Mobile Money for the Unbanked

THE KENYAN JOURNEY TO DIGITAL FINANCIAL INCLUSION

Wednesday 10 July 2013, 08:30–17:00

Sarova Stanley Hotel, Nairobi, Kenya

Time	Session
	Tea & coffee on arrival
08:30	**Keynote address**
	▪ Robert Collymore, CEO, Safaricom
	Welcome remarks
	▪ Francis Wangusi, Director General, Communications Commission of Kenya (CCK) ▪ Prof. Njuguna Ndung'u, Governor, Central Bank of Kenya (CBK) and Chair, African Mobile Phone Financial Services Policy Initiative (AMPI)
	Opening remarks
	▪ Henry K. Rotich, Cabinet Secretary, National Treasury, Kenya
09:30	Coffee break
10:00	**Session 1: Policies to enable mobile money**
	During this first session, CBK senior officials will share their approach and insights on enabling the development of mobile money and digital financial services in Kenya and how they simultaneously managed the risks associated with the protection of customer funds, customer due diligence, agent management, and others. This session will highlight the need for a strategic coordinated approach between the financial sector authority and the telecommunications regulator to enable providers to offer convenient and safe digital financial products and services. ▪ Matu Mugo, Assistant Director, Head of Policy, Bank Supervision (CBK) ▪ Stephen Mwaura, Assistant Director, Head of Payment Systems (CBK) ▪ Communications Commission of Kenya (CCK)
10:30	**Session 2: The mobile money industry**
	In this panel discussion, leaders in the Kenyan mobile money industry will share their efforts to develop an inclusive digital environment for financial services. Key themes will include defining business models, the operational challenges providers are overcoming to increase financial inclusion and improve value for customers, and pathways to digital financial inclusion as deployments and the market mature.
12:15	Buffet lunch
13:00	**Session 3: Mobile money distribution and outsourced services**
	MMU, Safaricom and Airtel staff will discuss principles of agent management, the roles and responsibilities of master agents, and quality control procedures at agent points. Customer registration and activation procedures will also be presented. ▪ Gerry Rasugu, Mobile Money for the Unbanked, GSMA
14:00	**Field visits**
	Pre-registered participants will be split into four groups of six people to visit agents.
16:00	**Wrap-up session**
17:00	Workshop concludes

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