



*EVENT PROGRAM*

# EMBRACING FINTECH II

*The journey continues*

*November 5th in Amman, Jordan*



## 1. ABOUT EMBRACING FINTECH II

Embracing FinTech II is a program designed for top executives and senior management from MENA-based microfinance institutions looking for support on how to digitally transform and innovate their business. The program is sponsored by FMO, the SANAD Fund for MSME's Technical Assistance Facility, Sanabel and FinConecta.

This event is a follow-up session from the event Embracing FinTech Part I that took place in Cairo, Egypt on July 9-10th, 2018. **There is no need to have participated in the first cohort in Cairo to register for this event.** Embracing Fintech II is to be held the day prior to the Sanabel Conference in Amman on November 6-7th. The purpose of this full-day event is to deepen the understanding of the 5 domains of digital transformation, as well as provide participating MFI with a tool to trace their baseline and design a way forward. It is an opportunity for participants to further enhance and finetune their digital transformation action plan through interactive work sessions.

Join the Embracing FinTech Program and discover your path to digital transformation. Engage in a dynamic workshop with industry experts, thought leaders, FinTech companies, and peers from and outside the region.

## 2. PRE-WORK

### ➤ Digital Transformation Readiness Assessment

As an event participant, you will get exclusive access our Digital Transformation Readiness Assessment, a tool that will help you assess your current readiness status of Digital Transformation. It will provide you with a deeper understanding of critical challenges and opportunities, as a first step to design a successful Digital Transformation strategy. We are offering this opportunity purely as a service to selected participants, so there are no costs associated with this free online assessment.

The exercise analyzes 5 domains of Digital Transformation: Innovation, Business Model, Culture & Organization, Client Engagement and Technology. Each domain will have various components that need to be assessed. These are rated by you on a scale of 1 to 5 in order to see where you believe your institutions stands. Once all domain questions are answered, a result will be generated. A more detailed analysis will be provided a few days later.

This will provide you with an extremely valuable result to be used for the design and implementation of your digital transformation strategy. You can retake this assessment in the near future to track changes and improvements. We highly recommend that the questions are answered as accurately as possible in order to fully leverage the potential of this tool.

***Once participants register for the event, they will receive a link via email to take the Digital Transformation Assessment questionnaire, free of charge.*** Please note the deadline for completing

the assessment is **November 1, 2018**. Then, at the event we will have the DTRA workshop in which we will discuss the impact of specific questions, their relevance and impact.

### 3. PRELIMINARY AGENDA

08:30 am - 09:00 am	<b>REGISTRATION</b>	
09:00 am - 09:15 am	<b>Opening Remarks</b>	
09:15 am - 10:00 am	<b>Future of Finance: Refresher &amp; Trends</b> Visualize the future landscape of the global financial sector and projections of the FinTech industry for the next decade.	FinConecta
10:00 am - 10:45 am	<b>Digital Transformation Readiness Assessment / Workshop</b> Understand the impact and analyze the maturity level of the digital transformation readiness of an institution based on FinConecta's 5 domains of digital transformation.	FinConecta
10:45 am - 11:00 am	<b>COFFEE BREAK</b>	
11:00 am - 12:00 pm	<b>DTRA: Going Over the Results</b> Analyze the overall results of the Digital Transformation Readiness Assessment (DTRA) of all participants as an aggregate and versus individual institutions. Evaluate gaps, needs and opportunities and their impact on a digital transformation journey.	FinConecta
12:00 pm - 1:00 pm	<b>Deep Dive into Culture</b> Take a deep dive into the components that shape company culture. Build a company culture that's conducive to innovation with the right talent and leadership to become fully digital.	FinConecta
1:00 pm - 02:15 pm	<b>LUNCH BREAK</b>	
2:15 pm - 3:15 pm	<b>Impact of Tech in Financial Inclusion</b> Learn how technology has become the vehicle to promote and accelerate financial inclusion globally. Technology solutions are enabling access to financial services to unbanked and underbanked populations even in the most remote corners of the world.	Guest Speaker
3:15 pm - 3:45 pm	<b>COFFEE BREAK</b>	
3:45 pm - 4:45 pm	<b>FinTech Regulation Panel Discussion</b> Get valuable insights on how to better understand and	Guest Panelists

navigate the nascent FinTech regulatory landscape from regulators and regulation experts.

