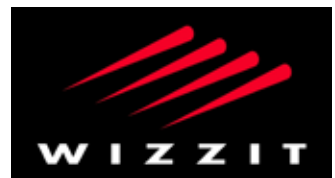


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Mobile Payments: Where Is Your Mobile Wallet? “The next generation”

WHY THIS CONFERENCE?

Africa has the potential to make significant progress in mobile payments which can benefit economic growth and expand access to all networks. However, to realize this requires a careful policy and regulatory ‘roadmap’ which is appropriate to local circumstances. The advent of Mobile Payments means no longer fishing around for credit cards or cash; it has all the convenience of cash but without the associated convenience and security issues. Mobile Payments even beat ATM’s as the mobile phone is always with you and it is the most convenient of “always on” services. The evolution of mobile payments is just the beginning. This event serves to bring together all stakeholders in building a successful mobile payments system to set the right incentive for all; by creating a diverse ecosystem. The question is- Is the African market ready for this?

WHY YOU SHOULD ATTEND?

- Focusing on the future of mobile payments on the African continent
- How all stakeholders could benefit from the use of mobile expansion: country wide
- Technological advancement

- An increase in infrastructure capacity to accommodate and boost operational productivity
- The future of Mobile Financial services (MFS)
- An in depth risk analysis
- A half day master class

WHO YOU WILL MEET

- MD’s/ CEO’s / CFO’s/ CIO’s
- IT Directors
- Project/product development directors
- Strategic planning directors
- Vas directors
- Content & application directors
- Internet business directors
- Virtual banking directors
- Alternate distribution channels directors
- Marketing directors
 - Billing directors
 - Finance directors
 - Business development directors
 - Sales directors
 - Mobile payments consultants / practitioners
 - Microfinance



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Speakers

Leon Perlman, Chairman, WASPA (invited)

David Reynders-MD, Pocit(invited)

Steven Ambrose- Managing Director www Strategy

Jose Gomes- COO Swap Mobile

Len Pienaar- CEO Mobile & Transact Solutions FNB



Cobus Potgieter- MD MoPay

Brandon Sandiford- COO LinqPay

Afeikhena Jerome- Co-ordinator, Economic Governance & Management NEPAD

Richard Mayheu- IT Manager, Nashua Mobile(invited)



Brenda Ntombela- African ICT ICASA

Lloyd Kumbemba- HOD, IT, SALGA(invited)

Bevan Ducasse- CEO, Wiwallet(invited)

Hina Patel-Strategic Research Manager, CSIR(invited)



Brian Richardson- Managing Director Wizzit

Nick Essame- Head of New Payment Innovations Visa & NFC

Simon Botes- Managing Director SharePay

Moses Mtimunye-Chief Strategic Services SITA

The NFC Forum

Day 1

The beginning of greatness

08:00 Registration and refreshments

08:45 Chairpersons opening remarks

09:00 **Keynote Address: A comparative review as to where we are in terms of m-commerce**
Leon Perlman, Chairman, WASPA (invited)

09:45 **The possibilities opened by mobile payments solutions: Fundraising, etc.**
David Reynders-MD, Pocit(invited)

10:30 Networking Tea

10:45 **Unfolding the advantages of mobile payment services for the African consumer**

- Why cash has become irrelevant in the 21st century
- Why is it so difficult for people to let go
- Overview of the mobile payments procedure
- Identifying different payment service providers and their offers to get a holistic view on the Sub-Saharan African markets
- Providing an index to assess the mobile payment maturity in each member state
- Strategies to increase penetration and usage of m-transfers, m-payments and m-banking

Steven Ambrose- Managing Director www Strategy

11:45 **An Analysis of Mobile Payments in the rest of the world**

- Developed Countries: an overview
- Developing countries: an overview
- International Mobile Payment Successes and Failures
- Reasons given for payment success and failures
- How does South Africa compare

Jose Gomes- COO Swap Mobile

A Business Perspective

12:30 **The successes of mobile payments in Southern Africa from a traditional bank's perspective**

- A history of Cellphone Banking in Southern Africa
- An overview of the players
- A FNB Case study on mobile payments

Len Pienaar- CEO Mobile & Transact Solutions FNB

13:00 Luncheon

14:00 **Panel Discussion- Strategising to increase the line: a mobile payment money perspective**

