



CEESCA Meeting 21st and 22nd September, 2011

IN Hotel, Belgrade, Serbia

AGENDA

Day 1: Wednesday 21st September 2011

Time	Topic	Speaker
10.30am	Arrivals & registration	
11.00	Welcome & Introduction	Mr. Richard Poynder Cherman Smartex Limited UK
11.15	Status and new developments in the CEE Region The situation in Serbia from the perspective of banks how and when to apply new standards What kind of service provided to obtain and keep new client	Mr. Dejan Tesic Member of Executive Board AIK Bank AD Serbia
11.45	It's All Connected Social Networking websites and others are now taking advantage of the capability of smart phones to provide Location Based Marketing services. These are likely to fundamentally change the way certain brand companies reach their customers. The forthcoming roll out of NFC phones will offer new possibilities for physical interaction and payment via mobile. This presentation will take a look at the state of play and likely way forward.	Mr. Trevor Crotch-Harvey Adviser of the UK Department for Transport Fenbrook Consulting UK
12.15pm	Why and How - Discover's strategic direction in CEE Region Development, Results and Plans in CEE Region Overview of the mobile phone initiative (NFC) Where are the challenges and how they respond	Mr. Per-Toft Rasmussen DCI Business Development Director EMEA Discover SAD
1.00	<i>Luncheon</i>	
2.30	City Card – right solution at the state level Card of countless possibilities Why cashless Library, leisure, schools, snacks, drinks and now buses Joined up communities and the creation of a cashless society	Mr. Gokhan Inonu Director Apacs&Africa SmartSoft IT Turkey
3.00	New Operator Business Models, Beyond Dumb Pipe Examples and explanations of strategies used for digital payments Mobile Intelligence to Cloud Computing <ul style="list-style-type: none"> • on-demand enterprise solutions • web & mobile applications • opening up new low-friction commercial channels between multiple diverse industries and vertical market segments 	Mr. Rochus Schreiber Vice President EMEA Business Development Aepona Ltd UK
3.45	<i>Close</i>	

CEESCA Meeting

21st and 22nd September, 2011

IN Hotel, Belgrade, Serbia

AGENDA

Day 2: Thursday 22nd September, 2011

Time	Topic	Speaker
9.00.am	Arrivals & registration	
9.30	PayPass – Tapping a Huge Opportunity Understanding the hardware and software requirements Effective collaboration with key partners Focussing on interoperability Tips for promoting the scheme	Mr. Gabriel Ghita, Business Development Manager CEE MasterCard Romania
10.00	Contactless Payment Cards in Public Transport Large cities such as London and New York are preparing to accept bank issued payment cards on their transport networks, and smaller operators are taking a close interest. This presentation will look at what is happening, what are the major drivers, and what it is likely to mean for transport operators, financial institutions and users.	Mr. Trevor Crotch- Harvey Adviser of the UK Department for Transport Fenbrook Consulting UK
10.30	The Unbanked - Problem or Opportunity There is increasing focus by governments and EU institutions on the sector of our society which remains unbanked. This is regarded as a measure of financial exclusion. we will have the opportunity examine this area and discuss how it is being addressed in Ireland.	Mr. Barry O'Mahony Independent consultant National Payment Institution advisor Ireland
11.00	Summary and Close	Mr. Richard Poynder Cherman Smartex Limited UK
11.15	Refreshments & Lunch	

Next CEESCA Meeting: February or March 2012, Slovenia or Czech Republic

If your organisation would like to present at a future meeting, please contact snjezana.plukavec@ceesca.org

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