



ESTA

The Cash Management Companies Association

AN EVOLVING CASH MARKET

ESTA BUSINESS CONFERENCE, EXHIBITION AND GENERAL ASSEMBLY
Berlin | Germany | 31 May - 2 June 2015



Dear conference participants,

It is this time of the year again when we all gather to meet at ESTA's Annual conference.

This year's conference will be at the same time a first and a last.

This is indeed the first time ever that ESTA meets in Germany for its Annual Conference and I am delighted that ESTA has decided to hold this event here in Berlin this year.

The choice of Berlin was an easy one: Berlin is a city like no other and nowhere else in Europe is there such a sense of tense history than in this city. Events have taken place here which have indelibly marked what Europe is and what it should be for the future. The choice of Germany has led us to organize this conference together with BDGW and I'd like to thank them warmly for their assistance and support in putting this programme together.

And this is a last too. The last conference of our outgoing Secretary general Francis Ravez who after 11 years within ESTA has decided to retire after a busy career, most of it within our industry. Francis has been critical in taking ESTA where it is now, a well-regarded, highly efficient trade association which has granted our industry its well-deserved

lettres de noblesse. Francis led the industry through uncertain times of the services directive and the cross border Regulation. Please join me in wishing him well for the future and his new endeavors.

During this conference, we will address a crucial issue for our industry. After innovation last year, which made us review major technological developments that will accompany our operations on a day to day basis, we will be looking this year at the transformation of our markets and the subsequent evolution of our business model: how we operate to make our services more attractive and more efficient in playing our full role in serving society and how we respond to the changing needs of our customers.

Finally, I would like to thank our loyal sponsors and exhibitors without whom this annual conference would not be possible. Their support is very much welcome and appreciated.

I wish you all a pleasant and fruitful time in Berlin.

Jarl Dahlfors
President of ESTA

Welcome

ESTA
The Cash Management Companies Association



**AN EVOLVING
CASH MARKET**

ESTA BUSINESS CONFERENCE, EXHIBITION AND GENERAL ASSEMBLY

ESTA
The Cash Management Companies Association

31 MAY - 2 JUNE 2015 | BERLIN | GERMANY



2015 Business Conference

VENUE

Conference sessions: Saal II & Saal Foyer

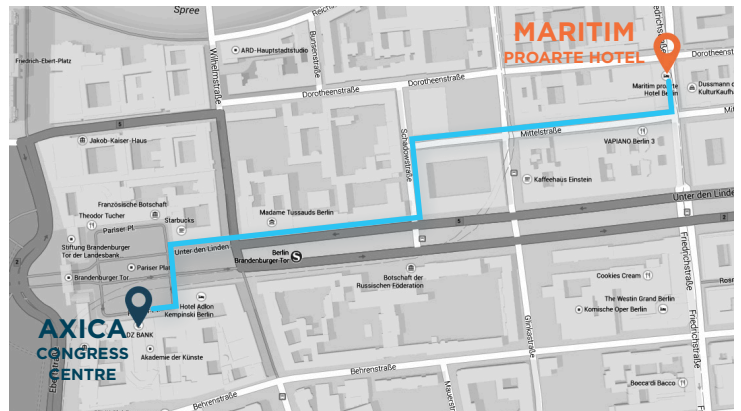
Exhibition: Wall hall & Foyer

Lunches: Saal I

Welcome Cocktail: Gaffel Haus Berlin

Welcome Dinner: Gaffel Haus Berlin located next door to the hotel

Gala Dinner: AXICA Berlin, Foyer and Forum



DRESS CODE

Smart casual throughout the conference and evenings.

Sunday, May 31, 2015

REGISTRATION

The ESTA welcome desk is located in the lobby of the Maritim Pro-Arte Hotel and will be open from 15:00 until 20:00. We invite you to collect your badge as soon as possible.

For all registered delegates and partners:

19:00 – 20:00 **Welcome Cocktail: Gaffel Haus Berlin**

20:00 – 23:00 **Welcome Dinner: Gaffel Haus Berlin**

The registration desk is open on Monday and Tuesday from 08:00 and will be located at the entrance of the conference halls, Saal II & Saal Foyer.

