

# Financial IT 2022 program

## FINANCIAL IT x DIGITAL TRANSFORMATION

### Expand your knowledge further!

The day after the event, our Digital Transformation 2022 conference will take place at the Marriott Hotel, Budapest. Register for both and get our one-time 25.000 HUF discount: enter the code FINKOMBDT25 in the comment field!

For more information on how to get the combined ticket, [click here](#).

## 8:00 - 8:30 Registration

### Section I. - Digital banking - International and digital competition of banks

Banks have recognised quickly and in time that everyone needs to get on the digitalisation super-train, but with the diversity of technologies, the volatility of the regulatory environment, and the day-to-day operational tasks to be solved, everyone is going their own way. In the meantime, the digital battle has become international; the stakes are high in this tense situation. Senior bank managers and top experts debate where and how to strengthen positions.

**Moderator: Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

### 08:30 - 08:35 Opening speech

Speaker:

**Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

**08:35 - 09:00 Fintech sector in the war-torn Ukraine - What will be the fate of the huge IT capacity?**

**Stage interview with the head of the Ukrainian Fintech Association (UAFinTech)**

Moderator: **Balázs Faluvégi**, senior elemző, Portfolio

Speaker:

**Rostyslav Dyuk**, Chairman of the Board, Ukrainian Association of FinTech and Innovation Companies (Online)

**09:00 - 09:20 How to get the right talent**

Speaker:

**Henning Soller**, Partner, McKinsey & Company (Online)

**09:20 - 09:40 Is there innovation without internal development?**

Speaker:

**István Patonai**, CTO, K&H Group

**09:40 - 10:30 Executive panel: Digital Incumbents, Superapps and Neobanks - Who Will Win the Contest?**

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

Conversation participants:

**Tamás Ákos**, Deputy CEO, CIB Bank

**Tamás Foltányi**, COO, Erste Bank

**András Kuhárszki**, Managing Director, Omnichannel Tribe, OTP Bank

**Balázs Vinnai**, elnöki főtanácsadó, Magyar Bankholding Zrt.

**10:30 - 11:00 Coffee break & Networking**

**Section II/A - Global banking trends and new technologies - ESG, AI, and cloud in banks**

Digitalisation has opened the world; global banking trends have reached Hungary as well: artificial intelligence has appeared in banks from cybersecurity to sales and customer relations, cloud solutions are spreading, the ESG trend is gaining ground, and the agile approach is thoroughly rewriting the former siloed organisational operation. What is happening in banks' IT departments?

**Moderator: Ádám Turzó**, Analyst, Portfolio

## **11:00 - 11:15 Reimagining Customer Engagement with AI-Driven CRM**

Speaker:

**Martin Stiller**, Presales Manager, SAS Institute

## **11:15 - 11:30 AI solutions in lending**

Speaker:

**Norbert Szabó**, Head of AI Division, ApPello

## **11:30 - 11:45 Presentation**

Speaker:

**Tibor Szpisják**, Managing Director, Hewlett Packard Enterprise

## **11:45 - 11:55 Panel introduction speech**

Speaker:

**Tamás Kórácz**, Partner, KPMG

## **11:55 - 12:40 Panel discussion: Innovative technology for business**

Moderator: **Tamás Kórácz**, Partner, KPMG

Conversation participants:

**József Abrán**, Presales manager, SAS Institute Kft.

**Péter Fáykiss**, igazgató, Magyar Nemzeti Bank

**Bálint Fischer**, Chief Business Development Officer, Dorsum

**József Nyíri**, Co-CEO, Finshape

**Roland Pecsénye**, Chief Digital and Operations Officer (CDOO), Magyar Bankholding

**Ibolya Sári**, Managing Director, OTP Bank

## **Section II/B - Asset monetisation and data-driven operations at financial institutions**

Banks have an incredible amount of structured and unstructured data. A big question is how to better exploit the potential of this enormous asset and improve sales and operational processes such as claims management or lending while developing the right data strategy.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

## **11:00 - 11:15 Digital identity, once and for all**

Speaker:

**Balázs Horváth**, Partner, senior consultant, Bancard Tanácsadó Kft.

### **11:15 - 11:30 Cost reduction with IBM's new Power 10 servers**

Speaker:

**Viktor Sebestény**, Systems Engineer, Inter-Computer-Informatika Zrt.

### **11:30 - 11:45 Data-driven decision making - Do not take risks if AI says it**

Speaker:

**Ádám Böszörményi**, Solution Sales Manager, Dun & Bradstreet

### **11:45 - 11:55 360 Degree Cyber Protection - RiskRecon**

Speaker:

**Máté Nemes**, Product Development Manager, Mastercard

### **11:55 - 12:40 Panel discussion: Use of data in banks - Limits and opportunities**

Moderator: **Balázs Horváth**, Partner, senior consultant, Bancard Tanácsadó Kft.

