

Needge's 3rd Mobile Commerce Summit Asia 2010

The most innovative and interactive Mobile Commerce Event in Asia

The Futuristic Exploration of Next Generation Mobile Commerce Services
Crowne Plaza Galleria Manila, 23-26 March 2010

EXPERT SPEAKERS



Donald Patrick Lim
President and CEO
Yehey Philippines



S. M. Zahadul Arafin
Subject Matter Expert
of M-Commerce, Pacific
Bangladesh Telcom Ltd



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



Kazi Islam
CEO
Grameen Solutions



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



Arief Hamdani Gunawan
Senior Officer
Telkom Indonesia



Erick Kalugdan
President,
Load.com.ph, Philippines



Mohammad Jakirul Islam
Project Coordinator-
mCommerce
Pacific Bangladesh Telecom
Limited (PBTL), Citycell™



Anil Prakash
Secretary General
ITU-APT Foundation
India



Rashed Al Abbar
Director for
mCommerce
Etisalat



Frederic Schepens
EVP for Strategic
Business Development
Belgacom



Tim Raby
CEO
Open Mobile Terminal
Platform

OTHER CONFIRMED SPEAKERS

- McKinsey and Company
- Imperion Consulting
- Indosat
- Telkomsel
- Mobile Data Association
- Grameen Solutions
- HTC Corporation
- Advanced mPAY
- Venyon
- Syniverse
- International Academy of Financial Management

25+ SPEAKERS & PANELISTS

OUTSTANDING BENEFITS OF ATTENDING:

- ▶ **Targetting the REAL Key Issues**
– From moving up of the value chain, evolution, cross-sector exchange of knowledge then owning your customers.
- ▶ **Comprehensive lineup of Industry experts** with structured networking opportunities.
- ▶ **Brainstorming and Breakout discussion groups** lined up to enable all participants to interactively participate in the exchange of knowledge with the panelists.
- ▶ Get the most out of your attendance by joining the **PRE & POST CONFERENCE WORKSHOPS** that will run along side the event.

PRE-CONFERENCE WORKSHOP

Understanding the Regulatory Evolution of Mobile Commerce and the Opportunities in Mobile Money Transfer – OPERATOR LED WORKSHOP
To be lead by : Telkom Indonesia

POST-CONFERENCE WORKSHOP

The Innovative Value Proposition Of Mobile Contactless Services – The Real Thing
To be lead by : Venyon

