

New structure for MasterCard MEA region

In a move spurred by continuous economic development, steady population growth, stable outlook and large pool of young consumers entering the workplace each year, MasterCard has announced a new structure for the Middle East and Africa (MEA) business.



The MEA business will comprise three divisions, Middle East and North Africa (MENA), sub-Saharan Africa and South Africa, covering a total of 69 markets stretching from Afghanistan to South Africa and from Morocco to Pakistan. This change enables MasterCard to get closer to its customer banks, merchants and consumers in the markets.

A new team has been established to support the MEA business reporting to Michael Miebach, president, Middle East and Africa, MasterCard Worldwide.

Miebach said, "Our new organisational structure and appointments are part of our strategic decision to invest expertise, resources and know-how in this part of the world, which continues to register strong economic growth. This new structure helps us streamline our investments in areas that drive accelerated growth while helping MasterCard get even closer to our customers."

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