

		<h2 style="color: #8B8E23;">Cards and Payments Asia-Pacific</h2> <h3>Conference &amp; Expo 2007</h3> <p>20-21 March 2007 • Island Shangri-La Hotel • Hong Kong Pre-conference workshops 19 March 2007</p> <p>VRL KnowledgeBank <span style="float: right;">www.cpasipacific.com</span></p>
		

19 March 2007

**Prepaid Cards Workshop**

20 & 21 March 2007

**Cards & Payments Asia Pacific Conference**

Island Shangri-La Hotel  
Hong Kong

*Registration will begin at 08.30*

C A R D S & P A Y M E N T S A S I A P A C I F I C 2 0 0 7

ISLAND SHANGRI-LA, HONG KONG ■ 20-21 MARCH 2007

**DAY ONE**

**Growing Profitability in Cards & Payments**

0830-0900	Welcome Coffee & Registration	
0900-0910	<b>Welcome Address and Opening Remarks</b>	
0910-0930	Joanne Robinson Managing Director, Cards, Payments & Consumer Finance VRL KnowledgeBank	<b>Global Overview</b>
0930-1100	<b>Opening Plenary: Growing Profitability in Cards &amp; Payments I</b>	<ul style="list-style-type: none"> <li>• Where are the profits in Asian cards and payments?</li> <li>• Growth in Asia cards and payments – an analysts perspective</li> <li>• The Asian Customer – where are they now and where will they be?</li> </ul>
1100-1130	Tea and Coffee Break	
1130-1245	<b>Opening Plenary: Growing Profitability in Cards &amp; Payments II</b>	<ul style="list-style-type: none"> <li>• Strategies for profitability in a changing environment</li> <li>• Building partnerships for profit</li> <li>• Extracting profits in a saturated market</li> </ul>
	<b>Sherazam Mazari</b> Global Product Head of Cards & Personal Loans <b>Standard Chartered</b>	
	<b>Roopam Asthana</b> Chief Executive Office <b>State Bank of India Cards &amp; Payments Services</b>	
1245-1415	Lunch	

1415-1530	<b>Driving Processes to Maximise Profitability</b> <ul style="list-style-type: none"> <li>• Managing credit risk effectively</li> <li>• Next on the cards: Outsourcing as a strategic option</li> <li>• Best practice strategies across industries</li> </ul>	<b>Profitable Customer Acquisition Strategies</b> <ul style="list-style-type: none"> <li>• Tapping the mass-market</li> <li>• Alternative distribution strategies – moving away from the branch</li> <li>• Private label cards – back from the brink</li> </ul>
	<b>Speaker</b> TBC <b>EDS</b>	<b>T S Anil</b> Regional Head, Cards Product & Marketing Strategy <b>Citibank</b>
		<b>Anchalee Charasyosvuthichai</b> Head, Credit Card Product Management & Marketing <b>Kasikornbank</b>
1530-1600	Tea and Coffee Break	
1600-1715	<b>Reaching out to the Corporate Customer with Cards &amp; Payments Products</b> <ul style="list-style-type: none"> <li>• Successful commercial card programmes</li> <li>• What do SME's want? What do corporates want?</li> <li>• Building internal support around the commercial cards programme</li> </ul>	<b>Emerging Card &amp; Payments Technology</b> <ul style="list-style-type: none"> <li>• Has mobile payments taken off?</li> <li>• Contactless for the future</li> <li>• Online payments clicking through</li> <li>• The threat from emerging tech-centred competitors</li> </ul>
	<b>Philip Glickman</b> Sales Director, Commercial Cards <b>Citibank</b>	
	<b>Geoff Begg</b> VP Global Commercial Card, Australasia <b>American Express</b>	
<b>End of Day One</b>		

## DAY TWO

### Growing Profitability in Cards & Payments

0830-0900	Welcome Tea and Coffee	
0900-1015	<p><b>Debit Cards for Profit</b></p> <ul style="list-style-type: none"> <li>• Growth opportunities in debit</li> <li>• The economics behind profitable debit card programmes</li> <li>• Addressing emerging fraud in debit</li> </ul> <p><b>Ken Howes</b> Director <b>Edgar, Dunn &amp; Company</b></p>	<p><b>The Rise of Customer-centric Marketing</b></p> <ul style="list-style-type: none"> <li>• Developing a unique selling proposition</li> <li>• Co-branding – what works?</li> <li>• Innovative segmentation strategies</li> <li>• Delivering across multiple channels</li> </ul> <p><b>Nick Reade</b> General Manager, Consumer Cards <b>ANZ</b></p>
1015-1045	Tea and Coffee Break	
1045-1200	<p><b>Building the Business Case for Prepaid</b></p> <ul style="list-style-type: none"> <li>• Overview of the prepaid market in Asia and globally</li> <li>• Lessons learnt from past implementation</li> <li>• Successful prepaid applications</li> </ul> <p><b>Thomas Beck</b> Managing Director <b>Swiss Bankers Travelers Cheque</b></p> <p><b>Julian Little</b> Executive Director Strategic Development <b>Bill Express</b></p> <p><b>Gary Palmer</b> Chief Operating Officer <b>eFunds Prepaid Solutions</b></p>	<p><b>Retaining your best customers</b></p> <ul style="list-style-type: none"> <li>• Who are the 'right' customers?</li> <li>• Managing the lifecycle for profit</li> <li>• Leveraging loyalty for profit</li> <li>• Maximising profits through strategic cross-selling</li> </ul> <p><b>Howard Davidson</b> Managing Director <b>Card Protection Plan Asia</b></p> <p><b>Madhivanan B</b> Head of Customer Center <b>ICICI Bank</b></p>
1200-1330	Lunch	
1330-1415	<p><b>Closing Plenary: Future Growth and Profits in Asia Pacific Cards &amp; Payments I</b></p>	<ul style="list-style-type: none"> <li>• Decreasing the use of cash</li> <li>• Future of the networks</li> <li>• Chip migration – finally paying its way?</li> <li>• The money in micro-payments</li> </ul> <p><b>Ridha Wirakusumah</b> Regional Head of Cards <b>AIG</b></p>
1100-1130	Tea and Coffee Break	
1130-1245	<p><b>Closing Plenary: Future Growth and Profits in Asia Pacific Cards and Payments II</b></p>	<ul style="list-style-type: none"> <li>• The growth engines of China and India</li> <li>• The next wave – Vietnam and Cambodia?</li> <li>• Risk management in emerging markets</li> </ul> <p><b>Trevor Laight</b> Senior Vice President, Consumer Credit Risk <b>HSBC</b></p> <p><b>Subba Vaidyanathan</b> Head of Cards <b>Bank Danamon</b></p>

**CLOSE OF CONFERENCE**