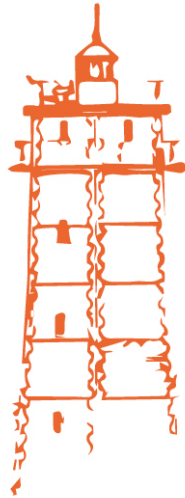


## ESTA Business Conference 2017



Crisis and  
Disaster Management:

# Cash Delivers

# ESTA

The Cash Management Companies Association

14 - 16 May 2017 | Cascais, Portugal

ESTA BUSINESS CONFERENCE & EXHIBITION

## No (visible) cameras this year....?



## Welcome to Cascais



33rd

247

29

93



## History of Cascais

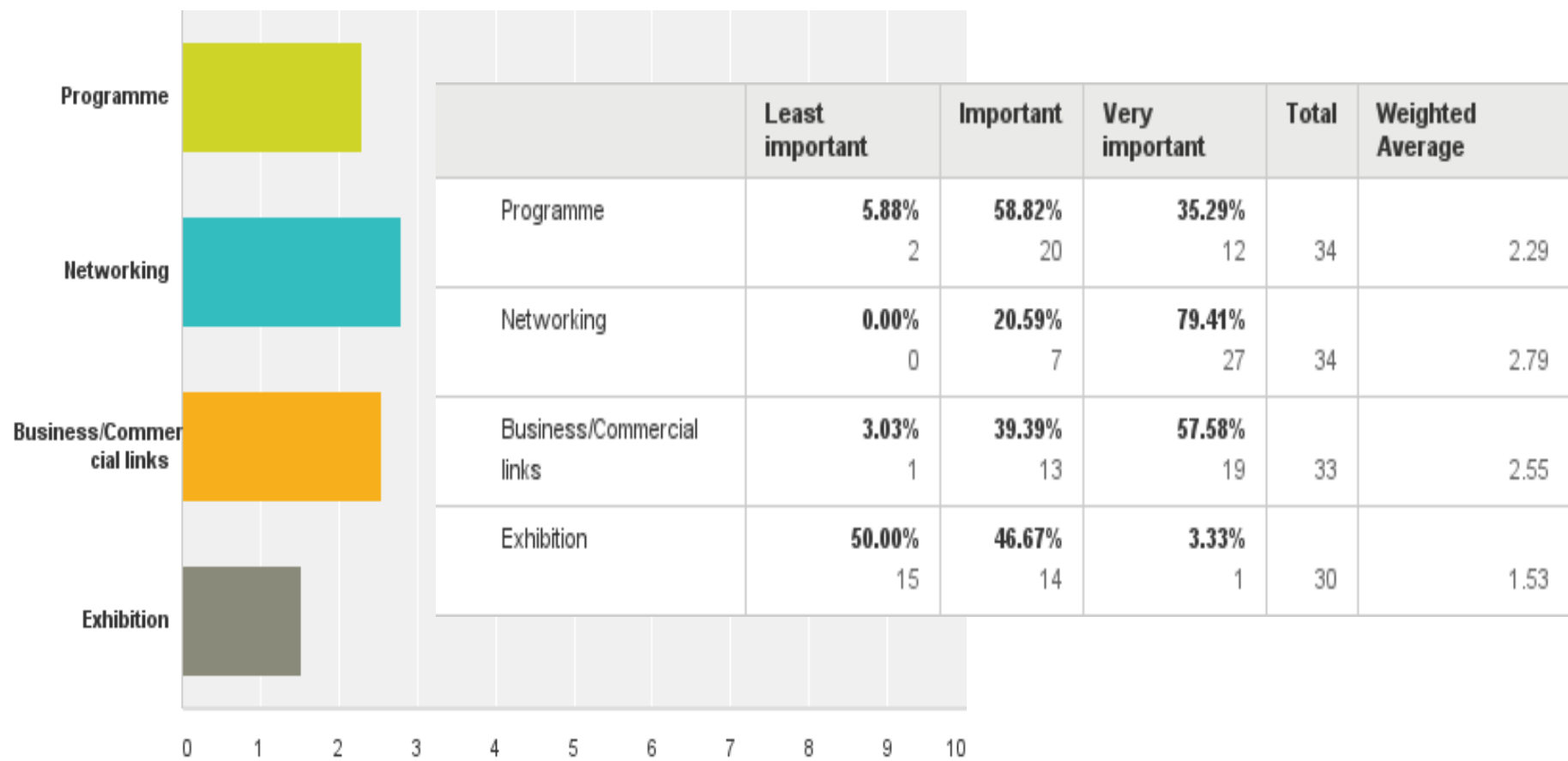
- Fishing village
- Royal retreat
- First to get electricity in Portugal
- Today slightly over 200.000 people



