



EVENT OVERVIEW

MONDATO SUMMIT ASIA

ON THE CUSP OF MFC 2.0

EMERGING ASIA IN THE SPOTLIGHT



IN PARTNERSHIP WITH



Globe

OCTOBER 20TH & 21ST, 2015
MAKATI SHANGRI-LA
MANILA, PHILIPPINES

MONDATO SUMMIT ASIA 2015

ON THE CUSP OF MFC 2.0: EMERGING ASIA IN THE SPOTLIGHT

Mondato Summit Asia is a one-of-a-kind, senior-level thought leadership event that delivers indispensable knowledge, practical solutions, stimulating engagement, and invaluable contacts. Sitting at the crossroads of tech, finance, telecoms and commerce, Mondato Summits occupy a unique space, helping stakeholders navigate the fast growing, but highly fluid and complex, mobile finance and commerce (MFC) ecosystem.

Dating as far back as 2001, mobile money in the Philippines long preceded any deployment anywhere else in the world. And while East Africa seems to garner many of the mobile money headlines, two mobile network operators (MNOs) in the Philippines were already seasoned veterans in the game by the time the first Kenyan service launched in 2007. As the ecosystem has grown, and is now on the verge of producing "MFC 2.0," Emerging Asia looks to be the market leader in innovation.

Throughout Southeast and South Asia, companies are taking advantage of the fast growing use of smartphones, social media and m-commerce to deliver advanced MFC services, such as loans, savings and insurance, and becoming increasingly focused on the introduction of even more complex, multi-layered MFC value propositions.

Diversity across markets is a key characteristic of MFC in Emerging Asia, with widely varying smart phone ownership, financial inclusion, and card usage and acceptance levels. The region, like most of the world, remains cash-centric, but even this offers opportunities, such as the trend towards e-commerce payments being made at ATMs. Additionally, the widely varying markets potentially allow for a cross-pollination of ideas that may be less likely in other mobile money regions.

Our host market, the Philippines, has already seen diverse use cases ranging from the fundamental P2P domestic remittance option, to savings and loans products that leverage social media, to large-scale G2P cash benefit transfers, as well as convergence propositions. Additionally, international remittances continue to play an important role in the Filipino digital payments ecosystem. It is this variety and spirit of entrepreneurship that makes the Philippines a petri dish experimentation and innovation on the road to MFC 2.0.

Mondato Summit Asia will explore the many issues surrounding the transition to MFC 2.0. Which entities may be best placed to lead this revolution? MNOs, banks, techs/specialists, and merchants may all be able to lay claim. How does a service provider develop and nurture an ecosystem to bring to market? And what innovative business models could transform MFC? A transaction-based approach is the traditional method, but could big data customer analytics deliver faster growth?

DAY 1 – October 20th, 2015

9:00 - 9:10 *[Opening Remarks]*

Chairman: John Owens – Chief of Party, USAID/E-PESO

ON THE CUSP OF MFC 2.0

9:10 - 9:45 *[Keynote 1]*

Emerging Asia Leading the Way to MFC 2.0

Judah Levine – CEO, Mondato LLC

9:45 - 10:15 *[Keynote 2]*

Serving the Underserved with Innovative Financial Services

John Rubio - President & CEO, Globe Fintech Innovations, Inc. (GFI)

10:15 - 11:00 *[Keynote Panel]*

Cross-Border Partnerships: Fostering Innovation and Driving Ecosystems

Moderator: John Owens – Chief of Party, USAID/E-PESO

Panelists:

Judah Levine – CEO, Mondato

Justin Ho – Vice President Mobile Financial Services, Amdocs

John Rubio - President & CEO, Mynt

11:00 - 11:25

Coffee/Tea Break & Networking

EVOLVING STRATEGIES TO GROW ADDRESSABLE MARKET

11:25 – 11:50

Simplifying Mobile Money Remittances

Eric Barbier – CEO, TransferTo

11:50 – 12:15

Rationale and Opportunities for Ecosystem Development in Mobile Money

Lara Gilman – Mobile Money Market Engagement Director, Asia, GSMA

12:15 - 13:00 *[Panel Discussion]*

Building Strategic Partnerships, while Protecting Competitive Advantage

Moderator: Tom Wills – Director, Ontrack Advisory

Panelists:

