



# Lafferty Retail Finance Convention West Africa 2010

*Going World Class*



[www.lafferty.com](http://www.lafferty.com)

**3 - 5 May 2010 | Victoria Island, Nigeria**

Another first for Nigeria, the **Lafferty Retail Finance Convention West Africa 2010** conference to be held from 3-5 May will bring together leading retail and consumer finance executives to identify winning strategies in retail banking, cards and payments.

With a population representing the largest in Africa and the eighth-largest worldwide, Nigeria alone offers an overwhelmingly untapped customer base for retail banking and cards products. However, with West Africa's enormous potential come great challenges.

We have assembled some of the highest level speakers from around the world, whose own markets share a great deal in common with Nigeria and West Africa, to provide their expertise and knowledge on how best to achieve progress and success in this exciting market.

## Who should attend?

- |                          |                               |                         |
|--------------------------|-------------------------------|-------------------------|
| CEOs/MDs                 | Regulators                    | Heads of mobile banking |
| Heads of distribution    | Heads of consumer banking     | Heads of sales          |
| Heads of retail banking  | Heads of product development  | Consultancy firms       |
| Heads of retail strategy | Heads of channel management   | Heads of debit          |
| Heads of IT              | Heads of strategic planning   | Technology partners     |
| Heads of cards           | Heads of consumer lending     |                         |
| Heads of marketing       | Heads of business development |                         |

## Lafferty International Retail Banking Academy pre conference workshops - 3 May 2010

### How to Build a Successful SME Banking Business

Customer segmentation and profiling strategies in SME banking | Building and managing a portfolio of lending products | Addressing the elements of risk in SME lending

### International Best Practices in Collections and Fraud Management

Understanding implications of credit vs. fraud losses and the impact on management strategies | Managing collections through process and strategy | Using data mining and behaviour scoring to understand fraudsters and delinquent customers

In association with:



# 4 May 2010 | Victoria Island, Nigeria

## CONFERENCE AGENDA - LAFFERTY RETAIL BANKING WEST AFRICA

08:00 – 09:00 Registration and opportunity to meet exhibiting sponsors

09:00 – 09:10 Chairman's welcome address

## VISIONS FOR 2020

09:10 – 09:30 **Reform initiatives to create transparency and stability in Nigeria's banking system: The impact on retail banking and consumer finance**  
**Sanusi Lamido Aminu Sanusi**, Governor, **Central Bank of Nigeria**, Lagos

09:30 – 09:50 **Patron Keynote**

09:50 – 10:30 **Lafferty retail banking world briefing**

10:30 – 11:00 Refreshments and exhibition

## WINNING CUSTOMER TRUST

11:00 – 11:30 **Case study: Building relationships with an untapped populace and creating financial inclusion**  
**Kumar Ashish**, Group Business Head, Rural, Microbanking & Agriculture Group, **ICICI Bank**, Mumbai

11:30 – 12:00 **Winning customer trust with world-class customer service**

12:00 – 12:30 **Strategies for creating loyal and profitable customers**

12:30 – 13:30 Lunch and exhibition

## BUILDING THE BANK AROUND CUSTOMERS

13:30 – 14:00 **Building a customer base from an un-banked population**

14:00 – 14:30 **Case study: Developing a branch network to meet the needs of the community**  
**Liew Swee Lin**, Group Head, Consumer Banking, **Alliance Bank**, Kuala Lumpur

14:30 – 15:00 **Managing the banking distribution mix so it is fit for purpose**  
**Sandeep Deobhakta**, Chief Operating Officer of Retail Banking Group, **Shinsei Bank**

15:00 – 15:30 Refreshments and exhibition

## WINNING STRATEGIES & ACTIONS

15:30 – 16:00 **Educating and converting customers to adopt electronic channels**  
**Yolande van Wyk**, CEO, **FNB eMoney Product House**, Johannesburg

16:00 – 16:30 **The microfinance challenge: Connecting MFIs, banks and payment providers**

16:30 – 17:00 **Case study: Rolling out a mobile payment network**

17:00 Close of conference day 1

# 5 May 2010 | Victoria Island, Nigeria

## CONFERENCE AGENDA - LAFFERTY CARDS & PAYMENTS WEST AFRICA

- 08:00 – 09:00 Registration and opportunity to meet exhibiting sponsors
- 09:00 – 09:10 Chairman's welcome address
- 09:10 – 09:30 **Regulatory and policy developments impacting on the cards and payments business**
- 09:30 – 09:50 **Patron Keynote**
- 09:50 – 10:30 **Lafferty cards and consumer finance world briefing**
- 10:30 – 11:00 Refreshments and exhibition

## USING RISK TO COMPETITIVE ADVANTAGE

- 11:00 – 11:30 **Best practices in managing and mitigating risk when expanding your card business**  
**TS Anil**, Global Head, Credit Cards & Personal Loans, **Standard Chartered**, Singapore
- 11:30 – 12:00 **Update on EMV: Has the introduction of EMV standards improved security and boosted consumer and merchant confidence?**
- 12:00 – 12:30 **Case study: Developing an acquiring and acceptance infrastructure (Operation Cashless)**
- 12:30 – 13:30 Lunch and exhibition