## 4. WHAT TO EXPECT ON EACH SESSION

### FUTURE OF FINANCE

As the banking landscape is rapidly evolving from brick-and-mortar businesses to fully digital banks relying on virtual experiences, FIs need to adapt, anticipate and advance in all Fintech matters. FinTech has become an enabler for FI's to drive change and maximize their potential.

Thus, it is crucial for FIs to form a view of the future of the financial landscape in the years to come in order to develop successful, competitive strategies. In this session, we present our outlook and forecasts for the global financial industry 2020-2030. Participants will then envision their own predictions of the future of the financial industry, evaluating the impact on their strategies moving forward.

### DIGITAL TRANSFORMATION READINESS ASSESSMENT | WORKSHOP & ANALYSIS

The Digital Transformation Readiness Assessment provides a clear understanding of the maturity level and digital transformation readiness of an institution based on FinConecta's 5 domains of digital transformation model. In this session, MFIs will learn the fundamentals to define their digital transformation strategy.

The DT Assessments identifies and analyzes the current state of an organization's digital transformation journey. The score reflects the level of digital maturity of the institution, showing key strengths and gaps along the 5 domains, clearly presented on a spider web diagram. This starting point will help define the roadmap of the institution's Digital Transformation Strategy. Additionally, it will help adjust certain policies or decisions in order for them to be aligned to the overall strategy.

During this session, we will go over the Digital Transformation Assessment framework and demonstrate how this model analyzes the digital transformation readiness of an institution and analyzing the impact of the results. Additionally, it will help adjust certain policies or decisions in order for them to be better aligned to the overall strategy.

This session will then analyze the results and impact of challenges and opportunities identified in the Digital Transformation Readiness Assessment.

**Participants will receive a link via email to take the Digital Transformation Assessment questionnaire before the event, free of charge.**

## **IMPACT OF TECH IN FINANCIAL INCLUSION**

Telco Companies and FinTech around the world are exponentially generating digital disruption in the financial industry, as never seen before. As technology allows for new business models and customer engagement experiences. Financial Institutions are required to review their business and technology models, the approach to innovation, how they engage customers, and their culture and organizational construct. FinTechs are positively impacting millions of lives of citizens around the world, traditionally suppressed from financial services. This underserved population is pushing to be included, thus propelling traditional stakeholders to jointly design frameworks that allow the economic raising of massive numbers of individuals.

During this session, we will share challenges and initiatives around this core component of financial inclusion.

## **DEEP DIVE INTO CULTURE**

Building a culture that can effectively leverage constant change is crucial to ensure success in such a fast evolving industry.

Digital transformation not only requires process knowledge, but also the courage to change the process itself. Changes in management, workplace design, and collaboration are essential to the success of digital transformation strategies.

The main challenge is that this transformation demands moving at the speed of technology: rapid, exponential, scalable.

The development of new leadership capabilities constitutes a significant challenge for companies around the world, as the transition towards new digital organization creates even larger leadership gaps. High-performing leaders today need different skills and expertise compared to past generations.

Talent access is another crucial building block towards the realization of a successful digital transformation, paired with an organizational design that encourages radical collation and the crowdsourcing of solutions.

In this session we will explore how culture, leadership, talent, and organizational design can propel an institution towards successfully embracing digital transformation.

## **FINTECH REGULATION PANEL DISCUSSION**

Get valuable insights on how to better understand and navigate the nascent FinTech regulatory landscape.

The fast-changing technology landscape is reshaping and redefining the financial industry, sometimes growing at such a rapid rate that regulation is barely keeping up to these

advancements. On other instances, forward-looking regulation is marking the beat that defines the strategy for financial institutions, FinTechs, MNOs and other players such as GDPR, MiFid II and PSD2 across Europe, Asia and the US. This regulatory acceleration is leading to new innovative and disruptive solutions that are gaining traction by focusing on RegTech, AML, Compliance and more.

On this session you will learn more about regulatory trends and outlooks in FinTech, as well as advice for MFIs on how to collaborate and engage with local regulators to innovate while ensuring consumer protection.

## 5. PRACTICAL INFORMATION

The sessions will be held in English. There will be simultaneous translation to Arabic on all sessions. All training materials will be provided in both English and Arabic.

The program will focus on developing digital strategies. Therefore, technical knowledge is not required. We ask for a fee of **USD \$100** per participant to join the program.

## 6. RSVP

Please confirm your attendance before **October 28** via email to the contact below. We look forward to having you join us!

