

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:

Melissa Sefic
SVP & Head of CPI

T: +1 917 214 2508
melissasefic@eurofinance.com



Subscribe to the CPI newsletter today

Join 8,000+ global commercial cards and payments professionals.

- Get the latest global industry news
- Delivered FREE, direct to your inbox
- Sent weekly, every Tuesday

commercialpaymentsinternational.com

Global partners



VISA

Summit sponsors

UATP

**Diners Club
INTERNATIONAL**
Proud Member of Discover Global Network

Media partners

**FINTECH
FUTURES**

**Payments & Cards
Network**

THE | PAYPERS

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.

Moderator: Andre Hattingh, Managing Partner & Regional Director EMEA, PayTech
Gouranga Dhanagare, VP, Commercial Cards, MENAPT, Citi
Virginia Reinecke, Director, Product Management, Mastercard

10:30 **Networking refreshment break**

Sponsored by



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.

Moderator: Tom MacDonald, Managing Consultant, Global Growth Markets
Ajay Adiseshann, Founder & CEO, PayMate
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**

Will Cross, Director, South Europe, Middle East & Africa, Diners Club International

- **Government and public sector segment**

Virginia Reinecke, Director, Product Management, Mastercard

- **Growing the virtual card business**

Raman Arora, Head Commercial Card Product & Associate VP, Emirates NBD

- **Supplier and buyer engagement**

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

- **AP automation**

Wayne Docherty, Head of Sales, EMEA, Fraedom

12:45 **Roundtable roundup**

12:45 **Networking Lunch**

Sponsored by



2:00 **Conference Concludes**

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. 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:

registrations@eurofinance.com | +44 (0) 207 576 8555

Registration form

You must quote this code when booking:

WEB

Middle East & Africa Symposium

Tuesday, November 6, 2018 | Taj Dubai, UAE

Please complete in capitals and black ink

We will communicate with you in relation to your attendance at this event (hotel information, changes to agenda etc.) based on the details you submit on this form.

Person making the booking (if different to below)

Name: _____

Tel: _____

Email: _____

Delegate details (please complete this section in full)

Title: _____ First name(s): _____

Surname: _____

Position: _____

Department: _____

Company: _____

Industry: _____

Address: _____

State: _____ Zip/Postcode: _____

Country: _____

Tel: _____

Email: _____

Signature: _____ Date: _____

Do you have any special requirements?

Would you like to receive news, content and offers on CPI events and services?

(You can opt out at any time.)

By email: Yes No By phone: Yes No By post: Yes No

CPI is part of The Economist Group. Would you like to receive information on subscription offers, Economist events and other products? (You can opt out at any time.)

By email: Yes No

The Economist Group is a global organisation and operates a strict privacy policy around the world. You can view our privacy policy at www.economistgroup.com/privacy.

Delegate price

- | | |
|---|---------------|
| <input type="checkbox"/> CPI Middle East & Africa Symposium - General Admission | Complimentary |
| <input type="checkbox"/> CPI Training | \$1,350 |

Method of payment

- Please debit \$ _____ from my credit card and send me an invoice

- AMEX Eurocard Mastercard Visa

Card number: _____

Expiry date: _____ / _____ (MM/YY)

Name on card: _____

Date: _____

Billing address if different from previous column: _____

Cardholder's signature: _____

- Please invoice me/my company

Bank transfer to: Barclays Bank PLC
 Account name: EuroFinance Conferences Ltd
 Sort code: 20-67-59
 Account no: 87799655
 SWIFT: BARCGB22
 IBAN: GB30BARC20675987799655

Please include the delegate name and code **1043** in the transmission details.

Receive our free newsletter

- Tick here to get the latest global industry news delivered direct to your inbox every Tuesday.

Your information will not be shared with third parties and you can opt out at any time. Please note: Emails will be sent by EuroFinance on behalf of CPI. You will also receive information on upcoming CPI events that we think will be of interest to you.

For all enquiries, call +44 (0)20 7576 8555 or email cpi@eurofinance.com

Fees include: Refreshments, lunch, full documentation and conference materials where available (they do not include hotel accommodation). All fees are inclusive of published discounts. Bank transfer charges are the responsibility of the payer. EuroFinance Conferences Limited reserves the right to alter the program content, speakers or course at any time due to circumstances beyond their control. **Hotel accommodation:** For preferential accommodation rates, please contact the hotel's reservations team reservations.tthdxb@tajhotels.com stating that you are attending the CPI event. EuroFinance strongly advises that you reserve your hotel accommodation as soon as possible as rooms will be subject to availability at the time of booking. **Cancellation terms:** Receipt of this signed booking form (inclusive or exclusive of payment) constitutes formal agreement to attend this event and cancellation terms apply. Full refunds are available on all cancellations received in writing (letter, email or fax) 28 days before the summit start date. NO REFUNDS OR CREDITS AFTER THIS DATE AND ANY OUTSTANDING PAYMENT WILL BE REQUIRED IN FULL. The option to transfer to another summit is subject to availability. All confirmation details will be sent upon receipt of the booking form. Attendance fees will not be refunded (irrespective of the date of booking) in the event or threat of war, terrorism or circumstances outside of the organisers' control. **Promotional discounts:** EuroFinance regrets that additional discounts received after the registration form has been submitted cannot be retrospectively applied to reduce the original price charged. **Dress:** Business. **Venue:** Taj Dubai, Burj Khalifa Street, Dubai, United Arab Emirates. **NOTE:** There will be photography and/or filming at this event and your image may be captured by us and used for our business and promotional purposes, in printed publications, videos and/or on our website. By registering for the event you are giving us your permission to use your image in this way. If you have any queries about this, please email cpi@eurofinance.com. | © CPI.