

Balkan Payment Forum

May 14, 2026, Tirana, Albania,

Rogner Hotel Tirana 5 ★



paybalkan.promoney-events.com

Balkan Payment Forum Draft Program

Date 13 May, 18.30 – Guided tour to the **Money Museum of Bank of Albania**

Main Day

Date: 14 May | Tirana, Rogner Hotel 5*

08:30 – 09:10 Registration & Welcome Coffee

09:15 – 09:20 **Opening of the Forum.** Welcome word by Organizer – **Karolina Aleksandrova**, Founder & CEO ProMoney

09.20-09.35 – Opening address by **Minister Delina Ibrahimaj**, Ministry of Economy and Innovation of Albania

09:35– 09:50 Keynote speech

Speaker **Holta Zacaj**, First Deputy Governor Bank of Albania

09:50 – 10:05 Keynote presentation “The TIPS Clone initiative to develop a regional IP system for the Western Balkans”

Speaker **Michael Jennings**, Head of Division, Eurosystem Market Infrastructures Development and Administration **Banca d'Italia (Italy)**

10:05 – 10:50 **Opening Panel Discussion — Regulatory Outlook for the Balkan Region “Regulatory Priorities for Payments, Innovation and Financial Integrity”**

Moderator: **Matija Laco** , Senior Economist and Manager of the Western Balkans Payments Modernization Project, World Bank (Brussels Office, Belgium)

Guiding Questions:

- What regulatory changes will shape payments in 2026–2027?
- PSD3, Instant Payments, Open Finance — what impact on the Balkans?
- SEPA and its tangible benefits 6 months from live
- What are main challenges and opportunities for payment industry?
- What incentives (or regulations) can accelerate cashless adoption?

Invited Experts:

- **Gijs Boudewijn**, Chairman of the Board European Payment Council (EPC) (Netherlands)
- **Ledia Bregu**, MBA, CID Director of Payment Systems, Accounting and Finance Department at **Bank of Albania**
- **Dardan Fusha**, Deputy Governor for Banking Operations of **Central Bank of the Republic of Kosovo**

10.50-11.05 Keynote presentation “The Future of Payments in Europe: Instant, Open, Cashless “

Speaker **Kjeld Herreman**, Founding Partner "Paylume" (Belgium)

11:05 – 11:35 Coffee Break & Networking

11:35 – 11.50 **Keynote: Changing the way Europe pays**

Keynote Speaker: **Piotr Jan Pietrzak**, New Markets Lead, European Payment Initiative (EPI)

11.50-12.10 Fireside Chat by **Panos Chalkias**, CEO for Central & South East Europe at Transaction Systems, **Daniela Malaj**, Managing Director, HAPPY, member of Balfin Group

12.10-12.50 - **Panel Discussion — “Digital Payments Transformation: What Will Drive Growth?”**

Moderator: **Matthias Timm**, Operations Officer at IFC - International Finance Corporation (Austria)

Key discussion points:

- Banks and fintechs are no longer competitors, but what collaboration models are actually working
- Open Banking Implementation in Albania and the lack of standards
- SEPA and IPS, the reduction of fees and the need to focus on value added services.

Invited Expert Speakers:

- **Fatbardha Rino**, Chief Executive Officer, Jet Bank (Albania)
 - **Merima Mahmutovic**, Senior Manager I PwC Strategy, Transformation & Technology I SEE (Bosnia and Herzegovina)
 - **Linda Shomo**, Co-Founder of Balkan Fintech Association, Founder & CEO EasyPay
 - **Elton Çollaku**, General Manager at Union Financiar Tiranë
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12:50 – 13:05 **Keynote presentation**

Speaker : **Taulant Piero**, General Manager, Mellon Albania & Kosova, **Konstantinos Tsimpoukas**, Business Developer Manager

13:10 – 14.10 – **Networking lunch**

14.10 – 14.30 **Case Study: Digital Transformation of payments**

Keynote Speaker **Yuliya Starokozheva**, Deputy Chair of the Management Board, CIO of Raiffeisen Bank Ukraine

14:30–15:15 | **Panel Discussion — “What’s up in payments?”**

Moderator **MPay***tbc

Invited Expert Speakers:

- **Bashkim Zeqiri**, Founder and Chairman of the Board, Paysera Kosovo | Founder of Paysera Macedonia | Head of Consulate and Honorary Consul of the Republic of Lithuania in Kosovo
- **Dr. Miodrag Dzodzo**, Regional Director Balkans “Natech Banking Solutions”
- **Prasad Khambalikal**, Regional Director, Europe - Banking and Financial Services "Oracle" (UK)
- **Stela Shkodrani**, CAMS, Chief Legal Officer (CLO) IutePay, Country Ambassador for Albania at the Balkan Fintech Association

Guiding Questions:

- Which payment products have the strongest growth potential?
 - How to ensure compliance and AML procedures balancing between regulations and costs?
 - What slows down cashless and instant payments?
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15:15 – 16.00 Panel Discussion — Investment & Strategic Outlook “Why the Balkans Can Become a Fintech Growth Hub”

Moderator **Shkelzen Marku**, Co-founder and CEO of YSB/Enterimpact Balkans and Growpreneur Accelerator

Invited Experts

- **Deniz Deralla**, Director of Supervision Department Bank of Albania, Member of the Supervisory Board Financial Supervision Authority
- **Jose M. Moreno de Barreda**, Digital Finance & Fintech Sr. Advisor IFC - International Finance Corporation (Spain)
- **Bernardo Weaver**, CEO of Weaver Advisory (USA)
- **Günce Önür**, General Partner, Investor, Startup Wise Guys (Turkey\ Estonia)

Guiding Questions:

- Expansion opportunities for potential investors and business
- Biggest obstacles to building a regional fintech hub
- Is “cashless 2030” a realistic goal for the region?

16.00-17.00 Wrap up of the day, Networking coffee-break with glass of wine

**The program will be updated. Please contact us by email info@promoney-events.com*