

INTERNATIONAL TELECOMMUNICATION UNION

*Telecommunication
Development Bureau*



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To: - ITU Administrations in Asia
- ITU-D Sector Members in ASEAN
Member Countries

Fax:

Contact: Ms. Aurora Rubio
Head, ITU Area Office for South East Asia

For your reply:

E-mail: aurora.rubio@itu.int

Fax: +62 21 38905521 **Tel:** +62 21 3802324

Subject: ITU-ASEAN MOBILE COMMERCE FORUM, Jakarta, Indonesia, 23-24 July 2009

Dear Sir/Madam,

We have the pleasure to invite your Administration/Organization to participate in the ITU - ASEAN Mobile Commerce Forum, which will be held in Jakarta, Indonesia on 23-24 July 2009. The Forum —hosted by the Directorate General of Post and Telecommunications, Ministry of Communication and Information Technology of the Republic of Indonesia— is a joint effort of ITU and ASEAN to provide a platform for cooperation, information sharing, and discussion on trends, implementation, challenges and opportunities on mobile commerce among participants from ASEAN Member Countries and ASEAN-dialogue partner-countries.

The Forum will be paperless and interactive. Participants will be exposed to background information on mobile banking, as well as practical elements concerning its implementation in the existing environment. As an important part of the Forum, participants are invited to assess the status of their countries' preparedness on mobile commerce implementation.

The Forum expects to bring together senior government representatives, industry actors and other stakeholder groups from ICT and banking sectors with the end of improving their country's readiness for planning and introducing mobile commerce applications and services. The Forum also aims to build a network of experts on the relevant areas of mobile commerce.

We are also pleased to inform you that ITU and ASEAN will provide one fellowship per country with the following arrangements:

- Fellowships for Cambodia, Lao P.D.R., Myanmar, Philippines and Vietnam will be offered by the ITU; and
- Fellowships for Brunei, Malaysia, Singapore and Thailand will be offered by ASEAN.

Please note that the deadline for submission of fellowship requests is **30 June 2009**.

The programme, registration and fellowship forms and other practical information regarding the Forum are found in the annexes for your information.

We look forward to your active participation in this important event.

Yours sincerely,

[Original signed]

Sami Al Basheer Al Morshid
Director

Cc: Infrastructure Division, ASEAN Economic Community Department, ASEAN Secretariat

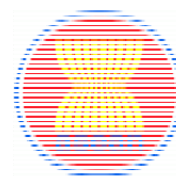
Attachments

- Annex 1 – Programme
- Annex 2 – General Information
- Annex 3 – Hotel Reservation
- Annex 4 – Request for Fellowship
- Annex 5 – Registration Form



ITU-ASEAN M-COMMERCE FORUM

23-24 July 2009
Jakarta, INDONESIA



ANNEX 1 PROGRAMME

INTRODUCTION

ASEAN in cooperation with ITU convenes this Forum to raise awareness on mobile commerce (M-Commerce) activities and to share experiences and best practices on M-Commerce among ASEAN-member countries and with other regions/sub-regions.

The Forum will invite experts and speakers from ASEAN and other developed economies to share the experiences in implementing M-Commerce in their countries, especially in rural communities. The Forum will also focus on the different challenges as well as opportunities and benefits from M-Commerce.

The Forum will include presentations and panel discussions with a broader range of stakeholders from ASEAN member countries.

OBJECTIVES

- The ASEAN M-Commerce Forum aims to exchange and share experiences and best practices as well as benchmark M-Commerce's implementation in the ASEAN member countries and other countries with advanced M-Commerce activities.
- To raise awareness of ASEAN participants on the challenges, opportunities and benefits of M-Commerce in order to improve the country's readiness in respect of technical, regulatory as well as policy framework for planning and introduction of M-Commerce in respective countries, as appropriate.
- To promote collaboration amongst heterogeneous institutions and industries such as banking, telecom, manufacturers and vendors and application developers to facilitate M-Commerce
- To build a network of experts on the relevant areas of M-Commerce.

PARTICIPANTS

- The participants of this forum would be policy makers, regulators and/or operators from ICT and Banking industries in the ASEAN Member Countries and from other Dialogue Partner-Countries.

