



**Building profitability and achieving excellence in emerging markets**

**Western and Central Europe perspective:**

**Eastern European perspective:**

<p><b>Cross-border Business Models</b></p> <ul style="list-style-type: none"> <li>- Is there a need for more regulation?</li> <li>- Funding loyalty - with interchange under pressure, is the future n merchant-funded loyalty programmes and merchant coalitions?</li> <li>- What are the prospects for commercial cards?</li> <li>- Tightening credit lending criteria - an opportunity or a threat to profits?</li> </ul> <p><b>Emerging markets: what can you learn from other countries?</b></p> <ul style="list-style-type: none"> <li>- What are the implications of the Payment Services Directive and SEPA?</li> <li>- Case studies from Western and Central Europe: what is the potential of mobile payments and electronic payments in emerging markets?</li> <li>- Case studies on alternative payment methods: –with non-bank players entering the field, how will they fare in emerging markets?</li> </ul> <p><b>Technology and cross-border challenges</b></p> <ul style="list-style-type: none"> <li>- The infrastructure challenge: will emerging market infrastructures support new technological innovations?</li> <li>- Will banks and merchants have the option of installing standard contactless readers across Europe? Contactless readers will need to be enabled to accept payment from any of the major international card brands, according to standards organisation EMVCo.</li> <li>- M-payments: beyond O2's trial – How successful have recent trials been? Could they be implemented in Eastern European countries? What will be the impact and the likely results? How will we get there?</li> </ul>	<p><b>Who –Top 6 Organisations:</b></p> <ul style="list-style-type: none"> <li>- Raiffeisen International</li> <li>- Erste Bank</li> <li>- UniCredit</li> <li>- Societe General</li> <li>- Piraeus Bank</li> <li>- OTP</li> </ul> <p><b>Where – Eastern European markets</b></p> <p>Poland, Czech Republic, Slovakia, Hungary, Romania, Croatia, Bulgaria, Russia, Latvia, Lithuania, Estonia, Ukraine.</p> <p><b>What - Top 5 issues:</b></p> <ul style="list-style-type: none"> <li>- Consumer education and incentivisation</li> <li>- How issuers can benefit from high levels of debit usage in that area</li> <li>- How to migrate cash withdrawals to point of sale purchases</li> <li>- How POS and ATM infrastructure development is crucial for the growth of card payments</li> <li>- Navigating differing regulatory regimes across Eastern Europe</li> <li>- Prepaid in Eastern Europe – what does the future hold? Lessons from the US and Western Europe along with other developing markets</li> </ul> <p><b>Aim – PROFITABILITY:</b></p> <p>In the current economic and financial environment, profitability is the highest priority for Eastern European banks as margins are squeezed on deposits and loans, loan delinquencies increase, and liquidity continues to be a problem.</p>
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- How new payments technologies can work in emerging markets and which technologies will deliver the expected results. What are the opportunities you need to take advantage of?
- Is there value in partnerships for international expansion or is going alone better?
- Prepaid in Eastern Europe – what does the future hold? How profitable will the prepaid market be in Eastern Europe?

**Way forward – Eastern European session will focus on:**

- The need to automate as many transactions and payments as possible to reduce administration costs, reduce back-office headcount and achieve economies of scale.
- The need to develop electronic banking channels and significantly increase their usage. The technology already exists but there are major cultural and behavioural challenges to overcome to increase usage - as well as more practical issues such as infrastructure and power supply.
- Credit cards are still even in this economic climate seen as relatively risk-free with good margins. But will merchant acceptance and customer usage continue to be a problem?
- Many Balkan countries rely on remittance payments from emigrant relatives. For example, Albania received €1bn of remittances in 2007. Estimates are that these payments are reduced by 20% today. More than ever, the challenge of getting emigrants to use official payment channels and electronic banking is a high priority.
- Segmentation is another area of development for emerging markets. A one-size-fits-all mass market approach no longer delivers the margins and profit of the past. Affluent banking will emerge in the region as the 80 : 20 rule is understood and the dependency on relatively few high net worth customers becomes apparent. Electronic banking channels, cards with added value propositions and global payment systems are key for these segments.



