

## Crunchfish is Rethinking Retail Payments in Sweden at Financial Meeting Öresund

Crunchfish CEO Joachim Samuelsson presented a Pecha Kucha (20 images x 20 seconds) in Swedish about the need for Digital Cash in Sweden at the Financial Meeting Öresund on August 29, 2025 and was interviewed afterwards by Dagens Industri's journalist Pontus Herin.



For watching the video of the talk (in Swedish), you can [follow this link](#). You can also download the full presentation in pdf [here](#).

[Click on this link](#) to find pictures by the photographer Roger Nellsjö from the Financial Meeting Öresund.

Watch this and the rest of Crunchfish webinars [at this link](#).

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**About Crunchfish – [crunchfish.com](https://crunchfish.com)**

Crunchfish is a deep fintech company pioneering a Digital Cash solution that enhance resilience, scalability and interoperability in payment ecosystems. The patented offline payment architecture supports both payment network providers and payment service providers in both commercial payment ecosystems as well as evolving CBDC initiatives. Headquartered in Malmö, Sweden, Crunchfish drives innovation to shape the future of payments.