

CONTACTLESS TECHNOLOGY Congress

“No more rummaging around for the right change, card, keys or paperwork and no more texting your location to your friends -- with NFC everything can be handled by your mobile device” - says Sarah Clark, author of 'NFC: The Road to Commercial Deployment’”

March 12th -13th, 2010,
Kathleen 5, Shanghai, China
Organized by

NexTelecom



Featured Speakers:



Koichi Tagawa,
Chairman,
NFC Forum



Dr Nav Bains,
Project Director
for Pay buy
Mobile, **GSMA**

Application SHOWCASE From:

Telecom Operators



Dr Huang Geng Sheng,
Principal Scientist, China Mobile Communication Co. Ltd



Dr Jing Mingye,
Chief of value Added Services Department, China Unicom



Adrian Lee,
Head of Mobile Finance Solution, Korea Telecom



Toshiya Sayama,
Senior Manager, Technology Development Center, KDDI R&D Laboratories Inc, Japan



Christopher Koessler,
Product Manager, Marketing & M-Commerce, Project Lead of NFC Commercial Services, Mobilkom Austria

Financial Institutions



To reserve your place, please contact +852 8343 1879 or email to contact@nextelecom.cc

Event Highlight!

- Strategic and practical case studies of the industry's most successful projects from Asia and Globally
- Expert analysis on the global technology innovation trends and development path
- Comprehensive update of the changing technology and service market through industry analysis from operators, technology innovators and application development partners
- Inspiring out-of-industry and extend application of contactless technology with innovator to create a eco-system



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For more information visit www.ctcongress.com FAX to +852 8343 1879 to Reserve your Seat !

CONTACTLESS TECHNOLOGY Congress

Official Invitation Letter

Dear Friends & Industry Peers,

On March 12th-13th in 2010, the 1st Annual **Contactless Technology Congress** will be held in Shanghai, China by NExTelecom. The NFC Forum is delighted to endorse the congress, and we would like to invite you to join us in Shanghai.

For the last 5 years, the NFC Forum has been dedicated to creating a sustainable business model and expanding the eco-system for the industry. By working closely with conferences and industry events, the NFC Forum has sought opportunities to speak to and learn from the community. We aim to help members establish global awareness and network in the contactless technology field.

We believe NExTelecom's Contactless Technology Congress will be another unique platform for industry leaders and experts. We believe this event can help connect you with operators and end users in Asia and beyond, discuss development trends and existing successful use cases for NFC around the world, while exploring the next steps in technology development.

No matter whether you are planning to attend as a speaker, sponsor or delegate, it will be an event with extended business networking where relationships will be forged and business will be made!

I'm looking forward to meeting you in Shanghai!



Paula Berger, Executive Director, NFC Forum

Why you should attend the BEST ever meeting in Asia for Contactless Technology Professionals

- Benefit from this unique platform by global leading players showcase of their successful deployment through case studies and interactive panel discussions
- Understand the best approaches and strategy in developing a plan to implement contactless technology in your business operation
- Learn from a business-critical and content-focused agenda which will showcase how stakeholders in the eco-system plan to grow their initiatives and how the industry can accelerate the adoption of contactless mobile technologies in Asia

About the Endorser



The NFC Forum is a not-for-profit industry organization, whose mission is to advance the use of Near Field Communication technology by developing specifications, ensuring interoperability among devices and services, and educating the market about NFC technology. One hundred forty companies, many of them leaders in their markets, have teamed up to achieve this goal. There are five membership categories, which start as low as US \$5000 for commercial companies and US \$1500 for non-profit companies. More information can be found at www.nfc-forum.org.



Who should attend:

End-users:

- Banking & Financial Institutions
- ICT/Government Bodies
- Merchant with or Considering Contactless Payments
- Mobile/Wireless Operators & Carriers
- Payment Infrastructure Companies
- Transportation Authorities & Operators
- Other Contactless Technology Application Practitioners

Manufacturers/Solutions Providers:

- Bluetooth and Wi-Fi Component Manufacturers
- Consumer Electronics Manufacturers
- Media & Entertainment Companies
- RFID Tag and Reader Manufacturers
- Semiconductor Design and Manufacturers
- SIM and Smart Card Manufacturers
- Wireless Handset Application Developers
- Wireless Handset Manufacturers

