



CENTRAL EASTERN EUROPEAN SMART CARD ASSOCIATION
17th and 18th September 2013, Zadar, Croatia

AGENDA

Day 1: Tuesday, 17th September 2013

Time	Topic	Speaker
8.30 am	Arrivals & Registration & Refreshments	
9.00	Welcome and chairman's introductory remarks	Mr. Richard Poynder Chairman Smartex Group UK
9.15	The future of SEPA <ul style="list-style-type: none"> • What has been done so far • Plans for the future • What we can expect 	Mr. Etienne Goosse Secretary General European Payments Council Belgium
9.45	The contactless story globally <ul style="list-style-type: none"> • Where it impacts Central Easter European region specifically 	Mr. Catalin Cretu General Manager Romania and Croatia Visa Europe
10.15	<i>Refreshment Break</i>	
10.45	Big Data – Buzzword or Real Opportunity	Mr. Zoran Bohacek Director Croatian Bank Association Croatia
11.15	Loyalty is more about the How & What you Communicate to Customers rather than What Rewards you give away	Mr. Mark Bergdahl Director Loyalty Consulting UK
11.45	<i>Refreshment Break</i>	
12.00	Case Study <ul style="list-style-type: none"> • Erste Bank Launch of the first debit Display Card 	Mr. Igor Strejcek Head of MCM Division Erste & Steiermarkische Bank Croatia
12.30	A view of what the future holds for NFC	Mr. Chi Lee Independent Researcher UK
13.00	Chairman's closing remarks	Mr. Richard Poynder Chairman Smartex Group UK
13.15	<i>Luncheon</i>	
14.45	<i>Networking - Welcome to Zrmanja River /Rafting & Dinner</i>	



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Day 2: Wednesday, 18th September 2013

Time	Topic	Speaker
9.00 am	Arrivals	
9.15	Welcome and chairman's introductory remarks	Mr. Richard Poynder Chairman Smartex Group UK
9.30	New payment mechanism development in Russia	Mr. Victor Dostov President Russian Money Electronic Ass. Russia
10.00	<i>Refreshment Break</i>	
10.15	A case study of implementing Mobile Payments <ul style="list-style-type: none"> • mCommerce Implementation Approach • Things to know and act upon for successful mCommerce roll-out • Paying is not fun – Added value is in loyalty & marketing 	Mr. Alexander Luijt Business Development Manager UL Netherlands
10.45	Digital (is) good – Bank as a retailer <ul style="list-style-type: none"> • Live Demo iTunes Credits Purchase 	Mr. Amir Tabakovic Head of Market Development Post Finance Swiss
11.15	<i>Refreshment Break</i>	
11.30	MasterPass – network of wallets	Mr. Laszlo Szetnics Business Leader & Business Development Manager MasterCad, Hungary
12.00	Mobile Money, Mobile Payments and Mobile Banking <ul style="list-style-type: none"> • The Right Technology for Mobile Wallet 	TBC
12.30	<i>Refreshment Break</i>	

13.00	<p style="text-align: center;">PANEL DISCUSSIONS:</p> <p style="text-align: center;">Moderator: Mr. Richard Poynder, Chairman, Smartex Gorup</p> <ul style="list-style-type: none"> • Awarding your customers through partnerships an offers • Contactless m-Payment: What Will Trigger Mass Adoption? • Breaking down the security of a mobile wallet • Are brands and the mobile ecosystem working together to fully realise the mCommerce opportunity • Should the mCommerce conversation and mobile payment success be reliant on NFC adopting • World Status of NFC Deployments 	<p style="text-align: center;">❖ Mr. Tihomir Mavricek, Project Director, Croatian Telecom</p> <p style="text-align: center;">❖ Mr. Amir Tabakovic, Head of Market Development Post Finance</p> <p style="text-align: center;">❖ Mr. Victor Dostov, President of Russian Electronic Money Association</p> <p style="text-align: center;">❖ Mr. Laszlo Szetnics, Business Leader & Business Development, MasterCard Europe</p> <p style="text-align: center;">❖ Mr. Igor Strejcek, Head of MCM Division, Erste & Steiermarkische Bank</p> <p style="text-align: center;">❖ Mr. Osman Inegol Senior Marketing Manager Visa Europe Turkey</p> <p style="text-align: center;">❖ Mr. Alexander Luijt Business Development Manager UL</p>
13.45	Chairman's closing remarks	Mr. Richard Poynder Chairman Smartex Group
14.15	<i>Luncheon</i>	

Next **CEESCA** Meeting: **March/April 2014**

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