

Consumer Banking Africa conference comes to Nairobi

PIC Solutions, a leading specialist credit risk management consultancy in the Africa and Middle East region, will present at the Consumer Banking Africa conference in June.

The Consumer Banking Africa conference provides delegates with insight into the latest market developments, key industry issues and best practices for consumer banking. Attracting delegates from the financial services industry throughout Africa, this two-day conference will be held on 11 - 12 June 2007 in Nairobi, Kenya.

The competitive challenges impacting the global financial services industry has forced banks to implement strategies that strengthen their positions and react quickly to external forces. More banks are realising the importance of effectively utilising new intelligent banking products, focusing on innovative sales techniques and understanding long-term strategic planning trends. At the Consumer Banking Africa conference, a panel of experts, including PIC Solutions will explore issues impacting the financial services industry including:

- Key challenges, global trends and future prospects of Consumer Banking in Africa
- Latest innovations and concepts in Consumer Banking
- Best practices in risk management and mitigation strategies in Consumer Banking
- Design strategies
- The latest technological applications and e-banking concepts
- Multi-channel distributions

Gray Stopforth, sales and marketing manager at PIC Solutions comments, "This conference is a unique networking platform which provides insight into the latest trends of emerging markets and the challenges that impact consumer banking in Africa. Our presentation on maximising portfolio profitability highlights best practices and how to successfully integrate systems and strategies across the credit life cycle. We look forward to presenting at the conference and showcasing our latest suite of international solutions which cater for the dynamic needs of the credit industry."

Source: [*NewsWire Today*](#)