# Q2: General impression

## Please rate up to three main reasons for attending ESTA conferences

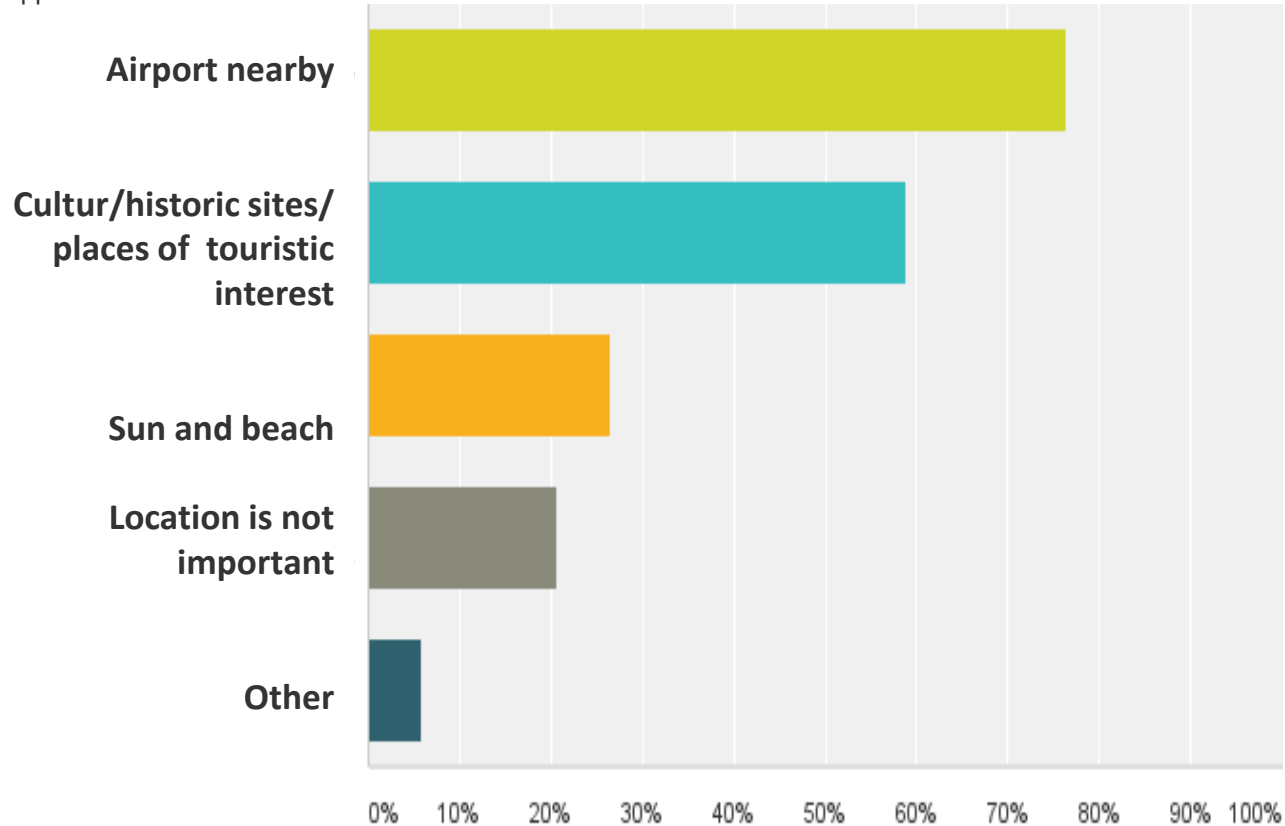
Answered: 35   Skipped: 0



## Q8: Venue location

How do you value the venue with regard to any below criteria?

