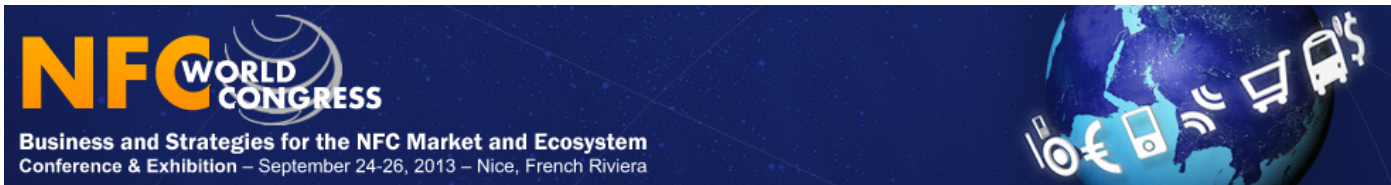




Congress in 4 days

Part of **WORLD SMART WEEK**

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## PROGRAM

last update: September 19, 2013

Download the [PDF Congress Program](#)

This program will be enriched continuously in the coming weeks: new keynotes, new customer cases, live experiences, etc. will be announced. Keep posted and follow us on LinkedIn and Twitter!

At a Glance

Day 1 - Sept. 24

Day 2 - Sept. 25

Day 3 - Sept. 26

### DAY 2 – Wednesday Sept. 25

+ Expand All

Collapse All

9.00am – 1.00pm: Conference

10.50am – 11.20am: Coffee &amp; Refreshments Break – Networking – Exhibition

#### INNOVATIVE APPLICATIONS: THE NEW FACES OF MOBILE PROXIMITY

Session Chair : [Francesco Iarlori](#), Editor, [Mobile Ecosystem](#), Italy

##### Keynote

- [Typing points between virtual and physical worlds, NFC works](#)  
[Francois Lecomte-Vagniez](#), Associate Partner, [Lobary](#), France

##### Next Generation Marketing

- [Internet of Products \(IOP\) : How brands should rethink their customers relation through products](#) [PREVIEW](#)  
[Renaud Ménérat](#), President, [Mobile Marketing Association](#), France
- [Make the invisible visible – A sociological approach to NFC usage in the city of Strasbourg](#) [PREVIEW](#)  
[Pierre Métivier](#), Managing Director, [Forum SMSC](#) (French Contactless Mobile Services Forum)
- [New NFC based Social Marketing](#) [PREVIEW](#)  
[Joel Bloch](#), CEO, [Tag"by](#), France
- [POPWings, the POP Revolution, connecting People, Objects and Places in Real Life](#) [PREVIEW](#)  
[Marc Gemeto](#), [POPWings](#) Founder, France

#### Mobile ID & NFC: Gateway to Secure Apps

- [Making the Convergence of Digital Identity and NFC a Reality](#) [PREVIEW](#)  
[Cyril Caillaud](#), NFC Product Line Manager, [Morpho e-Documents](#), France
- [Using Trusted Tags with NFC Smartphones to verify the Authenticity, Value and Ownership of Physical Items with Confidence](#) [PREVIEW](#)  
[Daniel Bailin](#), Director of Program Management, [HID Global](#), USA
- [Combining Mobile ID and NFC Capabilities into the SIM Card](#) [PREVIEW](#)  
[Stephane Jacquelin](#), NFC Product Marketing Team Leader, [Oberthur Technologies](#), France
- [NFC Technology for the Third Generation ePassport](#) [PREVIEW](#)  
[Heesun Yang](#), Team Manager, [KOMSCO](#), Korea

#### NFC FOR TRANSPORT/TICKETING: THE REVOLUTION HAS JUST BEGUN

Session Chair : [Dominique Descolas](#), Convenor standardization telematics for public transport, [CEN](#)

- [The Challenge of NFC Ticketing: Getting the Contactless Message Across](#) [PREVIEW](#)  
[Windsor Holden](#), Research Director, [Juniper Research](#), UK
- [An Innovative Way to Deploy NFC for Transit Ticketing](#) [PREVIEW](#)  
[Robert Hasson](#), Managing Director, Mobile Commerce Lead, [Accenture](#), France
- [Marina of Tomorrow Today: Port-pass \(2 parts\)](#)  
[Jean Dervaux](#), Business Development & Innovation Director, [SIFA Ports](#), France; [Brieuc Morin](#), Ports Director, [SELLOR](#), France; [Alain Duquenne](#), Director of Mobile Contactless Project, [Orange](#), France
- [Addressing Transport Markets in The Emerging Countries](#) [PREVIEW](#)  
[Stephane Jacquelin](#), NFC Product Marketing Team Leader, [Oberthur Technologies](#), France
- [How to Monetize NFC for Transport](#) [PREVIEW](#)  
[Sergio Cozzolino](#), ICT Mobile Solutions VP, [Telecom Italia](#), Italy

