

**MONEY
20/20**

EUROPE

**3-5 JUNE 2025
AMSTERDAM**

**YOUR OPPORTUNITY
TO..**

**JOIN THE
LITHUANIA PAVILION**

Lucy Thompson
Senior Account Manager



ARE LITHUANIA SHAPING THE FUTURE OF MONEY? WELCOME HOME

Money20/20 is the place where the world's fintech leaders convene to grow their businesses. We ignite change through the collision of people and ideas, powering new strategies and partnerships that transform mindsets.

Our shows attract senior executives from the world's greatest VCs, the fastest-growing startups and the largest and most influential businesses across the global money ecosystem.

This is the community that will unlock the next big opportunities in Fintech. The deals, partnerships, insights, tech and tools to shape your business tomorrow, are here.

THIS IS WHERE MONEY DOES BUSINESS.



**MONEY20/20 IS A BIT
LIKE BURNING MAN
FESTIVAL, EXCEPT
FOR BANKERS AND
FINTECH GEEKS. BEST
MONEY SHOW ON THE
PLANET.**



Pawel Stezycki
Financial Tech Futurist

2024 IN NUMBERS

2,000+

Attending
companies



70%

Established
businesses

30%

Startups

100+

Countries
represented



1 IN 3

Attendees
were C-Suite

340+

Speakers

370+

Sponsors

310+

Press & Media



STAKE YOUR CLAIM

Our festival-style layout, allows for booths to blend seamlessly with interactive features, stages and meeting spaces, helping you spark even more connections and get business deals done.

No matter where you are on the show floor, you'll meet, and have conversations with, fintech's most exciting brands.

**[CHECK OUT THE LIVE,
INTERACTIVE FLOORPLAN](#)**



Lithuania Pavilion / Innovation Agency Lithuania
EXECUTIVE SUMMARY

In 2024, we were delighted to welcome The Lithuanian Pavilion back to Money20/20 as a sponsor alongside some of the leading fintech professionals over 3 days in Amsterdam.

Innovation Agency Lithuania spearheads the Lithuanian innovation landscape, propelling innovation across business growth phases from start ups to medium sized enterprises.

Lithuanias expertise in automation and AI is the perfect match for Money20/20 where the world's biggest fintech brands collaborate to discuss these exact topics. It's clear that there is ample growth opportunity across the Lithuanian fintech market and Money20/20 provides an unmissable opportunity to facilitate this growth.

This presentation was created for the partners of the Lithuanian Pavilion to showcase the opportunity that Money20/20 presents for your business.



Lithuania Pavilion Drivers

Driving trade and investment to Lithuania A country pavilion shines a spotlight on your national talents, giving delegates at Money20/20 a focal point where they can source new products and fresh ideas.

It's a cost effective and flexible option for several FinTech suppliers to exhibit together, with various options in the way their products and services can be showcased.

Build your profile & brand awareness

Raise the profile of your organisation and your members as a source of FinTech excellence. Opportunity for each company to highlight their USPs and expertise in the market

Start new conversations

Unique opportunity to open a dialogue with new potential clients. Reach new international markets quickly and easily. Engage with international organisations on new potential partnerships to reach broader customer bases. Enable inward investment to your country by introducing your Fintech companies to international investors

Build international partnerships in new markets

Give your members the platform in which to receive quick feedback on the quality and relevance of their company's offering. Identify the international markets with greatest sales potential for them

Increase local collaboration

Opportunity to meet new and existing partners from the local-country audience who attend Money20/20. Grow relationships with other exhibiting organisations on the stand



Join the Lithuania Pavilion Stand

Make your mark – right here on the
show floor.



Make a powerful statement by being front and centre at fintech’s greatest platform, where **Money Does Business**

- The sheer scale and footprint of a large stand offers you exclusive prime real estate, unparalleled visibility and dominance at fintech’s greatest platform; cementing your position as a key player , elevating your brand and ensuring you stand out as one of the industry’s most leading lights.
- Guaranteed higher footfall and engagement, supercharging your business growth.

