

# SMi presents its 9th annual CEE and CIS Card Markets conference

*How the market, with a combination of the creative use of legacy and new technology, is set to meet the payment needs of consumers.*

LONDON, UNITED KINGDOM,  
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EINPresswire.com/ -- Sluggish economies, challenged infrastructure, and an enduring preference for dealing in cash are just some of the challenges facing card issuers and payment solutions providers of all types across CEE and the CIS, particularly away from the major conurbations of the region.

However, successful players in the market are delivering what some consumers want in the form of payment kiosks and pre-paid offerings.



SMi's 9th annual [CEE/CIS Card Markets](http://www.cee-ciscards.com) and Future Payments Solutions conference will set out how the market, with a combination of the creative use of legacy and new technology, is set to meet the payment needs of consumers.



Very good annual event we are always delighted to attend. Distinguished and professional speakers, interesting discussions and presentations"

*Last year's attendee from  
Capital Financial Services*

But how is innovation to be rewarded and are contactless and mobile payments set to remain the preserve of urban populations? Is a two-tier marketplace approach set to be the strategy of choice of banks, card issuers, and new market entrants? Additionally, who are the new market entrants set to disrupt the card markets? Discover all this in Sofia in April, 2014.

Keynotes from outside the region will in combination with major local players set out what is to come and how to deal with the present to deliver the payment solutions that the region's populations need. This conference includes the following case studies:

- Credit Europe Bank MasterCard PayPass
- TURKCELL CUZDAN
- PayPass (BONbon Voyage)

#### Benefits of Attending:

Delegates to the conference will gain a comprehensive understanding of market and technology developments for the card services and payment solutions sector in the CEE/CIS region by hearing from experienced product, strategy, and innovation leaders giving presentations on the following:

- 1.How to mature consumers from cash to greater card usage
- 2.Delivering the appropriate technology for urban and rural populations
- 3.Advances in CEE/CIS m-payment and m-commerce programmes
- 4.Overcoming challenges related to internet access and payment terminal uptake
- 5.Consumer insight and research: implementing the right marketing strategy for your product offerings

#### Key speakers include:

- Victor Dostov, President, Russian Electric Money Association
- Fiona Duncan, Vice President, Prepaid EU & CIS, Western Union
- Melike Kara, Head of Mobile Payment Solutions, Turkcell
- Ugo Bechis, Chairman - Cards Working Group, European Payments Council
- Antim Stefan Iordache, Head of Card Product Management, Banca Comerciala Romana/Erste Bank Group
- Artur Turemka, General Manager, Balkans, MasterCard Europe
- Krassimira Raycheva, Country Manager, Bulgaria, Visa Europe
- Francesco Burelli, Partner, Value Partners
- Jon Matonis, Executive Director, Bitcoin Foundation
- Erwin Petsch, Managing Director, Petsch Card Consulting
- Michael Formann, Head of Central and Eastern Europe, SWIFT
- Kevin Smith, Independent Consultant, Kevin Smith Consulting
- Baris Cosan, ADC Project and VISA / MasterCard Relationship Management, Credit Europe Bank
  
- Najada Xhaxha, Head of Funds Transfer and Correspondent Banking, Tirana Bank

For more information about the conference and speakers please visit the [website](#) or contact Mohammed Malik on +44 (0) 20 7827 6166 or email [mmalik@smi-online.co.uk](mailto:mmalik@smi-online.co.uk)

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