



# Cl@b 2018

## 18° Latin American Congress of Technology and Financial Innovation

Cartagena de Indias Convention Center, Colombia

# SEPTEMBER 19|20|21 2018

AN EVENT:



DAY 1

**Wednesday**  
September 19th

**Host:** Guillermo Arduino - Correspondent at CNN en Español and host of Clix

DAY 2

**Thursday**  
September 20th

**Host:** Mauricio Reina - Researcher at Fedesarrollo an Host of Red+ Noticias

07:30 - 08:00 a.m. | Registration

### OPENING SESSION

- 08:00 - 08:15 a.m.** | Santiago Castro - President, Asobancaria.
- 08:15 - 08:30 a.m.** | Gustavo Vega - President, ACH Colombia, President CLAB.
- 08:30 - 08:45 a.m.** | Giorgio Trettenero, General Secretary, Latin American Federation of Banks - Felaban.
- 08:45 - 09:15 a.m.** | **Financial innovation and the supervisor**  
Jorge Castaño, Superintendent, Financial Superintendency of Colombia

### THEMATIC BLOCK: DIGITAL TRANSFORMATION AND INNOVATION. MAIN SPEAKER

#### First Session. Digital Transformation and Innovation. Main Speaker

- 09:15 - 10:00 a.m.** | **¿How to captivate the digital minds and the analogous hearts of the clients of the future?**  
Anders Sörman-Nilsson - Futurist and strategist of innovation / AUSTRALIA
- 10:00 - 10:30 a.m.** | **Interview with the keynote speaker**  
Guillermo Güémez - Head of Innovation, Banorte / MEXICO
- 10:30 - 11:00 a.m.** Coffee Break / Commercial Exhibition

#### Second Session. Tools for Digital Transformation

- 11:00 - 11:30 a.m.** | **Impact of blockchain technology in the financial system**  
Carlos Arena - Business Development Director, R3 Consortium / UNITED STATES
- 11:30 - 12:00 p.m.** | **Experiences with blockchain applications in banking**  
Driss Temsamani - Head of Digital Channels & Enterprise Banking, Citibank / UNITED STATES
- 12:00 - 12:30 p.m.** | **Data processing**  
Shannon Kellogg - Director of Public Policy, Amazon Web Services / UNITED STATES

Tools for the  
back-office

### 12:30 - 2:00 p.m. LUNCH / Commercial Exhibition

- 02:00 - 02:30 p.m.** | **Big Data**  
Luis Diaz - Director of Financial Solutions for Latin American, Oracle
- 02:30 - 03:00 p.m.** | **API-fication strategy as an enabler of open banking**  
Luis Goncalves - Manager of Financial Services Organization, Ernst and Young / PANAMA
- 03:00 - 03:15 p.m.** | **Biometry for Financial Services**  
Juan Galindo - Registrar, National Civil Registry / COLOMBIA
- 03:15 - 03:45 p.m.** | **"De-robotizing the talent": Efficiency gains and new revenues**  
Juan Polanía - Manager of Operational Excellence, Grupo Bancolombia / COLOMBIA
- 03:45 - 04:15 p.m.** | **Agile Frameworks for a ROI driven Data Science Practice**  
Favio Vazquez - Expert Data Science Lecturer, Afi School of Finance / MEXICO

Tools for the  
middle-office

Tools for the  
front-office

### 4:15 - 4:45 p.m. Commercial Exhibition / Coffee Break

#### Third Session. Panel: Advances and Challenges of Digital Transformation in the Latin American Financial System

- 04:45 - 05:45 p.m.** | Juan Terán-Vela - Consultant with more than 20 years of experience in digital transformation and innovation in Latin America. / ECUADOR
- 04:45 - 05:45 p.m.** | Carlos Mojica - Innovation and Digital Banking Division Manager, National Bank of Bolivia. / BOLIVIA
- Waiting for confirmation
- Moderator:** Patricia Parente - Manager of Commercial Intelligence, Banco Ciudad / ARGENTINA

### THEMATIC BLOCK: INNOVATION IN PAYMENT METHODS

#### Fourth Session. Panel: Innovation in Payment Methods

- 08:30 - 09:30 a.m.** | Aldo Chiavegatti - Superintendent of Financial Market Infraestructure, Interbank Clearing House / BRAZIL
- Rubén Salazar** - Senior Vice President Head of Products & Solutions, Visa / UNITED STATES
- Santiago Bugallo** - Head of Hispanic Markets, Mercado Pago / ARGENTINA
- Moderator:** Guillermo Moreano - Vice President of Operations and Technology, Banco Internacional / ECUADOR

