



**3RD EMA CONFERENCE
THE EUROPEAN PAYMENT SERVICES DIRECTIVE
AND THE GLOBAL REGULATION OF PAYMENTS**

24 NOVEMBER 2009

ELECTRONIC MONEY ASSOCIATION

LONDON MARRIOTT HOTEL WEST INDIA QUAY

Programme 3rd EMA Conference / Part one

Time	Subject	Presentation	Speaker
8:30	Coffee and registration		
9:00	Chair's introduction	Conference overview and welcome	- Thaer Sabri, Chief Executive, EMA - Paul Townsend, Chairman, EMA
The Global Regulation of Payments			
9:10	Europe	The evolution of payments regulation in Europe; expectations for the PSD	- John Burns, Technical Specialist, FSA and member of EU Government Experts Group
9:50	The USA	The evolving payments regime in the USA	- Stephen Middlebrook, Senior Counsel, US Department of Treasury
10:30	Coffee break		
11:00	Japan	Update of electronic money systems in Japan including the Payment Services Act passed during the 171st Diet in June 2009	- Dr Taiji Inui Senior Manager, Global Business Development Group, NTT DATA Corporation. Previously, Head of Payments Policy, Bank of Japan
11:40	Russia	The evolution of payments legislation in Russia	- Evgeniya Zavalishina, General Manager, Yandex.Money
12:20	The global compliance challenge	The evolving regulatory landscape following the credit crunch, the challenge of regulation and compliance	- Dr Helmut Bauer, previously Head of Banking Supervision at Bafin; and Head of Global Regulation Deutsche Bank
13:00 - 14:00	Lunch break		

Conference Fee

EMA member: 425 GBP + VAT = Total 488,75 GBP / Non-member: 495 GBP + VAT = Total 569,25 GBP

For further information or queries

Electronic Money Association

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Programme 3rd EMA Conference / Part two

Time	Subject	Presentation	Speaker
Impact of the PSD on small to medium-sized and larger businesses			
14:00	Implementation of the PSD in the EEA and expectations for the revised Electronic Money Directive	Panel of member state regulators: <ul style="list-style-type: none"> - Expected business and economic impact - The prudential framework - The conduct of business framework - Choices made and derogations adopted - Expectations for the industry; applications for authorization - Passporting, agents and cross border services 	<ul style="list-style-type: none"> - Dominic Peachey, Senior Policy Advisor, FSA, UK - Denisa Jindrichová, Senior Legal Counsel, Czech National Bank - Ms mr. Iris Vissers, Senior Policy Advisor, Dutch Ministry of Finance - Candice Olivier, Legal Advisor, French Banking Commission - John Burns, Technical Specialist, FSA and member of EU Government Experts Group
15:30	Coffee break		
16:00	Medium and larger businesses with a global offering	Forging a common approach to regulatory compliance globally: <ul style="list-style-type: none"> - The need for global coherence - The approach to global compliance - Opportunities 	<ul style="list-style-type: none"> - Allan Livingston, CEO, Google Payments Ltd - David Hunter, CEO, Prepaid Services Company UK Ltd - Alison Sparks, Legal Director, Euronet Worldwide - Georg Von Brevern Chief Compliance Officer, Moneybookers - Nick Drew, Compliance Director, Click & Buy
16:45	Small businesses with a global offering	Panel of regulated payment and electronic money institutions: <ul style="list-style-type: none"> - Opportunities opened by the new payments regime - Issues that have arisen during implementation of the PSD - Future expectations 	<ul style="list-style-type: none"> - Paul Townsend, Director, Envoy Services Ltd - William Lorenz, Banking & Compliance Director, Ixaris - Alpesh Patel, Vincento Payment Solutions Ltd
17:30	Chairs' closing summary	Conclusions from the conference	<ul style="list-style-type: none"> - Thaer Sabri, Chief Executive, EMA
17:45	End of the 3rd EMA conference		

There are several means of registration:

- By internet: visit our website www.e-ma.org to register online.
- By fax: you can print the conference registration form on www.e-ma.org and fax it to +44 208 390 7518.
- By phone: Please contact Brigitte van der Knaap-Wakker, Conference Manager at +31 174 295302.
- By email: You can scan the registration form and email it to conferences@e-ma.org

