

Banking Technology 2024 program

Registration

Section I: Fintech Disruptors and the AI Boom - Are New Forces Shaking Up Traditional Banks?

The generative AI boom has sparked intense competition in the banking sector, with every bank's senior management frantically searching for where, for what, and how they can deploy artificial intelligence to gain a competitive advantage. Meanwhile, fintechs have also gained momentum: they are attracting more and more customers and threatening the markets of universal banks in an increasing number of areas. However, there are also examples of successful disruptors seeking partnerships with banks. At the same time, megatrends are also thoroughly reshaping the electronic payments market. Top leaders share their chosen strategies and how they are addressing the challenges.

Moderator: Kata Tóth, Conference project leader, Portfolio

09:00 - 09:05 Welcome speech

Speaker:

Zoltán Bán, CEO, Net Média (Portfolio Group)

09:05 - 09:25 Megatrends Are Reshaping the Payments Sector - How Can Banks Prepare for the Changes?

Speaker:

Bence Sármay, Country Manager Hungary, Visa

09:25 - 09:45 Fintechs and Banks - Will the Disruptor Become a Best Friend?

Speaker:

Bence Tőreký, Principal Product Manager, Wise

09:45 - 10:35 AI, Fintech Disruptors, Qvik - Digital Competition in the Hungarian Banking Sector

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Group)

Conversation participants:

András Kuhárszki, Managing Director, Omnichannel Tribe, OTP Bank

Tamás Léder, Digitális üzleti kompetenciák igazgató, MBH Bank

Balázs Vinnai, Chief Advisor, Chairman, MBH Bank, IVSZ

Coffee break

Section II/A: AI and Innovation in the Hungarian Banking Sector

Even though banks have stepped up a level in digital services in the last few years, only those with a well-thought-out innovation strategy can stand their ground in the fierce competition. Banking innovations are driven not only by AI technologies but also by improvements in UX, regulatory changes, security enhancements, process automation, and cost reduction. Digital and IT leaders of banks will discuss the hottest innovation trends.

Moderator: Ádám Turzó, Analyst, Portfolio

10:55 - 11:10 Safe GenAI Service in the Financial Sector

Speaker:

Bálint Rákosi, CEO, Athene AI

11:10 - 11:25 Online Loans in 20 Minutes - How Is It Possible?

Speaker:

Péter Puzsár, Head of IT department and Project Management Office, Cofidis Hungary

11:25 - 11:35 AI-Driven Banking - What Does It Look Like in Practice?

Speaker:

Máté Jendrolovics, CEO, GB Solutions

11:35 - 11:45 Keynote Speech

Speaker:

Tamás Kórász, partner, KPMG

11:45 - 12:30 Artificial Intelligence and Digital Novelties in the Hungarian Banking Sector

Moderator: **Tamás Kórácz**, partner, KPMG

Conversation participants:

Máté Jendrolovics, CEO, GB Solutions

Balázs Németh, Chief Innovation Officer, K&H Group

János Perczes, ügyvezető igazgató, MBH Bank

Tamás Máté Victor, Partner, HOLD Alapkezelő

Section II/B: Cybersecurity and Fraud

Billions of forints are still disappearing from Hungarians' bank accounts every quarter, and although the previously alarming upward trend has somewhat subsided, the problem is still with us. How do we stop fraudsters and protect customers?

Moderator: Kata Tóth, Conference project leader, Portfolio

11:00 - 11:15 The Central Abuse Monitoring System Is Coming - What To Expect From It?

Speaker:

Zsolt Selmeczi-Kovács, CEO, GIRO

11:15 - 11:30 Apple Devices Designed for Security in a Banking Environment - Reducing IT Security Risks With Secure by Design Endpoint Devices

Speaker:

Tamás Mihály, Apple Business Director, Chief Engineer, iKON Informatika

11:30 - 11:45 ICT Cybersecurity and Risk Management in the Light of DORA

Speaker:

Ádám Bede, Senior Information Security Advisor, 4iG Group

11:45 - 12:35 Online Fraudsters, Phishers, and Hackers - How Do We Stop Cyber Criminals?

Moderator: **Turul Balogh**, csoportszintű információbiztonsági és adatvédelmi vezető, Tresorit

Conversation participants:

Ádám Bede, Senior Information Security Advisor, 4iG Group

Dávid Gärtner, Business Information Security Manager, K&H Bank

Viktor Halász, Expert of the Cybercrime Department, National Investigation Bureau

Péter Vouszka, Head of Digital Banking Services Development, OTP Bank

Gábor Weissmüller, EMEA CSIS IAU Head Lead Investigator, Citi

Lunch break

Section III/A: Digital Transformation - Where To Go Next?

