

CONFERENCE DAY ONE: *Thursday 6 September 2007*

0815 Registration

0900 Opening remarks and Chairman's introduction

MARKET DYNAMICS AND BUSINESS OPPORTUNITIES A YEAR ON

0915 **Keynote address:** From small trials to scalable pilots to final deployment to quantifiable benefits – Defining a common global approach to enabling NFC

- The economics of contactless technology
- Examining the fine line between collaboration and competition
- Can competitive advantage alone drive merchant acceptance?

*Invitation to***Christophe Duverne**, Chairman, NFC Forum0945 **Keynote address:** Implementing nationwide contactless payment services on a commercial scale

- Benefiting from a nationwide infrastructure – Beyond transit; and involving the merchant communities.
- Examining the major incentives in adopting a contactless payment service - Ease, convenience and value-add.
- Assessing the mobile operator's position in the value chain – Where are the new opportunities and revenue?

*Invitation to***Takeshi Natsuno**, Senior VP & MD, Multimedia Services, NTT DoCoMo

1015 Morning refreshments

THE NFC VALUE CREATION I: CONTACTLESS PAYMENT

1045 **NFC in mobile ticketing and transportation**

- The challenge and importance of sorting commercial arrangements over technical arrangements
- Expanding card use – e-wallet capabilities, applications, partners and collaborations
- Financial and technical challenges; encouraging merchant take-up; and achieving greater ROI

*Invitation to***Peter Preuss**, Head of Strategy and New Business Development, Rhein-Main-Verkehrsverbund GmbH1115 **Moving closer to commercial availability - The mobile phone as a value-added payment device**

- Increasing handset utility for consumers.
- Ease of downloads for payment application and incentive promotions.
- Working together – issuers, retailers and carriers – to deliver better value to customers.

Invitation to

Tina Chiang, Senior Vice President, Greater China, **MasterCard Worldwide**

- 1215 **NFC trial in New York City - Evaluating the speed and convenience of the “tap-and-go” payments through the next generation mobile phone**
- Adding value and convenience for consumers through convergence of the wallet with the mobile phone.
 - Supporting over-the-air information download.
 - Contributing to the emerging ecosystem and bringing benefits to all parties

Invitation to

Scott McElroy, Vice President of Technology Realisation, **Cingular Wireless**

1245 **Lunch**

- 1345 **Crediting the transit card – Benefiting from cross industry collaboration (SMRT Citibank tie-up)**
- Creating value and convenience to commuters and consumers through innovative initiatives
 - Establishing the ease in top up and payment
 - Offering strong and singular reward propositions

Invitation to

Saw Pheik Hwa, CEO, **SMRT Corporation**

THE NFC VALUE CREATION II: INFORMATION ACCESS

- 1415 **Moving into a new era of seamless, secure and personalized services.**
- Providing a secure gateway to all NFC-enabled devices.
 - Storing and accessing all personal data - at home or on the move.
 - Meeting the needs of today's connected consumer and creates opportunities for new mobile services.

Invitation to

Laurent Jullien, Director of Contactless Services, **Bouygues Telecom**

- 1445 **Panel discussion: Putting together the platform for digital content information access and service delivery**
- Examining the process of information download “from a smart poster”.
 - Content provision – what are its limitations?
 - Data-volume, royalty and transaction fees – What to pay and who's to charge?

1515 **Speed networking**

1535 **Afternoon refreshments**

THE NFC VALUE CREATION III: INNOVATIVE APPLICATIONS

- 1600 **Impact of technology on the healthcare industry – Adopting technologies to make healthcare processes simpler and more transparent**
- Opening up a new system in workforce convenience and efficiency

- Technology adaptability and compatibility
- Extending a higher level of service and security to customers

Invitation to

Rob Schuurman, Nedap Healthcare

1630 Case study: Empowering the consumer with NFC – Retail, ticketing and access

- Performing a broad array of functions not limited to payment
- Incorporating a larger number of users with the expanded functionality
- Leveraging on co-development and cooperation for the NFC market growth and maturation

NFC APPLICATIONS AND VALUE CHAIN – CLOSING PANEL

1700 Panel discussion: Technology transfer and ROI – Building new services without the ‘usual’ investment in new infrastructure?

