

Prepaid Summit: Europe 2014

Milan, Italy | 11th November 2014

Conference & Awards

Prepaid Summit: Europe 2014 is an annual conference and awards dinner that brings together thought leaders and innovators to discuss the issues reshaping the prepaid industry landscape. Join us in November to discover new and exclusive research, case studies from around the world and keynote presentations from some of the industry's leading figures.

Italy is the largest prepaid market in Europe. It's seen by many as a case study of what can be achieved by prepaid cards and testing ground for innovative new products. Unlike other countries, where prepaid cards users represent a small percentage, in Italy they are truly mass-market payment tools driving the payments ecosystem.

Prepaid Summit: Europe 2014 will examine:

- The Global Prepaid Landscape – What Is Driving The Transformation?
- Focus On The Italian Prepaid Market – Opportunities & Insights
- Using Payment Innovation As A Business Strategy And Monetising New Technologies
- Emerging Mobile Payments – Identifying Game Changers In Prepaid
- Prepaid In The Retail Channel – Merchant & Customer Overviews

Each conference session aims to explore the vision of a smarter, safer, more efficient future of the payments industry from a new perspective. Together with the high-profile speakers and event partners you are invited to contribute your ideas to finding solutions to the key industry challenges.

Who is attending: Event Participants by Industry

The annual event brings together decision-makers and specialists from a variety of key sectors:

- Banks and Financial Services
- Payment Service Providers
- Retailers and Merchants
- Program Managers
- Processors
- Mobile Network Operators
- Researchers and Analysts

Key Takeaways: Industry Trends and Major Challenges

In 2014 Prepaid Europe will examine the major trends reshaping the industry: next steps in the prepaid/mobile payments evolution, emergence of mass mobile payment systems, commercially viable applications of innovative approaches to branding and customer engagement including loyalty programs, the role of alternative forms of payment on customer expectations.

Prepaid Summit: Europe 2014 provides a setting to engage in a dialogue with the community of decision-makers and influencers. We invite you to become an active voice in this discussion to shape the future of payments in Europe.

CONFERENCE AGENDA 11TH NOVEMBER

08:30-09:00 **Coffee & Registration - Exhibition Area**

09:00-09:10 **Chairman's Welcome**

SESSION ONE The Global Prepaid Landscape

09:10-09:40 **The Future Of Prepaid in Europe**

- Prepaid is an emerging, exciting opportunity in many international markets
- Exclusive proprietary research from the Cards & Payments Intelligence Center
- Quantifying the opportunity and illustrating the accompanying risks and dependencies

Representative, **VISA Europe**



09:40-10:00 **Viewpoint: The EU Prepaid Regulatory Revolution**

- Regulation update: EU Focus
- Will the results prove positive to the prepaid cards business?
- Understanding how your business can benefit from the changing landscape

Ugo Bechis, Chairman of Cards Working Group, **European Payments Council** & Head of Retail & Direct Channels, **UBI Banca**



10:00-10:20 **Corporate Prepaid: Embracing Diversity for Profit**

- Tailoring to specific market and customer needs
- Offering extra value to customers: how to deliver excellent customer experience beyond expectation
- Liberating product development from extensive and expensive IT
- Innovation. What is the next big thing?

Alex Mifsud, Founder & CEO, **Ixaris Systems Ltd**



10:20-10:35 **Panel Session and Q&A**

10:35-11:05 **Coffee Break – Exhibition Area**

SESSION TWO Focus on the Italian Prepaid Market – Opportunities & Insights

11:05-11:35 **Establishing Market Characteristics And Opportunities For Prepaid in Italy**

- Outlining Market opportunities and threats
- Case study: Poste Italiane, Italy
- Comparing Italy to the rest of Europe: Key Lessons

Walter Pinci, Head of Payments, **Poste Italiane**



11:35-11:55 **Remittance Focus: Understanding The Italian Prepaid Customer**

- The diversity and scale of prepaid customers in Italy
- Moving customers from standard prepaid cards to richer and more engaging products
- Are traditional prepaid processing platforms enough to meet growing customer expectations

- 11:55-12:15 **Italy Is The Largest Prepaid Market In The World: Is There Any More Room For Growth?**
- Reviewing what can be achieved by prepaid cards
 - Creating a truly mass-market payment tools
 - Key industry trends in comparison to Italy
 - Does the total value of transactions still remain limited?

*Guerino Ardizzi, Head of Payments, Banca d'Italia**

12:15-12:35 **Panel Session and Q&A**

12:35-14:00 **Lunch**

SESSION THREE

Payment Innovation And Emerging Mobile Payments

Chairperson: Robert Courtneidge, Global Head of Cards and Payments, **Locke Lord**



- 14:00-14:20 **Prepaid To Accelerate Your Mobile Payment Strategy**
- An entry door to a complex ecosystem
 - Removing technical hurdles
 - No impact on existing infrastructure for banks and mobile operators

Pablo Andres Rivera Cruz, Sales-Business Development Manager, **Gemalto**



- 14:20-14:40 **Mobile Payments: EU Regulatory Update**
- Regulation affecting mobile payments
 - Identifying the drivers and inhibitors in regulation
 - Looking forward: what does this mean for the future of mobile payments?

Monica Monaco, Founder and Managing Director, **TrustEu Affairs**



- 14:40-15:00 **Cards and e-Payments in e-Commerce**
- e-Commerce and e-Payments models
 - Regulatory and Security issues
 - Customer ownership and value drivers

Roberta Zurlo, Head of mCommerce, **Vodafone Italia**



15:00-15:20 **Panel Session and Q&A**

Speaker joining panel:

Edoardo Fontana Rava, Director of Product Development, **Banca Mediolanum spa**



15:20-15:50 **Coffee Break and Networking**

**SESSION
FOUR**
Prepaid In The Retail Channel

- 15:50-16:10 **Prepaid and Banking: Challenges and Opportunities**
- Gaining the full potential from prepaid globally, in support of travellers and migrants
 - Orchestrating products in the prepaid ecosystem
 - Benefiting from new disruptive technology (mobile, m-wallet, P2P etc.) changing the market landscape

Bernardo Nicoletti, Director, Continental Europe and Middle East,
TranSigma Partners



- 16:10-16:30 **Enelmia: A prepaid card at the service of customer**
(Italian)
- The program Enelmia
 - Enel bills payment with our prepaid card
 - Opportunities and developments

Giovanni Vattani, Head of Payment Systems, **Enel Energia**



- 16:30-16:50 **Outside Perspective: The Prepaid US Market for Retail**
- Case Study: The growing prepaid opportunity in America
 - Capitalising on the unbanked population with prepaid products
 - Comparison with Europe – key elements to apply to your prepaid strategy

16:50-17:10 **Panel Session and Q&A**

17:10–17:15 **Chairperson’s Closing Remarks**

17:15-18:00 **Drinks Reception**

19:00-22:00 **Conference Dinner & Awards Ceremony**