AGENDA

DAY ONE	
	<p>Chairperson: Mr. Basuki Yusuf Iskandar (DG Postel)</p> <p>What is M-Commerce? What challenges and opportunities does it present? What is happening around the Asia-Pacific region and elsewhere? What can we learn from these experiences? What are the implications for ASEAN member countries?</p>
08:30 – 9:00	Registration
09:00 – 9:30	Welcome and Event Opening
	<ul style="list-style-type: none"> • Welcome Remarks from H.E. Minister Mohammad Nuh, Minister of Communication and Information Technology, Indonesia (TBC) • Speech by ASEAN Secretariat (TBC) • Speech by ITU
09:30 – 12:00	WORKSHOP SESSION I
09:30 – 10:00	M-Commerce: Issues, challenges and opportunities for ASEAN
	<p>What is M-Commerce and how is it expanding throughout the world? What are the issues, challenges and opportunities for ASEAN?</p> <ul style="list-style-type: none"> • Presentation by Peter Lovelock
10:00 – 10:15	Coffee Break
10:15 – 11:15	M-Commerce Success Stories & Lessons Learned
	<p>M-Commerce in Developed Economies: Status, Innovations and Case Studies</p> <ul style="list-style-type: none"> • Experience of Japan • Experience of Republic of Korea - SKT Korea • Country Case Studies by Ms. Juhee Kang, ITU Researcher • Experience of Russia by Mr. Igor Milashevskiy, Associate Rapporteur of Q 16/13 and Q7/17 (ITU-T)
11:15 – 12:00	Panel Discussions
	<p>What other M-Commerce related projects have shown tangible success to date – how, for whom, and why?</p> <ul style="list-style-type: none"> • Moderator: INDONESIA (BRTI - KRT) • Panelists: Speakers from Session on M-Commerce Success Stories & Lessons Learned
12:00 – 13:00	Lunch Break

13:00 – 17:00	WORKSHOP SESSION II
13:00 – 13:30	Enabling Role of Payment Systems for M-Commerce: The case of Mobile Money
Development in Mobile Money and <i>relevance of global development in mobile money to ASEAN countries</i>	
<ul style="list-style-type: none"> • Speaker from International Finance Corporation (IFC) 	
13:30 – 14:45	Mobile Money Success Stories from ASEAN Countries
<ul style="list-style-type: none"> • ANZ WING, Cambodia • Speaker from Bank Metro, The Philippines (TBC) • Speaker from BCA, Indonesia • Speaker from INDOSAT, Indonesia 	
14:45 – 15:15	Panel Discussion
Mobile Money: What are its critical success factors and indicators?	
<ul style="list-style-type: none"> • Moderator: IFC • Panelists: Speakers from the Session on Mobile Money Success Stories from ASEAN Countries 	
15:15 – 15.30	Coffee Break
15:30 – 16:30	Creating M-Commerce for customers
New Solutions: Engaging with Customers and Creating Compelling Products New approaches to:	
<ul style="list-style-type: none"> - Creating customer confidence and convenience - Customer segmentation for developing and developed markets - Creating M-Commerce for customers (banked and unbanked customers) 	
<ul style="list-style-type: none"> • Presentation by speaker from TELKOM Group, Indonesia • Presentation by speaker from TELCO from the Philippines (TBC) • Presentation by Indonesian Telecom Users Group (ID TUK) (TBC) 	
16:30 – 17:00	Panel Discussion on M-Commerce for customers
Which segments are most suited for what products? How's the security of transaction? Change of mindset? Which segments are most profitable? Where and why? How to address cultural issues? What customer outreach approaches have proved successful? Who is really getting this right today? What could we do a lot more of?	
<ul style="list-style-type: none"> • Moderator: Mastel • Panelists: Speakers from the Session on M-Commerce for Customers 	
17:00 – 17:15	Wrap Up & Summary of Day 1 (Chairperson)

DAY TWO	
Chairperson: Mrs. Koesmarihati (Mastel)	
Practical implementation for ASEAN Member Countries.	
09:00 – 12:15	WORKSHOP SESSION I
09:00 – 10:15	ASEAN Country Reports
Country Report of M-Commerce Implementation in ASEAN Member Countries (<i>15 minutes time allocated for each country</i>)	
<ul style="list-style-type: none"> • Brunei Darussalam • Cambodia • Indonesia • Lao PDR • Malaysia 	
10:15 – 10:30	Coffee Break
10:30 – 11:45	ASEAN Country Reports
Country Report of M-Commerce Implementation in ASEAN Member Countries (<i>15 minutes time allocated for each country</i>)	
<ul style="list-style-type: none"> • Myanmar • Philippine • Singapore • Thailand • Vietnam 	
11:45 – 13:00	Lunch Break
13:00 – 17:00	WORKSHOP SESSION II
13:00 – 14:00	Solutions: Legislations, Government Policies and Regulations
What are the Policy and Regulatory Implications of M-Commerce? Is there a need for further legislation? What is the best way to engage regulators? How to ensure financial integrity and avoid money laundering? How to create effective cross-sector regulation?	
<ul style="list-style-type: none"> • Presentation by Central Bank of Malaysia • Presentation by Central Bank of Indonesia (Indonesia Mobile Money Regulatory Diagnostic) • Presentation by IFC • Presentation by DG PT Indonesia 	

