

*Khaleej Times*

# DIGIBANK 2020

THE BANKING  
TRANSFORMATION  
FORUM  
#DIGIBANK2020

23<sup>RD</sup> NOVEMBER 2020 - UAE EDITION

25<sup>TH</sup> NOVEMBER 2020 - KSA EDITION

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



Khaleej Times

# DIGIBANK

# 2020

Summary - Touted as the biggest year in digital transformation of banks, what started out as a brief disruption to the operations has become the new norm as we move towards a new world order. This is confirmed with the reports that the banks in the **META region will spend up to \$40 billion on technology by 2022**. As one of the sectors that has always been a strong advocate of technology, the truth is that using technology has always been a necessity for the banking sector to stay ahead of the curve as Fintech catches up.

GCC countries have always focused on strengthening their key sector which includes banking using technology as the catalyst. Supported by strong leadership and cooperative regulators, they have always aimed to deliver the best of products and services while reducing operational costs and the turnaround time involved. The rise of emerging technologies such as Blockchain and Artificial Intelligence and only increased the adoption rate of technology which has made banking one of the most future oriented industries. From AI powered chatbots to mobile banking, from Internet of Things powered devices to cashless transaction, the technology has empowered the banks to deliver the next level customer experience and at the same transform their own processes making it more agile, responsive and scalable in real time.

Khaleej Times has not only witnessed the rise of the banking sector in the region but also witnessed its contribution in nation building and helping the GCC countries become the economic powerhouses they are today. While technology has been discussed a lot of times, its impact and use in the banking sector has never been discussed on such a massive and wide spread platform ever. Bringing the best of global banking experts and regional banking leaders, Khaleej Times will present the summit in a hybrid environment staying true to its commitment of keeping the safety regulations of its audience in mind.

The summit will further confirm GCC's rise as a technology hotspot and its commitment to provide a better, safe and progressive financial infrastructure to its people. Marking the start of a new era, banking technology and business leaders charting out a new course for their organizations will be a part of this summit and set the tone for the future.

# Banking Technology in the Middle East

**200%**

expected increase in technology spending by banks from 2019 - 2022

**65%**

of the GCC banking customers now use digital platforms

**70%**

of the banks are looking at spending more on cloud services in next 2 years

**85%**

of the banks to embed AI to fine-tune their KYC process

**\$12.68 Billion**

spend on technology in the MENA region in 2019

**55%**

of the banks have no thorough Information Security strategy

**77%**

of the banking leaders believe AI will be a game changer

# THE 2020 EDITION WILL FOCUS ON



Digital banking in a new world order



Open banking and Third Party Applications



Automation and RPA in banking



API technology and its adoption



AI for better experience and leveraging insights



Fintech providing agility to banks



Blockchain / Distributed Ledger Technology



Cloud & Edge computing as a SaaS model



Lean & shared banking branches



Video & Voice Banking



Authentication and Behavioral Monitoring



Digital & Contactless payments



Advanced analytics for a hyper intelligent bank



5G and the convergence of physical and digital experience

## WHY SHOULD YOU ATTEND?

### **Make your business future-ready**

Find out how technology is changing the way banks and the world in general will be run soon

### **Your Business Models are becoming outdated**

Decreased profits, increased costs and unsatisfied clients? It's time you overhaul your business processes and get in tune with the new-age demand and with technology as an enabler

### **Empower your teams and resources**

Digital transformation is about people as much as it is about technology. Find out how you can help tap the maximum potential of your people and in turn tap the organization's maximum potential using technology.

### **Your Customers are evolving**

With access to more information, choices and the best of technology at their disposal, customers are taking informed and better decisions. Learn their behavior pattern and think like them to stay a step ahead.

### **Disrupt & Innovate**

Not just mere hyped buzzwords, disruption and innovation have become global mantras of success and they ensure that the business stays relevant.

### **Strategize & Execute**

Apart from enlightening yourself on the way ahead with technology in banking, prepare a strategy with the help of key learnings from the global leaders about executing your Digital Transformation in a perfect manner.



