

## LAC Regulatory Policy Forum

### Digital Financial Services and Financial Inclusion in Latin America and the Caribbean

**October 1-2 - Bogota, Colombia**

**Venue:** Cosmos Insignia Hotel

**Targeted attendees:** Staff in AFI member institutions in LAC and industry participants

**Objectives:** The workshop seeks to:

- Help the attendees have a better understanding of developments in the digital financial services landscape, including digital payments, underlying technology risks management and the implications of various digital financial inclusion models.
- Provide an overview of the role of digital payments with regards to Financial Inclusion efforts, while focusing on the changing payments landscape and new regulatory frameworks.
- Participants will learn about policy initiatives implemented throughout Latin America and the Caribbean geared towards innovation and new technologies supporting digital financial services.

### AGENDA

#### WEDNESDAY | 30 SEPTEMBER 2015

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**19:00 - 21:00**      **Welcome Cocktail**

**Venue**                      **Cosmos Insignia Hotel. Skype VIP Room, 9<sup>th</sup> floor**

#### DAY 1 | THURSDAY | 1 OCTOBER 2015 | GRAN EMBLEMA ROOM

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**08:30 - 09:30**      **Registration**

**09:45-10:15**      **Welcoming Remarks**

- Ilya Sverdlov, Head of Global Partnerships, AFI
- Marcela Carrasco, President MasterCard Colombia & Ecuador

**10:15-10:45**      **Keynote Speech**

David Salamanca, Director de la Unidad de Regulación Financiera, Ministerio de Hacienda y Crédito Público de Colombia

**10:45-12:00**

**Session 1: Policymaker and Private Sector's Perspectives on the Role of Digital Financial Services in Promoting Financial Inclusion**

**Modality:**  
**Experience Sharing**  
**Session**

**Discussants:**

- Federico Borrego, Director General de Redes de Medios de Disposición, CNBV México
- John Armand Mondeli, Deputy Director Banking Supervision Department, Banque de la République d'Haiti

- Mauricio Múnera, Director de Inclusión Financiera, Bancolombia
- Hair Muñoz, Jefe de Negocios Daviplata, Banco Davivienda

**Facilitator:** Carlos Alberto Moya Franco, LAC Regional Coordinator, AFI

### Session Description

Policymakers from the region will provide an overview of regulations implemented in relation to stipulated goals for financial inclusion to promote digital payments ecosystems. The session will highlight the importance of policymakers actively wanting to create the right “enabling” environment for growth of digital payments and working with private sector to accomplish the goals. Two Colombian banks that have carried out pilots on “Cashless Days” in some municipalities, will present their main results. Discussions shall include the typical challenges entailed in replacing at least a part of the cash with digital payments and the public policy objectives for retail payment systems - efficiency, transparency, safety and reliability, and financial inclusion.

Where has this been achieved successfully and is there a right approach for public private partnerships to drive the advancement of digital payments?

**12:00 - 13:15**

**Lunch. Agata Restaurant**

**13:15 - 14:30**

**Session 2: The Changing Digital Financial Services Landscape in LAC: New Players, New Risks, New Regulation**

**Modality:**  
**Moderated Plenary Session**

**Discussants:**

- Jorge Zamora, Vicepresidente de Desarrollo de Negocios LAC, MasterCard
- Jose Sanin, Regulatory Specialist, GSMA
- Otto Boris Rodriguez, Jefe del Departamento de Desarrollo del Sistema Financiero, Banco Central de Reserva, El Salvador
- Elías Vargas, Intendente de Riesgo Operacional, Superintendencia de Banca, Seguros Y AFP del Perú

**Moderator:** Hemant Baijal, Vice President, Global Public Policy, Mastercard

### Session Description

The landscape for emerging payments technologies, especially digital and mobile financial services is changing rapidly with emergence of new business models. The session will provide policymakers with a primer on the new developments including a better understanding of regulatory frameworks recently enacted, underlying technology risks and the evolution of digital financial services practices in the region. The session will also provide an overview of private sector mobile payment solutions; including mobile telephony uptake and mainstream adoption.

**14:30 - 15:15**

**Session 3: Promoting Financial Inclusion: Successful Experiences with Policy Implementation in LAC**

**Modality:**  
**Experience Sharing Session**

**Discussants:**

- Francisco Socias, Jefe del Departamento de Gestión de Proyectos Informáticos y Procesos, Ministerio de Desarrollo Social de Chile

- Juliana Alvarez Gallego, Gerente Banca de las Oportunidades, Colombia
- Jane Hwang, Senior Financial Sector Specialist for LAC, World Bank

**Facilitator:** Ricardo Estrada, Digital Financial Services and SME Finance Policy Manager, AFI

### Session Description

What are successful Financial Inclusion policies implementation stories in LAC? What is the regulatory framework and how does it affect Financial Inclusion? The session will discuss experiences in different LAC markets. Session will serve as a broad discussion of the existing environment and possibilities for the future.