Conversation participants:

**Dr Krisztina Bárányos**, Director of Privacy, Smart Specialist Zrt.

**Gabriella Biró**, Head of the IT supervision department, Central Bank of Hungary

**Tamás Erni**, Managing Partner, Loxon

**Csaba Márton Galló**, ügyvezető igazgató, informatikai divízió, CIB Bank

**László Rácz**, Data Protection Expert, Data Protection Department, NAIH

## **12:30 - 13:30 Lunch break & Networking**

### **Section III/A - Payment trends**

A cashless Hungary is being built: AFR 2.0 is coming, i.e. the instant payment system is entering its next phase, card payments are growing at an unrelenting pace, the first BNPLs have appeared, and more and more forums suspect the possibility of introducing digital central bank money. What is happening in the payment sector?

**Moderator: Ádám Turzó**, Analyst, Portfolio

### **13:30 - 13:45 Payment Experience Report 3.0 - Life on the longtail from here and beyond**

Speaker:

**Péter Mondovics**, Marketing Manager, Mastercard

## **13:45 - 14:00 Central Bank Digital Currency - International Experience and Hungarian Plans**

Speaker:

**Zsolt Kuti**, monetáris politikáért, pénzügyi piaci és makrofinanszírozási elemzésekért felelős ügyvezető igazgató, Magyar Nemzeti Bank

## **14:00 - 14:40 Panel discussion: AFR 2.0, card payments and digital central bank money - What does the future hold?**

Moderator: **Ádám Turzó**, Analyst, Portfolio

Conversation participants:

**Lajos Bartha**, Managing Director, National Bank of Hungary

**Endre Eölyüs**, igazgató, Mastercard Europe

**Zsolt Selmeczi-Kovács**, CEO, GIRO

## **14:40 - 15:00 Coffee break & Networking**

### **Section III/B - Digital marketing workshop**

Digital bank is a buzzword for clients and partners, but digitalisation has rewritten marketing in other ways as well: nowadays, in addition to online banners and native articles, podcasts and social media campaigns, you also need to pay attention to the SEO aspects of digital presences. How does marketing work in banks, and how has the industry digitalised?

**Moderator: Márton Orosz**, tartalomfejlesztési igazgató, Portfolio Csoport

## **13:30 - 14:30 Panel discussion**

Moderator: **Márton Orosz**, tartalomfejlesztési igazgató, Portfolio Csoport

Conversation participants:

**Gabriella Csanak**, Marketing and Operations Lead, Microsoft Magyarország

**Dániel Dojcsák**, marketing communications director, Shiwaforce

**Piroska Pataky**, marketing igazgató, Magyar Bankholding Zrt.

**Réka Szalkai**, Director of Marketing, Mastercard

### **Section IV. - The Fintech sector in Hungary**

The first generation of fintech startups has grown up, and today there are already mature, profitable fintechs operating in Hungary. What can we learn from them, and what are the domestic market's characteristics? What do the

leaders of domestic success stories know?

**Moderator: Balázs Faluvégi**, senior elemző, Portfolio

**15:00 - 15:20 How to scale a Hungarian fintech company abroad?**

Speaker:

**Tamás Kádár**, CEO and Co-Founder, SEON

**15:20 - 15:35 Bank and fintech start-up collaboration - How do the two worlds become friends?**

Speaker:

**György Mudri**, CEO and co-founder, FintechX

**15:35 - 15:50 Digital customer identification and remote contracting - with qualified electronic signature by Infocert**

Speaker:

**Zsolt Dunai**, Head of Digital Marketing and Customer Experience, CIB Bank Zrt.

**15:50 - 16:40 Panel discussion: Fintech Success Stories in Hungary - Is there a secret recipe?**

Moderator: **Balázs Faluvégi**, senior elemző, Portfolio

Conversation participants:

**Georgios Arvithis**, Finance, Managing Director, SaltPay

**Bálint Fischer**, Chief Business Development Officer, Dorsum

**Tamás Kádár**, CEO and Co-Founder, SEON

**József Nyíri**, Co-CEO, Finshape

**16:40 - 16:45 Closing remarks**

**Reception on the terrace and networking**

After a day of thought-provoking discussions, guests are invited to stay for a drink and continue networking in a more informal setting.