### Sanabel

Mr. R. Saad, Training & Event Officer  
[rsaad@sanabelnetwork.org](mailto:rsaad@sanabelnetwork.org)

## 7. SPEAKER BIOS



### Helena Herrero, Digital Transformation Academy - FinConecta

Helena has 25+ years partnering with Executives along their journeys of transformation, mostly in Citigroup. As a Learning & Development professional and a Senior Human Resources Advisor, she co-designed solutions to address culture, leadership development, employee engagement and performance management for different businesses and geographies.

She co-founded several human capital related initiatives - Ideas Generators, Strategic Human Capital Consortium, and Chrysalis Path.

Helena holds a Psychology degree from Universidad de Belgrano, Argentina, and a Human Resources degree from Cornell University, US. She is also certified SCP, SPHR, GPHR, Executive

and SCRUM Coach, and studied MBSR (Mindfulness Based Stress Reduction) at the University of Massachusetts, US.



**Jorge Ruiz, Co-Founder & CEO - FinConecta**

Jorge is the Founder and CEO of FinConecta, the first global interconnected financial network composed by Financial Institutions and fintechs from around the world. Prior to FinConecta he worked at Citigroup for 18 years, where he led their efforts to become a global leader in the fintech industry by defining a business transformation strategy, launching the first global virtual accelerator, hosting 16 innovation programs and implementing multiple business solutions worldwide.

Jorge has also founded and led businesses in the investment, insurance, and retail industries. He is a founding member of Challenge me now - a social network dedicated to personal achievement while helping charity organizations raise funds and a co-author of the Fintech Book. Jorge holds a degree in Finance from the University of Texas, and has been recently selected as an Endeavor Entrepreneur.

## **8. EVENT ORGANIZERS**

### **FMO**

FMO is the Dutch development bank. As a leading impact investor FMO supports sustainable private sector growth in developing countries and emerging markets by investing in ambitious projects and entrepreneurs. FMO has a 45-year proven track record and with a committed portfolio of EUR 9.0 billion spanning over 92 countries, FMO is one of the larger bilateral private sector developments banks globally and aims to be preferred partner to invest in local prosperity. FMO believes that Fintech solutions have the potential to rapidly close financing gaps for small- and medium-sized entrepreneurs, smallholder farmers and youth. Therefore, FMO has a Fintech team in place to support its existing and prospective financial institutions client base to leverage Fintech solutions and to invest in Fintech companies that have inclusive business models.

[www.fmo.nl](http://www.fmo.nl)

### **The SANAD Fund for MSME's Technical Assistance Facility**

Established in 2011, the SANAD Fund for MSME finances micro, small and medium enterprises and low-income households in the Middle East and North Africa via qualified local lenders. SANAD thereby fosters economic development and job creation – including youth employment –, agriculture, affordable housing,



and innovations in finance and financial technologies. SANAD strives to meet these goals by providing debt and equity financing to its local partners.

The SANAD Technical Assistance Facility multiplies the fund's development impact and outreach through capacity-building with partner institutions, developing financial infrastructures according to the principles of responsible finance and conducting much- required R&D. SANAD's investors include the KfW Development Bank, which initiated the fund; the German Federal Ministry for Economic Cooperation and Development (BMZ); the European Union; Switzerland's State Secretariat for Economic Affairs (SECO); OeEB, the Development Bank of Austria; Germany's GLS Bank; and the Dutch development bank FMO. A public-private partnership, the fund is advised by Finance in Motion GmbH, Frankfurt am Main, Germany. [www.sanad.lu](http://www.sanad.lu)

### **Sanabel**

Sanabel is a regional member-based network with 79 members in 13 different Arab countries. Founded in 2002, Sanabel supports shaping the microfinance sector in the Arab countries based on good practice, disclosure and consumer protection principles. Sanabel advocates for an enabling environment in order to provide sustainable financial inclusion to a wider segment of low income people. Sanabel provides capacity building, research, information exchange, networking, and advocacy services to its members, and the Arab microfinance industry at large.

[www.sanabelnetwork.org](http://www.sanabelnetwork.org)

### **FinConecta**

FinConecta is a global technology company specialized in building an interconnected financial network, accelerating the digitisation of the financial industry by integrating Financial Institutions, FinTechs and others relevant players under their proprietary platform, 4wrd. FinConecta is currently operating digital transformation programs in LATAM, Africa and Asia, in partnership with leading multilateral agencies, enhancing growth and prosperity by accelerating the digital transformation of the financial industry.

[www.finconecta.com](http://www.finconecta.com)