Target your market! Limited Sponsorship Space Remains

NExTelecom™ offer sponsorship, exhibition, advertising and branding packages, uniquely tailored to complement your company's marketing strategy. Prime networking opportunities exist to entertain, enhance and expand your client base within the context of an independent discussion specific to your industry. Should you wish to join the increasing number of companies benefiting from sponsoring our conferences please contact: Wen Zai, Sponsorship Manager of NExTelecom at +852 8343 1879 or email wenzai@nextelecom.cc



CONTACTLESS TECHNOLOGY Congress

MARCH 12TH, 2010, FRIDAY, CONFERENCE DAY ONE

08:30 Registration & Coffee

09:00 Opening remarks from the Chairman

Industry overview and Business Model

09:10 Contactless technology in Global Mobile Environment

- Outlook of global handset market
- Pay-Buy-Mobile/NFC technical architecture
- SIM-based NFC phones & other handset types
- Roadmap for rollout of more implementation

Dr Nav Bains, Project Director for Pay by Mobile, GSMA

09:50 Commercializing NFC and other contactless Technology – moving beyond pilots

- How close are we from pilot projects to commercial deployments?
- Lean from the pilots -how did the existing programs influence the path of today's commercialization?
- Payment & Transport, Is there any other value-added features
- Building a viable long-term NFC business: standardised market approach or market-by-market business models?

Christopher Koessler, Product Manager, Marketing & M-Commerce, Project Lead of NFC Commercial Services, Mobilkom Austria

10:30 Morning Refreshment

Streamline Services with Technology Innovation

11:00 Examining the role of the operator portal in driving revenues from NFC-enabled services

- Analysis the strategic approach from operator's perspective
 - How NFC is proving to be a key technology for enabling mobile payments and will there be an adequate supply of compatible handsets?
 - Is there more to the market for operators to increase their ARPU?
- Reserved for Sponsor

11:40 Determining the best technological enablers for Mobile Transactions

- Mapping the ROI for NFC implementation
- Utilising a streamlined user interface to provide customers with a real wallet solution comprising of multi-payment and transaction options
- What hybrid technological solutions can be?

Patrick Henzen, Business Development Manager, Identification, NXP Semiconductor

12:20 Networking Lunch

Venue: Kathleen 5.

Location: 5th floorplan, Shanghai Art Museum, 325 Nanjing Xilu, Shanghai (Faces JWT Marriott, 1min walk from JTW to K5)



Keynote
Speech

13:30 Making NFC Happen: the role of the NFC Forum in building the global ecosystem

The importance of global standards

- Ensuring NFC works everywhere
- The multi-national, multi-application consumer experience

Koichi Tagawa, General Manager of the Global Standards and Industry, Relations Department of the FeliCa business, Sony Corporation, Chairman of NFC Forum

14:10 Enhancing mobile lifestyle through secured, seamless and personalized services for the connected consumer

- Going beyond payments: how can mobile marketing, multimedia and other value-added services help drive the NFC business case
- Exploring the benefits of wireless provisioning with NFC
- Understanding the customer dimension and how operators can address this to create a win-win mode

Lionel Brahami, President, FAMOCO

14:50 Integrating contactless payment into the retail & public transportation

- Business drivers for merchants to adopt NFC as a channel for payment transactions and transportation ticket
- Defining a business model for merchants: where are the benefits?
- Generating new products, services and revenues from NFC and contactless
- How will NFC change the way of transport & retail industries operate in the future?

Antony Morris, Head of Corporate Development, Octopus Group (Confirming)

15:30 Afternoon Refreshment

International Case Studies of Contactless Technology application

16:00 NFC Forum Track

- Overview of the technical architecture and work in progress

Jonathan Main, Chairman of Technical Committee, NFC Forum

- Compliance work in progress

Matt Ronning, Chair, Compliance Committee

- Use cases

Peter Preuss, Chair, Marketing Committee

- Information for developers

Peter Coster, Chair, Ecosystem Development Working Group

17:00 NFC Forum Panel

- Panel discussing use cases

18:00 Closing Remarks and End of Conference Day One

18:05 Networking Drinks



CONTACTLESS TECHNOLOGY Congress

MARCH 13TH, 2010, SATURDAY, CONFERENCE DAY TWO

09:00 Opening remarks from the Chairman

Contactless in CHINA

Keynote Speech

09:10 CMCC & RF-SIM

- What is RF-SIM and what is the status
- Why did China Mobile Choose RF-SIM to deploy in China
- What are the opportunities and the challenges

