



CEESCA Meeting

27th & 28st February 2013: Hotel Larix, Kranjska Gora, Slovenia

AGENDA

Day 1: Wednesday, 27th February 2013

Time	Topic	Speaker
8.45 am	Arrivals & Registration & Refreshments	
9.15	Welcome and chairman's introductory remarks	Mr. Richard Poynder Chairman SMARTEX GROUP
9.30	Evolution of payments through the processor's eyes <ul style="list-style-type: none"> The current situation in the region (contactless implementation: public transport, shopping centers, city cards, bank cards, telecoms) Future plans (as is the further purpose contactless, costs, etc) The potential of the region for the right NFC project 	Mr. Bozidar Pavlovic CTO and Mgmt Board Member MBU
10.15	E-commerce in Europe – New payment solutions and challenge <ul style="list-style-type: none"> Trends and progress for e-banking and e-commerce Europe wide e-banking payment services The evolution of services Where is the CEE region in relation to the rest of Europe in the development and application of e-banking Overview of pilot project and what is next step - Gemalto initiative 	Mr. Alain Sigaud VP e-Commerce GEMALTO
11.00	<i>Refreshment Break</i>	
11.30	A Retailer's view on the payment industry in Europe <ul style="list-style-type: none"> IKEA and Payments (figures, market challenges, fraud) Future of Payments (point of sale, e-com) Potential solutions (e.g. basic payment) 	Mr. Andreas Melan Group Payments Card Manager IKEA



12.15	<p>Integrating different transport model schemes together</p> <ul style="list-style-type: none">• Understand the steps required in synchronizing and integrating multi modal transport• How far is the reality and what does this means for transport operators in CEE region• Consider the role for ticheting standards in an interoperable future landscape• Understand the forward plan and overall aim with through-ticketing schemes and how to embed this into your business plan• Discuss the steps which all transport authorities can begin to prepare in the move to a more connected future	<p>Mr. Ralph Gambetta</p> <p>Head of Promotion</p> <p>Calypso Networks Association</p>
13.00	<p>Luncheon</p>	
14.15	<p>The business model for Instant Issuance product portfolio - banks, credit unions, retailers and service bureaus Take the opportunity to get answers why and how</p> <ul style="list-style-type: none">• Big opportunity to improve your service to cardholders - Reliably issue customized cards on-demand• Proximity of personalization service - Enhance customer service levels• Cost sharing - Drive revenue, activation rates and card usage• Effectiveness for urgent card creations• Practical view - demo card issue	<p>Mr. Petr Trombala</p> <p>Regional Manager EMEA</p> <p>DATACARD Group</p>
15.00	<p>Practical view - Demo Card Issue</p>	<p>Mr. Ivan Boch</p> <p>Technical Manager</p> <p>DINOCOLOR</p>
15.30	<p>Chairman's closing remarks</p>	<p>Mr. Richard Poynder</p> <p>Chairman</p> <p>SMARTEX GROUP</p>
16.00	<p>Networking</p> <p>Fun on Ice - Snow Games</p> <p>Welcome to Eskimo Igloo Village</p> <p>Dinner</p>	



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Day 2: Thursday, 28th February 2013

Time	Topic	Speaker
9.30 am	Arrivals & Registration & Refreshments	
10.00	Welcome and chairman's introductory remarks	Mr. Richard Poynder Chairman SMARTEX GROUP
10.15	Change Your Perception of Identity in the Mobile Wallet <ul style="list-style-type: none"> • What's the most important thing in your wallet? Your tenner or your driving licence? • What's more important to you? Your e-mail password or your bank account password? • What's the most important pivot in the future value network? Your e-mail address or your identity? • Go beyond payments and Loyalty: tackle the next generation of accepting payments, verifying identity and reading reviews • Learn to change the way your customer interacts with money • Thinking Big, More than Just Card on Your Prone • 	Mr. David Birch Director CONSULT HYPERION
11.00	<i>Refreshment Break</i>	
11.30	Integrating contactless bank card payments into your ticketing strategy <ul style="list-style-type: none"> • Where is contactless bank card payment in CEE Region now? • Impact of contactless technologies • The future of payments – new payment methods • How to integrate bank card payment with other forms of smart ticketing • Vision for interoperable fare payment for urban mass transit across the CEE region and Europe 	Mr. David Bibby Manager Payments Industry Consultant



12.15	<p>Case Study: Erste&Steiermarkische Bank Launch of the first debit Display Card</p> <ul style="list-style-type: none">• Why was this identified as a key product• How the products was implemented• Impact of the products on work flows• Experience of a pilot project• Where is the bank in Croatia and CEE Region taking things form here• The future - DDC Opportunities	<p>Mr. Igor Strejcek Head of MCM Division Erste & Steiermarkische Bank</p>
13.00	<p>Mobil NFC – experiences, successes from the CEE region</p> <ul style="list-style-type: none">• Card schemes' roles in mobile payment services, projects• Major changes in the past few years• Learning from several pilots, commercial implementations	<p>Mr. Laszlo Szetnics Business Leader Business Development MASTERCARD EUROPE</p>
13.45	<p>Chairman's closing remarks</p>	<p>Mr. Richard Poynder Chairman SMARTEX GROUP</p>
14.00	<p>Luncheon</p>	

Next **CEESCA** Meeting:

17th September 2013

18th September 2013

Croatia

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