# ATTENDEE PROFILE

## COMPANIES: DESIGNATIONS:

- CEO/COO/Managing Director
- CTO/CIO
- Executive Vice Presidents/Senior Vice Presidents/Vice Presidents
- Directors/Heads
- General Manager/Manager/Deputy Manager
- Specialists/Experts/Leads/Evangelists

## DEPARTMENTS

- Digital Transformation/Digital Banking/eBanking
- Retail Banking
- Consumer Banking
- Information technology
- Products & Product management

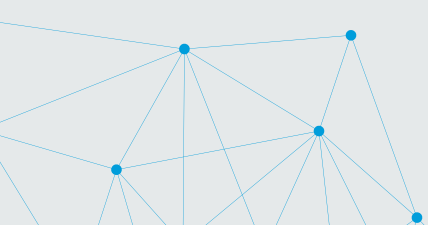
- Cards & Technology
- Business Integration
- Risk & Compliance
- Innovation & Technology
- Banking Operations
- Mobile Banking
- MIS/Data Warehousing/Big Data
- CRM
- Cyber-Security

## THE BANKING POWERLIST

Putting the spotlight on the banking stalwarts in the region, Khaleej Times will release a list of 30 banking technology champions who are setting the narrative for the use of technology. These are individuals who have faced the stiff competition from FinTech companies and the market in general while at the same time they have lead the business and technology mandate ensuring growth does not take a hit as they embark on a transformation journey.

These are individuals who were vocal about technology taking center stage in banking institutions at a time when it was seen just as a support system and it is with their consistent efforts combined with the extremely dynamic evolution of the sector that technology today has a seat in the boardroom. This Power list is testimony

- Commercial/Retail Banks
- Islamic Banks
- Insurance Companies
- Industrial Banks
- Central Banks / Regulatory Auhtorities
- Investment Banks
- Merchant Banks





# DIGIBANK 2020 SPONSORS & PARTNERS

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TECHNOLOGY  
PARTNER**



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SPONSOR**



**BANKING  
TRANSFORMATION  
PARTNER**



**NETWORKING  
SPONSOR**



**MEDIA PARTNERS**





# SPEAKERS

## UAE EDITION SPEAKERS



**STEFAN KIMMEL**  
Chief Operating Officer  
Commercial Bank of  
Dubai, UAE



**SUBROTO SOM**  
Senior Executive  
Vice-President  
Mashreq, UAE



**SANJAY KHANNA**  
CIO  
RakBank, UAE



**YURI MISNIK**  
CIO  
FAB, UAE

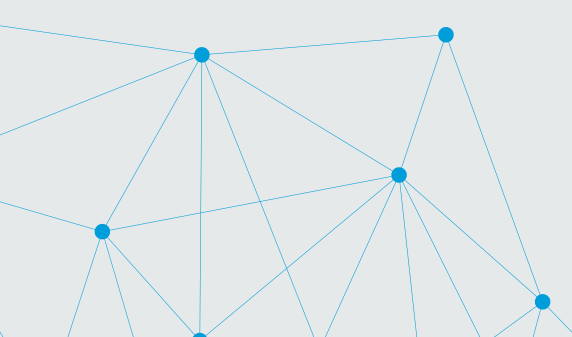


**AYMAN AL QUDSI**  
CIO  
United Arab Bank,  
UAE

## KSA EDITION SPEAKERS



**CHARBEL DIAB**  
Regional Sales  
Director METAP  
Onespan





# AGENDA

## DAY 1

- 09:55**                    **Welcome address by Khaleej Times**
- 10:00**                    **KEYNOTE ADDRESS**
- 10:20**                    **THE CEO PANEL: The role of technology in the new world banking order**
- Understanding the implications of the pandemic on the banking sector and its road to recovery
  - Highlighting the role of technology helping banks recover and grow in the post pandemic era
  - Debating the impact of technology on the culture and people within the banking sector and developing a sustainable culture within the organization
- 10:40**                    **OPEN BANKING: Driving value and transforming banks in digital powerhouses**
- Evaluating your current business model and identifying a clear strategy to implement open banking
  - Investing in the commercial benefits that open banking has to offer
  - Offering better services, increasing efficiency and transforming the experience through open banking
- 11:00**                    **RETAIL BANKING & ROBOTS: Enhancing processes and efficiencies to a new level**
- Expanding the scope of RPA beyond customer experience to other areas such as better financial risk management and making better credit decisions
  - Unveiling cognitive automation and its impact on improving data quality and performing complex data driven tasks in a seamless manner
  - Developing a resilient Robotic Process Automation strategy in line with your business transformation needs
- 11:20**                    **Coffee & Networking Break**
- 11:50**                    **API IN BFSI: Helping you survive and thrive in a digital environment**
- Helping financial organizations deliver better services by enabling a trusted third party to access the Bank's resources
  - Analyzing the customer transaction data through the API to understand the performance and perception value of any product or service
  - Differentiating between different APIs and discussing the impact of regulatory compliance such as Revised Payment Service Directive (PSD2)
- 12:10**                    **CLOUD BANKING: The new catalyst for banking transformation**
- Evolution of cloud from just a technology to a platform to store and access every application and data
  - Utilizing cloud for products-as-a-service offerings helping banks improve revenue generation by delivering products to the market with a shorter turnaround
  - Bringing huge amount of data in one place to create new business and operating models
- 12:30**                    **IVR TECHNOLOGY: Powering experience and empowering customers**
- Using Natural Language Processing (NLP) to power the contact centers in banks and financial institutions
  - Ushering a new era of contact centers which are automated in nature and follows a self-service mechanism
  - Developing a conversational IVR system in order to deliver a contextual customer experience to your clients
- 12:50**                    **CASH IS DEAD? The rise of digital payments starting the fall of the king**
- Addressing the tectonic shift to cashless in wake of the global pandemic enabled by technology
  - Delivering an exceptional and seamless experience with features such as facial recognition and (QR) codes
  - Examining the impact of internal payment operations on the organization's customers