Dr Huang Geng Sheng, Principal Scientist, China Mobile Communication Co. Ltd

Keynote Speech

09:50 SIM service program and practice of China Unicom

- SIM service perspectives
 - The trend of 3G UICC convergence services based on JAVA card and GP technology
 - The strategic plan to establish an integrated and general platform for UICC/JAVA card services
 - The efforts to maintain an open and energetic industry chain of JAVA-card applications
- Project showcase and technical reports from NFC practice of China Unicom
 - Project showcase of Shanghai's 2010 World Expo contactless roll-out programme
 - Municipal and campus applications in operation across the country technical and marketing feedbacks
 - Strategic cooperation with China Unionpay and ongoing experiments
- SIM role in a converged service network in 3G new life pattern along with the technology progress

Dr Jin Ming Ye, Head of New Value-added Service Development, China Unicom

10:30 Morning Refreshment

Technology Insights

11:00 NFC-SIM

- What is the technology that is used
- What is that status in of the technology
- Status of testing
- What are the challenges from technical point of view

Reserved by Sponsor

11:20 SD-card with Contactless

- What is the technology that is used
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- Status of testing
- What are the challenges from technical point of view

Reserved by Sponsor

11:50 Panel Discussion: NFC development in other formfactors

- What is the technology that is used
- What is that status in of the technology
- Status of testing
- What are the challenges from technical point of view

12:20 Networking Lunch

Keynote Panel Discussion

13:30 How banks and other stakeholders can co-operate to accelerate NFC based mobile payments happen?

Integration of Banks & Operations is always a big issue for NFC based mobile payment application. Strong collaboration is needed between stakeholders in the mobile payment value chain. Panelists will analyze and discuss which business model should be adopted. Focus will be on the benefit sharing model for banks, operators, retailers and other financial institutions.

Moderate by China UnionPay

Panelists:

Senior Representative, Industrial & Commercial Bank of China

ICBC participate the NFC Mobile Payment Trial in Shenzhen & Shanghai with China Unicom

Mr Li Hai Xiang, Division Chief of Payment, Bank of Communication

BCM participate the NFC Mobile Payment Trial in Shanghai with China Unicom

Senior Representative, China Everbright Bank

CEB is currently running the mobile payment pilot project in Ningbo

Senior Representative, Shenzhen Development Bank

SDB participate the NFC mobile payment trial with China UnionPay

Mr Tan Xiao Yang, GM of Card, Yin Zhou Rural Cooperative Bank

Yinzhou Bank is the first bank in Ningbo for mobile payment trial and experienced in pilot project management

NFC in Asia

Keynote Speech

14:10 Current activity for mobile NFC in KDDI

KDDI is aiming to expand the usage of a mobile phone as a personal gateway device for both virtual and real world in various services. Based on this concept, to realize our object, we continue our deliberations on the possibility that how to introduce the new features, such as authentication and/or payment application, to our mobile phones using NFC technology. In this session, we will present our current activity for mobile NFC in KDDI, including mobile payment trial.

Toshiya Sayama, Senior Manager, Technology Development Center, KDDI R&D Laboratories Inc, Japan

Keynote Speech

14:50 NFC & Mobile Commerce in Korea, Experience learned by KT

- contactless application and its experience in Korean market, including m-transportation(T-money), m-Payment, m-Banking service
- NFC pilot service experience in Korea
- Future commercial NFC service plans

Adrian Lee, Head of Mobile Finance Solution, Korea Telecom

15:30 Chairman Closing Remarks and End with Afternoon Refreshment

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DELEGATE DETAILS

Please complete fully and clearly in capital letters. Please photocopy for additional delegates.

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Surname: _____

Job Title: _____

Department/Division: _____

Company/Organisation: _____

Email: _____

Address: _____

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Two Day Conference

NFC Forum Member USD 695/ HKD 5,400

Register After Feb 12th, 2010

NFC Forum Member USD 895/ HKD 7,000

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Standard 2X3 Table Top

NFC Forum Member USD 3500/ HKD 27,200

*For on-site registration, please add USD 100 to the total fee. Fees above inclusive of 5.5% VAT.

*All fees include luncheons, refreshments and a complete set of documentation. It does not include the cost of accommodation and travel.

VENUE K5

Address: 5th Floor, Shanghai Art Museum, 325 Nanjing Xi Lu, Shanghai 200003

Tel: 021 - 63272221

CD ROMS/DOCUMENTATION

I cannot attend but would like to purchase the following CD ROMs/paper copy documentation: (Shipped 10-14 days after the event) **Price**

The Conference Presentations on CD ROM USD499.00

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Floor Plan