**Cards & Payments Europe 2009** Conference, Expo & Awards Dinner  
18-19 June • Prague

AGENDA ■ DAY ONE ■ 18 JUNE 2009

**Building profitability and achieving excellence in emerging markets**

0815-9000

Welcome Coffee & Registration in the Exhibition Area

0900-0910

**Hugh Fasken**  
Editorial Director  
**VRL FinancialNews**

Opening Remarks from VRL events team

0910-0940

**THE CHALLENGE**

**The Implications and Challenges of the Payment Services Directive in Eastern Europe  
Can the War on Cash Ever Be Won?**

**Chaired by: Hugh Fasken**, Editorial Director, **VRL Financial News**

**Co-chair: David Parker**, Consultant, **The Pepper Corporation Consultancy**

**Robert Courtneidge**,  
Board Member  
**Prepaid International Forum (PIF)**

**PSD– Dream or Nightmare  
Challenges of Implementation**

- Where are all the regulators
- What is the cost?
- Where are the benefits?
- Who will be the new Payment Institutions?
- Can there ever be a level regulatory playing field?

**Gary Palmer**  
Executive Advisor  
**Fidelity National Information Systems**

**Prepaid: An Effective Weapon in the War on Cash and Checks**

- Real world examples of how prepaid is being used in this battle
- An examination of the value proposition for this in the value chain
- A process for identifying where to look for cash and check payments
- A recommended approach to deploying a winning prepaid strategy

**PLENARY SESSION  
1**

**Focusing on Emerging Markets: The Potential For Growth and Profitability**

**Chaired by: Hugh Fasken**, Editorial Director, **VRL Financial News**

**Co-chair: David Parker**, Consultant, **The Pepper Corporation Consultancy**

0940-1000

**František Jungř**  
Cards Department Manager  
**UniCredit Bank Czech Republic**

**Global trends and financial crises**

- Current situation in the market
- Effect on Card business
- Is there a way to use the situation to our advantage?

1000-1020

**Betugul Toker**  
Vice President – Cards  
**AK Bank TAS**

**How to drive profitability forward in emerging markets –  
Turkish cards market and segmentation strategies.**

- Brief overview to Turkish Credit Card market
- Customized solutions with different products and services
- Customer management rules

1020-1035

Interactive Discussion

1035-1105

Coffee Break in the Exhibition Area



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<b>PLENARY SESSION 2</b>	<b>Emerging Markets: What Can You Learn From Other Countries?</b>	
	<ul style="list-style-type: none"> <li>• The Lessons So Far and Best Practices for the Future</li> <li>• Consumer Education and Motivation</li> </ul>	
	<b>Chaired by: Chris Reddish, Chairman, Prepaid International Forum (PIF)</b>	
1105-1125	<b>Nicola Cordone</b> CEO <b>SINSYS</b>	<b>Segmentation as area of development for emerging markets.</b> - In the current climate should financial institutions accelerate outsourcing? - Outsourcing to reinvent the operating model - Capturing value from moving beyond operational services
1125-1145	<b>Zsuzsanna Haraszti</b> Head of Cards <b>Erste Bank Hungary Nyrt</b>	<b>Customer education and incentivisation Educations turns into Profits</b> - Concrete targets of education - Life stage approaching to education - Visible incentivisation - Measurable results
1145-1200	Interactive Discussion	
1200-1330	Lunch in the Exhibition Area	
<b>PLENARY SESSION 3</b>	<b>Loyalty in Emerging Markets: What is the Difference?</b>	
	<b>Chaired by: David Parker, Consultant, The Pepper Corporation Consultancy</b>	
1330-1350	<b>Margaret Morgan Weichert</b> CEO and Founder <b>The MorganWeichert Group</b>	<b>Are loyalty programmes relevant in emerging markets? Evaluating education and incentives</b> - Core drivers of loyalty: how much do they vary by country? - Desired outcomes – what customer behaviours are targeted? - Potential solutions vary by target behaviour and market conditions - Successful solutions must be based in a sustainable advantage for the consumer and a profitable business model for the enterprise
1350-1410	<b>Nur Olcer</b> SVP, Strategic Business Development <b>Garanti Payment Systems</b>	<b>Customised solutions for loyalty – Bonus Card success in Turkey and Romania</b> - Garanti Bank and its payments systems - Bonus Card - Customer Segmentation for Loyalty
1410-1430	<b>Maher Mezher</b> Head of Marketing Department <b>First National Bank, Lebanon</b>	<b>Loyalty programmes, from reward to recognition: “Tie or say goodbye”.</b>  - Loyalty beyond rewards and discounts - A growing loyalty programme does not always mean successful - Building emotional sustainable experience
1430-1445	Interactive Discussion	
1445-1515	Coffee Break in the Exhibition Area	



