

FUTUREBANK

MIDDLE EAST 2016

31 May – 1 June 2016

Dubai International Convention and Exhibition Centre, Dubai, UAE



**RE-IMAGINE
THE FUTURE
OF BANKING**

INNOVATION
DISRUPTION
OPPORTUNITY

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“

A great success. I met many great contacts that will help me in improving my business. The conference gave me an eye-opening experience getting introduced to new products and tools with inspirational keynotes

”

Arab Finance House

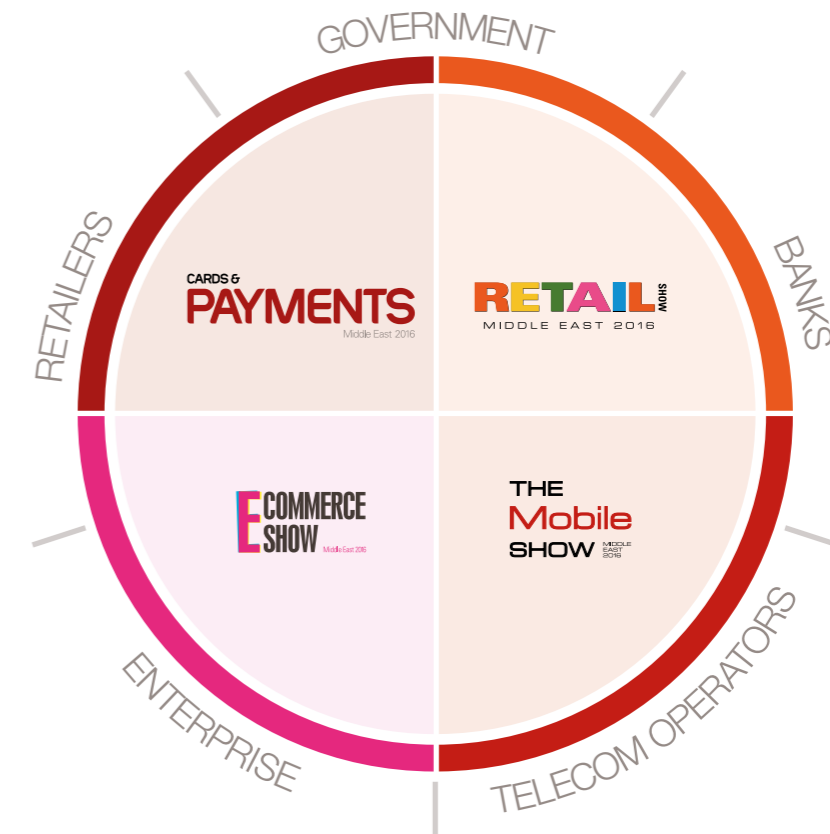


OUR STORY

Banks in 2020 will look very different. Technology, regulation and customer expectations are changing the way retail banks need to operate. The winning banks of the future will be those that innovate and transform. It is time to bid farewell to traditional banking and say hello to the tactical actions needed to survive.

Future Bank Middle East 2016 is the ultimate conference to help regional banks formulate their future strategy, address market challenges and exploit new opportunities. The conference is an exciting banking hub where new ideas are debated, partnerships are formed and business strategies are transformed for tomorrow's customer.

Future Bank Middle East is part of Cards & Payments Middle East and 3 other leading brands which bring the entire ecosystem together under one roof. Send your entire team to the region's largest banking, payments and commerce event to prepare your business for the digital revolution.



GROUP BOOKING RATES FROM \$450 PER PERSON
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Dub



worldline
e-payment services

FUTUREBANK

MIDDLE EAST 2015



A fantastic opportunity to learn from global industry experts.



Noor Bank

THE CONFERENCE

REIMAGINING RETAIL BANKING

Powerful forces are reshaping the banking industry.

Customer expectations, technology, regulation and disruptors are together creating an imperative to change. Banks need to get ahead of these challenges and innovate in order to win in the next era.

Many have predicted the fall of the traditional bank, as Fintech businesses begin to win share by offering a digitally enhanced customer experience through new channels and products.

Banks need to choose how to adapt against the Fintech disruptors. Compete, collaborate or innovate?

Future Bank Middle East is the region's number one conference and exhibition for retail banking. It delivers the biggest scale, best audience and most engaging event. It's fun. It's memorable and it's our goal to make it the most valuable few days of the year.



























































































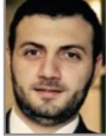
With 10,000+ attendees, including more than 1,000 CxOs, from 1,200 companies and 45 countries, it is critical to attend to become a leader of the banking innovation world.

TOPICS COVERED INCLUDE

LENDING
CUSTOMER JOURNEY
FRAUD
BIOMETRICS
FINTECH
BLOCKCHAIN
LOYALTY
CROWD FUNDING
MOBILE FIRST DESIGN
ENGAGEMENT
BRANCH TRANSFORMATION
OMNICHANNEL BANKING
REGULATION
PREDICTIVE ANALYTICS
DIRECT BANKING
MOBILE BANKING
PREDICTIVE ANALYTICS
SECURITY

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FIRST 100 SPEAKERS ANNOUNCED

