

Finance 2.0: The largest Fintech venue in Switzerland returns for the 5th time. This years main topic: Customer Interface.

On the 14th of March 2017 the key players of the Swiss Fintech scene, meet once more for the Finance 2.0 in Zurich at Schiffbau. Topics, such as digital identity, artificial intelligence, «Twint» and the possible consequences of the EU-Guideline PSD2, are going to be discussed.

Zürich, 27. February 2016 – The fact that digitalisation demands also banks and insurances to rethink their strategies is clear by now - but what exactly does this mean? One of the most important questions posed is the dealing with customer interface, which has to be opened to non-banking institutions according to the **PSD2 payment service guidelines**. Thomas Ruck of Accenture is convinced that only banks which are willing to face this challenge offensively will be able to succeed in the future.

Another important **topic is «digital identity»**, especially since it is an imperative requirement for a seamless digitalisation. At the moment there are many different projects in the making but at the end of the day there is only room for one national standard. Vincent Jansen from Innopay is going to take a look at foreign models, followed by a discussion in which Andreas Kubli from UBS is going to explain the role of the banks.

In the area of mobile payment, digitalisation has already worked out. Thanks to the collaboration of various players involved, **«Twint» has been established**. How the System works is going to be presented in an exclusive preview by Thierry Kneissler co-founder and CEO of Twint.

The buzzword of the moment is **Artificial Intelligence (AI)**. But where is the difference between an algorithm and actual intelligence? Whats the potential of this particular technology? The Swiss entrepreneur and neuroscientist Pascal Kaufmann has no doubt that this together with robotics will change our lives drastically within the near future.

Talking about change - so has Nikolay Storonsky: The former investment banker has established one of the **most interesting Fintechs in England called Revolut**. Since he interacts at the pulse of customer interface he is able to answer the most important question: What does todays customer want?

More information: www.finance20.ch/conference2017

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The Finance 2.0 is amongst the Flagship Conference and the verticals «Cryptofinance» and «InsurTech», the biggest and most influential Fintech-Venues in Switzerland – It is here where the key players meet. Rino Borini (financialmedia AG), Patrick M. Widmer (financialmedia AG) und Marc P. Bernegger (Serial Web Entrepreneur & Fintech Investor) were first movers talking about digitization of the financial industry. With the introduction of the successful platform Finance 2.0 they are belonging to the pioneers of the Swiss Fintech scene.