- Evaluating technological aspects and operational feasibility
- Encouraging the deployment of technology to enjoy economies of scale

Invitations to

Steffen Steinmeier, Global Business Development Manager (NFC), **NXP** [MODERATOR]

Joo Sik Lee, Senior Vice President, **SK Telecom**

Rob Schuurman, Nedap Healthcare

Tina Chiang, Senior Vice President, Greater China, **MasterCard Worldwide**

1730 End of Day One conference

1800 Networking cocktail

CONFERENCE DAY TWO: *Friday 7 September 2007*

0900 Opening remarks and Chairman's introduction

NFC BUSINESS MODELS IN ASIA

0915 **Developing and deploying NFC – Contactless opportunities in Asia**

- Leveraging on the emerging mobile subscription and applications opportunities
- Exploring the functional integration of city transportation cards and bank payment cards into the mobile phone
- Bringing about new user experiences for the mobile phone users

Invitation to:

Joseph Zheng, Director of NFC Consumer Solutions, **Nokia Ventures Organization Asia**

0945 **Transit ticketing on NFC handsets**

- Assessing the first OTA download of a transit-ticketing application to NFC handsets.
- Examining the diversity of contactless cards and NFC handsets.
- Creating a truly mobile lifestyle through NFC touchpoints

Nicholas Lee, Senior Vice President, Business and Technology, **EZ Link**

1015 **Boosting convergence of the mobile and payment industries**

- Meeting consumers' expectations – Expansion of utilities and services
- Providing a fast and secure access to new payment applications for consumers
- Offering Immense opportunities and advancements for the global mobile payment business

Invitation to

Gordon Cooper, Regional Head, Mobile Payment, Emerging Products & Technology, Asia Pacific, **Visa International**

1045 **Morning refreshments**

TECHNOLOGY DYNAMICS

1115 **Emerging applications - utilizing NFC applications in the consumer electronics markets and personal computing.**

NXP

1145 **Differentiating and integrating new technologies / functions into handsets - Doing a lot more and costing a lot less?**

- Differentiating products that meet the operators and consumers' changing needs
- Creating new and exciting opportunities for mobile operators, credit card associations, banks and other stakeholders

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COMMON APPROACHES TO ENABLING NFC AND THE INFRASTRUCTURAL LANDSCAPE

- 1215 **Adoption of the single-wire protocol for the SIM-NFC connection – More than a network access**
- Providing an interoperable and transparent service for mobile customers
 - Accelerating the delivery of more NFC handsets
 - Influencing standards, promoting interoperability and marketing NFC-based services.

Invitation to
GSM Association

1245 Lunch

- 1345 **Addressing the consumer's concerns - Security, authentication, privacy and trust**
- What are the security features in place and are the additional security functions necessary?
 - Privacy, trust and information access issues

Invitation to:
Liisa Kanniaine, Executive Director, **Mobey Forum**

- 1415 **Developing an open architecture for the development, deployment and use of NFC-enabled applications in mobile handsets**
- Identifying a common set of business rules and defining the roles of each player in the emerging NFC ecosystem
 - Opening up new prospects for a forward-looking framework
 - Exploring the connection to existing contactless platforms

Invitation to:
StoLPan Project Team

- 1445 **Regulators panel: Managing the ecosystem through the implementation of a sustainable business model**
- Establishing connectivity between users and their environment
 - Examining how the mobile payment market is being revolutionised
 - Maximising the opportunities of mobile payments for banks, telcos, merchants and consumers

1515 Afternoon refreshments

COMMERCIALISATION OF NFC

- 1545 **Creating the right conditions for pervasive NFC adoption and use by the general public – Supporting processes and removing barriers**
- Building a cost-benefit analysis to analyse your organisation's potential for adoption.
 - Surveying issuance and acceptance rates.
 - Communicating contactless features to your customers.

Invitation to:
Dave Birch, Director, **Consult Hyperion**

1615 Roundtable discussions *(led by nominated roundtable leaders)*

Group 1: Business starts from the virtual youth currencies – Leveraging on how the younger generation embraces technology

Group 2: Managing fraudulent transactions and liability coverage – Communicating issues of security to consumers

Group 3: Bringing NFC to consumer electronics – How ready are we for this next phase?

Group 4: Emerging markets of Asia – How can NFC capitalize on the mass mobile phone markets?

1700 **End of Day Two conference**