# AGENDA

## DAY 1

13:10

### **COGNITIVE ANALYTICS: Discovering a new approach to decision making**

- Creating a new framework of decision making by learning from human behavior and coding it in
- Bridging the gap between the practicality of decision making and the expected results from Big Data
- Making real time decisions providing organizations with an edge when it comes to predicting potential risks & improving services

13:30

### **Networking Lunch**

14:30

### **AI ENABLED CRM: Giving banks better insights & making processes quicker**

- Mapping the entire customer lifecycle across various touchpoints by the sales and customer relationship teams
- Increasing trust levels your clients have with the sales reps by using features such as sentiment analysis
- Getting rid of dirty data in order to improve the accuracy of the results you receive from your AI backed programs running on your CRMs

14:50

### **PANEL DISCUSSION: NEOBANKS emerging as the customer hot favourite**

- Meeting the expectations of the tech savvy customers today who feel disconnected with traditional banks
- Tapping on the SME and SMB market where the Neobanks are making the maximum impact

15:10

### **Closing Remarks from the Chairman**

15:15

### **End of Day 1**

# A 360 DEGREE MARKETING PLAN FOR MAXIMUM BRAND EXPOSURE AND VISITOR PROMOTION

## OUR REACH - THE KT ADVANTAGE



**180,000+**

EMAIL/NEWSLETTER  
REACH



**110 million+**

WEBSITE PAGE VIEWS  
MONTHLY



**6.7 million+**

ABSOLUTE UNIQUE  
VISITORS MONTHLY



**27,100+**

LINKEDIN FOLLOWERS



**6.7 million+**

FACEBOOK MEMBERS



**564,000+**

TWITTER REACH



**330,000+**

INSTAGRAM FOLLOWERS

# A 360 DEGREE MARKETING PLAN FOR BRAND EXPOSURE AND VISITOR PROMOTION



## **EMAIL**

Highly targeted email campaign with a reach of 150,000+ contacts to promote virtual event attendance



## **DIRECT MAIL**

Postal invites to schools for direct student participation



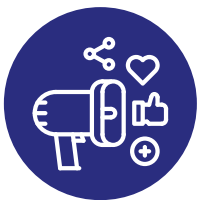
## **WEBSITE**

A dedicated event website with the latest and most updated information about the virtual event



## **DIGITAL MARKETING**

An extensive digital marketing campaign including Facebook and LinkedIn Ads, KT homepage takeover, web banners, Google search and display network, remarketing to target the right audience



## **PR**

Khaleej Times editorial team will conceptualize and create a 360-degree platform for the virtual event with strategic editorial content



## **PRINT ADS**

Ads placed in Khaleej Times and international newspapers as well as relevant industry magazines



## **RADIO**

Extensive radio adverts in English and Arabic channels



## **SMS**

Reach internal and external databases of decision makers & students across the region



## **MEDIA PARTNERSHIP**

Partnership with external media bodies including top education and technology partners' to promote the virtual event



## **SOCIAL MEDIA**

Daily news and updates about the virtual event including latest sponsors, exhibitors, speakers and industry information to be communicated through KT social media channels.



## **TELEMARKETING**

Key individuals and decision makers will be invited via telephone prior to the virtual event