

LATIN  
AMERICA

ATM & CASH  
INNOVATION

# BROCHURE

Trump International Hotel & Tower Panama  
Panama City, Panama

**18–20 April 2017**



*In partnership*



## 'A NEW NAME; A NEW FOCUS ON INNOVATION'

A very warm welcome to the second conferences hosted by ATMIA in Latin America to address the specific challenges and issues in the region, where most countries have experienced strong growth in ATM populations with increases as high as 16% over the past six years.

This market is demonstrating its leadership in the deployment of new technologies, such as biometrics, personal payments and cardless transactions. A digital era in self-service is emerging that will significantly impact customer experience and the meaning of branch transformation.

At the same time, new threats to the security of the channel are appearing. Some criminals are becoming even more creative and sophisticated in their attacks – while others are reverting to low-tech physical attacks or outright theft of the ATM.

This is against a backdrop of growing cash usage, with ATMs playing a pivotal role in its accessibility and convenience. But with growth comes the need for efficiencies, and ATMs have a key part to play in the growing technological revolution to make cash not just accessible, but cost-effective.

Our newly rebranded conference, 'ATM & Cash Innovation Latin America 2017', is not just the premier event for all industry stakeholders in the region, it is the only event that focuses on these specific issues – bringing together hundreds of ATM professionals for outstanding networking opportunities and a rich program of educational sessions.

We, and our partners Reconnaissance International, look forward to seeing you in Panama for what promises to be an exciting, energising and illuminating event.

**David Tente**, ATMIA



## 'ONE EYE ON THE FUTURE'

We are delighted that Reconnaissance will be working with ATMIA on this well-respected and established industry event.

The ATM itself may have become a familiar sight over its 50 year history – a milestone that will be marked at the 2017 event – but it is the way in which cash itself is having to innovate that gives us all pause for thought – and so we also have an eye very much on the future to prepare ourselves for what comes next.

Whether those changes are going to be evolutionary or revolutionary remains to be seen – but the themes of this year's event will explore some of these. If you want to gain an insight into where the market is going, I encourage you to join us in Panama in April.

**Brendan Burge**,  
Reconnaissance



*"The premier event for all industry stakeholders in the region"*

**Dana Benson**, ATMIA



# CONFIDENTLY DELIVERING THE FUTURE

## 2017 Event – At A Glance

- Attended by banks, independent ATM deployers, equipment manufacturers, software developers, cash management specialists and service providers from every sector of the industry.
- Attracts nearly 200 industry leaders and professionals from banks and other organisations in over 24 countries.
- Also attracts central banks, mints and currency producers.
- Though focused on Latin America, provides global coverage as well as attracting delegates from North America, Europe and Asia.
- 20 presentations over two highly stimulating days.
- Supplier exhibition demonstrating the latest in ATM and cash innovation.

## WHAT WE WILL DISCUSS

The event will reflect current trends in the market in Latin America and beyond, and look forward to the transformations and innovations which will ensure a vibrant future for the industry.

Areas covered will include:

- Effective multichannel strategies.
- Developments in self-service.
- Bank branch transformation.
- Future role of smart ATMs as an off-branch financial services touchpoint.
- Cardless and contactless technology.
- Improving efficiency in the cash cycle.

For the latest updates and registration, visit  
[www.atmiaconferences.com](http://www.atmiaconferences.com)

# SPEAKERS



## CONSUMER EXPERIENCE BANKING (CX BANKING)

Learn how the new concept of Consumer Experience Banking has helped banks to satisfy their customers, generate income and reduce costs through the autoservice and assisted service channel

**Ricardo Saenz**, *Field Solutions Manager, Caribbean & Latin America, NCR*



## ATM SECURITY AND TECHNOLOGY

This presentation examines how ATMs have been evolving to face logical and physical attacks in Brazil, using new technologies to defeat criminals, prevent attacks and protect cash cycle, players and society

**Michele D'Ambrosio**, *Executive Manager, Tecban*



## ATM NETWORKS – CYBER ATTACKS AND PROTECTION RECOMMENDATIONS

ATM networks are facing many threats in today's world. This session will expose different cases of black box attacks through Latin America, new malware for ATMs seen in Latin America in 2016 ways and procedures for detection, prevention and mitigation of ATM threats.

