

3rd Mobile Commerce Summit

Manila, Philippines 24-25 March 2010

Neoedge's 3rd Mobile Commerce Summit Asia 2010

The Futuristic Exploration of Next Generation Mobile Commerce

POST-CONFERENCE REPORT





The Roadmap of Mobile Commerce was revealed in Asia

The changing landscape of consumer lifestyle is one of the biggest factors in the evolution mobile commerce in the world. The fast pacing transition of payment services and systems, which are often viewed to be the “umbilical cord” of the whole financial services ecosystem that links all stakeholders; Telco, banks, retailers, technology/solution providers and consumer together.

Across the world, consumers are showing remarkable willingness to embrace this kind of lifestyle – Being able to make transactions electronically. And one of the best things that you can ever realize is how to make the lives of your consumers at most convenience by letting them do payments, remittances and other banking and financial services through their mobile phones.

Asia has been a hotbed in the progressive development of Mobile Commerce. It has definitely showed tremendous growth over years and has proven consistent track records of making this technology successful.

This year, Neoedge is proud to organized the very successful **3rd Mobile Commerce Summit Asia** happened in the premier spot of Mobile Commerce in the World – **Manila Philippines**. The event featured highly relevant case studies and presentations from world renowned Mobile Commerce experts who brought in their up to date insights and vision on how Mobile Commerce is evolving.

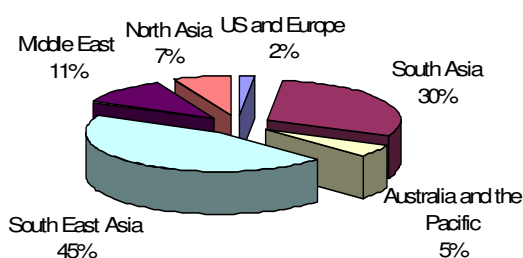
The event revealed the untold story of how the ecosystem should get together in achieving the most rewarding benefits of Mobile Commerce Services in this dynamic world that we are living in.

Attended by Mobile Network Operators, Regulators, MVNOs, Banks, Remittances Centers, Other Financial Services Institution with E-Commerce and M-Commerce Firms, Retailers, Solutions Providers and Technology Provides OEM and ODM.

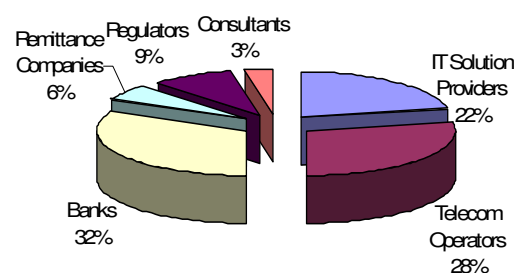
This year's 3rd Mobile Commerce Summit was indeed an excellent platform bringing all together the players in the Mobile Commerce Ecosystem. Truly this event is a remarkable one that will be kept supported by the Mobile Commerce Industry.

PARTICIPANTS BREAKDOWN

Representation by Region



Representation by Industry



The **3rd Mobile Commerce Summit** was attended by over a hundred participants from a very good mix of industry players in the Mobile Commerce Eco-system.

There were 32 Speakers coming from Indonesia, Philippines, Thailand, UAE, Hong Kong, Bangladesh, India, Sri Lanka, United Kingdom, USA, Belgium, and Japan.

All the speakers were able to share different interesting case studies and latest trends in the Mobile Commerce industry.



This was a highly interactive summit where all the participants had the chance to exchange ideas with everyone. The event comprises of an innovative conference format. There were stand alone speaking slots, brainstorming, networking sessions and panel discussions throughout the whole 2-Day Conference.

Conference Format

- Stand Alone Case Presentations
- Interactive Panel Discussions – Key Themes
- Break-out Group Discussions – Key Themes
- Brainstorming Sessions
- Open Q & A portions
- Pre and Post Conference Workshops
- Post Conference Study Tour
- Exhibition Area
- Cocktail Networking Reception

