

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, Director, Digitalization Directorate, Central Bank of Hungary (Magyar Nemzeti Bank, MNB)

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.

