

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.