Venue



Monday, June 1 - Morning sessions

08:00-09:00 REGISTRATION/COFFEE IN THE EXHIBITION AREA

09:00-09:20 **Presidential Welcome address**
Jarl Dahlfors, President of ESTA

09:20-09:35 **Welcome address**
Michael Mewes, President of BDGW

09:35-09:55 **Welcome address by the BundesBank**
Carl-Ludwig Thiele, Board Member of the Deutsche Bundesbank

09:55-10:15 **European Central Bank update**
Ton Roos, Director Banknotes

10:15-10:35 **European Commission update**
Dr Rüdiger Voss, Head of Section, European Cash and Legal Issues DG ECFIN

10:35-10:50 **Q&A**

10:50-11:30 COFFEE AND NETWORKING BREAK

11:30-12:30 1st panel discussion

ROLE AND PLACE OF CASH IN AN EVOLVING PAYMENT MARKET ENVIRONMENT

Moderator: Paul van der Knaap, MD Cash G4S Netherlands

The banker's views

*Norbert Bielefeld, Deputy Director, World Savings & Retail Banking Institute /
European Savings & Retail Banking Group*

Payments: talk less; do more!

Guillaume Lepecq, Managing Director, Agis Consulting

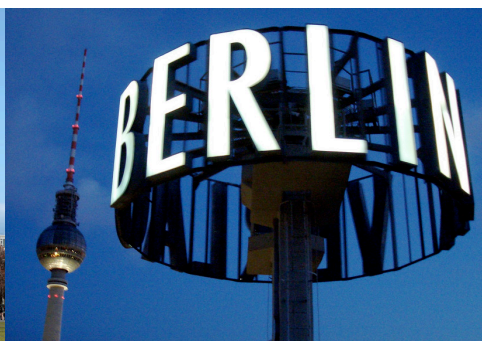
Q&As

12:30-12:40 **Report of ESTA Cash Group Chair**
Kenneth Högman, Regional President Northern Europe, Loomis

12:40-12:50 **Report of ESTA Communications Chair**
Thierry Lebeaux, Secretary General, ESTA

12:50-14:00 LUNCH

Sessions



Monday, June 1 - Afternoon sessions

2nd Panel discussion

AN EVOLVING CMC BUSINESS MODEL: FROM LOGISTICS TO PARTNERSHIP

14:00-14:10 **Introduction**

Mike Bowen, Secura Monde International Ltd

14:10-14:40 **Part 1: The suppliers views: is the typical CMC model reaching its limits?**

From CIT to PSP: a fundamentally new business model for CMCs

Patrick Lagarde, CEO, Brink's France

RFID in Cash-Centre: Failed Technology or Profitable Investment?

Ralf Conrad, General Director, Orfix

From commodity supplier to business partner: Solving 'The chicken or the egg' dilemma in CITs role in the cash cycle

Barnabas Ferenczi, Head of Sales Europe, Giesecke & Devrient

14:40-15:30 **Part 2: The clients' views: evolving needs and solution**

An evolving cash supply chain: Integrated Supply Chain Management as response to the demands of Banks and Retailers

Britta Buchholz, Business Development Manager, Gunnebo

Isabel Albareda, Sales Consultant, Transtrack International

Building Best Practices for Cash Handling – a success story of the German Cash Community

Christian Fischer, Industry Engagement Cash Logistics, GS1

Serial Number Reading Technologies and the Digitisation of Cash

Shane Irish, Europe Cash Automation Specialist, Glory Global Solution

Q&A

15:30-16:00 COFFEE AND NETWORKING BREAK

16:00-16:15 **Structural market changes in the ATM sector**

Ron Delnevo, Executive Director Europe, ATMIA

16:15-16:30 **Mobile payments: security, confidence and future market development and challenges for cash**

Paul Blond, Managing Partner, The Blond Group LLP

16:30-16:45 **Teller automation and branch transformation**

Morten Jorgensen, Director, RBR

16:45-17:00 WRAP UP OF DAY ONE

17:30-18:30 **ESTA General Assembly (Effective members only)**



ESTA
The Cash Management Companies Association

Monday, June 1 - Evening

EVENING FOR ALL CONFERENCE PARTICIPANTS

19:30-21:00 Gala Cocktail at the Axica* – sponsored by Marsh

21:00-23:00 Gala Dinner at the Axica* – sponsored by BDGW and GS1

* Axica Berlin is located on Pariser Platz 3, a 10 minutes' walk from the hotel on Unter den Linden.

