

08:50 Opening and Welcome by Liisa Kanninen

NFC MOBILE PAYMENTS

09:00 Keynote Presentation

- Outline of the NFC Forum activities related to MFS
- Outline of current status of NFC services
- Future outlook for NFC payments

09:25 Q&A

09:30 Presentation

MOBEY FORUM MEMBER SURVEY RESULTS
Liisa Kanninen, Executive Director, Mobey Forum

09:45 Presentation

MOBILE FINANCIAL SERVICES – THE OPPORTUNITY IS NOW
Mobey Forum Member Survey results &
Update from the Mobey Forum Work Groups and Task Forces

- Business Workgroup
- Remote Payments Task Force
- Marketing Task Force

10:00 Q&A

10:05 Presentation

EPC UPDATE

- Status of the m-channel Expert Group work
- Co-operation with GSMA
- Other work items

10:25 Q&A

11:00 Presentation / New Member Introduction

THE ENGAGEMENT OF A CARD MANUFACTURER IN NFC

- Introduction of the so called NFC Ecosystem
- What is Mobile Payment all about in the understanding of G&D?
- Reasons for G&D to be engaged
- Value chain approach and product offering
- Successful projects including lessons learned

11:20 Case Study

ING MOBILE PAYMENTS PILOT: HALF TIME

- ING Mobile Payments in Romania: features and functionalities
- First results & Lessons learned so far
- The coming months

11:40 Presentation

NFC-BASED SERVICE FOR END USER AUTHENTICATION

- How does NFC and authentication relate to each other?
- The business model and its benefits
- High-level architecture

12:00 Presentation

A POS OPERATOR PERSPECTIVE TO NFC PAYMENTS

- The merchant expectations for NFC payments? Results from the StolPan Retail Questionnaire
- Analysing Business models for Multiapplication NFC Services
- StolPan Host: the way to achieve MultiApplication

13:45 Presentation

THE IMPACT OF SE CHOICE TO THE NFC BUSINESS MODEL

- The pro's and con's of available SE alternatives
- Analysis of required actions from Ecosystem participants to enable the win-win-win business model

14:05 Q&A

14:10 Panel discussion

NFC MOBILE PAYMENTS - BUSINESS CASE FOR BANKS?

- Cash displacement is a business case for the economy at large
- Will Contactless Mobile Payment (CMP) replace cash payments and alternative payment mechanisms creating cost savings?
- Is there cannibalization of current revenue streams?
- Will it create new revenues for banks?

REMITTANCES AND OTHER REMOTE MOBILE PAYMENTS

15:30 Case Study

DEUTSCHE BANK M-PAYMENT STRATEGY AND PARTNERSHIP WITH LUUP

- Mobile payments: why is it important
- How Deutsche Bank sees mobile payments moving forward
- Luup Partnership as a key component of DB strategy

16:05 Q&A

16:10 Presentation / New Member Introduction

SWIFT, RETAIL, REMITTANCE, AND MOBILE PAYMENTS

- overview of SWIFT
- strategy and offerings in retail and P2P payments
- SWIFT in mobile

16:30 Presentation / New Member Introduction

REDEBAN MULTICOLOR – Colombian case study

- Brief Introduction of Redeban Multicolor - Who we are
- Our Mobile Banking solution and Colombian Market experience
- Beyond the future - Our vision of the mobile business

16:55 Q&A

17:00 Presentation

THE OPPORTUNITY PROVIDED BY MOBILE TO THE RAPIDLY EVOLVING REMITTANCE MARKET

- The Business and Architecture needs of remitters
- The limitations of existing payment channels
- Innovation-driven Evolution of remittance channels

17:30 Case Study

Airtime Remittance Case Study

- Mobile airtime transfers, complement to money remittance
- Business model
- Case study 1: Phone to phone in Malaysia
- Case study 2: POS to phone in France

17:55 Q&A

18:00 SUMMARY OF THE MEETING

Liisa Kanninen, Executive Director, Mobey Forum