



Monday 22 March 2010

Expert Sessions

13:00	Session 1	Session 2	Session 3	Session 4
	Remittances: Is it a bank's business?	PSD and EMD regulatory impact	E-identity: Should banks take the lead?	Payments in Europe: Practical strategies for bankers
	Session moderators: Jaap-Jan Nienhuis (Innopay), Charles Bryant (EBA), Kevin Keen (Western Union)	Session moderators: Jelle Frodo Huisman (Innopay), Krzysztof Korus (deLege)	Moderator: Vincent Jansen (Innopay), in cooperation with Atos Worldline	Moderator: Gérard De Moura (Galitt)
	Topic samples: - Understanding remittance services - The changing remittance market - Go-to-market strategies for banks	Topic samples: - Status on Payment Services Directive and E-Money Directive - Clarity on the interpretations of new regulation - How to anticipate	Topic samples: - Industry update - Where is the business case for e-identity per segment? - What are the logical first steps? - What are the pitfalls / mistakes to avoid?	Topic samples: - Key characteristics of markets - Client behaviour - Opportunities in an open market - Will SEPA really change things?
	<i>Format:</i>			
	- introduction participants and (personal) objectives			
	- professional briefings			
	- discussion			
	- break out			
15:00	Break			
15:30	Sessions (part 2)			
17:30	Closing of sessions			
18:00	Florin 2010 'Best Product Pitch' contest, in collaboration with SWIFT-Innotribe			
19:00	Opening party in Conference Lounge (drinks & finger food)			
21:30	Closing			



Tuesday 23 March 2010

8:30 Reception and coffee at Conference Lounge

9:00	<i>Douwe Lycklama,</i> CEO Innopay	Welcome
	<i>Harry Smorenberg,</i> CEO SCC	Opening

Setting the stage: keynote opening

9:05	<i>Renier Lemmens</i> CEO PayPal Europe	Keynote opening by PayPal <ul style="list-style-type: none"> • The role of banks in transactions • Future of innovation • Opportunities and challenges that lie ahead
-------------	--	--

9:40	<i>Yannick Chagnon,</i> Head of Payments, Société Générale <i>Mark Buitenhek</i> Global Head Payments and Cash Management, ING <i>Marc Carlos</i> Head of Payment Systems and Flows, Crédit Agricole <i>Brendan Reilly,</i> Product Management Head Northern Europe, Deutsche Bank Moderator: Hervé Sitruk	Financial Logistics: the new perspective for transaction bank <ul style="list-style-type: none"> • From payments to financial logistics • New value opportunities • Cross industry cooperation • Where banks can make a difference
-------------	--	--

10:30 Break Conference Lounge

11:00	<i>Régis Massicard</i> Head of Payments Marketing & Strategy, Atos Worldline	eSEPA vision or reality ? <ul style="list-style-type: none"> • Opportunity of new value added services for banks • Integrated service delivery: no silo's • Innovation re-invented
--------------	---	---

11:30	<i>Gerard Hartsink</i> Chairman, European Payments Council	SEPA End date: will this be the start? <ul style="list-style-type: none"> • Where do we stand? • Added value for corporates, SME and consumer • Innovation beyond SEPA: will eSEPA finally happen?
--------------	---	---

12:00	<i>Fred Bär</i> Managing director Euro services, VocaLink	SEPA: Coming out of the doldrums? <ul style="list-style-type: none"> • The crisis as opportunity • SEPA will speed up • Winners will emerge
--------------	--	--



Tuesday 23 March 2010, continued

12:30	Lunch	Coffee after lunch in Conference Lounge
14:00	<i>Ernst Verbeek</i> CEO Trionis	Card Schemes in Europe: Consolidation or Proliferation <ul style="list-style-type: none"> • Force for change • New entrants • Sustainable value propositions
14:30	Panel moderated by <i>Gérard de Moura</i> , Galitt <i>Luke Olbrich</i> (Maestro) <i>Nicolas Ancot</i> (V PAY) <i>Bernard Dutreuil</i> (Monnet) <i>Pierre Orban</i> (Payfair) <i>Lars Tebrügge</i> (EAPS)	Debit card panel: will the landscape finally change? <ul style="list-style-type: none"> • Challenge consumer behaviour • Impact of interchange • Innovation agenda
15:40	Break	Conference Lounge
16:10	Panel moderated by <i>Christophe Dolique</i> , SVP innovation, Ingenico <i>Jean-Marc Mosconi</i> (Mercatel) <i>Dominique Buysschaert</i> (Payfair) <i>Ilario Bolis</i> (Setefi -Intesa Sanpaolo Group) <i>Hans Gerritsen</i> (RBS Worldpay) <i>Benoit Boudier</i> (Ingenico)	Retail payments: the moving value chain <ul style="list-style-type: none"> • Merchant needs versus regulatory push • Players taking new positions • SEPA as opportunity?
17:10	The Florin Jury is composed of: - <i>Dave Birch</i> - Consult Hyperion - <i>Charles Bryant</i> - Independent consultant - <i>Mark Buitenhek</i> - ING Bank - <i>Bo Harald</i> - Tieto - <i>Gérard de Moura</i> - Galitt; chair of EPCA (=Jury chair)	Florin Awards 2010 Ceremony brought to you by EPCA conference and The Paypers
17:30	Cocktail party at Conference Lounge	
19:30	Assembly in lobby, walk to the park	
20:00	Evening program at the Disneyland park	



