

CONFERENCE



## FINANCIAL INCLUSION

New approaches in mature and emerging markets

10-11 December 2013

Paris, Lutétia Hotel



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## FINANCIAL INCLUSION

### New approaches in mature and emerging markets

More people than ever are struggling with their finances as a result of the recent economic uncertainties and banks have a responsibility to help them wherever possible.

Efma is therefore launching a new conference on financial inclusion. This has become a major issue, not only in emerging and remote markets, but also in mature markets

where some groups are still marginalised. For financial institutions, fighting financial exclusion and poverty is not 'charity' but business. Banks have the opportunity of developing new models, services and products that will help the poor and the unbanked - and will ultimately also provide a new source of revenues.

#### Key questions

- **How can banks promote financial inclusion in emerging and mature markets?** The conference will hear about different experiences in this area and how banks can develop a global, sustainable and profitable approach to inclusion.
- **What types of products and services are needed in emerging and mature markets?** What are the latest innovations and developments in areas such as microfinance, P2P and healthcare loans? How can micro insurance help to protect vulnerable populations?

What are the specific needs of groups such as young and rural workers, migrants and Islamic populations? What is the role of cross-border products and services, such as loans, international money transfers and payments?

- **What are the best models for reaching the unbanked?** What low-cost business models are there for low-income groups? What opportunities do alternative distribution channels and new technologies offer?

#### Hot topics

Other topics that will be discussed include:

- New branch concepts and potential no-branch models
- Developing partnerships between financial and non-financial players
- Working with communities
- Investing in financial education
- Identifying insolvency risks to prevent over-indebtedness
- Developing a soft debt collection approach

#### STUDY PRESENTATIONS

Key findings from this year's reports will be presented during the conference:

- **The migrants' market: recent changes and outlook** by Efma and Kurt Salmon
- **Retail banking distribution in emerging markets** by Efma and BCG



**Jörg Bruch**

Head of the Office of the Board  
of Managing Directors

**& Andrew Zeller**

Director Strategy Business Development  
TeamBank

**Easycredit**

Germany

**At the vanguard of consumer finance: aiming for growth and fairness**

- From dusk until dawn: the need for financial literacy education and possible remedies
- Call for fairness: the next wave of regulation
- Putting fairness at the heart of lending
- Fair growth is possible
- The next frontier: from marketability to credibility

**Zoltan Bakay**

Researcher

**Erste Bank Group**

Austria

**Helping the 'have-nots': Erste Group's programmes to promote financial inclusion**

- Die Zweite Sparkasse - The Second Savings Bank: helping individuals regain their financial independence in Austria
- supERSTep: financial services for young entrepreneurs in Serbia
- good.bee: financial inclusion of social enterprises and marginalised individuals; experiences in Romania

**Elisabeth Sabbah**

Responsable Clientèle Particuliers

**La Banque Postale**

France

**La Banque Postale: committed to fighting financial exclusion**

- The reasons for our commitment
- Past accomplishments 2006-2012:
  - . Priority n°4 in our 2011-2015 strategic plan
  - . Our range of products and services and our actions to combat over-indebtedness
  - . Our support measures for vulnerable customers
- Our socially responsible commitments in 2013: pricing policy, initiatives and partnerships, innovative projects

**Victoriya Mykhno**

Head of Corporate Communication

**Platinum Bank**

Ukraine

**Financial inclusion and the social responsibility of financial players: developing a sustainable approach in Ukraine**

- Is there room for responsibility and sustainability in an emerging economy such as Ukraine in a context of economic uncertainties?
- How to promote financial inclusion in a country where only 28% of grown-ups are able to answer correctly 3 simple financial questions?
- Ways of promoting financial inclusion of rural populations at Platinum Bank

**Samira Khamlichi**

General Manager

**Wafacash**

**Attijariwafa Bank Group**

Morocco

**First entrants on the low-income banking market in Morocco**

- Which socio-economic and political factors have favoured the emergence of a new low-income banking concept in Morocco?
- The offering: when and how was it rolled out?
- Results since launch and future prospects