Key Themes and Topics

- Examining innovative ideas in Mobile Commerce and translating these ideas to profitable business models
- Addressing regulatory issues that will help the whole ecosystem move towards achieving the true potential of Mobile Commerce
- Mobile Commerce and the converging world – how will mobile commerce fit in the whole concept of convergence?
- Learning from key Regulators, Operators, Banks, Merchants and Solution Providers experience's in Implementation of Mobile Commerce Services:
 - Mobile Payments
 - P2P Remittances & Mobile Money Transfer
 - Mobile Banking Services
 - NFC
- Assessing the evolution of Mobile Commerce in Asia and how will it affect the whole telecommunications industry
- Evaluating current business models for profitable Mobile Commerce service offerings
- Mobile Money Transfer in Asia – Roadmap to success and how MMT is transitioning to transform the new concept of remittances
- P2P remittances exploration
- NFC focus – How will NFC be progressive in a market called Asia – recent developments and challenges
- Application Development's point of view – How do we develop the killer application that will embrace the total concept of Mobile Commerce, What is needed and what have we done so far?
- Collaborative effort approach – how do we bring all stake holders to work together and how will collaboration affect the future of Mobile Commerce?
- Uncovering the merchants' point of view of Mobile Commerce and how they see the future of using the next generation services on top of it.
- Discussing the solutions for security issues revolving around Mobile Commerce Services.
- Understanding the new kinds of frauds that will emerge as the adoption of more MobileCommerce Services become more visible.
- Consumer Centricity of Mobile Commerce Services

Chairman Opening Address



John Owens, Chief of Party, Microenterprise Access to Banking Services

RBAP-MABS is a United States Agency for International Development (USAID)-supported program jointly implemented by the Rural Bankers Association of the Philippines (RBAP) and the Rural Bankers Research and Development Foundation (RBRDFI). Mr. John Owens made an introduction on the landscape and growth of Mobile Commerce in Philippines. He did sight some of their projects that they have successfully implemented in most of the rural areas in the Philippines. This was a very good overview on how successful is Philippines in Mobile Commerce

The Growth of Mobile Commerce

Evaluating the Next Level of Mobile Commerce – The GCASH online and GCASH CLICK! Perspective



**Paolo Baltao
Product Group Head
G-Xchange, Inc., Philippines**

Paolo discussed on understanding the value proposition of GCASH Online and GCASH Click!. He evaluated the innovative ideas behind this new mobile commerce services and shared to the audience how Globe was able to overcome challenges in mobile commerce through service innovation.

Understanding How Banks are Moving Forward towards the Realization of Next Generation Mobile Commerce Services



**Roland Oscuro
Senior Vice President, Global Technology Center
Philippine National Bank**

Roland highlighted on banks providing turn key solutions for customers to increase the speed of convenient and remote mobile banking services. This gave the participants an understanding on how banks are viewing the bright future of Mobile Commerce in Asia and how to overcome business and technological challenges towards successful implementation of financial services.

Mobile transformation of banking and payments the hottest play in m-Comm – BANK 2.0



**Brett King
Author – **BANK 2.0** and
Chairman of the **International Academy of Financial Management****

It was very interesting when Brett covered the three phases of customer behavioural disruption and how big players betting on mobile payments. He also talked about the dying Print Media where Cheques and Cash will no longer be of use.

Achieving the True Potential of Mobile Money Transfer and Understanding the Opportunities we should be looking at



Rashed Alabbar
Director – Mobile Commerce, **Etisalat**, UAE

One of the highlights in the conference was when Rashed was able to share to the participants the Middle East region perspective in the Mobile Commerce Industry. He gave the audience a better understanding on what opportunities to look for in that region.

Joint Presentation- NDB Bank and Dialog Telekom Collaboration – Successful collaboration that will enable the proliferation of Mobile Commerce Services



Gehan Dias
AVP – Cards and Distribution
Channel
NDB Bank, Sri Lanka



Druvi Sirisena
Manager-Mobile Commerce
Group Commercial
Dialog Telekom, Sri Lanka

The joint presentation started with the introduction of the common goals and functions of these two market leaders. The highlight was eZ-Pay, South Asia's first commercially launched Mobile Commerce solution. This joint merchant network between Dialog Telecom and NDB Bank has an island wide reach with over 5,000 eZ Pay Merchants, 300 Corner Store Merchants, and has more than 25,000 electronic points of presence on eZ Reload. It was concluded with the discussion on the lessons on the success behind the collaboration.

The Handset's Take on the Evolution of Mobile Commerce



Mark Sergio
Country Manager
HTC Corporation, Philippines

Mark identified the killer applications for mobile commerce that will entice whole range of existing and new users. He also acknowledged new set of challenges the handset world is looking at and most importantly he was able to share on what would be the real value proposition of Mobile Commerce to the Handset Manufacturers.

Enabling Mobile Money Domestically and Across Borders



Frederic Schepens
Executive Vice President, Strategic Business Development,
BELGACOM ICS, Belgium

Among the quick facts that Frederic has mentioned was that they are now serving over 500 telcos as their customers. He presented the agenda of their Mobile Financial Solutions (MFS), whose three main components are: hosted Wallet, HomeSend Remittance Hub, and Intra-Group Hosted Hub. He mentioned about the market limitations, its addressable needs and the value to the operator.

