**Press release**

**Prepaid Summit: Europe 2016**

**The appointment with prepaid cards is coming back to Milan**

**Milan, … September 2016** - It will take place on Thursday **27th October 2016**, at Principe di Savoia Hotel in **Milan**, the annual meeting with **Prepaid Summit: Europe 2016**, organized by *Cards International* - the leading source of global news and in-depth analysis for the cards and payments services sector – with the participation of **Visa** as Title Sponsor of the event and key player of payments industry, and of **Tuxedo**, **Amilon** and **Epipoli**, Gold, Silver and Brand Sponsor.

For years point of reference for the key players of prepaid market, for the European 2016 edition Prepaid Summit is coming back again to Milan with an agenda full of speeches from keynote speakers of some of the leading companies of the market. Four sessions, with presentations and successful case studies from industry leaders in Europe, that will debate over the new strategies, business practices and partnerships that those working in the prepaid must put in place, in order to successfully implement new technological solutions.

Opening the first session dedicated to the expansion of the prepaid footprint in Europe will be Visa, with a presentation focused on the latest innovationsand the main trends that will help to reshape the sector.

The main subjects that will be examined during the Prepaid Summit: Europe 2016 will be:

* Expanding the prepaid footprint across market products
* Focus on the retailer and merchant opportunities in prepaid
* Focus on the Italian prepaid market - Opportunities & insights
* Adapting to changing customer demands in prepaid
* Exploring the rise of private label cards across prepaid
* Moving beyond the traditional prepaid card: travel, mobile, payroll, expenses
* How can innovation in prepaid continue to expand

• Focusing on cyber security and identity security in the biometrics era

During the event will also take place the **Annual Prepaid Europe Awards** ceremony, the recognition for the prepaid best projects realised in the last 12 months.

The winners will be selected from nominations across Europe, with specific selection criteria for each individual award of the 13 categories in competition:

• Prepaid Innovation of the Year

• Prepaid Marketing Campaign of the Year

• Best new Loyalty/Rewards Prepaid Card

• Financial Inclusion Programme of the Year

• Best Corporate/Payroll Prepaid Card & Government Digital Prepaid Initiative of the Year

• Prepaid Mobile App of the Year

• Mobile Wallet of the Year

• Prepaid Security/Anti-Fraud Programme of the Year

• Prepaid Service Provider of the Year

• Prepaid Personality of the Year

• Best Prepaid Travel Card

• Best Contactless/Proximity Payment Solution

• Best new Payments start-up

For further information on the Prepaid Summit Europe 2016

<http://www.cardsinternational.com/event/prepaid-summit-europe-2016/>

**Cards International**

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