



Asian Payment Card Forum

From Cash to Digital Payments

Day 1: Thursday, 21 September

8.00 **Registration**

INTRODUCTION **Welcome and Opening Address**

9.00 **Welcome and introduction**

Brief introduction to this year's forum, theme and objectives. Thanks to host, co-hosts and industry partners.

Greg Pote, Chairman, APSCA

9.30 **Opening address from Forum Host**

The National Payments Corporation of India [NPCI], the umbrella organization for all retail payments system in India, presents an update on how they are delivering unrestricted access to e-payment services to all citizens.

Dilip Asbe, Chief Operating Officer (COO), National Payments Corporation of India [NPCI]

SESSION 1 **The Roadmap for Consumer Payments**

9.45 **Understanding the business and technology roadmap**

The direction for retail electronic payments

Today payments industry stakeholders are faced with an increasing variety of new retail payments technologies. Deciding which of these will become successful payments products and services frequently used by customers from all demographics and widely accepted by merchants is a challenge. This session explores the retail payments roadmap, from both a domestic and an international perspective, to understand what is on the roadmap today, what lies ahead and the factors that will determine how the roadmap is likely to develop in the future.

- Why and how is the payments technology roadmap changing to meet requirements from customers and retailers and what are the factors driving the changes?
- How are standards bodies, central banks, payment schemes, mobile device OEMs and payment solutions providers, defining the payments roadmap and why?
- Which of chip, contactless, mobile, NFC, QR code-based, tokenisation and digital payments, instant payments or other technologies will dominate the future of retail electronic payments?
- How relevant is the global interoperability and acceptance of secure consumer payments for the development of domestic payments products and payments acceptance infrastructure?

Scene-setting: **Greg Pote, Chairman, APSCA** [-15min]

Discussion: What factors are driving retail payments today?

What factors are driving the increasingly rapid changes in retail payments and how is this setting the directions for the roadmap for consumer payments? Are these changes being driven by customers, by merchants or by the payments industry itself? Are the changes only about new technologies or are they the result of new business requirements? In this discussion 4 experts highlight issues which will be explored in detail in the Forum over the following 2 days.

A.P. Hota, Former Managing Director & CEO, NPCI

Rajesh Swaminathan, Senior Vice President – Credit Cards, HDFC Bank

Cris Topfner-Rigby, Head of Merchant Acquiring and Payments Systems, Coles Australia

Alex Chung, Regional Sales Director, Rambus

Greg Pote, Chairman, APSCA

10.30 **Refreshments, Networking and Expo**

SESSION 2 **Succeeding with Contactless Payments**

11.15 **Contactless acceptance, contactless cards, towards mobile proximity payments**

The future of in-store retail payments

The volume of year-on-year EMV contactless payment transactions in Europe¹ now exceeds 4 billion². In Australia (the world leader) over half the population have used an EMV contactless payment card, followed closely in Asia-Pacific by New Zealand, Singapore and Taiwan³. Around the world, in-store retail payments are transitioning to contactless with acceptance devices and payment cards first, followed by smartphones. This session explores proven best practices for developing success with contactless payments and acceptance.



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SESSION 2	Succeeding with Contactless Payments	[continued]
11.15	Contactless acceptance, contactless cards, towards mobile proximity payments <ul style="list-style-type: none">In markets where EMV contactless payments are taking off, what is attracting consumers to adopt contactless payments and what is it that creates the business and value proposition for merchants?How can Asian markets achieve Australia's level of success with contactless acceptance where over 80% of payment card transactions at major retailers are now contactless?How important is the contactless card population, the contactless payment threshold, POS terminal requirements, counter space, staff training, reliability, security and customer education?In order to grow contactless acceptance fast enough so that merchants and customers will adopt contactless payment card products and use them regularly, is industry collaboration necessary? <p>Viewpoint 1: Cris Topfner-Rigby, Head of Merchant Acquiring and Payments Systems Coles Australia [-25min]</p> <p>Viewpoint 2: Manoj Sugathan, Senior Director, Chip, Contactless & Transit Solutions Visa [-20min]</p> <p>Viewpoint 3: Atul Jain, Head Strategic Sales & Advance Offers OT-Morpho [-20min]</p>	
12.20	Discussion: Achieving success with financial contactless payments <p><i>What factors do issuers, acquirers, merchants and payment card industry stakeholders need to consider when deciding how to build a business case for contactless payments and acceptance, how to design a contactless strategy, how to launch contactless and how to develop and grow contactless transaction volume? What are the lessons from markets that work that can drive successful contactless acceptance? National retailers are important - what else works? What are the best practices? Will the same best practices work for mobile proximity payments at the point-of-sale?</i></p> <p>Nalin Bansal, Vice President & Head, RuPay EMV / Contactless, NPCI Cris Topfner-Rigby, Coles Australia Manoj Sugathan, Visa Atul Jain, OT-Morpho Greg Pote, APSCA</p> <p><small>1 https://www.visaeurope.com/newsroom/news/european_used_contactless_3_billion_times_last_year 2 http://newsroom.mastercard.com/press-releases/contactless-transactions-surpass-1-billion-as-europeans-opt-for-convenience/ 3 http://www.abc.net.au/news/2016-08-01/australia-embraces-tap-and-go/7676816?section=business</small></p>	
13.00	Lunch	

