



Asian Payment Card Forum

Growing the Business: Launching Successful Consumer Payments Products

Dusit Thani Hotel, Bangkok, Thailand
23 - 24 September 2014

Focus in 2014

- Payment Card Technology Roadmap
- Fraud, Tokenisation and CNP Authentication
- Authenticating Face-to-Face Transactions
- New Ways to Accept Payment Cards at the POS
- Success with Contactless Acceptance, Cards & Mobile
- Realising Debit Card Potential in Asia
- Prepaid, Transit, PAYG vs. Account-based
- NFC, HCE and Cloud-based Payments
- Mobile wallets (OUT), Digital wallets (IN)
- From Payments Business to an Information Business
- Latest Retail Banking Innovations



Hosted by:



The Thai Bankers' Association

Organised by:



About the Forum



On 23-24 September 2014, the **Thai Bankers' Association and APSCA** will host the 5th Asian Payment Card Forum, the region's largest forum for

card-issuing and acquiring financial institutions, domestic bank card networks, payment systems and central banks, to explore the most important issues which are driving the consumer payments landscape in Asia today.

Senior managers at **more than 100 banks from 15+ markets across Asia** participated in the first four forums, held in Kuala Lumpur, Jakarta and Shanghai. The 5th Forum will be held on 23-24 September 2014 at the Dusit Thani Hotel in Bangkok and will again provide a unique learning, discussion and networking opportunity for experts responsible for consumer payments and retail banking in Asia.

Challenges for Banks in 2014



Last year's 4th Asian Payment Card Forum looked at how banks will need to reorganise to integrate the new and existing approaches to

consumer payments. Those challenges continue and this year's forum will include updates to many of those issues. In 2014 the payment card technology roadmap continues to evolve at such a pace that it makes it harder for banks to develop and grow their consumer payments businesses. Between Q4 2013 and Q1 2014 there were already major and unexpected announcements that will significantly affect the development of future consumer payments products.

The Trend towards Data Virtualisation

Major U.S. data breaches at US retailers in Q1 2014 have finally made tokenisation a mainstream focus in the

payment card industry. While EMV secures payment card authentication and cardholder authentication, it was not designed to secure payment card data. The proposal to replace payment card data with tokens for storage, one time use or multi-use is not new but has been given an international interoperable significance through the announcement by EMVCo.

Moving Towards Stronger CVM

The 4th Asian Payment Card Forum included much discussion about the need to move away from signature as a cardholder verification method (CVM). Signatures are rarely verified at the POS in Asia and with European banks seeing big reductions in losses from stolen cards as a result of using PIN CVM, the way forward was clear. Malaysia and Australia have now announced migrations to PIN CVM but there are still many questions about how to proceed.

Standardising HCE & Cloud-based Payments

After years of struggle with the business and technology challenges of implementing NFC mobile payments with secure elements, Google's November 2013 announcement of support for HCE in Android 4.4 suggested a new approach. The payments industry has since been blindsided by the leading payment schemes announcing specifications for HCE and cloud-based payments, followed by the first bank announcing a real HCE-based product

Putting it all Together

The payment card industry is still trying to understand the above developments which have only been widely discussed since Q1 2014. Banks that attended the 4th Asian Payment Card Forum will still be digesting many of those conclusions - that contactless payment cards can now be a highly successful product and that it is digital wallets, rather than mobile wallets on which they should be focusing. However many banks are still unsure of the best way to launch successful consumer payment products in this rapidly shifting environment, in order to continue to grow their payment card businesses.





With these objectives in mind, the theme of the 5th Asian Payment Card Forum will be:

Growing the Business: Launching Successful Consumer Payments Products



From a business perspective, the forum will explore:

Payment Card Technology Roadmap: The latest developments in international standardisation and interoperability for chip payment cards, contactless payments and acceptance, mobile NFC payments. Release of the next-generation EMV specifications. Methods of simplifying mobile contactless payments. Interoperable HCE specifications and more...

Fraud, Tokenisation and CNP Authentication: Latest approaches to @POS and CNP payment card fraud. Single-use/multi-use tokens for authentication and protecting payment card data. Tokens and device fingerprinting in mobile payments. Non-EMV approaches to fraud reduction. 3D Secure vs. removing passwords with Google's U2F.

Authenticating Face-to-Face Transactions: Signature CVM will be phased out in Australia in 2014 and in Malaysia in 2017. What is driving migration to PIN CVM? Are Asian markets migrating to online or offline PIN and why? What are the best strategies to migrate from signature CVM to PIN CVM?