We can handle an increasing number of transactions digitally, take out personal loans via mobile devices, make instant transfers, and chat with financial assistants; however, the digital transformation of banks is far from complete. On the one hand, Hungarians are still using cash in many payment situations, but payment solutions based on Qvik and IPS (Instant Payment System) may soon change that. On the other hand, banking IT systems that support internal operations and increase efficiency are needed behind the front end. Are group-level solutions needed, or do customised developments and market-specific solutions yield better results?

Moderator: Ádám Turzó, Analyst, Portfolio

13:30 - 13:45 IPS 2.0 - What Can We Expect From Qvik?

Speaker:

Lóránt Varga, Head of Department, Hungarian National Bank

13:45 - 14:00 Instant Payment With Card Emulation - This Is Now Possible

Speaker:

Szpirin Igor, Product Director e-Payments, Transaction Systems

14:00 - 14:20 Fireside chat - The CIO Dilemma: When To Replace Your Website?

Speakers:

Mátyás Csákay, IT manager, MagNet Bank

Bence Hoffmann, Deputy CEO, Shiwaforce

14:20 - 15:05 Bank Group or Group of Banks? - Group Solutions vs. Customised Banking IT Developments

Moderator: **Dániel Dojcsák**, Marketing Communications Director, Shiwaforce

Conversation participants:

Béla Bodnár, CEO, Shiwaforce

Bálint Fischer, Chief Business Development Officer, Dorsum

Bálint Kelemen, Chief Information Officer, COO, Budapest Bank

Bibora Szél, Head of Digital Strategy and Support Department, OTP Bank

László Sziráki, Head of Multichannel & CRM, CIB Bank

Section III/B: Corporate Communication and Marketing in the Digital Age - How Will Hungarian Businesses Go Digital?

Moderator: Kata Tóth, Conference project leader, Portfolio

14:10 - 14:30 Click for Knowledge - Attention Economy in the Online Space

Speaker:

Gábor Fuchs, Head of digital, IPG Mediabrands

14:30 - 14:50 Why Are There No Bank Chocolate Brands?

Speaker:

Tamás Jobbágy, Head of Analytics & Insights, Wavemaker

14:50 - 15:40 Roundtable discussion - How To Go Digital in Hungary?

Moderator: **Péter Mondovics**, Member of Digital Commerce Alliance of Hungary, Marketing Manager, Mastercard

Conversation participants:

Balázs Ángyán, Executive Director, Számlázz.hu

Ákos Csertán, Founder, Atlas, Rise!

Bence Gáspár, Head of Communications, OTP Bank

Ágnes Sütő, Head of Marketing, PR and e-channels, Hungarian Banking Association

Coffee break

Section IV: Global and Local Payment Trends

Last year, 38 out of 100 payments were made electronically in Hungary, indicating that there is still plenty of room for digital payments to gain ground over cash. Card solutions and mobile payments continue to gain popularity among Hungarians at a rapid pace, while the Instant Payment System may also introduce a new dimension to the domestic payment landscape. What new developments are emerging in the domestic market, and what challenges need to be addressed? The section will discuss these.

Moderator: Kata Tóth, Conference project leader, Portfolio

15:25 - 15:40 Moving Towards the Future - Some Key Payment Technologies in a New Perspective

Speaker:

Katalin Juhász, Products & Solutions Director, Visa

15:40 - 15:55 Visa's Vision: Innovation and AI in Payments

Speaker:

Hana Wasserburger, Director, Visa Consulting & Analytics CEE

15:55 - 16:10 Revolutionising Money Movements - Leveraging the Power of Network Partnerships for Cross-border Money Movements

Speaker:

Katarzyna Szumilas, Senior Manager Visa Direct Business Development, CEE, Nordics & Baltics, Visa

16:10 - 17:00 Digital Payments in Hungary - Where Is the Market Headed?

Moderator: **Bence Sármay**, Country Manager Hungary, Visa

Conversation participants:

Kristóf Bán, Head of Mass Client Department, CIB Bank

Ildikó Ginzer, Deputy CEO for Standard Business Services, MBH Bank

Andrea Király, Head of Retail Business, Board Member, K&H Bank

András Kuhárszki, Managing Director, Omnichannel Tribe, OTP Bank

Gábor Rajna, Deputy CEO for Retail, Raiffeisen Bank

Visa Awards 2024 Award Ceremony and Standing Reception

After discussing the most pressing digital, financial, and business trends, we can move on to some well-deserved relaxation and fun. We will offer a standing reception, drink bars, and delicious snacks, where you can continue discussing professional matters and form new partnerships and business contacts in a relaxed atmosphere. Meet and toast with the key players in the banking sector: top managers, fintech gurus, consultants, regulators, start-up founders, and experts from IT companies, all at one event!

