

Fourth International Conference on Financial Literacy and Financial Inclusion



**Strategies For Financial Literacy And Financial Inclusion:
New Opportunities And Risks
For Consumers Of Financial Services**

February 13, 2018
Marriott Grand Hotel
(Tverskaya str., 26/1)

AGENDA

08:30-09:30	Morning Coffee break
09:30-10:00	<p><i>Kuskovsky-Marfinsky Room</i></p> <p>Welcome Address</p> <p><u>Speakers:</u></p> <p>Alexey Savatyugin, President, National Association of Microfinance Market Stakeholders (NAMMS)</p> <p>Anatoly Aksakov, Chair of the Committee on Financial Markets, State Duma of the Russian Federation</p>
10:00-11:30	<p><i>Kuskovsky-Marfinsky Room</i></p> <p><u>Session 1: How the Adoption of the Strategies for Financial Literacy and Financial Inclusion Change the Financial Market of the Country in the Next 5 Years? Russian View and International Experience</u></p> <p>In September 2017, the Russian government adopted the Strategy for Improving Financial Literacy in the Russian Federation for the years of 2017-2023. The implementation of the Strategy is being managed by the Ministry of Finance of the Russian Federation and the Central Bank of the Russian Federation on the basis of a</p>

	<p>system partnership and parity. How will the actions of other stakeholders be coordinated? What will be included in the action plan and what role will financial institutions play in its implementation? According to the Strategy, improving financial literacy of the population is seen as one of the strategic factors ensuring the competitiveness of the Russian financial market. What does the experience of other countries, where the national strategy was developed and implemented with a similar purpose, say? What are the challenges and trends in the global financial market that need to be addressed during the implementation of the Strategy? What qualitative changes will be made in the Russian financial market by the Strategy for Financial Inclusion, the adoption of which is expected this year?</p> <p><u>Moderators:</u></p> <p>Natalia Nikolaeva, Vice-president, AO KB Citibank</p> <p>Anna Zelentsova, Coordinator, Russia’s Financial Education and Financial Literacy Project at the Russian Ministry of Finance; Co-chair, Subgroup on Financial Consumer Protection and Financial Literacy, Group of Twenty (G20)</p> <p><u>Speakers:</u></p> <p>Evgeny Shulepov, Chair of the Expert Council for Non-Bank Credit Organizations, State Duma of the Russian Federation</p> <p>Mikhail Mamuta, Head of the Service for Consumer Protection and Financial Inclusion, Bank of Russia</p> <p>Ilya Kochetkov, Director, Department of Microfinance Market, Bank of Russia</p> <p>Dmitry Frolov, Head, Department of State Policy in Area of General Education, Ministry of Education and Science of the Russian Federation</p> <p>Rolf Berndt, Head of Finance and Markets Global Practice in Europe and Central Asia, International Finance Corporation, World Bank Group</p> <p>Piruz Sargsyan, Mediator, Office of Financial System Mediator, Armenia</p> <p>Emir Boobekov, Head of the Financial Literacy Sector, Public Relations Department, National Bank of the Kyrgyz Republic</p>	
11:30-12:00,	Coffee break	
12:00-13:30	Kuskovsky-Marfinsky Room <u>Session 2: Logic and Ethics. Will Knowledge on Financial Behavior of</u>	Troitsky-Kolomensky Room <u>Session 3: No Patterns. How Effective is Creative Approach to Financial</u>