Integrating New Ways to Accept Payment Cards at the POS: Mobile POS is rewriting the rules of card acceptance for all payment market participants. What do acquirers and issuers need to know about incorporating a new channel that was, until only recently, deemed insecure? What MPOS approaches are ideal? What CVM approaches are right for MPOS?

Making a Success of Contactless Acceptance, Cards and Perhaps, Mobile: Contactless acceptance remains stalled in several Asian markets. What are the lessons from markets that work that can drive successful contactless acceptance across the region? National retailers are key - what else works? What are the best practices? Why are they not working for NFC contactless ... so far?

Realizing Debit Card Potential in Asia: Excluding China, debit card issuance and usage in Asia is still behind Europe and the U.S. With that potential, and regulators attitudes to credit cards, are debit cards set to become the new credit cards? Banks prefer the higher interchange from scheme debit but domestic debit can have more flexible business models and broader

ePayment acceptance. How will contactless & NFC impact debit card growth?

Prepaid, Transit, PAYG vs. Account-based: In Asia, successful prepaid card schemes for contactless low value payments, particularly transit fares, have been dominated by non-banks. Now contactless transport card schemes are beginning to look at account-based EMV cards. What are the opportunities for bank card issuers in Asia?

NFC Mobile Payments, Host-Card Emulation, Cloud-based Payments: As the leading payment schemes release HCE and cloud-based payment specifications within 2014, defining tokenisation and what issuers would store in the cloud, how might this new option facilitate NFC payments, versus previous approaches? What do banks, merchants and regulators need to know?

Mobile Wallets (OUT), Digital Wallets (IN): Customers want convenient and easy payment options. As in-store and online shopping overlap, the new digital wallets will need to work from any device, not only mobile. But to justify their adoption to consumers, digital wallets will need value-added services that span the pre and post-shopping experience.

From Payments Business to an Information Business: Profiting from information about online and real world payment transactions. Using "big" data to increase customer loyalty and engagement. Influencing where customers shop and what they buy, rather than just how they pay. The value of payment metadata to other market participants, as well as banks.

Latest Retail Banking Innovations: The latest innovations in card-based and mobile device technologies that are reinventing consumer payments and retail banking and that will benefit customers, merchants and banks.

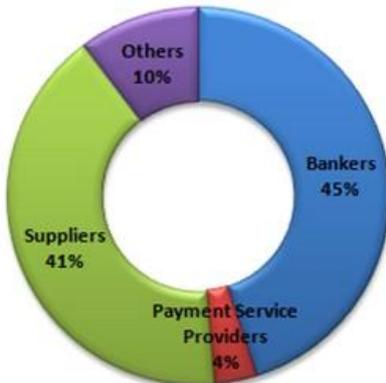
A Growing Record of Success

Bank Consumer Payments Experts

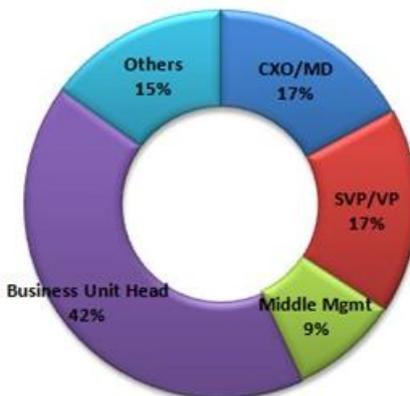
Since the first forum in 2010, the Asian Payment Card Forum has been attended by a growing number of consumer payments experts from over 16 payment card markets. Attendance at the previous four forums ranged from 180-300 delegates of which 50-70% were representatives of commercial banks, payment service providers and payment networks.

PARTICIPATION IN 2013

The 4th Asian Payment Card Forum held in Kuala Lumpur, was attended by over 230 participants including 100+ senior bankers from 26 payment card issuers from Malaysia, Indonesia, Thailand, Philippines, Singapore, Cambodia, Vietnam and Laos. The forum also included representatives of 3 of the leading domestic switches in South East Asia, 7 payment services providers and senior decision-makers from Visa, MasterCard and JCB.



Delegate Distribution



Profile Distribution

Strong Attendance from Banks in SE Asia

Since 2010, nearly 800 delegates have attended the Asian Payment Card Forum. In each of the previous four forums an average of over 50% of the attendees were senior decision-makers from 60-80 banks with majority from Southeast Asia. In addition to the participating banks, representatives from more than 30 international payment networks and payment service providers also participated in the Forum.

