

'Great event that helped me enhance my understanding of the M-Payment Business Domain from Various Business Perspectives' S.A, Sitronics Telecoms Solutions

**EXCLUSIVE**  
LIVE INTERVIEW  
WITH CLAIRE MASLEN, O2!

# MOBILE PAYMENTS & COMMERCE

17th-18th March 2009, Hotel Bloom, Brussels



## KEYNOTE SPEAKERS 2009:



**Christian Séré-Annichini**,  
Head of New Business  
Development, SFR, France



**Scott Seaborn**,  
Head of Mobile Technologies,  
Ogilvy Group UK



**Robyn Durie**,  
Regulatory Council  
for T-Mobile UK, UK



**Frédéric Schepens**,  
Executive Vice President Strategic  
Business Development, Belgacom  
ICS, Belgium



**Sebastien Mesnil**,  
CEO, Carrefour, France



**Mary Carol Harris**,  
Senior Marketing  
Manager, VISA, UK



**Hadi Nahari**,  
Principal Security Architect,  
eBay, Inc. U.S.A



**Massimo Cirasino**,  
Head, Payment Systems  
Development Group,  
World Bank

## Analysing Secure, Value-Added, M-Payments and M-Commerce Services Globally:

- Commercial business strategies for each sector
- Technical platforms: SMS, NFC, payment switches and handsets
- Security and compliance; de-regulating the service
- Addressing different markets: mature and growth region analysis
- Cross-border remittances growth
- Advanced payments services for retail innovation
- Mobile marketing and couponing transactions

See inside for what's new and exclusive for 2009!

Retail and Brand\* Passes only €450!

Play and Display  
Live Demonstration  
Session!

PLAY  
P  
DISPLAY

Pre-Conference Workshop 16th March

M-PAYMENTS

**Mobile financial services in a box: how to think, design, build, launch and run a mobile financial service in 12 weeks**

Led by: Jean Diop, Vice President, TME Consulting, Capgemini, Benelux

Post-Conference Workshop 19th March

M-COMMERCE

**M-Commerce as a revenue-enhancing retail strategy: a review of digital points of sale and the investments which make commercial and consumer sense**

Led by: Francesco Iarlori, International Business Developer - ICT Advisor - Independent Journalist, TheBestAdvise.com project

\*non-telecoms retailers and brands only. At discretion of ITM.

[www.mpaymentsconference.com](http://www.mpaymentsconference.com)

Produced by:

**informa**  
telecoms & media

Endorsed by:

**160characters**  
SMS & mobile messaging association

Media Partners:

**Vanilla PLUS**  
www.vanillaplus.com

Microfinance

**Insights**  
An Intelligence Publication

**NILSON REPORT**

**mobile**  
www.mobilemagazine.com

**MM Mobile Media**

**STREAM**

**consult hyperion**  
www.chip.com

**MOBILE PAYMENTS WORLD**  
Trends in mobile and online payments

**Global Mobile**

**TELECOMPAPER**

**NFCNews**

**mobileworld**

**telecoms.com**

**telemedia-news.com**

**payments jobs online.com**

**MindCommerce**

**3G Wireless Broadband**

**ContactlessNews**

Informa Telecoms & Media is part of T&F Informa plc which is quoted on the London Stock Exchange under the Media section and has offices in: • Australia • Austria • Brazil • Belgium • Dubai • France • Germany • Hong Kong • India • Malaysia • Netherlands • Norway • Singapore • Spain • Sweden • Switzerland • United Kingdom • USA

REGISTRATION HOTLINE  
+44 (0)20 7017 5506

[www.informatm.com](http://www.informatm.com)

**informa**  
telecoms & media

M-PAYMENTS

Pre-conference afternoon workshop  
16th March 2008

Mobile financial services in a box: how to think, design, build, launch and run a mobile financial service in 12 weeks

Led by: Jean Diop, Vice President, Capgemini TME Consulting, Benelux

Objectives:

- To obtain a comprehensive view of mobile finance services (MFS) market trends & realities
- To understand the stages & challenges from idea to successful mobile finance services product in used by consumers
- To consider the elements of the benefits financial case and secure their realization through the mobile finance services ecosystem
- To side-step technology and focus on user experience and value drivers for accelerated time-to-market

Agenda:

- 12:45 Start
- 13:00 Registration
  - The context of Mobile Financial Services: is there a market opportunity? How valuable is it? How does the ecosystem look? Who are the players?
  - MFS\_in\_a-Box: how to launch a true (i.e. non-SMS based) MFS product in 10-15 weeks
- 14:15 Refreshment/networking
- 14:45 Applying MFS\_in\_a\_Box: findings from the field
  - MFS customer experience: focus on the end-user to stimulate acceptance, not on technologies!
  - MFS value drivers: how to secure the realisation of the business case? What does a successful business model look like?
  - Case studies: lessons learned and future roadmap
- 17:30 Workshop close

Workshop Leaders:



The workshop will be led by J. Diop and his team.

