



CENTRAL EASTERN EUROPEAN SMART CARD ASSOCIATION
17th and 18th September 2014, Budapest, Hungary

AGENDA

Day 1: Wednesday, 17th September 2014

Time	Topic	Speaker
8.30am	Arrivals & Registration & Refreshment	
9.00	Welcome and chairman's introductory remarks	Mr. Richard Poynder Chairman Smartex Group UK
9.15	Journey toward the digital payments Ecosystems: <ul style="list-style-type: none">o Vision of some key market and public policy developments in Europe and beyond (Africa, Asia, Americas) and how they impacts market players.o New EU Regulatory Framework for Internet, Mobile and Card payments - PSD2o Regulations on Interchange Fees, recent competition law based cases, issues around standards and interoperability, competition policy	Mr. Jean- Stephane Gourevitch Director Chappuis Halder & Co. Mobile Convergence Ecosystems Ltd. UK
9.45	Entrust on e-Identity	Mr. Samuel Linford Territory Manager, Benelux, Eastern Europe Entrust UK
10.15	<i>Refreshment Break</i>	
10.30	Securing your Mobile Wallet. Sixdots – the Belgian Mobile Wallet case study <ul style="list-style-type: none">o Sixdots, a joint venture between Belgacom and BNP Paribas Fortis, has launched a mobile wallet for a safe and convenient mobile and online shopping experience in Belgium.o Hear how it all started and how they approached the security aspects	Mr. Zoltan Szalai eBanking Presales Technical Consultant Gemalto Hungary
11.00	Taking Prepaid into Account: Is mobile and prepaid the winning combination?	Mr. Amir Tabakovic Head of Market Development Postfinance Bank Board of Directors of Mobey Forum Switzerland
11.30	<i>Refreshment Break</i>	

11.45	<p>Mobile Apps strategy case:Cross-product customer journey design for better banking experience</p> <ul style="list-style-type: none"> ○ Mobile first" ideology as a major part of Customer service development ○ Customer journey maps design for retail banking products - smart balance of client needs and business necessities ○ "Killing features" in mobile applications for banking - Be simple. no hi-end innovations are strongly needed 	<p>Mr. Alexey Kazakov Head of E-banking development Center OTP Bank Russia</p>
12.15	<p>Building up a complex ecosystem</p> <ul style="list-style-type: none"> ○ What makes a wallet successful? ○ Why do we need aggregators? ○ Why do we need the operator (and the SIM)? ○ Why do we need great partners? ○ What is the current view on the successful wallet philosophy? ○ What is DT group is doing at the moment? ○ Will it fly? 	<p>Mr. Örs Országh Innovation expert and Corporate Development Directorate Magary Telekom nyrt. Hungary</p>
12.45	<i>Luncheon</i>	
14.00	<p style="text-align: center;">Round Table Discussions:</p> <ul style="list-style-type: none"> ✓ Can we define a digital or mobile wallet? ✓ Ultimate digital wallets of the future: how far away is that future? ✓ Who will be the winners and losers? MNOs/Banks/Retail Groups/New Entrants/Innovative JVs of these? ✓ What does the winning wallet look like? ✓ Of the above, who is in the most advantageous position and has the customers' trust? ✓ What will drive the consumer adoption of wallets? ✓ Will it be multiple wallets or a single universal wallet for all? ✓ Which will be the dominating ePoS technology for wallets – NFC/Cloud/QR/BLE or something else? 	<p>Moderator:</p> <p>Mr. Richard Poynder Chairman Smartex Gorup</p>
15.00	Chairman's closing remarks	<p>Mr. Richard Poynder Chairman Smartex Group UK</p>
15.45	Networking	



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Day 2: Thursday, 18th September 2014

Time	Topic	Speaker
9.00 am	Arrivals & Refreshment	
9.30	Welcome and chairman's introductory remarks	Mr. Richard Poynder Chairman Smartex Group UK
9.45	Payments solutions for un-tapped merchants segments <ul style="list-style-type: none"> o Why mobile solutions answering the expectations of un-tapped merchants? o Mobile payment solutions value proposal & business models o Ingenico mobile solutions/field implementation feedback 	Mrs. Ottilia Rouguet Eastern Europe Marketing Solutions & Services Director Ingenico Group Ingenico Group Hungary
10.15	Payment Trends and the Future of Mobile Wallets <ul style="list-style-type: none"> o Single SIM Applet that allows: Dynamic STK Menu with extended features Secure services with unique method for most-advanced Mobile Financial Services Interactive campaign messages for CRM and Mobile Marketing campaigns 	Mr. Ergi Sener Senior Business Development Manager Metamorfoz Turkey
10.45	Refreshment Break	
11.15	Innovations in Mobile Financial Services <ul style="list-style-type: none"> o Exploring new trends on mobile o Role of mobile vs. other banking channels o How to add value to mobile application o Case study: mToken - how to combine more channels together 	Mr. Radek Jirka Head of Direct Banking Unicredit Bank Czech Republic
11.45	NFC Virtual City Card <ul style="list-style-type: none"> o Case presentation of Urbana & Moneta 	Mrs. Nina Strajnar Team Manager Telekom Slovenia Slovenia
12.15	Can mobile wallet save mobile NFC <ul style="list-style-type: none"> o Is mobile NFC at the right place, at the right time? o NFC usability is not really revolutionary and, for the general public, is it really that cool? o Next generation won't think it's cool enough for them and they won't use it. 	Mr. Lyndon Lee Principal Consultant PA Consulting Group UK
12.45	Chairman's closing remarks	Mr. Richard Poynder Chairman Smartex Group UK
13.00	Luncheon	

Next **CEESCA** Meeting: February & March 2015

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