- | | | | | | | | | | | | |
|---|---|---|---|--|---|---|---|---|---|---|---|
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Derek White
Global Chief Design & Digital Officer, Barclays & London Technology Advisor to the Mayor of London
UK | 
David Rose
award-winning entrepreneur, author of 'Enchanted Objects: Design, Human Desire and the Internet of Things' and instructor MIT
USA | 
Dr Bernd van Linder
Managing Director Saudi Hollandi Bank
Saudi Arabia | 
Michael Rolph
CEO Yoyo Wallet
UK | 
Saeid Hejazi
CEO & Founder Wally.me
UAE | 
Abdulrahman Alonaizan
CIO Arab National Bank
Saudi Arabia | 
Ali Alomran
DGM, Technology Services Arab National Bank
Saudi Arabia | 
Dr. Haroun Dharsey
SVP Head of Technology & Projects Dubai Islamic Bank
UAE | 
Aly Mustansir
Chief Marketing Officer Bank Alfalah
Pakistan | 
Brian McBride
Chairman ASOS
ex CEO Amazon.co.uk
UK | | |
| 
Akshaya Gaur
CIO Mashreqbank
UAE | 
Gopi Krishnan
CIO Qatar Islamic Bank
Qatar | 
Sabahattin Can Bukulmez
Regional Product Manager Verifone
Turkey | 
Sergey Butyrsky
Senior Consultant, Banking Technologies BPC Banking Technologies
Russia | 
Vinnie Lingham
CEO & Founder Gyft
USA | 
François Chaffard
Director Banking Solutions & Services Gemalto
UAE | 
Phillip Smith
Head of Ecommerce, Beauty & Cosmetics Chalhoub Group
UAE | 
Mohammad Sajjad
Ecommerce Director eXtra
Saudi Arabia | 
Narendra Kumar
Creative Director Amazon India & Founder Narendra Kumar
India | 
Amer Shriedi
Managing Director Halalat
Saudi Arabia | 
Mona Ataya
CEO & Founder Mumzworld
UAE | 
Alex Golshan
VP Global eCommerce & Omnichannel BCBG Max Azria Group
USA |
| 
Alpesh Doshi
Founder Fintricity
UK | 
Sergey Yusupov
Co-Founder umbrella
UAE | 
Austin Alexander
Head of Business Development Kraken
USA | 
Ola Doudin
CEO & Founder Bit oasis
UAE | 
Paul Boots
COO Beehive
UAE | 
Devadas Krishnadas
CEO, Future-Moves Group author, 'Sensing Singapore' former Deputy Director, Ministry of Finance
Singapore | 
Alan Dempsey
CFO MarkaVIP
UAE | 
Andrea Casalini
CEO Eataly Net
Italy | 
Rabea Ataya
CEO Bayt.com
UAE | 
Dr. Mohammad Shoib Hai
Director of Supply Chain & Logistics Majid Al Futtaim Fashion
UAE | 
Shailen Shukla
Head of Logistics Division Jumbo Electronics
UAE | 
Balvinder Singh
Head of Ecommerce Apparel Group
UAE |
| 
Linnar Viik
former ICT advisor, Prime Minister of Estonia , Governing Member, European Institute of Innovation and Technology , Advising Member, Nordic Investment Bank
Estonia | 
Prof. Jonas Hedman
Associate Professor, Copenhagen Business School
Expert on Cashless Society and Future Payments
Denmark | 
Faiq Sadiq
Group Head of Payment Services Habib Bank Limited
Pakistan | 
Brad van Leeuwen
Chief Partnerships Officer dopay
UK | 
Dr. Hasan Alkhatib
CTO International Smart Card
Iraq | 
Sucharita Mulpuru
Vice President, principal analyst, Forrester Research author, 'The State of Retailing Online'
USA | 
H.E. Mohammed Abdul Rahim Al Fahim
CEO Paris Gallery Group
UAE | 
Mark Pilkington
Chief Executive Officer Kamal Osman Jamjoom Group
UAE | 
Nisreen Shocair
President Middle East & North Africa Virgin Megastore
UAE | 
Mark Anthony Lack
CEO Fucom Group (Geant)
UAE | 
Parerna Bahl
Head of Buying and Merchandising AI Futtaim Group
UAE | 
Mohamad Jaber
CMO Paris Gallery Group
UAE |
| 
Mark van Rijmenam
Best-Selling Author, 'Think Bigger - Developing a Successful Big Data Strategy for Your Business' and 'top global Big Data influencer'
Netherlands | 
Erik Mierhoff
CSO Rakuten
Germany | 
Karl Magnus Olsson
MD & Founder Careem
UAE | 
Alix Murphy
Senior Mobile Analyst WorldRemit
UK | 
Rodrigo Kuri
Managing Director, Bank of the Future Santander
Spain | 
Ambareen Musa
CEO Souqalmal
UAE | 
Usama Qasem
Digital Marketing IKEA Middle East
UAE | 
Mohammad Alawi
CEO Red Sea Markets Co.
Saudi Arabia | 
Nicolas Raffin
Head of Strategic Marketing & Innovation Oberthur Technologies
France | 
Craig Lee
Former Group Head Customer Experience & Brand Emirates Airline
UAE | 
Hani Saif
CIO eXtra
Saudi Arabia | 
Sumit Bathla
General Manager IT AI Futtaim Group
UAE |
| 
Moussa Beidas
Co-Founder and CEO Bridg
UAE | 
David Mountain
Chief Commercial Officer Network International
UAE | 
Samer Soliman
EVP-Product & Innovation Network International
UAE | 
Christopher Dessi
CEO Silverback Social , Best-selling author, 'Your World is Exploding: How Social Media is Changing Everything'
USA | 
Ruth Annus
Head of Migration and Border Policy Department Ministry of the Interior
Estonia | 
Bhairav Trivedi
CEO Network International
UAE | 
Pierre Debayle
Regional General Manager Nestlé Nespresso
UAE | 
Khaled Zaatarah
Brands Operations Leader (Luxury Brands) - Middle East & Africa Procter and Gamble
UAE | 
Abdeslam Alaoui
Managing Director HPS
Morocco | 
Raghu Malhotra
President, Middle East and Africa MasterCard
UAE | 
Sebastien Slim
Head of Marketing HPS
UAE | 
Chris Zaske
Global Vice President, Strategic Operations Verint Systems
UK |
| 
Minakshi Srivastava
Vice President Bank of America
USA | 
Michael Dooijes
Global Head of Innovation Rabobank
Netherlands | 
Serge Elkiner
CEO & Founder YellowPepper
USA | 
Nigel Dean
Global Marketing Director Spire Payments
UK | 
Suvo Sarkar
SVP & Group Head - Retail Banking & Wealth Management Emirates NBD
UAE | 
Suvrat Saigal
Managing Director and Head of Global Retail NBAD
UAE | 
Robert Courtneidge
Global Head of Cards and Payments Locke Lord
UK | 
Mohammad Al Madani
Chairman and CEO AI Madani Group
UAE | 
Amin Nasser
CEO Gulf Marketing Group
UAE | 
Ananth Narayanan
CEO Myntra
India | 
Azzam Jarad
Co-Founder & CTO/COO Wysada
Jordan | 
Jane Drury
CEO Middle East Digital Group (Cobone.com & ExpatWoman.com)
UAE |
| 
David Power
Group Chief Retail & Private Banking Officer Kuwait Finance House
Kuwait | 
Jin Zwicky
VP Experience and Design OCBC Bank
Singapore | 
Asil Okan
Director of Direct Banking Odeabank
Turkey | 
Tim Phipps
Vice President Product Marketing HID Global
UK | 
Fraz Chishti
Chief Innovation Officer Noor Bank
UAE | 
Aref Al-Ramli
VP, Head of Electronic Banking & Innovation Mashreq
UAE | 
Joseph Yuen
Chairman Hong Kong Federation of Ecommerce
Hong Kong | 
Sarah Jones
Founder and CEO Mini Exchange
UAE | 
Eddy Farhat
Principal Analyst, Retail & eCommerce, MENA Google
UAE | | | |

