

1-2 NOVEMBER 2021 | RIYADH, KSA

CONFERENCE AGENDA

DAY 1 | 01 NOVEMBER 2021, MONDAY

- 08:00 - 09:00 **REGISTRATION & WELCOME COFFEE**
- 09:00 - 09:10 **OPENING NOTE BY THE EMCEE**
- 09:10 - 09:20 **WELCOME ADDRESS BY CHAIRMAN –**
Mr. Majed Alshodari- Chief Cyber Security Officer- SALAMA Cooperative Insurance Co.
- 09:20 – 09:40 **SAUDI ARABIA: A FINANCIAL HUB IN THE MAKING UNDER VISION 2030**
- How KSA aims to transform itself into a top-ten global financial marketplace by 2030.
 - Understanding the changing market demographics and customer expectations.
 - The technology trends fast-tracking digital transformation in the financial sector.
- Marwan Abouzeid - Principal Solutions Consultant - FINASTRA**
- 09:40 – 10:25 **PANEL DISCUSSION | CEO'S VISION: THE FUTURE OF BANKING SECTOR – NEW STRATEGIES FOR FUTURE GROWTH**
- What are a Bank CEO's top priorities today?
 - How to create a culture of Innovation within a bank?
 - Creating a roadmap for a successful people strategy for a digital future.
- Moderator: Majed Alshodari, Chief Cyber Security Officer, SALAMA Cooperative Insurance Co.**
- Jazza Al Sari, Founder & CEO, Saudi Digital Bank**
- Mazin Alghunaim, CEO, Bidaya Home Finance**
- Bader H Alanazi, CEO, Saudi Kuwaiti Finance House S.S.C**



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10:25 – 10:45 **CONVERSATIONAL BANKING: HOW BANKS CAN HARNESS THE POWER OF CONVERSATIONS ACROSS CHANNELS**

Arvind Kalla, Business Head, Middle East - ValueFirst

10:45 – 11:05 **SUPERCHARGE YOUR SHARE OF WALLET.**

- Having the client at the core of business
- Driving sales
- Impact cases

Ahmad Ghandour, Country Manager, Saudi Arabia, Kuwait, Levant-Backbase

11:05 – 11:50 **PANEL DISCUSSION | THE NEW SUPERHEROS: HOW CIOs AND CTOS ARE FAST-TRACKING TRANSFORMATION**

- Social Distancing, Branch Closures, Remote Workforce – How are tech leaders in Banks driving change?
- Has the pandemic proven to be boon or a bane for CIOs in shaping the digital landscape?
- Acceleration to Digital Transformation in supporting business continuity.

Moderator: Mohammed Al Shobani, AVP Digital Transformation, Al Rajhi Takaful

Mahmoud El Kassas, Head of IT Communications and Security, QNB ALAHLI

Jagdish Narayanan, CIO, Reliance Jio Payments Bank

Royal Cyber Speaker – Pending

Abdulelah Alosayni, CIO, Elite Insurance and Reinsurance Brokers

11:50 – 12:10 **AI-BANK OF THE FUTURE: HOW CAN BANKS HARNESS THE POWER OF 'DATA-ENABLED CUSTOMERS'**

- How data-driven intelligence enables banks to compete more effectively
- Why is now the moment for data-driven personalization?
- Key steps for next-gen digital banks to deliver better banking.



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Alex Kwiatkowski, Industry Principal, SAS Analytics

12:10 – 12:40 **NETWORKING COFFEE & PRAYER BREAK**

12:40 – 13:25 **PANEL DISCUSSION | THE FUTURE OF RETAIL BANKING: KEEPING UP WITH THE PACE OF CHANGE**

- Innovative trends in Retail Banking - Role of progressive technologies in retailbanking.
- How to address the biggest digital transformation challenges.
- Managing new customer expectations of the millennials and Gen-Z.

Ali Allawala, Global Head Islamic Retail Banking, Standard Chartered Bank
Mohammed AlAjmi, Group Head of Retail Banking, Meem
Charbel Diab, Senior Director, OneSpan Middle East FZE

13:25 – 14:10 **PANEL DISCUSSION | CISO PANEL: BUILDING SUSTAINABLE CYBER RESILIENCE IN BANKING & FINANCIAL SECTOR**

- Cyber-readiness of financial institutions – How prepared are the banks?
- Is cyber-risk for Banks a regulatory issue or just an IT one?
- Mitigating and managing risks in an accelerated digital banking world.

Moderator: Majed Alshodari, Chief Cyber Security Officer, SALAMA Cooperative Insurance Co.

