



# istanbul **Fintech Week**

17-20 January 2022

## **IFW 2021 ONLINE**

**THE NEW NORMAL**

[www.istanbulfintechweek.com](http://www.istanbulfintechweek.com)



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**Fintech Week**  
17-20 January 2022

## IFW ONLINE by numbers

**59**  
speakers

More than  
**300.000**  
unique visitors

Nearly  
**1.5**  
**million**  
viewers in  
total

More than  
**6.5**  
**million**  
banner  
views



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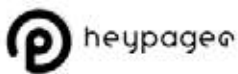
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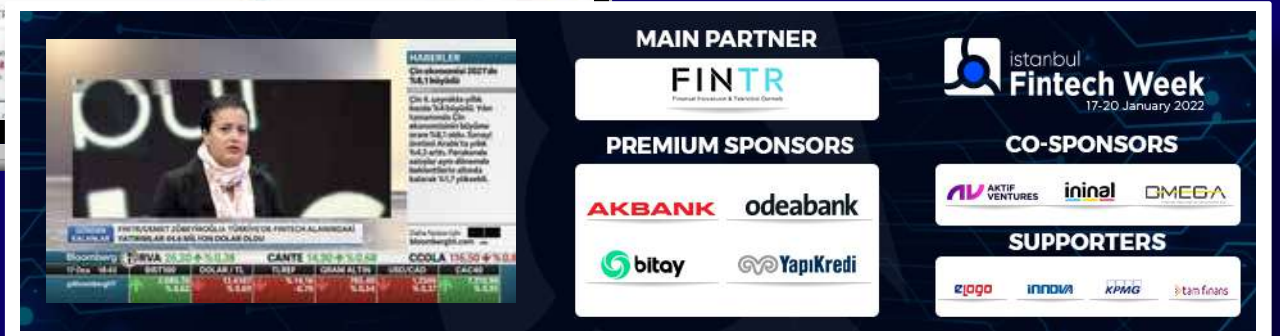




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## IFW ONLINE was on BloombergHT

Online commercials/banners were on BloombergHT homepage before and during the event.





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## IFW ONLINE was on BloombergHT

All sessions were broadcasted live on  
BloombergHT website for 4 days

# of users viewed: **334.286**

# of views in total: **1.473.676**

IFW Online was in the news during the first day of the event







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More than 3000 people attended  
the virtual platform of the event



# Speaker's Quotes

With the integration of finance and technology, the rules of the game in the financial sector are changing. Within the scope of the event, it was exciting to meet with all the companies and the startups that lead this innovation. It was a pleasure sharing our vision on banking as a service transformation in such platform.



Abdullah Ceylan  
eLogo



Bilal Türkmen  
Türkiye Sigorta

An engaging week, fruitful discussions, insightful speakers... I really appreciated being a part of it.

It was my pleasure to join this fantastic conversation about the future of finance and innovation.



Burcu Civelek Yüce  
Akbank



Etkin Çiftçi  
PwC

It felt like the heart of the industry was ticking at the event. The variety and depth of contributors was mind blowing. I enjoyed the event very much and am looking forward to the upcoming one.

I truly appreciate FINTR's efforts and support on digital transformation. I would like to thank everyone for bringing their expertise and experience to IFW. It was a pleasure being a part of it"



Hakan Karamanlı  
Tam Finans



Hakan Tatlıcı  
Mastercard

I am very glad to have the opportunity to meet with the audience at the panel "Payment experience and e-commerce". I would like to share my sincere thanks with both my panelist friends and the IFW team, and I hope to meet you again in the coming years..."

It is a pleasure to join İstanbul Fintech Week, discuss trends and future of Digital with leaders from different companies. Leaders gathered here have a tremendous opportunity to rethink their business models and transform lives of customer in Turkey, and beyond.



Murat Bitirici  
Odeabank



Sinem Cantürk  
KPMG

It was really fascinating to be a part of IFW for the third time. I really enjoyed our panel about the evolution of the banking with Burcu Civelek Yüce and Yakup Doğan. Looking forward for the next year...

Many thanks to Istanbul Fintech Week for gathering various parties of finance sector again and giving all of us chance to contribute this ecosystem. It was great to discuss evolution of banking and opportunities in Fintech world.



Yakup Doğan  
Yapı Kredi

# IFW Online sessions are on YouTube

**10:00-10:10**

Welcome Speech



**10:15-10:45**

Evolution of Banking



**10:50-11:20**

Digital is an ocean of new opportunities



**11:25-11:55**

Crypto is emerging



**12:00-12:30**

Impact of Covid on Fintech



## Payments Summit

**12:40-13:10**

Payment Experience and e-Commerce



**13:20-13:50**

Payments during and after Covid-19





# IFW Online sessions are on YouTube

## Blockchain Fest

**10:00-10:30**

**Regulatory Environment in Crypto**



**10:40-11:10**

**Creating a "fan"universe**



**11:20-11:50**

**NFTs and Metaverse**



**12:00-12:30**

**Blockchain based Solutions for B2B**



**18 JANUARY TUESDAY**

# IFW Online sessions are on YouTube

## Digital Finance Summit

**10:00-10:30**

Is "Banking as a Service" becoming a reality?



**10:40-11:10**

Digitizing SME Finance



**11:20-11:50**

Digital Distribution Channels



**12:00-12:30**

Open Banking and beyond



**12:40-13:10**

Digital Onboarding



19 JANUARY WEDNESDAY

IFW Online sessions are on YouTube

## AI in Finance Summit

**10:00-10:30**

Value of Data in Finance



**10:40-11:10**

Impact of AI and data analytics in financial services



**11:20-11:50**

Creating best data in customer analytics



## Insurance Summit

**12:00-12:30**

Insurance Innovation: Yesterday and Tomorrow



**12:40-13:10**

Understanding Digital Customer of Insurance





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**Hope to see you in person  
in next year's event!**

**Thank you**