

AsiaFIN Holdings Corp (OTCQB:ASFH), Market Exploration Saudi Arabia



Kuala Lumpur, Malaysia, Monday, 07 August, 2023 – [AsiaFIN Holdings Corp](#), (OTCQB: ASFH), a leading fintech financial ecosystem enabler, is pleased to announce that it recently carried out a market exploration trip to Saudi Arabia, Malaysia's most significant Middle East trading partner where there is a significant opportunity for AsiaFIN to grow revenues.

Saudi Arabia is arguably Malaysia's most significant Middle East trading partner. Saudi Arabia's financial sector, under The Kingdom's Vision 2030 initiative, is undergoing a significant digital transformation. This change is driven by the Saudi Central Bank (SAMA) and Saudi Payments, with the aim of modernizing payment systems and embracing financial technology (fintech) innovations.

Saudi Arabia wants to move away from physical checks (cheques) and to become a cashless society. AsiaFIN is able to offer the technologies and processes to move Saudi Arabia to an e-checks system and deliver Robotic Process Automation (RPA), which can automate routine compliance tasks, workflows and customer information verification and collection. AsiaFIN has the capability to make a significant potential contribution to moving Saudi Arabia towards its Vision 2030 cashless society goal. For 2022 Saudi Arabia reported GDP in excess of US\$ 1 trillion and a population of greater than 32 million people.

CEO KC Wong said "As a result of our market assessment trip to Saudi Arabia, where we met potential partners and banking clients, we see an attractive market opportunity for AsiaFIN's set of fintech based automation and AI driven services. To enter the Saudi market we shall pursue a culturally appropriate strategy of local partnership development to sell and distribute our services as we have done very successfully in other new country markets."

About AsiaFIN Holdings Corp

AsiaFIN Holdings Corp. (OTCQB: ASFH), a US listed, Nevada, USA Corporation, operates through its wholly owned Malaysia, Hong Kong and newly acquired StarFIN Holdings Ltd subsidiaries. AsiaFIN's mission is to become the "financial ecosystem enabler" through its solutions in Payment Processing; Regulatory Technology (REGTECH) Robotic; Process Automation (RPA) and system integration services. AsiaFIN provides services to over 100 corporate clients in the Asia region including Malaysia, Myanmar, the Philippines, Indonesia, Bangladesh, Pakistan, Thailand and Singapore. AsiaFIN's clients are banks, corporates, other merchants and entrepreneurs in Asia. For further information regarding the company, please visit <https://asiafingroup.com>

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