Within her role she focuses on sales and marketing of Embedded Secure Elements and is additionally in charge of the overall NFC MarCom activities for her business line.
Petra has conducted numerous speeches on NFC applications and developments.

Session: Public Transport & Ticketing

Sterling Hughes
General Manager, Smart Cities, Silver Spring Networks, USA

Sterling Hughes has been with Silver Spring Networks since 2004, and currently leads the development for Silver Spring's global Smart City business. While at Silver Spring, Hughes has held multiple roles, most notably leading the design and development of Silver Spring's IPv6 networking fabric and, in the process, authoring more than 10 domestic and international wireless networking patents. Prior to joining Silver Spring, Hughes was one of the core developers of the PHP programming language and spent 10 years working on high-performance websites, including Friendster, FAST Search & Transfer, and Yahoo!.

Session: Smart Cities

Francesco Iarlori
Managing Director, BizDev & Strategy, Italy

Francesco Iarlori (www.iarlori.com) covers since 2009 both editorial and management positions.

He is the Managing Director of the international consulting firm BizDev & Strategy active in Telco, Media, Finance & Transport space. Francesco has been active in the technology powered industry since the early 90s and has been an active management consultant liaising with multinational companies since this time. Past work includes the Iridium project in Arizona for Sun Microsystems and the WISHES project in Europe, which supported the first mobile payments systems in North and Southern Europe (involving Nokia, TeliaSonera, and Gemplus).

Francesco joined Omnitel in 1999 (now Vodafone Italy) where he participated in the Omnitel 2000 project (for Vodafone live!), subsequently moving to set up the Vodafone Business division. Francesco joined TTYL (a Telenor mobile branch) in 2001 and was instrumental in implementing the first cross messaging solution across Europe. Within Siemens he participated to defining and selling global solutions for media & content download, RFID-SMS parking systems and the UMTS wireless camera systems. Since spring 2007 he has worked within the Spectrum/Value Partners Group working in the mobile commerce and mobile advertising arena developing new business models and aiding technological adoption such as NFC and QR codes within the retail and brand sectors. Francesco worked also in global association such as GSMA as Project Manager, he contributed in group and publication around Mobile Commerce & NFC space and contributed to realize the NFC experience in the Milan NFC MMS 12 and Barcelona MWC 13 events.

Francesco holds a degree in computer science from Pisa University (Italy) and is an active keynote speaker, columnist in industry magazines and blogs, as well as covering advisory roles within UN and EC projects. Francesco is the Editor of Mobile Ecosystem - TheBestAdvise projects.

Sessions: World Status of Deployments I Toward Omni-Channel Retailing(1) I Toward Omni-Channel Retailing(2)

Stephane Jacquelin
NFC Product Marketing Team Leader, Oberthur Technologies, France

Stéphane is currently LTE and NFC Product Marketing and Product Management leader at Oberthur Technologies. He has held various positions as Product Marketing, Business Office, Network Design in Europe and North America over the years in network infrastructure vendors including Ericsson, Nortel and Alcatel-Lucent. Stéphane, as a result of his experiences, possesses a great deal of knowledge and experience gained from working with mobile operators in understanding the needs and the challenges operators face.

Session: Proximity Services

Emmanuel Jamin
Head of Partnership Development, Orange, France

As the Head of Country and Partnership Development for Orange's Mobile Payments and Contactless division, Emmanuel Jamin's main mission is to develop mobile contactless usages (NFC, Near Field Communication) across different industries such as transportation, retail, leisure and advertising.

