

How to navigate the rapidly changing payment landscape of the Nordic Card Markets

Hot off the Press: The Nordic Card Payments industry is an area which is currently undergoing major change. Join us and learn to navigate this changing market

LONDON, UK, September 8, 2015 /EINPresswire.com/ -- Building on the success of the 2015 event, SMi is proud to announce that the 15th annual conference on [NORDIC CARD MARKETS AND FUTURE PAYMENT SOLUTIONS](#) will take place 25-26 January 2016 in Radisson Blu Royal Hotel, Copenhagen, Denmark. It will examine why the importance of a good strategy has never been more important due to a large increase in new market players competing with the traditional banks.

Finally, FINTECH is an increasingly important area for Nordic Banks to keep

pace with, as new technologies including cloud wallets, E-Signature and mobile payments are becoming available effectively increasing competition. Questions that arise from this such as customer retention and keeping the banks place in the market will be discussed in depth at this well-established conference. To download the full conference brochure, please visit

www.nordiccardevent.com/ein

REGISTER BEFORE SEPTEMBER 30TH AND SAVE £400

WHY YOU SHOULD 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 burgeoning market to:

- Understand how to navigate the rapidly changing payment landscape
- Discover new forms of payment including E-Signature and Cloud Wallet
- Learn how to tailor services to how your customers want to pay
- Hear from the Nordic Banks leading the way in Payment innovation
- Discuss the strategic future of traditional financial institutions in a Fintech environment
- Network with high level decision makers



SMi presents the 15th annual conference on...

Nordic Card Markets and Future Payment Solutions

25th - 26th JAN 2016 | Copenhagen, Denmark

www.nordiccardevent.co.uk | #NordiccardSMi

KEY OPINION LEADERS FOR 2016:

- Danske Bank, Peter Dalsgaard, Development Manager
- Eurocard AB, Jes Rasmussen, Senior Advisor, Business Development
- European Central Bank, Wiebe Ruttenberg, Head of Market Integration Division, Directorate General Market Infrastructure & Payments
- Länsförsäkringar Bank, Thomas Glimstedt, Head of Payments
- Nordea, Jukka Salonen, COO
- SEB Merchant Banking, Henrik Bergman, Senior Manager

For the full speaker line-up, please visit www.nordiccardevent.com/ein

In addition to the event, there will be two interactive [post-conference workshops](#) taking place Wednesday 27 January 2016 : THE FUTURE OF PAYMENT hosted by Robert Courtneidge, Global Head of Cards and Payments, Locke Lord and PAYMENT FUTURE: WHAT NEXT FOR CARDS & POS? hosted by Luke Purser, Principle Consultant, PSE Consulting. For more information, please visit www.nordiccardevent.com/ein

To develop, grow and expand your business in this key market, don't miss your opportunity to brand yourself in front of those who will be shaping the next generation of the Nordic Card Markets. For more information, please contact Alia Malick on +44 (0) 20 7827 6168 or e-mail amalick@smi-online.co.uk

To register please visit www.nordiccardevent.com/ein or contact Andre Brown at abrown@smi-online.co.uk or call +44 (0) 20 7827 6058. Book before 30 September and get £400 off the conference price.

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About SMi Group:

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