

# Banking Automation **BULLETIN**

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## **Deposit automation is set to take off**

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Transaction volumes fall 50% with introduction of surcharging

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Chip and PIN increases UK card fraud in the short term

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LandesBank Berlin finds weak business case for EMV in Germany

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Credit cards: Transparency concerns and dubious marketing practises

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## **Country profile: Turkey**

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## EDITORIAL

### CeBIT organisers need to rethink format

CeBIT, Europe's largest IT and communications trade show, was held as usual in Hannover, Germany, from 10th to 16th March. While the organisers report positive visitor numbers for the event overall, feedback from the banking and finance exhibitors was less upbeat. Vendors reported falling visitor numbers and several are evaluating whether it is critical that they return every year (De La Rue has not been present for the last two years, for example).

Banking and finance vendors are concerned that the event lacks a focus on the needs of their sector, which occupies just one of 25 halls at the show, because the organisers have little incentive to cater directly to their needs.

CeBIT should be a natural showcase for vendors to the European market, but the event struggles to shake off its central European reputation and its seven-day programme is considered too long by many (particularly as the event spans a weekend when few banking visitors attend). To avoid losing exhibitors, the event's organisers should shorten the banking and finance part of the show to three days and need to market the event much more positively across the whole of Europe.

Despite the increase in alternative sources of information, not least the Internet, new trade shows in other regions (particularly in China and Asia-Pacific), and private events such as Wincor Nixdorf's Wincor World, there is a need for a major multi-vendor banking trade show in Europe. CeBIT is professionally run, has a purpose built venue and a strong brand – if the organisers listen to their banking customers and act accordingly, there is no reason why CeBIT cannot regain its pre-eminent status in Europe.

**Dominic Hirsch**

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