

Enhance your knowledge of developing card markets



Central and Eastern European Card Markets

Monday 16th & Tuesday 17th March 2009, Radisson SAS Béke Hotel, Budapest

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Listen to industry leaders and card market experts such as:

- Josef Langer, Head of NFC Research Lab, Hagenberg University, Austria
- Erwin Petsch, Senior Project Manager, Shared Service Centre and Country Co-ordinator, Raiffeisen International Bank
- Dr. Julia Glidden, Non Executive Director, The European Centre of Excellence For Automatic Identification and Data Capture
- Frantisek Jungr, Cards Department Manager, UniCredit Group
- Mikko Haikonen, Senior Manager, Nokia Devices
- Jörg Lunkenheimer, Economist and Coordinator Management Divisions, Rhein-Main-Verkehrsverbund, Frankfurt
- Nur Ölçer, Senior Vice President, Strategic Business Development, Garanti Bank, Turkey
- Lazlo Krisan, CEO, KA-VOSZ Zrt.
- Maarten Bron, Associate, Collis

Benefits of attending:

- **DISCOVER** new developments in the card markets within the CEE region
- **HEAR** key experts talk on the progress of SEPA
- **LEARN** the implications of new technologies entering the payments market
- **DISCUSS** with industry leaders the hottest topics in the card markets

PLUS TWO POST-CONFERENCE WORKSHOPS

Wednesday 18th March 2009, Budapest

Workshop A

Near Field Communication Technology Workshop

Wednesday 18th March 2009, Budapest

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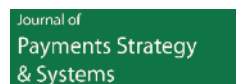


Workshop B

Mobile and Contactless Payment

From EMV to NFC

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8.30	Registration & Coffee	12.10	OPENCARD: DEPLOYMENT OF A MULTI-APPLICATION MUNICIPALITY SMART CARD <ul style="list-style-type: none"> • Concept of Opencard – Prague municipality multi-application smart card • Deployment of Opencard in public transport • Contactless payments – approaches • Technology edge versus Service model – lessons learned Petr Stranksy , Senior Associate, HAGUESS
9.00	Chairman's Opening Remarks	12.50	Networking Lunch
9.10	EMV - THE PLATFORM FOR GLOBAL PAYMENT INTEROPERABILITY <ul style="list-style-type: none"> • Introduction of EMVCo • Past Accomplishments • Managing Global Interoperability • Overview of Common Initiatives Christian Delaporte , EMVCo Board of Managers, EMVCo	2.30	CONTACTLESS PAYMENT: CONVENIENCE PAYS <ul style="list-style-type: none"> • Customer case study (Turkey) • Contactless payment on top of EMV roll-out • Convergence with transit • Practical implementation and business models Christoph Seigelin , Business Development Director, Gemalto
9.50	DEPLOYING YOUR QUALITY SEPA PROJECT <ul style="list-style-type: none"> • EMV, the pre-requisite for SEPA • Similarities with the EMV migration • Increasing demand for complex file transfer testing • Automated testing explained • Certification and self-certification Peter Theunis , Director Large Accounts, Integri	3.10	BANKING AND CO-BRANDING BUSINESS <ul style="list-style-type: none"> • Pros/cons of co-branding in CEE – typical mistakes • When to co-brand and when to sell own bank credit card • Co-branding as a tool for cross-selling and alternative “branch” network • Loyalty program as a retention tool for the partner and transaction toll for the bank • Is the time ready for cross-border co-branding and loyalty? Frantisek Jungr , Cards Department Manager, Segment and Product Management Division, UniCredit Group
10.20	SEPA – CHALLENGES AND SOLUTIONS FOR THE CARDS BUSINESS IN EUROPE <ul style="list-style-type: none"> • SEPA for cards – is it necessary? • Where are the challenges on the way for a SEPA for cards • The needs of banks • Euro Alliance of Payment Schemes – The SEPA solution • Is there a need for a new SEPA cards processing infrastructure? Oliver Hommel , Vice-Chairman Board of Directors, Euro Alliance of Payment Schemes	3.50	Afternoon Tea
11.00	Morning Coffee	4.20	WHERE IS THE CARD BUSINESS GOING IN THE CEE? <ul style="list-style-type: none"> • Does revolving credit skyrocket? • CEE- The marketplace for prepaid products? • What happens with Acquiring • ATMs – still the main communication hub in communicating with the client? Erwin Petsch , Senior Project Manager, Raiffeisen International Bank
11.30	INFORMATION, BOOKING AND PAYMENT SERVICES BY CARDS AND MOBILE DEVICES Customer orientation by integrated services <ul style="list-style-type: none"> • Smart card vs. mobile device: one philosophy and different possibilities • Near Field Communication (NFC): an up and coming technology and new chances • Multiple applications and partnering - a key factor of success • NFC - what ever will be - an outlook Jörg Lunkenheimer , Economist and Coordinator Management Divisions, Rhein-Main-Verkehrsverbund, Frankfurt	5.00	NOKIA NEAR FIELD COMMUNICATIONS EXPERIENCE <ul style="list-style-type: none"> • NFC use cases • NFC payment • Payment trial experiences • The future for NFC and mobile technology Mikko Haikonen , Senior Manager, Nokia Devices
		5.40	Chairman's Closing Remarks and Close of Day One