**Ashish Desai**

Head of Inclusive Banking  
and Digital Business

**FirstRandBank**

India

**Financial inclusion: transactional banking to lifestyle element**

- Consumers often change their habits and are often unaware of their latent needs
- Profitability in the mass market/financial inclusion space requires creative products which boost income per customer by meeting these latent needs
- Products must be relevant and affordable: accessible at an agent shop or via a mobile device
- Products and services capable of taking financial inclusion from transaction banking to a way of life

AFTERNOON

**José Francisco de Conrado y Villalonga**

Chairman

**MicroBank - CaixaBank**

Spain

**Credit and finance inclusion in developed markets: sustainability and range**

- Microbank has developed a banking model adapted to the current financial reality in Spain based on sustainability and the creation of social value
- The model's sustainability and range are essential to the bank's long-term future and the ongoing creation of social value
- The distribution of Microbank's products and services via the CaixaBank network provides access to a wider range of customers and facilitates rapid growth

**Corrado Ferretti**

President

**PerMicro**

Italy

**Business development services, an efficient tool for boosting employment: PerMicro's experience**

- BDS ex-ante loan disbursement:
  - . Business and family microcredit, education and training
  - . Continuous support for micro-entrepreneurs
- Reaching the unbanked to promote financial and social inclusion
- Focus on microenterprises: structures and main sectors
- Microcredit versus other means of seeding businesses

**Emmanuel Bouriez**

Directeur Général Adjoint

Directeur du Développement, du Réseau et des Partenariats

**CMP Banque**

France

**Providing financial support to vulnerable customers in a depressed economic climate**

- Understanding situations of financial fragility of retail customers
- Adapting products and services to the specific circumstances of vulnerable customers
- Financing solutions tailored to situations of vulnerability, for example healthcare loans

STUDY PRESENTATION

**Pascal Ouvrard** Partner  
& **Alexis Beau** Manager Senior  
**Kurt Salmon**

**The migrants' market: recent changes and outlook**

- Market changes since 2011: sensitivity of the market and the competitive environment during the crisis
- Business models: case studies of specific market approaches
- Lessons learned: the migrants segment, an opportunity for affinity marketing and targeted distribution

**Alberto Rabbia**

Head of Governance and Operation

**Extrabanca**

Italy

**Extrabanca and its bespoke approach to immigrants: an alternative pathway to financial inclusion**

- Immigrants, the most dynamic component of Italian society
- Financial inclusion approaches
- 'Bringing the dream alive': the founding principles of a unique approach to immigrants
- Future prospects

**Farrukh Raza**

Managing Director

**IFAAS**

United Kingdom

**Islamic microfinance: an effective tool for financial inclusion**

- Concept of Islamic economy and its relevance to financial inclusion
- Entrepreneurship, the common link between Islamic economy and microfinance
- Islamic microfinance's current role in financial inclusion
- Unlocking the potential of Islamic microfinance: challenges and solutions

MORNING

**Emanuela Angori**

Head of Business Development  
and Client Protection

**UniCredit**

Italy

**Investing in financial education for consumer protection at UniCredit: the Italian 'In-formati' business case**

- Mission and aims: a special Italian programme to promote financial education and inclusion, called 'In-formati'
- 'In-formati' model: a multi-stakeholder, multi-target approach, cooperation with national and local stakeholders (trade associations, consumer associations, etc), volunteer trainers, territorial organisation, systematic monitoring system, including financial literacy index
- Key answers to territorial needs: empowering people, promoting responsible consumption and addressing social exclusion
- Some key data

**STUDY PRESENTATION**

**Jean-Werner de T'Serclaes**

Partner and Managing Director

**BCG**

**Distribution challenges for retail banks in emerging markets**

- Strong opportunities across emerging markets, but not all countries are the same
- Branches are still at core of the distribution strategy, but with a changing role and an increasing need for efficiency
- Online and mobile are already table stakes, but channel integration is still a key challenge
- Low-cost alternative channels are the key to profitability in the mass/lower mass segments

