



CENTRAL BANK OF EGYPT
Egyptian Banking Institute



HOUSE OF
TRAINING



ATTF
LUXEMBOURG

Digital Transformation and FinTech





Objective

Digital disruption is having an increasing impact throughout all industries. Banking faces challenges from all sides in these trying times. This course provides a solid introduction to digital and transformation frameworks. Starting from first principles, we approach digital from several different perspectives, providing foundational cultural and technical knowledge that will enable delegates to gain a sound knowledge of the challenges generated by this digital transformation. We will also assess digital strategies, which will enable us to identify those organisations that are executing strategies that offer the highest probability of success, namely Fintechs, GAFA, NATU and BATX. We will also debate on the challenges brought by digital payments and crypto moneys ; and how governments and banks are tackling it, most specifically with Central Bank Digital Currencies.

Also, we will examine how digital innovation disrupts hitherto traditional banking practices and thereby yields competitive advantage to online branches. However, the real challenge is not adopting new technologies but embracing digital culture.

We will understand that any bank committed to undergoing this transformation will have to modernise its tactics and embrace technology. Replacing legacy systems alone is not enough; embarking on the digital transformation path marks a fundamental disruption of the banking business model, culture, and customer relationships.

Methodology

Online training (virtual class), interactive discussions, group work, debates, etc. This course uses a combination of case studies, workshop sessions, knowledge sharing and group discussions to provide an interactive approach to knowledge transfer.

Target group

Bankers located in Egypt

This is an introductory course, which will appeal to non-technical professionals of the banking sector involved in the Digital Transformation of their respective organization (financial institutions, central banks, or supervisory bodies in the areas of banking).

Expert

Mrs Sabrina Lemaire

Sabrina Lemaire is Head of the Digital Competences Programme and Head of the Government Training Offering of the Luxembourg National Institute of Administration - INAP (Luxembourg Ministry of the Civil Service and Ministry of Digitalisation). Her role encompasses the strategy and design of digital upskilling and retraining programmes through digital literacy, leadership, and technical trainings. Her previous experiences include the design of the Sustainable Finance, Funds, Insurance, Digital Banking & Finance training programmes for the House of Training catalogue for which she was Senior Manager Programme & Sales (Banking & Finance). In this position, she managed global and strategic projects on banking and digitization. In addition, over the last 10 years, she has given training courses in Digital Transformation, Fintech and Cybersecurity, Marketing, Communication, Design Thinking, Project Management, and soft skills.

Sabrina is also a coach for national and European digital, retraining, and upskilling projects (FIT4-Coding, FIT4Entrepreneurship, FIT4Digital, FIT4Job, FIT4JobStart, YouthYourFuture, SkillYouUp, Digital Skillsbridge, Digital Humanities, ADEM programmes, etc.) and Director of the Founder Institute Luxembourg Accelerator, Silicon Valley. She is also in the advisory board of several startups and provides coaching and mentoring for startups and entrepreneurs. She holds a master's degree in International Trade and Finance from the University of Lorraine (Metz, France) and is a graduate of the University of Central Lancashire in Preston (England). She began her career in 1998 and, since that time, has held management positions in marketing, communication, business development and digital transformation for PwC, Deloitte, Lombard International Assurances, Clearstream, Maitland Group. In 2011, she joined the Société Générale Group as Global Head of Marketing and Communication for the private banking trading rooms worldwide, before becoming Chief Digital Officer there at the end of 2014. Having been European Director of Communication, Marketing and Innovation at CA Indosuez Wealth Management Europe and Member of the Executive Committee, she then joined POST Group (Telecom, Banking and Logistics/Courier) as Director of Marketing and Innovation to support the Group's digital transformation strategy.

Language

A good command of English is required

Participants

Maximum 25 participants

Platform & Technical requirements

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In order to join the course participants are requested to have:

- a stable internet connection
- a device (preferably a PC) with well-functioning microphone and webcam (mandatory in order to be able to interact with the trainer and their peers).

Six slots of 4hours each

Setting the scene for digital

1. The fundamentals of digital transformation
2. Financial markets reacting to this digital revolution
3. How can banks adapt their business model
4. The traditional customer interaction and the new rational
5. Open banking and APIs
6. An evolving workforce: upskilling & retraining

Highlights on the main changes for the banking industry

1. Digital disruptors for banks and the way to react
2. The fintech unicorns: facts & figures
3. The “bundled” banking offering or the new bank
4. Innovation in payments and data

Tomorrow’s technology for the banking industry

1. Blockchain, cryptocurrencies, DeFi and CBDC
2. AI and machine learning
3. Cybersecurity
4. The role of financial regulators
5. Data privacy

POSSIBLE CASE STUDIES

Case studies will be spread throughout the days if relevant & if time allows.

Remark: By delivery date, any training documentation shall be subject to regular

reviews and updates amending the table of content as described herein.

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