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<b>PLENARY</b>	<b>Cross-border Business Models, New Payments Technologies and Anti- Money Laundering Strategies</b>	
<b>SESSION 4</b>	<b>Chaired by: Volker Schloenvoigt, Manager, Edgar Dunn &amp; Company</b>	
1515-1535	<b>Richard Cooper</b> Marketing Director <b>Metavante</b>	<b>Cross Border Issuing - Where the grass is always greener (?)</b> - The cross border opportunity - The pitfalls of operating in new markets - A model for developing your channel strategy
1535-1605	<b>Rod Nixon</b> Managing Director <b>Savantor International</b>	<b>Beyond EMV: doing is believing!</b> <b>How new payments technologies can work in emerging markets</b> - Why emerging markets are well-placed to leap-frog mature markets - The myths and realities of end-to-end implementation explained - Tips for overcoming the practicalities of new technology implementation
1605-1625	<b>Samar Baasiri</b> Head of Compliance Dept <b>Bankmed, Beirut Lebanon</b>	<b>Identify and mitigate risks in remote banking</b> - Examples of fraud related to stored value cards - Identified risks in remote banking - Security risks - Management of the identified risks - Implementing preventive measures - Red flags
1625 - 1645	<b>Paul Henninger</b> Director, Product Management Fraud <b>Actimize</b>	<b>Managing cross border payments fraud: Emerging threats and case study</b> - Cross-border transactions now play a prominent role in the fraud risks faced by both card issuers and retail banks - Driven by the implementation of chip and pin for cards and the growing prominence of cross-border money transfers fraud attacks are evolving quickly - the increasingly international nature of legitimate transaction activity makes it harder to sort the good from the bad - Specific challenges and emerging attacks involving cross-border fraud risks and present case studies on what financial institutions can do to address these risks
1645-1705	Interactive Discussion and Close of Day 1	
1900 - 2000	<b>Cocktail Reception sponsored by CSC</b>	
2000- 2300	<b>Cards International Global Awards Dinner 2009</b>	



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AGENDA ■ DAY TWO ■ 19 JUNE 2009

**How to maintain profitability and achieve excellence in emerging markets**

0900-0945	Welcome Coffee & Registration in the Exhibition Area	
<b>PLENARY SESSION 1</b>	<b>Innovation in Emerging Markets: Luxury or Necessity?</b> <b>Chaired by: Hugh Fasken, Editorial Director, VRL Financial News</b> <b>Co-chair: Volker Schloenvoigt, Manager, Edgar Dunn &amp; Company</b>	
0945-1015	<b>Hugh Fasken,</b> Editorial Director, VRL Financial News and <b>Tony Craddock</b> CEO <b>Giftex Prepay</b>	<b>VRL's latest exclusive country survey on Eastern Europe</b>  <b>Innovation, mobile payments, next steps for prepaid in emerging markets</b>
1015-1035	<b>Michael Berner</b> Credit Cards Business Manager <b>Citibank Russia</b>	<b>Future of Cards: Contactless payments - Moscow Metro Case Study</b> - Card payments for transit becomes more and more popular - Citibank is pioneer in innovations in many markets - Win-win-win: Convenience for the commuters, cost save for public transport systems, additional business for bank
1035-1055	<b>Wayne Sharpe</b> Executive Chairman & Founder <b>Bartercard</b>	<b>"Murdering the Impossible" – scaling businesses biggest mountains</b> - Acquiring new customers in foreign countries - P.P.P. Pricing, Planning and preparation - Budget, partners and resources - The selling process - Deliver and deliver again
1055-1105	Interactive Discussion	
1105-1130	Coffee Break in the Exhibition Area	
<b>PLENARY SESSION 2</b>	<b>Technology and Cross-Border Challenges – Is there any emerging standard or ongoing progressive fragmentation trend of technology? Chaired by: Francesco Burelli, Director, Deloitte</b>	
1130-1150	<b>Andy Makkinje</b> Manager Business Development Cards <b>Equens SE</b>	<b>The infrastructure challenge</b> How new payment technologies can work in emerging markets and which technologies will deliver the expected results?
1150-1210	<b>Robert Wright</b> Board Member for Retail Banking <b>Raiffeisen Bank, Albania</b>	<b>Affluent banking in Central and Eastern Europe: is it appropriate in the current financial and economic environment?</b> - The urgent need to focus on value creating segments in the current environment - The opportunity in CEE - The latest development in Raiffeisen International - Specific case study of affluent banking development in Albania
1210-1220	Interactive Discussion	
1220-1330	Lunch in the Exhibition Area	