MASSIVE SAVINGS FOR GROUP BOOKINGS
 See the registration page for details

AGENDA AT A GLANCE

5 SHOWS, 7 WORKSHOPS, 200 SPEAKERS, 60+ ROUNDTABLES

ALL IN 4 DAYS

WORKSHOPS & SUMMITS - MONDAY, 30 MAY 2016

09:00 - 17:00	GovPay Summit	Delivery and Fulfilment Summit	Luxury Retail Summit	Omnichannel workshop	Internet of Things workshop	Digital Banking workshop	Ecommerce 101 workshop
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DAY ONE - TUESDAY, 31 MAY 2016

Official Exhibition opening

CARDS 6
PAYMENTS
Middle East 2016

FUTUREBANK
MIDDLE EAST 2016

E-COMMERCE
SHOW
Middle East 2016

RETAIL
MIDDLE EAST 2016

THE
Mobile
SHOW
MIDDLE EAST 2016

09:00	OPENING KEYNOTE The Commerce of things			OPENING KEYNOTE The rise of omnichannel			OPENING KEYNOTE The future of the workplace	
10:20	Exhibition Visit, Networking & Refreshments							
11:00	Accelerating payments within commerce	Analytics	Design and touchpoints	Acquisition and the customer journey	Analytics and data	Multichannel Retailing	Merchandising and pricing	Tools & technologies
12:20	ROUNDTABLE DISCUSSION SESSION Now's your chance to get really interactive! Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.							
13:00	Networking Lunch & Exhibition Visit							
14:20	Security	Blockchain	Reimagining product	Content and digital marketing	Simple payments	Bleeding edge technology	Inventory management	The mobile cloud
15:40	ROUNDTABLE DISCUSSION SESSION Now's your chance to get really interactive! Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.							
16:20	Exhibition Visit, Networking, Refreshments							
17:00	OPENING KEYNOTE Design, innovate, connect			OPENING KEYNOTE Social and mobile				
19:00	Networking Drinks Reception							
19:30	Smart Card & Payments Awards and Gala Dinner							

DAY TWO - WEDNESDAY, 1 JUNE 2016

CARDS 6
PAYMENTS
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FUTUREBANK
MIDDLE EAST 2016

E-COMMERCE
SHOW
Middle East 2016

RETAIL
MIDDLE EAST 2016

THE
Mobile
SHOW
MIDDLE EAST 2016

09:00	OPENING KEYNOTE The ultra-connected and socially savvy customer			OPENING KEYNOTE The ultra-connected and socially savvy customer			OPENING KEYNOTE The ultra-connected and socially savvy customer	OPENING KEYNOTE Securing your enterprise
10:20	Exhibition Visit, Networking & Refreshments							
11:00	Alternative payments	Transfers and remittances	Security, fraud and regulation	Experience and service	Merchandising and pricing	Loyalty and marketing	Globalisation and localisation	Device management
12:20	ROUNDTABLE DISCUSSION SESSION Now's your chance to get really interactive! Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.							
13:00	Networking Lunch & Exhibition Visit							
14:20	The connected life	B2B payments	The digital future	Loyalty	Supply chain and inventory management	Frictionless, secure payments	Analytics and data	User experience and engagement
15:40	ROUNDTABLE DISCUSSION SESSION Now's your chance to get really interactive! Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion.							
16:20	Close of conferences							

WORKSHOPS - THURSDAY, 2 JUNE 2016

09:00 - 17:00	Big Data workshop	Social Media workshop	Digital Payments workshop
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THE COMMERCE OF THINGS

09.00 **WELCOMING ADDRESS** Abdulla Qassem, Chairman, **Network International**, Group COO, **Emirates NBD**

09.05 **Commerce disruption**

- How are payments becoming inseparable from the wider commerce network?
- Offering convenience for an increased conversion rate
- Utilising the vast range of technologies available for frictionless commerce
- How will beacons, tokenization, cloud and connected devices improve your services?
- How to stay ahead of changing consumer expectations: personalise, simplify, disappear
- Permitting customers to pay the way they want to pay and bank the way they want to bank

Surprise speaker to be announced

09.30 **Commerce of Things: transforming commerce, payments and banking**

- Anticipating the ability for connected objects to make commercial transactions by themselves
- Eliminating the human frailty of consumer decisions to boost your ROI
- Responding to customers' preferences and accelerating the evolving financial landscape
- Providing customers with contextually relevant interactions

David Rose, award-winning entrepreneur, author of *'Enchanted Objects: Design, Human Desire and the Internet of Things'* and instructor, **MIT**

10.00 **Defining the future of digital payments**

- Preparing for the continuing digital transformation of merchant payments
- Overcoming the challenges global payment networks face as purchasing habits change
- Increasing ROI and improving customer retention with transactional flexibility
- Creating a cashless society in the dawn of connected commerce

Bhairav Trivedi, CEO, **Network International**

10.20 Speed networking

DESIGN AND TOUCHPOINTS

11.00 **PANEL Death of the bank branch?**

- Do we need bank branches in the digital age?
- Reshaping branch networks and front line roles
- Expanding your face to face services
- Digitising the bank employee: online video, video tellers and video banking
- Offering a new level of personalisation with beacons
- Competing with the offerings of nonbanks and Fintech innovators

Rodrigo Kuri, Managing Director, Bank of the Future, **Santander**
Suvo Sarkar, SVP & Group Head – Retail Banking & Wealth Management, **Emirates NBD**
Suvrat Saigal, Managing Director and Head of Global Retail, **NBAD**
David Power, Group Chief Retail & Private Banking Officer, **Kuwait Finance House**
Chris Zaske, Global Vice President, Strategic Operations, **Verint Systems**

