

The inaugural

Middle East & Africa Symposium

The only event dedicated to cards and payments in the region

Tuesday, November 6, 2018 | Taj Dubai, UAE

Join this exciting new event in a dynamic growth region

Your clients need access to tools that drive operational efficiency and optimize working capital. Increasingly, commercial cards and payments are providing this type of value to large market corporates and SMEs in the Middle East and Africa, marking an increasing trend toward the adoption of digital business services in the region.

To help you understand where else the trends are heading, and how you can better serve your customers, Commercial Payments International is presenting its inaugural symposium, bringing together senior financial services and payment technology experts from around the region, sharing how their initial forays into launching card programs in the region have fared and what future opportunities look like.

Why attend?

- Learn how to better serve your clients and make payments more effective for them
- Understand new technologies in this sector, and about the FinTechs that are emerging
- Meet the partners you'll need to work with from across the B2B payments ecosystem

Partnership opportunities

To learn more about how to position your brand in front of this audience please contact:

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Agenda

Tuesday, November 6, 2018

8:00 Check in, breakfast and networking

9:00 **Welcome and opening remarks**

9:10 **From Dubai outwards: How incentives and technology are driving declines in the use of cash in the GCC and beyond**

Asia, the GCC, Latin America and other growth markets have been witness to the decline in the use of cash, and with it have emerged opportunities and risks for payment companies. While there are distinct and important differences in each region, there are also relevant parallels, weak signals, cautionary tales, and opportunities to be mindful for everyone in the payment ecosystem, from retail banks to card networks to investors to gateways and beyond. In this presentation, we will tap into proprietary payment data to identify the trends that are gaining traction and those that are not. Ultimately, we will identify best practices for payment companies looking to grow in the GCC and beyond.

**Tom MacDonald, Managing Consultant,
Global Growth Markets**

9:45 **Panel discussion: T&E is ready for take off**

This segment is on the brink of taking off, having a foothold in other regions around the globe, it's potential to make an impact in the region is there. Developments such as virtual cards and single use accounts offer a view of how this segment can successfully evolve and provide value to organizations in terms of measurable cost-savings and spend controls. A panel of experts discuss how T&E can become a revenue highlight.

**Gouranga Dhanagare, VP, Commercial Cards, MENAPT,
Citi**

10:30 **Networking refreshment break**

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11:00 **Panel discussion: The FinTech Factor**

The presence of nimble and specialised fintech companies have made themselves known around the globe, and Dubai and Abu Dhabi looking to distinguish themselves as FinTech hubs. Many are looking to disrupt traditional financial services, targeting corporates and SMEs directly. Legislation, regulation, technological innovation and new age expectations are forces that cannot be ignored. This session takes an in depth look at key trends and disruptive forces impacting the future of the commercial banking and approaches that will help banks stay relevant.

Rakesh Khanna, VP, Business Solutions, Head Business solutions for Central & Eastern Europe, Middle East & Africa, Visa

**Ramana Kumar, SVP, Head of Payments,
First Abu Dhabi Bank**

Amer Qavi, Co-Founder, CEO, Swipezoom

11:45 **Roundtable discussions**

Delegates will have an opportunity to exchange insights, ideas and best practices with peers in banking and commercial payments during roundtable discussions. Moderators will lead roundtables that focus on a variety of topics, with summit attendees choosing two topics. At the end of the session, roundtable leaders will summarize key learnings from their roundtables and how to address the issues in the months following the summit.

- **Servicing the SME segment**
- **Government and public sector segment**
- **Growing the virtual card business**
- **Supplier and buyer engagement**

Ganes Raman Kuti, Senior Director, Business Solutions for Middle East & North Africa, Visa

- **AP automation**

12:45 **Roundtable roundup**

12:45 **Networking Lunch**

2:00 **Conference Concludes**

To book your place, please contact:

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Training: Commercial Payments

1-day workshop
Monday, November 5, 2018
Taj Dubai, UAE

1-day workshop

This classroom-style workshop is designed to provide bank issuers and other market participants looking to explore commercial cards and payments opportunities in the region. You'll gain an understanding of the product sets, market segments and client benefits in B2B and T&E payments, all led by an experienced subject matter expert who has successfully launched products and businesses.

All participants will be provided with a certification of completion at the end of the day.

Level: Intermediate

Learning objectives

- Understand why payment industry is changing and how Card payment networks are evolving to meet this opportunity
- Enable knowledge building for attendee to assess revenue risk and opportunity
- Provide insight to organisations that have made a success of broadening payment services

Key benefits

Attendees will benefit from, new and increased knowledge of:

- Emerging payment trends
- What influences customer decision making
- How Commercial Cards and payments fit with the overall payment mix
- Enable assessment of revenue threat / opportunity
- Understand the technology driving this sector

8.15

Introduction

8.30

Commercial Cards and Payments

- History and Evolution
- Role in customer payment cycle
- What problem do they solve ?
- What's driving adoption by commercial customers
- Technology – expectations across the account lifecycle and user experience

9.15

Eco system – Roles and responsibilities

- Payment Networks (Amex, Diners / mastercard / VISA)
- Banks and Financial Institutions
- Platforms and processors
- Corporate
- Supplier (merchant)

10.30

Refreshment break

11:00

Market positioning

- Customer segmentation – Domestic, multi country or multinational
- Commercial Bank product set – competing or complimentary ?
- Card payments – positioning within corporate / commercial bank offer
- Payables and receivables
- Positioning to compete with multi-national / global banks

12:15

Lunch

13.15

Product concepts and payment type

- Traditional Payment flows
 - Travel
 - Procurement
- New Payment flows
 - Electronic Catalogues
 - E marketplace
 - Procurement hubs
- Payment platforms
 - Card
 - Wallet
 - Virtual
- Data management, dashboards and integrations

14.45

Refreshment break

15.15

Developing a successful programme

- Market assessment
- Business objectives and target segment
- Product proposition, bank alignment and product roadmap
- Platforms, processing and eco system
- Network and partner selection
- Project delivery plan
- Go to market strategy and execution

To book your place, please contact:

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Registration form

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WEB

Middle East & Africa Symposium

Tuesday, November 6, 2018 | Taj Dubai, UAE

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