14:00 – 15:00	Panel Discussion on Regulatory Diagnostic
<p>How do existing regulations govern new technologies? What are the consumer protection issues? How can regulations protect the most vulnerable, yet foster access to improved services? Regulatory framework to address the security issues as well as mandating M-Commerce transactions</p> <ul style="list-style-type: none"> • Moderator: MASTEL • Panelists: Speakers from the Session on Solutions: Legislations, Government Policies and Regulations 	
15:00 – 15:15	Coffee Break
15:15 – 16:45	Solutions: M-Commerce Technology, Infrastructure & Standardization
<p>What is the latest technology of M-Commerce? How about M-Commerce roadmap? What are the ongoing standardization activities on M-Commerce? Security Standards using PKI Security Management? How do we address M-Commerce system interconnection & interoperability for cross border transaction?</p> <ul style="list-style-type: none"> • Presentation by Mr. Igor Milashevskiy, Associate Rapporteur of Q 16/13 and Q7/17 (ITU-T) • Presentation by Artajasa, Indonesia • Presentation by Smart Card Co. Ltd, Republic of Korea 	
16:45 – 17:15	Panel Discussion M-Commerce Technology, Infrastructure & Standardization
<ul style="list-style-type: none"> • Moderator: Director General for ICT Application, Ministry of Communications and Information Technology, Indonesia • Panelists: Speakers from the Session on M-Commerce Technology, Infrastructure and Standardization 	
17:15- 17:30	Wrap up Summary of the Day 2 (Chairperson)
17:30 – 17:45	Closing Session



ITU-ASEAN M-COMMERCE FORUM

23-24 July 2009
Jakarta, INDONESIA



ANNEX 2

GENERAL INFORMATION

ASEAN, in cooperation with ITU, convenes the M-Commerce Forum to raise awareness on mobile commerce (M-Commerce) activities and to share experiences and best practices on M-Commerce among ASEAN-member countries and with other regions/sub-regions. This Forum is organized by the Directorate General of Posts and Telecommunications (DGPT), in cooperation with MASTEL (Indonesia Infocom Society).

DATE

ITU-ASEAN M-Commerce Forum will be convened on 23 – 24 July 2009 in Jakarta, Indonesia.

VENUE

Indosat Auditorium 001
Indosat Building, 4th Floor
Jl. Merdeka Barat No. 21
Jakarta 10110, Indonesia

PARTICIPANTS

The participants of this forum would be policy makers, regulators and/or operators from ICT and Banking industries in the ASEAN Member Countries and from other Dialogue Partner-Countries.

DRESS CODE

ITU-ASEAN M-Commerce Forum will be held in a formal atmosphere with standard business attire.

MEETING ROOM

The two days Forum will be held in Indosat Auditorium 001, Indosat Building, Jl. Merdeka Barat No. 21, Jakarta 10110.

The Forum will be conducted in a paperless environment. Free wireless Internet access is available at the meeting room.

ACCOMODATION

Hotel accommodation is to be paid by the delegates. All delegates are encouraged to stay at Sari Pan Pacific Hotel, which is located near the Meeting Venue. Transportation will also be provided to transfer participants staying at the Seri Pan Pacific Hotel to and from the Forum Venue. Please complete the hotel reservation form (Annex 3) and send to the addressee indicated in the form before **16 July 2009** to enable you to get the following special room rates from Sari Pan Pacific Jakarta hotel :

Room Type	Special Room Rate*
Standard Room	US\$ 85
Deluxe Room	US\$ 102
Pacific Room	US\$ 128

** the above room rates include breakfast, Government tax and service charge*

A GLIMPSE OF JAKARTA

Jakarta (formerly known as Batavia) is the capital and the largest city of Indonesia. It has an area of 650 km² and a population of 8.792.000 (2004). The President's Palace, the Ministry Buildings, the Department Buildings and the Offices of the highest Organs of the State are found here. As a metropolitan city, it has its own Provincial Government, headed by a Governor, not by a Major. The capital city of Jakarta is a mirror of Indonesia's unique diversity of tribes, language, culture, customs and religion.

