

# Lafferty Cards Asia 2008

Conference & Exhibition

*Cards and Payments Re-invented*

6-7 November 2008, Shangri-La Hotel, Bangkok



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## Personal Message from Michael Lafferty



The cards industry has always been, without doubt, the most exciting sector of retail financial services. Recent innovations and developments within the global banking environment mean that cards and payments are now at the forefront of industry attempts to provide best-in-class customer service. 'Re-invention' of your cards business is now the key to future success.

*// Cards are magic – and so is the cards business //*

Since our last cards event in Asia there have been significant changes in the global cards and payments landscape:

- ◆ Card payment companies have floated on the stock market and achieved unimaginable valuations
- ◆ Debit cards have exploded in popularity around the world and now exceed credit cards in both numbers and volume
- ◆ Prepaid cards and prepaid commerce in general has surpassed all expectations
- ◆ Banks have re-evaluated the role of merchant acquiring and processing to their business, often spinning off or selling these units
- ◆ Private equity houses have taken considerable stakes in parts of the industry
- ◆ Global regulation has had a significant effect on interchange and market access

So what does the future hold? *Lafferty Cards Asia 2008* will feature an international panel of cards and payments experts who will help shed light on these developments and explain how, through 're-invention', cards business in Asia can profit from them.

The programme will address issues such as profitability, innovation and sustainability including:

- ◆ Re-inventing the credit card to make it more appealing and target new market segments
- ◆ De-coupling of the debit card to make it a profit centre in its own right
- ◆ Changing the dynamics of merchant acquiring
- ◆ Mobile and contactless payments opportunities
- ◆ How to make profits from prepaid cards – global success stories and how they can be applied to your business model

This is just a taste of what we plan to debate and discuss in Bangkok in November. Join me to get the full picture and put in place the building blocks to "reinvent" your cards business.

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## 8.15 Registration and welcome coffee in the exhibition area

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## 9.00-10.40 Session One

### Keynote Session – Re-invention from the top down

#### Welcome and global cards industry briefing

*Michael Lafferty, Chairman,  
Lafferty Group, and Chairman,  
International Cards and  
Payments Council*

#### Keynote Session: Re-invention from the top down

The world of retail banking is undergoing a period of massive reorganisation and change, with payment cards at the forefront.

Leading industry players are re-inventing their cards offering to shape the transformation in retail banking and lead the drive to best in class customer service.

This keynote session will discuss what is meant by re-invention of the payment cards business and how a strategy of re-invention can be implemented in practice. It will look at the role of innovation, and set-out where the industry will go next.

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## 10.40-11.15 Coffee break in the exhibition area

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## 11.15-12.45 Session Two

### Re-inventing cards in Asia – Profit from a fast- evolving environment

#### Re-inventing the credit card

The traditional credit card model has served the Western world well for the last 25 years. But as new types of consumers in Asia emerge it is time for the region's banks to

re-invent the credit card and make it relevant for the new consumer environment.

This session will look at innovations in credit cards around the world. It will examine how banks are changing the rules of credit card design to target emerging segments in developed and developing markets, and/or maintain profitability in markets where cards saturation is high and regulatory pressures are on the rise.

#### Re-inventing the debit card

Debit cards have exploded in popularity around the world and now exceed credit cards in both numbers and volume. Many banks, particularly in the US, have invested significant sums in re-inventing the debit card with a view to turning it into a profit centre.

The session examines some of the innovations around debit cards and the success or otherwise of recent attempts to de-commoditise the debit card.

#### Re-inventing merchant acquiring

The role of merchant acquiring to banks in Asia is undergoing a sustained period of transformation. Amongst some of the biggest banks there is a move to establish joint ventures with third-parties, while many medium and small banks are looking to outsource altogether.

This session will evaluate the causes driving market change and the options open to banks of all sizes within the Asia-Pacific region.

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## 12.45-14.15 Networking Lunch in the exhibition area

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## 14.15-15.45 Session Three

### Cards operations and technology – Back office best-practice for headline results

#### Re-engineering technology and operations to support growth

New technology and increased regulation are changing the face of the cards and payments landscape worldwide, driving banks to re-orientate their technology and operational capabilities to support growth.

This session looks at how banks can optimise new technologies such as enterprise architecture to make changes to the back office that deliver front-office results.

#### Integrating customer service into the cards back office

Adopting a customer-orientated approach to process optimisation is possible. The best issuers are incorporating customer feedback into the project prioritisation process. The objective is to ensure back office complexities do not result in front office embarrassments.

