



MOBILE ASIA EXPO, SHANGHAI 2014

Digital Commerce

Implementing and delivering consumer centric services that will provide economic growth for all

Kerry Hotel, Pudong Function Room 1

Tuesday 10th June, 2014

9:00 – 17:00

Host: Pierre Combelles, Mobile Commerce Business Lead - GSMA

Time	Content	Speakers
9am	Arrival/Coffee	All
9.30am	Welcome and introductions	Pierre Combelles, GSMA
	Keynote: Digital Commerce in Asia – state of the market.	Ms Mary Chong Head of eCommerce & Payments KPMG
	Keynote: Deployment and best practice through live service launches :	Fan Jinqiao General Manger, China Mobile e-commerce company, China Mobile
	Keynote: Working with the MNOs in China	China Unionpay
	Keynote: Expand Transportation Ticketing to Micropayment	Dr Chai-sheng Chang Consultant to the Mayer of Taipei City & Chairman of Easycard Corp.
10.30am	REFRESHMENT BREAK	ALL
10.45am	Working with the banking and finance sectors to simplify service delivery	
	GSMA's business to business wallet interface programme	Pierre Combelles
	Mobile strategy in the finance industry	Jarkko Oskari Sevanto Sr. Director, Mobile Solutions, Asia Pacific, Visa
	Mobile Payment from bank perspective	Pudong Development Bank
	Emerging Technologies and the challenges they pose	TBC
	Launching MyWallet: The mobile wallet solution of Deutsche Telekom AG	Deutsch Telecom AG (TBC)
	Digital Convergence	MasterCard
	Panel Session including Q&A with the Audience	Moderator: Pierre Combelles, GSMA
13:00-14:00	NETWORKING BUFFET LUNCH	ALL

14:00	The customer's perspective : Working with the ecosystem to deliver customer centric services	
	GSMA Retail and Transport Programme	Paul Crutchley
	The mobility opportunity for retail market in Asia	Accenture Neil Hickey, Managing Director, Accenture Mobility, Greater China
	Role of mobile in retailer business	Mr. Yun, Su-Won (TBC) CEO of Shinsegae of Korea
	Value added services for retailers from operator's perspective	Wang Yong Head of NFC, China Unicom
	Retail Strategy from the operator's perspective – a European view	Thierry Millet VP of Mobile Payment and Contactless services, Orange (TBC)
	Coupons & Loyalty – paving the way to wider retail services	Donal McGuinness Managing Director, Escher
	Mobile ticketing and mobile payment for a transport provider	Mr Sammy Kam Technical Director, Octopus Holdings Limited
	NFC services innovation in Singapore	Starhub (TBC)
	Panel Session including Q&A with the Audience	Moderator: Paul Crutchley, GSMA
17:00	Closing	Pierre Combelles, GSMA

Times approximate at this stage while we finalise agenda details