



ESTA
The Cash Management Companies Association

ESTA BUSINESS CONFERENCE
EXHIBITION AND GENERAL ASSEMBLY

CONFERENCE PROGRAMME

Monday, June 3 – Morning session

President's Welcome by Guillaume Nonain

Welcome address by the Czech National Bank
Dr Jan Mayer, Deputy Executive Director of the Cash and Payments Department, CNB

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
Moderated by **Andrea Nitsche** (Ex CashMatters)

CONFERENCE PROGRAMME

Monday, June 3 – Afternoon session

COFFEE BREAK & EXHIBITION

Coexisting with cash – how Mastercard is enabling choice, Anna Oshchepkova, Acceptance team, Mastercard

Less cash vs cashless? Debate Anna Oshchepkova (Mastercard) and **Mario Valls** (Denaria)
Moderated by **Thierry Lebeaux** (ESTA)

End of day one

Tuesday, June 4 – Morning session

The cash strategy of the UN High Commissioner 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**