Tuesday, June 2 - Morning sessions

08:00-09:00 REGISTRATION/COFFEE IN THE EXHIBITION AREA

09:00-11:00 2014 RISK ENVIRONMENT

Attack and Loss report 2014 – case studies of specific events

Attacks in Russia

Oleg V. Krylov, Director General, ROSINKAS

Attacks in US

Mark Lowers, President & CEO, Lowers & Associates

Removing the prize from the criminal - a new approach

Clive Nation, Chief Executive Officer, Cennox Group

Q&A

11:00-11:30 COFFEE AND NETWORKING BREAK

11:30-11:45 Report from the chair of the SRWG: ESTA's White Paper on Internal Loss

Clive O'Flynn, Director, Brinks

11:45-12:30 Insurance update: internal theft: how are internal losses addressed (or not) by insurance

Moderator: Mark Lowers

- *Paul Martin (Specie Broker Marsh)*
- *Marcus Porter - Wright (Financial Institutions Broker, Marsh)*
- *Richard J Morris: Head of Specie Underwriting – Torus at Lloyd's of London*

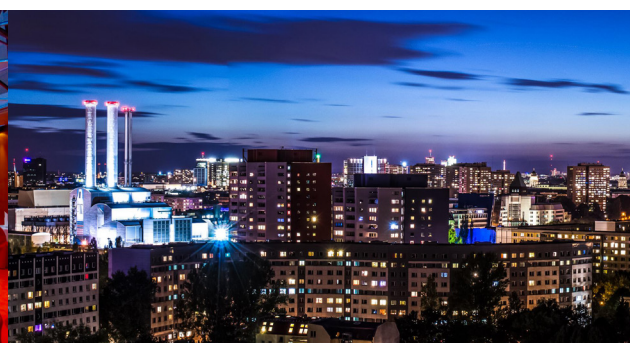
12:30 LUNCH AND END OF THE ANNUAL CONFERENCE

All presentations
made at the conference
will be available on the
ESTA Events page:

www.esta-cash.eu

Sessions

ESTA
The Cash Management Companies Association



The ESTA Board Members

BOARD AND EXECUTIVE COMMITTEE MEMBERS

President: Jarl Dahlfors, Loomis

Executive Vice President: Carlo Weisen, Brinks

Vice President: Róbert Juhos, G4S

Treasurer: Luis Oro, Prosegur

Secretary General: Thierry Lebeaux, ESTA

OTHER BOARD MEMBERS

Kenneth Högman, Loomis

Gert Askes, G4S

Patrick Lagarde, Brinks

Paolo Spollon, BTV

Colin Woodland, G4S

Peter Wesenberg, Nokas

Steve Gilberg, Loomis

Gonzaga Higuero, Prosegur

Kevin O'Connor, G4S

Georges Periago Lopez, Loomis

About ESTA

The **European Security Transport Association – ESTA** - is a non-profit association which was established in Brussels in 1975.

We represent the interests of the sector throughout Europe and count around 90% of the European cash management industry as members.

Our main objective is to define and promote our members' joint positions on European policy, in order to improve the quality of the industry.

ESTA's New Vision

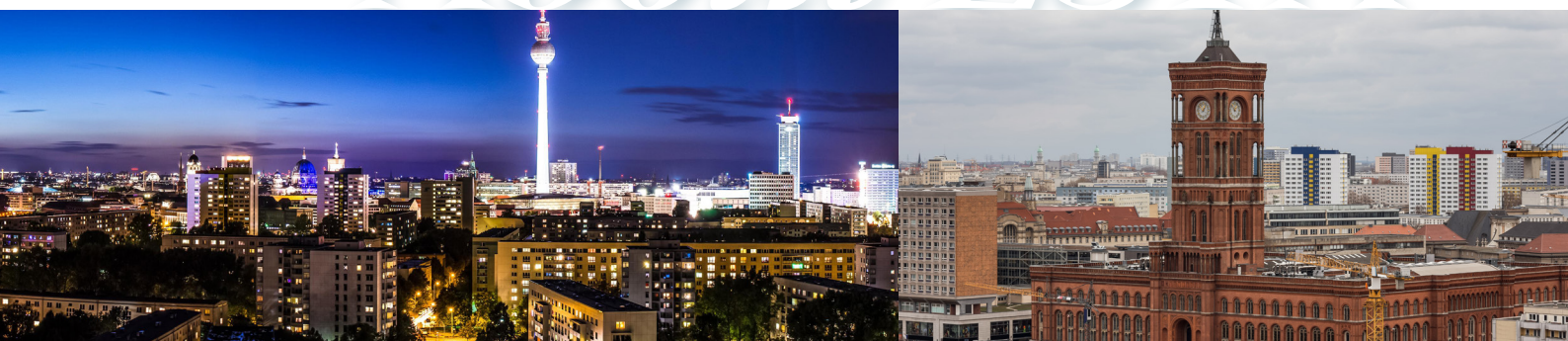
ESTA is the European Cash Management Companies Association. ESTA is the recognized voice of the industry ensuring that cash is safe, available and an efficient means of payment.