95% engagement score and 97.6 aisle conversion score >

- Curate a compelling space for innovation, activations and experiences, giving you the chance to stand out and engage their potential and existing relationships in memorable ways.



Money20/20 is where the world’s fintech leaders convene to grow their businesses.

2024 Pavilions

- Australian Trade and Investment Commission
- Innovation Agency Lithuania
- Enterprise Estonia
- FinanceMalta
- ICEX SPAIN TRADE AND INVESTMENT
- La French Tech – Business France
- Foreign Economic Relations Board of Türkiye (DEİK)
- TODEB (Türkiye Ödeme Ve Elektronik Para Kuruluşları Birliği)
- German Pavilion – Federal Ministry of Finance
- UK Pavilion – Department of Business & Trade
- Italian Trade Agency
- EDB Bahrain
- Invest Hong Kong



Government sample job titles

- Associate Director – UK & Europe
- Chief Advisor
- Deputy Secretary General
- Director for international relations and public affairs
- Economic and Commercial Office Counsellor
- Executive Chairman
- Export Manager
- Fintech Sector Development Manager
- Foreign Direct Investment
- Head Foreign Direct Investment
- Head of Trade and Investment, Europe
- Institutional Relations & International Trade Advisor
- Investment Director
- Minister
- Officer at Foreign Direct Investment Department
- Policy Officer
- President of Finance Office
- Senior Investment Advisor
- Senior Trade Advisor
- Trade and Investment Commissioner
- Trade Director, Europe
- Trade Manager, Fintech









SPONSOR VS DELEGATE

Sponsors get on average **166** meetings vs
non sponsor delegates with **43**

Sponsors get on average **193** connections
vs non sponsor delegates with **35**

This results in nearly **4x** the number of
meetings and **6x** number of connections

TESTIMONIALS

“Undoubtedly, the connections made on the exhibition floor and at the official events – as well as the exposure to the latest trends in the industry – make attendance at **Money 20/20 crucial to success** in Europe and globally for our client companies”.



“Events like these are not only **invaluable for expanding networks** and staying updated on industry news, but also for the opportunity to meet partners face-to-face. It has been thrilling to see firsthand what everyone is up to and explore innovative solutions together.”



“We came to Money 2020 with nothing to sell, but we left with everyone richer—in stories, connections, and a renewed sense of purpose. The **impact was immeasurable**, and it’s just the beginning of what we can achieve together.”



Department for
Business & Trade

Call for content offers the opportunity for you to be centre stage on one of the most talked about stages across the fintech landscape.

Speaker slots are highly competitive but those who are successful earn a whole new layer of credibility and a unique opportunity to shape their own narrative to fintechs most powerful decision makers and innovators.

We typically open up our C4C applications for 3 - 4 weeks anytime between November and January, stay tuned for the 2025 application dates.

In 2024 we hosted over 340 speakers across 4 stages

How to create a compelling submission:

1. **Why** – You must answer the why question – why does your submission matter to the industry?
2. **Who** – Focus on the most qualified speaker, not necessarily the most senior
3. **Unique** – Money20/20 want new case studies, the most intriguing personal journeys, and never-before-seen stats – if you've seen similar at another conference this may not be good enough
4. **Collaborate** – The best submissions are often in partnership with customers, partners, investors and advocates, look outside of your business
5. **Diversity** – Diversity isn't a nice to have, it is an essential to have a chance of speaking
6. **Announce** – If you have major news, announce it at the show and make it part of your submission



How will we support you?

/ We will share our C4C brochure with hints and tips – please make sure you read this before tackling your application!

/ A call with your account manager, we'd love to hear your thoughts and share our understanding of the themes to help spark your ideas

/ Check out the 2024 agenda [here](#).

/ Think about what you want the audience to walk away thinking, what is your clear takeaway?

