

Post-Conference Report

Mobile Payments & NFC World Summit 2009

1 – 2 April 2009, Kuala Lumpur, Malaysia

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Mobile Money Transfer World Conference 2009

29 – 30 July 2009, New Delhi, India

Organized by:



THANK YOU FOR MAKING MOBILE PAYMENTS AND MOBILE MONEY TRANSFER A HUGE SUCCESS IN 2009!

"Very fruitful picture of what Mobile Money Transfer is all about and has provided all delegates an opportunity for great networking" – DGL, Gemalto

"Neoedge has been doing a great job of bringing the various stakeholders in Mcommerce to a common platform and facilitate new innovative way forward approach" - SR, Aircel

"Well organized, good gathering of professionals from across the globe and of diversified expertise"-PD, Orascom Telecom Bangladesh

"It has been one of the most valuable business events that I have ever attended, Very comprehensive and rich in up to date information – A must attend event for the whole M-Commerce Ecosystem" – MA, Jordan Telecom

"Neoedge did a great job in organizing the conference. Excellent content. An opportunity to help move the industry forward" - SO, mFINO

"Very useful to my product plan and marketing strategy for next generation development" - BW, A-men Tech. Taiwan

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It was indeed a fruitful year for Neoedge to run the Mobile Payments and Mobile Money Transfer events. It was proven that the Mobile Commerce space is taking on the spot light in its long overdue attention in the telecommunications industry.

Here are some of the highlights at the event:

[Mobile Payment and NFC World Summit '09](#)



The world's most celebrated mobile payments professionals were all gathered in one place to discuss latest issues in the mobile payments and NFC industry.

Some of the most interesting case studies that were brought on to the table are:

SMART Communications, Philippines, Head of Financial Services-Wireless Consumer Division - [Mr. Jojo Malolos](#) presented a paper on **Making Financial Mobility Work in the Philippines**. He highlighted the aspect of convergence of financial transactions in the mobile phones and why is it necessary and inevitable in the whole chain of Mobile Commerce Evolution.



Citibank's **Mr. Satish Menon** uncovered the topic on **Serving the Customers with Next Generation Mobile Financial Services**. In his presentation, major key points like how Mobile Financial Services and NFC providers have worked together in the ecosystem and by identifying consumer trends that ensures innovative service offerings.

NFC Forum's **Mr. Patrick Henzen** presented the topic on **Advancing Near Field Communication**. He gave practical information on the NFC Forum's specifications and work in progress, a clear view of the new certification program and NFC in the future.

Nokia's NFC Business Development South East Asia, **Mr. Jarkko Sevanto**, discussed on NFC and Mobile Handsets' opportunities beyond mobile payments. He provided a comprehensive presentation focusing NFC for mobile phones' cases, benefits and challenges and key learning from the trials and commercial launches around the world.



Mobile Money Transfer World Conference '09



Mobile Money Transfer has been one of the most intriguing and emerging technologies in the Mobile Commerce Industry. The Mobile Money Transfer event in India has proven that there are a lot of things that need to be resolved in order for the whole concept of MMT to progress. Some of the most interesting presentations were delivered at the event:



A Regulatory Overview of Mobile Money Transfer Landscape in India was delivered by **Mr. Sudhir Gupta** who is an Advisor- Mobile Network in **Telecom Regulatory Authority of India**. The presentation opened the session and was perceived to be one of the most relevant views at the event.