Wednesday 24 March 2010

8:00 Reception and coffee at Conference Lounge

Setting the stage

8:30	<p><i>Christoph Uzureau,</i> Research Director, Banking and Investment Services, Gartner</p>	<p>Key principles of successful payment innovations</p> <ul style="list-style-type: none"> • What are the most relevant payments innovations for banks • What can Europe learn from experiences in APAC and South America • Why a payment value chain approach is essential to succeed with payment innovations • Why banks should become Independent Payment Advisors to leverage third party solutions
-------------	--	--

9:00	<p><i>Kevin Keen</i> Director Financial Services, Western Union</p>	<p>Strategic alliances: access to the growing remittance market</p> <ul style="list-style-type: none"> • Examining the business rationale for banks • The Remittance market; what opportunities are there? • Strategies to capture value across the migrant lifecycle • Role of strategic partnerships
-------------	---	--

9:30 Break at Conference Lounge

<p>Track 1: Cards, mobile and innovation</p>	<p>Track 2: Corporate track: e-invoicing</p>
---	---

10:00	<p>Mobile innovation bazar A selection of innovations in mobile and Near Field Communications (NFC). <i>Serkan Ülgen:</i> Manager Cards Yapi Kredi Bank</p> <ul style="list-style-type: none"> • What is it? • What value for every stakeholder • Lessons learned 	<p>E-invoicing: will it finally happen? <i>Charles Bryant</i> Senior Advisor Euro Banking Association</p> <ul style="list-style-type: none"> • Status of the various initiatives? • How to engage SMEs? • Where is it happening
--------------	---	---

10:30	<p>Mobile innovation base (cont'd) <i>Lionel Baudron</i> - Disneyland Paris <i>Patrice Hertzog</i> - Credit Mutuel NFC payments for Disney A case study</p>	<p>Cross-border e-invoicing <i>Christiaan van der Valk</i> TrustWeaver</p> <ul style="list-style-type: none"> • Why doesn't the obvious just happen? • Legislation: inhibitor or activator? • Problem solved, let's get on with business
--------------	--	--

11:00 Short break at Conference Lounge



Wednesday 24 March 2010, continued

<p>11:15</p>	<p>Payment in the world of 'free' <i>Yves Huin, CEO Kachingle</i></p> <ul style="list-style-type: none"> • A new paradigm for online content • Leveraging social networks • How does it work? <p>Case study</p>	<p>Financing innovations <i>Sarah Jones, Head of Strategic Business Development, Bottomline Technologies</i></p> <ul style="list-style-type: none"> • Leverage the information supply chain • Optimal working capital and credit risk management • Innovation in Supply Chain Finance
<p>11:45</p>	<p>Mobile payments for content <i>James Patmore, Managing Director BOKU</i></p> <ul style="list-style-type: none"> • Mobile payment breakthrough? • Aligning the ecosystem • Merchant benefits <p>Case study</p>	<p>Why banks will fail (with e-invoicing) <i>Christian Lanng, CEO Tradeshift</i></p> <ul style="list-style-type: none"> • Open systems will win • What is missing? • The business model
<p>12:15</p>	<p>The persistence and future of cash <i>Dr. Malte Krüger, PaySys Consulting</i></p> <ul style="list-style-type: none"> • Why is cash still being used? • Will we still be using it in 10 year time? • The business case of cash 	<p>Corporate authentication <i>John Bullard, Identrust</i></p> <ul style="list-style-type: none"> • Re-use of banking credentials • How to avoid a drawer full of tokens • Case study
<p>12:45</p>	<p>Closing of Conference, followed by lunch</p>	