#### RETAIL 3.0: SHIFTING THE POWER TO THE SHOPPER

Session Chair : [Sergio Cozzolino](#), ICT Mobile Solutions VP, [Telecom Italia](#), Italy

##### Keynote

- [Closing the Loop with Analytics, Seamless Retail and Next Generation Commerce Platforms](#) [PREVIEW](#)  
[Robert Hasson](#), Managing Director, Mobile Commerce Lead, [Accenture](#), France
- [Mobile in Retail: Payment, Couponing, Loyalty & Co. Opportunities, risky , Challenges for NFC Services in Retail](#)  
[Ercan Kilic](#), Head of NFC, [GS1](#) Germany

##### In-Shop Experience

- [NFC-Tag, the In-Store Label that Communicates with Smartphones](#) [PREVIEW](#)  
[Thierry Gadou](#), CEO, [Store Electronic Systems](#), France
- [Dematerialization of Italian Lunch Vouchers & Mobile Solutions](#)  
[Marc Buisson](#), General Manager, [Day Ristoservice](#), International Management at [Cheque Dejeuner Group](#), Italy
- [Digital proximity experience for horse-race betting at PMU](#) [PREVIEW](#)  
[Guillaume Dolbeau](#), Director e-Business, [PMU](#)

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1.00pm – 2.00pm: Lunch – Networking – Exhibition

2.00pm – 6.45pm: Conference

3.50pm – 4.30pm : Coffee &amp; Refreshments Break – Networking – Exhibition

## NEW CUSTOMER EXPERIENCES TO DRIVE THE DEMAND

Session Chair : [Robert Hasson](#), Managing Director, Mobile Commerce Lead, [Accenture](#), France

### Keynote

- [The Future of Wallet on Windows Phone: Creating Experiences that Increase NFC Adoption](#) PREVIEW  
[Marcus Ash](#), [Microsoft](#)

- [The Breakthrough of NFC beyond Payment?](#) PREVIEW

[Petra Hofmeister](#), Manager Business Development Platform Security, Chip Card & Security, [Infineon Technologies](#), Germany

- [Mobile NFC – What's all the Hype about?](#) PREVIEW

[Nicolai Schattgen](#), Principal, Global Head of M-Payment Competence Center, [Arthur D. Little](#), Austria

- [NFC Smart Gesture](#) PREVIEW  
[Antonio Lotito](#), Head of Research Unit, [Istituto Superiore Mario Boella](#), Italy

### PANEL DEBATE

"Pushing forward mass adoption"

## MANAGING NFC SERVICES (1/2): SECURE ELEMENT & TSM AT THE CENTER OF THE GAME

- [TSM Hub – a Springboard for NFC Services Deployment](#) PREVIEW  
[Dominique Brûlé](#), Marketing Director NFC/TSM, [Gemalto](#) France

- [Is the TSM a Barrier to a Wider Adoption of NFC?](#) PREVIEW  
[Stephanie El Rhomri](#), Business Line Manager, [FIME](#) France

- [Will NFC, Smart Mobile Devices and Secure Elements enable Services on a Global Scale?](#) PREVIEW

[Pedro Martinez](#), Business Development Manager Mobile Transactions & Infrastructure EMEA, [NXP Semiconductors](#)

- [Presentation by \(title tbc\)](#)  
[Jan Dart](#), Advisory Director, [Bell ID](#), Netherlands

### PANEL DEBATE

TSM Lessons Learned Worldwide

## RETAIL 3.0 (Second Part)

### Unified Experience for Commerce

Session Chair : [Pierre Combelles](#), Business Lead, Mobile Commerce Program, [GSMA](#), UK

### Keynote

- [NFC: At the Heart of the m-Commerce Revolution](#) PREVIEW

[Michel-Ange Camhi](#), Head of NFC/TSM Business and Strategic Development, [Atos Worldline](#), France

