

# TPAY MOBILE is Ready to Serve the 770 Million People Living in its Target Countries



During MWC Sahar Salama, TPAY MOBILE's founder and CEO discussed with TechAfrica News how her company is making e-payments and e-commerce work in Africa and the Middle East.



*Mrs Sahar Salama*  
FOUNDER AND CEO

## What brings TPAY MOBILE to this year's MWC?

TPAY MOBILE is always looking to participate in relevant and exciting events happening across the world. In fact, this is our fifth year of participating in the MWC.

The e-commerce industry and the digital world, in general, are becoming increasingly fast-paced. TPAY MOBILE's objective is to support mobile network operators, payment processors, and mobile money operators to deliver

excellent services to their customers. Our work optimizes e-commerce as well as alternative micropayment methods. We mostly serve the Middle Eastern, African, and Turkish markets.

## What is your unique selling point? What sets TPAY MOBILE apart from the competition?

We have an excellent track record of helping operators consolidate client trust and reach more subscribers. We do this by leveraging the extensive

distribution of mobile phones to spice up electronic payments. And since e-payments are a cornerstone of effective e-commerce, I can say our work pushes e-commerce forward.

Our long-term goal is to boost the operations of diverse sectors with our API: from the gaming industry to the publishing sector.

Since we began operations 8 years ago, we have successfully expanded into 31 countries. Currently, we are connected to 100 payment channels: 50 of them are mobile network operators, and the other 50 are mobile money processors.



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*Sahar Salama*  
FOUNDER AND CEO

Everything is in place to serve the over 770 million people who live in our countries of operation. So, they should all come on board and be a part of our success story.

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## What are the major challenges you've faced so far? And where do you see TPAY MOBILE in the next 2 to 5 years?

We operate across a span of different markets with different maturities. Some of them are very advanced and



progressive like the kind in Turkey and Kenya. But in other countries, the market is still in a development phase – judging from a regulatory point of view.

So, the challenge there is a slow pace of operations. But we are working to speed up things. Interestingly, the banking and finance sector has partnered with us in this endeavor. So, things are poised to go faster. We just have to remain focused on building customer trust, because that is the recipe for success.

 [www.tpaymobile.com](http://www.tpaymobile.com)

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