

AGENDA - Milano, 19 maggio 2015

17:30

Welcome and opening meeting

18:00

Round Table - Regulation & Innovation

How Regulation Can Foster Technological Adjustments and Modernisation of the Financial Sector

Moderator | **Paolo Garonna** | Secretary General | **FEBAF**

Carlotta de Franceschi | Economic Advisor to Prime Minister Matteo Renzi

Mario Nava | Director, Regulation and Prudential Supervision of Financial Institutions |

European Commission

Roberto Nicastro | General Manager | **Unicredit Group**

19:30

Q&A

20:00

Dinner by invitation only

Milano, 20 maggio 2015

08:30

Welcome Coffee & Registration

09:00

Conference opening

09:05

Face to Face Interview - The Future of Money, Trade and Finance

Moderator | **Carlo Alberto Carnevale Maffè** | Professor of Strategy | **SDA Bocconi**

Roberto Ferrari | General Manager | **CheBanca!**

Chris Skinner | Chair | **Financial Services Club**

09:50

CEOs Conversation

The Digital Transformation of Banks and Insurance Companies

Chairman | **Carlo Alberto Carnevale Maffè**

Béatrice Derouvroy | General Manager | **AXA - MPS**

Vincenzo Grimaldi | Country Manager | **Carrefour Banque**

Ramzi Hijazi | Chief Executive Officer | **Extrabanca**

Don Koch | Country Chief Executive Officer | **ING Bank Italy**

Davide Passero | Country Chief Executive Officer | **Alleanza Assicurazioni**

Emanuele Pozzi | Managing Director | **Morgan Stanley**

Giovanni Rvasio | Applications Country Leader | **Oracle Italia**

Chris Skinner | Chair | **Financial Services Club**

Mariangela Ziller | Marketing & Communications Director | **Dedagroup ICT Network**

11:00

Coffee Break & Expo Hall Time

11:30

PARALLEL SESSIONS

SALA SMERALDO - CUSTOMER INSIGHT AND BRANCHES REINVENTED

How use customer insight to reinvent banks and insurance branches?

SALA RUBINO - DIGITAL & SOCIAL TRANSFORMATION IN FINANCIAL SERVICES INDUSTRY

How digital technologies reinvigorate and change the game in financial business?

12:15

SALA SMERALDO - BUILDING CUSTOMER TRUST AND ENGAGEMENT IN FINANCIAL SERVICES

How can innovation in customer engagement increase the change?

SALA RUBINO - CUSTOMER NEW DATA AND ANALYTICS IN FINANCIAL SERVICES

How New Data enrich customer experience to improve customer retention, increase market share and the customer wallet?

13:00

SALA SMERALDO - ENSURING AND OPTIMIZING CUSTOMER AND DATA IN FINANCIAL SERVICES

How to ensure data and customers in financial services?

SALA RUBINO - THE VALUE OF DIGITAL IDENTITY AND DIGITAL TRUST

How grant safety of personal data, digital identity and the consumer trust?

Speaker parallel sessions:

- *Chairman* | **Daniele Vanzanelli** | Docente di ICT e Società dell'Informazione | **Università Cattolica del Sacro Cuore di Milano** - **Anna Omarini** | Senior SDA Professor | **SDA Bocconi School of Management**
- **Giuseppe Armani** | Responsabile Marketing | **Cassa Centrale Banca**
- **Loredana Campanile** | Key Account | **MagNews**
- **Adriano Ceccherini** | Sales Director Customer Experience Applications | **Oracle Italia**
- **Elisabeth Cellie** | Direttore Marketing, Comunicazione e Formazione Canali distributivi | **Gruppo Assimoco**
- **Massimiliano Ciferri** | COO | **Banca Sistema**
- **Enrico Fermi** | Business Developer Executive Insurance | **Dedagroup ICT Network**
- **Luciano Gitti** | Manager | **Banca Popolare di Sondrio**
- **Giuseppe Nicola Miggiano** | Funzione Sistemi e Tecnologie | **Banca Popolare Pugliese**
- **Elisabetta Nobile** | Responsabile Architettura e Sicurezza IT | **Banca Popolare di Milano**
- **Nadia Nonis** | Head of Customer Experience at Deutsche Bank Group | **Deutsche Bank Group**
- **Marco Pacchiardo** | Italy Security Practice Head | **BT Global Services**
- **Guido Pusterla Cortesini** | Business Innovation Manager | **UniCredit Group**
- **Roland Raad** | Chief Direct Marketing Officer | **AXA MPS - AXA Assicurazioni**
- **Claudio Tancini** | Vice Presidente | **Club TI**
- **Massimo Tessitore** | Head of Multichannel, Mobile Payment and e/m Commerce | **Intesa Sanpaolo**

13:45

Buffet Lunch

15:00

Round Table

The Evolution of Digital Banking at the intersection of Payments

Moderator | **Francesco Iarlori** | Managing Director | **BizDev & Strategy**

Francesco Del Pizzo | Head of Sales and Distribution Channels Dept. | **Telepass**

Francesco Fucci | Responsabile Marketing e Sviluppo VAS | **PosteMobile**

Chris Skinner | Chair | **The Financial Services Club**

Giovanni Vattani | Head of Payment Systems - Market Italy / Credito - Country Italy | **ENEL**

16:00

MT4 Awards "The Innovation in Financial Services"

16:30

Q&A with Chris Skinner

17:00

Conclusion