**R. K. Saraf**

Deputy Managing Director  
Corporate Strategy  
and New Business

**State Bank of India**

India

**Financial inclusion initiatives by State Bank of India**

- The financial exclusion scenario and challenges in India: a brief profile of State Bank of India
- SBI's technology driven financial inclusion initiatives for rural populations
- Creating distribution channels for the outreach programme, business correspondents
- Urban financial inclusion initiatives aimed at the vast number of migrant workers
- The battle to move customers away from a 'cash' to a 'less cash' society
- Recent State Bank of India initiatives in prepaid instruments, mobile wallets and POS terminals to bring the financially excluded into the banking fold

**Damien Guermonprez**

Chief Executive Officer

**Buy Way Personal Finance**

Belgium

**Launching a prepaid card with a low-cost approach**

- Using an existing platform for us and for other issuers
- Developing partnerships to sell the product in POS and online
- Improving the customer experience
- What can we learn from this case?

**Reto Schnarwiler**

Head Americas & EMEA Managing  
Director Global Partnerships

**Swiss Reinsurance Company**

Switzerland

**Inclusive insurance: making low-income communities more resilient**

- Microinsurance refers to insurance products designed especially for low-income individuals
- Credit life, a mortality cover bundled with microcredit:
  - . The largest selling microinsurance product
  - . Strong demand for broader products: savings/term life, health and agriculture microinsurance
- What are the obstacles and how can the various partners collaborate to overcome them?
- How can successful pilot schemes gain scale?

## AFTERNOON

**Jim Murray**

President

**European Foundation  
for Financial Inclusion**

Belgium

**New payment systems: for all or for the few?**

- People with very different life experiences: financially excluded or at risk of exclusion for many and diverse reasons
- New payment systems: potential to contribute to financial inclusion but not necessarily do so
- Danger: new systems may supersede older services that are better adapted to the needs of those at risk
- Challenges for payment service providers and regulators: adapting payment systems to the needs of those at risk

**Victor Dostov**

President Russian

**eMoney Association**

&amp;

Director for New Payment Technologies

**Bank Tavrishesky**

Russian Federation

**New payment methods: a new driver for financial inclusion**

- Universalisation of instruments and country-specific services: case of Russia
- Hybridisation and new 'bridges' to banking services
- Reasons for NPM success among the unbanked
- What next for services developed for the unbanked?
- Options for public-private sector partnerships for NPM as an instrument to promote financial inclusion

**Jennifer Rademaker**

Group Head

Core Products Europe Region GP&amp;S

**MasterCard Europe**

Belgium

**How electronic payments are driving financial inclusion: different European and non-European case studies****Aaron Whitehead**

Head of Business Development

**Western Union**

Austria

**Moving more than money**

- Start with the customer
- Bridging the gap to every 'last mile' community
- Case studies with results:
  - . Education and training in the Philippines
  - . Financial literacy in India
  - . Small business development and training in South Africa
  - . Fast forward to true financial dignity

**Sébastien Burlet**

Président

**Lemon Way**

France

**New business models in the payment industry with digital innovations**

- Very disruptive: I don't need a bank anymore. Examples:
  - . Bitcoin: from Geek money to a universal money?
  - . Ripple: immediate multi-currency payment exchange
- Disruptive: my bank and ...? My Wallet of course.
  - More than a multi-channel banking strategy: a fully dedicated 100% mobile experience, with social media integration
- Complex payment for a digital moving world: new business models
- Mobile payment for unbanked people: building up an agent network quickly in a southern country, where populations are massively unbanked for different reasons

## TUESDAY 10 DECEMBER 2013

8:15	Welcome coffee and registration
9:00	<b>Joerg Bruch &amp; Andrew Zeller</b> <b>Easycredit</b>
9:25	<b>Zoltan Bakay</b> <b>Erste Bank Group</b>
9:50	<b>Elisabeth Sabbah</b> <b>La Banque Postale</b>
10:15	Questions and answers
10:35	Break
11:05	<b>Victoriya Mykhno</b> <b>Platinum Bank</b>
11:30	<b>Samira Khamlichi</b> <b>Wafacash</b>
11:55	<b>Ashish Desai</b> <b>FirstRandBank</b>
12:20	Questions and answers
12:40	Lunch
14:10	<b>José Francisco de Conrado y Villalonga</b> <b>MicroBank - CaixaBank</b>
14:35	<b>Corrado Ferretti</b> <b>Per Micro</b>
15:00	<b>Emmanuel Bouriez</b> <b>CMP Banque</b>
15:25	Questions and answers
15:45	Break
16:15	<b>The migrants' market: recent changes and outlook</b> by <b>Kurt Salmon</b> and <b>Efma</b>
16:40	<b>Alberto Rabbia</b> <b>Extrabanca</b>
17:05	<b>Mohammad Farrukh Raza</b> <b>IFAAS</b>
17:30	Questions and answers
17:50	End of day one

