

IL SALONE DEI
PAGAMENTI 2025
**GENERATIVE
TALENT**

10 YEARS OF INNOVATION

2025 THEMATIC AREAS AND MAIN FOCUSES



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29, 30 and 31 OCTOBER 2025

salonedepagamenti.com

#salonepagamenti #payvolution





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

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
- **Debunking**: tips for 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?



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

Terrazza dei Talenti: Launch of **the Vault**, a new channel for engaging with Gen Z about finance, created with Chora & Will



THEMATIC AREAS 2025

INNOVATION AND FUTURE



The Future of Payments: evolution, scenarios and business models



Tech, cybersecurity & AI: innovation in payments



Payments for a sustainable and inclusive economy

MARKET PLAYERS AND TOOLS



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



Money goes digital

AGORÀ DEL FUTURO



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INTERNATIONALISATION AND FINTECH

Il Salone dei Pagamenti will be at 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



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