The key assets of cash are: ■ Availability | ■ Efficiency | ■ Safety

Joint efforts to innovate on these key elements will enable a cash-friendly society.

Cash is efficient, cash is solid, cash is safe, cash is less expensive. Cash means fiscal revenue to our governments, and in uncertain times, cash is a safe haven.

About ESTA



Exhibition 2015

The Exhibition will be held in Wall hall & Foyer adjacent to the conference hall. It opens at 08:00 and is accessible throughout the whole conference. Do not forget to pay them a visit during the coffee breaks, before and after lunch.

Vehicles are being exposed in the exhibition hall as well as in front of the hotel entrance. Do not forget to pay them a visit.



Exhibition





APPRICH + SECUR®
WHEREVER YOU NEED SECURITY IN EXCELLENCE

Apprich Secur® GmbH
offers the whole range of European Cash-in-transit vehicles.

At Berlin we show:

- an armoured CIT vehicle
- an IBNS equipped unarmoured vehicle

We invite you to explore the vehicles at the driveway in front of the lobby and at the exhibition area.

www.apprich-secur.de

Sponsors

We also wish to thank our generous sponsors:



*for the Gala Dinner
at the Axica*



*for the Gala Cocktail at the
Axica and conference brochure*

A special thank you to



*who has kindly provided security
and administrative support*

Speakers

We would like to express our sincere thanks to all our guest speakers and ESTA members who participated in the different sessions. Their combined efforts and valuable knowledge are what make the success of this 2015 ESTA Conference.



ESTA
The Cash Management Companies Association

List of participants*

3SI SECURITY SYSTEMS NV
Alec Ghysen

AGIS CONSULTING
Guillaume Lepecq

ANTON DEBATIN GMBH
Andreas Heidt
Anton Panzner
Dirk Schlimme
Stefan Wiese
Thomas Rose

APPLIED DNA SCIENCES
Clive Nation
Duncan Grant
Pat Phelan
Tony Benson

APPRICH SECUR GMBH
Joachim Elm
Robert Frischbier
Roberto Pareras
Shaun Kearns

ARCA
Luca Cococcia
Luca Spina

ASSOVALORI
Antonio Staino
Cesarina Giani
June Ikebe
Marco Ricci
Masanori Yamazaki
Michelangelo Gionti

ATMIA
Ron Delnevo
Debbie Smyth

BANQUE DE FRANCE
Alain Gerbier

BATTISTOLLI GROUP
Davide Spagnoli
Mauro Bonaglia

BDGW
Michael Mewes

BDGW BUNDESVEREINIGUNG
DEUTSCHER GELD-
UND WERTDIENSTE
Andreas Goralczyk
Andreas Paulick
Silke Wollmann
Tanja Staubach
Dr. Harald Olschok