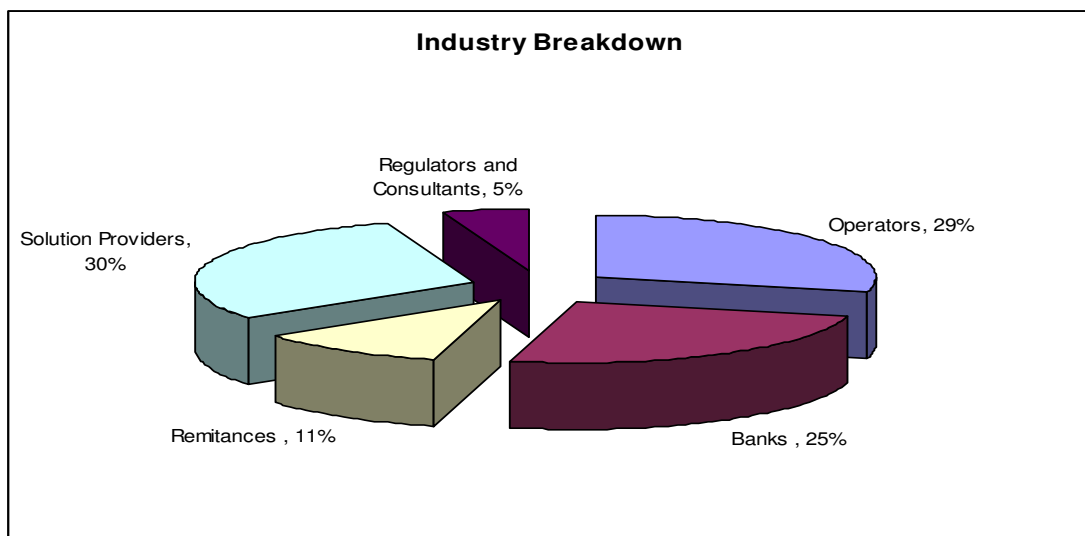
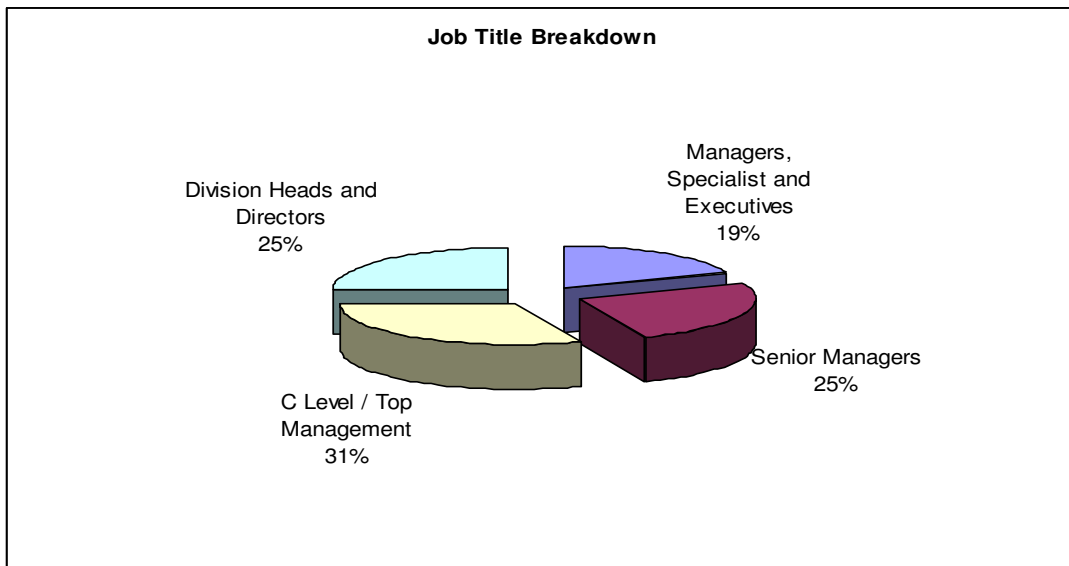
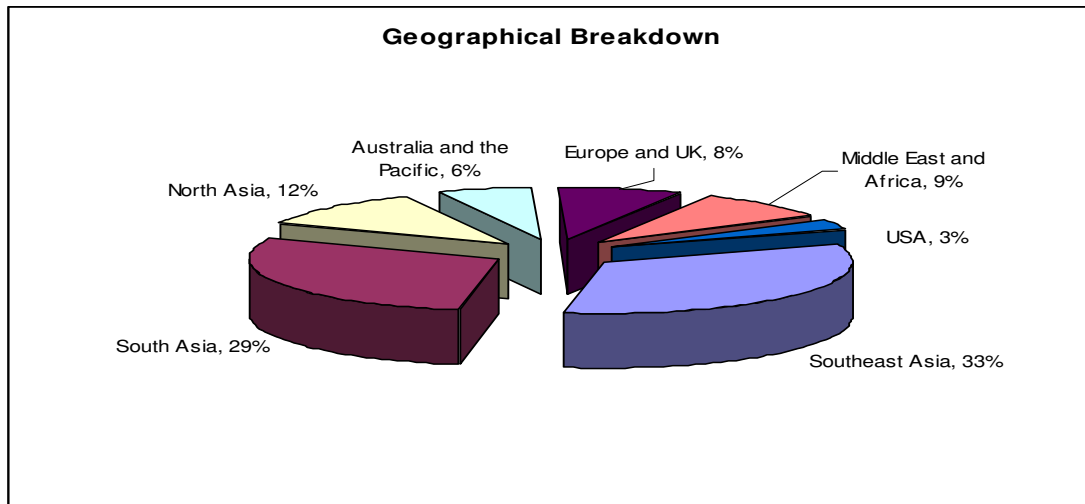


Mr. Richie Sison, Marketing Group Head of **G-Xchange Inc**, a Subsidiary of **Globe Telecoms** in the Philippines, presented a paper on **New Opportunities and Challenges in the Mobile Money Transfer Market – A case study of G-Cash implementation in the Philippines**. In this paper, he gave the audience a perspective of how to look at the roadmap of MMT from an advance and developed market's point of view.