REGISTER ONLINE NOW! <http://www.neo-edge.com/mobilecommerce/>

ASSOCIATE SPONSOR



PRODUCED BY



ENDORSERS



OFFICIAL TV PARTNER



OFFICAL PUBLICATIONS



MEDIA PARTNERS



Day 1 – 24th March 2010, Wednesday		
Time	Themes and Topic Titles	Speakers
08.00	Registration	
08.45	Introduction and Speed Networking Session	
09.10	Chairman's Opening Remarks	John Owens Chief of Party Microenterprise Access to Banking Services, Philippines
The Growth of Mobile Commerce		
09.15 REGULATOR	Empowering & Facilitating Mobile Commerce - Regulatory Perspective of Mobile Commerce – Addressing Regulatory Issues that Will Make the Evolution of Mobile Commerce Beneficial for All Stake Holders - Philippines experience- how did Philippines make it Happen?	Invited: Nestor Espenilla Governor Central Bank of the Philippines
9.40 MOBILE OPERATOR	Evaluating the Next Level of Mobile Commerce – The G CASH CLICK Perspective - Understanding the value proposition of GCASH Click - Evaluating the Innovation idea behind this new mobile commerce service - Overcoming challenges in mobile commerce through service innovation	Paolo Baltao Product Group Head G-Xchange, Inc., Philippines
10.05 BANK	Understanding How Banks are Moving Forward Towards the Realization of Next Generation Mobile Commerce Services - Providing turn key solutions for customers to increase the speed of convenient and remote mobile banking services - Understanding how banks are viewing the bright future of Mobile Commerce in Asia - Overcoming business and technological challenges towards successful implementation of financial services through mobile commerce - A glimpse of the roadmap towards the next generation of Mobile Commerce – the bank perspective	Roland Osuro Senior Vice President, Global Technology Center Philippine National Bank
10.30	Overview of the mCommerce Market in Japan – The Perspective of an Advance Market - How did the market grow so big? (\$10+ for 2008) - What are the players doing? - What are the enabling technologies?	Kei Shimada Founder and CEO Infinita Inc., Japan
11.55	Morning Refreshment	
11.20 EDUCATOR and AUTHOR	Mobile transformation of banking and payments the hottest play in m-Comm – BANK 2.0 - The three phases of customer behavioural disruption - Cheques, and Cash gone? Print Media dead... - Big players betting on mobile payments	Brett King Author – BANK 2.0 and Chairman - International Academy of Financial Management
12.45 MOBILE OPERATOR	Achieving the True Potential of Mobile Money Transfer and Understanding the Opportunities we Should be Looking at	Rashed Alabbar Director – Mobile Commerce, Etisalat, UAE
12.10 ISP	Mobile Commerce and The Converging World -Understanding the Value Proposition of the Convergence of Internet and Mobile Commerce - Mobile Commerce and the Converging World – How will Mobile Commerce fit in the Whole Concept of Convergence?	Donald Patrick Lim President and CEO Yehey Philippines
12.35	Securing Mobile Financial Services in Asia: 2010 and Beyond - Understanding the mobile financial ecosystem - The mobile modalities (SMS, SAP, Client-Based, Spyware) - Clarifying the role of operators , aggregators and financial institution in the business value chain - The threat landscape in Asia today - Risk Threats and Counter Measures - Balancing the user experience with security requirements - Developing relevant support models and best practices	Louie Stojanovski Director of Regional Operations, Asia Pacific Messaging LOB, Syniverse Technologies, Inc
13.00	Networking Lunch	
Mobile Payments and NFC Focus Streams		
14.00	Innovations in Mobile NFC and the Roadmap that Will Lead Forward This is an interactive session that will feature 1 Session Moderator and 3 Panellists to give 20 minutes presentation each, 20 minutes Break-out (Brainstorming) Group Discussion and 20 Minutes Panel Discussion 14.00 Moderator's Opening Pitch on Mobile NFC Innovation – XIUS-bcgi 14.20 Understanding and Assessing Opportunities in Pay Buy Mobile Model – Telkom Indonesia 14.40 The Exploration of Next Generation Mobile NFC– The Operator Perspective - Etisalat 15.00 The Next Stage for Mobile Contactless Services – Venyon 15.20 • 20 Minutes Break-out Group Discussion (Brainstorming Session)- How do we make the innovation ideas for Mobile Payments into Reality? An 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 15.40 • 20 Minutes Panel Discussion on Innovation for Mobile Payments – This discussion will 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	Panellists and Group Leaders: Moderator: G V Kumar, CEO and Managing Director XIUS- bcgi Rashed Alabbar Director – Mobile Commerce, Etisalat, UAE (Operator) Shubhrendu Khoche Sales Director Venyon, Singapore (Innovation Provider) Arief Hamdani Gunawan Senior Officer Telematics Regulation Proposal Telkom Indonesia (Operator)
16.00	Afternoon Refreshment	
16.30	Innovations in Mobile Payments and the Roadmap that Will Lead Forward: This is an interactive session that will feature 1 Session Moderator and 3 Panellists to give 20 minutes presentation each, 20 minutes Break-out (Brainstorming) Group Discussion and 20 Minutes Panel Discussion 16.30 Moderator's Opening Presentation on Mobile Payments Innovation 16.50 Innovative Service Creation in Starting up your Mobile Commerce Business - Citycell 17.10 Service Innovation on Mobile Payments the mPay Way – Advanced mPay 17.30 Understanding the Next Stage of Interoperability of Services in Mobile Payments Space – Imperion Consulting 17.50 • 20 Minutes Break-out Group Discussion (Brainstorming Session)- How do we make the innovation ideas for Mobile NFC into Reality? An opportunity for everyone to tell the whole audience on what they think would make Mobile NFC a successful technology as we move towards the future 18.10 • 20 Minutes Panel Discussion on Innovation for Mobile NFC– This discussion will 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	Panellists and Group Leaders: S.M Zahadul Arafin Subject Matter Expert of mCommerce Citycell, Bangladesh (Operator) Paradorn Wichayapinyo Strategic Planning & Marketing Manager Advanced mPAY, Thailand (Operator) Bill Leece, PMP Founder, Imperion Consulting, Thailand
18.30	3rd Mobile Commerce Summit Asia COCKTAIL PARTY	

