



## CONFERENCE PROGRAMME

### Monday, June 3 – Morning session

**President's Welcome by Guillaume Nonain**

**Dr Karina Kubelková**, Board Member of the Czech National Bank

**European Commission update**

Dr Rüdiger Voss, Euro protection and euro cash, DG ECFIN, European Commission

**European Central Bank update**

Cécile Bécuwe, Principal Banknote Issuance Expert, European Central Bank

**Update on ESTA's activities**

Thierry Lebeaux, Secretary General of ESTA

### COFFEE BREAK & EXHIBITION

**The increasing decline of ATMs and its Impact on Cash Management Strategies, Sofia Sadiq,**

International Advocacy and Content Manager, The ATM Industry Association, ATMIA

**Change Money - Access for Citizens and Merchants - and impact on cash acceptance and usage,**

**Martina Horakova**, Managing Director, The International Mint Industry Association, IMIA

**30 years of tarnishing cash, Hakon von Holst**, Journalist

### LUNCH & EXHIBITION

**Leading the DNB to initiate a legislation on cash, Jeroen Crijns**, PWC, Author of the report on the future of the cash cycle in the NL

**Are CBDCs a subtle way to kill cash? Debate Mehul Desai & Brett Scott**

## CONFERENCE PROGRAMME

### Monday, June 3 – Afternoon session

#### COFFEE BREAK & EXHIBITION

**The end of the war on cash? Mastercard's new stance on cash, Anna Oshchepkova, Acceptance team, Mastercard**

**Less cash vs cashless? Debate Anna Oshchepkova (Mastercard)**

Moderated by **Thierry Lebeaux** (ESTA)

End of day one

### Tuesday, June 4 – Morning session

**The cash strategy of the UN High committee for refugees – Jean-Paul Cavaliéri, former head of UNHCR in Libya.**

**Cash situation in the Netherlands: the cash market side, Bas Rodenberg, Brink's**

**PANEL: Proudly communicating on cash: lessons from other industries with perception issues**

Moderated by **Wes Himes**, Corporate communication consultant

- The pharmaceutical industry, **David Earnshaw** (ex-MSD)
- The Plastic Industry, **Joseph Tayefeh**, Secretary general, Plastalliance, author of "Plastique bashing"
- The paper packaging industry, **Matti Rantanen**, Director general European Paper Packaging Alliance

#### COFFEE BREAK & EXHIBITION

**Cash situation in Sweden: what has worked best, legislation or war? Jan Bertoft, Swedish consumer organisation**

Attack and Loss session

- **ESTA A&L report, Clive O'Flynn**, Chair of ESTA Security and Risk Working Group
- **North American update, Mark Lowers**, CEO Lowers Risk Group

President's concluding remarks, **Guillaume Nonain**

**Conference Organizer:**

ESTA, European Security Transport Association