- Exploring the best business methodologies to generate profit and increase traffic: merchant and bank partnerships , marketing, education
- Incorporating consumer behaviour into the organisation strategy
- Exploiting contactless technology as an added channel to enhance the value proposition

14:45 **Mobile payments Case Study: providing both merchants and retailers with opportunities**

- Determining the business drivers: ease of use for the customer, increase operating efficiencies, cost effectiveness



- Identifying sectors who can benefit from m-commerce initiatives
- Technology considerations: fraud, scalability

Cobus Potgieter- MD MoPay

15:30 Networking Tea

15:45 **The beginning of a new era: The ability of consumers to use their mobile handsets to make payments. Case Study**

- A review of mobile payment services
- How to effectively use these services in increasing market share, profitability and consumer loyalty
- Understanding consumer requirements
- Creating a trusted framework for consumer orientated m-commerce transactions
- Incentivising consumers to switch from e-commerce to m-commerce
- Will mobile payments only be essential for time sensitive products: online trading, travel and online entertainment bookings

Brandon Sandiford- COO LinqPay

Day 2

How to increase infrastructure capacity and produce operational capacity?

08:00 Registration and welcome refreshments

08:30 Chairpersons Opening remarks

08:45 **Keynote Address: Are we Infrastructure ready-An overview of the current infrastructure status of the Sub-Saharan Africa**
Afeikhen Jerome- Co-ordinator, Economic Governance & Management NEPAD

09:00 **Public Infrastructure Investment in SA: A vital link in development**
George Finger-ICT Specialist, DBSA(invited)

09:45 **The future of (mobile) wireless broadband connectivity in Africa-Case Study**

- How to lower the costs of providing high speed broadband infrastructure in Africa
- Key growth opportunities with the development of broadband
- Driving a profitable business model
- What the limits to broadband growth

Richard Mayheu- IT Manager, Nashua Mobile(invited)

10:30 Networking Tea

10:45 **Mobile Payments and People with Disabilities**

- Introduction
- Types of disabilities/impairments
- Accessibility in emerging technology
- Products and services
- Problems encountered by people with disabilities and elderly
- Addressing challenges of impairment
- South African situation

Brenda Ntombela- African ICT ICASA

11:30 **Panel Discussion- Driving growth throughout the Sub-Saharan Africa through PPP investment**

Does the onus lay with government departments to make plans or develop strategies for the development and growth throughout Africa or should the initiative come from Private organisations? Would the ideal situation

Accommodation

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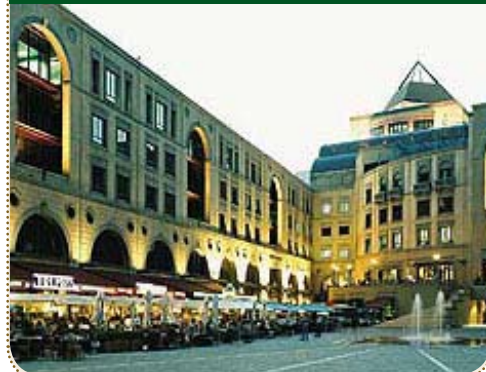
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be collaboration with Government and Private Companies that also seek to benefit from Infrastructure development? Where should the finances for these projects come from and what should be the optimal rollout for these developments?

- 12:15 **Analysing the best marketable opportunities for strategic expansion in the African marketplace**
- Meeting the growing demand for telecommunications infrastructure in Africa
 - Current and future projects around the continent-knowing where to expand and invest
 - Delivering on set goals through the utilisation of private enterprise partnerships
 - Ensuring world class African communications infrastructure
- Afeikhena Jerome**- Co-ordinator, Economic Governance & Management NEPAD
- 13:00 Luncheon
- 14:00 **Keynote address:how has m-commerce revolutionized impacted on e-governance in the public sector**
Moses Mtimunye-Chief Strategic Services SITA
- 14:45 **Role and implication of mobile governance systems in service delivery**
Lloyd Kumbemba-HOD, IT, SALGA(invited)
- 15:15 Tea & Networking
- 15:30 **A viable alternative to credit cards**
Bevan Ducasse-CEO,Wiwallet(invited)
- 16:00 **Panel Discussion- The advent of a paperless society: What proof do you have?**
- How do you supply proof of payment?
 - What assurances does the consumer have that payment was successfully received?

