## REGULATION & TREND - Invitation Only
The Top Leaders of Banking and Finance: Confrontation between Regulators and Disruptors about Trend, Risks and Opportunities in these sectors

**BIG TECH, digital unicorns and credit: What are the spaces that will remain in banks?**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tr>
<td>14:00</td>
<td>Welcome Coffee and Registration</td>
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<tr>
<td>14:30</td>
<td>Opening by the moderator</td>
<td>Andrea Cabrini - Managing Editor Class CNBC</td>
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<tr>
<td>14:35</td>
<td>The evolution of a new offer coming from technology</td>
<td>Gaetano Correnti - Partner Nolan, Norton Italia - KPMG Advisory</td>
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<tr>
<td>14:45</td>
<td>Introduction</td>
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<td>Big Tech to the assault of the new financial services: the new banks’ game</td>
<td>Jekaterina Govina - Counsellor to the Board Member Lietuvos bankas</td>
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<td>Mauro Bombacigno - Head of Corporate Engagement BNP Paribas</td>
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<tr>
<td>15:05</td>
<td>The path to Open banking: what are the changes for consumers and banks?</td>
<td>Paola Papanicolaou - Group Head of Innovation Intesa Sanpaolo</td>
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<tr>
<td>15:15</td>
<td>Keynote Speech</td>
<td>PSD2 a year and a half later: what are the financial implementing regulations? What are the consequences?</td>
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Round Table
How banks can use the digitalization? – the challenges of the ancestral sector under the pressure of digital players, Fintechs and mutable expectations

- What are the opportunities in the collaboration with Fintech Universe?
- What are the strategies to applicate? Simplicity – transparency – pay per use
- From e-money and credit card to direct management of payment systems

- Roberto Amisano - Head of Business Development and Strategic Partnerships UniCredit
- Luca Gasparini - Chief Business Officer Iccrea Banca
- Piergiorgio Grossi - Chief Innovation Officer Credem Banca
- Luca Vanetti - Digital e Omnichannel Banking Manager BANCO BPM

Moderation by care:
- Gaetano Correnti - Partner Nolan, Norton Italia - KPMG Advisory

Keynote Interview
Fintegration is a possible way to win the challenge, isn't it?

- Collaboration to innovate, promotion of territorial development, encouragement of the connection with excellences and creation of a Start – ups’ ecosystem, corporate partners
- Accelerators and incubators, what are the differences?

- Gabriella Scapicchio - Mayor Le Village by CA Milano Agos - Crédit-Agricole Corporate

16:45 Q&A Session

17:15 Closure by the Chairman

Networking Cocktail
17.30-18.30

Ask the bid for “Invitation Only”

18:30 Fill the form and ask your invitation for 30th September

Fill the form clicking here
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>08:30</td>
<td>Participants’ registration</td>
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<tr>
<td>09:00</td>
<td>Opening by IKN</td>
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<td>09:05</td>
<td>Introduction by Chairman: What will be the model for the banks in 2020 in an open ecosystem?</td>
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<td>09:15</td>
<td>Keynote Panel: When country Bank and System meet each other: How to trace the road for digital innovation through AGID and Illimity Bank’s suggestions</td>
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<td>- Non - performing loan, credit to SMEs and high technology (data analytics, machine learning, Artificial Intelligence): the digital transformation for Illimity</td>
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<td>- AGID point of view: how to facilitate and simplify processes towards digitalization? What are the challenges in the next two years to help the innovation and economic growth?</td>
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<td>- Stefano Arbia – SPID Manager and Accreditation Service AGID - Agenzia per l'Italia Digitale</td>
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<td>- Carlo Panella - Chief Direct Banking, Digital and Operations Officer Illimity Bank</td>
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<td>09:45</td>
<td>Opening remarks “Invitation Only: REGULATION &amp; TREND”</td>
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<td>10:00</td>
<td>Round Table: Will they still call us “Bank”?</td>
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<td>- What is the digital cultural level in Italian banks? What are the resistances against reskilling? How can we manage employees’ transaction?</td>
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<td>- New operational models to customer approach: physical, virtual and “hybrid”</td>
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<td>- The bank as “hub” service to manage the relations “value added”: what are the limits?</td>
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<td>- How we can Interface with Fintech, service companies and BIG TECH?</td>
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<td>- Salvatore Borgese - Managing Director Banca 5</td>
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<td>- Matteo Rossanigo - Head of Group Organization Sella</td>
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<td>- Antonio Fratta Pasini – Head of Central Marketing and Communication Chebanca!</td>
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<td>- Andrea Isola - General Manager N26</td>
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<td>- Angela Gemma - Chief Digital Officer Deutsche Bank</td>
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Panel Discussion
Bank as a Platform: new models of revenue generation
• Where is Banking after the introduction of the PSD2? Which perspectives? Which difficulties?
• How to interface in a competitive ecosystem? What are the opportunities of open banking?
• A digital revolution via Artificial Intelligence, IoTs, Cloud, Big Data and Fintech

