WSBI INNOVATION WORKSHOP
SAO PAULO

Customer Engagement, Data & Partnerships – How to get the most out of new technologies?

21 & 22 March 2019
Sao Paulo

FOR MORE INFORMATION CONTACT: INNOVATION@WSBI-ESBG.ORG
WSBI Innovation Workshop
Sao Paulo

Programme Overview

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<td>21 March 2019</td>
<td>WSBI Innovation Workshop</td>
<td>9.00 – 16.15hrs</td>
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<td>Study Visit (tbc)</td>
<td>17.00 – 19.00hrs</td>
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<td>22 March 2019</td>
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Join us for the Innovation Workshop in Sao Paulo, home of a highly active financial sector and the biggest in the Latin America and Caribbean region. Brazil also ranks as the largest Fintech (Financial Technology) hub of Latin America, after the birth of 188 new start-ups active in Fintech in the last 18 months. Innovation in banking and the FinTech ecosystem in Brazil is driven by strong growth in the segments of Digital Banking, Trading and Capital Markets, Loans and Insurance. Key Workshop topics will include how to take the best from new technologies and set up useful collaborations to deepen the customer relationship, build customer centricity & engagement. The workshop will also feature a deep dive session on digital on-boarding & authentication, and much more. What to expect? Read more about previous events [here](Brussels) & [here](Hong Kong).

Further information (registration, hotel) on the website: [https://www.wsbi-esbg.org/Events/São%20Paulo](https://www.wsbi-esbg.org/Events/São%20Paulo)
WSBI Innovation Workshop – Sao Paulo

21 March 2019
9.00 – 16.15 hrs

Venue: tbc

Moderated by
Natalie Staniewicz,
WSBI Manager Innovation & Business Development

From 8.00 Registration & Networking Coffee

9.00 – 9.35 Opening & Welcome

Opening by Chris De Noose, Managing Director, WSBI and Diego Prieto, GRULAC Chairman and President of Banco Caja Social (Colombia)

Introduction to the Day & Setting the Scene – Natalie Staniewicz, WSBI

9.35 – 10.35 Leveraging open innovation and data to improve customer experience

Digital journey, outcome and learnings, insights into data (AI, analytics, data management…) and open innovation programmes.

Followed by Guided Roundtable Exchange on Participants’ Experiences and Best Practices

10.35 – 11.30 From disruption to collaboration, fostering collaboration between banks and Fintech Start-ups to remain customer centric

Going beyond the pitching stage, overcoming hurdles, how to foster collaboration and making it happen?

Followed by Guided Roundtable Exchange on Participants’ Experiences and Best Practices

11.30 – 11.50 Coffee Break

11.50 – 13.00 Breakout Session: Workgroup Discussions

Participants will split into workgroups and will be given a specific disruption area / business segment to discuss in depth – which trends are affecting banking, challenges that need to be overcome for innovation to thrive and steps ahead to provide customers with value-added offers.

13.00 – 14.00 Lunch

14.00 – 14.25 How to create customer engagement and centricity – which services to build for customers and how to get better insights on their needs?

Channels, customer insights and targeting, creating engagement and relevant offers, partnerships and open banking.

Followed by Guided Roundtable Exchange on Participants’ Experiences and Best Practices
14.55 – 15.50 Deep dive session on digital onboarding and authentication

Reaping new opportunities of digital identity (e-KYC, biometrics) to enable better customer engagement while ensuring a regulatory enabling environment and security.

Including Guided Roundtable Exchange on Participants’ Experiences and Best Practices

15.50 – 16.15 Wrap-up & Closing