



**Is there a European payments market or not?
A round table discussion to be held on Thursday 11th February 2010 at
Watermen's Hall, 16-18 St. Mary-at-Hill, London EC3R 8EF from 12.15pm-2.30pm.**

Visa/CSFI Fellowship Programme

We began the fellowship programme by taking a look at the overall state of the European payments marketplace, and that provided a great starting point. But now it's time to ask whether that is the right picture of the marketplace of the future. Despite SEPA and so forth, national payment markets vary greatly in size and shape. In Sweden, people withdraw cash from ATMs to spend in shops, but in Denmark they use debit cards. In Germany, they still buy from the web using cash on delivery, in the UK this is unheard of. In Italy, prepaid cards are a mass market, in Turkey they like instalment cards. In France they still use cheques, but in Finland they are non-existent. In the UK, FPS is up and running but in Greece there's no such thing. In the Netherlands, the bank IDEAL scheme is popular for online payments, there's nothing like it elsewhere. With new products, services and technologies coming along, what reasons are there to expect convergence or divergence.

With a pan-European company such as IKEA having to use 18 different acquirers and seven different types of terminals (each with different software), I don't think we're being unreasonable in asking is there going to be a European payment market, a group of subregional markets or a collection of national markets?

Three experts will share some pan-European perspectives:

- **Sandra Alzetta** is Senior Vice President for Innovation, New Product & Channel Development at Visa Europe and the corporate sponsor of this programme.
- **Conny Dorrestijn** of Clear2Pay in the Netherlands has spent many years at the intersection of European financial services and new technology.
- **Francesco Burelli** from Deloitte advises on payments businesses all over Europe.

Attendance is free, but space is limited. So if you or a colleague would like to attend, please let us know by e-mailing nicole@csfi.org.uk or by phoning the CSFI on +44 (20) 7493 0173 as soon as possible.

Sincerely yours,

David Birch
Research Fellow **CSFI**, Co-Founder **Consult Hyperion**, Chair **Digital Money Forum**



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