



The Invisible Bank 2015: The road to Digital SME.

June 19th 2015, Expo Milano 2015
From 10.00 to 16.00



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Agenda

- 10:00 – 10:45 **Welcome Coffee**
- 10:45 – 11:00 **Welcome and Introduction** – Ambrogio Terrizzano, Managing Director Accenture Digital, **Accenture Interactive**
- 11:00 – 11:25 **Developing a Digital Experience and Strategy for SME Customers** – Esra Kivrak, SME Banking & Marketing Director, **Garanti**
- 11:25 – 11:50 **Idea Cloud and Idea Hub for SME – First banking cloud in Europe and innovative branches to sustain partner relationships with SME** – Ewa Pitera, Manager, **Idea Bank**
- 11:50 – 12:10 **Created in Italia: an opportunity for the development of non-financial services via digital commerce** – Massimo Tessitore, Head of Multichannel Integration, **Intesa Sanpaolo**
- 12:10 – 12:35 **From provider to partner – an industrialised approach to uniqueness** – Jesus Gorriti, Digital Design Principal Director, **Fjord**
- 12:35 – 12:55 **Q&A Session**
- 12:55 – 13:55 **Light Lunch**
- 13:55 – 14:20 **A new way of supporting SMEs: Process Digitization and Targeted Offering** – Tomasz Kość, Head of SME Business, **mBank**
- 14:20 – 14:40 **My business manager, a concrete digital innovation for SME segment** – Natascia Noveri, Head of Global Business Innovation, **UniCredit**
- 14:40 – 15:00 **Q&A Session**
- 15:00 – 15:15 **Closing session** – Ambrogio Terrizzano, Managing Director Accenture Digital, **Accenture Interactive**
- 15:15 – 16:00 **Coffee Break**

Starting from 16:00 – Expo Milano 2015 tours

The visit is optional and will include Accenture Digital Lounge, Future Food District and Digital Lifestyle Experience tour.

Event moderated by Philippe Van Fraechem, Country Manager, **Efma**

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