



Prepaid Summit: Middle East 2013 Conference & Awards Dinner

**Shangri-La Hotel, Dubai
17 April 2013**

PREPAID IN THE MIDDLE EAST: TURNING IDEAS INTO REALITY

In the UAE revenues for the prepaid industry are expected to reach \$18.4 billion by 2015

- KSA is set to see GDV of over \$17 billion by 2015
- Open loop prepaid programmes in the UAE are expected to see revenue growth is predicted to increase threefold in the next two years
- With systems like the Wages Protection System and the Dubai eGovernment initiative, GCC countries are starting to feel the full advantage of corporate prepaid.
- The region has become a hot-bed of innovation, with a number of mobile payments initiatives launching in recent years
- Prepaid programmes are supporting Dubai's role as a global business hub, with banks as diverse as Commercial Bank of Dubai and ICICI Bank looking to capture the market

Prepaid in the Middle East is reaching new levels of sophistication. More and more programmes are hitting the market, and the increasingly competitive environment is driving product innovation, exciting marketing initiatives.

Across the GCC consumer demand and regulation are shaping the industry, but opportunities continue to emerge – particularly for card issuer-processors who




Key themes for this year's event:

- The evolution of prepaid products
- Opportunities in corporate and remittance programmes
- Retail-issued cards, gift and reward programme
- How are consumers' expectations changing?
- Mobile payments – is the Middle East becoming a global innovation hot-spot?



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0830-0900	Welcome coffee & registration in the exhibition area	
SESSION 1	The position of prepaid in the Middle East: We have lift-off	Chair: James Ratcliff, VRL Financial News
09.00 – 09.10	Chairman's introduction	
09.10 – 09.30	Exclusive research: Remittance, mobile payments and corporate disbursements – Combining the three biggest opportunities for prepaid in the UAE	Francesco Burelli Partner Value Partners 
09.30– 10.00	Keynote Address: Prepaid opportunities in the Middle East	Scott Salmon Head of Prepaid, APCEMEA Visa Inc 
10.00 –10.20	Building a prepaid business case around consumer demand	Mohammed Al Mudharreb Director, Automated Fare Collection Dubai Roads & Transport Authority
10.20-1040	Case study: Building a targeted prepaid business case	Promoth Manghat Vice President - Global Operations UAE Exchange 
10.40-10.55	Roundtable discussion: Regulation – What do the proposed UAE Central Bank regulations mean for the industry? What are the threats and opportunities?	
10.55-11.25	Coffee break and networking	
SESSION 2	Mobile payments: the prepaid opportunity	Chair: James Ratcliff, VRL Financial News
11.25-11.45	Who is best placed to take payments innovation forward in the Middle East?	David Parker CEO Polymath Consulting
11.45-12.05	The GCC's unique travel card opportunity	Tariq Atiq Acting General Manager, Cards and E Banking Bank Muscat
12.05-12.25	Case study: Launching an effective mobile payments programme	Gituku Kirika Assistant General Manager, Products & Marketing Diamond Trust Bank
12.25-12.40	Roundtable discussion: What are the use-cases for m-payments in the Middle East? And can banks deliver?	
12.40-14.00	Lunch	



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SESSION 3	Prepaid in the retail environment	Chair: TBC
14.00-14.20	BIN sponsorship in the retail environment	Speaker TBC
14.20-14.40	Launching an effective open loop retail product	Speaker TBC
14.40-15.00	Roundtable discussion: Open- and closed loop – comparative business cases in the retail environment	
15.00-15.30	Coffee break and networking	
SESSION 4	The importance of marketing and product development	Chair: James Ratcliff VRL Financial News
15.30-16.05	Keynote address	Richard Bialek Director of Prepaid, CEMEA Visa Inc 
16.05 – 16.25	Case Study: bpaid – a star is born <ul style="list-style-type: none"> Context: background bpost and it's environment Launching bpaid, the prepaid card Lessons learned 	Jan Smets Director of Marketing & Customer Service Belgian Post Office 
16.25-16.45	Case study: Beyond cards - Building a consumer-focused prepaid solution	Sanjay Sethi Head of Cards Abu Dhabi Islamic Bank
16.45-17.20	Extended roundtable discussion: The audience's view: What have we learned at this year's Prepaid Summit Middle East?	
17.15-17.25	Chairman's wrap-up	
19.00	Drinks reception	
20.00-23.00	Gala Dinner and Prepaid Middle East Awards	

*Subject to final confirmation. VRL reserves the right to amend this agenda without notice.