



International PLUS-Forum

DIGITAL TAJIKISTAN

Dushanbe, Tajikistan

26 November 2024

«Hyatt Regency Dushanbe»



Organizer



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600+
KEY PARTICIPANTS


30+
COMPANIES


70+
SPEAKERS

We are in social networks





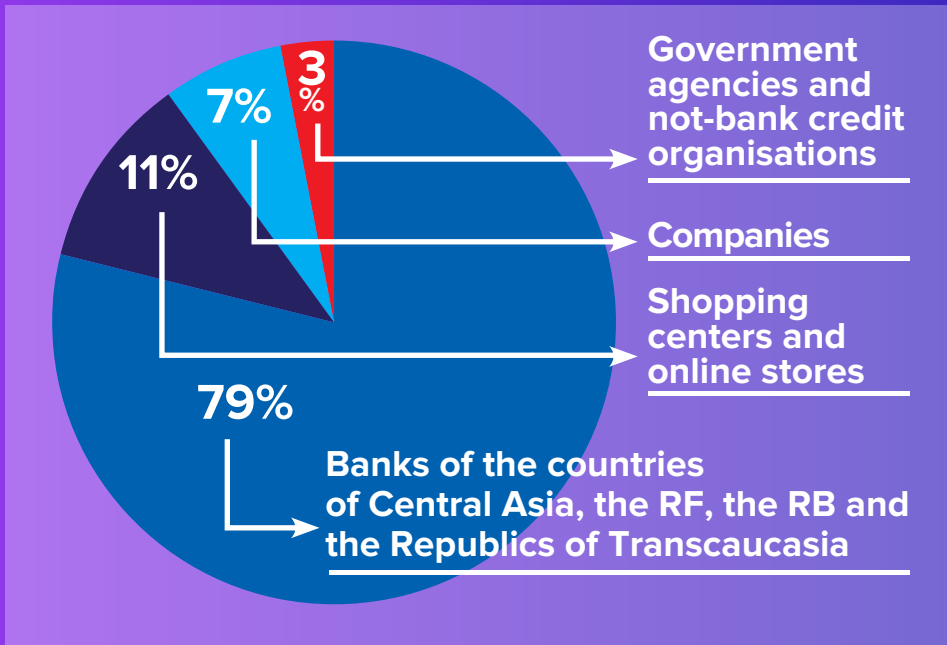










Forum formats

- CONFERENCE
- EXHIBITION
- ROUND TABLES

ABOUT FORUM

PLUS Media Holding presents its new international Forum dedicated to the current state and topical issues of digitalization of the retail financial services segment and the retail industry of the Republic of Tajikistan.

For many years, the **PLUS Media Holding** has been conducting an active exposition and discussion policy in the Central Asian region aimed at familiarizing and sharing the best practices and technologies of local and international business structures in the field of banking, fintech, payment systems, offline and online retail, telecom and a number of other industries.

Information support



АУДИТОРИЯ

Over 600 delegates including top management and experts:

- from local and foreign banks and microfinance institutions;
- vendors of IT solutions;
- operators of payment systems and communication networks;
- regulatory bodies and associations, as well as independent experts and analysts.

The event participants represent the target audience:

- interested in the latest information on market trends, the best international practices, products, solutions and technology;
- as well as a productive exchange of views and establishing long-term business relationships.

FORUM FORMAT

- Exhibition of partner companies
- Conference
- Panel discussions and round tables
- Networking and cultural programme

HALL 1**Session 1. Development of Tajikistan as a modern digital society**

- Transition of the countries of Central Asia to the digital economy as imperative of our time
- Transformation of society. On the way to a digital community and a country-size ecosystem
- The role of the National Bank of the Republic of Tajikistan in the strategy for increasing financial inclusion in the digital environment
- Electronic services in public administration and G2C. Digitalization of public services and systems of interaction with citizens
- Key trends and opportunities of the economy. International payment systems and their place in the country's ecosystem
- Digitalization of tax administration in the Republic of Tajikistan
- Islamic finance. Prospects and outcome

Session 2. Payments business and technologies. From faster (instant) payments to new financial services

- Payment system of the Republic of Tajikistan
- International payment systems. Shift in vectors and their development dynamics
- Embedded Finance. Why the embedded finance opens up a powerful channel of offers to users for non-bank players. What should banks do?
- Market for cross-border money transfers. Global and regional accents
- Instant (faster) payment systems. How they are changing banks, consumer demands and payment scenarios
- Promising formats of lending and installment plans, express loans, BNPL
- Ways to transform access to a bank account. Direct tokenization of client account
- Uniform QR-code standard for payments. Which players are really interested in implementing the project? Scenarios

Session 3. Digital services without borders. Open Banking – present and future. Banking infrastructure and self-service

- Modern trends in banking and financial services. New operation models
- Digital banking platform for business
- Digital mortgage in Central Asian countries. Relevance of its development
- Online insurance. Another stream on the market? Specifics of insurance for mortgage lending
- Client-centric approach. The main driver of company success
- ATM and POS terminal networks – new functionality. Cardless service at an ATM. Online fiscalization on POS devices and more.
- Customer Experience and Self-Service Devices
- Reorganization of bank branches. A combination of digital and physical experiences in the new generation of offices – Phygital. Cash circulation process modernization and automation in bank branches

