MEDIA ALERT

SFF 2025: Amazon unveils new studies and experiences to advance borderless commerce for a connected digital economy

Dear media at SFF,

At this year's Singapore FinTech Festival (SFF), Amazon invites attendees to explore what it takes to truly **advance borderless commerce**. Around the world, businesses and consumers are separated not by lack of opportunity, but by **invisible barriers**, from fragmented payment systems to regulatory complexity and legacy infrastructure.

Amazon's showcase at SFF brings together the **people, platforms, and policies** that are shaping a **more seamless, inclusive digital economy** - one where innovation travels as freely as ideas.

Experience the Booth (Hall 2, 2A13)

Discover how Amazon and its partners are reimagining the digital commerce experience - from checkout to compliance - through five immersive zones that unpack the everyday frictions of digital commerce.

Through interactive quizzes, global payment maps, and live cloud-powered demos, the showcase reveals how the right combination of infrastructure, insights, and innovation can turn friction into flow, powering a more connected digital economy.

Hear from the Experts

Join Amazon and its ecosystem as they share insights on the technologies and policies reshaping the future of global commerce.

Amazon Session:
Rewiring Global Value Chains: The AI and Payments Dual-Engine
Thu, 13 Nov | 12:45PM - 01:30PM | FutureMatters Stage, Hall 5

Amira Karim, Head of Public Policy, Payments & Financial Services at Amazon, joins a panel of industry leaders to explore how AI-driven intelligence and real-time payments are transforming the flow of trade. The session examines how data, interoperability, and innovation are rebuilding global value chains for a more connected and intelligent economy.

Ecosystem Session:
Turning Payment Frictions into Pathways: Empowering SMEs in the Global Economy
Thu, 13 Nov | 1:00 - 1:15PM | Impact Stage, Hall 3

Dr Kati Suominen, Founder & Chief Executive Officer of NexTrade Group and lead researcher of a new Amazon-commissioned study, will present findings on how regulatory and technical differences continue to affect the efficiency of cross-border payments and SME

participation. The session outlines practical policy pathways to enhance interoperability, reduce friction, and enable more inclusive global growth.

Insight Spotlight

Accelerating AI Adoption in Financial Services in Asia Pacific
Commissioned by AWS and developed by Flint Global, this new research report draws on interviews with regulators and industry leaders to examine the region's AI readiness, adoption challenges, and pathways to balance innovation with consumer protection.
[Download here]

Featured Event: The FinTech Founder's Playbook: Scaling Across Borders

Join founders and operators who've built borderless businesses - and learn how they navigated compliance and expansion challenges along the way as they build for scale.

Speakers include:

- *Joel Leong*, Co-Founder & CSO, Aspire
- *Rachel Freeman*, Chief Growth Officer, Tyme
- *Valerie Wagoner*, Startup Founder & ex-Stripe APAC Head

Date: 14 November 2025, 2:00pm - 4.30pm
Location: Peridot 201, EXPO

Limited slots available - register here.

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