• Andrea Coppini - Digital Innovation Manager and Multichannel Iccrea Banca
• Giancarlo Esposito - Head of Payments and Domestic Cash Management Intesa Sanpaolo

Coffee & Networking Break
11.15-11.50

Digital Transformation
A strategic process to control operational risks and increase security and response speed

11:50 Panel
Open API and Legacy Modernization to accelerate business
• How to decrease costs and manage the transformation in traditional bank?
• Customer interaction and digital identification.....how can technology support change?
• Which risks and which costs? - How to manage failure
• Internet of Thinking.... Which application for interaction and permeability?

• Michele Russo - Chief Enterprise Architecture & Technology Innovation IBL Banca
• Alessandro Giacometti – Digital Area Manager and Physical Banking Banca Monte dei Paschi di Siena

12:20 Panel
The Hybrid Model VS Cloud Native?
• What impacts on compliance, security and legality?
• Digital Trasformation: Bank’s innovation towards Cloud
• Cloud is ready for banks, but are banks ready for cloud?

• Giuseppe Coiro – Information System Development Manager Gruppo Banca Popolare di Bari
• Enrico Ugoletti - Head of IT Governance, Architecture, Data & Security Ubi Banca

12:50 Case History
Digital Transformation in Banking system: new modalities of project management
• How to manage multi-years projects through the use of new working modalities? – AGILE System
• New professional actors connected with digital innovative methodologies: the role of Digital Business Partner

• Stefano Bortolamei - Executive Director - Head of Digital Business Partner Governance Area Intesa San Paolo

13:00 Workshop
Interactive Workshop endorsed by Aruba

Customer Engagement for Retention and New customer Development
Round Table
Which tools to enhance customer relationship?
How should models evolve? New “touch point” systems to get a real omnichannel offer
How to manage loyalty by digital tools?

- Gianluca Contis – Digital Bank Manager Credito Valtellinese
- Giacomo Pula - Planning & Performance Manager ICCREA BANCA
- Claudio Susca - Responsabile Strategic Marketing and Innovation Unipol Banca

Chairman
- Luca Gualtieri - Financial Editor MF-Milano Finanza

Case History
A new voice for Banks: Voice Authentication – Technology speech to text of Webank Mobile App

- Stefano Cioffi - Digital Sales Manager and Omnichannel Solutions Banco BPM

Panel Discussion
- Models to overcome Corporate “Digital Divide” and to realize technology adoption
- Which technologies to develop customer experience?

- Stefano Colasanti - Head of Marketing, Innovation Projects Planning & Budget BNL Gruppo BNP Paribas
- Alessandra Scotton - Managing Director Iama Consulting
- Enrico Giancoli - Marketing Manager and Business Intelligence Iccrea Banca

Networking Lunch
13.15-14.00

Guided Tour of the Future Branch
14.00-14.40

Cyber Risk & Data
Organizational models and technology of security. What is the value of a lost information?