This session will look at strategies for successful integration of customer service objectives into back office processes, including harmonising the product promise with operational realities.

#### Meeting the regulatory challenge

International, regional and national regulation is increasingly impacting the cards and payments industry. From actions to lower interchange to requirements to increase capital adequacy ratios, banks now more than ever have to adapt to meet new regulatory challenges.

This session will look at the different types of regulation affecting card issuers in the Asia Pacific region and beyond. It will examine the lessons that can be learned from the experiences of issuers elsewhere in the world, and how banks should prepare for forthcoming regulation in Asia.

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## 15.45-16.20 Coffee break in the exhibition area

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## 16.20-17.50 Session Four

### Mobile & Contactless payments – The future is not plastic

#### Realising the mobile payments opportunity

After a few years of relative neglect, mobile payments are once again the buzz word in the global payments industry. New offerings are emerging all the time, some with more likelihood of success than others.

This session looks at how mobile payments can improve customer service and give a bank a competitive advantage. Attendees will learn how to identify the correct application for their business model, and how to overcome the challenges of launching a mobile payments offering.

#### Contactless cards and enhanced customer convenience

The future for contactless cards is less assured than the hyperbole would suggest. Among the myriad of issues that could hinder growth are consumer concerns regarding security and fraud issues and reluctance amongst banks to invest in the technological upgrades required to turn potential into reality.

This session will hear from some of the success and failures of current trials in the marketplace and learn how combining contactless cards and mobile payments could result in a compelling consumer proposition.

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## 17.50-18.00 Chairman's closing remarks and end of day one

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8.15

## Re-registration and welcome coffee in the exhibition area

9.00-10.30

## Session One

### Business expansion – Take your cards offering into new markets

#### Launching an international credit card offering

As credit cards become more established throughout the Asia-Pacific region, many domestic banks are looking to expand their card offering internationally. Despite the rewards on offer such moves have obvious risks and as many international card launches fail as succeed.

Attendees to this session will learn to identify the key drivers to a successful international offering, including choosing the right market, product, and launch strategy.

#### Targeting the unbanked and low income – lessons from the West

Reaping the benefits of economic growth across the region, Asian consumers are now demanding greater access to retail financial products such as credit cards. Emerging segments, comprising the mass affluent, low income, unbanked and Islamic consumers – to name but a few – have specific needs that the right card offering can fulfill.

This session will examine the emerging segments in the region and how they can be targeted. It will look at the opportunities and lessons in segmentation that can be learned from the West.

#### Managing market expansion

Market expansion is difficult to achieve in the most benign of markets. But in emerging

markets with little or no data on customer risk the task becomes much harder. Throw in a global economic downturn and successful management of the risks associated with market expansion becomes a massive challenge.

This session will look at credit scoring issues with relevance to the Asia-Pacific region, customer acquisition strategies in new markets and maintaining customer satisfaction without raising exposure to bad debts.

10.30-11.10

## Coffee break in the exhibition area

11.10-12.40

## Session Two

### Prepaid – How sustainable profits can be achieved from prepaid cards

#### Prepaid cards can be profitable

The prepaid card market is booming with many banks now issuing prepaid cards as part of an integrated payments strategy. However, there remains a significant uncertainty over the business case for prepaid, with profitability a huge challenge across many segments of the prepaid value chain.

This session will examine where profits are being made from prepaid cards and the importance of marketing to the success of an offering.

#### The evolution of cards in the public sector

Smart local and central government departments are already delivering many public services and payments on smart and prepaid cards. Prepaid cards are already providing convenience and choice for citizens, and a discreet means of delivering bursaries to

those entitled. Government agencies can make significant cash handling cost savings and, with the opportunity to add a general purpose e-purse to schemes, new revenues can be created whilst enhancing public service provision.

This session will show how technology is expanding the reach of cards and how you can adapt your prepaid products to meet public services needs.

12.40-14.00

## Networking Lunch in the exhibition area

14.00-15.35

## Session Three

### Customer Loyalty – Adding value to increase profitability

#### Customer loyalty is more than offering reward points

In today's highly competitive banking environment card issuers need to find new and innovative ways to target new customers, whilst retaining existing customers. Whether they offer carbon offsets, air miles, free coffee or discount vouchers, the pressure is on to identify innovative ways to achieve long-term customer loyalty, and then convert this loyalty into a profitable long term relationship.

This session will take in the different best practice approaches used by issuers throughout the world to improve customer loyalty, including the role of new technology such as CRM and tailoring offerings to specific segments.