Answered: 34 Skipped: 1



### Other:

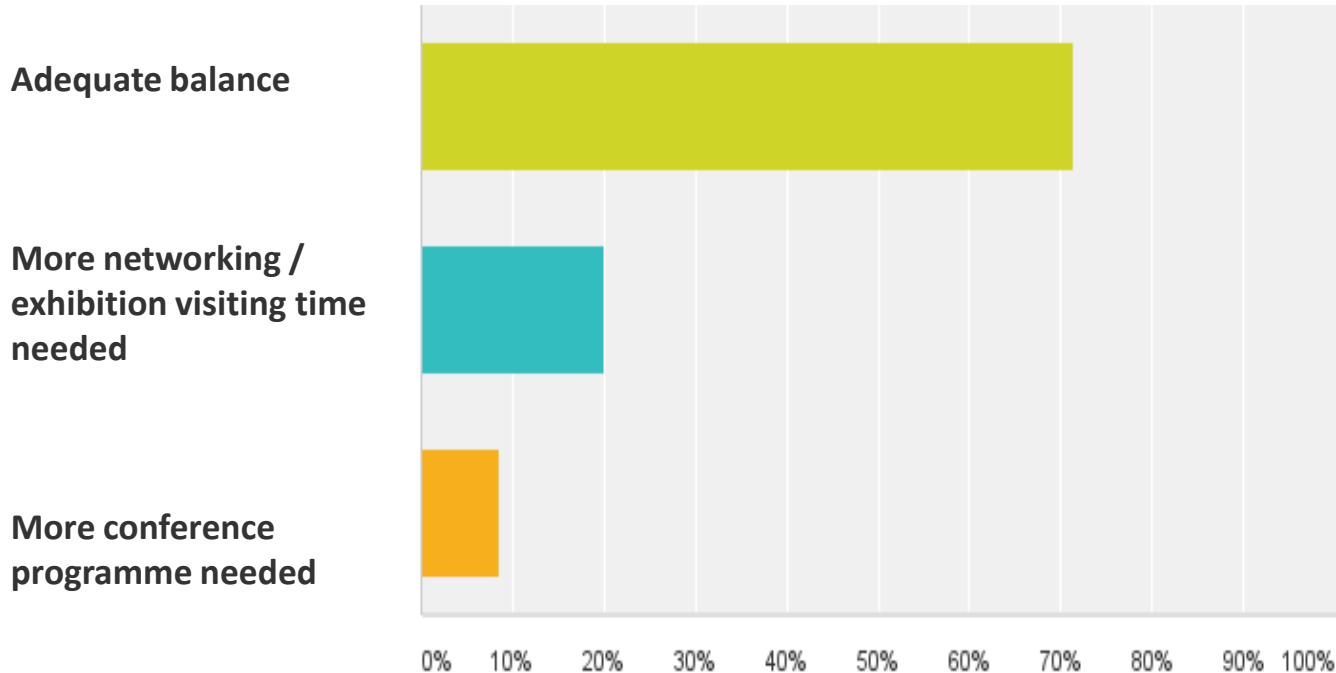
“change venue every year. This makes things attractive”

“A 'warm-climate' venue gives the conference better appeal”

