MOBILE PAYMENTS AFRICA SUMMIT AND EXPO 2019
GHALLAGHER CONVENTION CENTRE, - 25 OCTOBER 2019

“Mobilising the Unbanked and Untapped Africans - Competing in the Era of Open Platforms”

According to a World Bank paper, ‘Financial Inclusion in Africa’: "Less than a quarter of adults in Africa have an account with a formal financial institution, and that many adults in Africa use informal methods to save and borrow. Similarly, the majority of small and medium enterprises in Africa are unbanked and access to finance is a major obstacle. Compared with other developing economies, high-growth small and medium enterprises in Africa are less likely to use formal financing, which suggests formal financial systems are not serving the needs of enterprises with growth opportunities.

This concept referred to as "banking the unbanked", highlights the growth opportunities for financial institutions in accessing untapped markets. But, financial inclusion speaks rather to the benefits that can and must be realised for low-income or rural citizens when they enter into the formal banking world. These include the ability to save money, send money, pay bills, buy items remotely, buy on credit, invest, buy insurance and build up a credit record for future asset purchases.

"The Mobile Payments and Digital Banking Africa Summit 2019 will be held at the Gallagher Convention Centre in Midrand, Johannesburg on the 25th October 2019. The Summit will highlight the many new mobile payments, wallets, apps, digital banking and e-commerce platforms, services, solutions, and standards that continue to enter this exploding market with the potential to serve Africa’s untapped markets.

This summit is a full day event designed for mobile payments, banking, financial services and fin-tech professionals to discuss latest innovations, trends, challenges and opportunities in mobile payments and digital banking. This summit will delve into banking transformation, mobile payment evolution and strategies of how to meet modern and the unbanked customers’ needs thus driving revenue growth. Through profound case studies and interactive sessions, our expert-speakers from leading companies will provide you their insights on how to adopt changes, implement technologies and enhance customer satisfaction.

The competitive advantage sought by new "competitors", challenger banks, third party players, retail business, telecoms, etc., is very clear: to expand their customer base, while maintaining existing customers. Digital Banking, which in simple terms strengthens the way of conducting banking services through digital media and alternative channels, is based on the potential of Fintech’s ecosystem (Paytech, Regtech, Lendtech, Insurtech, Wealthtech, etc.) that invest in modern technology, such as AI, IoT, BigData and Insight Analytics, Blockchain and their respective solutions, as well as a holistic approach to “Know your Customer – KYC”, in conjunction with the capabilities and adoption of omni-channel services. This is the high-tech, as well as the operational center of gravity of the new mobile payments and digital banking era.

Open Platforms and the expansion to new payments capabilities constitute central pillars to the new imperatives of the transition to Digital Banking. Open platforms allow the exchange of personal data and bank account information as well as the activation of cross-industry and cross-border transactions. New regulations will mark the requirements for a new customer-centric model for banks with new capabilities, mainly through mobile services, providing consumers with lower service costs, flexibility and additional benefits. The rapid development and incessant changing of the digital landscape leaves no time for companies, they must be ready to adapt and innovate.
FOCUS OF THE 2019 SUMMIT

- Digital transformation as a challenge and an opportunity - Job Losses and New Opportunities
- The development and dissemination of open systems and new payment services
- The field of new “players” in the banking ecosystem and their influence on untapped markets
- Co-opetition between banks and Fintech with the aim of multiplying phenomena
- Methods and best practices for cutting edge technologies such as AI, IoT, Blockchain, BigData
- Factors relating to the security, speed and reliability of the new banking and payments services
- Market culture – Evolution of consumer behavior and the benefits from the new payment ecosystem
- Activation from vertical markets, such as retail to other markets with new mobile services
- Develop new opportunities for revenue growth that exploit new dynamics
- Design risk mitigation to protect data, and protect privacy
- Increasing Digital Engagement and Developing Conformity through Improved Services
- Create an implementation plan for redesigning legacy systems

WHY YOU SHOULD ATTEND OR EXHIBIT

The Summit is expected to bring together high-profile executives in the private sector and government, specialists in different areas of digital banking, Mobile Payments, Open platforms, Fintech, Investors, Thought leaders and Innovators, as well as high-tech gurus in the field of new banking and payments services. A great opportunity to synthesize modern trends and knowledge, best practices, research on bridging innovative plans and solutions through state-of-the-art technologies to highlight the potential, challenges and empowerment prospects of existing and untapped market.

