

Speaking Opportunities at NFC World Congress

Business and Strategies for the NFC Market and Ecosystem

Conference & Exhibition – September 17-19, 2012 – Nice, French Riviera

www.nfcworldcongress.com

Deadline for abstract submission is **March 30, 2012 (extended)**

2011 has marked a major milestone on the road to mass-deployment of NFC. Not only pilots but also numerous commercial rollouts throughout the world have confirmed that end customers are ready for contactless mobile and they like it. Different cooperative ecosystems have emerged around these NFC services showing consistent business models and structured partnerships between MNO, banks, mobile manufacturers, service providers, merchants, etc. And the recurring issue of handset availability is on the way to be overcome with the shipment of 100 million NFC phones projected in 2012, along with the acceleration of deployment of NFC-enabled infrastructure.

All these changes have been exposed and discussed at the successful 2011 edition of NFC World Congress. The 2012 conference overall aim is now to give all NFC stakeholders the opportunity to **consolidate and amplify the momentum of NFC** through its ecosystems, markets and uses.

Thanks to a business and strategic approach, a high level Program Committee, a parallel exhibition of cutting-edge products and solutions, an attendance of 550 delegates in 2011 and other distinctive features, the NFC World Congress conference has proved to be a key meeting place for experts and market leaders from across the globe. They are invited to share their latest experiences with NFC, the lessons they have learned and their strategic business insights for successful NFC deployments.

TOPICS

The NFC World Congress conference Program Committee is looking for proposals from potential speakers able to deliver expert-level business and practical information to our delegates in the following topics:

- **Market Trends & Business Strategies with NFC**
 - ➔ *What do I need, what does a successful NFC enabled ecosystem look like, what are the business drivers for it, how does NFC get me there?*
 - Global trends of NFC business models, ecosystems and markets
 - Vertical focused strategies:
 - Financial Services & Retail: *banking & payment, marketing, advertising, loyalty...*
 - Transport: *mass-transit ticketing, travel, automotive...*
 - Government & Healthcare: *citizen's services, ID, healthcare...*
 - Enterprise & Industry: *corporate ID, traceability, logistics, energy distribution...*
 - Entertainment: *ticketing, advertising, loyalty...*
 - etc.
 - New market and business opportunities
 - Building a successful business model
 - Ecosystem issues: collaboration between banks, card issuers, MNO, merchants, etc.
 - Identifying new business opportunities

- **Strategies for Deployment & Commercialization of NFC**
 - ➔ *How do I set up infrastructure to actually implement & commercialize NFC based ecosystem?*
 - Case studies: pre- and commercial NFC services/applications
 - Best NFC infrastructure models around the world
 - Standardisation, security and interoperability issues
 - Industry players' role towards mass-market deployment

- Enhancing the user experience
- **Real value added for users in NFC smartphone use**
 - ➔ *What does it take to effectively seduce the consumer?*
- **Customer Relationship Management in the digital NFC world**
 - ➔ *How to manage seamless customer service in a cross channel environment?*
- **Innovative Applications and Solutions**
 - ➔ *What new services can I deliver and how?*
 - Building new offerings
 - Key innovations and potential killer applications
 - Leveraging NFC in non-IT businesses
- **Alternative m-payment/m-shopping solutions**
 - ➔ *Transition, threat or opportunity for NFC?*

FOR WHO?

From start-ups to leading players, the entire NFC ecosystem is invited to give a talk at NFC World Congress: banks, cards issuers and acquirers, payment platforms, mobile network operators, smart card and chip manufacturers, handset manufacturers, regulators, retailers and merchants, solution providers, governments and public services, regulators, trade associations...

If you are a supplier of NFC hardware, NFC-enabled systems or other NFC related products or services, you are invited to take part in the two day exhibition running alongside the NFC World Congress. This exhibition is shared with the World e-ID Congress held in parallel.

R&D and technical presentations are suitable to the Chip-to-Cloud Security Forum held during the same week. Learn more on www.chip-to-cloud.com

HOW TO SUBMIT?