11.30 **Mobile first design**

- Designing a mobile-first agenda: building for mobile, don't adapt, anticipate
- Creating the bleeding edge of customer experience management with advanced contextual design
- Being relational and emotional: enhancing interpersonal relationships to boost engagement
- Infusing non-bank technologies into the mainstream

Jin Zwicky, VP Experience and Design, **OCBC Bank**

11.50 **Direct banks: the revolution, the threat, the inspiration**

- Competing with digital-only banks that are born to be more efficient at driving customers to channels
- Transforming legacy systems, operational processes and branches to contend
- Offering omnichannel customer engagement models
- Driving innovation through Fintech partnerships and acquisitions to win back consumers

Asil Okan, Director of Direct Banking, **Odeabank**

12.10 **CASE STUDY The ultimate mobile banking app**

- Ensuring mobile banking doesn't feel like a financial service
- Withdrawing cash using only a mobile device
- Developing in-house v's utilising a solution provider
- Providing an interface that anticipates the customer's needs
- Guaranteeing significant customer uptake with increased usability

Sponsor this session and co-present with a banking client

12.30 ROUNDTABLES

- Stepping up security for the mobile world
Tim Phipps, Vice President Product Marketing, **HID Global**
- The changing shape of risk management in the digital world
- Market to a 'segment of one' to boost engagement

13.10 Networking lunch

REIMAGINING PRODUCT

14.20 **PANEL Fintech 2.0**

- Where do banks stand with the influx of non-bank product providers?
- Competing with continued opposition from the fringe of the industry: alternative lenders, remittances, transfers, crowdfunding and personal funding providers
- Collaboration between banks and start-ups: launching a reboot for financial services
- The \$80bn opportunity: integrating blockchain technology
- Launching an innovation arm to keep up with the start-ups
- Employing a new type of banker

Fraz Chishti, Chief Innovation Officer, **Noor Bank**
Aref Al-Ramli, VP, Head of Electronic Banking & Innovation, **Mashreq**
Saeid Hejazi, CEO & Founder, **Wally.me**
Paul Boots, COO, **Beehive**

14.50 **Crowdfunding**

- Global growth, success and potential
- Barriers and opportunities
- How will it affect banks?
- The rise of alternative lending
- Combining blockchain technology and equity crowdfunding for digital-based equity crowdfunding
- Industry consolidation: will banks acquire disruptors?

Paul Boots, COO, **Beehive**

15.10 **Harnessing the power of Blockchain**

- How can banks adapt the technology?
- Allowing consumers and suppliers to connect directly and form online networks, removing the need for middlemen
- Overhauling existing banking infrastructure, speed settlements and streamline stock exchanges
- Using the technology to increase speed and cut costs in finance
- Cutting out inefficient banking intermediaries to save billions for consumers and the financial services industry

Ola Doudin, CEO & Founder, **BitOasis**

15.20 **Services of the future: lending**

- Can P2P lending become widespread and universally accepted?
- Competing with non-banks who are quickly and effectively providing small value loans
- Ensuring you serve your customers in a wide range of lending segments
- Evaluating the current sustainability of disruptors within difficult regulatory environments
- Managing credit risk with predictive analytics and providing borrowers with personalised rates
- Lending via mobile apps to target millennials

Enquire now to sponsor session

16.00 ROUNDTABLES

- Investing in customer loyalty: align your business priorities with customer priorities
- The future of ATMs: evolving into a 'one-stop-bank'
- Preparing for the worst: backup and recovery solutions for the digital bank

16.30 Networking lunch

DESIGN, INNOVATE, CONNECT

17.00

Designing the smart bank

- Embracing an innovation culture to reinvent payments and financial services
- Imagining the bank of the future
- How can legacy banks sit at the forefront of innovation?
- Introducing human-centered design, design thinking and new creation models
- Taking risks and responding to the market
- How to partner with Fintech disruptors

Derek White, Global Chief Design & Digital Officer, **Barclays** & London Technology Advisor to the **Mayor of London**

17.20

PANEL Mobile services for the underserved

- How to bridge the gap in financial and government services
- Financial inclusion: integrating evolving technologies to transform services
- Understanding the geographies that can move quicker than others
- Promoting interoperability among banks, governments, mobile operators, start-ups and payment operators
- Utilising tokenization to boost customer confidence
- Manual v QR v HCE: how to provide technology that is widely accepted

MODERATOR: Prof. Jonas Hedman, Associate Professor, **Copenhagen Business School**, Expert on Cashless Society and Future Payments

Faiq Sadiq, Group Head of Payment Services, **Habib Bank Limited**

Brad van Leeuwen, Chief Partnerships Officer, **dopay**

Dr. Hasan Alkhatib, CTO, **International Smart Card**

17.40

Maximising on mobile

- Where have we been going wrong?
- How to be better than plastic: don't simply digitalise the card, personalise and utilise location data
- Appreciating the danger of customer data
- Providing multiple brands and services inclusive of non-payments and personal finance services
- Making mobile payments and banking a lifestyle to achieve mass adoption
- Designing to fit the customer so no interaction is required

Enquire now to sponsor session

18.00

Close of day one

19.30

6th annual Smart Card & Payments Awards at the Armani Hotel, Downtown Dubai

BOOK NOW FOR BEST RATES

www.terrapinn.com/fbme2016

THE ULTRA-CONNECTED AND SOCIALLY SAVVY CUSTOMER

09.00

The connected contextual customer journey

- Amazing your customers: give them what they want, when they want it, how they want it
- Viewing the customer journey as one fluid movement, free of channel restrictions
- Providing contextually relevant interactions throughout the journey
- Gaining a deeper understanding of the customer and farm those insights
- Recognising the power of data and the fine line between ultra-convenience and privacy
- Eliminating customer confusion, remove inefficiencies and reduce costs

Sucharita Mulpuru, Vice President, principal analyst, **Forrester Research**, author, 'The State of Retailing Online'

09.30

Predictive analytics

- Applying regression and data mining models on existing data to draw highly accurate statistical inferences about expected future behaviour
- Applying advanced data analytics and machine learning to revolutionise your business
- Recommending the next best actions; reducing error in what would otherwise be prone to human judgement
- Data mining: sifting through large quantities of information on customer's buying patterns to create timely and compelling offers
- Influence every imaginable variable that impacts a customer's decision to transact