Weaknesses in the ATM vendor's software will be exposed, as well as how the ATM security industry can mitigate these weaknesses and protect ATMs from the cyber criminals.

**Rafael Revert**, *CEO, Cyttek Group*



## CREATING FINANCIAL INCLUSION BY USING ATMS TO TOP-UP TRANSPORTATION CARDS

This session will discuss how existing investments in ATM estates can be used to generate additional revenue, as well as create opportunities for financial inclusion.

EMV capable ATMs can be adapted to top-up transportation cards. A high percentage of urban residents are unbanked, but most have mobile devices and/or transportation cards.

**Edgar Betts**, *Director, Smart Card Alliance – Latin America (SCALA)*

# SPEAKERS



## THE PRESENT AND FUTURE ROLE OF ATMs IN A DIGITAL WORLD

Technologies for the financial services industry are evolving rapidly. Mobile applications and cloud-based services are even becoming important elements of developing strategies for the ATM channel. But with continuing predictions by some of the death of cash and an ever-declining need for ATMs, the future of the channel could be perceived to be in jeopardy.

This presentation will address the continued role of cash as a preferred method of payment, the current evolution of ATM applications, and the ATM as a secure payments hub that connects cash to virtually any other transaction type or monetary exchange.

**David Tente**, Executive Director, ATMIA Latin America



## ATM ATTACKS IN BRAZIL – STOP THE BURGLARS IN SECONDS

The fact that burglars make ATMs explode has become a growing problem in many countries. In 2015, Brazil alone had over 1,250 ATM-explosions. After the installation of Fog Cannon and mechanical security in more than 4,000 banks this number has dropped dramatically – almost to zero.

CCTV videos will be shown and the complete solution – how to stop the burglars – will be demonstrated. Video testimonials from ATM security managers will also be a part of this presentation.

**Poul Dalsgaard**, CEO, PROTECT

## SETTING A CURRENCY MANAGEMENT STRATEGY – A NEW SERIES STRATEGY FOR SUCCESS

Change increases risk and there are few more public ‘products’ than a banknote. Although the theory of risk management is well known, this presentation considers the role of strong partnerships in risk mitigation in the banknote industry. Legal structures give clarity and drive rigour but it is the willingness of capable partners to work together to a shared plan that delivers – including those responsible for handling and distributing the banknotes (such as CIT companies and ATM deployers). As the cash cycle becomes more complex and the number of stakeholders involved increases, the need for an effective shared plan increases while becoming harder to deliver.

**Chris Catlin**, Head of PolyTeQ Central Banking Services, Innovia Security



# ALSO PRESENTING IN PANAMA

## OUTSOURCED CASH SOLUTIONS IN LATIN AMERICA

**Achim Boers,**  
Innovation Director,  
PROSEGUR

## PROTECTING MEXICAN AND CHILEAN ATMS FROM CRIME - BENEFITS OF INK STAINING

**Patrice Rullier,**  
OBERTHUR CASH PROTECTION

## THE (R)EVOLUTION OF CURRENCY LOGISTICS

**Steven Glude,**  
PRODUCTIVITY SYSTEMS INTERNATIONAL  
(PSI)

## CREATE REVENUE FROM YOUR ATMS WITH DCC

**Luis Segura,** Business Development Director,  
PLANET PAYMENT INC

## CURRENCY CURCULATION ISSUES AND ATMS IN MEXICO

BANK OF MEXICO

## BREAKING MULTIVENDOR ATM SECURITY

**Alvaro X Andrade Sejas,** CEO,  
ETHICAL HACKING CONSULTORES

## FIVE WAYS TO MAKE MORE REVENUE OUT OF YOUR ATM

EURONET

## BRONZE SPONSOR



## CONFERENCE SPONSOR



## GLOBAL SPONSORS



# GET INVOLVED

## MAKE YOUR DELEGATE RESERVATION

To hear from leading experts in the industry, international media and members of ATMIA, visit our website to book your place – registration now open at [www.atmiakonferences.com](http://www.atmiakonferences.com)

## SPEAKER OPPORTUNITIES

If you are interested in presenting at the conference, contact **Dana Benson** on +1 605 582 7058 or [dana.benson@atmia.com](mailto:dana.benson@atmia.com)

## BOOK AN EXHIBITION BOOTH

An ideal way to showcase your organisation, we have four different booth sizes to meet every requirement.