SESSION 3	Contactless Transport Payments	
14.00	New opportunities, partners and business models <p>Contactless transport ticketing schemes that collect public transport revenue generate high volumes of low value e-payment transactions. EMV contactless payment cards are being introduced as a new approach to transit revenue collection and fare payment products. As a result, many transport ticketing schemes are exploring the use of bank-issued EMV open-loop contactless payment cards as ticketing media. This session explores business opportunities where the financial and transportation sectors might collaborate to drive e-payments.</p> <ul style="list-style-type: none">Transport ticketing schemes operate some of the world's most successful contactless e-payment businesses - how did they achieve success and what are the opportunities for banks to partner?Around the world transport ticketing schemes are exploring the use of EMV open-loop contactless payment cards as ticketing media - what are the benefits for transport and financial stakeholders?How is the growth of EMV contactless and mobile contactless creating opportunities for convergence between transit ticketing systems and domestic and international payment schemes?What approaches have been taken in recent Asian fare collection projects to help drive greater convergence between national payment schemes and transport revenue collection systems?	



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SESSION 3 **Contactless Transport Payments** [continued]

14.00 **New opportunities, partners and business models**

- Viewpoint 1: **Mukund Kumar Sinha, OSD (UT) & EO Joint Secretary**
Ministry of Housing & Urban Affairs, Government of India [~20min]
- Viewpoint 2: **Sunil Mathur, Director (Rolling Stock & System)**
Maharashtra Metro Rail Corporation [~20min]
- Viewpoint 3: **P.T. Suresh, Founder and Director**
PayCraft Solutions [~20min]
- Viewpoint 4: **Michael Roedig, Senior Product Manager Contactless Payment Systems**
FEIG ELECTRONIC [~20min]

15.20 **Discussion: Cross-sector business opportunities for contactless payments**

Creating collaboration in payments services

How far will transport ticketing scheme operators in Asia migrate towards EMV open-loop payments? Global contactless payments adoption is driving the business case for transport ticketing schemes to accept EMV contactless cards. How can payments stakeholders, including banks and transport operators, develop new business opportunities in open-loop and closed-loop consumer payments? What are the opportunities for collaboration between the financial payment card-based acceptance infrastructure and public transport operators?

- Mukund Kumar Sinha, Ministry of Housing & Urban Affairs**
- Sunil Mathur, Maharashtra Metro Rail Corporation**
- P.T. Suresh, PayCraft Solutions**
- Michael Roedig, FEIG ELECTRONIC**
- Greg Pote, APSCA**

15.50 **Refreshments, Networking and Exhibition Viewing**

SESSION 4 **Contactless Payments for Smart Cities**

16.30 **Expanding transport payments to retail payments applications**

From transport ticketing to city payments

Asia is home to some of the world's most successful contactless transport card schemes that collect revenue for public transport and generate vast numbers of low value e-payment transactions. In many of these closed-loop transport ticketing schemes the contactless cards are also accepted by merchants for retail payments and by other organisations for other payment-related services within the same municipal area. This session examines how contactless transport cards can be expanded to provide retail payments and other city payment applications.

- Asian transport ticketing schemes operate some of the world's most successful contactless e-payment businesses for both fare payments and retail payments - how did they achieve this success?
- Contactless e-money payments in Japan (excluding transport fare payments) exceeded USD45 billion in 2015 - which stakeholders benefit most and can this be repeated in other markets in Asia?
- What factors have driven merchants to accept contactless transport and e-money cards, and have driven cardholders to adopt and use them for low-value payments instead of cash?
- For contactless issuers and acquirers planning to develop municipal payment services based on contactless payments, what factors are involved in deciding which applications to target first?

