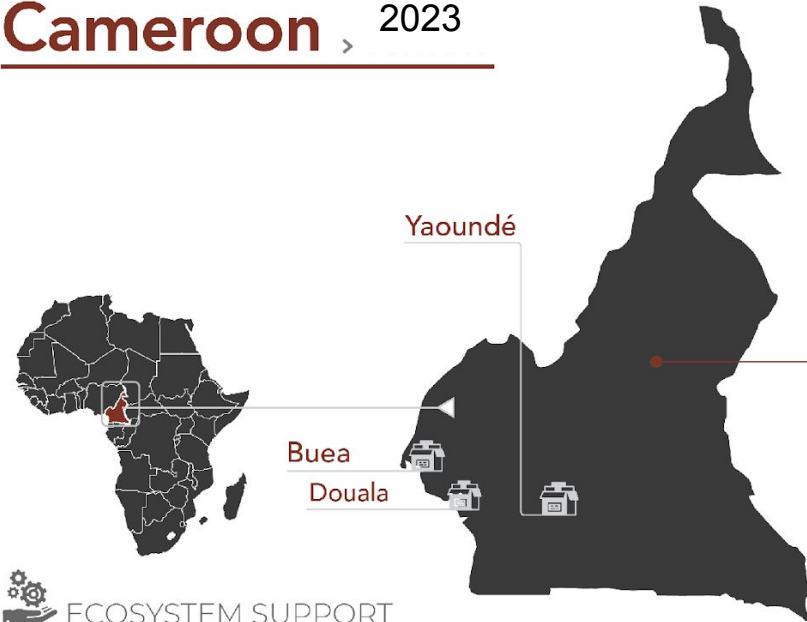
- High transaction costs.
- Limited trust in electronic payments due to concerns about security and fraud.
- Currency fluctuations when engaging in cross-border transactions.
- Limited regulatory environment which can create uncertainty for SMBs to adopt electronic payment methods.

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- 1. Recent developments in AFRICA's payment ecosystem and the progress that we have made thus far in accelerating the Continent's evolution towards Digital Payment
  - 2. How Payment Service Providers have helped to address the current limitations in Digital payments and Collection, and how it complements the existing efforts to expand Digital Payment and Collections - ( Flutterwave)
  - 3. Finally, I will elaborate on the importance of industry-wide collaborative efforts and the role that the National Economic and Financial Committee can play in Boosting digital Payments to greater heights.