Session 4. Fintech. Artificial intelligence. Financial services of the digitalization era. Non-financial players

- Big Data and AI in the trade industry
- Fintech as an integral culture of the banking industry. Key innovations 2021–2024
- Big Data development and management. Breakthrough technologies in dealing with Big Data
- AI-based automation. Potential of business processes robotic automation in retail banking
- Preparedness of the financial system for interaction with clients in the era of strong AI.
- Banks are dynamically going digital. Results. Has the digital bank become a successful business case?
- Prospects for neobanks in Central Asia

HALL 2**Session 2A. Cybersecurity. Cyber threats and information security in the banking sector**

- Cyber vulnerability of the banking and payment industry. Most up-to-date cybersecurity strategies 2024
- Who is attacking banks today and how? Overview of cyber gangs, their techniques and tactics
- Cryptographers 2023-2024. The most dangerous area of crime? Statistics. Trends. The banking community's reaction
- Protection of RBS as a popular way to counter fraudsters
- Social engineering – main vectors in 2023–2024. Assessment. Recommendations
- The phenomenon of droppers. How to stop complicity. Experience of other countries
- Biometrics and identification. An alternative to consumer identity documents. Prospects

Session 3A. e-Commerce is taking off. Marketplaces as an evolutionary trajectory. Business strategy. Prospects

- E-commerce in Central Asia. Capabilities of new business strategies and technologies
- e-Commerce 2024. Marketplaces - the evolutionary trajectory of e-Commerce
- Fulfillment and logistics. Pressing issues and solutions
- Opening a store on social networks. New sales opportunities
- e-Grocery. Business models, barriers and risks against the backdrop of new prospects and results
- Artificial intelligence, machine learning and forecasting systems in e-Commerce. New application areas
- Customer service management in e-Commerce

Session 4A. Modern retail. Business and technology

- Retail business 2024. Trends. Promising formats
- Transformation of retail in the digital society
- Payment instruments in retail. Effective acquiring strategies and QR payments
- Prospects for BNPL in Central Asian countries
- Consumer behavior 2024. Loyalty and marketing
- Capabilities of artificial intelligence in retail business. Analysis of received data and planning
- Labeling and fiscalization. Current situation. Technology and business.
- Classic Linux POS-terminals or an Android-powered solution? Fingerprint payments or FacePay? SoftPOS or something else?
- Online fiscalization as a powerful element of government control over commercial activities and tax collection

HALL 3**Session 2B. Crypto industry. Trends, forecasts. CBDC 2024. Asset tokenization, fintech platforms and smart contracts. Blockchain**

- Cryptocurrency industry 2024. Main trends. Crypto market development scenarios
- Regulation of crypto-assets turnover and prospects for the development of the industry
- Virtual assets. Tokenized stock trading as a modern answer to classic trading. A unique symbiosis of crypto and traditional assets. Smart integration of the crypto industry into the financial industry
- Central bank digital currencies (CBDCs) and cryptocurrencies: analysis of the global market. Prospects for Central Asian countries
- Search and practice of new tasks solved using CBDC. Practices of the People's Bank of China that uses the digital yuan
- Blockchain and smart contracts. Today's innovations. International practices

Session 3B. Digitalization of small and medium-sized businesses. Trends. Solutions for business issues

- Development of the creative economy as a main vector of Tajikistan's economic policy
- Contactless and mobile payments. From technology and business improvements to solutions that support SMEs
- Banking services for SMEs amid changes in the banking landscape
- The use of RPA (robotic process automation) technology by small and medium-sized businesses as one of their few opportunities to increase competitive advantage
- High-quality banking services or ecosystems for SMEs
- What has changed in the work of banks with small businesses? How the format of servicing small business customers is changing. What financial instruments are popular with entrepreneurs?

Session 4B. Islamic finance in Central Asian countries

- Islamic finance in Central Asian countries. Analysis of the reasons for popularity and development effectiveness
- The history of introduction of Islamic banking. The global and regional experience
- Islamic economic paradigm and Islamic banking. Alternative economic models built on the basis of confessional principles. Further development paths
- Implementation of Islamic finance in digital banking. Prospects and benefits of such implementation
- The role, place and prerequisites for the use of fintech in Islamic finance

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Don't miss the opportunity to demonstrate your products, solutions and services to over 600 delegates. Have time to reserve the best option of participation in the most high-profile event in retail industry and present your company to the market leaders!

FREE MARKETING TOOLS TO ATTRACT YOUR TARGET AUDIENCE

PRESS RELEASES

We regularly publish news about the companies and speakers of our PLUS-Forum. Send your news in Russian and English to news@plus-world.ru and we'll post your information:

- in the PLUS Daily column
- in the daily newsletter
- in social networks

INVITATION TO THE STAND

Invite your customers to visit your stand at the Forum! To do this you only need to get registered online and receive your e-ticket.