Day 2 – 25th March 2010, Thursday

Time	Themes and Topic Titles	Speakers								
09.00	Chairman's Opening Remarks									
Partnerships and Collaboration in Mobile Commerce Space										
09.10 MOBILE OPERATOR	Key Learning and Take Away on How Operators are looking at the Fast Changing Landscape of Mobile Commerce and what are the New Exciting Things that Everyone Needs to Explore	Invited: Jojo Malolos Head, New Business Streams – Financial Services Group SMART Communications, Philippines								
09.40 BANK AND MOBILE OPERATOR	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								
10.20 RETAILER	Retailer Perspective on How Mobile Commerce is Evolving and the Importance of Partnerships	Erick Kalugdan President, Load.com.ph, Philippines								
10.50	Morning Refreshment									
Creating New Dimensions for Mobile Commerce and Overcoming Challenges										
11.20 OPERATOR	The Next Generation of Mobile Commerce Business in Indonesia – A case study	Vita Pristiyana Acting division Head, mCommerce Indosat, Indonesia								
11.45 HANDSET	The Handset's Take on the Evolution of Mobile Commerce - Identifying the killer application for mobile commerce that will entice a whole range of existing and new end users - Identifying new set of challenges the handset world is looking at - What would be the real value proposition of Mobile Commerce to the Handset Manufacturers?	Mark Sergio Country Manager HTC Corporation, Philippines								
12.10 INNOVATOR AND OPERATOR	Examining Innovation Ideas in Mobile Commerce and Translating These Ideas to profitable Business Models	Kazi Islam CEO Grameen Solutions, Bangladesh								
12.35 ASSOCIATION	Enabling Mobile Commerce Through Web Based Applications - The creation of a consistent web platform across devices - The importance of security in enabling web services - Widgets for mobile payment - Convergence of technologies	Tim Raby Managing Director OMTP, UK								
13.00	Networking Lunch									
14.00	Chairman's Introduction	Christopher Dadd Mobile Data Association, UK								
14.05 MOBILE OPERATOR	Comparative Scenario of mCommerce/Mobile Money ecosystem between Bangladesh and others - mCommerce/Mobile Money impacts for both MNO'S and Banks - Understanding of Mobile Money business case from both Cost and revenue point of view for MNO's and FI's - Way forward to face the challenges of mCommerce within Bangladesh context - Citycell mRemittance Business Plan and Model - Recent Bangladesh Regulatory Update and Development on Mobile Payments/Mobile Money Transfer	Mohammad Jakirul Islam Project Coordinator – mCommerce Pacific Bangladesh Telecom Limited, Citycell, Bangladesh								
14.25 BANK	The Emergence of Mobile Commerce Services in A Fast Evolving Market – A Case Study of Launching mCommerce Services in Cambodia - Understanding the rationale in launching mobile commerce services in an emerging market - Key learnings and take aways – fresh from the launch experience - Areas of growth and opportunities	Loeung Sopheap SVP & Head of Product Development Division ACLEDA Bank, Cambodia								
14.50	Afternoon Refreshment									
Mobile Money Transfer and Mobile Banking Focus Streams										
15.20	Innovations in Mobile Money Transfer and the Roadmap that Will Lead Forward: This is an and interactive session that will feature 1 Session Moderator and 3 Panellists to give 20 minutes presentation each, 20 minutes Break-out (Brainstorming) Group Discussion and 20 Minutes Panel Discussion <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">15.20</td> <td>Moderator's Opening Presentation on Mobile Money Transfer Innovation</td> </tr> <tr> <td style="text-align: center;">15.40</td> <td>The Regulatory Perspective of Innovating Mobile Money Transfer Services – ITU-APT</td> </tr> <tr> <td style="text-align: center;">16.00</td> <td>Enabling Mobile Money Domestically and Across Borders – Belgacom ICS</td> </tr> <tr> <td style="text-align: center;">16.20</td> <td>Examining the Roadmap to the Future Growth Developments of Mobile Money Transfer</td> </tr> </table> 16.40 • 20 Minutes Break-out Group Discussion (Brainstorming Session)- How do we make the innovation ideas for Mobile Money Transfer into Reality? An 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 17.00 • 20 Minutes Panel Discussion on Innovation for Mobile Money Transfer – This discussion will 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	15.20	Moderator's Opening Presentation on Mobile Money Transfer Innovation	15.40	The Regulatory Perspective of Innovating Mobile Money Transfer Services – ITU-APT	16.00	Enabling Mobile Money Domestically and Across Borders – Belgacom ICS	16.20	Examining the Roadmap to the Future Growth Developments of Mobile Money Transfer	Panellists and Group Leaders: Anil Prakash Secretary General ITU-APT Foundation of India (Regulator) Frederic Schepens Executive Vice President, Strategic Business Development, BELGACOM ICS, Belgium Western Union
15.20	Moderator's Opening Presentation on Mobile Money Transfer Innovation									
15.40	The Regulatory Perspective of Innovating Mobile Money Transfer Services – ITU-APT									
16.00	Enabling Mobile Money Domestically and Across Borders – Belgacom ICS									
16.20	Examining the Roadmap to the Future Growth Developments of Mobile Money Transfer									
17.20	Wrap Up Presentation – Key Learning and Take Away from 3rd Mobile Commerce Summit Asia	Christopher Dadd Mobile Data Association, UK								
17.50	End of Conference Day 2									

