

CEESCA Conference

Join Us!



Dear

We are proud to announce 17th **CEESCA** conference taking place in
Zagreb, Croatia, March 19th 2015.



CEESCA Conference and brings together all CEE Region leaders attendees from banks, financial services, mobile networks operators, merchants, card solutions, processors, issuers & acquirers, transportation, governments and is open to all players in the Smart industry.

CEESCA meetings are well-known for their exceptionally friendly and open atmosphere, which creates the famously easy-going networking. At our events, you often hear the phrase: "... **in that case, let me introduce you to...**".

For the past almost six years more than **150 financial** services decision makers and solution providers in **CEE Region** have chosen **CEESCA** event as the **MUST ATTEND** educational and networking opportunity in Smart Industry.

CEESCA offers:

- Strong focus on financial institutions, but not forgetting telecom, technology and exceptional thought leaders.
- Attendee job titles are heads of banks, MNO's, of innovation, of market development, of payments, directors responsible for new products, new channels and so on.
- The event has been praised for its innovativeness, open networking, effectiveness and exceptional thought leadership

We are particularly happy that the work of this group has been recognized also in the CEE region, because **CEESCA** recognized market potentials whereas the market recognized **CEESCA** club and the synergy this cooperation could create.

Attendance terms

- Free of charge for a **CEESCA** members
- **Day delegate** (for non-members) price per delegate:
- 580 EUR **Early Bird Registration** until 31st January 2015
- **780 EUR** Registration **01st February to 28th February 2015**
- 980 EUR Registration after **1st March 2015**

And included:

- On March 18th 2015 Informal Dinner for all presenters and participants
- On March 19th 2015 Conference program
- Evening on March 19th 2015 Networking – “Legendary **CEESCA** Surprise”
- Travel and accommodation are NOT included.

What is CEESCA ?

As the newest member of the Smartex network of associations for smart card and RFID tag technologies – established in 1992 and now the largest such group in the world, with over 400 members in the UK, Africa and the Asia Pacific regions, **CEESCA** is a membership-based association, covering Central Eastern Europe, that brings together all companies and individuals, from both the public and private sectors, whether suppliers, potential/existing scheme operators or consultants, in order to:

- provide its members with regular information about smart cards
- hold regular plenary meetings in key cities in the CEE area, where members will hear from acknowledged industry experts, within themed sessions covering all aspects of smart card technologies
- explore the latest trends in related security and systems architectures
- explain the latest projects being planned for the region
- enable members to network together
- seek to adopt relevant international standards to ensure the appropriate levels of scheme interoperability and longevity

The CEESCA Conference Will Bring Together

- **Banks** - Who need to move fast to avoid being beaten by new entrants in the payments space
- **Payment Institutions** - With regulation often playing in their favour they have the chance to acquire more customers at a high-street level globally
- **Mobile Network Operators** - Have a chance to expand their revenue models and increase customer retention
- **Loyalty Scheme Providers** - Can add value to a Mobile Wallet and streamline redemptions for better improved CRM and Data Acquisition
- **Security Experts** - As with any payment technology security is vital, when combined with your personal phone it becomes critical
- **Handset Manufacturers** - With ever changing shifts in the favored wallet technology such as NFC, Bluetooth Lite and RFID, they need to determine their strategy and operating system to stay ahead
- **Merchants** - Merchants are becoming tired of buying their own data back from others, in the US the Merchant Exchange is already disrupting the state of play, in Europe they are essential for adoption
- **Developers and Solution Providers** - Hold the key to producing Wallet Solutions consumers are comfortable using and will add value for both consumer and producer.

Who should attend ?

The meetings are targeted at companies concerned with choosing, implementing, or supplying smart card-based and/or biometrics-based solutions. Key personnel who should attend include:

- CEO's, Directors, Heads of Cards, Heads of Business Development from:
- Banks
- Financial institutions
- Card technology manufacturers
- Retail card suppliers
- Public sector transport projects
- Payment market solution providers
- Private Finance and Equity firms

CEESCA conference is perfect platform for you to meet the right people and set those partnerships in motion.

Benefits of attending:

- **Create a Wallet the Consumer Wants**
Discover how to make a product appealing, accessible, reliable, and simple by hearing from companies who have already done this in ecommerce
- **Add Value**
Integrate loyalty and ticketing to provide the convenience that will springboard your wallet's mass adoption, turning it from a gimmick to an everyday essential
- **Ensure Profitability**
Mark out your business model and produce a solution that not only increases consumer acquisition, and retention but....also fills your wallet
- **Value Data**
Realise the potential from a gold mine of new data, and discover the way partnerships and analysis can generate revenue
- **Guarantee Trust**
Avoid the embarrassment of a break down in service and ensure your wallet's reliability and security. Protect your brand and the future of your business in turbulent times
- **Mark Your Territory**
Make sure you know exactly where you stand and what opportunities for growth are open to you. Thrash out the ideas and innovations that will revolutionize the payments, loyalty, ticketing and identity industry, in an open debate to the floor

For more info simply visit: www.ceesca.org

- **DISCOVER** new developments in the card markets within the CEE region
- **HEAR** key experts talk on the progress of NFC, RFID technologies, Transport systems and Loyalty card schemes
- **LEARN** the implications of new technologies entering the payments market
- **DISCUSS** with industry leaders the hottest topics in the card markets

Contact

If you or a colleague wishes to attend this meeting, or if you require any further information, please contact **CEESCA** as soon as possible.

Many thanks and we very much hope to welcome you in Zagreb!

Yours Sincerely, Snjezana

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