**15:15 - 15:45**

**Coffee Break. Big Bang Bar Terrace**

**15:45 - 16:45**

**Session 4: The role of technology in facilitating financial inclusion**

**Modality:**  
**Moderated Plenary Session**

**Discussants:**

- Paulo Fernandez, Vice President, MasterCard
- Jorge Bernal Robayo, Gerente de Canales, Bancamia
- Maria del Pilar Galindo, Deputy Director de la Unidad de Regulación Financiera, Ministerio de Hacienda y Crédito Público de Colombia
- Willy Carranza, Director de Supervisión de Servicios Financieros Complementarios, Autoridad de Supervisión del Sistema Financiero de Bolivia

**Moderator:** Jane Hwang, Senior Financial Sector Specialist for LAC, World Bank

### Session Description

Private sector representatives will provide their perspectives on innovations in payment technologies and their role in facilitating financial inclusion, including how electronic payments can foster SMEs perspectives. Discussions will touch on the future implementation of digital technologies and the risk and reward associated with each. Focus will also be directed to the policy side of innovation. What is the framework for technological innovation? What is the best way to regulate innovation?

**19:00 - 21:00**

**Dinner. El Salto del Angel Restaurant, Carrera 13 N° 93A - 45**

## **DAY 2 | FRIDAY | 2 OCTOBER 2015 | PACIFICO ROOM**

**08:30–08:45**

**Recap of Day 1**

Ricardo Estrada, Digital Financial Services and SME Finance Policy Manager, AFI

**08:45 - 09:45**

**Session 5: Technology Risk Management and Data Privacy - A Policymaker's Perspective**

**Modality:**  
**Experience**

**Discussants:**

- Ricardo Estrada, Digital Financial Services and SME Finance Policy Manager, AFI

### Sharing Session

- Javier Montaña, Director General Adjunto de Supervisión de Riesgo Operacional y Tecnológico, CNBV Mexico
- Christian Montúfar, Profesional de Normativa Prudencial, Superintendencia de Bancos de Guatemala.

**Facilitator:** Ilya Sverdlov, Head of Global Partnerships, AFI

### Session Description

Technology Risk Management and Data Privacy and its applications to the digital payments ecosystem will be discussed in the context of specific regulations enacted throughout the region, reviewing the different approaches.

**09:45 - 10:45**

**Session 6: Managing Cybersecurity and Digital Financial Services Fraud - what do policymakers need to know?**

**Modality:**

**Presentations**

**Discussants:**

- Magdiel Rodriguez, Vice President, Information Security, MasterCard
- David Ellis, Vice President of Investigations, SecurityMetrics

### Session Description

Provide latest information on data breach threats and industry efforts to mitigate these risks in the context of LAC. The session will also provide an overview of ways to ensure integrity of digital financial services and payments through compliance. The rationale and guiding principles behind the programs and the rules for compliance and chargeback performance will also be discussed. Regulators can also learn from the practices of the Payment Card Industry Compliance standards and incorporate certain principles when issuing licenses, and providing oversight and supervision for players who are not yet PCI compliant.

**10:45 - 11:15**

**Coffee Break. Sky VIP Room, 9<sup>th</sup> floor**

**11:15 - 12:15**

**Session 7: Oversight and Supervision of Digital Financial Services**

**Modality:**

**Moderated  
Plenary Session**

**Discussants:**

- Carol Salas Valdivieso, Analista Principal del Departamento de Regulación, Superintendencia de Banca, Seguros y AFP del Perú
- Ana Raquel Velasco, Directora de Regulación, Superintendencia de Bancos de Panamá
- Karen Chavarría, Supervisor de Banca Pública, Superintendencia General de Entidades Financieras- SUGEF, Costa Rica

**Moderator:** Ricardo Estrada, Digital Financial Services and SME Finance Policy Manager, AFI.

### Session Description

This session will provide a broad overview to regulators on various ways to address the regulatory framework for digital financial services and payments. Policy parameters to include: retail payment systems, e-money, electronic banking, agent banking and other DFS regulatory policy approaches. Discussions shall cover proportionate risk based approaches to regulations and policies that take into account the various opportunities and potential risks posed by digital financial services that support financial inclusion in LAC.

**12:15 - 12:30**

**Closing Remarks**

- Carlos Alberto Moya Franco, LAC Regional Coordinator, AFI
- Eduardo Santos, Vice President, Public Policy LAC, MasterCard