Mobile Payments and NFC Focus Streams

Innovations in Mobile NFC and the Roadmap that Will Lead Forward

This was a very interactive session that features 1 Session Moderator and 3 Panellists that gave 20 minutes presentation each, 20 minutes Break-out (Brainstorming) Group Discussion and 20 Minutes Panel Discussion.

Session Moderator:



G V Kumar
CEO and MD, **XIUS-bcgi**

GV did a remarkable presentation about Mobile NFC Innovation and moderated the break-out group discussion in such a professional fashion.

Break-out Group Discussion (Brainstorming Session) and Panel Discussion on Innovation for Mobile NFC

How do we make the innovation ideas for Mobile NFC into Reality?

This was a very good opportunity for all the participants to share to the whole audience on what they think would make Mobile NFC a successful technology as we move towards the future. During the Panel discussion, this able to let the group leaders of the break-out group session to tell the whole audience what are the key trends that they were able to uncover in their own groups



map that V

Session Moderator:



S.M Zahadul Arafin
Subject Matter Expert of mCommerce
Citycell, Bangladesh

Innovative Service Creation in Starting up your Mobile Commerce Business

He presented about the M-Commerce innovation path, its strategies and key elements. He emphasized on the challenge factors for operators. The very interesting speaking slot was concluded by the enumeration of points for the Service Innovation to be successful.: Business model should be scalable enough and market centric; Superior Customer Benefit with less behavioral change required; Affordability, the existence and continuity of Strategic Innovation and lastly, a secure and convenient Service Access Channels.

Break-out Group Discussion (Brainstorming Session) and Panel Discussion on Innovation for Mobile Payments

How do we make the innovation ideas for Mobile Payments into Reality?

This was an excellent opportunity for everyone to tell the whole audience on what they think would make Mobile Payments a successful technology as we move towards the future.





Exhibition Area



Cocktail Reception



Pre-Conference Workshop

Understanding the Regulatory Evolution of Mobile Commerce and the Opportunities in Mobile Money Transfer – OPERATOR LED WORKSHOP

Workshop Leader:



Arief Hamdani Gunawan

Senior Officer Telematics, Regulation Proposal
Telkom Indonesia

This was a whole day workshop that focused on Assessing Regulatory Aspects of Mobile Commerce with emphasis on Mobile Experience, Anti-Money Laundering (AML) and Combating of Financing of Terrorism (CFT), Mobile Operators Role, Prudential Regulation: Deposits, Payments and E-money and Outsourcing and Use of Agents.

He also covered topics on introduction to the Remittance Market, the opportunity for Mobile in Money Transfer, Mobile Money Transfer as a Mobile Financial Services Market Catalyst and Mobile Banking Vendor Analysis.



Post-Conference Workshop

The Innovative Value Proposition Of Mobile Contactless Services – The Real Thing

Workshop Leaders:



Shubhrendu KHOCHÉ
Sales Director,
Venyon

This workshop identified best practices to seed viable projects for mobile contactless payment, ticketing and value-added-services and then to scale up from pilots to real commercial services.

The workshop aimed to bust myths and start from the real fundamentals of smartcards, contactless and Near Field Communication (NFC) to understand the key business drivers and levers.



Alvin WONG
Solution Manager,
Venyon

The 4-Hour workshop has included topics on;

- Introduction to smartcards, contactless and smartcards in mobile phones
- Business drivers behind mobile contactless services
- Options for supporting technologies
- The road ahead to commercial services

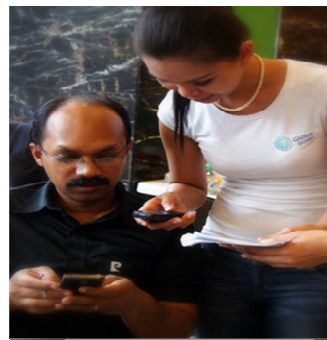
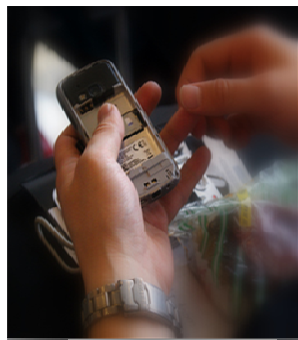
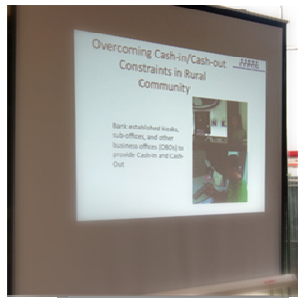
Post-Conference Study Tour

MOBILE COMMERCE STUDY TOUR CONDUCTED IN COLLABORATION WITH THE RURAL BANKERS ASSOCIATION OF THE PHILIPPINES (RBAP)-MABS

In line with the mission of providing a practical hands-on mobile commerce experience for the participants from the 3rd Mobile Commerce Summit Asia in the Philippines, RBAP-MABS conducted a STUDY tour that features the real scenario on how mobile phone banking and mobile commerce is being offered by small businesses in the Philippines.