# Tech Ecosystem Outlook

## Cameroon 2023



### ECOSYSTEM SUPPORT



### HOT EVENTS



### INVESTORS



### AGTECH & AGRIFOOD



### SOFTWARE & HARDWARE



### LOGISTICS & TRANSPORT



### JOBS



### CLEAN TECH



### HEALTH





# Payment types



VISA

Verve



DISCOVER



airteligo

M-PESA



vodafone



Alipay

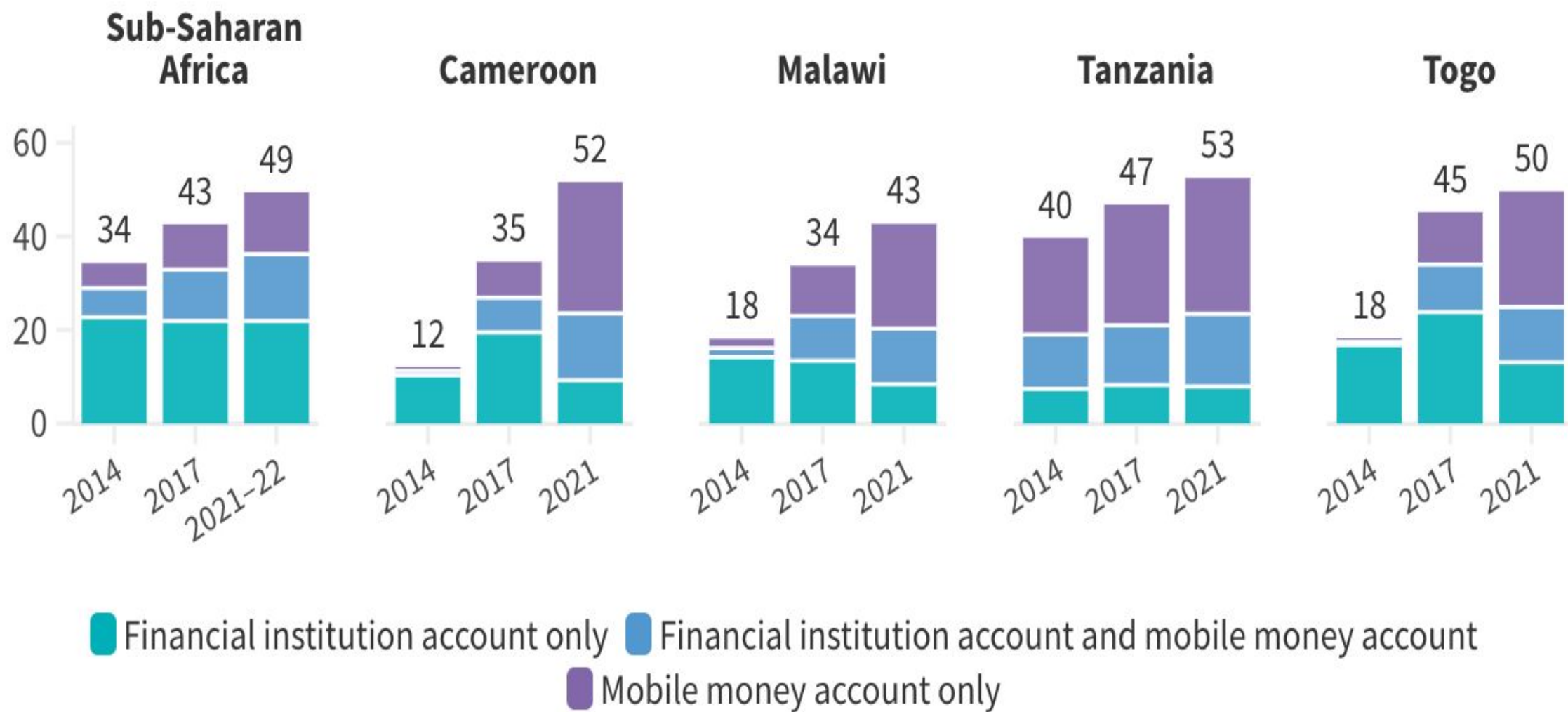
PayPal

zapper

Apple Pay

barter

Google Pay



Source: [Global Findex 2021](#)



