



Event Overview :

The market potential for NFC is significant, it's projected that nearly 1.5 billion NFC handsets will have been sold worldwide between 2010 and 2016, supporting transactions of more than \$50 billion globally over the same period.¹ Further, the deployment of NFC-ready point of sale terminals is set to expand dramatically, growing from 3.9 million in 2011 to 43.4 million in 2017, with 53% of all point of sale terminals worldwide being NFC-ready.² And the smartphone market will approach 300 million devices in 2014, with nearly 15 billion NFC tickets delivered to mobile devices worldwide.³

We will see successful deployments by April 2014 in around 10 new countries, providing mobile customers with some great mobile NFC services, working alongside the banking, retailing and transportation organizations. Already mobile NFC is growing across the APAC region with live services in China, Japan, Korea, and Singapore and launches planned in Hong Kong and Taiwan.

This Mobile Commerce Seminar will provide delegates with an insight to the development of mobile commerce services and the role of mobile NFC in this fast growing Asian market. In depth sessions will look at live service launches and growing services to scale along with best practice implementation in the key ecosystem areas of retail and transportation services.

Target Participants :

- Regional and global Mobile Network Operators with an interest in understanding and launching Mobile Commerce and NFC services to scale.
- Vertical industry stakeholders, in retail, transportation and finance.
- Government representatives, city leaders and other key officials.

All enquiries, please contact mobilecommerce@gsma.com or JJia@gsma.com

¹ Strategy Analytics. ² Berg Insight. ³ Juniper

AGENDA

Tuesday 25th June

Venue: Function Room1, Level 3, Kerry Hotel Pudong, Shanghai, China

Theme	Time	Content	Speakers
	9:00-9:15	Arrival/Coffee	All
GSMA – Mobile Commerce Programme	9:15-9:30	Welcome and introduction to opening speaker	Pierre Combelles, GSMA
Opening Speaker	9:30-9:45	Welcome speech	China Unionpay – Chai Hongfeng, EVP
9:45-13:00 From launch to scale: Adding NFC to the mobile commerce business case Launching mobile commerce and NFC services and taking them to scale requires enormous collaboration from a wide range of stakeholders across a wide range of industries. This session will examine real use cases across the APAC region and look at the challenges that faced the mobile operator and their wider ecosystem partners to launch, it will examine the business case for value-added revenue and economic growth that mobile NFC can provide for the country, mobile operators, associated partners and their consumers. The session will be a mix of presentations and a discussion panel.			
Launching NFC services. Live use cases and best practice implementation	9:45 – 10:00	China Mobile NFC Mobile Payment Launch Experience	China Mobile
	10:00-10:15	Mobile Payment from bank perspective	Pudong Development Bank
	10:15 – 10:30	NFC Service Launch in Hong Kong	HKT – Alex Kun, Senior Vice President, Product Development and Management, Wireless Business
	10:30-10:45	Working with operators on mobile payment	Hang Seng Bank - Paul To, Assistant General Manager / Chief Information Officer
	10:45-11:00	China Unicom mobile payment launch experience and learning	China Unicom – Wang Yong, Head of NFC
	11:00-11:15	REFRESHMENT BREAK	ALL
Launching NFC services. Live use cases and best practice implementation	11:15-11:30	Collaboration for NFC payment launch	Visa - Michael Middlemas, Regional Direction of Mobile Solutions
	11:30-11:45	NFC Services Roaming	DoCoMo – Kyoshi Mori, Mobile Systems and Standards Specialist
	11:45-12:00	NFC Open platform with MNO	SKT - Kim Doyoung, Manager, Payment Biz
Panel Discussion	12:00-12:45	Panel Session including Q&A with the Audience <ul style="list-style-type: none"> • Key challenges – launch • Business model – to scale • Interoperability and technical challenges 	Moderator: Pierre Combelles, GSMA <ul style="list-style-type: none"> • Visa – Michael Middlemas, Regional Direction of Mobile Solutions • China Mobile – Name TBC • DoCoMo – Kyoshi Mori, Mobile Systems and Standards Specialist • SKT - Kim Doyoung, Manager, Payment Biz • HKT - Richard Midgett, Managing Director, Wireless Business
	13:00-14:00	NETWORKING BUFFET LUNCH	ALL

14:00 – 17:00

Beyond payment : Engaging with the customer through the mobile commerce experience

The mobile user of tomorrow has high expectations. His mobile phone will be a virtual gateway to the real world offering a rich experience through the use of value added services in addition to payment for travel, shopping and ticketing, making daily life more streamlined and convenient. However, robust mobile commerce services will depend on a strong collaboration across the whole value chain. It's crucial that mobile operators, transport operators, retail operators, and their partners fully understand each other's requirements and the benefits these services can bring to all.

This session combines insights from the service providers, mobile operators and other key stakeholders in the retail and transport sectors in how to implement mobile commerce services that will gain scale and benefit all. The session will be a mix of presentations and a discussion panel.

	14:00-14:05	Introduction to the afternoon session	Pierre Combelles, GSMA
TRANSPORT ECOSYSTEM	14:05-14:20	Various NFC service in Taiwan	Taiwan Chunghwa Telecom - Dr. Joseph Kuo, Managing Director, Value added Service
Transport Case Study	14:20-14:35	Mobile public transport – cooperation between transport and operator	China Telecom
Airline Case Study	14:35-14:50	How Japan Airlines are deploying mobile NFC within their services for the consumer	Japan Airlines - Toshiya Shimizu, Director, Planning Group, Web Sales
Airline Case Study	14:50-15:05	Mobile NFC services in the airline industry	SITA - Stephane Gruber NFC Program Director
	15:05-15:20	REFRESHMENT BREAK	ALL
RETAIL ECOSYSTEM	15:20-15:40	Expanding mobile commerce in retail sector	GSMA - Paul Crutchley
Retail Case Study	15:40-16:00	Prepaid card in Mobile	Sandpay
Retail Case Study	16:00-16:15	Mobile coupons	Velo City – Simon Zhu, Vice President
Retail Case Study	16:15-16:30	Digital coupon specifications	GS1 – Jackie Du, Senior Project Manager
Panel Discussion	16:30-17:15	Panel Session including Q&A with the Audience <ul style="list-style-type: none">• Barriers to NFC in retail/Transport• Value added services• Relationships between MNOs, SP and retailer/transport operator	Moderator: Paul Crutchley, GSMA <ul style="list-style-type: none">• Taiwan Chunghwa Telecom - Dr. Joseph Kuo, Managing Director, Value added Service• China Telecom – name TBC• Japan Airlines - Toshiya Shimizu, Director, Planning Group, Web Sales• Sandpay - Name TBC• Velo City – Simon Zhu, Vice President
Closing	17:15 – 17:20		Pierre Combelles, GSMA
19:00 – 21:00	Cocktail Reception	GSMA Cocktail Event <i>(Shutter bus is available from both Kerry Hotel and Jumeriah Hotel at 6.30pm, returning at 9.30pm to/from the event venue)</i>	The House of Roosevelt/Bund 27