



**Greenback 2.0**  
REMITTANCES CHAMPION CITIES



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**CITTA' DI TORINO**

## FROM CASH TO CASHLESS . . .

### *Value of Electronic Payments to Consumers for Safe and Efficient Money Transfers*

**Date:** 7 May, 2015

**Time:** 17:30 to 19:30

**Venue:** Sala Molinari/Polo Culturale Lombroso 16  
Via Cesare Lombroso 16, Torino

Electronic payments technology has the potential to lowering costs for sending and receiving money. Electronic payments also provide increased convenience, safety and security for sending and receiving money anytime and from anywhere, and provide an opportunity to offer accounts to the unbanked.

This seminar will provide representatives from migrant community in Torino with insights on the value of electronic payments for sending money and what options are available to them.

#### **Agenda:**

##### **Welcoming Remarks**

Ilda Curti, City of Turin  
Massimo Cirasino, The World Bank  
Piero Crivellaro, MasterCard

##### **Benefits of Electronic Payments to Consumers – Hemant Bajjal, MasterCard**

Technology is moving fast, and cash is becoming a thing of the past for sending money home. Electronic payments reduce costs and provide you with more convenience, control, opportunity and security.

##### **Choosing the Right Product – Mark Perryman, MasterCard**

Cash is starting to become a thing of the past. That's a good thing—because you get more convenience, safety and buying power from electronic payments. But what's the right product for you— understand the range of electronic payment products, learn how to use them wisely and identify what best suits your needs.

##### **Be Safe, Smart and Secure: Simple Ways to Protect Yourself and Your Money – Hemant Bajjal, MasterCard**

Electronic payments provide convenience and control to consumers, yet as technology advances and becomes more secure, attempts at consumer fraud and identity theft have also increased. Get tips on how to protect your safety and security when you use electronic payment products.