- Meet existing customers and acquire new ones
- Demonstrate your technology and services
- Strengthen and expand your industry network
- Obtain qualified leads and opportunities
- Promote new business

## RAISE YOUR PROFILE AS A SPONSOR

We offer three levels of sponsorship for our members and non-members, with opportunities to present your company at various points during the event. Other opportunities to brand or advertise at the event also exist.

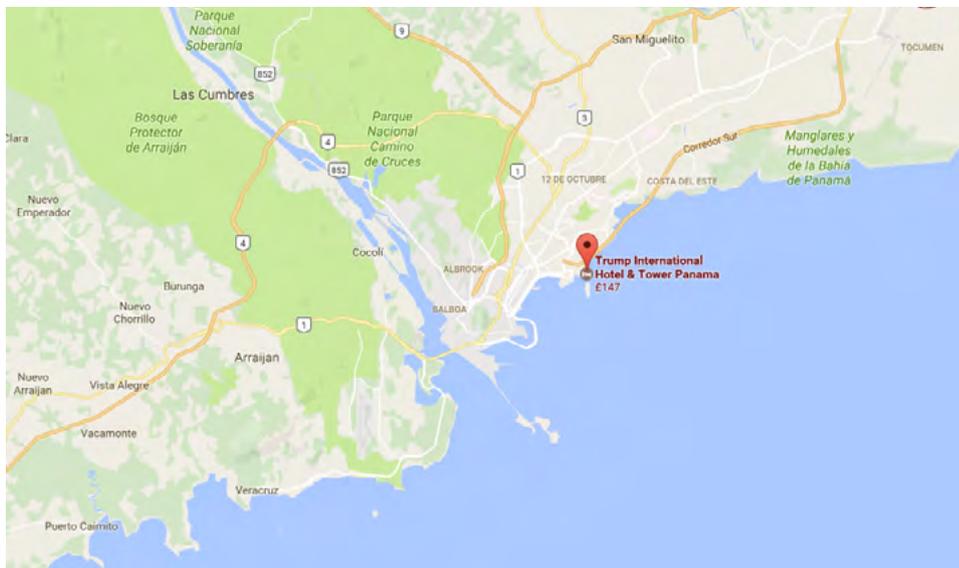
*The event will provide English to Spanish Translation services for those who would like to take advantage of this option.*



# FOR MORE INFORMATION



TRUMP® INTERNATIONAL  
HOTEL & TOWER PANAMA



Trump's sleek design evokes a majestic sail fully deployed in the wind. This hotel in Panama is the tallest and largest building in Central America, with a landmark address that's redefining luxury in Panama.

## REGISTRATION

Book your place online at  
[www.atmiaconferences.com](http://www.atmiaconferences.com)

Discounts and concessions available for early booking, ATMIA members, new attendees and retail bank employees



## GET IN TOUCH

For all enquiries about the event, contact:

**Dana Benson +1 605 582 7058** or [dana.benson@atmia.com](mailto:dana.benson@atmia.com)



FIND US ON TWITTER [#ATMsCash2017LA](https://twitter.com/ATMsCash2017LA)

## Your Conference Organisers

This event is jointly managed by the ATM Industry Association (ATMIA) and Reconnaissance. ATMIA is an independent, non-profit trade association, whose mission is to promote ATM convenience, growth and usage worldwide; to protect the ATM industry's assets, interests, good name and public trust; and to provide education, best practices, political voice and networking opportunities for its members. Reconnaissance is the leading source of business intelligence for cash, secure documents and authentication.