

IL SALONE DEI  
PAGAMENTI 2025

# GENERATIVE TALENT

10 YEARS OF INNOVATION

## 2025 THEMATIC AREAS AND MAIN FOCUSES



MILAN,  
ALLIANZ MICO: SOUTH WING,  
Entrance Gate 1 and Gate 2

29, 30 and 31 OCTOBER 2025

[salonedepagamenti.com](https://salonedepagamenti.com)

#salonepagamenti #payvolution



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# THEMATIC AREAS 2025

## INNOVATION AND FUTURE



### The Future of Payments: evolution, scenarios and business models

- **European** payments and **international** payments
- Evolution of **global competition** and **business models**
- **Open Finance** and **Embedded payments**
- **Innovation** and **regulation**: opportunities and challenges for the sector

Hashtag: *#FuturePayments*



### Tech, cybersecurity & AI: innovation in payments

- **Artificial intelligence** in payments: from fraud detection to transaction automation
- **Digital identity**: new standards for biometric authentication and advanced KYC
- **Cybersecurity and data protection**: AI against financial sector fraud and cyber-attacks
- **Open Finance** and the **API economy**: new interoperability and customisation-based business models
- **Decentralised finance** and **asset tokenisation**

Hashtag: *#TechPayments*



### Payments for a sustainable and inclusive economy

- **Sustainable finance** and **ESG** in payments
- **Digital and financial inclusion** for companies and consumers
- Payments as a **driver of digitalisation and economic development**

Hashtag: *#PaymentsForGood*

## MARKET PLAYERS AND TOOLS



### Purchases in the Future: Payments from Phygital to B2B to Omnichannel services

- **Frictionless experiences**: instant checkout, biometric payments and advanced UX
- **In-store and online innovation**: self-checkout, voice payments and mobile commerce
- **Omnichannel payments and X-Commerce**: integration between physical, digital and new platforms
- **B2B solutions**: Integration between payments, supply chain and e-invoicing
- **Loyalty and embedded payments**: payments as leverage for loyalty and personalisation

Hashtag: *#SmartCommerce*



### Money goes digital

- Evolution of the **CBDC**: a global challenge
- **Digital euro**: ready for the next phase?
- The **wholesale side of the CBDC** and the needs of the market
- Public and private trialling in the **wholesale CBDC** world
- **Crypto activity** and **stablecoin**: from MiCAR to developments in the US

Hashtag: *#DigitalEuro*



### INTERNATIONALISATION AND FINTECH

Il Salone dei Pagamenti is Industry Partner of Money 20/20 with a space in the ICE stand



### INNOVATION AND YOUNG PEOPLE

Young People's project currently being defined. Not-to-be-missed thematic open days on the terrace

## AGORÀ DEL FUTURO



### Area dedicated to the innovation ecosystem

- **Open Ecosystem & Innovation**: open everything
- **Artificial Intelligence, Cybersecurity, Digital Identity**: the new frontiers of innovation
- **Digital Euro, Experimentig, DLT e WCBDC**: the future of the digital currency
- **Frictionless Effect, Debunking**: Tips for simplifying effectively and building a solid reputation
- **FinTech and Start-ups**: discovering the start-ups of the future



FINAL EVENT OF THE DIGITAL MARKETING AND COMMUNICATION OBSERVATORY

**Marketing and Communication in the digital world**: ready for value generation?



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**The Future of Payments: evolution, scenarios and business models**



**Tech, cybersecurity & AI: innovation in payments**



**Payments for a sustainable and inclusive economy**

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**Purchases in the Future: Payments from Phygital to B2B to Omnichannel services**



**Money goes digital**

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Marketing and communications in the digital world: ready for value generation?