[DOWNLOAD THE INVITATION](#)

BANNERS

Tell your customers that you are a Sponsor or Partner of our event! Place the PLUS-Forum participant's banner:

- on your corporate website
- in the e-mail signatures of your employees

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The Forum delegate package includes:



Attendance of the event
(conference, round tables, exhibition)
during day of the Forum



Meals
(2 coffee breaks, lunch)
during day of the Forum



Forum information materials (conference programme, exhibitors' information, presentations of key speakers, Forum photos)



Cocktail party
(Forum Day I)



Wi-Fi access

REGISTRATION
For employees of banks, MDOs, retailers, executive authorities of the republics: Uzbekistan, Kazakhstan, Tajikistan, Kyrgyzstan and the countries of the Caucasus
FREE

For integrators / providers of solutions, equipment or services
RESIDENTS Republic of Tajikistan
€350

REGISTRATION PARTICIPATION FEE FOR OTHERS
for integrators / providers of solutions, equipment or services and for EMPLOYEES OF BANKING Russia and Belarus
€690 to 15.10 **€790** from 16.10

REGISTRATION ONLINE PARTICIPATION
€95

The Organizing Committee reserves the right to refuse participation without explanation.

We grant a 10% discount if the number of participants exceeds 3

HYATT REGENCY DUSHANBE



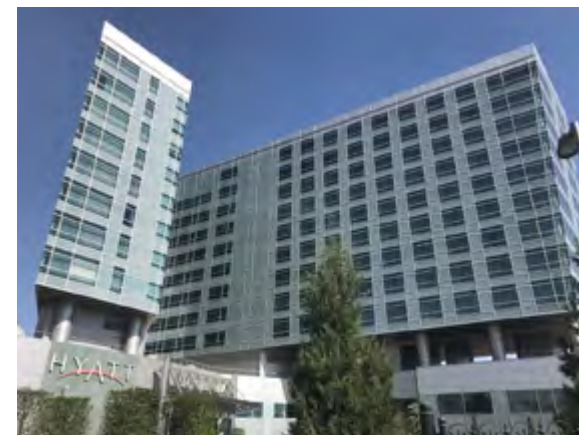
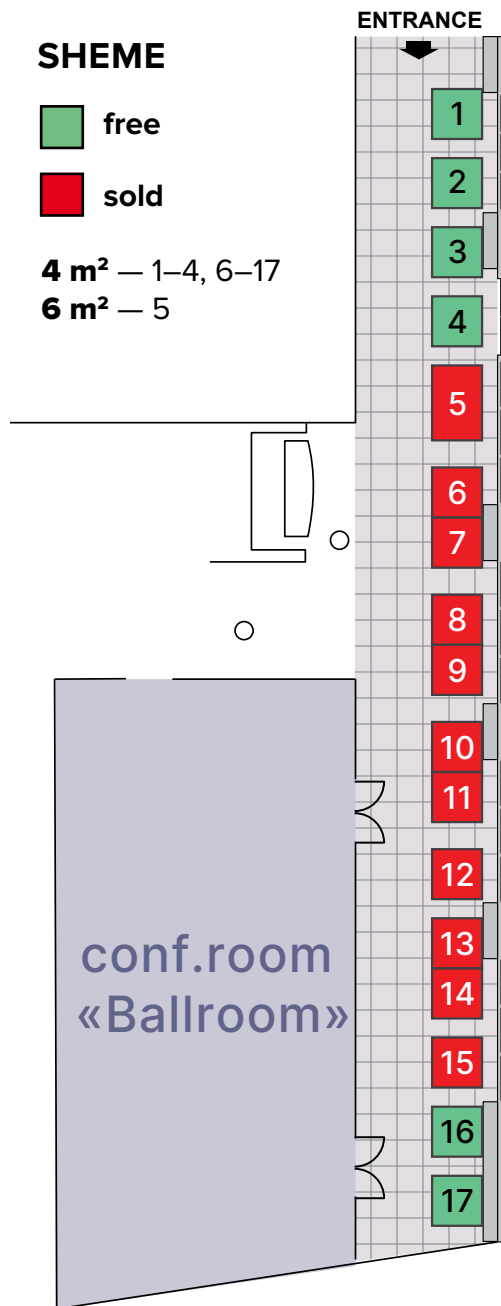
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PLUS FORUM

PLUS EVENT

PLUS JOURNAL

PLUS TRANSLATE

PLUS WORLD

Retail Loyalty

FinTech & Retail CENTRAL ASIA

PLUS-Forums 2024



UZBEKISTAN, Tashkent

12-13.06.2024



International PLUS-Forum
PAYMENTS & CASH CIRCULATION

RUSSIA, Moscow

10-11.09.2024



FINTECH BORDERLESS Eurasia Digital

KAZAKHSTAN, Almaty

30-31.10.2024



Retail Central Asia

UZBEKISTAN, Tashkent

20-21.11.2024



TAJKISTAN, Dushanbe

26.11.2024



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