Directions Marriott Hotel West India Hotel

By car

Driving instructions from the M25

- Come out of M25 at Gate 30 and drive down the A13 towards Central London and proceed for 10.5 miles
- Turn left onto Cotton Street (A1206) and proceed for 0.2 miles
- Turn right onto Aspen Way (A1261) towards Central London and proceed for 0.3 miles
- Drive left onto Hertsmere Road and you will find the Vinci car park behind the UGC Cinema

Driving instructions from the North Circular (A406)

- Drive out of North Circular Road (A406) onto the A12 at Redbridge and proceed for 5.5 miles
- Turn right onto the A13 towards Central London for 0.1 miles
- Turn left onto Cotton Street (A1206) and proceed for 0.2 miles
- Turn right onto Aspen Way (A1261) towards Central London and proceed for 0.3 miles
- Drive left onto Hertsmere Road and you will find the Vinci car park behind the UGC Cinema

Driving instructions from the Blackwall Tunnel (A102)

- Drive through the Blackwall tunnel and bear left
- Straight onto A13 towards Central London for 0.1 mile
- Turn left onto Cotton Street (A1206) and proceed for 0.2 miles
- Turn right into Aspen Way (A1261) towards Central London and proceed for 0.3 miles
- Drive left onto Hertsmere Road and you will find the Vinci car park behind the UGC Cinema

By Rail

To enter the City by National Rail, most trains stop at Euston or Kings Cross.

- From Euston and Kings Cross: Take the Northern line to Bank; change to the Docklands Light Railway and go to West India Quay.

The nearest National Rail Stations are Limehouse and West Ham.

- From Limehouse: Take the Docklands Light Railway to West India Quay.
- From West Ham: Take the District or Hammersmith and City Line to Bow Church where there is a 5 minute signposted walk to the Docklands Light Railway. Then take this to West India Quay.

By Tube/ Docklands Light Railway

The nearest underground station is Canary Wharf.

It is possible to change at Canary Wharf onto the Docklands Light Railway, heading towards Bank, Tower Gateway or Stratford. Just follow the signs inside the Jubilee Place Shopping Centre for the DLR. One stop from Canary Wharf is West India Quay, situated to the right of the hotel entrance and is within a minutes walking distance.

Alternatively it is a ten minute walk through to West India Quay, by walking through the Jubilee Place Mall heading towards the DLR however passing through the DLR station and heading straight on. Go up the first steps of escalators you come to, to the right of Pret a Manger. Carry straight on and go through the glass doors on to the street. There should be a fountain in front of you, take a right and walk across the road. There is a pub called the Cat and Canary on your right hand side. Go past this and across the yellow foot bridge to West India Quay. The hotel is to your right hand side, a unique curved shaped building. To get to the hotel entrance walk down the path at the left hand side of the building, take a right and the entrance is on the right.

Marriott Hotel West India Hotel

22 Hertsmere Road, Canary Wharf, London E14 4ED

Registration form

3RD EMA CONFERENCE

24 NOVEMBER 2009 / LONDON MARRIOTT HOTEL WEST INDIA QUAY

Attendee details (Fields marked with * are required)

Title: _____

Full name*: _____

Institution / Company: _____

Role: _____

Full address*: _____

Telephone number*: _____

Mobile number: _____

Email*: _____

Payment

Registration fee*:

EMA member: 425 GBP + VAT= Total 488,75 GBP

Non-member: 495 GBP + VAT= Total 569,25 GBP

Payment method*:

PayPal American Express MasterCard Visa Bank transfer

Shortly after receipt of the registration form you will receive a confirmation email and payment instructions. Full Payment must be received prior to the event. If you have any questions please contact Brigitte van der Knaap-Wakker, Conference Manager at +31 174 295302 or by email at conferences@e-ma.org.

Needs:

Special needs. If you have any (e.g. dietary, access), please complete this section: _____

Conditions

The conference registration fee includes a full conference day with lunch, refreshments and conference information. Full payment must be received prior to the event. Attendees may be refused admission if payment has not been received. The information you supply will be treated in confidence and the EMA will not disclose it to any unauthorized 3rd parties. Information will be used solely in connection with organizing and promoting EMA conferences.

You can **fax** the registration form to **+44 208 390 7518**
or you can **e-mail** it to **conferences@e-ma.org**
or you can register online at **www.e-ma.org**