



Santander, Telefonica, Deutsche Bank, Caixabank, MasterCard, Evo Bank, AndBank, UiPath, Ovamba Solutions and IDC experts analyze the challenges of the financial sector in DES2019

The new players, such as GAFAs, and changes in regulation with the entry into force of the PSD2 directive and the launch of the Spanish Sandbox for FinTech, will be analyzed in the Banking and Insurance forum on May 23rd in DES2019

Madrid, May 13, 2019.- The financial and insurance sector is seeing how the business is transformed by leaps and bounds due to the impact of technology. Within [DES-Digital Enterprise Show](#), the largest digital transformation event that will take place from May 21 to 23 in Madrid (IFEMA), is the **Banking & Insurance Forum**. A forum that will provide the keys to face the arrival of new competitors in the sector and that will analyze the impact of the entry into force of the European Directive PSD2, as well as the trends in the use of the blockchain.

Santander, Telefónica, KPMG and IBM present at the Banking & Insurance Forum

Álvaro Saavedra, Business Development Leader for Banking at IBM and **Juan Carlos Melo**, Director at Banco Santander in his lecture "**Revtech Revolution in Banking. Santander: Combating financial crime with AI**" will share with Santander's success case, how this global financial institution is using artificial intelligence to transform and fight against money laundering and improve the knowledge of its customers.

Carlos Trevijano, Partner in charge of the Strategy and Operations area of the Financial Sector at KPMG in his presentation "Origin, challenges and perspectives of the FinTech wonder" will analyze the origins of the FinTech movement, and will focus on the current challenges it faces the movement today and its future role in the banking ecosystem with traditional banks.

New regulatory framework: European Directive PSD2

The entry into force of the European Directive PSD2 will have a huge impact throughout the EU. With this new regulation, open banking will be promoted, a new paradigm that can be an opportunity for traditional entities, which will be able to provide financial services by developing Marketplace-type platforms where they can integrate the FinTech solutions. *"The objective is to look for a collaboration model between traditional entities and open banking platforms to combine the offer of services. This will result in a more diverse and enriching market for the consumer, which will have a much wider range of services,"* says Lluís Altés, Managing Director of DES-Digital Enterprise Show.

The **Banking & Insurance Forum** will kick off with the conference given by **Tom Zink**, Research Director of IDC Financial Insights on European regulation in digital payment services. With the title, "**From the fulfillment of PSD2 to a data-driven value proposal**" Zink will focus on the new strategy that financial entities must address to create value and generate new sources of income in an increasingly digital ecosystem. open and competitive after the implementation of European regulations.



Challenges and new strategies of the big players

Being a great company and having decades of experience is no longer enough. Financial institutions need to modernize legacy systems and adapt them to the needs of the new digital customer. **Frank López**, Vice President of UiPath for Iberia, and Evo Banco CEO, **Enrique Tellado**, will be the protagonists of the panel "**How bank leaders are being defined?**" Where they will analyze the necessary modernization of traditional entities and the generation of strategic alliances to counteract the growing competition in the sector.

Under the prism of customer challenges in digital banking, **Juan Vicente Martín**, global director of MNC of Telefónica Business Solutions together with **Luis Colorado**, Digital Banking and Innovation at Banco Santander will propose solutions and new user experiences with the conference: "**The challenge of the new banking industry**".

Sendi Young, Vice President of Data & Services of Mastercard, will share with the attendees the success story of Mastercard in the implementation of open banking and payments in real time. After her, the co-founder and President of Ovamba Solutions, **Viola Llewelyn**, in her lecture "**What Banks and Insurance Companies Can Learn from Emerging Markets**", will analyze the use of new technologies adapted to the local culture of countries in developing. Llewelyn will explain how this FinTech has helped African SMEs access financial products compatible with Sharia and how global investors can access the African market.

A day that will allow the debate on **Open Banking Platforms in the Present** with the presence of **Gabriela Orille**, Global Innovation Officer of AndBank, and **Anna Mialet Rigau**, Director of Transformation and Innovation at Caixabank. During the debate, they will talk about the new panorama of the banking sector with FinTechs and the arrival of new external players; as well as the more open competition that arises with the new regulations and standard payment services, PSD2 regulations and the new AISP and PISP entities.

As comments **Lluís Altés**, **Managing Director of Digital Enterprise Show**, "*the entry of companies like Google, Amazon, Facebook or Alibaba is only a matter of time and it can be an opportunity for companies in the sector. These are companies that have a very powerful technological base and that make the most of their resources to develop new business models. This is the basis of success, and that is not exclusive of four companies in the world.*"

The closing of the forum will be in charge of **Bontle Senne**, Director of Strategic Development at Deutsche Bank, who in his lecture "**Transformation in real life: leaders let Agile break and rebuild their organizations**" will share with the attendees how to undertake the real transformation. The company's digital work emphasizes the need to break with established structures and old ideas to make way for the implementation of Agile methodologies and new specialized equipment.

DES2019 gathers in Madrid, from May 21 to 23, 23,000 professionals from more than 50 countries, and business delegations from **Germany**, guest country of this edition, **USA, Sweden, India, Brazil or China**, among others. The event brings together more than 450 world experts in Industry 4.0, Blockchain, Artificial Intelligence, Cybersecurity, or Digital Marketing, among many others; together



with leading companies in the technology sector, such as IBM, Altran, Deloitte Digital, EY, T-Systems, Globant, KPMG, Santander, Telefonica, UST Global, Nutanix, Ferrovial, Seidor or Improve, among more than 300 firms.