## Q11: Programme of the conference

**What do you think of the balance between the conference programme and presentations vs time for networking?**

Answered: 35 Skipped: 0



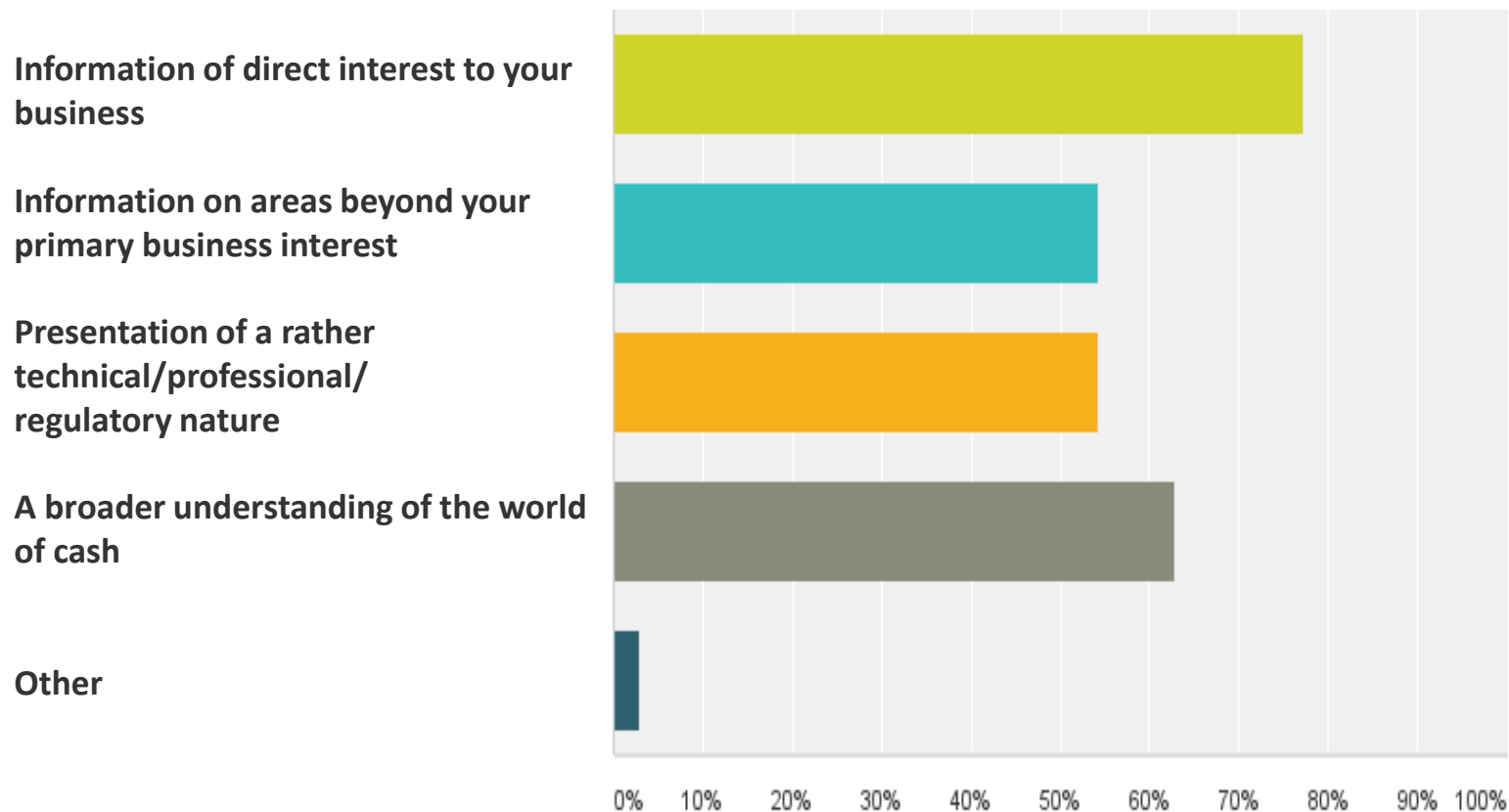
72% said they made business contacts on which they followed up after the conference

**ESTA**

*The Cash Management Companies Association*

## Q12: What do you expect from the conference programme

Answered: 35 Skipped: 0



### Other:

"CIT is in a crisis if there will be no improvements cash will have no future.