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<p>8.30 Re-registration & Coffee</p> <p>9.00 Chairman's Opening Remarks</p> <p>9.10 NFC USED TODAY</p> <ul style="list-style-type: none"> • Analysis of past NFC Trials • NFC Voucher Systems • NFC Mobile Data Akquisition • NFC Event Management • Trends in NFC Research <p>Josef Langer, Head of NFC Research Lab, Hagenberg University</p> <p>9.50 NFC AND MOBILE PAYMENTS</p> <ul style="list-style-type: none"> • New developments in NFC • Using NFC technology in conjunction with new mobile phone applications • Problems posed and overcome in m-payments and NFC • The furture of m-payments <p>Maarten Bron, Associate, Collis</p> <p>10.30 Morning coffee</p> <p>11.00 CASAGRAS AND THE INTERNET OF THINGS: DEVELOPING A SUCCESSFUL PAN-EUROPEAN ECO-SYSTEM</p> <ul style="list-style-type: none"> • The CASAGRAS project and its role in Europe • What is the Internet Of Things? • The future for CASAGRAS <p>Dr. Julia Glidden, Non Executive Director, The European Centre of Excellence For Automatic Identification and Data Capture</p> <p>11.40 LOYALTY SCHEMES</p> <ul style="list-style-type: none"> • The presence of bonus cards in the life of daily consumers • Using bonus schemes to increase customer purchase power • Dealing with a saturated market – brand licensing • Exporting the bonus card abroad <p>Nur Ölçer, Senior Vice President, Strategic Business Development, Garanti Bank</p>	<p>12.20 Lunch</p> <p>1.50 TRANSACTION FRAUD DETECTION AND PREVENTION AS INTEGRATED PROCESSES</p> <ul style="list-style-type: none"> • The business context • The processes involved • The key issues of fraud detection and fraud prevention • How to move from a defensive to an offensive approach <p>Roberto Longhi, Card Solutions Director, CRIF</p> <p>2.30 TARGETING SMALL AND MEDIUM ENTERPRISES</p> <ul style="list-style-type: none"> • Problems of SMEs • What is Szechenyi card? • The basic conditions • The funding structure – who is involved, and where? • The success of Szechenyi card scheme <p>Lazlo Krisan, CEO, KA-VOSZ Zrt.</p> <p>3.10 Afternoon Tea</p> <p>3.40 ROLE OF BUREAUS FOR CREDIT CARDS BUSINESS IN THE CEE</p> <ul style="list-style-type: none"> • Current status and developments of CEE region credit bureaus • Recent trends in credit reporting industry • How financial institutions use credit bureau data for Credit cards business • Effective credit risk and credit limit management <p>Petr Kucera, Managing Director, Czech Credit Bureau</p> <p>4.20 THE FUTURE OF CARD MARKETS IN CENTRAL AND EASTERN EUROPE</p> <ul style="list-style-type: none"> • An analysis of recent market activity • Surprises from the past year in payment habits • What the future holds for CEE card markets • Euromonitor's predictions for card usage patterns • What trends and issues are going to arise over the next five year period? <p>Senior Representative, Euromonitor International</p> <p>5.00 Chairman's Closing Remarks and Close of Conference</p>
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Near Field Communication Technology

Wednesday 18th March 2009, Budapest

In association with:



Overview:

Near Field Communication is becoming increasingly important for contactless and mobile payment technologies. Attending this workshop will enable you to understand the applications and processes involved with NFC technologies and how to use them to best effect for new payment strategies.

You will learn the details of NFC technology from an expert with many years' experience in a field of research that has yet to be fully implemented by major pan-European infrastructures. By attending, you will gain an insight into the future of NFC and how it will benefit your company in the coming years; by understanding the technology, you will have a greater grasp on the implications it may have for progressing your business opportunities in the payment markets.

The schedule for the day will be as follows:

- 8.30 Registration and Coffee
- 9.00 Session I: Technology, Integration, Tags
- 9.35 Session II: Ecosystem, OTA System, Players
- 10.10 Morning Coffee
- 10.45 Session III: Scenarios & Demos
- 11.20 Session IV: Security and Outlook
- 12.00 Close of Workshop

About your speaker

Josef Langer has worked more than 10 years in the smart card and terminal hardware area. He studied electrical engineering at the TU Vienna and RWTH Aachen and received his PhD in Computer Science from the Johannes Kepler University in Linz. Josef also holds a Masters degree in Philosophy and History from the University of Vienna.



Josef has held the position of professor for microprocessor engineering at the University Of Applied Sciences Of Upper Austria since January 2003. In 2007 he was appointed as Chief Technology Officer at NEXPERTS GmbH, a leading NFC solutions provider, based in Hagenberg, Austria.

Josef is Head of the NFC Research Lab and Head of the Research Group Embedded Systems at his university. He is the author of more than 30 publications. His current research interests are Near Field Communication and embedded real time systems.

Mobile and Contactless Payment From EMV to NFC

Wednesday 18th March 2009, Budapest

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The schedule for the day will be as follows:

- 12.45 Registration and Coffee
- 1.00 Mobile Payment, Contactless Payment and NFC explained
- 1.45 The Different Technologies Involved
- 2.30 Afternoon Tea
- 3.00 The Latest Developments And Key Players
- 3.45 A European NFC Pilot
- 4.30 The Do's and Don'ts of NFC
- 5.00 Discussion and Questions: Review of the Session
- 5.30 Close of Workshop

About your speaker

Maarten Bron
Vice President / Manager Payment Competence Centre

Maarten manages the Payment Competence Centre and founded the Collis Training Academy in 2002. A highly experienced payments professional, Maarten has been leading turn-key Payment & EMV consultancy projects worldwide. Maarten's extensive qualifications and experience include a double degree majoring in Bachelor of Computer Engineering and Business Administration.



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