Anwaar Ahmed – Head, Alternate Delivery Channels, Soneri Bank Limited
Kai Kux – Managing Director, Asia Venture Group
Mohammad Manzur Rahman – EVP, Head of Digital Services, Robi Axiata Limited
Suhair Khan – New Business Development, Google

13:00 - 14:00

NETWORKING LUNCH

SUCCESSFULLY MONETIZING MFC

14:00 – 14:25

The Benefits of Interoperability: Driving Network Effects in the MFC Ecosystem

Jason Tymms – Senior Business Leader, Head of Prepaid Product Management & New Consumers, MasterCard

14:25 - 14:50

OTC Model for Cambodia's Mobile Money Journey

Frاندara Khuon – Chief Commercial Officer, WING Cambodia Ltd.

14:50 – 15:15

Financing for Education

Suhair Khan – New Business Development, Google & **Anthony Thomas** – Chief Operating Officer, Mynt

15:15 – 15:45

Coffee/Tea & Networking

NAVIGATING THE REGULATORY ENVIRONMENT

15:45 - 16:35 *[Panel Discussion]*

Regulatory Considerations and their Impact on Mobile Money

Moderator: Ariadne Plaitakis – General Counsel, Mondato

Panelists:

Lara Gidvani – Regulatory Specialist, Asia, GSMA
Rochelle D. Thomas – Bank Officer, Inclusive Finance Advocacy Staff, Bangko Sentral ng Pilipinas
Representative from the National Telecommunications Commission (NTC)

16:35 - 17:00

Government's Role in Fostering MFC and Financial Inclusion

Melchor T. Plabasan – Core Information Technology Specialist Group, Bangko Sentral ng Pilipinas

17:00 - 19:00

NETWORKING COCKTAIL RECEPTION

DAY 2 – October 21st, 2015

09:00 - 09:10 [*Opening Remarks*]

LEVERAGING DIGITIZATION TO REALIZE NEW REVENUE STREAMS

09:10 - 09:35

Enabling the E-commerce Revolution in ASEAN

Dean Krstevski – Chief Operating Officer E-Commerce, Ascend Group

09:35 - 10:00

Driving Economic Inclusion: An Ecosystem Approach for Transforming Economies

Sharath Dorbala – VP Product, Sales & Marketing, Mobile Financial Services, Amdocs

10:00 - 10:45 [*Panel Discussion*]

The Key to Success: Embedded Payments?

Moderator: Charo Nuguid – Co-founder, Mobile Monday Manila

Panelists:

Jean-Claude Donato – Investor & Partner, Nikala Ventures

Tolian Gjika – Marketing Director, ZALORA

Laurence Cua – General Manager – Philippines, Uber

INNOVATION SNAPSHOTS

10:45 – 11:45

Innovation Arcade & Coffee/Tea Break

Touch and Feel the Future: MFC Innovations from Across Asia and the World

11:45 – 12:30

Mondato Awards Finalists Presentations

12:30 - 13:30

NETWORKING LUNCH

TAKING FINANCIAL SERVICES TO THE NEXT LEVEL

13:30 - 13:55

The Vast Opportunity of Gaming

Gabby Dizon – CEO & Co-Founder, Altitude Games

13:55 - 14:20

Building Your MFC Offering at the Best Possible Cost

Kashif Gaya - Head, E-Banking & Digital, Faysal Bank

NEW ROLES ACROSS CONVERGING SECTORS

14:20 - 14:45

Mobile Network Operators as a Primary Consumer Digital Touch Point

Xavier Marzan – President & CEO, G-Xchange, Inc. (GXI)

14:45 - 15:10

Challenges and Opportunities for Digital Finance Plus

Dan I. Siazon – Senior Vice President & Treasurer, Kickstart Ventures

15:10 - 15:40

Coffee/Tea Break & Networking

WRAP-UP

15:40 - 16:10

Mondato Award Winners Announcement & Photographs

16:10 - 16:30

Closing Remarks

Anthony Thomas – Chief Operating Officer, Mynt

16:30 – 17:00

CLOSING RECEPTION

For more information on participating in Mondato Summit Asia 2015, please contact Arielle Jaffe at ajaffe@mondato.com.