Panel
The Morphology of IT Risk: how to manage it and protect ourselves

- How to manage risks to guarantee the security of the system in compliance, security and commercial area?
- What is the morphology of IT risk?
- How to insure it? What is the value of a lost information?
- IA and Cyber: forecast and identification of threats and cyber-attacks in a more efficient way. What are internal risks? How to protect algorithms from external attacks? Which consequences if the algorithm is damaged?

- Riccardo Riccobene - CISO Italy Deutsche Bank
- Giampiero Raschetti - Chief Information Security Officer – CISO Banca Popolare di Sondrio
Interactive Table

**Simulation of a Cyber Attack – a security paradigm to use**

3 interactive tables with 3 strategies to prevent and face an IT attack

14.45 Keynote: Cybercrime, Cyber Espionage and Data Breach: Three main attack paradigms to defend yourself from

14.55 Kick-off of Working Tables: We are under attacks: What do we have to do?

15.00 Simulation of Cyber Crisis: Opening activity of Group Working

15.30 Presentation of work results made by WT

15.40 Analysis of works made by tables

- **Raoul Chiesa** - ICT Security Senior Expert Visionary Entrepreneur, Cybersecurity Adviser and CyberGlobetrotter
- **Fabrizio Cirilli** - Owner & CEO PDCA
- **Selene Giupponi** - Vice President & Head of Digital Forensics Unit Security Brokers
- **Gianna Detoni** - President & Founder Panta Ray

**Costs and Opportunities of Big Data, Analytics and Machine Learning**

14:15 Panel

**Cognitive&Machine Learning: what is the real use in banking sector?**

- What are the enabling factors to apply the new tools of Advanced Analytics, Artificial Intelligence, Machine Learning and robotics?
- Real cases to optimize business processes
- What are the impacts of the application of a Cognitive Credit process?
- Which banking role will manage the change?

- **Matteo Gianni** - Head of Customer Analytics and Big Data Ubi Banca
- **Chiara Pellistri** - Chief DAta Officer Italy Deutsche Bank
- **Francesca Carafa** - Ceo & Founder Ixigest

14:55 Panel

**Will banks become Data Driven? What is Big Data real cost? What advantages?**

- What are the mandatory investments? Only Datalake or Hybrid model?
- Speaking about security: What is the opportunity cost of data migration on datalake?
- What analytics models? What will be scalable?
- How can we overcome GDPR constraints?
- What are the new actors? Data scientist and then?
- Self service Analytics: interpretation and data analysis by “specialists”.

- **Mauro Segale** – IT Systems Manager Banca Sistema Giovanni
- **Riccardi** - Head of Data Science Agos Ducato
### RPA & Intelligent Automation for efficiency and then?

**16:00 Round Table**

**Towards IPA, integration between RPA and AI**
- What are the main challenges to start an adaptation program of automation through RPA tools and Intelligent Process Automation?
- Customer journey revision to digitalize consumers’ process
- Change management as a business enabling factor – people, processes and technology

- **Nicolò Fiorio** - Chief Operating Officer Banca Sistema
- **Adolfo Pellegrino** - Chief Transformation Officer BNL - Gruppo BNP Paribas
- **Fabio Feliziani** - Head of Operations Transformation Management Office Intesa Sanpaolo

**16:45 Panel**

**Can we trust artificial intelligence?**
- Robot-advisor, cognitive computing and machine learning – the important role of technologies in Banking Transformation
- When the robot is present but not visible: over the chatbot to implement customer interaction
- How can we integrate the various departments (IT and business) and build a dashboard to control technical and organizational skills?

- **Marco Zaffaroni** - Chief Operating Officer Che Banca! - Gruppo Medibanca
- **Simone Bruschi** - Head of Group Digital & Channels Technology Banca Monte Paschi di Siena
- **Clelia Siniscalco** - Automation Competence Center Manager BNL - Gruppo BNP Paribas

**17:30 End of Event**

### Payment R-Evolution

**15:50 Panel**

**New Payments Industry**
- News in Retail world
- Trend in Corporates and SMEs
- How the value chain is changing?

**16:15 Round Table**

**Mobile Payment & Commerce Trends**
- Speed, simplicity, security: the new “frictionless” and contactless payments frontiers
- Customer centrality: How can we use OPEN API ecosystem to innovate user experience?
- Mobile proximity payment, bancomat pay, instant payment: when will be the transition to cashless?