	<p><i>Consumers Raise the Social Responsibility of Financial Institutions?</i></p> <p>Thanks to the growing popularity of the behavioral economy, more and more participants of the financial market understand the need to re-take into account the peculiarities of consumer psychology in their business models. It's no secret that many companies have long learned to take advantage of their clients' irrational choice. Are financial institutions ready to change their habitual approach to working with clients and begin to help them build sound financial behavior skills for the sake of sustainable market development?</p> <p><u>Moderator:</u></p> <p>Elena Stratyeva, Director, Russian Microfinance Center (RMC)</p> <p><u>Special Report:</u></p> <p><i>Presentation of results of research assessing the level of consumer financial literacy of by management of leading financial institutions</i></p> <p>Guzelia Imaeva, General Director, NAFI</p> <p><u>Speakers:</u></p> <p>Olga Tomilova, Policy Consultant, CGAP (World Bank)</p> <p>A representative of a Russian Bank participating in the research</p> <p>Ewa Bankowska, Responsible Finance Expert, Microfinance Center (MFC), Poland</p> <p>Lyudmila Presnyakova, Director, Research team, "Human and Money" Project, FOM Group</p> <p>Marat Safiulin, Managing Director, Federal Public Fund for Protection</p>	<p><i>Education of Consumers?</i></p> <p>Financial education of the adult population is perhaps one of the most difficult tasks in increasing financial literacy. It is not natural for people to admit their mistakes and it is not easy to give up false, but convenient ideas. Are creative methods of teaching personal financial planning skills able to help adult consumers - first and foremost those who are prone to risky decisions and therefore have constant financial difficulties - to successfully overcome established behavioral patterns and perceptual stereotypes?</p> <p><u>Moderator:</u></p> <p>Sergey Makarov, Deputy Director, National Center for Financial Literacy</p> <p><u>Speakers:</u></p> <p>Elena Nagaichuk, Deputy Head, Press Service, Bank of Russia</p> <p>Maria Polyanskaya, Financial Director, Head of Financial Literacy Program, "Vverkh" Center for Equal Opportunities for Orphans</p> <p>Anastasia Lazibnaya, Founder and CEO, "Baba-Deda" Portal for the Older Generation</p> <p>Pyotr Saltykov, Founder, "Games of the Future" Interregional Public Organization</p> <p>Alina Sobolevskaya, Manager of Financial Projects, KraudSpace Crowdsourcing Platform (FOM Group)</p> <p>Anna Krik, Founder, "EcoGram" Financial Literacy Training Center for Teens and Adults</p> <p>Tatyana Lisak, Director of Training and Consulting, Russian Microfinance Center</p> <p>Oksana Zornikova, Deputy Director, Microcredit Company Voronezh Region</p>
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	<p>of the Rights of Investors and Shareholders</p> <p>Maxim Storchevoy, Head, Russian Association of Business Ethics and CSR (RBEN)</p> <p>Konstantin Ivanov, Head of Press Service, Cardiology Research Center, TV Presenter, Channel One Russia</p>	Fund for Entrepreneurship Development
13:30-15:00	Lunch	
15:00-16:30	<p><i>Kuskovsky-Marfinsky Room</i></p> <p>Session 4: Course on Trust. How Successful Customer Service Strategies Improve the Welfare of Consumers of Financial Services?</p> <p>Marketing tools of many financial institutions are still focused on finding and attracting customers. However, in the current market conditions, it becomes more important to retain and strengthen the loyalty of the existing clientele. Quality products as well as the most successful marketing strategies in the financial market stand out because they are aimed at building lasting relationships with customers. Is it possible, based on the trust of a loyal customer, to provide long-term prospects for the business development and simultaneously meet interests of the clients?</p> <p><u>Moderator:</u></p> <p>Boris Grozovsky, Contributor, Forbes</p> <p><u>Speakers:</u></p> <p>Andrey Paranich, Deputy Director, SRO "MiR"</p> <p>Dmitry Lepetikov, Head of Client Research Department, VTB Bank</p> <p>Khoren Kerobyan, Acting Executive Director, Union of Credit</p>	<p><i>Troitsky-Kolomensky Room</i></p> <p>Session 5: Added Value. How Do the Latest FinTech Tools Improve Financial Literacy of Consumers?</p> <p>A growing number of digital financial services use technologies that can analyze consumer credentials and models of their financial behavior. The results are generated and offered to customers in an adapted form for further use in making financial decisions. Thus, the level of financial literacy of consumers is increasing. Are payment service providers ready to go further and offer their customers a comparative analysis of the financial products and services they are considering or are already using, clarify their rights and obligations with respect to a specific product or service, and train basic security of personal data?</p> <p><u>Moderator:</u></p> <p>Victor Dostov, Chair of the Board, Electronic Money Association</p> <p><u>Speakers:</u></p> <p>Andrey Makarov, Director, Department of Financial Technologies, PJSC "MTS"</p> <p>Alexey Chalenko, Managing Partner, 7 Seconds</p> <p>Andrey Kholodny, Deputy General Director for the Development of Nonlinear</p>

	<p>Organizations of the Republic of Armenia (UCORA)</p> <p>Nadezhda Fedortsova, Business Partner, Marketing and Communications Department, Sberbank</p> <p>Pavel Samiev, General Director, Businessdrom</p> <p>Ekaterina Korsunskaya, Training Director, Credit Union Service Center, St. Petersburg</p> <p>Konstantin Poltev, Director, Department for Private Investors Relations, NP RTS Association</p>	<p>Services, Tricolor TV</p> <p>Alexander Shustov, General Director, Mani Fanny LLC</p> <p>Nikita Danilov, Head of GR, Megafon</p> <p>Vladimir Kreindel, Executive Director, FinEx Plus</p> <p>Artem Genkin, President, Center for Protection of Investors</p>
16:30-17:00	<i>Coffee Break</i>	
17:00-18:00	<p><i>Kuskovsky-Marfinsky Room</i></p> <p><u>Debates:</u> How to Build Effective Interaction between Financial Market and Civil Society in Order to Improve Financial Literacy of the Population?</p> <p>Financial institutions and public organizations in the area of consumer protection often become objects of mutual criticism. Can the parties establish a constructive dialogue among themselves, without resorting to mediation from the state? What factors favor the effective interaction of financial institutions and activists in the area of consumer protection, and which, on the contrary, aggravate an already difficult situation?</p> <p><u>Moderator:</u></p> <p>Jan Art, Editor in chief, Finversia.ru</p> <p><u>Invited speakers:</u></p> <p>Anatoly Aksakov, Chair of the Committee on Financial Markets, State Duma of the Russian Federation</p> <p>Alexey Savatyugin, President, National Association of Microfinance Market Stakeholders (NAMMS)</p> <p>Pavel Medvedev, Financial Ombudsman</p>	

	<p>Anna Zelentsova, Coordinator, Russia's Financial Education and Financial Literacy Project at the Russian Ministry of Finance; Co-chair, Subgroup on Financial Consumer Protection and Financial Literacy, Group of Twenty (G20)</p> <p>Garegin Tosunyan, President, Association of Russian Banks</p> <p>Victor Klimov, Head, Project "For the Rights of Borrowers", ONF</p> <p>Elena Stratyeva, Director, Russian Microfinance Center (RMC)</p> <p>Marat Safiulin, Managing Director, Federal Public Fund for Protection of the Rights of Investors and Shareholders</p> <p>Evgeny Masharov, Head, Self-Regulatory Organization Association of Forex Dealers</p>
18:00-18:15	<p>Wrapping up the Conference</p> <p>Alexey Savatyugin, President, National Association of Microfinance Market Stakeholders (NAMMS)</p> <p>Elena Stratyeva, Director, Russian Microfinance Center (RMC)</p>
<i>18:15 -20:00</i>	<i>Cocktail</i>