Mark van Rijmenam, Best-Selling Author, 'Think Bigger - Developing a Successful Big Data Strategy for Your Business' and 'top global Big Data influencer'

10.00

Millennials: the digital natives, the big opportunity

- Serving the heightened expectation of the connected and demanding consumer
- How to win over socially-conscious and less brand-loyal consumers
- Increasing the speed of service
- Generating content, social and digital media that drives millennial brand loyalty
- Hyper-relevancy: how to create tailored content to their individual interests

Enquire now to sponsor this keynote session

10.20

Networking break

SECURITY, FRAUD AND REGULATION

11.00

Digital security

- Guaranteeing security remains paramount in banking
- Transforming authentication so it is no longer the primary reason for mobile fraud
- Taking a closer look at identity and authentication in mobile banking apps
- Becoming the bleeding edge of innovation and be secure
- Do banks need to be second in line to allow for error?
- Progressing partnerships to better solve the problem

Abdulrahman Alonaizan, CIO, **Arab National Bank**

11.20

INTERVIEW Regulation in the age of Fintech

- Are regulators restricting bank innovation?
- Endorsing competition and nurturing innovation to better the customer experience
- Developing regulation to defend consumer rights while advancing security
- How can banks increase costs for stakeholders but create opportunities for innovators?
- The impact on traditional value chains and bank revenue
- New opportunities for innovative banks, non-banks and start-ups

MODERATOR: **Robert Cartneidge**, Global Head of Cards and Payments, **Locke Lord**

11.40

Big data analytics and fraud detection

- Using big data to analyse and detect fraud trends in a mobile-enabled world
- Preventing and predicting fraud in real time without affecting the experience of the customer
- Securely housing information in the cloud
- Making it economically and technically feasible to analyse all of the signals required to detect fraud
- Analysing past failures of data to forecast and handle uncertainty

Minakshi Srivastava, Vice President, **Bank of America**

12.20

Biometrics

- Moving biometric authentication into the main stream
- Fingerprints, retina scanning, voice and face recognition in-branch and on mobile
- Preventing data breaches
- Enhancing security against fraudsters
- Opening an account without a visit to the branch
- Accommodating anonymity v's the consumer experience of the future

Enquire now to sponsor session

12.20

ROUNDTABLES

- Repositioning customer engagement in a world of branchless banking
- Transforming your core banking systems: adopt a customer-centric next-generation model
- Leveraging social media platforms to acquire and retain new and existing customers

13.00

Networking lunch

THE DIGITAL FUTURE

14.20

Digital natives: your customer of the future

- Are banks missing the mark with millennials?
- Creating offerings that are as transparent as possible
- Taking a comprehensive and interactive approach to educate the consumer
- Utilising all enterprise data available to advance commercial banking
- Ensuring relevance with social, mobile, data and location

Ali Alomran, DGM, Technology Services, **Arab National Bank**

14.40

Beyond omnichannel banking

- Continuing to deploy and develop digital channels to provide the ultimate service
- Connecting with customers on an emotional level, regardless of channel
- Social interactions: reaching the customer with the right digital message
- Predicting consumer needs and providing an advisory role
- Establishing a digital ecosystem around consumer data

Dr. Haroun Dharsey, SVP Head of Technology & Projects, **Dubai Islamic Bank**

15.00

Increasing brand engagement and loyalty

- Ensuring your customers are gripped by your brand at every touch-point along the customer journey
- Creating the best understanding of the customer and the customer's context
- Driving real-time interactions and engagement
- Structuring your business around meaningful, emotion-driven marketing material
- Developing a customer centric business model
- Empowering the workforce: igniting employees as digital evangelists

Aly Mustansir, Chief Marketing Officer, **Bank Alfalah**

15.20

Heightened use of customer insight and data

- Using customer analytics to drive contextual experiences and your business decisions
- Understanding who your MVCs (Most Valuable Customers) are and what they want
- Using demographics, behavioural patterns and life preferences data to provide targeted offers
- Anticipating customer satisfaction and taking proactive measures to reduce unhappy customers
- Combatting fraud and security breaches while increasing efficiency

Enquire now to sponsor session

15.40

ROUNDTABLES

- Advancing and automating loan services for cost-efficiency
- Launching an innovation arm: in-house v vendor services

16.20

Close of conference

“

A great show! We came back with great opportunities and services to explore.

”

Gulf Bank of Kuwait

NETWORKING

No other banking event creates a show entirely around making sure you meet the right people to grow your business. We attract the most senior representatives from banks, telecom operators, Fintech companies and the rest of the financial ecosystem from across the Middle East, Africa, the Indian Subcontinent and Central Asia.

Combine this with hours of networking opportunities built into the agenda and we've created the perfect formula for you to make the connections which will drive performance in 2016 and beyond.

ROUNDTABLES

Where else can you sit down with CxOs from banks, telecom operators, Fintech companies and the rest of the financial ecosystem? These interactive sessions are designed to introduce the strategy, techniques and technologies being implemented to succeed in an unsure future.

VIP PROGRAM

Each year we host CxO bankers from across the region to the conference. Hundreds of VIPs attend, making Future Bank the best attended banking event around.

SPEED NETWORKING

With hundreds of potential customers to meet, swap business cards every 3 minutes until you've managed to meet everyone in the room. Quick, efficient and fun, speed networking is great opportunity to establish valuable relationships in a crowd of potential.

NETWORKING PLATFORM

Take control of your time at the show by proactively contacting fellow attendees and arranging meetings in advance with our online platform. With an inbuilt matchmaking feature, it's easier than ever to find who you need to meet at the show and pre-arrange those vital meetings.

SMART CARD AND PAYMENTS AWARDS GALA DINNER

After a whirlwind first day at Future Bank, what better way to reinforce the new relationships you make than at an unforgettable evening filled with exquisite food, fantastic entertainment inside the world famous Burj Khalifa.

DO YOU QUALIFY FOR THE VIP PROGRAM?

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WORKSHOPS 30 MAY 2016

PRE-EVENT WORKSHOPS | 10.00 - 16.00

EVERYTHING YOU EVER WANTED TO KNOW ABOUT "OMNICHANNEL RETAILING"

SUMMARY

Omnichannel retailing is one of the most talked about developments in the retail world today. What does it really mean? Why is it important? Who is doing it well? Participants will be presented data on the nuances of omnichannel investments, where the biggest opportunities lie, and what pitfalls to avoid.

