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# SIA EXPO 2011

6<sup>th</sup> International Payments Summit | 17 October 2011

**The beating heart of the European payments evolution**

*Under the patronage of*



Presidenza del Consiglio dei Ministri  
Agenzia per la diffusione delle tecnologie per l'innovazione



European Commission  
Representation in Milan



Ministero  
dell'Economia  
e delle Finanze



## AGENDA

08.30-09.15 Registration and networking breakfast

09.15-10.00 **TECHNOLOGY FOR THE REAL ECONOMY AND GROWTH** 🎧

In a difficult economic and production environment like the present one, technology infrastructures are one of the key drivers to restore competitiveness and stimulate growth in the Country and in Europe. It is therefore necessary to focus on innovation and give the real economy back its leading role in order to cope with the period of instability that is affecting the financial markets.

**Carlo Tresoldi** - Chairman - SIA

**Giacomo Vaciago** - Economist - *Università Cattolica del Sacro Cuore*

10.00-11.00 **SEPA 3.0: BEYOND THE END-DATE** 🎧

It is clear that Europe needs to establish with certainty the final date for the standardization of different payment instruments. SEPA, with its initiatives in support of migration, as well as being a compliance project with interesting business opportunities, mainly represents a key factor in order to be able to reaffirm the European integration process.

**Jean-Yves Muylle** - Head of Unit DG Internal Market & Services - Retail issues, consumer policy and payment systems - *European Commission*

**Daniela Russo** - Director General Payments and Market Infrastructures - *European Central Bank*

**Franco Passacantando** - Managing Director, Central Banking, Markets and Payments System Area - *Banca d'Italia*

11.00-11.30 Networking break

11.30-12.45 **Round Table - MORE THAN SEPA - THE FUTURE OF E-PAYMENTS ACCORDING TO THE MARKET PLAYERS** 🎧

A payment system must be unique and commonly shared in order to function properly, therefore it's imperative that all take part in its construction and spread. Indeed, during economic crisis, it is necessary more than ever to optimize and share investments and infrastructures.

**Chairperson:** **Massimo Arrighetti** - CEO - SIA

**Paolo Angelucci** - Chairman - *Assinform*

**Mario Dal Co** - General Manager - *Agency for the Promotion of Technologies for Innovation - Presidency of the Council of Ministers*

**Oswaldo De Paolini** - Director - *MF/Milano Finanza*

**Paolo Martinello** - Chairman - *Altroconsumo and BEUC - The European Consumer's Organisation*

**Giovanni Sabatini** - General Manager - *ABI - Italian Banking Association*

12.45-2.15 Lunch break

2.15-4.45 **THE PAYMENT SYSTEMS INNOVATION**

Solutions to foster revenues development and cost control for Banks, Corporates and Public Sector bodies.

2.15-3.15 **E-SERVICES: THE NEXT FRONTIER** 🎧  
**room Gran Canaria (1<sup>st</sup> floor)**

- :: MyBank: a pan-European solution for online payments
- :: How to support banks and e-merchants to join this new initiative
- :: How to create a secure "customer experience"

**Chairperson:**

**Gilbert Lichter** - CEO - *EBA Clearing*

**John Broxis** - STEP2 Services Director - *EBA Clearing*

**Mario De Lorenzo** - Central Institutions Director - SIA

**Peter Hazou** - Head of Strategy & Business Development, Global Transaction Banking - *Unicredit Group*

**Roberto Liscia** - Chairman - *Netcomm*

**Piet Mallekoote** - CEO - *Currence iDEAL*

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2.15-3.30 **WAITING FOR T2S** 🎧  
**room Gomera (-1 floor)**

- :: T2S flash
- :: T2S main deadlines and recent updates
- :: Introduction of T2S business opportunities for market actors
- :: T2S information and communication technology challenges

**Chairperson:**

**Gian Bruno Mazzi** - Managing Director - SIA

**John Byrne** - CEO and Founder - *Information Mosaic*

**Paolo Cittadini** - CEO - *Monte Titoli*

**Massimo Cotella** - CEO - SGSS

**Hugh Cumberland** - Business Development Manager, Consulting & Solutions - *Colt Enterprise Services*

**Alessandro Gioffreda** - Member of Board of Directors ASSOSIM and Managing Director *BNP Paribas Securities Services Italia*

