

# Transport Payments Asia Pacific

6-7 June 2018  
Melia Hanoi Hotel, Vietnam

*Open payments for integrated  
transport and retail ecosystems*



- Automated Fare Collection (AFC)
- Smart Integrated Ticketing
- Open-Loop Transport Payments
- Transport & Retail ePayments
- Integrating Closed & Open-Loop
- Achieving Interoperable Mobility

- Account-based Ticketing (ABT)
- Accepting Third-Party Fare Media
- Open-Loop EMV Ticketing
- Cloud-based Ticketing
- Media-centric vs Server-based
- Transitioning to ABT

- Mobile Transport Ticketing
- NFC Transport Payments
- QR Code-based Ticketing
- Ticketing-as-a-Service
- Next-Generation AFC Systems
- Realising Mobility-as-a-Service

**T**ransport Payments Asia Pacific is the world's longest running conference for public transport operators (PTOs) and ticketing schemes. Contactless AFC was pioneered in Asian markets and today the region is home to the world's largest and most innovative smart integrated, multimodal transport ticketing schemes. In 2018 this pioneering transport ticketing event in the world's fastest growing region will again provide unique opportunities to learn about latest developments in transport revenue management and the roadmap for next-generation transport payments.



## Transport Payments

After a 10-year success story the Transport Revenue & Data Management Forum has been renamed Transport Payments Asia Pacific to support the evolution towards acceptance of open-loop payments in transport applications that include public transport, private transport, on-demand transport and shared transport. **Transport Payments Asia Pacific** and **Transport Payments South Asia**, held annually in the world's fastest-growing payments market, offer unparalleled opportunities to explore how the transport revenue management business is evolving to serve the majority of the global population.

## From Media-centric to Server-centric

The shift towards accepting open-loop payments in public transport applications is part of a growing interest in moving away from media-centric ticketing towards server-based revenue management to enable new business and technology benefits. This approach, now widely known as Account-based Ticketing (ABT), is the starting point for new developments in transport payments that include, but are not limited to:

- accepting third-party media,
- open-loop payments in public transport;
- accepting EMV contactless payments products,
- mobile transport payments,
- ticketing as a service (TaaS),
- mobility-as-a-service (MaaS)

## Open-Loop Payments in Transport

Open-loop payments in transport offer a range of benefits to customers and operators such as solving the single journey ticket problem and providing a level of interoperability between otherwise incompatible ticketing schemes. In practice, the most effective strategy is through accepting third-party open-loop payment media in public and private transport.

## Third-Party Fare Media in Asia

In developed markets, this is largely focused on the acceptance of bank-issued EMV contactless debit and credit cards. In Asia where many markets are not dominated by card payments, operators may also need to consider accepting other open-loop consumer payments products, particularly the increasingly popular mobile wallet products which may be using not only NFC but also QR code-based mobile payments.

## The World's Fastest-Growing Markets

Asia is the largest and fastest-growing market for public transport with significant plans and funding for transport infrastructure and initiatives for Smart Cities. The World Bank<sup>1</sup> expects growth of over 5% in Asia Pacific in 2017-2018 as the region remains the engine of the global economy. In a list<sup>2</sup> of 20 of the world's largest built-up urban areas, all with a population in excess of 15 million, 12 are in Asia (only 1 U.S. city and no European cities made the list).

1-<http://www.worldbank.org/en/region/eap/publication/east-asia-pacific-economic-update>

2-<http://www.newgeography.com/content/005593-the-largest-cities-demographia-world-urban-areas-2017>



## Theme of the Forum

The combined synergy of account-based ticketing and the acceptance of open-loop consumer payment products to pay for public transport fares and private transport services is driving a convergence between retail payments and transport payments. In many Asian markets where national payments policy and infrastructure are evolving to build wider acceptance of e-payments, this trend will have even greater significance. The theme of the 2018 forum will be:

## Open Payments for Integrated Transport and Retail Ecosystems

# BUSINESS AND TECHNOLOGY ISSUES

## Transport Ticketing Developments in Asia

An update on smart integrated transport ticketing schemes in Asia to support sustainable urban development, focusing on initiatives in Southeast Asia and Indochina that support synergies between transport payments and retail payments to drive e-payments.

## Evolution of Public Transport Ticketing

What are the trends driving transport operators to consider storing travel contracts and data in back-end or cloud servers instead of in fare media carried by the customer? What are the wider implications for customers, transport operators and authorities, and third-party partners?

## Status of Account-based Ticketing

Account-based ticketing (ABT) is a new concept that is still a work in progress. What are some of the latest thinking and lessons learned from recent account-based ticketing (ABT) implementations around the world and what is the wider impact for transport payments?