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<b>PLENARY SESSION 3</b> <b>The Future of Prepaid in Eastern Europe – what does the future hold?</b> <b>Prepaid cards helping restore the order in emerging markets?</b>  <b>How will the recent changes in the global environment affect the gift and prepaid industry? How this will affect the emerging Eastern European prepaid market?</b> <b>Chaired by: Chris Reddish, Chairman, Prepaid International Forum (PIF)</b>		
1330-1350	<b>Tony Craddock</b> CEO <b>Giftex Prepay</b>	<b>Prepaid in Emerging Markets - Assessing where prepaid will succeed</b> - Characteristics of early adopters of new innovations - A unique model to help you assess market potential and adopting rates - Review of market potential around the world
1350-1410	<b>Alisdair Gray</b> Director <b>British Retail Consortium</b>	<b>New Payments Solutions</b> <b>Are we witnessing the rebirth of cash?</b> - Cash is still king according to BRC research - How are consumers responding to credit crunch? - What payment methods are they favouring?
1410-1430	<b>Matthew Lanford</b> Global Head of Prepaid <b>MasterCard</b>	<b>Seizing Prepaid Growth Opportunities in the CEE region</b> - The economic downturn as a catalyst for prepaid and the CEE prepaid market growth hotspots - Uptake by governments and municipal authorities - Harnessing the power of prepaid in payroll - Overcoming the barriers to growth - Accessing and seizing the CEE growth opportunity
1430-1440	Interactive Discussion Speakers joining on stage: Alastair Graham, <b>5 Grams of Plastic</b> František Jungr, <b>UniCredit Bank Czech Republic</b>	
<b>PLENARY SESSION 4</b> <b>New Payments Solutions</b> <b>Making Card-based Money Transfers - Remittances case-studies: a different business model?</b>  <b>Chaired by: Robert Courtneidge, Board Member, Prepaid International Forum (PIF)</b> <b>Chairmen on stage: Hugh Fasken, Chris Reddish</b>		
1435-1455	<b>Dirk H. Kranen</b> Head of Division <b>Bundesministerium der Finanzen</b>	<b>What does it take to channel remittances through the formal financial sector</b> - Using the banking system - Lessons from the German experience
1455-1515	<b>Carlo Corazza</b> Remittances Specialist Payment Systems <b>The World Bank</b>	<b>Issues in Retail Payment Systems in Emerging Markets: the World Bank perspective</b> - Overcoming shortfalls: the World Bank role in the transformation process in payment systems - Retail Payment Instruments and Systems: outcomes of the “World Bank Global Payment System Survey 2008” - International Remittances as a key entry point into the financial system



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1515-1535

**Lady Olga Maitland**  
CEO  
**Money Transfer International**

**A look at card-based remittances schemes – how is this model successfully applicable in Eastern Europe?**

- Remittances set to grow – already 10% of some countries GDP
- Market largely unbanked
- Cards – huge opportunity

**PANEL DISCUSSION**

**Examining future trends in payment cards processing in the CEE region - Is there such thing as a quick win in terms of profitability in emerging markets?**

- Regulation and Consumer Credit Liquidity
- In the wake of the credit crisis: how it's been affecting the cards and payments market in Western and Eastern Europe

**Chaired by: Hugh Fasken ,**  
**Co-chair: Chris Reddish**  
**Speakers joining on stage:**  
**Carlo Corazza, The World Bank**  
**Michael Berner, Citibank Russia**  
**Zsuzsanna Haraszti, Erste Bank Hungary**  
**Robert Wright, Raiffeisen Bank, Albania**  
**Nur Olcer, Garanti Payment Systems**

1600

Close of Cards & Payments Europe 2009

VRL FinancialNews reserves the right to amend the programme