**Fabrizio Palmisani** - Head of Payment Systems Department - *Banca d'Italia*

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2.15-3.15 **MOBILE PAYMENTS AND CONTACTLESS:  
THE FUNDAMENTALS OF FUTURE PAYMENTS**  
room Tenerife (-1 floor)

- :: Innovation as competitive tool in payment systems
- :: Evolution in Mobile Banking, Mobile Money Transfer, Mobile Proximity and e-Wallet

**Chairperson:**

**Nicola Cordone** - Financial Institutions Director - SIA

**Paolo Battiston** - General Manager - Mastercard Italy

**Alessandro Perego** - Co-Director of the ICT & Management Observatories - Politecnico di Milano School of Management

**Walter Pinci** - Manager Payment Systems - BancoPosta - Poste Italiane

**Arturo Pisapia** - Head of Cards Payments and Contact Center - Banca Monte dei Paschi di Siena

**Davide Steffanini** - General Manager Italy - Visa Europe

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3.30-4.45 **AN INDUSTRIAL PERSPECTIVE OF THE PAYMENT  
SYSTEMS BUSINESS**   
room Gran Canaria (1st floor)

- :: What are the elements of cost control and reduction available to banks today? What are the priority projects for banks?
- :: The end-date can be an opportunity to improve the efficiency of the payments business?
- :: The consumer will be further protected thanks to SEPA and PSD regulations? Will be the services improved?
- :: Q&As

**Chairperson:**

**Carlo Tresoldi** - Chairman - SIA

**Luigi Brescia** - Strategies, Planning & Control Director - SIA

**Rita Camporeale** - Head of Payment Systems and Services Department - ABI

**Flavio Caricasole** - Head of International Department - UBI Banca

**Roberto Fonso** - CIO - Banca Popolare di Milano

**Chiara Frigerio** - Assistant professor and Deputy Secretary - CeTIF Università Cattolica del Sacro Cuore di Milano

**Veronica Pichi** - Payments Leader - Capgemini Italia

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3.30-4.45 **NEW PLAYERS FOR NEW SERVICES**  
room Tenerife (-1 floor)

- :: Coverage of the consumer market through new value-added services
- :: Payment cards as brand awareness tools
- :: Control over the value chain to reposition marketing strategies
- :: Efficiency of B2B processes to improve market competition
- :: The Payment Institution as a new organizational entity to develop new business

**Chairperson:**

**Carlo Maiocchi** - Corporate & PA Director - SIA

**Giampaolo Codeluppi** - Director for Corporate Planning - ATM Milano

**Federico Falciai** - Banking Services and Commercial Credit, Group Finance Administration, Finance and Control - ENEL

**Luba Manolova** - Special Channels Manager - Vodafone

**Pamela Perego** - Organization Manager - Quixa

**Maurizio Pimpinella - Marco Zechini** - AIIP - Italian Payment Institutions Association

**Gianfranco Tabasso** - Board Member & Chairman Payments Commission AITI and EACT, CEO FMS Group

**Gabriele Tubertini** - IT and Technological Innovation Director - Coop Italia

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3.30-4.45 **EFFICIENCY AND CONTROL IN THE PUBLIC SECTOR**  
room Hierro (-1 floor)

- :: Infrastructures and the technology role in the Public Sector
- :: Dematerialization and e-Document management: new and real opportunities
- :: Multi-channel access to bring Public Sector bodies closer to citizens and businesses

**Chairperson:**

**Bruno D'Offizi** - Head of Treasury Operations Department - Banca d'Italia

**Maria Pia Giovannini** - Head of Service and Applications Area - DigitPA

**Claudio Mauro** - Central Director - RA Computer

**Alessandro Perego** - Co-Director of the ICT & Management Observatories - Politecnico di Milano School of Management

**Monica Pilleddu** - Head of Central Systems Service Management and E-Government - Lombardia Informatica

**Paola Sbriccoli** - IT Director - Comune di Roma

**Giuseppe Paolo Teti** - CEO - ANCITEL

**Vittorio Valtolina** - Deputy Chairman - A.N.U.T.E.L.



**SIA**, European leader in financial services and payments systems, provides technology solutions to banks, corporates, public administration bodies and central institutions in the areas of credit and debit card processing, collections and payments and network services for connectivity and messaging.

