

# NFC WORLD CONGRESS

Business and Strategies for the NFC Market and Ecosystem  
September 19-21, 2011 – Nice - Sophia Antipolis, French Riviera



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## Conference Program

last update: September 17, 2011

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### DAY 3 – Wednesday Sept. 21 – Morning only

9.00am – 12.45am: conference (2 parallel sessions)

	Capturing the Retail Market	Building New Offerings with NFC – Part II
9.00am	<p><b>Moderator:</b> <i>Deborah Baxley, Principal, Financial Services Business Unit, Cap Gemini, USA</i></p> <p><b>Enabling Rich Mobile Commerce for In-store payments, Loyalty, Marketing &amp; Merchandising</b> <i>John Harvey, Business Development EMEA, ViVotech, Germany</i></p>	<p><b>Moderator:</b> <i>Dr. Francesco Iarlori, Editor &amp; Independent Journalist, BizDev &amp; Strategy – Managing Director</i></p> <p><b>The other side of NFC: Phone as a reader</b> <i>Burak Yetiskin, Accenture</i></p>
9.30am	<p><b>Preparing for NFC Market Takeoff</b> <i>Pedro Martinez, Business Development Manager for Mobile Transactions EMEA, NXP Semiconductors</i></p>	<p><b>The Valeo NFC Access System car-sharing concept</b> <i>Christian Pilters, Mobile Contactless Services Program Director, Orange Business Services</i></p>
9.50am	<p><b>Canada Use case</b> <b>A Canadian Road Map to Mobile NFC</b> <i>John Ambrose, President, Ambrose Connection, Canada</i></p>	<p><b>Charging for NFC Services – Let your mobile calculate your personalized price to pay</b> <i>Surinder Paul, Director Market Development, SAP, France</i></p>
10.10am	<p><b>NFC Adoption: Liftoff!</b> <i>Philippe Martineau, Executive Vice President for Mobile NFC, Inside Secure, France</i></p>	<p><b>Lessons Learned From Setting up Trusted Service Managers</b> <i>Oliver Burke, General Manager Business Development, Bell ID, Netherlands</i></p>

10.30am – 11.00am: Coffee & Refreshments Break – Networking – Exhibition

	Workshop: Leveraging my business with NFC	Panel Debate "European Cities taking advantage of Tokyo pioneer experience for developing new NFC services"
11.00 – 12.45am	<p>This workshop will cover solutions, experts insights and use cases on how to best leverage the potential of NFC in their business.</p> <p><b>Moderator:</b> <i>Pierre Metivier, Associate and co-founder, NET-7, an IT consulting network</i></p>	<p><b>Moderator &amp; Keynote:</b> <i>Tuomo Tuikka, VTT Finland</i></p> <p><b>Introductory Keynote:</b> <i>Dr Akio Shiibashi, Executive Officer, Deputy Director General, IT &amp; SUICA Business Development Headquarters, East Japan Railway (JR East)(Japan) and Guest of Honour NFC World</i></p>

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