It started in the afternoon of the Post-Conference Day where participants enjoyed the fruitful activities scheduled for the study tour.

- The participants visited PR Bank an accredited rural bank where there was an orientation on mobile phone banking and mobile money services offered by rural banks and understanding the registration and cash-in process of GCASH
- The participants enjoyed Shopping using GCASH at Greenhills Shopping Mall and experienced Cashing-out at a Globe Business center.





Associate Sponsor



XIUS-bcgi enables mobile operators to differentiate their service through innovative real-time and end-to-end managed solutions that ensure seamless mobile transaction management and monetization, optimize operational efficiency and reduce risk while enhancing the end user mobile experience.

XIUS-bcgi develops flexible, scalable and robust solutions that enable mobile operators to rapidly deliver differentiated services and gain first mover advantage, build subscriber loyalty, and sustain leadership. Pioneers in wireless and signaling technology since 1989, XIUS-bcgi has an implementation foot-print across five continents.

Exhibitor



Telecom Live Content, Inc. is an innovative company offering specialized solutions in the area of electronic top-up, mobile commerce and customized solutions.

Telcom Live Content, Inc. is one of the leading innovators of wireless reload technology and provides outsource service to Telecom operators in 18 Asian, Middle Eastern and African customers. We traced our success from people with vast experience from mobile industry, system integration and prepaid applications. <http://www.tlc.com.ph>

Event Supporter



In a world where the digital revolution is increasingly transforming our lives, Gemalto's end-to-end security solutions are designed to make personal digital interactions more convenient, safe and enjoyable.

Our activities range from the development of software applications through the design and production of secure personal devices such as smart cards, SIMs, e-passports and tokens, to the deployment of managed services for our customers. More than 1 billion people worldwide use our products and services for telecommunications, financial services, e-government, identity and access management, multimedia content, digital rights management, IT security, mass transit and many other applications. As the use of Gemalto's software and secure devices increases with the number of people interacting in the digital and wireless world, the company is poised to thrive over the coming years.

Testimonials



"The right mix of Topics, Speakers and Methodology."
- Schubrendu Khoche, VENYON

"The event has been provided in Higher Level! Thanks to Neoedge Team!"
- Mungkhjargal Noov, Mobicom

"I found Neoedge's 3rd Mobile Commerce Summit Asia 2010 a very successful event due to its diverse presenters throughout the world and their content of presentations, the way it has been organized and the entire ambience".

- S.M. Zahadul Arafin,
Subject Matter Expert & Deputy manager- Alternative Revenue
Initiatives, Pacific Bangladesh Telecom Ltd (Citycell)

"It's really an effective conference to meet with leaders and sharing knowledge and challenges"
- Md. Mashuqur Rahman, SPO, AB Bank Ltd, Bangladesh

"The conference was organized very well, all the speakers and the information presented was very high quality. The organizing team have done a very good job and they are very helpful".
- Druvi Sirisena, Manager-Mobile Commerce, Dialog Telekom, Sri Lanka

"A very well organized event, very pleasing and helpful".
- Praveen Molala,
Deputy Manager-Business Development,
XIUS-bcgi

"The event was extremely well organized with some exceptional speakers and case studies being presented. The break-out group and panel discussions were excellent learning".
- Gehan Dias,
AVP Cards and Alternate Distribution Channels,
NDB Bank, Sri Lanka

"Well organized conference with great speakers who know what they are talking about. This is one of the best places to meet people and learn about cutting edge developments".

- Kei Shimada, CEO, Infinita, Japan

**WATCH OUT for the next roll out of our 4th Mobile Commerce Summit ASIA
2-3 March 2011 in Kuala Lumpur, Malaysia!**



For Enquiries about the Agenda,
Opportunities for speaking, Media and
Endorsement proposals for the **4th Mobile
Commerce Summit Asia**, Please contact:

Eugene Azucena
Marketing Manager
DID: +65 6557 9185 FAX: +65 6557 9188
Email: eugene_azucena@neo-edge.com

For Enquiries about Sponsorship and
Exhibition Opportunities, for the **4th Mobile
Commerce Summit Asia**, Please contact:

Jhorden Niño
Senior Manager – Business Development
DID: +65 6557 9203
Mobile: +65 90664428
Email: jhordenn@neo-edge.com