Prospective authors must submit a short abstract using the template downloadable at www.nfcworldcongress.com

1. Short, explicit and appealing title
2. Name, function, address, phone, e-mail, and organisation of the speaker together with a short description of the speaker's expertise
3. The name of the speaking person (only 1 person is allowed to present)
4. 3 to 4 bullet points (1 line max. each)
5. Length of the abstract itself: between 200-300 words

Submissions not conforming to these formatting instructions risk rejection regardless of their technical merit.

Submission procedure:

Authors are invited to submit their proposals electronically to lperron@strategiestm.com

If authors do not receive acknowledgment within 72 hours, they are kindly invited to contact directly lperron@strategiestm.com

Deadline for abstract submission is ~~March 23, 2012~~ extended to March 30, 2012

Decisions and Presentation

Notification of acceptance or rejection will be sent to authors on April 30, 2012

Authors of accepted presentations commit themselves to present their paper at the conference. In case of personal impediment, the speaking person should appoint the backup speaker.

Speaker's registration

Registration fee is included in the Official, Platinum & Gold sponsor and exhibition packages for one speaker. Regular registration speaker's registration rate is €450 excl. vat. This registration gives access to NFC World Congress conference, exhibition, breaks and lunches, proceedings. Speakers' travel and accommodation expenses are not covered by the organizers.

Proceedings of the conference will be available at the opening of the event. Clear instructions about the proceedings will be sent to the authors of accepted papers.

The organizers commit themselves not to disseminate the presentations before the conferences.

Other important dates

- ▶ Official Program Appearance: May 25, 2012
- ▶ Complete presentation for the proceedings August 25, 2012

PROGRAM COMMITTEE

Program Committee Chair: François Lecomte, Managing Director Forum-SMSC, Contactless Mobile Services Forum

- Dr. Nav Bains, Senior Director Mobile Money, GSMA
- Florence Barale, local councillor City of Nice, in charge of the contactless mobile city project
- Deborah Baxley, Principal Banking, Capgemini – Financial Services Global Business Unit
- Sergio Cozzolino, ICT Mobile Solutions VP, Telecom Italia, Chair Smart Devices WG, GSMA
- Dominique Descolas, BPass Project Manager and Advisor Research Development and Innovation Division, Veolia Transport
- Alain DeSouza, Senior Manager, Market Development at Research in Motion
- Didier Durand, Mobile Contactless Services Director, Orange
- Dr. Annabelle Gawer, Assistant Professor of Strategy and Innovation, Imperial College London Business School
- Kevin Gillick, Executive Director, GlobalPlatform
- Jordi Gaus, Head of Mobile Payments Caixa Bank, Project Manager of the Sitges NFC m-payment experiment
- Mary Carol Harris, Vice President, Innovation and New Product and Channel Development – Mobile at Visa Europe
- Robert Hasson, Head of Mobile Development, Accenture Labs Europe
- Dawood Khan, Head m-Payment Think Tank, Partner, Redmobileco
- Jorn Lambert, Head of Emerging Payments, MasterCard Europe
- Xavier Larduinat, Marcom Director Innovation and Banking, Gemalto
- Roberto Mauro, Director of Strategy and Business Development, Samsung Electronics France
- Samia Melhem, Senior Operation Officer, Chair e-Development Community of Practice, ICT Division, The World Bank
- Sirpa Nordlund, Executive Director, Mobey Forum
- Xavier Piednoir, Technical Officer Smart Card Platform, ETSI
- Clotilde Servajean, Steering Committee member and Communication WG chair, Eurosmart
- Jörg Suchy, Senior Manager Strategic Marketing EMEA, Samsung
- Jean-Paul Thomasson, Chair Smart Event/Chip-to-Cloud Security Forum
- Tuomo Tuikka, Principal Scientist, VTT and Deputy Coordinator, Smart Urban Spaces European ITEA2 R&D Project
- Randy Vanderhoof, Executive Director, Smart Card Alliance
- Mung Ki Woo, Group Executive Mobile, MasterCard Worldwide