Lobbying will kill the industry.

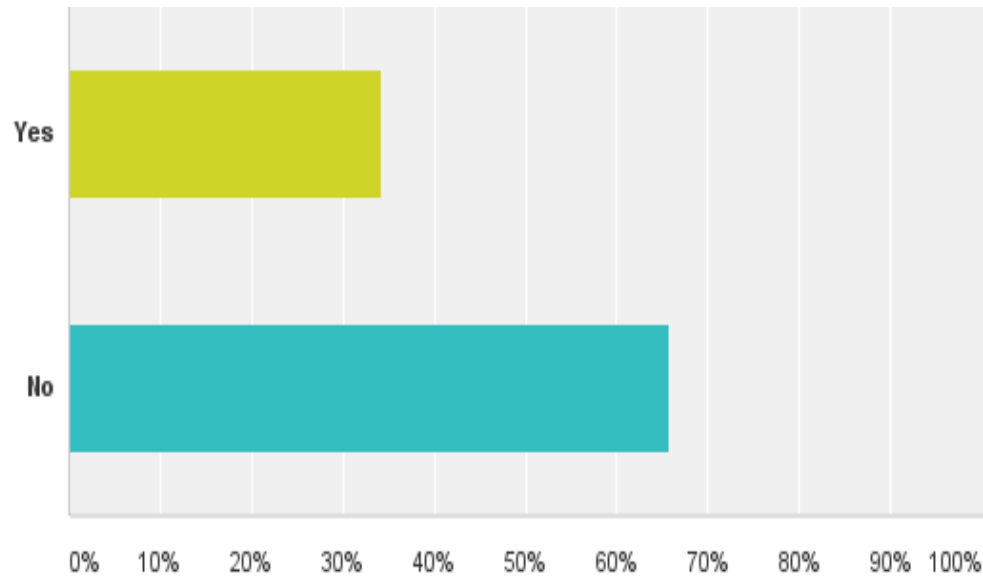
# ESTA

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## Q13: Would you prefer fewer presentations allowing speakers more time to go deeper into substance on the issue they cover?