/ Think about what format is best suited for your application – panel / podcast / ted talk / interview / debate / fireside

/ Innovation spurs from diverse minds so try to keep diversity at the forefront of your mind when applying **43% were female in 2024..**



CALL FOR ANNOUNCEMENTS

Some of the biggest launches, collaborations and jaw-dropping inside scoop's have been exposed on the Money20/20 stages via the call for announcements and you have the chance to make headlines of your own. With over 300 press and attendees from over 100 countries on the show floor, Money20/20 Europe is an unmatched opportunity to spread your story far and wide.

**** Announcements onstage at the Europe 2024 show resulted in 1.8k media mentions**

Announcements included:

- Thredd announces partnership with Discover
- Remote and Nium to power global workforces
- bunq to use AI in open banking with Mastercard
- Equals Money announces innovative new BaaS product



FRINGE AGENDA

The perfect opportunity to promote the events and activations you are running on your stand, alongside our main agenda.

Anything from talks and book signings, to silent discos or drinks receptions can be featured. Our ask is that your event takes place during the day within the Money20/20 show and that all delegates have the opportunity to attend (either as drop-in event open to all or requiring an RSVP beforehand).

Many sponsors want to meet their biggest clients and host their largest accounts in a meaningful way. By continuing conversations and enhancing the way you interact with your clients you'll build valuable long term relationships.

All of this can be done on your stand, while your team can deal with walk ins and leads who are interested in learning more about Lithuania's Fintech market

We can talk through the best ways to use this to Lithuania Pavilions advantage at the show, and the following slides give you an idea of what events other sponsor have hosted



Fringe Events **Analysis**

/Top 10 Attended Events

- 1. New payments research from Visa and Thunes
- 2. Rabobank: APIs are not the future of open banking
- 3. Rabobank’s vision for embedded services
- 4. Rabobank: APIs are not the future of open banking
- 5. Airwallex: Are your reactions as fast as a F1 Driver?
- 6. Sift: Live demo on AI-powered fraud decisioning
- 7. ClearBank Happy Hour
- 8. Papara: Design your NFC Business Card!
- 9. No-Code Banking Revolution: Amdocs Demo
- 10. Rabobank’s vision for embedded services

/ Top 20 Attended Events

- 11. TerraPay: Navigating the Future of Cross-Border Payments for Banks
- 12. Globant: Formula 1 Ticket Raffle
- 13. Standard Chartered: Meet with Dirk Kuyt
- 14. Rabobank: Innovative Partners Enhance Bank Security and Combat Financial Crime
- 15. IBM: Using Gen AI to Maximize Productivity in FS
- 16. Perpetual KYC by BlackSwan
- 17. Globant: Formula 1 Ticket Raffle
- 18. The Banking 50: Fintech Netherlands Cocktail Reception
- 19. Flagright: AI in AML Compliance: A Generative Shift
- 20. Convera: FX volatility to drive payment risks in 2024

/ Top 30 Attended Events

- 21. Sift: Live demo on AI-powered fraud decisioning
- 22. RAFFLE by Wallester: Win Apple Watch Series 9
- 23. Embedded finance: collaborate or fail with Rabobank
- 24. Win a reMarkable 2 tablet with Evrotrust!
- 25. TerraPay - Intelligent Money: our future is where money thinks for us.
- 26. Fintech Netherlands: Sales Training for Fintechs
- 27. Transmit Security: Leveraging GenAI to Prevent PushPayment Fraud
- 28. Equals Money Networking Drinks
- 29. LHV: Champagne Reception: A Toast to Fintech
- 30. FinTech North & Northern Partners: Powering Neobanks with Starling & GFT

HEADLINES ARE MADE HERE

Using Money20/20 as part of your annual strategic planning - whether you're introducing a new product, announcing a major milestone or launching a new initiative - means you'll be maximising your breaking news before, during and after the event.

Money20/20 puts you in a room with the A-list of the fintech world and amplifies your announcements across the globe.

310+

MEDIA & ANALYSTS
IN ATTENDANCE

4,400+

MEDIA MENTIONS
DURING THE SHOW



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EUROPE

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THANK YOU.

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