BMC SPA
Paolo Spollon

BRINK'S
Francois Lagniez

BRINK'S FRANCE
Dubois Jacques
Guillaume Nonain
Pascal Bredif
Patrick Lagarde

BRINK'S HELLAS SA
Ioannis Panagos

BRINK'S INC.
Clive O'Flynn

BRINK'S SECURITY
LUXEMBOURG SA
Carlo Weisen

BUETLER KEYSTONE CONSULTING
Daniel Buetler

CAPTURETECH PRODUCTS BV
Gerben Hillebrand
Maarten Anderson

CENTIGON FRANCE
Jacques Besneville
Jean-Philippe Tible

CENTIGON FRANCE SAS
Thomas Vallee

CURRENCY RESEARCH
Gonzalo Santamaria

DE NEDERLANDSCHE BANK
Ewout Van Haeften
Anton Zeijlemaker

DEUTSCHE BUNDESBANK
Carl-Ludwig Thiele
Claus Tigges
Helmut Hammes

DG ECFIN
Dr. Rudiger Voss

ESTA
Thierry Lebeaux
Ana Escarpenter

EURICPA
Yann Le Borgne

EUROPEAN CENTRAL BANK
Olivier Strube
Ton Roos

EUROPEAN SAVINGS & RETAIL
BANKING GROUP
Norbert Bielefeld

FERONYL
Johan Coussens
Maxime Bertin

FISERV
David McLaren
Ilias Gkonis
Godfried Hendriks

G4S
Alex Hurst

G4S CASH LOGISTICS GMBH
Robert Juhos

G4S CASH SOLUTIONS
Bas Rodenberg
Paul Van Der Knaap
Rob Huijgens

G4S CASH SOLUTIONS BELGIUM
Jan Cappelle
Ronald Kenens

G4S CASH SOLUTIONS NL
Taco de Vries

G4S CASH SOLUTIONS OY
Mikko Paajanen

G4S CASH SOLUTIONS SA
Aristotelis Kapetanios
Yannis Liberopoulos

G4S CASH SOLUTIONS UK
Bil Hoyne

G4S EUROPE
Graham Levinsohn
Trace Norton

G4S NETHERLANDS
Gert Askes

G4S PLC
Colin Woodland
Tony Smillie

GEHRER AG
Emilio Stornaiuolo
Graham Sharp
Hans Wiegandt
Peter Gehrler

GELDSERVICE AUSTRIA GMBH
Günter Ernst

GIESECKE & DEVRIENT
Erwin Leichtmann

GIESECKE & DEVRIENT GB LTD
Mark Paddock

GIESECKE & DEVRIENT GMBH
Barnbas Ferenczi
Joerg Hoelzle

GIESECKE & DEVRIENT SAS
Bouc Henry Alexandre

GLORY GLOBAL SOLUTIONS
Christian Sindel
Ed Brindley
Sebastien Chapoulet
Shane Irish

GREAT AMERICAN INSURANCE
GROUP
Frank Scheckton

GS1
Christian Fischer

INNOVIA SYSTEMS
Terry Webb

INTER HANNOVER
Niklas Bengtsson

IT KOMPETENZ GMBH
Thomas Vietze

ITW ENVOPAK
Joanne Parker
Lawrence Steve

JOHNSON SECURITY LTD
Mike Usen
Steve Reeves

KÖTTER GELD- UND WERTDIENSTE
GMBH & CO. KG
Friedrich P. Kötter

LINFOX ARMAGUARD PTY LTD
Michael Tenace
Peter Silk

LOCKTON COMPANIES AS
Cato Aamodt
Nina Haug

LOCKTON COMPANIES LLP
Philip Dalton

LOOMIS
Martin Poledne
Jose Manuel Castañeda
Kenneth Hogman

LOOMIS AB
Anders Haker
Dragan Djenadija
Hakan Borgstrom
Jarl Dahlfors
Johannes Bäckman
Marten Lundberg
Martti Ojanen
Ronnie Waddell
Stefan Wikman
Steve Gilberg