#### Cross-selling on the back of a credit card offering

Cross-selling is a key objective for the top retail banks and many now rely on the credit card as a key tool to market other products.

This session will look at the different methods by which credit cards can be used as a platform for cross-selling a range of alternative financial service products, taking in best practice from banks in the US and beyond.

15.30-16.00

## Coffee break in the exhibition area

16.00-17.30

## Session Four

### Closing Keynote Panel Discussion – Cards & Payments in Asia-Pacific: The next 10 years

The world of cards and payments is at a point of unprecedented change, bordering on revolution. The next 10 years will see the industry transform beyond recognition. In an open-panel discussion attended by all speakers, the leaders in cards and payments in Asia-Pacific will discuss the following points.

- ◆ Network developments and the future for Visa and MasterCard
- ◆ Europe as a template for pan-Asian integration of card networks
- ◆ Current and future regulation of the industry
- ◆ Dis-intermediation of the banks – the threat from Telcos and other new entrants

Lafferty Group is dedicated to providing the highest standards of insight, objectivity and market intelligence to leaders in retail banking, cards & payments, consumer finance, wealth management and private banking. The group's comprehensive service offer includes:

### Councils

The councils provide research, intelligence and global networking services to key players in the retail banking and cards & payments industries. Members meet twice a year to network and brainstorm current industry issues and share best practices.

### Online Database & Research Reports

Lafferty Group's online research resource, *World Cards Intelligence*, provides critical data and analysis on the cards, payments and consumer finance markets. Covering over 60 key markets, the database allows users to compare and contrast multiple data points and analyse only the content that is relevant to them. Lafferty also publishes over 100 cards and consumer finance reports including country-specific, regional and global reports.

### Newsletters

With the recent launch of *Lafferty Cards Insider* and *Lafferty Retail Banking Insider*, Lafferty Group has

re-entered an area in which it has excelled for a quarter of a century.

### Conferences

Lafferty Group is now back in the conference business, which it first entered in 1982. After a huge response to *Lafferty Cards Europe* on 10-11 June in Milan, Lafferty Group is holding an additional three events: *Lafferty Cards Central and Eastern Europe* on 1-2 October 2008 in Budapest, *Lafferty Retail Banking Asia* on 16-17 October 2008 in Bangkok and *Lafferty Cards Asia* on 6-7 November 2008, also in Bangkok.

### International Trade Association Management

A range of management services are provided by Lafferty Group to *Prepaid International Forum*, a not-for-profit cross-industry trade association established to represent all parties participating on a commercial basis in prepaid commerce. *Prepaid International Forum* is now expanding rapidly beyond Europe – and a SE Asia chapter will shortly be launched.

### Bespoke Research/Advisory Services

Lafferty Group provides specialist multi-client and individual client research covering key markets, major players, best practices and specific industry sectors. It also provides strategic advice through *Lafferty & Associates*, a team of consultants who are former senior industry executives with hands-on experience in key management areas of leading financial services businesses.

# LAFFERTY Cards INSIDER

INTELLIGENCE TO BANK ON FOR THE GLOBAL CARDS & PAYMENTS INDUSTRY

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## Lafferty Cards Asia 2008

Conference & Exhibition

6-7 November 2008, Bangkok

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Company \_\_\_\_\_

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I agree to be bound to the terms & conditions of booking shown opposite.

### REGISTRATION FEE (please tick as appropriate)

Standard Rate  US\$1695

Banking Association Member Rate  US\$1295

Lafferty Council Member  US\$1295

Bulk Booking  US\$4485  
(this applies to 3 delegates (US\$1495 per person)  
registering at the same time)

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### Terms & Conditions:

**Registration Fee:** Registration fees cover participation at the two-day conference, entrance to the exhibition, lunches and refreshments and access to speakers' papers post event. The fee does not include hotel accommodation and travel to the event. Registration is only confirmed when full payment is received.

**Payment:** Payment must be received prior to the event. Payment methods are outlined on the registration form above.

**Cancellation:** Substitutions can be made in writing at any time and will incur no penalty fee.

Cancellations without a substitute delegate received on or before 15 September 2008 will be subject to a 25% administration charge. Delegates cancelling after this date without a substitute delegate will be required to pay the full fee and no refund will be given. Cancellations must be received in writing or by email and will not be accepted over the phone.

**Disclaimer:** The organisers reserve the right to alter the programme as necessary. Times are also subject to change. Speaker names are confirmed at time of going to press.

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