## KILLING CASH

- 13:30 – 14:00 **Best practices in attracting active, profitable and loyal credit card users**  
**Adri Zaayman**, Director, Card Credit, **Standard Bank**, Johannesburg
- 14:00 – 14:30 **Developing mobile money products to meet the needs of the unbanked consumer**
- 14:30 – 15:00 **Business models to realise the mobile money opportunity**
- 15:00 – 15:30 Refreshments and exhibition

## STRATEGIES FOR THE BOTTOM LINE – CREDIT, DEBIT & PREPAID

- 15:30 – 16:00 **How to make money from debit**  
**Petra Stange**, Head of Commercial Cards, **Deutsche Bank**, Frankfurt
- 16:00 – 16:30 **Innovations to stimulate acceptance and usage of prepaid**
- 16:30 – 17:00 **Strategies to stimulate credit card usage**  
**Tanya Genis**, Head Strategic Business Development, **FNB Credit Card**, Johannesburg
- 17:00 Close of Lafferty Cards & Payments West Africa 2010

# Lafferty Retail Finance Convention West Africa 2010

Featuring: Lafferty Retail Banking West Africa  
Lafferty Cards & Payments West Africa

## REGISTRATION FORM - 3 - 5 MAY 2010 | VICTORIA ISLAND, NIGERIA

### DELEGATE INFORMATION

First Name: .....

Last Name: .....

Job Title: .....

Company: .....

Address: .....

Post Code: .....

Country: .....

Email: .....

Telephone: .....

Signature: ..... Date: .....

By signing you agree to be bound to the terms and conditions of booking shown below.

### REGISTRATION FEE (please tick as appropriate)

**Lafferty Retail Banking West Africa - 4 May 2010**  
**PLUS Lafferty International Retail Banking Academy pre conference workshop:**  US\$1295.00  
**How to Build a Successful SME Banking Business - 3 May 2010**

**Lafferty Cards & Payments West Africa - 5 May 2010**  
**PLUS Lafferty International Retail Banking Academy pre conference workshop:**  US\$1295.00  
**International Best Practices in Collections and Fraud Management - 3 May 2010**

**Lafferty Retail Banking West Africa and Lafferty Cards & Payments West Africa - 4 & 5 May 2010**  
**PLUS Lafferty International Retail Banking Academy pre conference workshops:**  US\$1995.00  
**How to Build a Successful SME Banking Business and International Best Practices in Collections and Fraud Management - 3 May 2010**

**For bulk booking delegate enquiries please contact**  
 Evelyn Hunter-Jordan Tel: +44(0)20 3008 5283, Mob: +44(0)7725 243821, Email: evelyn.hunter-jordan@lafferty.com

### PAYMENT DETAILS (please tick as appropriate)

**Credit / Debit Card** (please circle as appropriate)  
 American Express | MasterCard | Visa | Other .....

Card Number

CVC / Security Number    Expiry Date /

Amount .....

Cardholder's Name .....

Signature ..... Date / /

VAT Number\*: .....

**Please invoice** (please supply name & billing address if different from above)

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**I enclose a cheque** (please make cheques payable to 'Lafferty Ltd')

\*VAT: Please note that VAT will be added to your bill at the current UK rates for all UK customers and for those EU customers not supplying a VAT registration number.

## 5 WAYS TO REGISTER:

-  www.lafferty.com
-  events@lafferty.com
-  +44 (0) 20 3008 5282
-  +44 (0) 20 3008 8426
-  Lafferty Conferences  
One Lyric Square  
London W6 0NB  
UK

### Terms & Conditions

**Registration Fee:** Registration fees cover participation at the conference, lunches and refreshments and access to speakers' papers post event. The fee does not include hotel accommodation and travel to the event. Registration is only confirmed when full payment is received.

**Payment:** Payment must be received prior to the event. Payment methods are outlined on this registration form under 'payment details'.

**Cancellation:** Substitutions can be made in writing at any time and will incur no penalty fee. Cancellations without a substitute delegate received on or before 20 working days prior to conference will be subject to a 25% administration charge. Delegates cancelling after this period without a substitute delegate will be required to pay the full fee and no refund will be given. Cancellations must be received in writing or by email and will not be accepted over the phone.

**Disclaimer:** The organisers reserve the right to alter the programme as necessary. Times are also subject to change. Speaker names are confirmed at time of going to press.

**Data Protection:** The information you have provided will be safeguarded by the Lafferty Group who will keep you informed of relevant conferences in the future. Please tick how you would like to receive future information: mail  email

We may wish to make your details available to sponsors of this particular event, or to other reputable organisations. Please tick this box if you would prefer your details to remain confidential.  The Lafferty Group may also use your data to keep you informed of relevant products and services. If you object to being contacted, please tick the appropriate box: telephone  mail  email