



Roadmapping The Digital (r)Evolution  
22-23 MAY 2018

# DELEGATES PACK

Central and Eastern Europe (CEE)  
Leading Fintech Event

# »»»»X CEE d2018



**2 Days of exchange  
and interaction**



**xCEEDium-World's first  
conference with its  
own crypto currency**



**8 Interactive  
Workshops**



**6 Discussion  
Panels**



**xCEED Mobile App  
maximise your xCEED  
Experience**



**AR technology  
showcasing the  
"Branch of the future"**



**Over 25  
expert speakers**



**Network  
with over 150  
C-Level Executives**



# xCEED 2018

This year xCEED are proud to announce a partnership with the European Commission (EC). This exclusive opportunity to work with the European Commission is an honour for xCEED, and thrilled that representatives from the European Commission will be hosting a RegTech and Blockchain Panel alongside National Banks from the Central and Eastern Europe (CEE) region and Western Balkans at the 2-day Conference.



Our two-day event is a mix of keynote sessions from the UK leading banks, insight from regulators, interactive panel debates and live demonstrations from the UK's hottest FinTech start-up, covering a range of topics; crypto, AR and Blockchain.





## xChange

xCEED provides the right mix of networking, workshops, panels and speakers from well known financial institutions to ensure your time at xCEED is as effective as possible.

## Communicate

Speak to industry leaders, banks and fintech experts who will share their expertise and offer real insight and advice.

## Expert

Meet experts from banks, insurers, regulators, telcos and retailers from the region alongside a cohort of fintech pioneers from the UK.

## Experience

Interactive panels, innovative speakers and workshops plus networking with over 150 c-level executives.

## Delivery

Close interaction and networking opportunities with delegates, other sponsors and exhibitors to build productive and profitable relationships.