4 TOP LEARNING OBJECTIVES

1. Understanding the various areas of omnichannel retailing
2. Learning about the best practices in omnichannel fulfilment
3. Discussing mobile as an omnichannel catalyst
4. Understanding the ROI of omnichannel investments

YOUR AGENDA

10.00-11.00 Overview of omnichannel

- What is omnichannel and where are retailers investing specifically?
- How does omnichannel relate to other digital investments?

11.00-11.30 Networking break

11.30- 12.30 Omnichannel fulfilment deep dive

- Current areas of omnichannel fulfilment
- Store operations and inventory issues.

12.30-13.30 Lunch

13.30-14.30 The digital store

- A discussion of digital innovation that helps stores connect with their best shoppers
- Drive incrementality

14.30-15.00 Networking break

15.00-16.00 The mobile omnichannel opportunity

- A discussion of mobile devices in stores
- Use cases for both customers and sales associates.



YOUR HOST
Sucharita Mulpuru, Vice President, principal analyst, **Forrester Research** and author, **'The State of Retailing Online.'**

ENCHANTING OBJECTS: INTERNET OF THINGS

SUMMARY

The world of Internet-connected-everything has arrived. Learn about the impact of this massive change in how we interact with technology and what it means for product design, pricing, distribution channels, partnerships strategy, and more.

4 TOP LEARNING OBJECTIVES

1. Understanding how the world of product design and service design are merging
2. Discussing design tradeoffs between price, miniaturization, battery life, and encryption/security protocols
3. Exploring new business models enabled by connectivity
4. Developing crowd-funding and strategic partnership deals for going-to-market with IOT at scale

YOUR AGENDA

10.00-11.00 What will you enchant?

- Psychology first: Learning from myths and fairy tales about latent human drives
- Pairing objects with services. What's the best match?

11.00-11.30 Networking break

11.30-12.30 IOT Ecosystem survey of Apple, Amazon, Google, Samsung, and the unicorns

- Design tradeoffs for power, interoperability, and modularity
- Playing nicely with other hubs and ecosystems

12.30-13.30 Lunch

13.30-14.30 How will your Enchanted Object be priced and distributed?

- Freemium models for objects
- Partnering for distribution, brand, and scale

14.30-15.00 Networking break

15.00-16.00 Crowdfunding and go-to-market strategies

- The craft of Kickstarting
- Self-revealing feature roadmaps



YOUR HOST
David Rose, award-winning entrepreneur, author of **'Enchanted Objects'** and instructor, **MIT**

DIGITAL BANKING WORKSHOP

SUMMARY

As digital technology rapidly evolves, today's consumers have higher expectation from financial services and have more choices in meeting their banking needs through non-financial partners. This workshop aims to provide principles and tools in building a meaningful digital bank and to share the real-life examples of how one of the largest banks in South East Asia has built design capabilities to achieve a competitive advantage.

4 TOP LEARNING OBJECTIVES

1. Better understanding the set-up of a digital bank
2. Creating a customer-centric approach
3. Using design to drive digital innovation and adoption
4. Adding value to your business

YOUR AGENDA

10.00-11.00 Define digital banking for your organisation

- What 'digital' is and what it is not
- Principles for the digital bank

11.00-11.30 Networking break

11.30- 12.30 How to create a customer-centric approach

- Introducing human-centered design, design thinking and new creation models
- Digitising the bank employee: online video, video tellers and video banking

12.30- 13.30 Lunch

13.30- 14.30 Cultivate design as your innovation capability

- Design as a noun, design as a verb
- Why design matters in building digital banking
- Design process and tool

14.30-15.00 Networking break

15.00-16.00 Delight your customers and reap the bottom line results

- Case study: Simplicity in everyday banking
- Case study: Digital personality in wealth management experience



YOUR HOST
Jin Zwicky, VP Experience and Design, **OCBC Bank**

WORKSHOPS 2 JUNE 2016

POST-EVENT WORKSHOPS | 10.00 - 16.00

SOCIAL MEDIA FOR BRANDS

SUMMARY

During this session attendees journey with us through a brief the history of media. The story will recount media starting with the printing press and resulting in our complex interactive world we have today. It concludes that our current version of the Internet contains all media within it (print, radio, movies, phone), and, more importantly, consumers of this media are now generators of media. This paradigm shift is essential for businesses and executives to succeed in social media.

4 TOP LEARNING OBJECTIVES

1. Understanding of the impact that social media has on business and their personal digital brand identity
2. Discussing how this can affect sales
3. Improving your business' Facebook, Twitter, Instagram and LinkedIn interactions
4. Examining the major pillars of your business and discussing how social media has changed them

YOUR AGENDA

10.00-11.00 Setting the stage for business in social media

- The key elements of a successful social media marketing plan
- How powerful and ubiquitous social media can be

11.00-11.30 Networking break

11.30-12.30 Social media fundamentals

- Social media hype vs. real world reality
- Making money for your organisation via social channels

12.30-13.30 Lunch

13.30-14.30 Brand advocates

- Spread your gospel faster than ever
- Detractors can damage your brand equity more expeditiously than ever

14.30-15.00 Networking break

15.00-16.00 What's next: the future of social media

- Content Marketing, geo-location networks, social media listening
- Adding emotion to your social media platforms and marketing



YOUR HOST
Christopher Dessi, CEO, Silverback Social, Best-selling author, **'Your World is Exploding: How Social Media is Changing Everything'**

BIG DATA

SUMMARY

Discover how to use big data to drive revenue and increase customer engagement. Learn how you can manage, analyse and use rapidly growing volumes of data, essential for all banks, telecom operators and retailers.