LOOMIS DENMARK
Jan Schjoetz



LOOMIS FRANCE Michel Tresch Rui Teixeira	MEI UK Dave Bowman Mark Greenawalt	RBR Morten Jorgensen	SQS SECURITY QUBE SYSTEM AB Lars-Åke E. Köpper Matthias Eckelmann René Timmermans Sébastien Pociello
LOOMIS GUVENLIK HIZMETLERI AS Sarp Tarhanaci	NATIONAL BANK BELGIUM Laurent De Nys	ROSINKAS ASSOCIATION Andrey Melnichenko Dmitry Kononov Natalia Karavaeva Oleg Krylov	TECNOVE SECURITY Ghislain Kwasny Ismael Herrera
LOOMIS INTERNATIONAL (DE) GMBH Sabine Freund	NOKAS Arne-Christian Gnutzmann Johan Petersson Kalle Boumediene Kjetil Ellestad Marius Ivan	SAAB AB Klaus Dalgaard	THE BLOND GROUP LLP Paul Blond
LOOMIS INTERNATIONAL CORPORATE AG Michael Perler	NGZ GMBH & CO Andy Radmer	SARGENT & GREENLEAF SA Per Johnsson Sylvano Montano	TRANSTRACK INTERNATIONAL BV Britta Buchholz Isabel Albareda
LOOMIS NORGE AS Geir Wulsch	NOKAS CMS AS Einar Marthinussen	SAUTNER & PARTNER Christian Laub	TSS INTERNATIONAL BV Louis Huijzen Ronald Huijzen
LOOMIS ÖSTERREICH GMBH Regina Mittermayer-Knopf	NOKAS KONTANTHÅNDTERING AS Anisa Solvang Peter Wesenberg	SAUTNER&PARTNER GMBH Bernd Hohlfeld Johannes Sautner Margit Sautner	UNISTO SA Bénédicte Breton Gilles Cange
LOOMIS PORTUGAL SA Rui Sanches	OBERTHUR CASH PROTECTION André Guthauser Eric Hauw Patrice Rullier	SCAN COIN Jeff Carr Markus Hansson	VARNOST MARIBOR D.D. BoāTjan Tancer Marko Bauman
LOOMIS SCHWEIZ AG Bjorn Richard Zuger	ORFIX FRANCE Alain Brest	SCAN COIN - BORSU SYSTEMA BV Alexander Beyleveldt Walter Ter Rahe	VEDETTA 2 MONDIALPOL SPA Valentina Greca Francesco Mies Giovanni Tedesco
LOOMIS SPAIN Aritz Larrea Elena Fidalgo Felix Sánchez Georges Lopez	ORFIX INTERNATIONAL Matthias Hinnrichs Ralf Conrad	SCAN COIN AB Magnus Williamson	VEHIXEL Dominique Trouillet Pascal Mouroz
LOOMIS SUOMI OY Harri Veijola	PERFOMATIC SA Xavier Haegelsteen	SECURA MONDE INTERNATIONAL LTD Mike Bowen	VILLIGER SECURITY SOLUTIONS AG Etienne Schneider Peter Villiger
LOOMIS SVERIGE AB Bitte Högberg Jens Lundin Patrik Högberg	POST WERTLOGISTIK GMBH Walter Fellacher Daniela Pröll Michael Schnabl	SIKKERHET & FORSEGLING AS Bjørn Arntzen	WILLIS LIMITED Kira Vronskaya Gary Stanley
LOOMIS SWEDEN AB Tommy Nilsson	PROSEGUR Achim Boers Fernando Abós Gonzaga Higuero Jose Luis Illana Lucas Sanchez Luis Oro Miguel Rodrigues	SPINNAKER David Milner Marc Brillaais Nick Aveyard Ray Metcalfe	ZURICH INSURANCE PLC Gerard Quinn
LOWERS & ASSOCIATES Malcolm Blair	PROSEGUR GMBH Dr. Lothar Thoma	SPINNAKER INTERNATIONAL LTD Anthony Reay Martin Schmiezek	
LOWERS RISK GROUP Mark Lowers		SQS SECURITY QUBE SYSTEM AB Jan Sander	
MACTWIN SECURITY INTERNATIONAL Robin Bijland			
MARSH LTD Marcus Porter Paul Martin Philip Turner Steven Cole			

** List sorted by company name. Date of closing 15 May 2015.*

Participants



Conference Organizer

ESTA | European Security Transport Association
Rond Point Schuman 6 B5 | 1040 Brussels | Belgium
Tel: +32 2 234 78 20
www.esta-cash.eu | contact@esta-cash.eu



PROVIDING EXPERT INSURANCE SOLUTIONS FOR CASH HANDLING COMPANIES

PAUL MARTIN
(+44) 207 357 1336
paul.j.martin@marsh.com

STEVEN COLE
(+44) 207 357 5638
steven.cole@marsh.com

FRANCESCA CUTILLO
(+44) 207 357 1929
francesca.cutillo@marsh.com

In the United Kingdom, Marsh Ltd is authorised and regulated by the Financial Conduct Authority.
Copyright © 2015 Marsh Ltd All rights reserved GRAPHICS NO. 15-0442