Capacity Building Seminar on Cybersecurity and Risk Management for Policymakers in Europe and Central Asia

Developing a safe and secure digital payment ecosystem to promote financial inclusion and economic growth

October 15, 2015 - Berlin, Germany

Venue: Zurich Three, Berlin Marriott

Attendees: Policymakers from Europe and Central Asian Countries

Objectives: The workshop seeks to provide attendees with information on:

- The trends in digital payment technologies to address the needs of emerging consumer segments including the financially excluded coupled with evolution of new business models and technologies for electronic payments.
- The role of partnerships in fostering innovation and scale in digital payment services.
- Fraud and risk management practices for digital payments.
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AGENDA

15 October, 2015

08:30 – 9:00	**Registration**
09:00-09:15	**Welcoming Remarks** • Ilya Sverdlov, Head of Global Partnerships, AFI • Ravi Aurora, Senior Vice President, Global Community Relations, MasterCard
09:15 – 09:45	**Session 1: Overview of Safety and Security Strategy at MasterCard**
Modality: **Presentation**	**Nancy O'Malley, Chief Payment System Integrity Officer, MasterCard**
Session Description: Nancy will provide an overview of MasterCard strategy on safety and security in digital payments. She will also briefly talk about how MasterCard is collaborating with public and private sectors to advance payment security in the US and its implications for other regions.	
09:45 – 10:30	**Session 2: The role of Partnerships in Promoting Interoperability and Innovation in Payments**
Modality: **Experience sharing**	**Discussants:** • Barbara King, Senior Vice President, Global P2P Products, MasterCard • Stephen Doyle, CEO, HomeSend

Session Description

Achieving interoperability, scale and innovation in payments requires alignment of vision between policymakers and industry participants. The session will discuss the role of partnerships in determining the investment decisions that should be made to achieve these objectives.

Discussants will talk about their experience in implementing remittance and p2p solutions in the region.

10:30 – 11:00	Session 3: Privacy and Data Protection
Modality: **Presentation**	**Julia Bonder-Le Berre, Senior Regional Counsel, Privacy and Data Protection, MasterCard**

Session Description

The Regulatory environment has evolved considerably over the past years and is transforming the way payments industry does business. This session will give insight into MasterCard's data protection practices and provide an overview of key regulatory challenges that MasterCard faces today. Demonstrate how successful public-private partnerships can help foster innovation and scaling digital payment services while respecting individuals' privacy.

11:00 – 11:20	Coffee Break

11:20 – 12:30	**Session 4: Managing Cybersecurity, Data Breach, and Financial Services Fraud – what do Regulators and Policymakers need to know?**
Modality: **Experience Sharing**	**Discussants** **Michael Green, Senior Vice President, Information Security Engineering, Mastercard** **Christopher Harrall, Vice President, Global Public Policy, MasterCard**

Session Description

Provide latest information on cybersecurity threats and industry efforts to mitigate these risks in the context of Europe and Central Asia region. The session will also provide an overview of ways to ensure integrity of digital payment systems through compliance. The objective is to understand the rationale and guiding principles behind the cybersecurity programs as well as the tools for compliance with appropriate regulations.

12:30 – 13:45	Lunch – Midtown Grill

13:45 – 15:00	**Session 5: Financial Inclusion & the Cashless Economy**
Modality: **Presentation followed by a discussion**	**Presenters:** **David Goodridge, Senior Vice President, European Acceptance & Government, MasterCard** **Louise Holden, Vice President, Government and Public Sector, MasterCard** **Discussion with select AFI members and GIZ highlighting national Digital Financial Services priorities** **Facilitator : Hemant Baijal, MasterCard**

Session Description

Over the last few decades, access to basic financial services has become a necessary precondition for participating fully in the economic and social life of a modern society. In particular, access to and use of an account, offering a minimum of basic transactions has become key to social integration. The use of cash is decreasing as salaries, benefits and utilities are more and more

paid via electronic payments. Increasingly, consumer goods and services are bought via electronic payments. However, evidence shows that a substantial number of Europeans are still subject to financial exclusion, leading to a greater risk of social exclusion. Discussion on strategies and policies that enable Financial Inclusion

15:00 – 15:40	Session 6: Apple Pay, Android Pay, Samsung Pay …. Europe here we come…. A View to Emerging Payment Technologies
Modality: **Presentation**	Arne Pache, Vice President, Emerging Payments MasterCard

Session Description

The MasterCard Digital Enablement Service (MDES) enables MasterCard consumer credit or debit cardholders to use Apple Pay, Android Pay, and Samsung Pay. In building a secure payment experience, these solutions leverage industry-standard EMV cryptography to ensure transactions can take full advantage of the most secure payments technology in the world while incorporating additional security features.

15:40 – 16:00	Coffee Break
16:00 – 16:45	Session 7: Securing Payments through Strong Authentication
Modality: **Presentation**	Paul Baker, Vice President, Authentication, MasterCard

Session Description

There are more payment methods available today than ever before. Online vendors can accept credit cards, debit cards, prepaid cards, PayPal, Apple Pay, Google Wallet, and others. The European Banking Authority guidelines on security of internet payments require companies to use strong authentication to verify users prior to online payment transactions. This requires the use of two or more of the following ways for people to prove that they are who they claim to be:

- something only the user knows, e.g., a static password
- something only the user possesses, e.g., a phone, or a token-generator
- something the user is, e.g., biometric identification, such as fingerprints or retina scans

This session will discuss the advancements in authentication to comply with the requirements without making the process too onerous for the customer.

16:45 – 17:00	Closing Remarks
	• AFI • MasterCard
18:00 – 20:00	Reception – Wandelbar