- [Enabling Mobile Commerce: It's About More Than Payment](#) PREVIEW

[Tom Conlon](#), VP, Marketing & Business Development, [VeriFone EMEA](#), Sweden

- [In-Store and Online Shopping Convergence: Leverage NFC Payment Convenience and Security](#) PREVIEW

[Pirjo Ojala](#), Head of Product Marketing & Product, [Oberthur Technologies](#), France

- [Openstore: Mobile Identity and NFC for e-Commerce Business \(title tbc\)](#)

[François Xavier Godron](#), Director NFC Program, [Orange France](#); [Dongyan Wang](#), Head of Standards & Ecosystem, Mobile Payment & NFC Innovations, [Orange China](#)

### Multi-Brand Loyalty

### Keynote

- [Challenges for Building Brand Loyalty](#) PREVIEW

[Carsten Kress](#), Senior Director of Sales, [SAP](#)

- [Adshell 2.0 , UK 1st national roadside NFC platform \(10 000 locations\)](#) PREVIEW

[Derek Manns](#), Head of New Business Delivery; [Will Ramage](#), Business Development Director, [ClearChannel](#), UK

- [Best Practice and Experiences from a nationwide NFC Loyalty Rollout at Narvesen / Latvia](#) PREVIEW

[Kurt Schmid](#), CEO, [NEXPERTS](#), Austria – [Janis Peics](#), Head of Purchasing, [Narvesen](#), Latvia

- [NFC for Better Customer Engagement: The Canadian Use Case](#) PREVIEW

[Vindhya Saravane](#), Business Development Manager, [Adelya](#), France

## SMART + CONNECTED CITIES

*Review here how Smart cities deploy latest mobile technologies for the benefit of their citizens, businesses and administrations in transport systems, access to public services, touristic/cultural information, Health and personal care, education, local retail, better use of energy, etc.*

### Contactless services for Smart Cities

Session Chair : [Pierre Métivier](#), Managing Director, [Forum SMSC](#) (French Contactless Mobile Services Forum)

- [Validation Tag at Grenoble City, France](#) PREVIEW

[Arnaud Chevailler](#), Sales Manager, [Connectthings](#), France

- [NFC Cityzic: Payment, Transportation...and Retail](#) PREVIEW  
[Thibault de Dreuille](#), Managing Director, [AFSCM France](#)

- [Nice Côte d'Azur, NFC Territory](#) PREVIEW  
[Aurélie Bozza](#), Project Manager, DSI of [Metropole Nice Cote d'Azur](#)

- [Strasbourg City Case eCommunity : Contactless and Mobile Application Platform](#) PREVIEW  
[Antoine Becker](#), CTO, [Chlorophyll Vision](#), France

- [Caen: an NFC Business Friendly Territory](#)  
[Pierre-Andre Martin](#), Director of IT Services and Digital Innovation (DOSIN), City of Caen

### Connected Cities Innovative approaches

Session Chair : [François Gatineau](#), Head of the Business Division M2M Mobility, [Worldline](#)

- [Smart City Solutions: Easy as ABC](#) (provisional title)  
Joint presentation by [Thomas Nicholls](#), Business Developer, [SIGFOX](#) France and [John Canosa](#), General Manager of M2M/OEM Solutions, [ThingWorx](#), Switzerland

- [Presentation by \(title tbc\)](#)  
[Javier Martinez](#), Sales Director, [Libellium](#), Spain

- [A Connected City requires a Smart Platform : the EXPO2015 MILANO case](#)  
[Fabio Mungo](#), Managing Director, [Accenture Mobility](#), Italy

- [A Smart City Vision](#) PREVIEW  
[Gianluca Dianese](#), Senior Proposition Manager at the M2M Competence Center of [Deutsche Telekom](#), Germany

### Keynote

- [From Connected Car to Connected City \(provisional title\)](#)

[Patrick Waters](#), Head of Operations M2M & Subscription Management, [Giesecke & Devrient](#), Sweden



**NFC World Congress Gala Evening** from 8:00pm

<< Day 1 - Sept. 24

Day 3 - Sept. 26 >>

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OTHER CO-LOCATED WORLD SMART WEEK EVENTS:



Smart Services for Vertical Markets



Identity Services for Government, Mobility & Enterprise



Smart Trusted Technologies & Services for the Networked Society

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