

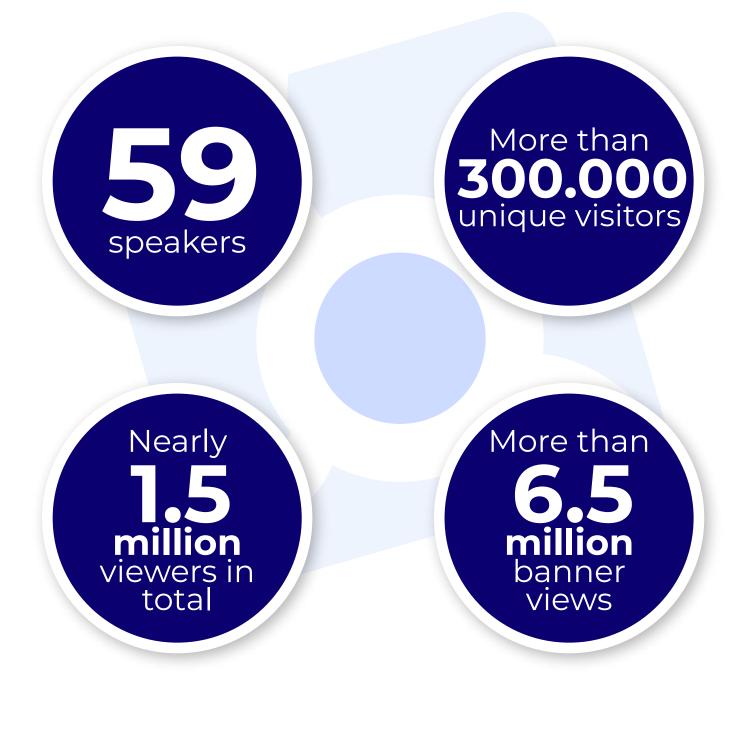
# istanbul Fintech Week 17-20 January 2022

# **IFW 2021 ONLINE**

### THE NEW NORMAL



# **IFW ONLINE by numbers**









# IFW ONLINE was on BloombergHT

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





# **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 duringthe first day of the event











# More than 3000 people attended the virtual platform of the event







# **Blockchain Fest**

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# **Digital Finance Summit**



# 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** 





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

Thank you