Answered: 35 Skipped: 0



## Q14: Audience/participants

Please let us know what you value most with the participation in the conference

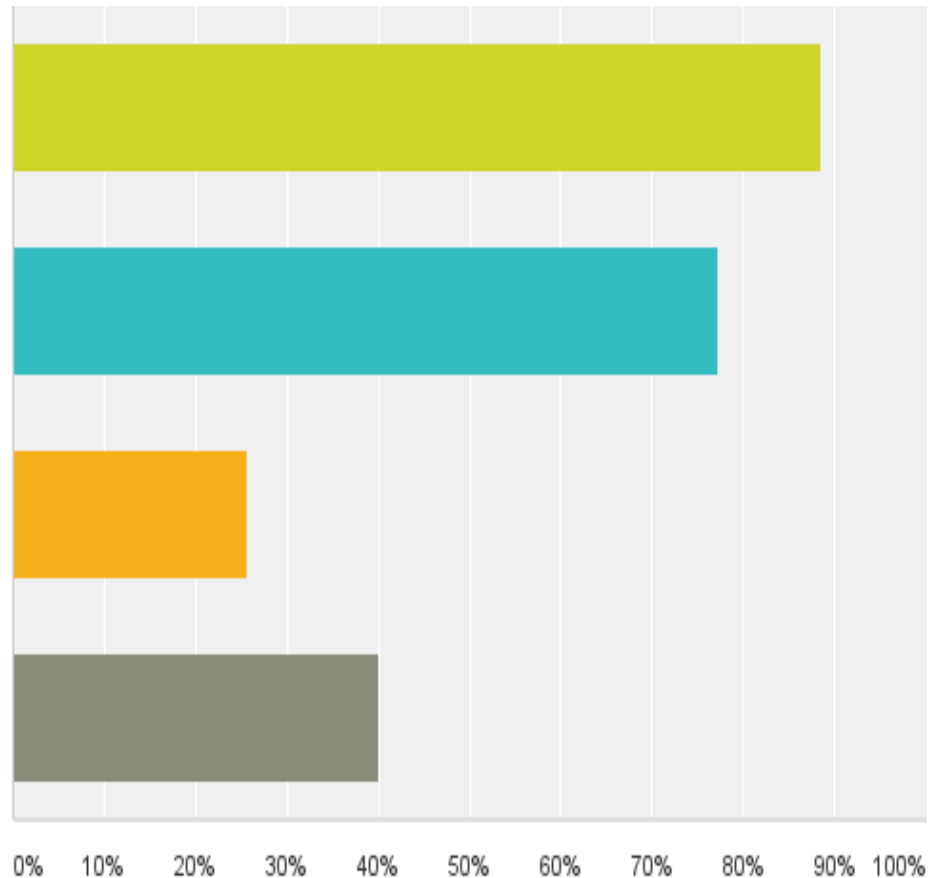
Answered: 35 Skipped: 0

**Seniority/Executive level of participants within their organisation**

**Participants from companies core to the cash industry**

**Participants from outside the cash sector core**

**Participants from EU/national public administrations (ECB, NCBs, Home affairs etc.)**



## ESTA Conference Exhibition matters !

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**Q22: As a non-exhibitor, please let us know how important is the expo to you?\***

- Important: 27.2%
- Very Important: 42.4%  
69.6%

**Q26: How relevant are the exhibition booths?\***

- Important: 31.0%
- Very Important: 41.3%  
72.3%



*The Cash Management Companies Association*

(\*the survey was only sent to non-exhibitors)

## Theme 2017: Crises and Disaster Management: Cash delivers

- An important view often forgotten
- Cash plays a unique role
- Topic of interest to Businesses and Public



**We must ensure that cash is safe, available and the most efficient means of payment**

## The year is 2050....

- All European countries decided to abandon cash a few years ago
- The only payment options are cards and other electronic currencies



## What happens when there is no alternative to electronic payments?

- How do you control your funds during uncertainty?
- How can a society function without payments during a disaster?
- What happens to transaction costs if there are only a few companies controlling all business?
- How do private people make payments between them
- How do you ensure financial inclusion of the less well-off in society





