Electronic Funds Transfer Association Conference Will Showcase Emerging Payment Technologies and the Regulatory Environment They Face over the Next Four Years

FAIRFAX, Va.--(BUSINESS WIRE)--The Electronic Funds Transfer Association, an inter-industry trade association that promotes the use of electronic payment systems and commerce, will present “The Future of Emerging Payments: a Pre-election Analysis,” September 26-27, in Washington, DC.

The conference will showcase consumer payment innovations as well as analyze the legislative and regulatory challenges that payment innovators face going forward.

The conference will cover such topics as cybersecurity, consumer protection, and the effects the upcoming national election may have on the adoption of new payment technology.

Participating organizations include PayPal, the Federal Reserve Bank of Philadelphia’s Payments Card Center, and the Secure Remote Payment Council.

“Coming just 6 weeks before the presidential election, the conference will look at how emerging technology is re-shaping the way we pay and how those changes might be affected by the results of the election, one way or another,” explained Kurt Helwig, president and CEO of EFTA.

Shawn Henry, President of CrowdStrike Services, a cybersecurity firm, will be the keynote speaker on Wednesday, September 26. Mr. Henry is a former FBI Executive Assistant Director in Criminal and Cyber Programs and Investigations Worldwide.

The conference keynote speaker will be renowned election analyst Charlie Cook, editor and publisher of the non-partisan Cook Political Report.

“Legislative and regulatory developments like Dodd-Frank, the creation of the Consumer Financial Protection Bureau and interchange pricing controls have had a profound effect over the last three years on industry strategy for developing technology,” said Helwig. “We’re going to look at how and why payment technology evolves and how legislation and regulation can affect that development.”

About the Electronic Funds Transfer Association

Now in its fourth decade, the Electronic Funds Transfer Association is the nation’s leading trade association that promotes the adoption of electronic payment systems and commerce. Its diverse membership includes financial institutions, payment networks, ATM owners and processors, prepaid, mobile, and emerging payment providers, as well as government agencies, and software companies. The Association’s mission is to promote public policy favorable to the adoption of electronic payments and commerce, to inform the public and private sectors and to keep EFTA stakeholders informed of the business impacts of payments-related legislative and regulatory initiatives.
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