

DIGITAL TRANSFORMATION AND FINTECH

*Date: 30 Oct - 01 Nov 2023 (3 full days course)
Venue: Kosovo Banking Association*

INTRODUCTION AND OBJECTIVE

Digital disruption is having an increasing impact throughout all industries. Banking faces challenges from all sides in these trying times.

This course provides a solid introduction to digital and transformation frameworks. Starting from first principles, we approach digital from a number of different perspectives, providing foundational knowledge that will enable delegates to gain firm knowledge of the challenges induced by this digital transformation and to assess digital strategies, allowing them to identify those organizations that are executing strategies that offer the highest probability of success. Together, we will explore the evolving world of finance, and digital finance in the emerging countries focusing on the changing dynamics caused by the conversion of products and services into digital goods, new customer demands and changing regulations to govern the competitive landscape in this digital transformation of finance. We will also examine how digital innovation disrupts banking and traditional banks, which are therefore yielding precedence to online branches. However, the real challenge is not adopting new technologies but embracing digital culture. We will understand that any bank committed to undergoing this transformation will have to modernize its tactics and embrace technology. Replacing legacy systems alone is not enough; stepping on the digital transformation path marks a fundamental disruption of the banking business model, culture, and customer relationships.

METHODOLOGY

Training class, interactive discussions, group work, debates, etc. This course uses a combination of case studies, workshop sessions, knowledge sharing and group discussions to provide an interactive approach to knowledge transfer.

TARGET GROUP

This is an introductory course, which will appeal to non-technical professionals of the banking sector involved in the Digital Transformation of their respective organization (financial institutions, central banks or supervisory bodies in the areas of banking).

LANGUAGE

A good command of English is required.

DIGITAL TRANSFORMATION AND FINTECH

Date: 30 Oct - 01 Nov 2023 (3 full days course)

Venue: Kosovo Banking Association

EXPERT

Sabrina Lemaire is Head of the Digital Competences Programme of the Luxembourg National Institute of Administration (Luxembourg Ministry of the Civil Service and Ministry of Digitalisation). Her role encompasses the strategy and design of digital upskilling and retraining programmes through digital literacy, leadership and technical trainings. Her previous experiences include the design of the Sustainable Finance, Funds, Insurance, Digital Banking & Finance training programmes for the House of Training catalogue for which she was Senior Manager. In addition, over the last 10 years, she has given training courses in Digital Transformation, Fintech and Cybersecurity, Marketing, Communication, Design Thinking, Project Management and softskills. Sabrina is also a coach for national and European digital, retraining and upskilling projects (FIT4-Coding, FIT4Entrepreneurship, FIT4Digital, FIT4Job, FIT4JobStart, YouthYourFuture, SkillYouUp, Digital Skillsbridge, Digital Humanities, ADEM programmes, etc.) and Director of the Founder Institute Luxembourg Accelerator, Silicon Valley. She is also in the advisory board of several startups, and provides coaching and mentoring for startups and entrepreneurs. She holds a Master's degree in International Trade and Finance from the University of Lorraine (Metz, France) and is a graduate of the University of Central Lancashire in Preston (England). She began her career in 1998 and, since that time, has held management positions in marketing, communication, business development and digital transformation for PwC, Deloitte, Lombard International Assurances, Clearstream, Maitland Group. In 2011, she joined the Société Générale Group as Global Head of Marketing and Communication for the private banking trading rooms worldwide, before becoming Chief Digital Officer there at the end of 2014. Having been European Director of Communication, Marketing and Innovation at CA Indosuez Wealth Management Europe and Member of the Executive Committee, she then joined POST Group (Telecom, Banking and Logistics/Courier) as Director of Marketing and Innovation to support the Group's digital transformation strategy.

PLACE DURATION DATES

3 full days of face-to-face training

30 October to 1 November 2023

Training Room of KBA, Pristina, Kosovo

DAILY SCHEDULE

09:00 – 10:30	Training
10:30 – 10:45	Coffee break
10:45 – 12:00	Training
12:00 – 13:00	Lunch break
13:00 – 14:30	Training
14:30 – 14:45	Coffee break
14:45 – 16:30	Training
16:30	End of day 😊

PROGRAMME

SETTING THE SCENE FOR DIGITAL

- ✦ The fundamentals of digital transformation
- ✦ Financial markets to this digital revolution
- ✦ How can banks adapt their business model?
- ✦ The traditional customer interaction and the new rational
- ✦ Open banking and APIs
- ✦ An evolving workforce: upskilling & retraining

HIGHLIGHT ON THE MAIN CHANGES FOR THE BANKING INDUSTRY

- ✦ Digital disruptors for banks and the way to react
- ✦ The fintech unicorns: facts & figures
- ✦ The “bundled” banking offering or the new bank
- ✦ Innovation in payments and data

Highlights on the main changes for the banking industry

- ✦ Digital disruptors for banks and the way to react
- ✦ The fintech unicorns: facts & figures
- ✦ The “bundled” banking offering or the new bank
- ✦ Innovation in payments and data

Tomorrow’s technology for the banking industry

- ✦ Blockchain, cryptocurrencies, DeFi and CBDC
- ✦ AI and machine learning
- ✦ Cybersecurity
- ✦ The role of financial regulators
- ✦ Data privacy

Case studies will be spread throughout the days if relevant & if time allows.

REGISTRATION

Send your filled registration forms via email at KBA, or contact us at:
kbatrainingcenter@bankassoc-kos.com or **038 246 171**