4 TOP LEARNING OBJECTIVES

1. Applying data mining models on existing data to predict customer's buying patterns to create timely and compelling offers
2. Applying advanced data analytics and machine learning to revolutionise your business
3. Influencing every imaginable variable that impacts a customer's decision
4. Securing your data

YOUR AGENDA

10.00-11.00 The big data revolution and its defining qualities

- From quantity to quality – big data as a new lens to understand reality
- More, messy, correlations – big data's core qualities

11.00-11.30 Networking break

11.30-12.00 The shift in the economic value of data

- The data iceberg – and the shift from using once to reusing often
- Changing business models based on data's true value

12.00-13.00 Networking lunch

13.00-14.00 Preparing your organisation for predictive analytics

- Ingredients for predictive analytics: expertise, data, mind-set and how to get it
- The role of experts in organisations (and value chains)

14.30-15.00 Networking break

15.00-16.00 User trust – data's biggest challenge and how to handle it

- Why user trust is central and how it is vulnerable
- Strategies to create user trust, and to maintain it



YOUR HOST
Mark van Rijmenam, Best-Selling Author, **'Think Bigger - Developing a Successful Big Data Strategy for Your Business'** and **'top global Big Data influencer'**

MOBILE PAYMENTS

SUMMARY

This workshop will enable you to discover how mobile payments strategically fit and integrate to other products such as Mobile Wallets and Mobile Banking. It will also cover the possible strategic and business models for retailers and key technologies such as NFC, Bluetooth LE Beacons, QR codes and hybrid wallet models.

4 TOP LEARNING OBJECTIVES

1. Bringing mobile commerce to life and increasing customer engagement
2. Understanding the technologies at play
3. Changing consumer and merchant expectations to slot
4. Securing mobile payments and customer data

YOUR AGENDA

10.00-11.00 Knowing the market, segments and definitions of mobile payments

- Who are the big players and what is their hold on the market?
- Making mobile payments and banking a lifestyle to achieve mass adoption

11.00-11.30 Networking break

11.30-12.30 Mobile commerce, payments and retail

- Which technology will win?
- NFC, BLE beacons, QR codes and hybrid wallet models

12.30-13.30 Lunch

13.30-14.30 Protecting and securing mobile payments

- Appreciating the danger of customer data
- Solving the identification and authentication challenges

14.30-15.00 Networking break

15.00-16.00 The future of mPOS

- Lessons learned from existing mobile payments developments in emerging countries
- Revamping POS systems for the omnichannel customer



YOUR HOST
Christophe Vergne, Global Leader, Cards and Payments Centre of Excellence, **Capgemini**

ROUNDTABLES

Now's your chance to get really interactive. Simply pick one of our roundtable topics and join the debate. Numbers will be limited at each table, to ensure everybody gets their chance to participate in the discussion. Conquer your challenges, grab the opportunities and create the most efficient and customer-centric bank.

Workshops take place Tuesday 31st May at 12:30 and 15:40 and Wednesday 1st June at 12:20 and 16:00.

	The changing shape of risk management in the digital world	1
2	Market to a 'segment of one' to boost engagement	
	Stepping up security for the mobile world	3
4	Investing in customer loyalty: align your business priorities with customer priorities	
	The future of ATMs: evolving into a 'one-stop-bank'	5
6	Preparing for the worst: backup and recovery solutions for the digital bank	
	Repositioning customer engagement in a world of branchless banking	7
8	Transforming your core banking systems: adopt a customer-centric next-generation model	
	Leveraging social media platforms to acquire and retain new and existing customers	9
10	Advancing and automating loan services for cost-efficiency	
	Launching an innovation arm: in-house v vendor services	11
12	Compete and succeed against web and mobile only banks	

WHAT'S NEW FOR 2016?

The Middle East is fast emerging as a hub for innovation, with new start-ups and new products launching on a near daily basis to innovate the entire banking process.

Future Bank Middle East is the region's stage of innovation and new product launches. We are always looking for better ways to feature innovation and champion disruption. This year we bring you the Fintech pavillion, Blockchain pavilion and the Launch Pad.

FINTECH PAVILION

There has never been a time of greater innovation in the payments and banking space, with new and exciting companies re-inventing the financial services space.

Visit our Fintech pavilion to meet the very best of local and international Fintech start-ups revolutionising and re-thinking the way we do business.

BLOCKCHAIN PAVILION

Your one stop shop to get the low down on blockchain, the technology underpinning bitcoin that is set to revolutionise the industry and fundamentally change banking.

Visit our dedicated pavilion where you will meet the international and local experts who are taking blockchain mainstream.

LAUNCHPAD

This is where genuine innovation is showcased as the latest products and services never before seen in the Middle East are unleashed.

A quick-fire series of 10 minute live demonstrations and product launches on the exhibition floor. This the place where the freshest start-ups launch alongside the biggest market players in front of an audience of press and prospective buyers.

LIVE TV

Hear live interviews with the big industry game changers. They will share the best, biggest or boldest ideas on transforming banking. Take a seat and take onboard forward-thinking ideas that will shape up the industry in 2016 and beyond.

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SPONSORSHIP OPPORTUNITIES

YOU SHOULD SPONSOR FUTURE BANK MIDDLE EAST 2016 BECAUSE:

- You see the opportunity in the region and the growth of the market
- Your sales force is in need of high quality, decision making leads
- You need to educate your market about the possibilities created by your product or service
- You want to motivate senior business executives to grow their investment in technology and services

Does this sound familiar?

If so, call **Nish** on **+971 (0)4 440 2526**

If you're tired of splitting your budget, and your time, across a wide array of events to cover your full marketplace offering.

If you're tired of unproductive meetings with 'influencers' and 'researchers' when in fact you want to be face- to-face with the decision maker.

If you see the opportunity to engage with an event that showcases the heart of the payments industry.

