



**CENTRAL EASTERN EUROPEAN SMART CARD ASSOCIATION**  
**19<sup>th</sup> March 2015, Zagreb, Croatia**

**AGENDA**

**Day 1: Thursday, 19<sup>th</sup> March 2015**

Time	Topic	Speaker
8.30am	Arrivals & Registration & Refreshment	
9.00	<b>Welcome and chairman's introductory remarks</b>	<b>Mr. Richard Poynder</b> Chairman <b>Smartex Group</b> UK
9.15	<b>The "new" European Payments Council</b> Long lasting process of SEPA implementation has been finalized on 1 August 2014 finishing migration to SEPA Credit transfer and Direct debit in Euro zone making EPC schemes completely operational. This grand finale also gave a momentum to reform of EPC entering in force during the 1st quarter of 2015: EPC as an "roof" association <ul style="list-style-type: none"> <li>o Module 1 – evolution and maintenance of existing payments schemes (SCT, SDD Core and SDD B2B)</li> <li>o Module 2 – strategy, coordination with other stakeholders and new development at European level</li> </ul>	<b>Mr. Dalibor Kurtovic</b> Executive Director Operations <b>Hypo Alpe Adria Bank</b> Croatia
9.45	<b>POS terminals development, a perspective in Eastern Europe</b> Ingenico will focus on the high potential of the region in terms of POS terminals growth and the innovations with which will contribute to accompany the market growth with the right solutions.	<b>Mr. Stevan Vukovic</b> South Eastern Europe Sales Director <b>Ingenico</b> Serbia
10.15	<i>Refreshment Break</i>	
10.45	<b>Autentication and the Future of Security - is user authentication enough today?</b>	<b>Mr. Igor Grzalja</b> Group Sales Director, Banking <b>Asseco SEE</b> Croatia
11.15	<b>Instant Issuing - the business model for Instant Issuance product portfolio - Practical view - demo card issue</b> 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	<b>Mr. Juri Krehovetski</b> FII Solution Sales Manager <b>DatacardGroup</b> <b>Entrust Datacard</b> UK

11.45	<b>Practical view - Demo Card Issue</b>	<b>DINOCOLOR Zagreb</b> Croatia
12.30	<i>Luncheon</i>	
14.00	<b>Turning your mobile strategy into a winning loyalty platform</b> Mobile technology offers banks the opportunity for personalised customer contact. Social media combines with mobile to create a direct marketing channel which enables banks to determine customer preferences and respond immediately. Smart Engine has created its Card Linked Offer Customer Loyalty Platform enabling banks to monetise card data through generating purchase recommendations which in turn drive spend. Forward thinking banks are engaging with mobile to forge a closer relationship with consumers and those who are slow to engage with the technology risk losing market share.	<b>Mr. Christian A. Bacher</b> Managing Director <b>Smart Engine</b> Austria
14.30	<b>Mobile POS: innovative way for acceptance development</b> <ul style="list-style-type: none"> <li>○ Focus on acceptance</li> </ul>	<b>Mr. László Szetnics</b> Business Leader, Mobile and Innovative Payments <b>MasterCard</b> Hungary
15.00	<i>Refreshment Break</i>	
15.15	<b>Latest update on NFC payments</b> What are the latest trends in NFC and EMV Contactless Payments: White Label EMV, New form factors, Global TSM, HCE, etc.	<b>Mr. Peter Cusan</b> Key Account Manager <b>Gemalto</b> Czech Republic
15.45	<b>First HCE launch in Turkey with TEB BNP Paribas and Visa Europe</b> HCE in today's mobile ecosystem Understanding HCE architecture Mobile Wallets & HCE – a perfect winning combo? Thanks to the technology infrastructure provided by Metamorfoz ICT Inc., TEB (a BNP Paribas bank) became the first bank in Turkey to launch mobile contactless payments service based on Visa's Cloud-based Payments specifications. The HCE (Host Card Emulation) based NFC (Near Field Communication) service launch with the collaboration of TEB, Visa Europe and Metamorfoz, was announced on 03.02.2015.	<b>Mr. Ergi Şener</b> Managing Partner <b>Metamorfoz ICT Inc</b> Turkey
16.15	<b>Chairman's closing remarks</b>	<b>Mr. Richard Poynder</b> Chairman <b>Smartex Group</b> UK
16.30	<b>Networking</b>	

Next **CEESCA** Meeting: **Dubrovnik, September 29<sup>th</sup> and 30<sup>th</sup> 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