Day 3

08:30 Chairpersons Remarks

Supporting Technical Architecture in Mobile Payments

08:45 **Keynote address: Understanding the framework required for the commercial roll-out of mobile payments**

09:30 **The EuroAfriCa- ICT initiative**

Connecting both European and African researchers; for ICT partnerships under the Seventh Framework Programme. The EuroAfriCa- ICT initiative is an EU funded project (SSA- Specific Support Action) under the FP7 (Seventh Framework Programme). The presentation will mainly introduce the overall objectives of the EuroAfriCa-ICT initiative: define the strategic framework for the development of an EU -sub-Saharan Africa cooperation and provide efficient support services to European and sub-Saharan African Organisations and researchers interested in preparing joint ICT R&D projects in response to EC FP7 calls

Hina Patel-Strategic Research Manager, CSIR(invited)

10:15 Tea

10:30 **Mobile Commerce : Fresh perspectives on business opportunities and**



technology solutions

A review of how your business could benefit from the technological advances in mobile payments as well as any new technology solutions

11:15 **Case Study: Wizzit & Mobile Banking/Payments.**
An examination of the payment methodologies offered to the unbanked and underbanked
Brian Richardson- Managing Director Wizzit

12:00 **Case Study: Visa PayWave- where we have come from, where we are going and where we are on the journey**

- Visa Paywave and how it has evolved to date
- Visa's Overall Mobile Strategy
 1. How passive NFC fits into the strategy
 2. How active NFC fits into the strategy
- Pilots, Proofs of Concept and Production

Nick Essame- Head of New Payment Innovations Visa & NFC

13:00 Luncheon

14:00 **Security issues hinder or be a conductor for mobile payments/banking**

- Will security hinder or be a conductor in to mobile payments/banking
- What have established thus far
- Is there a global criminal pattern that we can learn from
- The bottom line:Are we able to protect the consumer?

14:45 **Mobile Payment: Banking the unbanked**
Mobile payments made easy
Simon Botes- Managing Director SharePay

15:30 Tea & Networking

Post-Conference Master Class:

This Master class serves to introduce to the Sub-Saharan Africa countries to the current trends that is taking over the market in the Asian and European Countries. The introduction of these technological advances has led to the simplification of payment processes for individuals from these countries

Contactless technology (NFC)

Commercialisation of Near Field Communication (NFC)

Creating the right conditions for pervasive NFC adoption and use by the general public - Supporting processes and removing barriers

- Building a cost-benefit analysis to analyse your organisation's potential for adoption.
- Surveying issuance and acceptance rates.
- Communicating contactless features to your customers.
- What has been learnt to date: how have earlier pilot projects influenced the path to commercialisation
- How do value added features improve the business case for mobile contactless payments
- Building a viable long term Nfc business: standardized market approach or market by market business models
- Roadmap for rollout of more pilot projects in Southern Africa
- Why mobile contactless is much more than the contactless card
- Gaining merchant acceptance and creating touch points
- Why it is a major business opportunity for the banks
- How mobile operators and banks can collaborate to deliver this promise

The NFC Forum

Testimonials

Infrastructure Development Backlogs Symposium

"This event was a clear explanation of the theme of the symposium and exposure to various forms of project management.

Exposure to comparative analysis of the SADC region"

Philemon Modau, Gauteng Housing Department

Hospital Acquired Infections Symposium

"The issue of Hospital Acquired Infections was covered from different angles by several speakers which enabled us to gain better knowledge"

Dr. Motuma Deauzsie, RFM Hospital, Swaziland

Traditional Authorities - Local Government & Rural Economic Development Summit

"This event exposed the underlying differences resultant in the laws regulating the powers and functions of traditional councils. In identifying these problems, mechanisms to resolve them can be implemented"

Daniel Ramasodi, North West Development Corporation

Fighting Corruption & Safeguarding Integrity - Symposium

" The event was held just at the right time when corruption is on the rise globally"

Christopher M. Wari, Auditor, Kenya National Audit Office

Sustainable Rural Development - Symposium

" Eye opener to further community involvement in rural development"

N.Z Mtshabe, Lecturer, Walter Sisulu University



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Mobile Payments

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