Over 3000 Smme’s and big big business will be invited to attend the Expo and be exposed to a plathoria of mobile payment solutions and devices to enhance the revenue and profitability of their businesses.

WHO WILL ATTEND

- CEOs, Managing Directors, Senior VPs, Directors, Incubators, Innovation Hubs, National, Provincial and Local Governments Officials and Heads of Departments, as well as Specialists with the following expertise:
  - Digital Banking
  - Mobile Banking
  - Open Banking
  - Corporate Payments
  - Mobile Payments
  - Digital Wallets
  - Emerging Payments
  - Blockchain & DLT
  - Digital Engagement
  - Digital Experience
  - Digital Transformation
  - Digital Channels
  - Customer-Centered Banking
  - Digital Business
  - FinTech
  - API & Open Innovation
**Prime recognition of**

- Logo placement and recognition as Platinum Headline Partner on all marketing collateral, including, but not limited to; invitations, website, signage, cover of participant resource guide and material.
- Prime signage and branding in the main reception area of Summit venue.
- 2 minutes corporate video or advertisement during the conference 6x6 Exhibition stand at main area of Summit.
- Logo flighted on screen at Conference An Cocktail Dinner.
- Prime recognition of support throughout Conference events as Platinum Headline Partner.
- 30 minute presentation at plenary session of choice including the keynote session.
- 15 minutes sponsored address at the cocktail dinner.
- Logo placement on the conference website.
- Prime logo inclusion in the pre and post communication sent out by partner organizations.
- Logo placement in any paid or promotional print advertising billboards.

**Recognition & Marketing**

**Event Participation**

- Twenty (20) delegates to attend Summit.
- Opportunity for your company representative to participate in the panel discussion, as determined by the content development.
- 100 tickets to the Expo.
- Prime recognition in the Programme Directors remarks.
- Mention in the official keynote address and welcome address.

**Platinum Headline**

R750 000

**Gold Summit Partner**

R350 000

**Session Partner**

R150 000

**Premium Exhibitor**

R60 000

**EXHIBITOR BENEFITS**

- 2 x 6 exhibition stand
- Admission for Four (4) delegates to attend the Conference.
- Company name on the exhibition stand in Premium Exhibition area.
- 50 Tickets to the Expo.
- Logo on the event booklet.

**Budget Exhibitor**

R30 000

**EXHIBITOR BENEFITS**

- 2x3 exhibition stand
- Two (2) Passes to Conference 2016
- 20 Tickets to Expo
- Logo on Summit Magazine & Website
- Budget Corporate Exhibitor mention.

**Smme & ED Showcase Special**

R9 500

**EXHIBITOR BENEFITS**

- Exhibition vendor table.
- Admission for two (2) delegates to attend the Conference.
- ED Vendor Partner Logo.
- SMME Exhibitor mention.

**DELEGATION FEES**

- Corporate Delegate R4950
- Government Delegate R3450

**PARTNER BENEFITS**

- Sponsor of a session of choice except keynote session at the Conference.
- 15 minute presentation opportunity during the sponsored session.
- Your company logo screened during the sponsored session.
- 30 seconds corporate video or advertisement during the session.
- 2x3 exhibition stand.
- Admission for eight (8) delegates to attend the Conference.
- Logo placement and recognition as a Session Partner on all Conference marketing and collateral material, including, but not limited to; invitations, website, and day of event signage, cover of participant resource guide and material.
- 30 Tickets to the Expo.

**Presentation Partner**

R85 000

**PARTNER BENEFITS**

- Your company representative to make a 15 minute presentation at the conference, as determined by the content development.
- 10 Tickets to the Expo.
- 2x3 exhibition stand.
- Admission for three (3) delegates to attend the Conference.
- Prime recognition in the programme Directors remarks and Government official keynote address and welcome address.
- Logo placement and recognition as a Presentation Partner on all Conference marketing and collateral material.

**Event Participation**

Admission for ten (10) delegates to attend the Conference.

- Opportunity for your company representative to participate in the panel discussion, as determined by the content development.
- 50 Tickets to the Expo.
- Prime recognition in the Programme Director’s remarks and Government Official keynote address and welcome address.

