

# Prepaid Summit: Middle East 2015

## Conference & Awards

Westin Dubai Mina Seyahi, Dubai, UAE

18<sup>th</sup> March 2015

**Prepaid Summit: Middle East 2015** asks important questions about the future of prepaid in the face of a dramatically changing landscape: regulatory updates, new market players, consumer behavior and the growth of cashless payments.

Reflecting on the latest trends that affect global growth, the event will look in detail at the major areas generating growth of prepaid market in the MENA region:

- Gained efficiency from payroll systems
- Convenient corporate travel expenditure management
- Creative use of corporate gift and reward programmes
- Successful implementation of retail loyalty schemes
- Innovative approaches to branding and marketing
- Solutions for governmental financial initiative management
- Analysis of regulatory framework that affects business practices
- Security measures for corporate and private data protection

Our conference agenda has been developed to explore the vision of a smarter, safer, more efficient future of the prepaid industry from a new perspective. Key industry thinkers and doers will meet to debate, discuss and discover practical solutions to the most pressing industry questions.

### Who is attending?

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

- Banks and Financial Services
- Heads of Prepaid
- Heads of Cards
- Program Managers
- Processors
- Prepaid technology providers
- Retailers and Merchants
- Researchers and Analysts

**Prepaid Summit: Middle East 2015** 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 prepaid.



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

09:00-09:15 **Keynote Address**

## Session One: The Prepaid Landscape In The Middle East

09:15-09:45 **International Prepaid Perspectives: Setting The Scene**

- International updates on the prepaid industry
- Regional viewpoints on the industry's future
- Focusing in on MENA and its position in amongst the international prepaid market

**Fiona Duncan**

Head of Prepaid – Central Europe, Middle East and Africa

Visa



09:45-10:30 **Panel Debate: The Prepaid Regulatory Revolution**

- How have the regulations impacted the prepaid market?
- Compare and contrast: International Regulatory viewpoints
- The importance of engaging with lobbyists
- Reviewing the effect of regulatory changes on the prepaid market in MENA

*Moderator:* **Douglas Blakey**, Group Editor, Consumer Finance Titles, **Timetric**



*Panellists include:*

**Fiona Duncan**, Head of Prepaid - Central Europe, Middle East and Africa, **Visa**

**Malek Mroueh**, Co-Chairman, **PIF Middle East**

**Rich Bialek**, CEO, **Global Technology Partners**



10:30-11:00 **Coffee Break – Exhibition Area**

## Session Two: Capitalising On Fast Growing Market Segments

11:00-11:20 **Launching A Multiple-Currency Prepaid Travel Card**

- Promoting the convenience to all customers: leisure, expat and business travellers
- Keeping securing – considering RFID, encryption and 2 way IP
- Partnering with a banking and payments technology provider to drive your products forward

**Osama Al Rahma**

CEO

**Al Fardan Exchange**



11:20-11:40 **International Prepaid Perspective**

- Prepaid programme international case study
- Key strategies and success stories
- Assessing issues of risk and security for the future

Representative, **Visa**



- 11:40-12:10 **Understanding The Evolving Prepaid Customer**
- Understanding your customers by analysing card usage
  - Seize the prepaid marketplace and transform it for a better customer experience through social platforms
  - Opportunities and developments

**Ranjit Mukherjee**

AVP, Customer Analytics

**Abu Dhabi Commercial Bank**



- 12:10-12:30 **Instantly Issued Prepaid Cards : A Consumer Centric Approach With Instant Payoff**
- Opportunities to improve experiences and live everywhere
  - An innovative approach for prepaid card issuers
  - Differentiated services to increase prepaid card program competitiveness

**Rabih Abou Jaoude**

Sales Manager, Financial Instant Issuance MEA

**Entrust Datacard**



- 12:30-12:50 **Speaker Discussion and Q&A**

- 12:50-14:00 **Lunch**

## Session Three: Distribution, A Cashless Society, Loyalty Cards

- 14:00-14:20 **Loyalty Cards & Prepaid: The Perfect Match?**
- Is loyalty the next new trend in prepaid?
  - What are the benefits and how does it factor into the prepaid business proposition; Push marketing, data harvesting
  - Best practices for managing the customer relationship life cycle

**Scott Salmon**

General Manager, International

**i2c Inc**



- 14:20-14:40 **Is Prepaid Fuelling A Cashless Society?**
- Non-cash payments growth in the Middle East and Africa (MEA) fuelled by a mix of public and private initiatives
  - Investments in infrastructure and innovative solutions
  - Understanding the consumer significance in driving change

**Fares Antoun**

Head of Cards Services

**Bank of Beirut**



- 14:40-15:30 **Panel Debate: Successful Distribution Models - Whose P&L Is It Anyway?**
- Review: Prepaid distribution models in the Middle East
  - Working in synergy with your partners: defining roles and responsibilities
  - The growth of the Prepaid Program Manager
  - Adopting integration tool kits to leverage your distribution model
  - Creating a business case for the successful distribution model

*Panellists include:*

**Rob Groombridge**, Head of Prepaid Cards & Remittances, **Majid Al Futtaim**

**Jim Grabow**, CEO, **iPrepaid**

**Scott Salmon**, General Manager, International, **i2c Inc**



- 15:30-16:00 **Coffee Break and Networking**

## Session Four: Future Growth – What is Next for Prepaid?

Chairperson: **Francesco Burelli**, Partner, **Innovalue Management Advisors**

**INNOVALUE**

16:00-16:20

### **New Prepaid Opportunities: Case Studies from Europe, Middle East & Africa**

- Focus on a range of case studies from recent experiences
- Highlight how pre-paid can solve emerging corporate and consumer needs in various regions
- Share some of the lessons learnt by Ixaris on how to structure such pre-paid products to: solve customer problems and make money

**Alex Mifsud**

Founder & CEO

**Ixaris Systems Ltd**



16:20-16:40

### **How Consumer-Centric Technology Can Boost Prepaid:**

- Optimising the customer experience
- The benefits of kiosks and smart issuance
- Case study: national pay

**Frank Creighton**

Head of Relationship Management

**Tuxedo Money Solutions**

Graham Foster

**ATAM Technologies Ltd.**



16:40-17:00

### **Case Study: UBA Prepaid Scheme**

- Prepaid programme case study
- Key strategies and success stories
- Assessing issues of risk and security for the future

**Gides Tsimene**

Head, E-banking Sales

**United Bank for Africa Cameroon SA**



17:00-17:45

### **CEO Panel: Establishing A Roadmap For The Future Of Prepaid**

- Key takeaways from talks throughout the day
- Creating a business case to adopt new strategies
- Prepaid 2020: What will the market look like

*Speakers joining:*

**Rich Bialek**, CEO, **Global Technology Partners**

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

**Osama Al Rahma**, CEO, **Al Fardan Exchange**

**Jim Grabow**, CEO, **iPrepaid**



17:45-18:00

**Chairperson's Closing Remarks**

19:00-20:00

**Drinks Reception**

20:00

**Conference Dinner & Awards Ceremony**