



**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 Horáková**, 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 **Warwick Smith**, Public affairs and 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**