

## Prepaid Summit: Middle East and Africa 2016

27<sup>th</sup> April | Shangri-La Hotel | Dubai, UAE

08:30-09:30 Registration and Refreshments – Exhibition Area

09:30-09:40 **Welcome Address**

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



### SESSION ONE

#### Scene setting: Evaluating the Prepaid Landscape in 2016

09:40-10:00 **International Prepaid Perspectives: Setting the Scene**

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

**Paul McCrea**, Head of Product – CEMEA, **Visa**



10:00-10:40

#### Expert Panel Discussion

#### Opportunities and Challenges in Prepaid's Middle East & Africa Markets

Hear industry experts discuss the latest industry developments and share their thoughts on key issues, including:

- Comparing the UAE, Africa, GCC, and other prepaid markets
- Outlining the challenges ahead and guidelines to prepare for them
- Latest market segments to benefit from prepaid products
- Financial inclusion, online, mobile and P2P payment programmes
- Examining the rise of digital across your portfolio

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



Panellists:

- **Tanvir Shah**, Consultant, Retail Banking, **Abu Dhabi Islamic Bank**
- **Samer Soliman**, Executive Vice President Product & innovation,  
**Network International**
- **Fares Antoun**, Head of Cards, **Bank of Beirut**
- **Paul McCrea**, Head of Product – CEMEA, **Visa**



10:40-10:50 Audience Q&A

10:50-11:10 Networking Coffee Break – Exhibition Area

## SESSION TWO

### From Card to Cloud - Digital World Issuers

**Chairperson:**

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



11:10-11:30 **Boubyan Bank, Kuwait: Virtual Prepaid and NFC**

- Reviewing success of prepaid card launch
- Overview of lessons learnt and key findings
- Next steps and future plans for growth

**Arun Ravindran**

Assistant General Manager, Product Management

**Boubyan Bank**



11:30-11:50 **The Companion Card Opportunity**

- The companion card value proposition
- Expanding the frontiers of prepaid through companion cards
- A look at the business case
- An overview of how companion cards work
- A turnkey solution for companion cards

**Scott Salmon**

General Manager, International

**i2C**



11:50-12:10 **Blom Bank Prepaid Innovation Case Study: Aligning Business Development with Prepaid Innovation**

- Outlining customer benefits: Instant Issuance, no annual fee
- How to develop an innovative prepaid card in line with customer needs
- The convenient solution for non-bankable clients in a cash society

**Fady Azzy**

Head Of Retail Business Development

**Blom Bank**



12:10-12:30 **BIT Bank Prepaid Program Case Study**

- Promoting financial inclusion
- Forming a cashless society
- Introducing new models of distribution and partnerships

**Khalil Daoud**

General Manager – Retail Banking

**BIT Bank**



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

12:50-13:50 Networking Lunch – Exhibition Area

## SESSION THREE

### Regional Perspectives – Exploring Dynamic Changes

**Chairperson:**

**Praga Govender**, Director – Prepaid Product, Sub Saharan Africa, **Visa**



13:50-14:10 **Regional Perspectives: The Dynamic Changes in the Payments Industry Across MEA**

- Digital, technology and mobile payments
- The evolving customer dynamic – younger generations, online access
- Key elements driving changes the middle east could benefit from similar practices

**Rich Bialek**

CEO

**Global Technology Partners**



14:10-14:30 **Digital Innovation Case Study**

**Mamadou Touré**

Founder and CEO

**NUMHERIT**



14:30-14:50 **Digital Media to Digital Payment in Cote d'Ivoire**

- Digital media evolution in Africa
- Digital commerce
- Abidjan.net VISA prepaid card for digital payment

**Daniel Ahouassa**

Co-Founder and Co-CEO

**Weblogy**



14:50-15:10 **Prepaid Travel Card in Nigeria: Our Product Proposition**

- The Wakanow Prepaid Travel Card
- Building customer loyalty with prepaid cards
- Challenges: Macroeconomic and operational
- The future looks bright

**Ladi Ojuri**

Program Manager- Cards & Payments

**Wakanow**



15:10-15:40 **Panel Discussion: Digital Innovation in Prepaid – Africa Focus**

Panellists:

- **Rich Bialek**, CEO, **Global Technology Partners**
- **Mamadou Touré**, Founder and CEO, **NUMHERIT**
- **Ladi Ojuri**, Program Manager-Cards and Payments, **Wakanow**
- **Jil-Alexandre N'DIA**, Administrator, **Weblogy**



15:40-15:50 Audience Q&A

15:50-16:10 Networking Break – Exhibition Area

## SESSION FOUR

### The Future of Prepaid in the Middle East and Africa

**Chairperson:**

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

**INNOVALUE**

16:10-16:40

**Prepaid in the Digital Era**

- The global rise of digital payments
- The environmental conditions
- Digital is the driving force of innovation and change

**Paul McCrea**

Head of Product – CEMEA

**Visa**

**VISA**

16:40-17:10

**The Imperative of Change: Risks in the Digital Age**

- Examining changing customer demands and attitudes towards prepaid
- Identifying customer trends and adapting your product offerings
- Exploring new customer factions: education, women, SMEs, corporates

**Hector Rodriguez**

Regional Risk Officer, CEMEA

**Visa**

**VISA**

17:10-17:30

**Expert Closing Panel:**

**The Future of Prepaid Cards and Payments in the Middle East & Africa**

*Hear experts discuss a plan of action as gained from the day's presentations. Panelists will consist of experts from local, regional and international banks, processors, industry advisors and technology providers to offer a cross-industry view on the future of prepaid.*

Discussion points will include:

- Key market trends identified from today's talks
- Will the industry ever become truly digital?
- Best practices to meet customer demands
- Prepaid 2020 – what will the market look like?
- Planning the next steps for your strategy and looking towards the future

*Panellists:*

- **Sumit Tyagi**, Director– Prepaid Products, Middle East and North Africa, **Visa**
- **Dr Ashraf Gamal El Din**, CEO, **HAWKAMAH**
- **Scott Salmon**, General Manager, International, **i2C**

**VISA**

 **HAWKAMAH**  
THE INSTITUTE FOR CORPORATE GOVERNANCE



17:30

Closing Remarks – **Douglas Blakey**, Group Editor, Consumer Finance Titles, **Timetric**

19:00

**Prepaid Awards: Middle East and Africa 2016**

*Drinks Reception at iKandy Bar on 4<sup>th</sup> Floor of Shangri-La. Followed by dinner from 20:00*