Interesting Panel Discussions and interactive question and answer portions were also available during the course of two days for the main conference dates.



Graphical representation of the attendees of the event:



Companies that attended the 2 past events will be invited to join us once again for the **3rd Mobile Commerce Summit Asia 2010- Manila, Philippines**

Aircel, Axis Bank, Azizi Bank Afghanistan, Bangkok Bank Limited, Bank Negara Malaysia, Bank of Ceylon, Bank Simpanan Nasional, Bankers' Institute for Rural Development, Bharat Sanchar Nigam Limited, Bharti Airtel, B-Mobile Communications Sdn Bhd, Citibank, Dialog Telekom, DIGI Telecommunications Sdn Bhd, E.Sun Bank Taiwan, Etisalat DB Telecom India, Etisalat U.A.E, Export-Import Bank China, Globe Telecoms Philippines, ICICI Bank India, IDEA Cellular Ltd, ITU APT India, Jordan Telecom Group (Orange Jordan), Kasikorn Bank Public Company Limited, Mahanagar Telephone Nigam Limited, Malaysian Communications & Multimedia Commission (MCMC), Maxis Communications, Maybank, Ministry of Communications & Information Technology Indonesia, Mobitel Pvt Ltd, National Bank Limited Nepal, Nepal Bank Limited, Nepal Telecom, Orascom Telecom Bangladesh Ltd(Banglalink), Oman Telecommunication, Pacific Bangladesh Telecom Limited, CitycellTM, Permata Bank Indonesia, PLDT Global Corporation Hong Kong, Qatar Telecom, Roshan Afghanistan, Saudi Telecom, Sanchetna Financial Services, Siddhartha Bank Limited, State Bank of India, Sunrise Bank Nepal, Telecom Development Company Afghanistan Ltd, Telecom Regulatory Authority of India, The Federal Bank Ltd India, Union Bank of India, VISA, Vodafone Essar India, Vodafone Fiji Limited, Western Union Services India Private, Al Rajhi Banking & Investment corporation Bhd, Alcatel-Lucent, Belgacom ICS, Belgium, Berjaya Corporation Berhad, CardsConsult Australia, CDOT India, Celpay International BV South Africa, E-kash Lanka Pvt Ltd, eServGlobal, Fino, Fundamo, Gemalto, IntegraTech Pte Ltd Singapore, IntelleCash, International Finance Corporation, International Money Express (IME) Pvt. Ltd Nepal, Iris Wireless LLC USA, mChek, Merchantrade Asia Sdn Bhd, mFino USA, Mobi Com corporation, Moneygram, Motorola, NABARD, Nikoyo Electronics China, Oberthur Technologies India, Paymate India Pvt Ltd, Permata Bank Indonesia, Qpay Pty Ltd, Australia, Raqmiyat LLC UAE, Sicap Malaysia Sdn Bhd, Smart Exchange UAE, Sumitomo Corporation, Telecom Systems International USA, TellaSonera Sweden, TimesofMoney Ltd, TM International Berhad, TORO Ltd. (NXP Partner Program), TribalNets-MOGS Ltd Belgium, Trivnet Ltd, Com2U Malaysia, Smart Communications Philippines, Yes Bank, Mobile Money Ventures USA, Sybase 365, Nokia just to name a few...

For 2010, Neoedge will be revolutionizing these two events and combine it in one single event that will feature the most interesting cases and issues in the Mobile Commerce industry:



“And just like all of them... be amazed!”

For Enquiries about the Agenda Opportunities for speaking and media and endorsement proposals for the **3rd Mobile Commerce Summit Asia,**

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Upcoming Neoedge Events:

Mobile Social Networking Asia, 25 – 26 May 2010, Jakarta Indonesia

Mobile Internet for Emerging Markets, 14 – 15 July 2010, Dubai, UAE