



istanbul

# Fintech Week

17-20 January 2022

## IFW 2021 ONLINE

THE NEW NORMAL

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



istanbul  
**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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**Fintech Week**  
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# istanbul Fintech Week

17-20 January 2022

## IFW ONLINE was on BloombergHT

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



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		<b>SUPPORTERS</b> 

## 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





More than 3000 people attended  
the virtual platform of the event



# 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



20 JANUARY THURSDAY



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

**Thank you**