## Accepting Third-Party Payments

Server-centric ABT decouples customer ID, fare calculation and transport payments. It enables acceptance of customer tokens and travel funding sources that are not issued nor managed by transport operators. This is, of course, not limited to EMV bank payment cards.

## Open-Loop EMV Ticketing

Accepting EMV contactless payments is one form of ABT and the focus in markets where card payments are well developed. What new approaches to revenue protection and risk management are required to deliver the promised benefits to all stakeholders?

## Mobile Transport Payments

Mobile payments services (QR, NFC, BLE) offer further options for ABT and accepting third-party open-loop payments, particularly in markets where customers are more likely to have a smartphone which they use to make e-payments, than an EMV contactless payment card.

## Risk Management in Next Generation Ticketing

ABT is driving an evolution from pre-paid closed-loop media to post-paid that is likely to be part of all next-generation ticketing systems. What new thinking about revenue protection, risk management and the credit rating of customer will be required in this new paradigm?

## Ticketing-as-a-Service (TaaS)

How can a cloud-based approach enable pay-per-use transport ticketing services for the many smaller PTOs that require lower upfront capital investment and simpler operations? Will TaaS allow PTOs to introduce the new mobile and Internet-driven services now demanded by customers?

## Mobility-as-a-Service (MaaS)

Server-based transport payments will also enable the vision of MaaS; over-the-top services that integrate all public and private mobility choices into a personalised model that aims to get the customer from A to B as easily as possible - typically for a monthly account-based fee. Is this realistic today?



# PROGRAM OUTLINE

## Day 1 Wednesday, 6 June 2018

<b>INTRO</b>	<b>Keynotes</b>
	State Bank of Vietnam
	National Payment Corporation of Vietnam (NAPAS)
	APSCA
<b>SESSION 1</b>	<b>Transport Payments in Asia</b>
	Latest developments in transit ticketing systems
	Expo, Refreshments, Networking
<b>SESSION 2</b>	<b>Evolution of Account-based Ticketing</b>
	From media-centric to server-based revenue management
	<i>Discussion: Planning a transition from card-centric ticketing to ABT</i>
	Lunch
<b>SESSION 3</b>	<b>Accepting Third-Party Payments in Transit</b>
	Open-loop EMV contactless transport ticketing
	Accepting alternative e-payments in public transport
	<i>Discussion: Practical issues for accepting third party fare media</i>
	Expo, Refreshments, Networking
<b>CASE STUDY</b>	<b>Transport Payments Policy</b>
	<i>National Working Group: Paths to interoperable payments between incompatible transport ticketing schemes in Vietnam</i>

## Day 2 Thursday, 7 June 2018

<b>SESSION 4</b>	<b>Risk Management for Next Generation Ticketing</b>
	Rethinking revenue protection for open-loop transport payments
	<i>Discussion: Passenger customer credit ratings versus possession of valid tickets</i>
	Expo, Refreshments, Networking
<b>SESSION 5</b>	<b>Mobile Transport Payments</b>
	More options for operators, convenience for customers
	<i>Discussion: Are QR-codes now the future for mobile transport payments?</i>
	Lunch
<b>SESSION 6</b>	<b>Ticketing-as-a-Service (TaaS)</b>
	Pay-per-use AFC based on hosted shared transport ticketing systems
	<i>Discussion: Electronic ticketing for small to medium-sized PTOs</i>
	Expo, Refreshments, Networking
<b>SESSION 7</b>	<b>Mobility-as-a-Service (MaaS)</b>
	Disruptive OTT integration of transport options into door-door services
	<i>Discussion: New perspectives on delivery and consumption of personalised mobility services</i>



## Track Record

Since 2006, APSCA's transport ticketing forums have become the largest meetings of senior executives from transport revenue collection schemes and transport operators managing smart integrated ticketing and automated fare collection schemes in Asia. Each forum has successfully attracted senior decision-makers from transport fare collection and transport ticketing end-users from over 10 Asian countries and territories. These senior executives attend the forum to meet their peers, learn about updates to other Asian transport card schemes and hear case studies and best practices. They view the forum as a unique opportunity to discuss business, technology and operational issues with other senior managers from transport operators and ticketing schemes. The previous 10 forums were held in Singapore, Taipei, Bangkok, Seoul, Kuala Lumpur, Hong Kong, Tokyo, Sydney and India, with local government transport authorities, transport ticketing companies and transport operators either hosting or supporting the forum, or organising site visits.

