# Understanding the future of global payments in a transforming landscape



The global payments landscape is currently undergoing significant transformation due to evolving consumer habits and expectations. As businesses and financial institutions adapt, there is a marked shift towards secure, seamless, and instant payment solutions. This evolution is particularly evident in the rising demand for frictionless in-store transactions and instantaneous cross-border payments.

On December 4, 2024, Finance Magnates, in collaboration with Visa Direct, will conduct a live webinar to delve into these developments, exploring the challenges and opportunities present within the global payment sector. The session will feature industry experts who will provide insights on the prevailing trends, suggesting actionable strategies for businesses to remain competitive as we approach 2025.

The shift towards secure payments has become paramount, with consumers increasingly expecting to complete transactions quickly without compromising on security. This demand is driving innovations within the payment sphere and prompting financial institutions to rethink their transaction protocols.

The webinar aims to equip participants with critical knowledge regarding the future of payments and the necessary tools to navigate this changing landscape. By addressing pressing topics related to global payments, the discussion will target key areas of innovation, and the emerging technologies that are poised to redefine business practices.

It is important to note that the views expressed during this webinar represent the opinions of the speakers and may not align with the positions of the organisations they are associated with. Participants are cautioned that the information provided, while based on reliable sources, should not be taken as specific advice for operational, legal, or financial matters.

As businesses prepare for the future, comprehending the shifts in consumer behaviour and adapting to new technologies will be essential for success in the rapidly evolving payments landscape. The Finance Magnates webinar serves as a forum for industry leaders to share their insights and projections, thereby aiming to arm organisations with the knowledge necessary to thrive in 2025 and beyond.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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11. <https://news.google.?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data