- Viewpoint 1: **Rakesh Shankar, Deputy Municipal Commissioner**
Ahmedabad Municipal Corporation [~20min]
- Viewpoint 2: **Silvester Prakasam, Head, Fare System Business Unit**
MSI Global [~20min]
- Viewpoint 3: **Turgut Guney, CEO**
Cardtek [~20min]
- Viewpoint 4: **Jun Kondo, Senior Manager, International Business Development Department**
FeliCa Business Division, Sony Imaging Products & Solutions [~20min]



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Expanding adoption of
digital payments

Discussion: Business models for growing e-payments acceptance

How have Asian contactless city card schemes developed such high acceptance, adoption and usage of non-transport contactless payments? What business strategies were used to recruit merchants to accept contactless payments? How have payment service operators rewarded retailers for accepting their contactless payment products? Outside of retail [excluding transit] what are the preferred target applications for contactless payments that have generated the fastest return on investment? What are the lessons and best practices for banks and their transport operator partners?

Rakesh Shankar, Ahmedabad Municipal Corporation
Silvester Prakasam, MSI Global
Turgut Guney, Cardtek
Jun Kondo, Sony Corporation
Greg Pote, APSCA

END OF DAY 1

Closing remarks

18.20

End of day 1



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From Cash to Digital Payments

Day 2: Friday, 22 September

9.00

Introduction to day two

Thanks to host, co-hosts and industry partners and review of discussion from day 1.

Greg Pote, Chairman, APSCA

SESSION 5 Mobile Proximity Payments

9.15

Business strategies for mobile payments

Mobile payments for all customer demographics

Mobile is often proposed as the future of retail payments but today EMV card-based NFC mobile payments, including OEM-pay and HCE-based products, are making very slow progress in all markets. Mobile QR code-based payments are a relatively recent approach to mobile proximity payments at the point-of-sale but so far only China has demonstrated long-term success. This session explores the rapidly changing market perceptions and industry strategies towards how to develop success with mobile proximity payments around the world.

- Even after the mobile NFC 2.0 revolution of OEM-pay and HCE-based products, what are the challenges that are preventing EMV card-based NFC mobile payments from taking over the payments business?
- In just a few years mobile QR code-based payments have experienced explosive growth in China but is this repeatable in other Asian markets? What have been the disadvantages of this phenomenon?
- India's recent demonetisation increased acceptance of mobile proximity payments by merchants and usage by consumers but has this created permanent changes in customer payment behaviour?
- Mobile is often proposed as a solution to providing payment services to unbanked customers but do card-based mobile payment products provide more convenience and security?

Viewpoint 1: Alex Chung, Regional Sales Director
Rambus [~20min]

Viewpoint 2: Vishal Anand Kanvaty, SVP - Innovation & Product
National Payments Corporation of India [NPCI] [~20min]

Viewpoint 3: Kapil Pradhan, Head of Corporate Strategy
Worldline [~20min]

Viewpoint 4: Sudipta Roy, General Manager & Group Business Head, Consumer Cards
ICICI Bank [~20min]

10.15

Converging offline and online payments

Discussion: In-store with contactless, mobile and digital

Customer response to mobile NFC contactless payments is lukewarm. From a payment transaction perspective, mobile NFC cannot beat the convenience of a contactless card. But customers visit stores for more than just payment transactions. Instead of mobile NFC payment products struggling against contactless payment cards, might it make more sense to integrate mobile NFC payments into the new in-store customer experience that retailers are trying to deliver through digital and the same connected devices? Is this what drove the success of QR code-based mobile payments in China?

Alex Chung, Rambus
Vishal Anand Kanvaty, NPCI
Kapil Pradhan, Worldline
Sudipta Roy, ICICI Bank
Greg Pote, APSCA

10.45

Refreshments, Networking and Expo Viewing

SESSION 6 Alternative Consumer Payments

11.30

The world outside of legacy retail e-payments

Commerce systems not based on payment cards

FinTech is driving interest in alternative payment systems that are often not based on payment cards. Real-time "instant payments" directly connect customers and merchants to banks through an alternative network. Instead of card numbers the payer and payee may be identified by bank account numbers or virtual payment addresses, mobile numbers or in the case of India by an Aadhaar number. This session explores innovative alternative payments and compares them to legacy card-based consumer payments systems.