Year	Host, Supporters and/or Site Visit Organisers	Location
2006	Land Transport Authority of Singapore	Singapore
2007	Institution of Transportation of the Ministry of Transportation & Communication	Taipei
2008	Office of Transport Traffic Policy and Planning (OPT) of the Ministry of Transport	Bangkok
2010	Seoul Metropolitan Government and Korea Smart Card Co. Ltd (KSCC)	Seoul
2011	Touch 'n Go	Kuala Lumpur
2012	Octopus Holdings Limited (OHL)	Hong Kong
2013	East Japan Railway Company (JREast)	Japan
2014	Transport for New South Wales	Sydney
2015	Delhi Metro Rail Corporation (DMRC) & Delhi Integrated Multi-Modal Transit System (DIMTS)	New Delhi
2017	Land Transport Authority of Singapore	Singapore

## Hear what people had to say about the 10th Forum in 2017

"The main theme of the Forum was ABT which is attracting attention in many cities in Asia and well covered especially on the proposed standards."

**Silvester Prakasam, Director, Fare System Department, LTA**

"Speakers shared their technical know-how and field experience from various angles which are relevant to the group that I represent i.e. policy maker and project owner. This is my first time actually attending APSCA forum and I wish I could have joined this forum much earlier."

**Zakaria Md Tap, Deputy General Manager, Head, Transit Acquirer Division, SPAD**

"It is essential that policy makers have a good understanding of the benefits, costs, and challenges involved in different fare payment schemes and this forum is an effective means for conveying those concepts and empowering transport authorities and operators to make the best decision for their system."

**Eric Turner, Transport Analyst, Transport & ICT Global Practice, The World Bank**



## Business Opportunities

Transport Payments Asia Pacific 2018 (previously the Transport Revenue & Data Management Forum) has a 10-year track record as a meeting where senior decision-makers from transport ticketing stakeholders come to discuss current and future business issues with their peers from other transport payment schemes and industry experts. The Forum is a highly effective channel for leading technology providers and systems integrators to communicate their understanding of business and technology requirements to transport operators and their associated companies that operate, or are planning to operate, transit revenue management systems and automated fare collection schemes.

As the longest running conference specifically focused on managing transport revenue and transport data, this forum has established itself as one of the most effective networking opportunity for transport ticketing stakeholders in the Asia Pacific region.

## Technology Exposition

A targeted exposition of latest solutions for transport ticketing, transport revenue management and transport information services will be held concurrently with the 10th Transport Revenue & Data Management Forum. The exposition will provide an opportunity for transport authorities, transport operators and transport ticketing scheme operators to view and learn about latest development trends in transport revenue management and automated fare collection.