#### Fifth Session. Financial Innovation Tendencies in the region

- 09:30 - 10:00 a.m.** | **Die to digitize**  
Daniel Navarro - President, Nimmok / COLOMBIA

### 10:00 - 10:30 a.m. Coffee Break / Commercial Exhibition

#### Successful cases in the region

- 10:30 - 11:00 a.m.** | **Digital Transformation and Payments P2P and P2C**  
Rodolfo Gasparri - Banco Mercantil / VENEZUELA
- 11:00 - 11:30 a.m.** | **Marketing automation tools through artificial intelligence**  
Indira Vijil - Head of Electronic Channels, Banco Ficohsa / HONDURAS
- 11:30 - 12:30 p.m.** | **Financial Innovation Competition Awards - CLAB 2018**

### 12:30 - 2:00 p.m. Lunch / Commercial Exhibition

### THEMATIC BLOCK: NEW BUSINESS MODELS IN THE PROVISION OF FINANCIAL SERVICES

#### Sixth Session. New business models in the provision of financial services.

- 02:00 - 02:30 p.m.** | **Indra-Tecnocom Report on Trends in Payment Methods Evolution and Prospects in Fintech Latam**
- 02:30 - 03:00 p.m.** | Eduardo Guraieb - General Manager, Mexican FinTech Association / MEXICO
- 03:00 - 03:30 p.m.** | **The future of Fintech's investment**  
Andrés Fontao - Co Founder, Startup Bootcamp Scale y Finnovista / UNITED STATES
- 03:30 - 03:40 p.m.** | Fintechgración Initiative Presentation.

### 3:40 - 4:10 p.m. Coffee Break / Commercial Exhibition

- 04:10 - 04:40 p.m.** | Rodolfo Durán - Vice President of Acceptance Development and Innovation, MasterCard / United States
- 04:40 - 05:10 p.m.** | Credit Agricole\* / France
- 05:10 p.m.** | **Digital security for new models of financial services**  
Roberto Peña Cardaña - Director of Cybersecurity, Mmemo / Spain
- 08:00 p.m.** | **PARTY - BALUARTE SAN IGNACIO**  
Invited Artists: Mr. Black - Jorge Celedón - Iván El Pianista.

**Seventh Session. Panel: Regulatory challenges  
for the new tendencies**

**08:30 - 09:30 a.m.**

**Felipe Lega** - Director, Financial Regulation Unit / COLOMBIA  
**Miguel Torres Vila** - Head of International Relations, Redsys / SPAIN  
**Rudy Araujo** - General Secretary, Association of Bank Supervisors of the Americas / MÉXICO  
**Moderator: Gustavo Vega** - President, ACH Colombia - President CLAB / COLOMBIA.

**THEMATIC BLOCK: NEW HUMAN TALENT AND CYBERSECURITY**

**Eighth Session. Cybersecurity: A main concern for the industry**

**09:30 - 10:30 a.m.**

**Strength in Sharing – Cyber Intel for Financial Services**  
**Magdiel Rodriguez** - Regional Director, Latin America and Caribbean, FS-ISAC / UNITED STATES

**10:00 - 10:30 a.m.**

**Driving digital transformation in financial services while minimizing risks.**  
**Diana Kelley** - Cybersecurity Field CTO, Microsoft

**10:30 - 11:00 a.m.** Commercial Exhibition / Coffee Break

**Ninth Session. Panel: Management of the New Human Talent**

**11:00 - 12:45 a.m.**

**Augusto Restrepo** - Founder, Equipos más Humanos / COLOMBIA  
**Carlos San Román** - CEO, Lee Hecht Harrison – DBM / PERU  
**Hanoi Morillo** - Leader of Digital Transformation & Innovation, IBM /  
**Moderator: Enrique Borda** - Ex ViceMinister of Labour Relations / COLOMBIA

**CLOSING SPEECH**

**12: 45 - 1:00 p.m.**

**Gustavo Vega** - President, ACH Colombia – President CLAB / COLOMBIA

*Waiting for confirmation\**

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**AN EVENT:**