Jean A. K. Diop is a Vice President in Capgemini's C4-Benelux: the Strategic & Business Consulting practice of the Telecom Media & Entertainment practice group based in Utrecht (The Netherlands). He leads the Mobile Financial Services strategic & business consulting group for C4 Global.

With more than 18 years of executive & consulting experiences, Jean is specialized in telecommunications strategy development & realization, financial business planning, technology network/products operations excellence, and executive board advising. Using Capgemini Telecom-in-a-Box methodology, he has coached & managed the launch of several operators & ISPs worldwide. He led from the start the creation, launch & expansion of RaboMobiel, the 1st European triple AAA Bank to enter & successfully dominate the Mobile Financial Services areas in Europe. Prior to joining Capgemini, Mr. Diop worked internationally and in The Netherlands at Booz Allen Hamilton, PricewaterhouseCoopers Management Consultants Services and Lucent Network Systems Technologies.

More information available at  
[www.capgemini.com/industries/media/consulting/solutions/mobile-payments/](http://www.capgemini.com/industries/media/consulting/solutions/mobile-payments/)

Maximise Visibility at M-Payments and Commerce 2009

M-Payments and Commerce by Informa Telecoms and Media is now in its 12th year. With more exclusive sessions than ever in 2009, now is the time to gain exposure from the leading m-payments and commerce event on the market.

To sponsor or exhibit at the event, direct to industry leaders and decision makers, please contact:

Richard Bragg (Sponsorship and exhibition)  
richard.bragg@informa.com  
+44 (20) 701 75811

Catherine Graham (Endorsing and Press)  
catherine.graham@informa.com  
+44 (20) 701 75209



Informa Telecoms & Media is the leading provider of business intelligence and strategic marketing solutions to the global telecoms and media markets. Driven by constant first-hand contact with the industry our 90 analysts and researchers produce a range of intelligence services including news and analytical products, in-depth market reports and datasets focused to technology, strategy and content. Informa Telecoms & Media also organizes more than 125 annual events, attended by more than 70,000 executives. In addition to the GSM>3G World Series, our events cover subjects as diverse as fixed and mobile operator strategy, technology, TV, mobile music and games.

For more information please visit [www.informatm.com](http://www.informatm.com)

M-COMMERCE

Post Conference Workshop  
19th March 2009, Brussels

M-Commerce as a revenue-enhancing retail strategy: a review of digital points of sale and the investments which make commercial and consumer sense

Led by: Francesco Iarlori, International Business Developer - ICT Advisor - Independent Journalist, TheBestAdvise.com project, Italy

Agenda:

- 9.15 Start
- 9.30 Registration
  - Establishing the retail gain: what is the cost-benefit analysis for 'another investment' for retailers?
  - Real costs, real benefits and case study examples for SME and the retail giants
- 11.00 Refreshments
  - Different methods – new retail infrastructure and training or software applications only?
  - looking at the long term and medium term gains
- 13.00 Lunch with intimate Q and A sessions and detail swapping!
  - How should a retailer educate its staff and consumers to ensure a seamless and beneficial system and not a PR nightmare?
  - Looking at marketing campaigns which win over the most tech-phobic consumer
- 15.00 Refreshments
  - Case Study: learning points from a retail partner TBC
- 16.30 Wrap up and points to remember

Workshop Leader:



Francesco Iarlori, International Business Developer - ICT Advisor - Independent Journalist, TheBestAdvise.com project

Francesco Iarlori has been active in the mobile industry since the mid 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 Gemalto). 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 (the Telenor mobile branch) in 2001 and was instrumental in implementing the first cross messaging solution over a mobile across Europe. Within Siemens he participated to defining and selling global solutions for media & content download, RFID-SMS parking systems and UMTS wireless camera systems. Since spring 2007 he has worked within the 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 holds a degree in computer science from Pisa University (Italy) and is an active columnist in industry magazines and blogs, as well as covering advisory roles within UN and EC projects.



NEW! Maximise your time at Mobile Payments and Commerce 2009 Online Networking and Meeting System

As a pre-registered delegate of Mobile Payments and Commerce 2009, you will be automatically registered for Informa's online networking tool. This secure system allows you to:

- ✓ Access the conference attendee list two weeks before the event, during the event and up to three months after.
- ✓ Interact with other participants online, send messages, and set up meetings at the conference – all in a secure, dedicated and private environment.
- ✓ Inform other participants of your work and interests by uploading your profile

Ensure you register early enough to take full advantage of this valuable networking tool!