



**CENTRAL EASTERN EUROPEAN SMART CARD ASSOCIATION**  
**05<sup>th</sup> and 06<sup>th</sup> June 2014 Rovinj, Croatia**

**AGENDA**

**Day 1: Thursday, 05<sup>th</sup> June 2014**

Time	Topic	Speaker
9.00 am	<b>Arrivals &amp; Registration &amp; Refreshment</b>	
9.30	<b>Welcome and chairman's introductory remarks</b>	<b>Mr. Richard Poynder</b> Chairman <b>Smartex Group</b> UK
9.45	<b>Welcome to Rovinj and Maistra</b>	<b>Mr. Bojan Aljinovic</b> Director Sales & Marketing <b>Maistra &amp; Adris Group</b> Croatia
10.00	<b>Previous six years of CEESCA Club</b> <ul style="list-style-type: none"> <li>o What has been done so far</li> <li>o Plans for the future</li> <li>o What we can expect</li> </ul>	<b>Mr. Richard Poynder</b> Chairman <b>Smartex Group</b> UK
10.15	<i>Refreshment Break</i>	
10.30	<b>Mobile NFC landscape</b> <ul style="list-style-type: none"> <li>o New and Innovative approaches to set up NFC project. Synergies and Success factors through HUB TSM model.</li> <li>o We will focus on answering key questions: Who are the participants in NFC ecosystem? With or without Mobile Operator?</li> <li>o Technology overview: Current implementations and reference projects. New approaches and solutions</li> </ul>	<b>Mr. Petr Cusan</b> Banking & Security Key Account Manager <b>Gemalto</b> Czech Republic
11.00	<b>Vipnet's experiences with contactless and mobile payment services</b> Vipnet has recently done few trials and launches of mobile payment and contactless (NFC based) services such as mPrijevoz in Osijek, NextBike in Zagreb or internal NFC trial called EasyPass. Some experiences and learning will be shared as well as short overview of what future might bring.	<b>Mr. Miljenko Graovac</b> Head of Product and Device Management <b>VIPnet</b> Croatia
11.30	<b>Control of the Mobile Secure Element: Evolution and Alternatives</b>	<b>Mr. Felix Malpartida</b> Head of m-Commerce Joint Ventures at Vodafone Group UK
12.00	<b>Networking</b>  <b>Welcome to Croatian National Park Brijuni</b>	



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**Day 2: Friday, 06<sup>th</sup> June 2014**

Time	Topic	Speaker
9.00 am	<b>Arrivals</b>	
9.30	<b>Welcome and chairman's introductory remarks</b>	<b>Mr. Richard Poynder</b> Chairman <b>Smartex Group</b> UK
9.45	<b>MasterPass – global digital platform from MasterCard</b> What is MasterPass? How is MasterPass answering the trends of the digital payment space now and in the future? Beyond fast on-line check out with MasterPass wallet owner can become part of a network of digital wallets that will be able to pay for goods and services from home, on the way or in store. It provides a safe, fast and secure shopping experiences from any of your digital devices connected to the internet.	<b>Mr. Laszlo Szetnics</b> Business Leader & Business Development Manager  <b>MasterCad,</b> Hungary
10.15	<b>Latest trends &amp; Challenges in electronic ID documents</b> Latest trends & Challenges in electronic ID documents Electronic identification cards have evolved dramatically since its beginnings – from single purpose cards to multi-application cards serving various needs. Starting from most important need to increase the document security to prevent fraud, Chip suppliers improve their products continuously by offering higher memory sizes, more performance and faster interfaces. The speech will give various implementation examples and will give hints on challenges.	<b>Mr. Uwe Zimmermann</b> Product Manager and Business Development for Government ID Applications <b>Infineon Technologies</b> Germany
10:45	Refreshment Break	
11.00	<b>Mobile Journey in Financial Security</b> Mobile banking nowadays providing more and more features, more and more possibilities. This grabs attention of fraudsters as well. And one thing that is sure in regards with a customer environment: level of its security is unsure. How to achieve a good security in a convenient way? The answer that worse a lot.	<b>Mr. Zoltan Szalai</b> eBanking Presales Technical Consultant <b>Gemalto</b> Hungary
11.30	<b>Valyou a Mobile Wallet made in a Collaborative Spirit</b> People are willing to put their plastic cards in the phone Real life collaboration – Norway example	<b>Mr. Abraham Guzman</b> Product Manager <b>TSM Nordic, Valyou</b> Norway
12:00	Refreshment Break	

12.15	<p><b>The Future of Cloud Based Ticketing</b></p> <p>We notice that many public transport operators and transport authorities wonder 'what is next?' Their current Automated Fare Collection (AFC) system has brought substantial benefits. However, the complexity and costs of operating this system increased. How could this be relieved? Cloud-based ticketing could be the answer as the next generation in transit ticketing and what role could the mobile phone play in that future</p>	<p><b>Mr. Ernst Bovelander</b>  Director for Service Line Advisory Services  <b>UL Transaction Security</b>  Netherlands</p>
12.45	<p style="text-align: center;"><b>PANEL DISCUSSIONS:</b></p> <p style="text-align: center;">Moderator:  <b>Mr. Richard Poynder</b>, Chairman,  <b>Smartex Gorup</b></p> <ul style="list-style-type: none"> <li>✓ Can we define a digital or mobile wallet?</li> <li>✓ Ultimate digital wallets of the future: how far away is that future?</li> <li>✓ Who will be the winners and losers? MNOs/Banks/Retail Groups/New Entrants/Innovative JVs of these?</li> <li>✓ What does the winning wallet look like?</li> <li>✓ Of the above, who is in the most advantageous position and has the customers' trust?</li> <li>✓ What will drive the consumer adoption of wallets?</li> <li>✓ Will it be multiple wallets or a single universal wallet for all?</li> <li>✓ What lessons are learnt from Valyou and ISIS wallets?</li> <li>✓ Which will be the dominating ePoS technology for wallets – NFC/Cloud/QR/BLE or something else?</li> </ul>	<p>Mr. Abraham Guzman  TSM Nordic, Valyou</p> <p>Mr. Ernst Bovelander  UL Transaction Security</p> <p>Mr. Felix Malpartida  Joint Ventures at Vodafone Group</p> <p>Mr. Tihomir Mavricek  Croatian Telecom</p>
13.45	<p><b>Chairman's closing remarks</b></p>	<p><b>Mr. Richard Poynder</b>  <b>Chairman</b>  <b>Smartex Group</b>  UK</p>
14.00	<p><i>Luncheon</i></p>	

Next **CEESCA** Meeting: **September&October 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