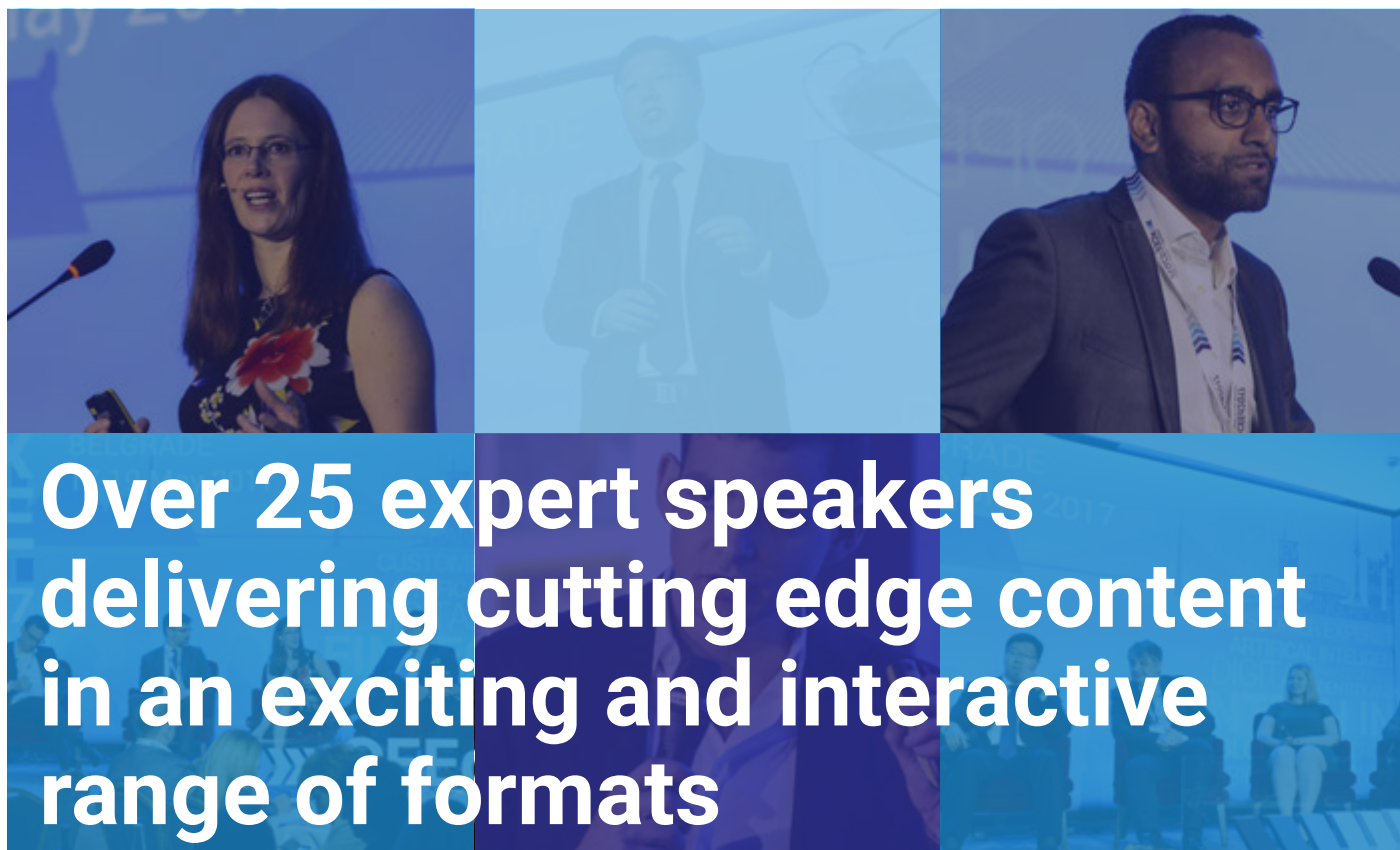
# WHY XCEED 2018

xCEED is the leading fintech conference in Central and Eastern Europe, offering best in class access to industry experts from banks, insurers, regulators, telcos and retailers from the region with UK's FinTech pioneers.

xCEED offers an exciting variety of formats that ensure a unique experience with real domain experience shared in an intimate environment for productive and profitable business transactions going forward.

xCEED 2018 will focus on the practical application of financial technologies in CEE, delivered through interaction and engagement. With a 90% new speaker line-up, its own cryptocurrency and a gift shop, the 2018 event is going to be truly unique.





## How to join us:

xCEED 2018 is offering a choice of ways that delegates can experience this leading fintech event

### Business Class Ticket

**€610**

**Regular price: €1,000**

In addition to the standard  
class ticket you will receive:

Priority Check-in  
Business Class Lounge Access  
VIP event seating and speaker access  
Exclusive Invitation to  
the Ambassador's Reception

**EARLY BIRD OFFER**

**SAVE ≈ 40%**

### Standard Ticket

**€160**

**Regular price: €250**

Admission to xCEED  
Access to Sponsor stands  
Admittance to workshops, panel discussions  
and all speaker sessions  
Access to selected networking events  
Earn and Trade xCEEDium cryptocurrency

**EARLY BIRD OFFER**

**SAVE ≈ 40%**

Be quick, tickets are at an early-bird discounted rate!

**[www.xceedconference.com](http://www.xceedconference.com)**

## Day1 Tuesday - May 22, 2018

- 08:15 **Registration & Coffee**
- 09:00 **Welcome addresses and opening speeches**  
HMA Denis Keefe, Pavle Ljubic (Panovate Group) Host: Nick Middleton
- 09:30 **Keynote 1: Say Goodbye to the Service Formerly Known as Banking**
- 09:50 **DIT Innovation Showcase (Part1)**  
Meet the new kids on the block hoping to disrupt the financial services industry with their latest technology and fresh ideas. The showcase features live interactive demonstrations from the most exciting new companies in the Fintech space hoping to show us what the future of financial services will look like.
- 10:35 **Coffee break (Networking and exhibitor live demos)**
- 10:45 **Panel 1: Bank of the Future**  
1. What is the social, economic and societal purpose of banks – whether retail, investment, corporate, or central?  
2. What should a bank of tomorrow be? Technology company, platform model, utility, or other?  
3. What exactly does an engaged customer look like?
- 11:45 **Panel 2: A Diverse Landscape**  
1. GAFA: a threat or inspiration?  
2. How is (Fin)Tech shaping banking, how is banking shaping (Fin)Tech and how are both shaping business across the world?  
3. Responding to millennials: how can strategy be adapted to suit new needs and priorities?
- 12:45 **Lunch break (Networking and exhibitor live demos)**
- 14:00 **xCEED Workshops (1)**  
1) "Phigital..." 2) Customer Experience: Can personalisation go too far?  
3) Collaborate to Innovate 4) The Challengers
- 15:00 **Coffee break (Networking and exhibitor live demos)**
- 15:15 **Keynote 2: The Business End of Payments**
- 15:35 **Panel 3 : The Payments Experience**  
1) Eliminating the friction in the consumer (payment) journey  
2) How Innovative payment technologies are impacting your business?  
3) NexGenPOS: Implications and Opportunities for POS Providers and Merchants
- 16:45 **Closing Day 1 Remarks (Nick Middleton)**
- 16:50 **Cocktail Reception at Conference Venue**

