



VISA

Salone dei Pagamenti 2024



**Superpoteri digitali: come
evolveranno i pagamenti in Italia**



Il mercato

1

Le sfide

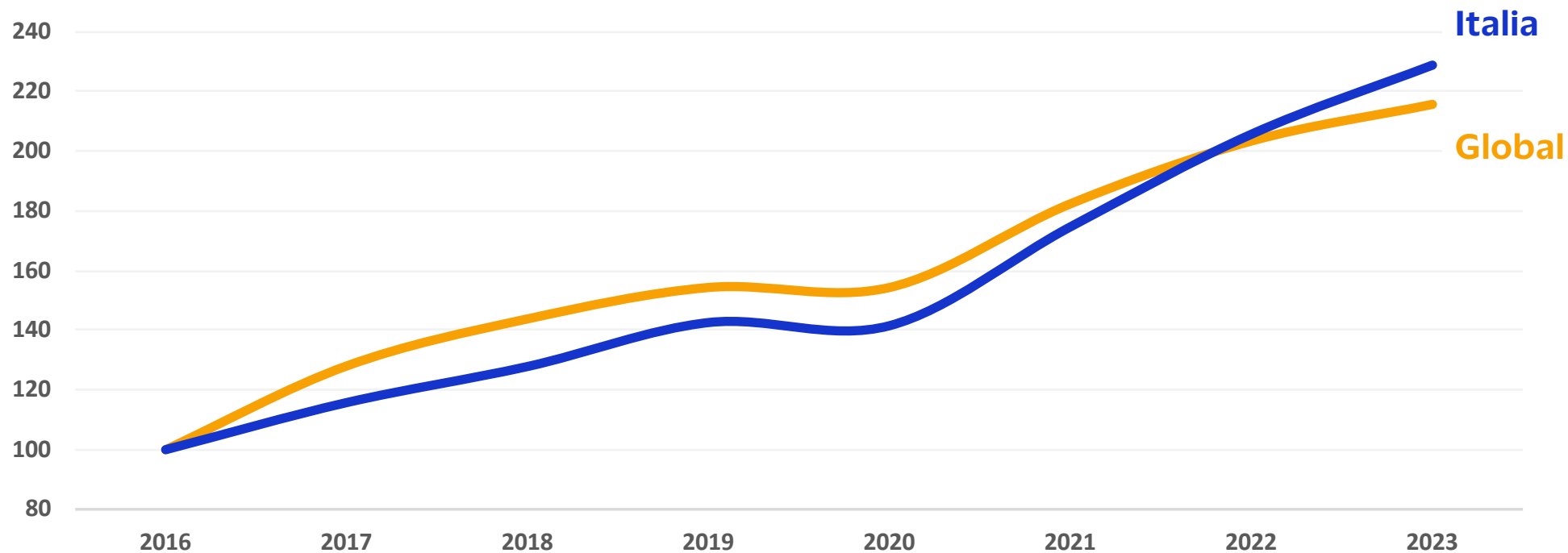
2

Le innovazioni

3

1 Il mercato

Crescita dei volumi di pagamento
(valori indicizzati al 2016)



2 Le sfide



Nuovi metodi di pagamento

Normativa in evoluzione

Da consumatori a venditori

(ri)Conoscere il cliente

Gen AI per lo shopping

I pagamenti sono cambiati di più negli
ultimi **5** anni che nei **50** precedenti

Nuovi metodi di pagamento

Nuovi metodi di pagamento

Normativa in evoluzione

Da consumatori a venditori

(ri)Conoscere il cliente

Gen-AI per lo shopping

VISA

Normativa in evoluzione

Nuovi metodi di
pagamento

**Normativa
in evoluzione**

Da consumatori
a venditori

(ri)Conoscere
il cliente

Gen-AI
per lo shopping

VISA

Da consumatori a venditori



Nuovi metodi di pagamento

Normativa in evoluzione

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Gen-AI
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Gen-AI per lo shopping

Nuovi metodi di pagamento

Normativa in evoluzione

Da consumatori a venditori

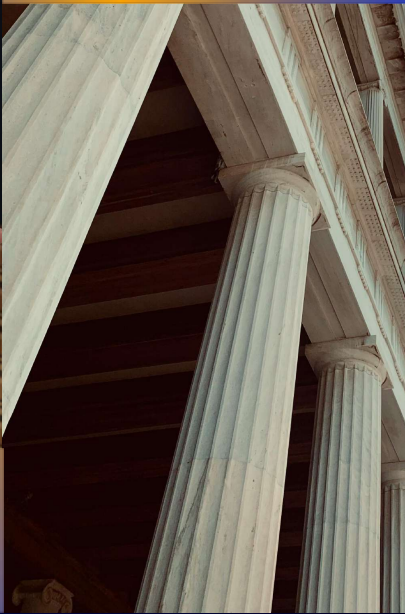
(ri)Conoscere il cliente

Gen-AI per lo shopping

VISA



**Normativa in
evoluzione**



**Da consumatori a
venditori**

**(ri)Conoscere
il cliente**



**Gen-AI per
lo shopping**

**Nuovi metodi di
pagamento**

3 L'innovazione é già qui



INTESA SANPAOLO

**Arianna
Castroflorio**

Head of Transactional
Products



NEXI

**Laura
Visconti**

Chief Operating Officer



TEAMSYSTEM

**Ivano
Luison**

Chief Executive Officer of
TeamSystem Payments



QOMODO

**Gianluca
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Chief Executive Officer



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h. 11.30



Stand Visa

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**Thank
you**

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