Sultan Altukhaim, CISO, SAIB

Dr. Tim N, TISO, Commonwealth Bank

Hariprasad Chede, CISO, NBF

Hisham Mohamed, CISO, Emirates NBD

Mamdoh, CISO, Head Cyber Security Intelligence- Prominent Bank in Saudi Arabia



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14:10 – 14:40 **ROUND TABLE DISCUSSIONS**

1. Open Banking revolution in the Kingdom - Developing a change roadmap:

Fouad Abou Alwan, Director, Finastra

KEY POINTS of DISCUSSION:

- Open Banking is it just APIs? Is it just a regulation mandate?
- What are the immediate open banking opportunities and competitiveness in Saudi Arabia?
- Open Banking as an enabler: Transitioning from being manufacturers or distributors of financial products to a model where you develop your products and services using FinTech and third parties as distributors, and vice versa
- What are the greenfield opportunities opened by open finance, and beyond what is currently available through open banking alone?
- Technology to the rescue: How can technology be a game-changer for banks to be a successful and competitive market player in the open banking ecosystem?

2. Omnichannel/Optichannel Customer Experience - Customer satisfaction in the digital era:

KEY POINTS of DISCUSSION:

- The key trends shaping Customer Experience today
- What is Experience as a service and how can it help achieving Opti channel and personalization?
- How can cloud accelerate digital innovation especially in the financial sector?
- What is Multi-Cloud and how can it accelerate omni and opti-channel vision?
- How do different age-groups prefer to connect with businesses?
- Are current BOTs in the banking industry successful? What are the right strategies to build successful chat and voice bots?

Ahmad Sidawi, Enterprise Accounts Head, Genesys

14:40-14:55 **ROUND TABLE CONCLUSION**

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14:55-15:00 **CLOSING REMARKS BY THE CHAIRMAN AND END OF DAY 1**

15:00 **NETWORKING LUNCHEON**



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DAY 2 | 2 NOVEMBER 2021, TUESDAY

08:00 - 09:00 **REGISTRATION & WELCOME COFFEE**

09:00 - 09:10 **OPENING NOTE BY THE EMCEE**

09:10 – 09:30 **DIGITAL BANK NEEDS DIGITAL SHARED SERVICES**

- Importance of Digital Shared Services
- Challenges on the road to become digital
- Establishing digital BT

Majed Alshodari, Chief Cyber Security Officer, SALAMA Cooperative Insurance Co.

09:30 – 09:50 **EXPERIENCE AS a SERVICE – THE FUTURE OF CONTACT CENTER and EMPLOYEE ENGAGEMENT**

Ahmad Sidawi, Enterprise Accounts Head, Genesys

09:50 – 10:20 **Fire – Side Chat | DRIVING DIGITAL CHANGE IN THE BANKING ECOSYSTEM LANDSCAPE - CHIEF DIGITAL OFFICER OR CHIEF FUTURE OFFICER?**

- Going Digital: The Banking Transformation Roadmap.
- Digital bank of the future: Can banks meet the AI challenge?
- Significance of mastering data and leveraging advanced technologies.

Grant Niven, Head of Group Digital, Banque Saudi Fransi
Dr. Ahmed Darwish, Head of Digital Delivery, Bank AlBilad



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- 10:20 – 10:40 **CLOUD COMPUTING IN BANKING AND FINANCIAL SERVICES SECTOR – PUTTING THE CORE IN TO CLOUD**
- Building a Cloud Foundation for the New Banking Paradigm.
 - Cloud enabled core banking – Why now is the right time to act?
 - Choosing the right model for cloud computing banking – Advantages & Challenges.
- Dr. Tim N, TISO, Commonwealth Bank, Australia**
- 10:40 – 11:00 **“Post Covid-19 Banking Paradigm Shift”**
- Esam AlKhashnam, CEO, ITS Group**
- 11:00 – 11:20 **THE EVOLUTION OF MARKETING & CUSTOMER EXPERIENCE IN POST COVID ERA**
- Extreme customer-centricity a MUST to adapt to the post-pandemic world.
 - Strategies to build engagement and trust through technology and automation.
 - Banking-As-A-Platform: Delivering a new era of customer experience and value.
- Yasmina Fahmy, Group General Manager Marketing & Digital Transformation, Contact Financial Holding**
- 11:20 – 11:40 **LISTEN TO YOUR CUSTOMER, BUILDING Cx CAPABILITIES TO IMPROVE AND DRIVE FUTURE TRANSFORMATION**
- Khaled Nabhan, Head of Customer Experience, Bank Audi EG**
- 11:40 – 12:10 **NETWORKING COFFEE & PRAYER BREAK**
- 12:10 – 12:30 **REBOOTING BANKING FOR THE POST-COVID-19 ERA**
- Sultan Al-Hamidi, EVP, Social Development Bank**

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12:30 – 12:50 **How is Fintech Innovation influencing the Future of Banking**
Fares Antoun, Head of Payments, Bank of Beirut

12:50 – 13:00 **CLOSING REMARKS BY CHAIRMAN & END OF DAY 2**

13:00 **NETWORKING LUNCHEON**