**PARTNER BENEFITS**

- Sponsor of a session of choice except keynote session at the Conference.
- 15 minute presentation opportunity during the sponsored session.
- Your company logo screened during the sponsored session.
- 30 seconds corporate video or advertisement during the session.
- 2x3 exhibition stand.
- Admission for eight (8) delegates to attend the Conference.
- Logo placement and recognition as a Session Partner on all Conference marketing and collateral material, including, but not limited to; invitations, website, and day of event signage, cover of participant resource guide and material.
- 30 Tickets to the Expo.

**Session Partner**

R150 000

**PARTNER BENEFITS**

- Sponsor of a session of choice except keynote session at the Conference.
- 15 minute presentation opportunity during the sponsored session.
- Your company logo screened during the sponsored session.
- 30 seconds corporate video or advertisement during the session.
- 2x3 exhibition stand.
- Admission for eight (8) delegates to attend the Conference.
- Logo placement and recognition as a Session Partner on all Conference marketing and collateral material, including, but not limited to; invitations, website, and day of event signage, cover of participant resource guide and material.
- 30 Tickets to the Expo.

**Gold Summit Partner**

R350 000

**PARTNER BENEFITS**

- Sponsor of a session of choice except keynote session at the Conference.
- 15 minute presentation opportunity during the sponsored session.
- Your company logo screened during the sponsored session.
- 30 seconds corporate video or advertisement during the session.
- 2x3 exhibition stand.
- Admission for eight (8) delegates to attend the Conference.
- Logo placement and recognition as a Session Partner on all Conference marketing and collateral material, including, but not limited to; invitations, website, and day of event signage, cover of participant resource guide and material.
- 30 Tickets to the Expo.

**Event Participation**

Admission for ten (10) delegates to attend the Conference.

- Opportunity for your company representative to participate in the panel discussion, as determined by the content development.
- 50 Tickets to the Expo.
- Prime recognition in the Programme Director’s remarks and Government Official keynote address and welcome address.

**Platinum Headline**

R750 000

**Recognition & Marketing**

- Logo placement and recognition as Gold Summit Partner on all Conference marketing and collateral material, including, but not limited to; invitations, website, and day of event signage, cover of participant resource guide and material.
- 60 seconds corporate video or advertisement during the dinner.
- Official sponsor of the cocktail dinner.
- Contribution to dinner guest list and Programme.
- 15 minute presentation at session of choice during conference except keynote session.
- 10 minute presentation at cocktail dinner.
- 2x3 Exhibition Stand.
- Recognition of support throughout the Conference. Logo placement on the conference website.
- Logo inclusion is Conference pre-promotional electronic communication sent out by partner organizations.
- Logo placement in any paid or promotional print advertising and billboards.

**Event Participation**

- Twenty (20) delegates to attend Summit.
- Opportunity for your company representative to participate in the panel discussion, as determined by the content development.
- 100 tickets to the Expo.
- Prime recognition in the Programme Directors remarks.
- Mention in the official keynote address and welcome address.
**CONTACT INFORMATION** (Please use BLOCK LETTERS)

Name: .................................................................
Job Title: ............................................................... 
Email: .................................................................
Company: ............................................................... 
Industry Sector: .......................................................... 
Address: ................................................................. 
Town/City: ............................................................... 
Postcode: ................................................................. 
Tel: ................................................................. 
Fax: ................................................................. 
Mob: ................................................................. 
VAT No: .................................................................

**TERMS & CONDITIONS**

**PAYMENTS:**
All payments must be received within 10 days of booking.
Cancellations: Must be received in writing four (4) weeks prior to the date of the event and will be charged at 50% of the booking cost.
Cancellations received within two (2) weeks of the course date will be charged at 100% of the booking cost.
Intouch Africa reserves the right to change the venue, date, content or speaker of its event at anytime. In the event that Intouch Africa cancels the event, Intouch Africa reserves the right to transfer this booking to be held in the following 12 months to provide a credit note of the equivalent amount to another event within the following 12 months.

**SUBSTITUTIONS / CANCELLATIONS**

If you are unable to attend the conference for any reason, we require at least 28 days prior written notice letter or email. No refund or credit will be offered on cancellations received less than 28 days prior to the start date and any outstanding payment will be required in full (this also applies to delegates who do not attend on the day).

Attendance fees will not be refunded (irrespective of the date of booking) in the training or threat of war, terrorism or circumstances outside of the organisers control.

We reserve the right to accept or reject delegates at our own discretion.