Endorsement from the Industry in 2013

"The 4th Asian Payment Card Forum was very helpful for Siam Commercial Bank (SCB) and other Thai commercial banks as Thailand is paving its way toward EMV standards like other countries. I found the content of the forum and roundtable discussions very helpful and was a rare opportunity to get input and updates from several experts in the industry. The industry outlook that was presented in the forum was very helpful for commercial banks planning mid- and long-term roadmaps for payments. SCB will definitely attend the forum next year!"

--- Suwanna Trirattanathada (Jeab), VP, Wealth Strategy & Debit Card Products, Retail Banking Group
The Siam Commercial Bank

"APSCA is one of the best qualified organizers who can still attract bankers from SEA region and schemes like Visa or MasterCard to jointly participate and share the collective market knowledge for the payment industries"

--- Sin Chee Saw, Head, Mobile Solutions (APAC), Datacard Group

Host of the Forum in 2014

The 5th Asian Payment Card Forum will be hosted by the **Thai Bankers' Association (TBA)**. Established in 1958, the TBA has played an active role in representing the banking community in discussions with the Bank of Thailand, Ministry of Finance, Ministry of Commerce, and other government agencies in formulating and implementing key economic and financial policies. The Association also promotes member banks to exchange information and experiences in their conduct of business with a view to enhancing their productivity and efficiency. TBA is also a founding member of the ASEAN Bankers Association, which meets annually to foster cooperation among bankers in the ASEAN countries. TBA works closely with the Foreign Banks Association in various banking issues, including improving the payment system, formulating guidelines for orderly workouts, and organising joint charity activities.



Who Will Be Attending

APSCA is inviting banks from all Asian markets to participate in the 5th Asian Payment Card Forum. Invitations have been sent to relevant decision-makers at card-issuing and acquiring financial institutions across the region. APSCA is also working with regional bankers' association throughout Asia to promote the event.

The forum is particularly designed for managers in personal financial services, consumer banking, card centers and card services departments with responsibilities for payment cards, ATM/debit cards, card strategy, card marketing, channel & product development, merchant business, e-banking, B2C solutions and IT services. The forum is also important for payment card networks and ATM/debit card switching operators, as well as mobile operators, transport revenue collection and ticketing companies, e-payments and remittance companies issuing e-money and prepaid card products.



Technology Exposition

A technology exposition of latest technologies and solutions for payment card business will be held concurrently with the 5th Asian Payment Card Forum. The exposition will enable senior-decision makers, banks and providers of various payment card systems to learn of the latest solutions for chip-based payment technology.



Limited Free Passes for Banks

There are a limited number of free passes available for commercial banks, central banks and national debit and ATM card switching networks to participate in the forum. The allocation of free passes is as follows:

COMMERCIAL BANKS:

2 free pass **for each** related department in the bank¹

CENTRAL BANKS:

2 free passes **for each** related department in the bank²

NATIONAL BANK CARD NETWORKS:

2 free passes **for each** organisation³

Note 1: Each bank department directly related to issuing payment or ATM cards, acquiring payment cards or IT departments managing infrastructure for these functions. After 2 free passes, the cost for additional registrations will be **USD150**

Note 2: Each central bank department directly responsible for supervision and regulation of payment cards, ATM cards, electronic transactions and electronic money. After 2 free passes, the cost for additional registrations will be **USD150**

Note 3: The organisation must be a domestic bank payment card network or a domestic ATM switching network. After 2 free passes, the cost for additional registrations will be **USD150**

How to Register for the Forum

Card-issuing and acquiring financial institutions that wish to register for the 5th Asian Payment Card Forum on the [Growing the Business: Launching Successful Consumer Payments Products](#) should contact Veronica Ribeiro.

Veronica Ribeiro

Phone: +86-21-3120 0321 Ext 16

Mobile: +86-186-21610933

Email: vribeiro@apsca.org

About APSCA

APSCA is the only regional industry association for organisations in the smart card, smart devices, contactless, mobile contactless/NFC, e-Identification and M2M/IOT businesses in Asia, focusing on multi-sector business and government applications. APSCA has organised over 155 events across 12 countries and territories in Asia and the Gulf since 1997 including some of the largest payment card forums and conferences held in the region. The Association delivers information, guidance and networking to corporations and government organisations, including smart card scheme operators and suppliers, providing an unparalleled opportunity to source information and contacts, facilitate smart card and M2M/IOT initiatives and generate increased business development. Established in 1997, APSCA now has over 60 members in 13 countries throughout Asia as well as in Australia and Europe. The Association has has one of the largest business networks in Asia with over 11,000 smart card industry executives. APSCA is part of the Smartex group of smart card industry associations in Europe, Africa and Asia with over 300 members worldwide.