



**CEESCA**

Central Eastern European Smart Card Association

19<sup>th</sup> **CEESCA CONFERENCE**  
May 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> 2016  
Sarajevo, Bosnia and Herzegovina

Join us and let's talk about Trends,  
Payments, Challenges...



**STAY CONNECTED**

## AGENDA/ DAY 1 / TUESDAY, 10<sup>TH</sup> MAY 2016

Venue: **Termag Hotel Jahorina, Sarajevo**

Registration time: **7.00pm**

Dinner: **7.30pm**

Dress Code: **Informal**

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## AGENDA/ DAY 2 / WEDNESDAY, 11<sup>TH</sup> MAY 2016

### 9.00 Arrivals, Registration & Refreshments

**9.30** Welcome and chairman's introductory remarks

Mr. Richard Poynder  
Chairman  
Smartex Group, UK

**9.45** Banks in the challenging new digital environment

Dr. Zoran Bohacek  
Chief Advisor  
Croatian Banking Association,  
Croatia

### 10.15 New opportunities in e-commerce

The digital shift is the biggest change in payments – and biggest opportunity for consumers, merchants, banks and wallet service providers – since the introduction of plastic payment cards. Every connected device is now a commerce device, blurring the border between face to face and online shopping. This time, however, we shall focus on new and exciting opportunities in e-commerce and the solutions that will bring value to merchants and make life a little bit easier for consumers when all they have to do is just – smile.

Mr. Damir Hozdic  
Business Development Leader for Croatia  
and Slovenia  
MasterCard, CEE Region

### 10.45 Refreshment Break

#### 11.15 The authentication challenge in various implementations

- Discussion about various authentication strategies and how they affect the security vs. convenience balance.
- Presentation of interesting examples such as Facebook authentication APIs, Apple, Samsung and PayPal ventures in biometrics, among others.

Mr. Arman Aygen  
Regional Manager Southern-Europe,  
Transaction Security Division  
UL, Netherlands

#### 11.45 The Impact of Apple Pay on Mobile Payments

Mr. Gary Munro  
Principal Consultant  
Consult Hyperion, UK

### 12.30 Luncheon

#### 14.00 SSL Best practices – Securing your website to protect brand reputation

- Learn how website security contributes your overall brand reputation, how properly secure your online applications/servers
- All about SSL/TLS best practices and certificate suggestions for secure domains, securing server communication and encryptions, mitigating against malware, attacks and vulnerabilities.

Mr. Neil Foxley  
Entrust Territory Manager EMEA South,  
North & Eastern Europe  
Entrust Datacard, UK

#### 14.30 PANEL DISCUSSIONS and Q&A

Moderator:  
Mr. Richard Poynder

### 15.30 Networking • Dinner

## AGENDA/ DAY 3/ THURSDAY , 12<sup>TH</sup> MAY 2016

### 8.45 Arrivals, Registration & Refreshments

**9.00** Review of the previous day and introduction to today Mr. Richard Poynder  
Chairman  
Smartex Group, UK

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**9.15** **Smart Campus schemes for Universities**  
How smart technology can be introduced to support many functions in Universities and Schools Mr. Richard Poynder  
Chairman  
Smartex Group, UK

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**9.45** **Are there any loyal consumers in the CEE region?**  
There are many loyalty initiatives running in many countries within the region, from Greece in the south to Croatia in the north and across to Bulgaria in the east, but how effective are these programmes and what can be done to deliver a more effective approach? Or is the loyalty party over, is it just about making sure the customer gets the right promotion at the right time? Has technology got anything to offer in respect of a more engaging experience that will help retailers and businesses to capture consumer interest and commitment? Mr. Mark Bergdahl  
Director  
Loyalty Consulting, UK

### 10.15 Refreshment Break

**10.45** **The current technology trends that are having an impact on transport ticketing and what transport operators are currently implementing**  
• development of ticketing technologies  
• integration of multiple technologies  
• move to account-based solutions  
**Non technical operational issues surrounding an AFC system**  
• raising finance  
• having the appropriate legal and operational set-up  
• reviewing fares policy prior to implementation  
• the business case  
• type of contract and tender and contractual issues Mr. Mike Burden  
Burden Consulting  
  
and  
Mr. John Stout  
Mogul Associates Ltd.

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**11.20** **The New Generation Ezio: A multi-layer security solution**  
Learn how Ezio enables banks to provide a smooth and tailored online banking experience while keeping a high level of security and meeting regulatory requirements Mr. Jose Antunes  
Solution Sales Manager  
Gemalto, France

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**11.50** **Chairman's closing remarks** Mr. Richard Poynder  
Chairman  
Smartex Group, UK

### 12.00 Luncheon

# dinocolor®

**UL LICENSED RESELLER**



**BURDEN  
CONSULTING**



**ENTRUST DATACARD**

## TRUSTED IDENTITIES SECURE TRANSACTIONS

Consumers, citizens and employees increasingly expect anywhere-anytime experiences – whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks.

Dinocolor, with partner Entrust Datacard, offers trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications.

**UL LICENSED RESELLER**

## SAFEGUARDING SECURITY, COMPLIANCE AND GLOBAL INTEROPERABILITY

The world of electronic transactions moves at a fast pace, characterized by constant, dynamic innovation. The number of transactions is increasing, stimulating new technologies to emerge on the market. Dinocolor with his partner UL Transaction Security helps you understand the impact of this (new) technologies. We keep up to date with the latest technologies in order to understand whether they are sustainable, secure and how to make them work.

Dinocolor also offers on behalf of UL TS training courses within the mobile, payment, data security and transit domains.

**NEXT TRAINING**

### MOBILE PAYMENTS MASTERCLASS 31<sup>TH</sup> MAY AND 1<sup>ST</sup> JUNE PRAGUE, CZECH REPUBLIC

For more information about the masterclass contact [goran.pilih@dinocolor.si](mailto:goran.pilih@dinocolor.si)

**VISIT US**

**RISK CONFERENCE 2016**  
11<sup>TH</sup> ADRIATIC SECURITY, NETWORKING AND IT OPTIMIZATION CONFERENCE

**WEDNESDAY, 25<sup>TH</sup> MAY 2016,  
CROWNE PLAZA BELGRADE, SERBIA**

**NEXT CEESCA MEETING**

**12<sup>TH</sup>, 13<sup>TH</sup> AND 14<sup>TH</sup> SEPTEMBER 2016  
HOTEL LACROMA, DUBROVNIK, CROATIA**

More information: [snjezana.plukavec@ceesca.org](mailto:snjezana.plukavec@ceesca.org)

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