



Mobile Payments in Asia Pacific

A new paper published by
TRPC-KPMG
(<http://www.trpc.com.hk/>)

27th November 2007

2.00pm - 5.30pm
European Suite, Pacific Place Conference Centre
Level 5 One Pacific Place, 88 Queensway, HK



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Telecoms InfoTechnology Forum

Mobile Payments in Asia Pacific

Mobile payments (m-payments) are any chain of payments initiated by use of a mobile device. They range in type from one-way (remittances) and two-way Person2Person to C2C, B2C and B2B, and in business model from mobile network operator (MNO) – centric, to bank-centric, to third-party payment platform-centric, to vendor-centric, and in Asia-Pacific vary across national markets (the ‘leaders’ Japan and Korea, the ‘giants’ China, India, Indonesia and the Philippines, the ‘tigers’ of Hong Kong, Singapore and Taiwan, and the ‘mid-markets’ of Malaysia, Thailand and Vietnam.) Understanding this diversity and the market opportunities it gives rise to is a key to wise business investment. For example, under what circumstances can mobile-banking become an effective way to bring banking to the unbanked? How do regulations (financial and telecom) influence market structure and market potential? What will drive the take-up of new technologies such as NFC (near field communications) and the use of mobile phones as ‘contactless cards’? If all stakeholders are to benefit from creating an m-payments ecosystem - MNOs, merchants, card companies, banks, vendors and payment platform service companies – who will be making the necessary investments?

What will convince the MNO’s that m-payments represent the future? What are the drivers? TIF will review the financial and telecom regulations across different markets, the different business models as they appear in these markets, the coming technologies and crucially what will raise the level of stakeholder acceptance of mobile payments.

**European Suite, Pacific Place Conference Centre
Level 5 One Pacific Place, 88 Queensway, HK
2.00am – 5.30 pm, Tuesday, 27th November 2007**

Session One: 2.00 pm – 3.30 pm - ‘Mobile Payments in Asia Pacific’

Keynote Speakers

Colin Waugh, Director, Business Performance Services, KPMG – introduction (10 minutes)
John Ure and Peter Lovelock, TRPC – M-payments (20 minutes)
HKMA (invited) – Hong Kong’s approach to regulating mobile payments

Q&A

Session Two: 4.00 pm – 5.30 pm - Mobile Payment Initiatives: a perspectives discussion from the stakeholders

Keynote Speaker

GSMA (invited) – GSMA initiatives in mobile payments (30 minutes)

Discussion Panel

John McCann, Head of Business Development, AP, Citibank
HSBC (invited)
Antony Morris, Executive Manager, Octopus Card Limited
MasterCard (invited)
Nokia (invited)
An MNO (tba)
A Merchant (tba)

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Registration fees (includes coffee break and forum documentation)

- Academic staff, delegate from small and medium sized enterprises HK\$500
- Government departments or related organizations eg. HKPC, HKTDC HK\$600
- Members of TIF supporting organizations: CAHK, CASBAA, CompTIA, HAFFA, HKCS, HKGCC, HKISPA, HKITF, HKTUG, HKWTIA, iProA, ISIA, ISOCHK, WTA HK\$600
- Regular fee HK\$750
- Sponsoring/Speaking companies, TIF/TRPC members (please contact the Telecoms Research Project)

Payment Method:

Payment should be made by cheque, payable to “Telecoms InfoTechnology Forum Ltd” and sent to the following address:

Dr. John Ure, TRP
Centre of Asian Studies,
The University of Hong Kong
Pokfulam Road, Hong Kong

Cancellation and substitutions:

Cancellations received in writing by 20 November, 2007 will be refunded, less HK\$50 administration fees. Thereafter, cancellations are not refundable, this will also apply to delegates who are unable to attend on the day. However, participants can be substituted at any time.

Please fax the registration form to: Jenny Wan, Telecoms Research Project (www.trp.hku.hk)

Tel: 2859-1919 Fax: 2857-9434

A formal confirmation will be sent to you via email upon receiving the cheque.