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SESSION 6		Alternative Consumer Payments	[continued]
11.30		Commerce systems not based on payment cards <ul style="list-style-type: none">Instant payments [within a few seconds anytime – 24/7/365] appears to make more sense in the Internet era but what are the potential advantages and disadvantages versus card-based payments?How will Aadhaar and other instant and alternative payment approaches fit with the card-based payments infrastructure being deployed under EMV specifications?How might alternative payment systems be deployed nationally and globally to provide ubiquitous acceptance at the point-of-sale [POS]? Or are instant payment systems better suited to P2P payments?Instant payments are often claimed to be the cheapest form of electronic payments and therefore preferred by merchants but what are the actual costs and who pays? <p>Viewpoint 1: Kevin Yi, Deputy General Manager, Business Development Wisecard Technology [~20min]</p> <p>Viewpoint 2: Nikhil Kumar, Fellow & Head of Developer Ecosystem - India Stack iSPIRT [~20min]</p> <p>Viewpoint 3: Ravindra Pandey, General Manager (Merchant Acquiring Business) State Bank of India [~20min]</p>	
12.30	The best of new and legacy payments	Discussion: Integrating alternative payments with legacy card payment systems <p><i>How can alternative payment systems, including instant payments Blockchain-based payments and other innovations, be developed to provide national [and even global] interoperable acceptance of consumer payments? Are there business strategies to gradually integrate alternative payment systems into the existing card-based acceptance infrastructure at the point-of-sale? Or will alternative payment systems require their own infrastructure? What would be the benefits for customers and merchants? From a commercial perspective how feasible is it to integrate new and legacy payment systems?</i></p> <p style="text-align: right;">Kevin Yi, Wisecard Technology Nikhil Kumar, iSPIRT Ravindra Pandey, State Bank of India Greg Pote, APSCA</p>	
13.00		Lunch	
SESSION 7		Customer Education and Protection	
14.00	Promoting confidence in electronic payments	Ensuring cardholders and merchants understand appropriate security practices <p>Safety and security of payment systems and transactions is an important factor that helps to boost the trust and confidence of customers in using electronic payments. Improved awareness of payment products and processes not only increases customer confidence but also accelerates their adoption of e-payments. This session explores how industry could collaborate to adopt and implement international standards, national strategies and best practices that enhance payment systems security for cardholders, account holders and merchants.</p> <ul style="list-style-type: none">How can the payments industry ensure that customers (including cardholders and merchants) understand and adopt appropriate security practices on making and accepting e-payments?In today's rapidly developing payments ecosystem with frequent launches of new and innovative e-payment and mobile payment products what are the best strategies for customer education?EMV Chip & PIN migration is ongoing across Asia. What are the best practices for managing customer behaviour change at the POS, particularly for the new cardholder verification methods [CVM]?Tokenisation of payment account data is an effective way to protect customers and eliminate payment fraud. What are the latest standards and how is tokenisation being implemented today? <p>Viewpoint 1: Anupam Bagchi, Head, Cards & Unsecured Lending Standard Chartered Bank [~20min]</p> <p>Viewpoint 2: Steven Jackets, Operations Manager, MEA UL Transaction Security [~20min]</p> <p>Viewpoint 3: Jeremy Gumbley, CTO/CSO Creditcall [~20min]</p>	



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15.00
Changes in customer
authentication in
payments

Discussion: Strong versus risk-based customer authentication in payments

PIN CVM has proven effective for face-to-face card transactions - what new CVMs could offer improved cardholder verification at the POS? Are biometric CVMs the future of customer authentication? The payments industry is now focused on making authentication as unintrusive as possible for both online and face-to-face transactions. What new dynamic risk-based approaches, ID&V methods, cardholder and transaction data and innovative ideas are making this possible and can we take this as far as invisible authentication? Will this be dependent upon country-specific and regulatory requirements?

Anupam Bagchi, Standard Chartered Bank
Steven Jackets, UL Transaction Security
Jeremy Gumbley, Creditcall
Greg Pote, APSCA

15.30 Refreshments

SESSION 8 Roundtable Discussions

16.15 Introduction

In this session, all forum delegates will have the opportunity to participate in 3 roundtable discussions lasting 20min each, chosen from the list of roundtables below. Each roundtable discussion will be assisted by experts who will facilitate (but not lead) the roundtable. The goal is to get everyone involved and participating in each roundtable discussion so that all forum delegates benefit.

1 - Everything you wanted to know about contactless acceptance but didn't know who to ask

The future of in-store payments is contactless. How can we work with merchants to launch contactless acceptance successfully so that customers will adopt contactless payment card products and use them regularly?

2 – Where are the best opportunities in contactless transport and city card payments?

Representatives of financial payments schemes and transport payments systems discuss how to develop new opportunities for contactless payments in municipal areas and regions.

3 – Success stories for launching mobile proximity payment systems

An opportunity to explore successes in mobile proximity payments from around the world and better understand the challenges to be overcome in launching mobile payments at the point-of-sale.

4 – How to increase customer adoption of alternative payment solutions

What are the most promising FinTech payment solutions, particularly those not based on payment cards, and how should banks integrate the “new ways to pay” with legacy retail banking and payment systems?

5 - Strategies to promote responsible use of digital payments products

What are the best approaches to changing customer behavior to suit adoption and usage of e-payment products? How should we ensure that customers and merchants understand appropriate security practices?

END OF DAY 2 Wrapping Up

17.30 National Payments Corporation of India [NPCI]
Closing remarks from the forum host.

APSCA
Closing remarks from the forum organiser.

17.30 Close of Forum