



# IDEMIA supports digital and financial inclusion by joining GSMA's new Inclusive Tech Lab

IDEMIA joins the GSMA Inclusive Tech Lab, a newly launched initiative dedicated to developing inclusive innovations and technologies for the future.

# PAYMENT CONNECTIVITY

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Our societies are becoming increasingly digital and technological innovations are emerging at an ever-increasing pace. The mobile money industry is particularly concerned, in the context of increased internet access and smartphone adoption, arrival of new tech players and consumers' changing expectations concerning digital and financial inclusion.

The GSMA Inclusive Tech Lab aims to leverage technologies like open APIs, Artificial Intelligence and digital identity to promote access to financial services, healthcare and mobility, among others, with the goal of expanding economic and social inclusion in developing markets.

The Tech Lab will promote interoperability and the seamless integration between all service providers. This will drive adoption and benefit a wider audience including women and vulnerable populations.

The Lab receives strong support from the Bill & Melinda Gates Foundation, widely acknowledging the social impact this initiative will have. IDEMIA's membership reflects its commitment to make the latest digital innovations accessible to the many. Among the industry representatives, important players such as Kai OS, Go Pay, Vodafone, Veon, Telenor and the University of Washington have also made their expertise available for the benefit of the Lab.



To represent IDEMIA as a global leader in the field of Augmented Identity, Avneesh Prakash, Digital Identity Domain Head, will sit on the advisory board of the GSMA Inclusion Tech Lab.

*We are delighted to become a member of the Inclusive Tech Lab and share IDEMIA's expertise in the field of digital access to financial and other services. This is a unique opportunity to shape the future of financial and digital inclusion.*

*Avneesh Prakash, Domain Head, Digital Identity Domain at IDEMIA*

The Inclusive Tech Lab was launched in Kuala Lumpur on 25th September. To find out more about the GSMA Inclusive Tech Lab:

→ [www.gsma.com/newsroom/press-release/gsma-launches-inclusive-tech-lab/](http://www.gsma.com/newsroom/press-release/gsma-launches-inclusive-tech-lab/)

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