

# Mobey Forum in 2015

**mobey** forum  
mobile financial services

CaixaBank

Casa Macaya, Barcelona

*Jordi Gaus*  
*Chair of the Board,*  
*Head of Digital Marketing in CaixaBank*

**Mobey Forum is the global industry association empowering banks and other financial institutions to lead in the future of mobile financial services.**

- Analyzing business strategies and technologies
- Identifying commercial drivers and disruptors
- Our focus is in 1-3 years ahead
- Information exchange via networking

# New members since Vienna meeting

- **Bank of Ireland** joined as Full Member
- **Carta Worldwide** joined as Senior Associate Member
- **Worldline** joined as Senior Associate Member
- **Toro** joined as Associate Member
- **Sequent** join as Associate Member



# Board of Directors

In London, 6th of May Mobey Forum elected the following new board members:

- Tom Pawelkiewicz from Scotiabank
- George Charalambous from HSBC

**WELCOME!**

The rest of the board remained the same: **Bent Bentsen** from DNB, **Kristian Sorensen** from NETS, **Amir Tabakovic** from PostFinance, **Petra Bunschoten** from ING, **Oriol Pons** from Erste Bank, **Veronica Lange** from UBS, **Juha Risikko** from Nordea, **Kasper Sylvest** from Danske Bank, **Jukka Yliuntinen** from G&D, **Jordi Guaus** from Caixa

# New workgroup launching in Helsinki: "Predictive Analysis in Mobile Finance"

*"What do you have to understand to be able to deduce meaningful services using existing internal and external data to provide great new mobile financial services based on predictive analytics?"*

- Successful apps with predictive capabilities like Uber, Google Now, Netflix, Nest thermostat etc. What about financial services apps?
- New competitors like Simple and Moven are already investing heavily in this type of services.
- Launching at Mobey's Helsinki Member Meeting 15 June
- Chaired by **Amir Tabakovic** from **PostFinance**

# Whitepapers

- Corporate Mobile Banking – Launched in April
  - Corporate banking as a key to bank's omni-channel strategy
- Snapshot of Mobile Payments – To-be published in May
  - Comparison of mobile payment technologies and their business models
- Biometrics in Finance – To-be published in July
  - An analysis of the various biometric authentication techniques and their use cases

# Member Meetings coming up

15 – 17 June, Helsinki

hosted by Nordea

evening program sponsored by Nets

13 – 15 October, Mobey Day Barcelona,

hosted by CaixaBank

Sponsorships available



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