

**ESTA Conference & 50<sup>th</sup> Anniversary**  
***“Which cash industry for the next 50 years?”***

Cardo Hotel, Brussels Belgium, 11-13 May 2025

**Monday 12 May - Morning session**

- 9:00 President’s welcome by **Guillaume Nonain**
- 9:15 **Customers’ voice** – Customers of CIT addressing the issue of cash management
- 9:35 **Eric Ducoulombier**, Head of Unit Retail payment FISMA, European Commission
- 9:55 **Laura Ferrando Gimenez**, Banknote Issuance Expert - European Central Bank
- 10:15 **Prof Jay Zagorsky** – “The power of cash” (presentation + discussion)

**11h00 – 11:45 Coffee break & Exhibition**

- 11:45 **Looking into the crystal ball: How cash processing will look like in 20 years?**
- **Shane Irish**, Vice President of Business Development, Glory Global Solutions
  - **Brian Leary**, President, Sargent and Greenleaf
  - **Renato Diato**, Global Vice President and Head of Commercial Solutions at Giesecke+Devrient Currency Technology
  - **Peter Woydich**, Senior Vice President of Strategy, CashPilot

**13:00 – 14:30 Lunch & Exhibition**

**Monday 12 May - Afternoon session**

- 14:30 **Dr Jelena Stapf**, Bundesbank
- 15:00 **Dr Kersten Trojanus**, CEO ICCash: hindrance in IAD business in Europe
- 15:30 **Prof Jay Zagorsky**: “Is cashless a national security risk?”

**16:00 – 16:45 Coffee break & Exhibition**

- 16:45 Panel discussion: Thinking of a disruptive cash cycle without banks? Moderator Prof Dr Harald Olschok, former CEO BDGW
- **Dr Jelena Stapf**, Deutsche Bundesbank, Cash Department, Head of Division Branch operations, IT applications and Automation
  - **Dr Kersten Trojanus**, CEO ICCash
  - **Brendan Thorpe**, Customer Success Manager, Auriga

**17:45 End of day one**

## Tuesday 13 May - Morning session

**9:00** **ESTA update** – Thierry Lebeaux, Secretary General of ESTA

**9:15** **“The future and challenges of the cash industry in a lesser cash society”**

**Frane Maroević**, Director General of the ICA: How the ICA members see their future?

**David Fagleman**, Director at Enryo: what future for the CIT industry? What implication for the business model of cash in lower cash volumes?

**10:30 – 11:15 Coffee break & Exhibition**

**11:15** CO<sub>2</sub> foot prints of cash vs electronic payment – a study for the EPDIA - **Johanna Neuhoff**, Director of Economic Consulting in Continental Europe, Oxford economics

**11:30** **Environmental Impact of Cash versus Digital Payments - a broad and innovative research study.** **Pascal Rencker**, Director Monnaie de Paris, chair of the Mint Director Working Group

**11:45** **Using a CO<sub>2</sub> monitoring tool to track the CO<sub>2</sub>-footprint of POS payments in the Netherlands between 2015 – 2023**, **Nicole Jonker**, Principal economist at the Payments, Cash and Market Infrastructure division, DNB

**12:00: Q&As**

**12:10** – Attack and Loss session

- ESTA A&L report and new risk patterns – **Jesse Galvan**, Chair of ESTA Security and Risk Working Group [new format presentation]
- North American update – **Mark Lowers**, CEO Lowers Risk Group

**12:50** President’s concluding remarks – **Guillaume Nonain**

**13:00 Lunch and end of Conference**