- **Roberta Zurlo** - Head of Banking & Payments Widiba - Gruppo MPS
- **Zaid Jwad** - Head of Mobile Banking and Mobile Payment Banca Mediolanum
- **Luca Fazzetta** - Head of Issuing, Acquiring & Digital Payments Processes UniCredit
- **Alessandro Bragazzi** - Head Of Payment Systems UBI BANCA

**17:00 Case History**

**Shopping without cash – the evolution of Jiffy solution**

- **Gian Battista Baà** - Head of Digital Payments Intesa Sanpaolo

**17:30 End of Event**
**Banking-as-a-Platform: The FinTech’s Role in a boosting eco-system**

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<td>10:30</td>
<td>Breakfast Briefings</td>
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<td>11:30</td>
<td>Chairman / Endorser Opening Remarks</td>
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<td>11:40</td>
<td>VC Keynote Speech</td>
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<td>Over the last two years we’ve seen the largest jump in FinTech funding in Europe, with growth in excess of 120%. FinTech has changed the financial trading and investing landscape. Traditional investors and early stage adopters can take advantage of new technologies that allow global investment opportunities. What are sustainable and efficient business models available on the landscape?</td>
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<td>12:00</td>
<td>International Speech</td>
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<td>Innovation Truths &amp; Why YOU are the Next Big XTech field</td>
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<td>Innovation comes with a few rules, which are often forgotten, overshadowed by the technology hype. Tune out the innovation hype, tune into the truth, and get a preview of why the next major business model is going to be YOU, not tech. Ghela will focus on lessons learned from innovation incubators/accelerators/competitions - and how these truths, when applied to the next innovation wave across various industries, will actually be focused on the commercialization of the individual.</td>
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<td>• Ghela Boskovich - Founder FemTechGlobal™</td>
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<td>12:20</td>
<td>International Speech</td>
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<td>Fintech landscape in Lithuania and the experience of Bank of Lithuania: Blockchain sandbox and Digital collector coin</td>
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<td>• Fabrizio Villani - Co-Founder and Head of Growth Fintastico.com</td>
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<td>• Jekaterina Govina - Counsellor to the Board Member Lietuvos bankas</td>
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<td>12:35</td>
<td>Panel Discussion</td>
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<td>How Disruptive Technologies will reshape the Tech-Bank Arena</td>
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<td>An open discussion between Banks, IT/Tech corporations and FinTech outstanding Reps. FinTech disruptors are changing how everything works –lending, payments, insurance, credit settlements, and more. In response, banks and traditional financial institutions are either partnering with FinTech companies or developing and deploying their own solutions. The role of the Technology Partners become clearly key to an acceleration to the Digital Transformation of all the players involved. AI, Connected Cloud services, Privacy&amp;Security, advanced Mobile Technologies are just some of the key applications in the new ecosystem.</td>
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<td>• Distruption in payment</td>
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<td>• Digital banking</td>
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<td>• How regtech may help to cope with regulation challenge</td>
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<td>• Jekaterina Govina - Counsellor to the Board Member Lietuvos bankas</td>
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<td>• Demetrio Migliorati - Innovation Director - Head of Blockchain Program Banca Mediolanum</td>
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<td>• Giuseppe Argirò - Head of Enterprise Fintech Innovation Intesa Sanpaolo</td>
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Networking Lunch
13.00-14.15

Meet&Greet – VC meet FinTechs
Understanding how the most efficient business models are and work, positioning outstandingly on the market, finding the most proficient network for spinning and growing business: meet the VC Reps face to face.

- Carlo Giugovaz - Ceo Supernovae Labs
- Andrea Di Camillo - Founding Partner P101 Ventures

16:00
Interactive Tables Discussion
1. Payments Disruption: from retail service to corporate services
2. Blockchain for transparency & efficiency: Smart Contract and Blockchain and Ico
3. Innovative service for corporate

17:00
Wrap Ups & Conclusions