"Various perspectives on IMS NGN help us confirm why we need NGN and where it will go" – PP, Etisalat

Pre Conference Workshop – 23th March 2010

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

Workshop Timing:

Registration	8.30
Morning Session 1	09.00
Coffee/Tea Break	10.30
Morning Session 2	11.00
Networking Lunch	12.30
Afternoon Session 1	13.30
Coffee/Tea Break	15.00
Afternoon Session 2	15.30
End of Workshop	17.00

Workshop Leader:



Arief Hamdani Gunawan
*Senior Officer Telematics
 Regulation Proposal
 Telkom Indonesia*

Morning Session:

Assessing Regulatory Aspects of Mobile Commerce:

- Mobile Experience
- Anti-Money Laundering (AML) and Combating of Financing of Terrorism (CFT)
- Mobile Operators Role
- Prudential Regulation: Deposits, Payments and E-money
- Outsourcing and Use of Agents

Afternoon Session:

- Introduction to the Remittance Market
- The Opportunity for Mobile in Money Transfer
- Mobile Money Transfer as a Mobile Financial Services Market Catalyst
- Mobile Banking Vendor Analysis

Post Conference Workshop (Morning) – 26th March 2010

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

Workshop Timing:

Registration	08.30
Workshop Session 1	09.00
Coffee/Tea Break	11.00
Workshop Session 2	11.30
Networking lunch	13.30
End of Workshop	14.30

Workshop Leaders:

Shubhrendu KHOICHE
*Sales Director,
 Venyon*



Alvin WONG
*Solution Manager,
 Venyon*



The potential of mobile contactless services that leverage on the growing contactless cards acceptance infrastructure for payments and transport/toll ticketing goes much beyond these lead applications. This workshop will identify 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 aims 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. You will use business simulation tools to build and adapt business cases for new mobile services in the local context and also get unbiased answers to your questions.

The four hour workshop will include:

Introduction to smartcards, contactless and smartcards in mobile phones

- What is RFID and contactless? Fundamentals of common contactless applications like payments and transport ticketing/toll
- How do multi-application smartcards work? How will this work on mobile phones?
- What are the options for enabling your mobile phones with this capability?

