

THE 2018 INTERNATIONAL RETAIL BANKING-FINTECH FORUM

EMBRACING THE DIGITAL TRANSFORMATION OF RETAIL BANKING

17-18 May 2018 | Shenzhen, China

HOSTED BY:



IN PARTNERSHIP WITH:



Fintech in China has been developing at a rapid pace, especially in the third party payments market.

The mix of rapid urbanisation, regulatory developments, a massive and underserved SME market, escalating e-commerce growth, Big Data from a huge population, and an explosion in online and mobile penetration, have created a fertile ground for innovation in commerce, banking and financial services.

We all know that AI is leading the next industrial revolution, and some Western banks

are pioneers in using AI to optimise banking service and CX. From an international perspective the earth is flat: we are looking forward to a splendid sparkle when the West meets the East.

The 2018 International Retail Banking-Fintech Forum will bring together experts from leading companies across the industry to share their expertise and experience.

TENCENT HQ VISIT

Delegates to *The 2018 International Retail Banking-Fintech Forum* will have the privileged opportunity to visit Tencent's Shenzhen headquarters.



CONFERENCE TOPICS WILL INCLUDE:

- **OPEN BANKING & OPEN API ECONOMY:** to build an ecosystem to fertilise collaboration between banks and fintech firms.
- **ARTIFICIAL INTELLIGENCE:** the adoption of state-of-art AI technology in banking and fintech firms.
- **BIG DATA, RISK CONTROL AND MARKETING STRATEGIES:** to capitalise on big data in risk control, sales and marketing, and other operations.
- **CUSTOMER EXPERIENCE:** the use of technology to optimise cross channel operation, customer journey and CX.

The 2018 International Retail Banking-Fintech Forum – supported by FIDS office of Guangdong* – will gather C-level executives from Tencent, China's Big Four banks and leading fintech companies worldwide. It will present an excellent opportunity to bridge the West and East; a landmark for future cross-border collaboration between banks and fintech companies.

FOR MORE INFORMATION, PLEASE EMAIL ENQUIRIES@LAFFERTY.COM

IN ASSOCIATION WITH:



A FINTECH THINK TANK

*Financial Industry Development and Service Office of Guangdong Province

SPONSORSHIP OPPORTUNITIES

A range of sponsorship opportunities are available to showcase your company to our Forum audience of C-level decision-makers from Chinese and international retail banks and fintechs.

PLATINUM PACKAGE - \$65k

Keynote speaker to address the conference with a 20-minute speaking slot, and Conference Co-chair to chair selected panel sessions

Event branding, to include:

- Sponsor's logo on:
- Stage and lectern
- All conference marketing communications and the conference website
- Sponsor-branded materials for delegate bags: eg. pens, notepads, marketing materials
- Lanyards
- Delegate name badges
- Presentation holding slides

Sponsor's adverts:

- Two-page advert and 300-word profile in the conference programme
- Banner advert on Lafferty Daily Briefing email in the run up to the conference

Facilitated meetings: Lafferty to arrange private meetings with key delegates in a separate area of the conference venue.

15 complimentary delegate passes

Exhibition:

- 4m x 4m booth in exhibition area (client to provide)
- Pull-up banners (client to provide)

GOLD PACKAGE - \$40k

Speaking opportunity – one 15-minute speaking slot

Panellist – participate in one panel session

Branding, to include

- Sponsor's logo on:
- Marketing communications and conference website
- Sponsor-branded materials for delegate bags: eg. pens, notepads, marketing materials

Sponsor's adverts:

- One-page advert and 300-word profile in the conference delegate pack
- Banner advert on Lafferty Daily Briefing email in the run up to the conference

Facilitated meetings: Lafferty to arrange private meetings with key delegates in a separate area of the conference venue.

10 complimentary delegate passes

Exhibition:

- 4m x 4m booth in exhibition area (client to provide)
- Pull-up banners (client to provide)

SILVER PACKAGE - \$15k

Exhibition:

- 4m x 4m booth in exhibition area (client to provide)
- Pull-up banners (client to provide)

4 complimentary delegate passes

Sponsor's advert:

One-page advert and 300-word profile in the conference delegate pack

DELEGATE PACKAGES

STANDARD DELEGATE RATES:

1 delegate: \$1,500

2-3 delegates: \$1,250 each

4+ delegates: \$1,000 each

To register: email events@lafferty.com or call toll-free: +44(0) 800 772 3849.

FORUM CO-HOSTS



Senior executives at retail banks, card issuers, and payments providers around the world rely on Lafferty Group for the research, news, data and insight that powers their strategy and decision-making. With over 30 years of experience steeped in retail banking, Lafferty is positioned to support retail banking as it evolves in a rapidly changing, digital world.

Lafferty has constantly innovated: in 1981 we launched the first regular global newsletter serving the retail banking sector; the first in-depth management report followed in 1982 along with the first global retail banking conference; we ran the industry's first international retail banking council in 1995; 2012 saw the launch of our pioneering Retail Banking Academy, founded to educate retail bankers around the world to a high professional standard.

Visit Lafferty.com to find out more.



Retail Banking has been a leading provider of advanced knowledge services in retail banking in China since 2002. Its professional contributors provide in-depth industry analysis, trend insights, and case studies to C-level executives in 70 percent of China's banks. In 2016 Retail Banking established a retail banking union, UWP, with a membership of 150 community and regional banks in China. The Union offers a platform for collaboration, sharing and synergistic value creation among its member banks.

To find out more, please visit: <http://www.retailbanking.com.cn>