Sessions: Toward Omni-Channel Retailing I Public Transport & Ticketing

| WORLD SMART WEEK | NFC World Congress | M2M Innovation World Congress | World e-ID Congress | Chip-to-Cloud Security Forum | Smart Solutions Show |

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Services, Innovation and Business
Conference & Exhibition
September 22–24, 2014 – Marseille, France

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PROGRAM

last update: September 22, 2014

This program will be enriched continuously in the coming weeks. Keep posted and follow us on LinkedIn and Twitter!

| AT A GLANCE | DAY 1 - SEPT. 22 | **DAY 2 - SEPT. 23** | DAY 3 - SEPT. 24 |

DAY 2 – Tuesday Sept. 23

+ Expand All | Collapse All

> 9.00am – 1.00pm: Break-out sessions | 10.50 – 11.20am: Coffee & Refreshments Break – Networking – Exhibition

M-PAYMENT & M-WALLETS 2/2

Session Chair : Thierry Spanjaard, Chief editor, Smart Insights

How to Turn Any App Into a Wallet [More]
Hans Reisgies, VP Market Development, Sequent, USA

The Fastest Way to Establish a Secure and Flexible Mobile Wallet! [More]
Ove Teigen, VP Sales, MeaWallet, Norway

HCE: THE GAME-CHANGER?

Session Chair : Thierry Spanjaard, Chief editor, Smart Insights

Presentation by MasterCard
Stephen Wood, Vice President of Mobile Payments – Europe, MasterCard

Hosted Card Emulation and Tokenisation: are we ready for a new NFC landscape?
Gerd Thys, Senior Product Manager, Clear2pay, Belgium

How HCE Will Boost NFC Appeal: HCE+NFC+BLE=A Retail Platform [More]
John Devlin, The Human Chain, UK

Host Card Emulation: the Future of Mobile Payments? [More]
Hugo Crawford, Regional Manager, Bell ID, Netherlands

HCE Driving NFC – From Idea, to Reality, to Ubiquity
Giles Sutherland, Vice President, Strategic Alliances, Carta Worldwide, Canada

HCE & Secure Element: Compete or Complement? [More]
Christophe Martin, NFC Marketing Director, Gemalto, France

Why should MNO move fast on NFC and how?
Susanne Molkentin-Lacuve, Head of Marketing of the Solutions Business Unit, Oberthur Technologies, France

WRAP UP PANEL : Payment schemes disruptions: EMV Vs. new online/mobile payments methods
The EMV global standard is challenged by digital newcomers in the payment arena such as Google, PayPal, Isis, Facebook, Twitter, mPESA, Apple potentially, etc. Competitors or complementary services? What are the differences?

> 📢 **More on this theme at World Smart Week:**
> Chip-to-Cloud Security Forum Opening Panel Debate on Tuesday Sept. 23

TOWARD OMNI-CHANNEL RETAILING

Session Chair : Francesco Iarlori, Managing Director, **BizDev & Strategy**, Italy

[Keynote]
Smart Electronic Shelf Labels Are The Key Enabler Of The In Store Digital Revolution [More]
Thierry Gadou, CEO, **Store Electronic Systems**, France

Exploring the Future of Retail – the Potential of Mobile Couponing and Loyalty [More]
Saurabh Sethi, Digital Commerce – Retail Technical Director, **GSMA**, UK

Drive-to-Store Experience with Mobile Coupon [More]
Laetitia Gazel Anthoine, CEO & Founder, **Connecthings**, France

NFC and Retail Engagement – the Customer Journey [More]
Theresa Gordon, President, **Near Field Connects**, USA

Presentation by Clear Channel (title tbc)
Celia Macaluso, Head of Innovation, **Clear Channel**, France

In-Store Digital Revolutions

Session Chair : Francesco Iarlori, Managing Director, **BizDev & Strategy**, Italy

[Keynote]
Engage the Connected Customer at your PoS (provisional title)
Francois Lecomte-Vagniez, Associate Partner, **Lobary**, France

Receipt as an Interactive Medium [More]
Mohamed Talib, CEO, **ReceiptClub**, Canada

5 Years: How Technology Will Change The Face of Bricks & Mortar Retail [More]
Patrick Connolly, Senior Analyst, **ABI Research**, UK

A Simple and Mutualised Solution for Secure NFC Mobile Services Development and Deployment in the Retail Sector [More]
Houssem Assadi, CEO, **dejamobile**, France; Emmanuel Jamin, Head of Partnership Development, **Orange**, France

Connect your store : the new practices of retailers to improve customer experience: Media Markt Saturn + Carrefour [More]
Arnaud Lecat, VP Store Solutions, **Pricer**, France

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