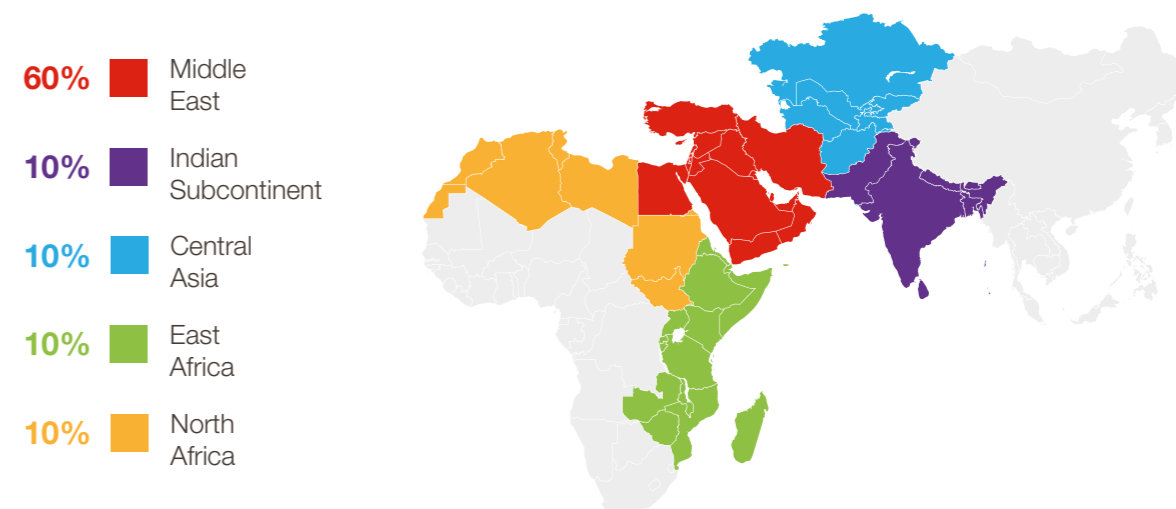
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Future Bank Middle East is the benchmark for doing business when it comes to sitting down with the biggest buyers of your solutions.

Big data and analytics	Cloud and IT infrastructure	FUTUREBANK <small>MIDDLE EAST 2016</small>	CRM and loyalty	Security, verification and authentication
Mobile banking applications	In branch and self-service technologies	Social media and digital marketing	IoT and contextual technologies	Systems integrators
Management consultants and advisory	Cash management	P2P lenders	Payment systems	Fintech

WHO WILL YOU MEET?

GEOS

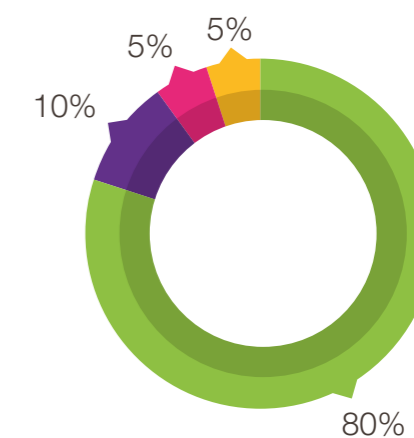


JOB TITLES

Heads of Retail Banking	Heads of Cards & Payments	Heads of Operations & Strategy
Heads of Channels	Heads of Loyalty & Marketing	Heads of IT
Heads of Digital & Mobile	Heads of Risk, Security & Fraud	Heads of Procurement

INDUSTRY

- Retail Banks
- Fintech
- Central Banks and Market Regulators
- Telecom Operators



“

You keep raising the bar and exceeding expectations.

”

National Bank of Kuwait



WHY SPONSOR

THOUGHT LEADERSHIP PRESENTATIONS

Deliver your message as a thought leader on a chosen topic to a room of up to 150 senior retail banking executives.

CASE STUDY PRESENTATIONS

Showcase your best customer case study to establish awareness and viability to a room full of prospects.

ON FLOOR SEMINARS

Demonstrate your technology as part of our on floor seminar, allow visitors to understand the full scope of benefits your product can offer them.

ROUNDTABLES

Host a roundtable of up to 15 industry professionals around a key topic. The format is a really powerful forum to meet qualified, self-selected attendees to debate a problem they have, that you can solve.

PANEL DISCUSSIONS

Join banking executives in key panel discussions highlighting challenges and innovative solutions.

BRANDING

We are already marketing the event. The sooner you join the more exposure you will get, via our website and other digital channels, print media and online community.

LEAD GENERATION

This is a digital inbound marketing program that uses social marketing and CRM to create awareness for your product or services. It allows you to generate leads that you can add to your sales pipeline.

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Package / benefits	Silver	Gold	Platinum	Title
Content and thought leadership benefits				
Keynote speaking slot				1
Conference speaking slot		1	1	1
Host a round table	1	1 (or a panel)	1	2
Seminar speaking slot	1	1	2	2
90 Minute workshop			(On application)	1
Launch pad slot	(On application)	(On application)	(On application)	(On application)
Lead generation benefits				
3 Minutes 3 big ideas video content			1	1
Invitation to contribute to the event e-book		1	1	1
Inclusion in a monthly community e-newsletter		1	1	1
Solo content email shot	1	1	2	2
Branding and profiling benefits				
Priority logo positioning on event promotions	Silver level	Gold level	Platinum level	Yes
Website listing - profile and logo	Yes	Yes	Yes	Yes
Visitor show guide listing - logo	Yes	Yes	Yes	Yes
Visitor show guide listing - profile	50 Words	100 Words	250 Words	250 Words
Visitor show guide - advert	1/4 Page	1/2 Page	1 Page	1 Page
Delegate documentation - advert/whitepaper		Yes	Yes	Yes
Networking benefits				
VIP passes for your executives / clients	2	4	10	10
Pre-arranged meetings with buyers	3	6	10	15
Use of networking app	Yes	Yes	Yes	Yes
Exhibition stand space	36 m ²	48 m ²	64 m ²	64+ m ²
Investment required (usd)	\$35'000	\$45'000	\$75'000	\$175'000

**Bespoke sponsorships and bolt-ons available on request

JOIN US IN 2016!

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	BOOK BEFORE 11 MAR	2425	1640
4 DAY PASS	FINAL PRICE	3405	2300
	BOOK BEFORE 11 MAR	2785	1885

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PRACTICAL INFO

VENUE

Sheikh Saeed Halls 5 - 8

Dubai International Convention and Exhibition Centre, Dubai, UAE

DATES

Conference and exhibition 31 May - 1 June 2016

GovPay Summit 30 May 2016

Workshops 30 May 2016

Workshops 2 June 2016

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	BOOK BEFORE 22 APR	1995	1350
3 DAY PASS	FINAL PRICE	2965	1820
	BOOK BEFORE 22 APR	2695	1640
4 DAY PASS	FINAL PRICE	3405	2300
	BOOK BEFORE 22 APR	3095	2090

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2 DAY PASS	FINAL PRICE	2195	1485
	BOOK BEFORE 13 MAY	2095	1415
3 DAY PASS	FINAL PRICE	2965	1820
	BOOK BEFORE 13 MAY	2830	1915
4 DAY PASS	FINAL PRICE	3405	2300
	BOOK BEFORE 13 MAY	3250	2195

Rates subject to 10% DTCM tax | All prices in USD



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