## If only we had listened to climatologists ....

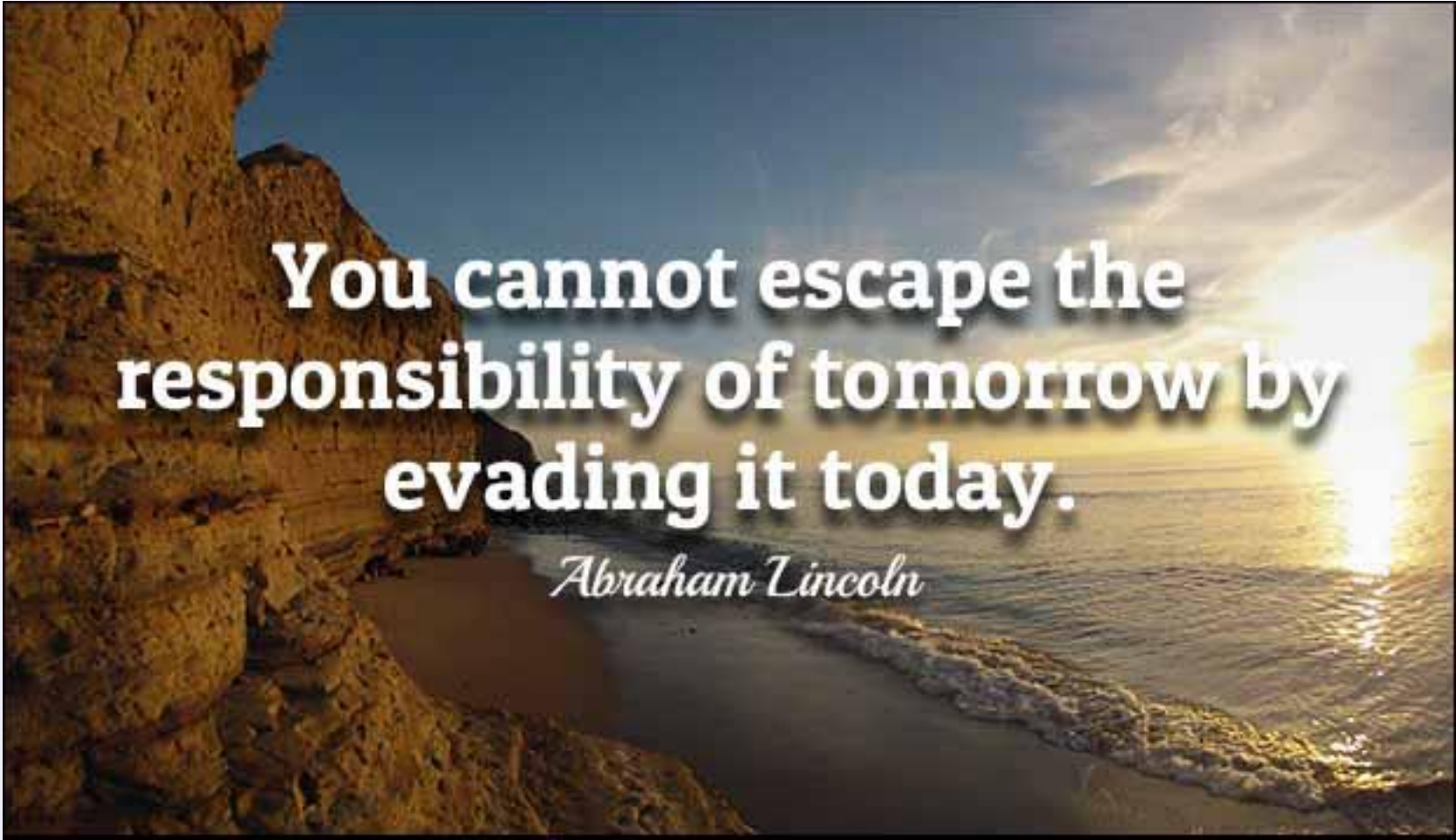
- During the frequent disastrous flooding in large parts of Europe all payments systems are down and society is starting to collapse
- Due to the extreme weather conditions, the power cuts are frequent and cause major disruptions for payments



## If only we had listened to ESTA...

- 5 years after all cash was removed, transaction fees increased 15% annually
- Long power cuts create payment uncertainty
- Hackers broke into payment and mobile systems; billions of private funds are missing





**You cannot escape the  
responsibility of tomorrow by  
evading it today.**

*Abraham Lincoln*

## ESTA directors

### Executive committee:

- **Kenneth Högman**, Loomis
- **Thierry Lebeaux**, Secretary General
- **Luis Oro**, Prosegur
- **Carlo Weisen**, Brinks
- **Róbert Juhos**, G4S

### Other directors:

- **Paolo Spollon**, Battistolli
- **Peter Wesenberg**, NOKAS
- **Patrick Lagarde**, Brinks
- **Steve Gilberg**, Loomis
- **Paul van der Knapp**, G4S
- **Patrik Högberg**, Loomis
- **Gonzaga Higuero**, Prosegur
- **Georges Lopez**, Loomis
- **Mike Bowen**, G4S

## Thank you to our generous sponsors



**for the conference  
bags**



**for the Sunday  
welcome dinner  
cocktail**



**for the conference  
brochure and the  
Monday gala cocktail**



**Event sponsor**



**For the Security**

## Thank you to our exhibitors 2017



Giesecke & Devrient  
Creating Confidence.





Thank you and welcome to  
ESTA Business Conference 2017!

Welcome to our key note speaker



## Pedro Manual Neto Gouveia

Police Superintendent  
Director of private security department  
of the National Police