

# CEO & Founder of BitPesa to Discuss Competitive Advantages for Digital Currency Transfer Companies

*SMi's 14th annual Nordic Card Markets and Future Payment Solutions conference will take place on the 19th - 20th January 2015 in Copenhagen, Denmark.*

LONDON, ENGLAND, UNITED KINGDOM, December 15, 2014 /EINPresswire.com/ -- Today's global market has substantially increased the need for international payments and [SMi](#) is proud to have Elizabeth Rossiello, CEO & Founder of BitPesa discussing digital currency efficiencies for international payments and settlements at this year's [conference](#).

In her speech she will observe the current innovation in the international transfer market, discuss competitive advantages for digital currency transfer companies over traditional banking and mobile money as well as talk about hybrid products using digital currency settlement and traditional banking for Europe to Africa transfer products.

This [event](#) will bring together top banks and organisations to discuss future payment solutions. Learn how the industry is being forced to 'reinvent' itself in response to increasing competition and impending regulatory requirements - (SEPA and MIF caps), security measures and more importantly, the increase in the demand for immediate payment systems particularly the adoption of mobile and near field communication (NFC) systems.

## Key Reasons to Attend:

This two day networking event will invite in depth discussion of the key drivers impacting Nordic Card Markets and Future Payment Solutions. Join us and discover what is going in this

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**Nordic Card  
Markets**

**19-20 JAN 2015**

**Copenhagen**

burgeoning market to:

- Hear about new technologies to transform businesses
- Meet with industry pioneers to discuss how the sector is advancing
- Learn about how new entrants plan to grow their market share
- Network with major players and see what competitors are working on

Expert Speakers Include:

- Michiel Van Doeveren, Senior policy advisor, Cash and payment systems, De Nederlandsche Bank N V
- Dag-Inge Flatraaker, General Manager DNB Bank & executive Board member EPC, DNB Bank
- Michel Drupsteen, Business Strategy Payments, Payments ING NL, ING Nederland
- Nina Wenning, CEO, BDB Bankernas Depå AB
- Kristine Nilsson, SEPA & EU Payment Regulation Coordinator, Group Payments & Cash Management, Swedbank
- Kurt Gjesten, Managing Director & CEO, Pan Nordic Association
- Henrik Bergman, Senior Manager Market Infrastructure, Transaction Banking, SEB
- Errol Koolmeister, Nordic Fraud & Dispute Analytics Manager, Fraud Risk and Disputes, Nordea

For more information or to register visit <http://www.smi-online.co.uk/2015nordiccard14.asp>

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