Business drivers behind mobile contactless services

- Why should you be interested in the mobile contactless services?
- How can you introduce mobile value-added-services on top of these payments and ticketing applications?
- Which business intermediaries like MNOs, banks, transport companies, retail, media companies are required? Can they work together?

Options for supporting technologies

- What reader/writer terminal infrastructure is available in the Philippines? How can more acceptance points be created? How much will it cost?
- OTA issuance and post-issuance application management of smartcard applications in mobile phones

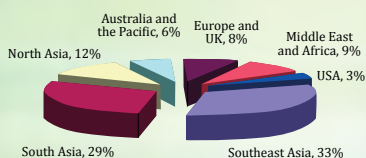
The road ahead to commercial services

- Why, what and when to pilot? Why and how to educate your staff, merchants and trial participants
- Managing & sequencing customer segments and application mix
- Managing risky capex with managed services: taking the make/buy/hosted services decision

WHO WILL YOU MEET?

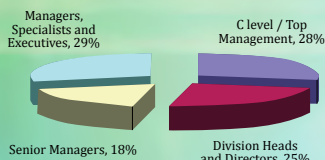
CEO

Geographical Breakdown



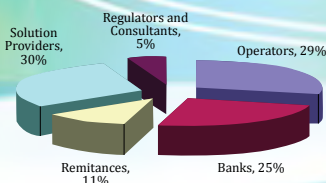
JOB TITLE

Job Title Breakdown



INDUSTRY

Industry Breakdown



NETWORKING AND INTERACTIVE

ACTIVITIES AVAILABLE AT THE EVENT:



Speed Networking



Breakout and Brainstorming Session



Cocktail Reception

FOCUS STREAMS AND PANEL DISCUSSIONS ON:

✓ Mobile Payments

✓ Mobile Money Transfer

✓ NFC

Limited Sponsorship and Exhibition opportunities:

If you want to have presence and Increase your profile, and you have products and services that you need to showcase at this timely and informative event, Please Contact:

Ms. Jhorden Nino, +65 6557 9160 or email jhordenn@neo-edge.com

REGISTER ONLINE NOW! <http://www.neo-edge.com/mobilecommerce/>



MOBILE COMMERCE STUDY TOUR CONDUCTED BY - Rural Bankers Association of the Philippines (RBAP)



In line with the mission of providing a worthy experience to all participants of 3rd Mobile Commerce Summit Asia in the Philippines, RBAP will be conducting a STUDY tour that will feature the real scenario on how mobile commerce is being utilized in the Philippines.

It will be in the afternoon of the Post-Conference Day of the event (26th March 2010 13.00 – 18.00) and you are encouraged to participate in this very exciting and interesting demonstration that will last for half a day.

About RBAP:

RBAP was founded for the following reasons: To promote the general welfare and safeguard the common interests of Rural Bankers; to work for the proper and effective implementation of the laws and regulations on rural banks; to study and devise ways and means of making rural bank facilities more responsive to the needs of the people in rural areas; to act as a medium in the dissemination and operation of Rural Banks; to initiate and develop a program of activities to stir up rural bank consciousness; and, in general, to foster goodwill and mutual understanding among its members."

VISION

The Rural Bankers Association of the Philippines (RBAP) will position its membership as the leading force within the Philippine national banking system in bringing the benefits of the economic system to increasing numbers of rural customers through a strong, responsive rural banking

system. It will set standards for innovation and excellence in rural banking that are recognized around the world, and it will operate as an important partner to government in the development and implementation of policies and legislation that support rural economic development through the delivery of effective and appropriate banking services.

MISSION

The mission of the Rural Bankers Association is to support the ability of its members to offer quality banking services to all their constituencies, comply with regulatory requirements, and to promote the welfare of the communities in which they operate.

Tentative Schedule of Activities:

- Hotel pick up
- Orientation on mobile phone banking at PR Bank
- Experiencing a cash-in transaction at the bank
- Shopping using GCASH at Greenhills Shopping Mall
- Cashing out at Globe Business center
- Return travel to the hotel

In this tour, we will provide the following:

- Snacks
- A Globe SIM
- Small sum of GCASH per participant
- Transportation



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.

PRODUCED BY

