



## CEESCA Meeting

20<sup>th</sup> & 21<sup>st</sup> September 2012: Hotel Kempinski Palace, Portoroz, Slovenia

### AGENDA

#### Day 1: Thursday, 20<sup>th</sup> September 2012

Time	Topic	Speaker
9.00 am	<b>Arrivals &amp; Registration &amp; Refreshments</b>	
9.30	<b>Welcome and chairman's introductory remarks</b>	<b>Mr. Richard Poynder</b> Chairman <b>SMARTEX GROUP</b>
9.45	<b>Card and Mobile – On the road to NFC</b> <ul style="list-style-type: none"> <li>• Mobile Industry Trends</li> <li>• Device Fidelity Introduction</li> <li>• Mobile Market Readiness</li> <li>• Micro SD Personalization and Fulfillment</li> <li>• Moneto</li> </ul>	<b>Mr. Ales Kepka</b> Regional Manager EMEA <b>DATACARD</b>
10.15	<b>Cards and mobile devices</b> <ul style="list-style-type: none"> <li>• Possible scenarios for the future use of the cards and mobile devices</li> <li>• Pre requirements for certain scenarios by industry</li> <li>• Current status Provisioning users and services</li> <li>• Requests by regulation</li> </ul>	<b>Mr. Robert Dimitrovski</b> Expert / PM Services and Network Systems Devel. Dpt. <b>CROATIAN TELECOM</b>
11.00	<i>Refreshment Break</i>	
11.30	<b>NFC perspective in emerging markets: example of Russia</b> <ul style="list-style-type: none"> <li>• Experience of Russia as new payment technologies domain: e-money, e-payments, payment kiosks, and other front-end technologies</li> <li>• Universal Electronic Card as unique national level contactless solution: 50 mln cards in three years</li> <li>• Hybridization as a trend: NFC in payment kiosks, NFC contactless coupled with prepaid phones and other combinations</li> <li>• Identification vs. payment function: what will be a main trend in business model</li> <li>• Mobile, kiosk, card, POS, specialized terminal: which devices we need to roll out contactless ecosystem</li> </ul>	<b>Mr. Victor Dostov</b> President <b>RUSSIAN ELECTRONIC MONEY ASSOCIATION</b>
12.15	<b>Mobile Money, Mobile Payments and Mobile Banking</b> <ul style="list-style-type: none"> <li>• New players vs. "old" ones</li> <li>• Industry directions, emerging technologies and developments</li> <li>• Opportunities</li> </ul>	<b>Mr. Gerhard Romen</b> Director Financial Services <b>NOKIA</b>



13.00	<b>Luncheon</b>	
14.15	<b>Mobile Wallet – more than just money</b> <ul style="list-style-type: none"><li>• What makes a wallet? Defining the key differentiations between mobile banking and wallets</li><li>• Operating in an open e-commerce ecosystem: creating opportunities for you and your customer</li><li>• Maximising convenience: combining currency, discounts, loyalty, and tickets all in one place</li><li>• Building relationships: creating personalised offering based on customers' data</li></ul>	<b>Mr. Amir Tabakovic</b>  Head of Market Development and Board of Directors of Mobey Forum  <b>POST FINANCE</b>
15.00	Panel session - discussions on the following:  <b>SHORT statement in response to the subject</b>  <b>Making NFC mobile happen in CEE region: what are the triggers?</b> <ul style="list-style-type: none"><li>• Mr. Victor Dostov</li><li>• Mr. Gerhard Romen</li><li>• Mr. Amir Tabakovic</li><li>• Mr. Robert Dimitrovski</li></ul>	Moderator/Chair  <b>Mr. Richard Poynder</b>
16.00	<b>Chairman's closing remarks</b>	<b>Mr. Richard Poynder</b>  Chairman  <b>SMARTEX GROUP</b>
17.00	<b>Networking</b> <ul style="list-style-type: none"><li>• <b>Boat touring on Adriatic Coast</b></li><li>• <b>Dinner at the Tourist Agro Farm</b></li></ul>	



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#### Day 2: Friday, 21<sup>st</sup> September 2012

Time	Topic	Speaker
9.00 am	<b>Arrivals &amp; Registration &amp; Refreshments</b>	
9.30	<b>MasterCard's remote mobile payment solution</b> <ul style="list-style-type: none"> <li>A live demo of an existing service in Hungary; bill-payment...</li> </ul>	<b>Mr. Laszlo Szetnics</b> Business Leader Business Development  <b>MASTERCARD EUROPE</b>
10.00	<b>City Card</b> <ul style="list-style-type: none"> <li>Creating a Complete City Card Solution by Using Contactless EMV Technologies</li> </ul>	<b>Mr. Mustafa Olmez</b> Senior Vice President  <b>BANK ASYA</b>
10.45	<i>Refreshment Break</i>	
11.15	<b>Prepaid solutions</b> <ul style="list-style-type: none"> <li>The presentation is about issuing Prepaid Cards in real time using a standalone printer in a clients location or via a standalone non secure kiosk.</li> </ul>	<b>Mr. David Carr</b> Product Director  <b>CARTA WORLDWIDE</b>
12.00	<b>Payment Card Loyalty Experience – AB Vassilopoulos in Bonus Scheme</b> <ul style="list-style-type: none"> <li>Bonus scheme introduction [overall description of the scheme, concept, participants]</li> <li>Coalition Loyalty - Integration with other partners</li> <li>Retailers &amp; Banks Co-operation</li> <li>Stakeholders benefits (Customer, Retailer, Bank)</li> </ul>	<b>Mr. Alexandros Nikas</b> Loyalty Programs Manager  <b>AB Vassilopoulos</b>
12.45	<b>Chairman's closing remarks</b>	<b>Mr. Richard Poynder</b>  <b>SMARTEX GROUP</b>
13.00	<i>Luncheon</i>	

#### Next CEESCA Meeting: March & April 2013

With every effort will be made to maintain the above schedule for this meeting, CEESCA cannot accept any responsibility for late changes to the programme, necessary for reasons beyond its control