



FRANKFURT
10TH EURO FINANCE WEEK
19 - 23 NOVEMBER 2007

SEPA Summit
»Ready for SEPA?«

19 – 20 November 2007

Congress Center Messe Frankfurt
Frankfurt am Main

»Ready for SEPA?« – the motto of this year's SEPA Summit in the context of the EURO FINANCE WEEK becomes ever more urgent the closer we move towards January 2008 – the launch date of SEPA.

During the two days of the Summit, we will hear extensively about the very topics which will dominate the discussions of the payments community in the coming months: SEPA and its implications. The Single Euro Payments Area will re-structure the European payments landscape in a similar way as the introduction of the Euro currency did a few years ago. But the implementation of SEPA is not a change that will take place in some distant future – it has already started. Those who are well informed about its relevance, its impact and its execution today will be the ones to shape the financial world of tomorrow.

Why should you be looking forward to this Summit? It is because it touches on all aspects of SEPA and on all the areas influenced by it. This Summit endeavours to provide answers and solutions regarding the changes that SEPA will entail for payment cards, clearing and settlement mechanisms as well as banking technology – and these are but a few of the topics we will be discussing.

SEPA also means that the pan-European payments landscape moves closer together once more. This fact is beautifully reflected in the diversity of the Summit's speakers, who come from all over Europe. Each speaker can give us a detailed account of how their country, and their bank, service or infrastructure provider handles and embraces SEPA, so that we can all learn from each others' experiences. Together, we can reach readiness first.

I hope that this year's SEPA Summit will provide you with many valuable insights and that you enjoy your stay in Frankfurt.



Hansjörg Nymphius
Chairman
Euro Banking Association

1st SEPA Summit Day

9:00 a.m. Registration

10:00 a.m. Welcome and Introduction

Hansjörg Nymphius | Chairman, Euro Banking Association, Paris

10:15 a.m. Keynote

Dr. Gertrude Tumpel-Gugerell | Member of the Executive Board, European Central Bank, Frankfurt a.M.

10:45 a.m. Panel Discussion I

»Payment Cards. The New Landscape in SEPA«

Peter Ayliffe | President and Chief Executive Officer, Visa Europe, London
Bernd M. Fieseler | Executive Member of the Board, Deutscher Sparkassen- und Giroverband e.V., Berlin
Alfredo Gangotena | General Manager Continental Europe & SEPA Region, MasterCard Europe, Waterloo
Hermann-Josef Lamberti | Chief Operating Officer and Member of the Group Executive Committee, Deutsche Bank AG, Frankfurt a.M.

Moderation
Dr. Gertrude Tumpel-Gugerell | Member of the Executive Board, European Central Bank, Frankfurt a.M.

12:00 p.m. Lunch Break

1:30 p.m. Parallel Focus Sessions

1.31

EACB

»2008 and Beyond – Challenges for European Clearing and Settlement Mechanisms«

- The challenge of becoming SEPA scheme compliant (reach, final testing)
- The challenge of generating volumes to offer good price
- The challenge to improve on the clearing/settlement cycle come 2012 (Payment Services Directive D + 1)
- The »governance« challenge; how to incorporate payment institutions (if and when they come)

Vitor Bento | Chairman of the Board of Directors and Chief Executive Officer, Sociedade Interbancária de Serviços, Algés
Giuseppe Capponcelli | General Manager, Seceti S.p.A., Milan
Gilbert Lichter | Chief Executive Officer, EBA CLEARING, Paris
Wiebe Ruttenberg | Head of Market Infrastructure Division, European Central Bank, Frankfurt a.M.
Michael Steinbach | Chairman of the Board of Directors, Equens N.V., Utrecht

Moderation
Kyllikki Pankakoski | Vice President, Oko Bank plc, Helsinki; Chair, EACB Payment Systems Working Group, Brussels

1.32

EBF

»Payment Services Directive Implementation – a First Review «

- What are the first experiences to be shared and what is the best approach to PSD implementation?
- How to tackle the need for coordinated and consistent implementation throughout Europe?
- How does it align with SEPA measures?

Dr. Ingo Beyritz | Director Retail Banking / Banking Technology, Bundesverband deutscher Banken e.V., Berlin
Etienne Goosse | General Manager Corporate Affairs, MasterCard Europe, Waterloo
Véronique Margerit | Legal Adviser, Banque de France, Paris
Javier Palmero Zudro | Principal Administrator DG Internal Market, European Commission, Brussels