## Day2 Wednesday - May 23, 2018

- 08:15 **Registration & Coffee**
- 09:00 **Keynote 3: A Blueprint for Global Open Banking Standards**
- 09:20 **Panel 4: How Open is Open**
  - 1) PSD2 five months in; How have customers reacted to the opportunities created by open APIs?
  - 2) How can financial institutions act to mitigate the risks attached to being a digital entity? What is the sector's exposure to attacks on other institutions?
  - 3) Maintaining customer relationships: what needs to be done to avoid the aggregation of banking?
- 10:20 **Coffee break (Networking and exhibitor live demos)**
- 10:35 **Panel 5: Regulating An Anonymous World**
  - 1) In an ideal world how could financial regulation keep the sector safe while allowing financial institutions the creativity to diversify and freedom to grow?
  - 2) Setting standards: what exactly will an open banking eco-system look like?
  - 3) How will regulation in blockchain evolve?
- 11:35 **DIT Innovation Showcase (Part 2)**

Meet the new kids on the block hoping to disrupt the financial services industry with their latest technology and fresh ideas. The showcase features live interactive demonstrations from the most exciting new companies in the Fintech space hoping to show us what the future of financial services will look like.
- 12:20 **Lunch break (Networking and exhibitor live demos)**
- 13:35 **xCEED Workshops (2)**
  - 1) PSD2, the next chapter of payments 2) How Instant Payments really work?
  - 3) Financial Inclusion Needs a Guiding Principle 4) Blockchain is the solution, but what is the problem?
- 14:35 **Coffee break (Networking and exhibitor live demos)**
- 14:50 **Keynote 4: Cryptocurrency in Practice: xCEEDium**
- 15:10 **Panel 6 : Where is the Value Potential of DLT Deployment in Financial Services?**
  - 1) Identifying best practice to date: where can financial institutions look to for inspiration?
  - 2) Finding the right blockchain partner: what are the essential criteria?
  - 3) How does DLT compare to existing systems, now and in 10 years?
- 16:00 **xCEEDium Prize Giving**
- 16:05 **Closing Remarks**
- 18:00 **Invite only Reception at Ambassador's Residence**
- 20:00 **Extended Networking**



# CHOICES OF ACCOMMODATION

## Metropol Palace Hotel

📍 Bulevar kralja Aleksandra 69, Beograd 11000

🌐 [www.metropolpalace.com](http://www.metropolpalace.com)

Metropol Palace Hotel's ideal central location gives easy access to the grand Tašmajdan park and is perfect for exploring Belgrade's many monuments, palaces, theatres and museums rich with indigenous and international cultural gems, all within a short stroll from the hotel.



**xCEED has secured an exclusive delegate rate:**

**€100/night for single occupancy**

**€120/night for double occupancy**

Please ensure you quote **xCEED 2018** when making your booking. Detailed room information and pricing can be found on our website:

[www.xceedconference.com/when-and-where/](http://www.xceedconference.com/when-and-where/)

If you prefer to stay somewhere else or would like assistance with your hotel booking you can contact us on [xceed2018@feelbelgrade.com](mailto:xceed2018@feelbelgrade.com).







FB Travel Ltd is our host ground handler dealing with all xCEED delegate and speaker travel requirements. Feel Belgrade has its own travel portal [www.feelbelgrade.com](http://www.feelbelgrade.com) which offers you a wide selection of services you can access to tailor your stay in Belgrade and Serbia to make it perfect for you. As part of the Feel Belgrade Travel group, we have Feel Belgrade Apart Hotel and Avanturist caffe-bar as they are part of our family we can ensure a consistent high standard of service.

The Feel Belgrade Team is a hand selected group of highly educated professionals with over 12 years experience in tourism. FB Travel's mission and goal is to provide the best possible service for xCEED delegates, speakers and guests. The core purpose of Feel Belgrade Travel is to offer a selection of accommodation (hotels, apartments, etc), sightseeing tours and excursions, transportation services as well as providing a comprehensive and informative guide to make the most of your time in Belgrade and Serbia.

## GETTING AROUND

xCEED 2018 is offering complimentary transfers from the airport to your hotel, transport during your stay in Belgrade and transfers from the hotel to the airport on the day of your departure.

Please complete the following form and email it to [vesna@xceedconference.com](mailto:vesna@xceedconference.com)

<b>1</b>	<b>👤 First Name</b>	<b>👤 Last Name</b>		<b>🏠 Accommodation</b> (Hotel Name and address)	
<b>✈ Inbound Flight</b>			<b>✈ Outbound Flight</b>		
Airline	Flight No:	🕒 Arrival Time	Airline	Flight No:	🕒 Arrival Time

<b>2</b>	<b>👤 First Name</b>	<b>👤 Last Name</b>		<b>🏠 Accommodation</b> (Hotel Name and address)	
<b>✈ Inbound Flight</b>			<b>✈ Outbound Flight</b>		
Airline	Flight No:	🕒 Arrival Time	Airline	Flight No:	🕒 Arrival Time

xCEED Patron



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