As part of its participation in GITEX 2024, the DOF in Ajman has signed a cooperation agreement with the ATDD to provide smart payment services in the emirate's museums

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In line with enhancing the digital channels and smart methods for the payment of government fees in the emirate, and as part of its participation in GITEX Global 2024, the Department of Finance (DOF) in Ajman has signed a cooperation agreement with the Ajman Tourism Development Department (ATDD) aimed at providing smart payment kiosks in all museums within the emirate. This initiative will facilitate the collection of entrance fees to these museums digitally, ensuring a seamless and secure experience.

The agreement was signed in the presence of H.H Sheikh AbdulAziz Bin Humaid Al Nuaimi, Chairman of the Ajman Tourism Development Department, alongside several department directors from both parties. The signing was executed by His Excellency Marwan Ahmed Al Ali, Director General of the Department of Finance in Ajman, and His Excellency Mahmoud Khalil Al Hashemi, Director General of the Ajman Tourism Development Department.

His Excellency Marwan Ahmed Al Ali noted that the signing of the agreement reflects the commitment of the Department of Finance in Ajman to establish a culture of connectivity, integration, and partnership with various government entities in the emirate. This will ultimately benefit all stakeholders and contribute to the support of a comprehensive digital economy based on knowledge and innovation in Ajman, thereby enhancing its competitiveness.

He affirmed that the agreement exemplifies the ongoing efforts of the department to support the digital transformation in the emirate and eliminate bureaucracy to improve the efficiency of government financial operations. It aims to provide payment services that are easier and more flexible, meeting the needs of customers and enabling them to complete their payments swiftly and securely through the employment of the latest technologies in this field, which in turn will enhance the quality of life in the emirate.

His excellency stated: "The provision of smart service kiosks in museums will offer additional payment options that save time and effort for museum visitors and enhance their experience. This aligns with the department's ongoing commitment to providing added value that reflects positively on the happiness of the local community, in accordance with the community-centric principle of Ajman 2030, which focuses on the needs and social welfare of individuals and the community."

On his part, His Excellency Mahmoud Khalil Al Hashemi remarked: "This significant agreement will provide an additional impetus to the efforts aimed at developing the tourism sector in the emirate of Ajman, and it will

have a tangible positive impact on the tourism services in the emirate's museums and the overall experience for visitors. Our bilateral cooperation supports sustainable tourism practices and contributes to cementing Ajman's position as a rich cultural and heritage tourism destination."

Al Hashemi called for the continued joint efforts between institutions and various government entities to invigorate the tourism landscape in the emirate and contribute to achieving its developmental goals.