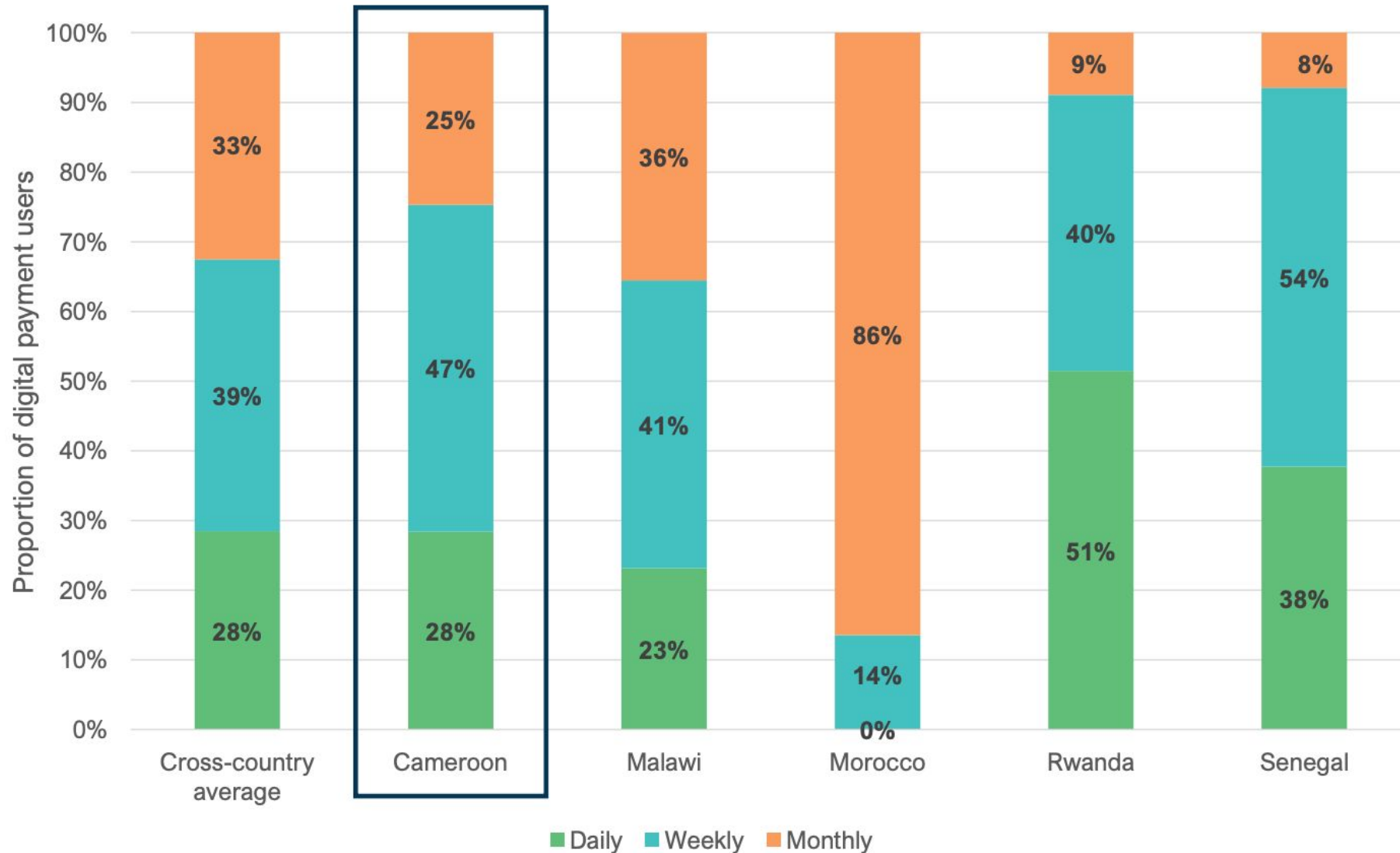
**Digital payment usage across the countries:** Cameroon belongs to the emerging category, as only half of its population had utilized digital payments during the previous year.

Countries have been categorized into **nascent**, **emerging** and **leading** based on usage data from the Global Findex. Most of the 2023 surveyed countries current year sample are in the emerging category.

		Leading cluster		Emerging cluster						Nascent cluster			
		Ghana	Kenya	Cameroon	Malawi	Nigeria	Rwanda	Senegal	Tanzania	Zambia	DRC	Egypt	Morocco
Share of users	Proportion of <b>population</b> using digital payments over the <b>previous year</b> [Global Findex 2021]	66%	78%	50%	40%	34%	39% (2017 data)	53%	50%	46%	22% (2017 data)	20%	30%
Share of "super-users"	Proportion of <b>weekly users</b> out of <b>digital payment users</b> [including agent-assisted payments]												
	Individuals	86%	82%	83%	57%	83%	90%	94%	21%	53%	26%	14%	17%
	MSMEs	90%	82%	76%	77%	75%	98%	94%	45%	64%	28%	24%	8%

**Cross-country analysis—frequency of digital payment use: A majority of Cameroonians who use digital payments do so on a weekly basis.**

Total number of digital payment users: 513 (81 in Cameroon)



- **75%** of digital payment users in Cameroon used digital payments on a weekly basis.
- **28%** of surveyed users make digital payments daily, indicating that they have fully embraced digital services as part of their daily routines.





**User group analysis—weekly transaction profile:**  
 Female-owned MSMEs in Cameroon have a higher transaction volume than male-owned MSMEs.

**Total number of respondents:**  
 100

**Average number of weekly transactions by user group**



- MSMEs make significantly more transactions than individuals in Cameroon.
- Interestingly, female-owned MSMEs conduct more transactions than male-owned MSMEs. This is true in Morocco as well.
- Older MSME owners have a significantly higher transaction volume than young MSME owners.



**Thank You!**