



European Internet Foundation



BUILDING THE FUTURE OF E-FINANCIAL SERVICES

Cocktail and Dinner Debate

jointly organised by the European Parliamentary Financial Services Forum (EPFSF)
and the European Internet Foundation (EIF)

Date: Tuesday 11 October 2011

Time: 19.00-22.00 (18:45 if you need an access pass to the European Parliament)

Venue: Private Salon, Members Restaurant, European Parliament in Brussels (access from the Esplanade de la Solidarité on Place du Luxembourg - see map)

As the trend toward digital currency continues to gain momentum, consumers increasingly expect to make their purchases through a variety of solutions and technologies. Turning a smartphone into a payment tool for in-store, online and person-to-person transactions should bring a variety of benefits both for consumers and businesses. At the same time, financial institutions are rapidly adapting to these new trends in consumers' behaviors and needs.

To make this work, different stakeholders need to interact in a complex ecosystem, where financial and digital services intersect.

This dinner debate aims at highlighting the current trends in these sectors, as well as the regulatory framework in which they operate and the opportunities and challenges that they entail.

Programme

Welcome and Introduction:

Malcolm Harbour, MEP EIF Governor and Member of EPFSF Steering Committee

Guest speakers:

Daniel Gurrola, Vice-President of Strategy, Orange FT Group

Mary Carol Harris, Head of Mobile Market and Business Development, Visa Europe

Jim Magats, Director of European Core Payments, PayPal Europe

Eric Tak, Global Head of Cards, Cash and New Business, ING

*The **European Parliamentary Financial Services Forum (EPFSF)** was founded in 2000 to facilitate and strengthen the exchange of information on financial services and Europe's financial markets, between the European Parliament and the financial services industry. Its mission is to promote integration of a single European market for financial services across national borders, which is globally competitive and to the benefit of the European economy as well as suppliers and consumers of financial services.*
www.epfsf.org

*The **European Internet Foundation (EIF)** was founded in 2000 by Members of the European Parliament. Its mission is to help provide European political leadership for the development of European and multilateral public policies responsive to the political, economic and social challenges of the worldwide digital revolution. Its purpose is to help ensure that Europe remains at the forefront of this revolution - and benefits fully from it through enhanced global competitiveness and social progress.*
www.EIFonline.org