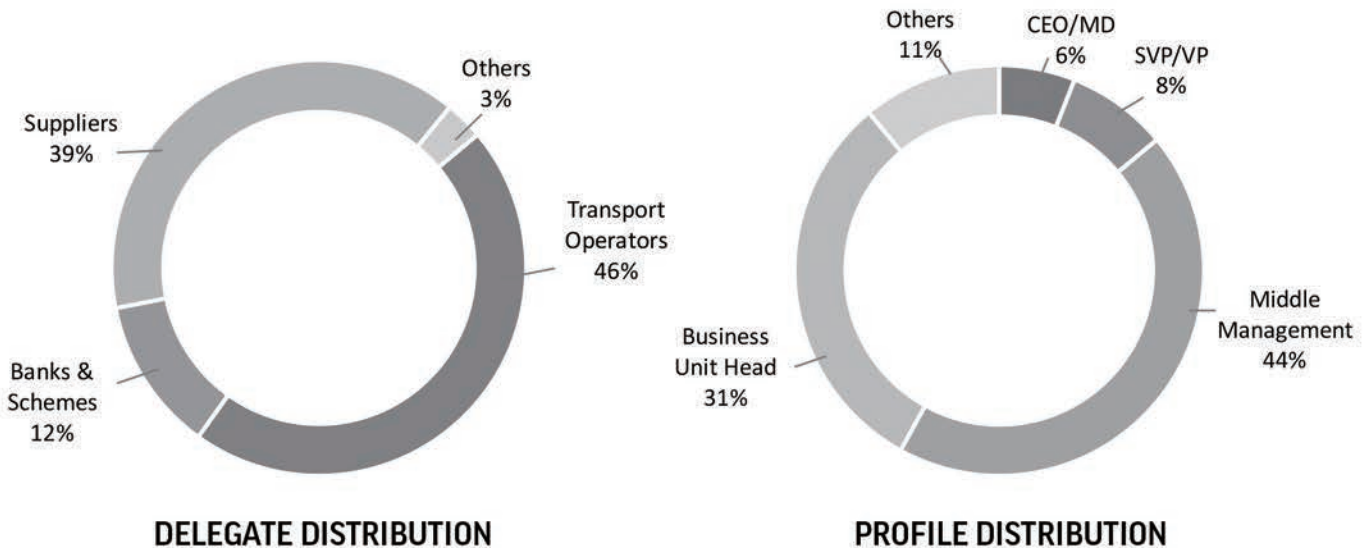
## Sponsorship Opportunities

APSCA has organised over 170 events across 17 countries and territories in Asia, South Asia, Africa and the Gulf since 1997 including some of the largest transport revenue collection forums held in the region. APSCA events have maintained an outstanding record of attracting high numbers of end-user customers directly responsible for making decisions about purchasing, asset replacement, product development, project management, business development and operations. The Transport Payments Asia Pacific 2018 is an excellent opportunity for leading technology and solution providers to communicate information about their company, their brand, and their products and services to end-users responsible for implementing and managing transport revenue collection schemes in Asia.

## Past Sponsors & Exhibitors



## Distribution of Attendees at the 10th Transport Revenue & Data Management Forum



# 2018 SPONSORSHIP & EXHIBITION PACKAGES

	Platinum	Gold	Sponsor	Exhibitor
Price (USD)	10,000	7,000	5,000	4,000
<i>* APSCA Members Will Enjoy Discounts on All Packages</i>				
20 min presentation supporting a program session and participation in 30 min panel discussion	•	•	•	
Demo table with chairs and access to electrical sockets	•	•		•
1 Week banner Advert in Smart Card Business Intelligence (SCBI) newsletter sent daily to 15k+ readers	•	•		
1 Company Industry Announcement issued by sponsoring organisation posted in the SCBI news service	•			
100 words corporate message and URL on the event website and in conference brochure	•	•	•	•
Company logo listed on the conference brochure cover	•	•	•	•
Company name and logo listed inside conference brochure	•	•	•	•
1 Full Page product article in conference brochure	•			
Full A4 size advertisement in conference brochure	•			
½ page A4 or skyscraper advertisement in the conference brochure		•		
Sponsor logo on main conference banner	•	•	•	
Sponsor logo and URL on e-marketing campaigns	•	•	•	•
Receive attendee list of all delegates after the forum	•	•	•	•
<b>Complimentary conference passes</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>2</b>

# OTHER OPPORTUNITIES

## Price (USD)

*\* APSCA Members Will Enjoy Discounts on All Packages*

	Dinner	Lunch	Refreshment	Name Badge
	15,000	8,000/day	5,000	4,000
Welcome speech of 5 minutes	•			
2 Weeks banner Ad in Smart Card Business Intelligence newsletter sent daily to thousands of industry executives	•			
1 Page product or services article feature printed in the conference brochure	•			
100-word corporate message and URL on the event website and conference brochure	•	•	•	•
Corporate logo displayed within the dinner area	•			
Corporate logo be printed on customized dinner menu	•			
Corporate literature displayed within the lunch area	•	•		
Company logo printed within the conference brochure program pages to highlight sponsorship level	•	•	•	
Roll-up acknowledgement of dinner sponsorship in the dining area	•			
Roll-up acknowledgement of lunch sponsorship in the dining area		•		
Company logo + QR code linked to designated website displayed on each delegate badge				•
Company logo on main conference banner	•	•	•	
Company logo on all e-marketing campaigns	•	•	•	•
Receive attendee list of all delegates after the forum	•	•		•
<b>Complimentary conference passes</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>



# ADVERTISING RATES

## 2018 Advertising Rates

*\*All prices quoted in USD*

*We offer a flat rate per unit purchase of advertising space in the conference brochure.*

Location	Flat Rate
Outside Back Cover (Full Page)	\$ 750
Inside Front Cover (Full Page)	\$ 600
Inside Back Cover (Full Page)	\$ 450
Inside Full Page	\$ 300
1/2 Page	\$ 170
1/4 Page	\$ 100

## Technical Specifications

*Event Guide Adverts (A4 Size) – W x H*

- Full page (vertical) 210 mm x 297 mm // 21 cm x 29.7 cm
- Half page (horizontal) 210 mm x 148.5 mm // 21 cm x 14.9 cm
- Quarter page (vertical) 105 mm x 148.5 mm // 10.5 cm x 14.9 cm
- 3 mm Bleeding Line

# BOOK YOUR SPACE TODAY!



*To secure your space in the Transport Payments Asia Pacific, please contact:*

*Elaine Li*

*Business Development Manager, APSCA*

*Email: [elaine.li@apsca.org](mailto:elaine.li@apsca.org)*

*Mobile : +86 13671773143, Phone: +86 31200321 ext. 15*