

Bank Misr in Financial Cards and Payments (Egypt)

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Abstracts

Bank Misr is expected to focus more on its activities in Egypt regardless of the current political stalemate which is afflicting the country. At the same time, the bank is set to reduce the pace at which it is installing new ATMs, which tend to be a strong selling point for retail banks among Egyptian consumers. This decision is the direct consequence of the adverse economic and political climate in Egypt, which is making investment more challenging. Furthermore, being a state-owned bank,...

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