## WEDNESDAY 11 DECEMBER 2013

8:15	Welcome coffee
9:00	<b>Emanuela Angori</b> <b>UniCredit</b>
9:25	<b>Retail banking distribution in emerging markets</b> by <b>BCG</b> and <b>Efma</b>
9:50	<b>R. K. Saraf</b> <b>State Bank of India</b>
10:15	Questions and answers
10:35	Break
11:05	<b>Damien Guermonprez</b> <b>Buy Way Personal Finance</b>
11:30	<b>Reto Schnarwiler</b> <b>Swiss Reinsurance Company</b>
11:55	Questions and answers
12:10	Lunch
13:40	<b>Jim Murray</b> <b>EUFFI</b>
14:05	<b>Victor Dostov</b> <b>Bank Tavrishesky</b>
14:30	<b>Jennifer Rademaker</b> <b>MasterCard Europe</b>
14:55	Questions and answers
15:15	Break
15:45	<b>Aaron Whitehead</b> <b>Western Union</b>
16:10	<b>Sébastien Burlet</b> <b>Lemon Way</b>
16:35	Questions and answers
16:50	End of conference

Scan me and register  
online now**FINANCIAL INCLUSION 10-11 DECEMBER 2013** Paris**ATTENDEE'S INFORMATION** Mrs.  Ms  Mr. / First name ..... Last name .....

Job title .....

Institution .....

VAT ID number (if applicable) .....

Address .....

.....

Tel .....

email .....

Assistant's information (or person in charge of the registration)

First name ..... Last name .....

email ..... Tel .....

**PRACTICAL INFORMATION****DATES**

The conference will begin with a welcome coffee on Thursday 10 December 2013 at 8:15 a.m. and will end on Friday 11 December 2013 around 5:00 p.m.

**LOCATION**Hôtel Lutétia  
45 boulevard Raspail  
75006 Paris, France  
Tel. +33 1 49 54 46 46  
Fax +33 1 49 54 46 00  
www.lutetia-paris.com**LANGUAGE**

Simultaneous translation in English and French will be provided.

**ACCOMMODATION**

Each participant must pay the cost of his or

her accommodation directly to the hotel before departure. Rooms have been provisionally reserved for the nights of Monday 9 December and Tuesday 10 December 2013 at the hotel Lutétia. The cost of a single room per night is 200€, 220€ for a double room (including breakfast and taxes).

An automatic confirmation will be sent by email within 24 hours after your registration. In this email you will find a link to download an accommodation booking form. To book your room, please complete and return this form to the hotel until Friday 8 November 2013. After this date the hotel cannot guarantee either room availability or prices. The hotel will automatically bill unoccupied rooms or late cancellations.

**REGISTRATION**

The registration fee covers participation in the conference, documents, lunches and coffee breaks. Registration fees must be paid in full prior to the event. Efma reserves the right to refuse entry to any delegate who has not paid his or her invoice prior to the event. We welcome late-bookers, but credit card information must be provided.

**CANCELLATION**

All cancellations must be received in writing. A 20% cancellation fee will be charged for all cancellations received on or before Tuesday 26 November 2013. The full fee will be charged for cancellations made after that date, as well as to delegates who are unable to attend on the day, unless a substitute delegate is provided. Substitutions are accepted at any time.

**REGISTRATION FEE** 1,600€ + VAT 19.6 % = 1,913.60€ for Efma Members 2,400€ + VAT 19.6 % = 2,870.40€ for non members

All registrations are strictly individual.

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