Moderation
Olivier Denecker | Payment Practice Expert, McKinsey & Co, Brussels

Monday, 19 November

1:30 p.m.	Parallel Focus Sessions	Continuation
1.33	ESBG	»Paying with Cards in the Single Euro Payments Area« <ul style="list-style-type: none"> ▪ Transforming efficient domestic markets into a SEPA area for cards ▪ The future evolution of the cards landscape ▪ The creation of a third European Debit Card Scheme
	Fabrice Denèle	Director of Payments, Caisse Nationale des Caisses d'Épargne et de Prévoyance, Paris
	Moderation	
	Norbert Bielefeld	Deputy Director Payment Systems, WSBI-ESBG, Brussels
3:00 p.m.	Coffee Break	
3:30 p.m.	Report	
		»EPC Status«
	Gerard Hartsink	Chairman, European Payments Council, Brussels
4:30 p.m.	Signing Ceremony of the SEPA Adherence Agreement	
	Introduction	
	Jean-Michel Godeffroy	Director General Payment Systems and Market Infrastructure, European Central Bank, Frankfurt a.M.
5:00 p.m.	End of 1st SEPA Summit Day	Get-Together Congress Center
8:00 p.m.	End of 1st EURO FINANCE WEEK Day	
2nd SEPA Summit Day		
8:30 a.m.	Registration	
9:30 a.m.	Keynote	
	Elemér Terták	Director Financial Institutions DG Internal Market and Services, European Commission, Brussels
10:00 a.m.	Panel Discussion I	
		»SEPA and the Benefits for Corporates«
	Thaer Sabri	Chief Executive Officer, Electronic Money Association, London
	Dr. Barbara Stearns-Bläsing	Senior Adviser Financial Services, BUSINESSEUROPE, Brussels
	Gianfranco Tabasso	Chairman of Payment Commission, European Associations of Corporate Treasurers, Paris
	Moderation	
	Erik Månsson	Deputy Secretary General, European Payments Council, Brussels
11:00 a.m.	Coffee Break	
11:30 a.m.	Panel Discussion II	
		»Contribution of Market Infrastructures to SEPA«
	Jean-Paul Aeberhardt	Senior Vice President, Crédit Agricole S.A., Paris
	Geoffroy de Schrevel	Head of Banking and Corporate Initiatives, EMEA, SWIFT scrl, La Hulpe
	Klaus Edelmann	Permanent Deputy Head of Department Payment Systems, Accounts Management, Trades Settlement, Securities Deposits, Deutsche Bundesbank, Frankfurt a.M.
	Javier Santamaría	Deputy General Manager Payment Systems and Fora, Banco Santander, Boadilla del Monte
	Moderation	
	Thomas Egner	Vice President, Commerzbank AG, Frankfurt a.M.
12:30 p.m.	Lunch Break	

1:30 p.m. Panel Discussion III

»The Benefits of eSEPA for Banks and Corporates«

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| Dr. Susanne Czech | Secretary General, EMOTA, Brussels |
| Dag-Inge Flatraaker | Senior Vice President and Head of Interbank Infrastructure and Payments System Strategy, DnB NOR, Oslo |
| Harry Leinonen | Advisor to the Board Financial Markets, Bank of Finland, Helsinki |
| Ron van Wezel | Chairman, Mobey Forum, Helsinki; Senior Vice President Payments and Cards, ABN AMRO Bank N.V., Amsterdam |
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| Moderation | |
| Wiebe Ruttenberg | Head of Market Infrastructure Division, European Central Bank, Frankfurt a.M. |

2:30 p.m. Panel Discussion IV

»Solving the Technology Challenge of SEPA«

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|--------------------------|---|
| Olivier Bornecque | President, Association Française des Trésoriers d'Entreprise, Paris |
| Philippe Menier | Deputy Chief Executive, Visa Europe, London |
| Dr. Alexander Schierjott | Product Manager, Omikron Systemhaus, Cologne; Member of the Board of Directors, DataDesign AG, Munich |
| Renzo Vanetti | Chief Executive Officer, SIA-SSB S.p.A., Milan |
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| Moderation | |
| Martine Brachet | Head of Interbank Relations International Payments Services, Société Générale Group, Paris |

3:30 p.m. Coffee Break

4:00 p.m. Panel Discussion V

»SEPA and its Impact on the Financial Value Chain«

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| Olivier Brissaud | Chairman of the Board, European Associations of Corporate Treasurers, Paris |
| Mathias Friedrich | Vice President Product Development Payments, Bayerische HypoVereinsbank AG, Munich |
| Dr. Axel Gros | Executive Officer Corporate Finance, Franz Haniel & Cie. GmbH, Duisburg |
| Dr. Susann von Gunten | Head of Department International Relations and Payment Solutions, Deutsche Postbank AG, Bonn |
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| Moderation | |
| Alan Koenigsberg | Product Executive Treasury Services, JPMorgan Chase, London |

5:00 p.m. Closing Remarks

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| Hansjörg Nymphius | Chairman, Euro Banking Association, Paris |
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5:30 p.m. End of 2nd SEPA Summit Day Get-Together Congress Center

8:00 p.m. End of 2nd EURO FINANCE WEEK Day

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General Information

SEPA Summit

19 – 20 November 2007

Conference Language

English

Conference Venue

1 Congress Center Messe Frankfurt

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

U4 Festhalle/Messe | 16 Ludwig-Erhard Anlage

P Congress Center | Maritim Hotel (at your expense)

Admission Fee

1 Day Ticket: 800 Euro [plus 19 % VAT]

2 Day Ticket: 1,500 Euro [plus 19 % VAT]

Valid for admission to all symposiums on the respective number of conference days between 19 – 22 November.

Ticketservice online at www.eurofinanceweek.com

Ticket Shop or send the completed fax reply to the organisation office.

Programme

The organisation office reserves the right to change the programme as may be necessary.

Programme updates are available on the congress website: www.eurofinanceweek.com

Suggested Accommodation

Further information under www.eurofinanceweek.com hotels

Organisation Office



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Please also note

European Banking & Insurance Fair (E.B.I.F)

20 – 22 November 2007

Messe Frankfurt · Fair Hall 5.1

www.ebif.com

Business Solutions Forum

20 – 22 November 2007

Messe Frankfurt · Fair Hall 5.1

F.A.Z. Career in Finance Forum

19 November 2007

Messe Frankfurt · Forum

<http://FAZjob.NET/financeforum>

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17 – 21 November 2008.

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