Jakarta has a warm tropical climate with the annual average temperature of 28° C at daytime and of 26° C at night, with dampness of 80-90%. The average humidity is 18%. Light clothes are most suitable for the climate. For formal occasions necktie and suits are a must for gents, but for less formal occasions a long sleeved batik shirt is acceptable. Being the home of many of the country's political and economic elite, Jakarta boasts far more shopping venues than elsewhere in Indonesia and offers a wide variety of good Chinese, Korean, European, Japanese and Indian restaurants besides those that serve tasty Indonesian dishes.



ITU – ASEAN MOBILE COMMERCE FORUM

Jakarta, Indonesia, 23 - 24 July 2009



ANNEX 3

HOTEL RESERVATION FORM
to be submitted before 16 July 2009

(CAPITAL LETTERS)

1. Mr. / Mrs. _____	_____
(Family name)	(First name)
2. Country :	_____
3. Address :	_____
4. Tel.:	_____ Fax: _____ E-mail : _____

5. Booking to be made in:

Sari Pan Pacific Jakarta Hotel Jalan M.H. Thamrin 6 Jakarta 10340, Indonesia Telephone : +62 21 3902707 Fax : +62 21 319 23650	<input type="checkbox"/> Standard Room	US\$ 85
	<input type="checkbox"/> Deluxe Room	US\$ 102
	<input type="checkbox"/> Pacific Room	US\$ 128
<i>(the above room rates are inclusive breakfast, government tax and service charge)</i>		
From _____ to _____ for _____ nights		
Date : _____ Signature : _____		

To be returned before **16 July 2009** to: Ms. Amie Budiarto / Ms. Fitri Damayanti
 (ITU Jakarta Office)
 Tel: +62 21 3802322 – Fax +62 21 38905521 –
amie.budiarto@itu.int / fitri.damayanti@itu.int

ANNEX 4

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Please return to: **Planning, Budget and Administration (PBA)**
ITU/BDT
Geneva (Switzerland)

E-mail : bdtfellowships@itu.int
 Tel: +41 22 730 5487 / 5095
 Fax: +41 22 730 5778

Request for a fellowship to be submitted before 30 June 2009

Participation of women is encouraged

Country	_____		
Name of the Administration or Organization	_____		
Mr. / Ms.	_____	_____	_____
	(family name)		(given name)
Title	_____		
Address	_____		

Tel.:	_____	Fax	_____
e-mail	_____		
PASSPORT INFORMATION :			
Date of birth	_____		
Nationality	_____	Passport number	_____
Date of issue	_____	In (place)	_____
		Valid until (date)	_____
CONDITIONS			
1. One fellowship per eligible country			
2. A return economy class air ticket by the most direct/economical route			
3. A daily allowance to cover accommodation, meals and incidental expense			
4. Imperative that fellows be present first day/end of the meeting			
Signature of fellowship candidate	_____	Date	_____
TO VALIDATE FELLOWSHIP REQUEST, NAME AND SIGNATURE OF CERTIFYING OFFICIAL DESIGNATING PARTICIPANT MUST BE COMPLETED BELOW WITH OFFICIAL STAMP.			
Signature:	_____		Date: _____



ITU – ASEAN MOBILE COMMERCE FORUM

Jakarta, Indonesia, 23 - 24 July 2009



ANNEX 5

REGISTRATION FORM	
PERSONAL INFORMATION	
Name	(Mr./Ms./Mrs/Dr.)
Present Post (Title)	
Organization	
Office Address	
Phone/Mobile No.:	Fax No.:
E-mail Address:	
FLIGHT INFORMATION	
Arrival Date:	Departure Date:
Arrival Time:	Departure Time:
Flight No.:	Flight No.:
ACCOMMODATION	
<p>Pick-up arrangement from Sari Pan Pacific Hotel to venue and back will be available for all participants staying at the Sari Pan Pacific Hotel.</p> <p>Hotel:</p> <p><input type="checkbox"/> Sari Pan Pacific Jakarta Hotel Jalan M.H. Thamrin 6 Jakarta 10340, Indonesia</p> <p>Other hotel:</p> <p><input type="checkbox"/></p> <p>Address:</p>	
ACKNOWLEDGEMENT	
Date:	Signature
<p>Please fax and/or email completed Attendance Form by 16 July 2009 to: Ms. Rissa FA MASTEL Indonesia Jakarta Telephone : +62 21 7221016 Fax : +62 21 7267931 Email : rissa@mastel.or.id</p>	