

# Financial IT 2023 program

## Registration

### Section I. - Digital Transformation in the Hungarian Banking Sector

Although bigtech and fintech challengers are far from wiping out the banking sector, they are constantly challenging financial institutions: Apple already offers a savings account, credit card, and BNPL for its customers, while grassroots fintech challengers are carving out bigger and bigger slices of banking revenues in Hungary as well. The digital battle has become international, and the stakes are high in this tense situation. Senior bank managers and top experts debate where and how to strengthen positions.

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

#### 08:55 - 09:00 Welcome speech

Speaker:

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

#### 09:00 - 09:20 Presentation

Speakers:

**Gergely Bacsó**, vezérigazgató, Allianz Hungária Biztosító

**András Havas**, Partner, McKinsey & Company

#### 09:20 - 09:40 Presentation

Speaker:

**Endre Eölyös**, Country Manager for Hungary and Slovenia, Mastercard

#### 09:40 - 09:45 Parallel Revolutions: Digitalisation and AI in Hungarian banks

Speaker:

**Éva Hegedüs**, Vice President and CEO, Gránit Bank

**09:45 - 10:35 Executive panel: Banks, challengers and challenges - Who will be the winner of the digital race?**

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

Conversation participants:

**András Becsei**, Deputy CEO, Vice President, OTP Bank, Hungarian Banking Association

**Éva Hegedüs**, Vice President and CEO, Gránit Bank

**Tamás Léder**, Digitális üzleti kompetenciák igazgató, MBH Bank

**Balázs Németh**, Chief Innovation Officer, K&H Group

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

## **Coffee break & Networking**

### **Section II. - Technological innovations and AI in Banks**

Banking IT is no longer just about the efficient and stable execution of operational tasks; as the business is increasingly moving from branches to the digital world, the availability of flexible back-office systems, faster time to market, and the quality of digital UX are becoming key issues. What is innovation about in banks today, and how does it affect business? In which areas is AI operating already in banks, and where else can it have an important role? We will discuss this topic in this session with IT leaders in banks and digital experts.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**10:50 - 11:05 The government's digital finance package is coming - What new things can the market expect?**

Speaker:

**dr. Anikó Túri**, államtitkár, GFM

**11:05 - 11:20 A new world is coming for digital devices - What does the Mica regulation have for the banks?**

Speaker:

**Bálint Fischer**, Chief Business Development Officer, Dorsum

## **11:20 - 11:35 NFT - Opportunity and challenge**

Speaker:

**Dr. Attila Menyhárd**, lawyer, VJT & Partners

## **11:35 - 11:45 Panel introduction speech**

Speaker:

**Tamás Kórácz**, partner, KPMG

## **11:45 - 12:30 Panel discussion: How are AI and technological advances revolutionising banking IT?**

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

Conversation participants:

**Bálint Fischer**, Chief Business Development Officer, Dorsum

**Csaba Márton Galló**, Head of Digital Channels and CRM, CIB Bank

**Zsolt Kada**, Executive Director, MBH Bank

**Gábor Strén**, ügyféligazgató, Pénzügyi szektor, Microsoft Magyarország

**Péter Voszka**, Head of Digital Banking Services Development, OTP Bank

## **Lunch break & Networking**

### **Section III. - Digital Payment Trends in Hungary**

More and more people pay with a bank card, digital card, or mobile in Hungary, while the building of the ecosystem based on the Instant Payment System is stepping into a new phase; this is what IPS 2.0 is about. Which are the areas where electronic payments have significant growth potential? Having seen the rapid digital transformation of money flow, fraudsters have arrived; with which effective weapons can we protect ourselves from them? We will discuss these in our Payment session.

**Moderator: Ádám Turzó**, Analyst, Portfolio

## **13:20 - 13:35 The Instant Payments ecosystem enters a new phase**

Speaker:

**Bence Marosi**, Business Director, Giro Zrt.

**13:35 - 13:50 Global and local fraud patterns - How to prevent attacks from cyberspace?**

Speaker:

**Arthur Keleti**, IT biztonsági stratégia/alapító, elnök, Önkéntes Kibervédelmi Összefogás (KIBEV)

**13:50 - 14:00 AFR 2.0 - Challenges and tasks, not only in the banking sector**

Speaker:

**Eörs Huba**, Partner, Managing Director, IFUA Horváth

**14:00 - 14:35 Panel discussion: AFR 2.0, Bankcards and mobile payments - What is the payment market going?**

Moderator: **Ádám Turzó**, Analyst, Portfolio

Conversation participants:

**Milán Gauder**, fintech angel investor, Board Member, IzzyPay (Online)

**Bence Marosi**, Business Director, Giro Zrt.

**Tamás Racskó**, Director, New Payment Platforms, Mastercard

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

## **Coffee break & Networking**

### **Section IV. - The Future of Banking - Case Studies and Practical Presentations**

What is the DORA about, the “new GDPR” of banks? What beyond banking services can appear in banks? How will bank UX be seamless, the time to market short, and where will the cloud have a role in all of this? What can chatbots be used for in the sector? In this session, we will talk about the future of digital banking in practical presentations.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**14:55 - 15:10 Process digitalisation in banks - OTP's automation toolkit beyond robots**

Speaker:

**Zoltán Szoleczki**, automatizációért felelős vezető, OTP Bank

**15:10 - 15:25 DORA is coming, what will the new rules mean for financial institutions?**

Speaker:

**Iván Bartal**, lawyer, partner, Oppenheim Ügyvédi Iroda

**15:25 - 15:45 Digital financial assistant in banking: What can Kate do?**

Speaker:

**Gergő Molnár**, lakossági marketing vezető, K&H Csoport

**15:45 - 16:00 Hyperspecialisation in banks - What is the "segment of one" trend all about?**

Speaker:

**József Nyíri**, Co-CEO, Finshape

**16:00 - 16:15 Fintech sector in Hungary - How do innovators support banks?**

Speaker:

**Zoltán Ács**, elnök, Magyar Fintech Szövetség

**16:15 - 16:20 Closing marks**

**Reception on the terrace & networking**

After a day of thought-provoking discussions, guests are invited to stay for a drink and continue networking in a more informal setting.