SIA Group is currently present in around 40 countries and also operates through its subsidiaries in Belgium, Hungary and South Africa.

With 7.5 billion transactions annually relating to cards, collections and payments, 62.4 million cards managed and 9.2 billion transactions on financial markets, SIA carries 11.1 thousand billion bytes of data on the network.

The Group is made up of seven companies: the parent **SIA**, the Italian companies **PI4Pay** (collection and payment services), **RA Computer** (solutions and applications for banks, businesses and P.A.), and **TSP** (systems and services for companies and P.A.), **SINSYS** (card processing) in Belgium, **Perago** (infrastructures for central banks) in South Africa and **SIA Central Europe** (transactions processing and ATM/POS terminal management) in Hungary.  
[www.sia.eu](http://www.sia.eu)



The **Research Center on Technology, Innovation, and the Financial Industry (CeTIF)** was established in **1990** by Università Cattolica del Sacro Cuore of Milan. CeTIF focuses on strategic and organizational innovation in the banking and the financial industries.

It investigates the adoption of innovative strategies and their impacts on processes, organizational structures, and information systems. The Bank of Italy (BI), the Italian Stock Exchange (Borsa Italiana, BI), the Italian Bankers' Association (ABI) and other important organizations founded CeTIF, which today works with many of the largest Financial Institutions and Insurance Companies. These institutions are key actors in the promotion of innovation as a business level. In order to compare research studies and experiences recorded at both national and European levels, CeTIF is currently fostering collaborative relationships with several financial and academic institutions in Europe. CeTIF is also one of the main founders of FIT, the European Association of Research Centers on Finance & IT, which develops and shares innovative practices at international level. Since 2003 CeTIF has been closely focusing on research and activities concerning payments (SEPA, PSD, Mobile Payments, Financial Value Chain and Corporate Banking).

The payment topic is also treated every year in a dedicated Workshop held by CeTIF.

<http://en.cetif.it>



With around 115,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2010 global revenues of EUR 8.7 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Capgemini Italy offerings are addressed to the following industries: Financial Services, Energy & Utilities, Manufacturing, Automotive, Consumer Products, Retail & Distribution, Public Administration, Telecom Media & Entertainment. Capgemini Italy reported 2010 revenues of EUR 146 million with over 1,800 professionals working in 6 offices: Roma, Milano, Torino (2), La Spezia e Bergamo. For the third year, Capgemini Italy is a Top Employers certified company, awarded as one of the best practices in people's talent management.

In September 2011 Capgemini acquired AIVE Group, one of the leading Italian IT company providing professional services to the middle-market. With 550 employees in 10 Italian cities, AIVE strengthens the operational structure of Capgemini Italy.

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#### **CAPGEMINI FINANCIAL SERVICES**

Capgemini's Financial Services unit brings deep industry experience, innovative service offerings and next generation global delivery to serve the financial services industry. With a network of 17,000 professionals serving over 900 clients worldwide, Capgemini collaborates with leading banks, insurers and capital market companies to deliver business and IT solutions and thought leadership which create tangible value.

More information is available at: [www.capgemini.com/financialservices](http://www.capgemini.com/financialservices)



#### **EBA CLEARING**

EBA CLEARING is the leading private-sector provider of euro clearing services. The Company was established in June 1998 by 52 major European and international banks with the mission to own and operate a clearing and settlement system for large-value payments in euro. Today, the Company counts 67 shareholders and reaches 36,000+ BICs via its EURO1/STEP1 platform for single euro transactions of high priority and urgency.

EBA CLEARING also manages STEP2, the European payments industry's Pan-European Automated Clearing House (PE-ACH). STEP2 processes SEPA Credit Transfer and Direct Debits and today connects over 4,600 banks across Europe. The STEP2 platform is operated with the support of SIA as a technology partner.

In 2011, EBA CLEARING launched MyBank, an initiative geared at delivering a pan-European e-payment solution for Internet shopping, based on online banking.

[www.ebaclearing.eu](http://www.ebaclearing.eu)

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