



ASEAN-ITU Mobile Commerce Forum



**12 - 13 August 2009, Indosat Auditorium
Jakarta, Indonesia**

Hosted by



In Collaboration with



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Welcome

Dear distinguished Partners and Colleagues,



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.

The objectives of this forum:

- 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
- Issues discussed among others :
 - Policy and Regulations
 - Security
 - M-Commerce technologies
 - Interpretability of M-Commerce among ASEAN member countries
- To build a network of experts on the relevant areas of M-Commerce.

The participants of this workshop would be policy makers, regulators and operators from ICT and Banking industries, from ASEAN Member States.

We look forward to seeing you in Jakarta.

Best Regards,

Basuki Yusuf Iskandar
Director General of Posts and Telecommunications
Ministry of Communication and Information Technology of the Republic of Indonesia

FORUM AGENDA

Day One

On Day One of the Workshop is looking for answer/solution for the following questions: 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?

Day Two

On Day Two, we will hear the Country Reports on the status of M-Commerce in each ASEAN member states. On the second half of the day, Legislations, Government Policies, Regulations and standardization, and linkage to payment system and the future of M-Commerce will be discussed.

Day 1: Wednesday, 12 August 2009

Welcome and Event Opening

09:00 **Welcome Speech** by Mr. **Setyanto P Santosa**
MASTEL Chairman



Speech by ASEAN Secretariat

Speech by **Ms. Aurora A Rubio**
Head of ITU Area Office South East Asia

Keynotes speech & Opening Remarks
by **Dr. Basuki Yusuf Iskandar**
The Director General of Posts and
Telecommunications, Indonesia

Workshop Session I

Chairman: Ms. Koesmarihati, MASTEL, Indonesia

09.30 **M-Commerce: Issues, challenges and opportunities for ASEAN**

- What is M-Commerce and how is it expanding throughout the world?
- What are the issues, challenges and opportunities for ASEAN?

Mr. Peter Lovelock, International Finance Corporation (IFC)

10.00 **Networking and Refreshments Break**

10.15 **M-Commerce Success Stories & Lesson Learned**

- M-Commerce in developed Economies: Status, Innovations and Case Studies

“Experience of Japan”

Ms. Reiko Shinbo, Frontier Division, NTT Docomo

“Country Case Studies”

Ms. Juhee Kang, ITU Researcher

“Experience of Russia”

Mr. Igor Milashevkiy, Associate
Rapporteur of Q16/13 and Q7/17 (ITU-T)

“EU Case Studies”

Mr. Ben Sopitt, Head of Corporate and Business Development Axis

11.35 **Panel Discussions**

Ms. Reiko Shinbo, Frontier Division, NTT Docomo

Ms. Juhee Kang, ITU Researcher

Mr. Igor Milashevkiy, Associate

Rapporteur of Q16/13 and Q7/17 (ITU-T)

Mr. Ben Sopitt, Head of Corporate and Business Development Axis

12.05 **Lunch Break**

Workshop Session II

Chairman: Mr. Teguh Prasetya, INDOSAT, Indonesia

13.00 **Enabling Role of Payment Systems for M-Commerce: The case of Mobile Money**

- Development in Mobile Money and *relevance of global development in mobile money to ASEAN countries*

Ms. Margarete O Biallas, Program Manager Access to Finance IFC

13.30 **Mobile Money Experiences from ASEAN Countries**

Mr. Andrew Wilson, Head of Online, Retail Asia, ANZ Bank, Cambodia

Ms. Ina Suwandi, BCA Bank, Indonesia

Mr. Jose Crisanto A. Magno, Smart Communications, Philippines

Speaker from Industry Sector, Malaysia (TBC)

14.30 **Panel Discussions**

- Mobile Money: What are its critical success factors and indicators?

Mr. Andrew Wilson, Head of Online, Retail Asia, ANZ Bank, Cambodia

Ms. Ina Suwandi, BCA Bank, Indonesia

Mr. Jose Crisanto A. Magno, Smart Communications, Philippines

Speaker from Industry Sector, Malaysia (TBC)

15.00 **Networking and Refreshments Break**

Workshop Session III

Chairman: Ms. Retno S Renggana, MASTEL Indonesia

15.15 **Creating M-Commerce for Customers**

- New Solutions: Engaging with Customers and Creating Compelling Products.

New approaches to:

- Creating customer confidence and convenience
- Customer segmentation for developing and developed markets
- Creating M-Commerce for customers (banked and unbanked customers)

Mr. Scott Bales, HSL Consulting Pte Ltd, Singapore

Mr. Bambang Supriogo, VP M-Commerce
Telkomsel, Indonesia

Mr. Sumantri Joko Yuwono, VAS Management Division
Head, INDOSAT, Indonesia

Mr. Jumadi, Indonesian Telecom Users Group (ID TUG),
Indonesia

16.15 **Panel Discussions**

- 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?

Mr. Scott Bales, HSL Consulting Pte Ltd, Singapore
Mr. Bambang Supriogo, VP M Commerce
Telkomsel, Indonesia

Mr. Sumantri Joko Yuwono, VAS Management Division
Head, INDOSAT, Indonesia

Mr. Jumadi, Indonesian Telecom Users Group (ID TUG),
Indonesia

Wrap Up & Summary of Day 1

Day 2: Thursday, 13 August 2009

Workshop Session I

Chairman: Ms. Sofi Soeria Atmadja, DG POSTEL, Indonesia

09:00 **ASEAN Country Reports**

What is M-Commerce and how is it expanding
Country Report of M-Commerce Implementation in
ASEAN Member Countries (*10 minutes time allocated for each country*)

- Brunei Darussalam
- Cambodia
- Indonesia
- Lao PDR
- Malaysia

09.50 **Networking and Refreshments Break**

10.05 **ASEAN Country Reports**

Country Report of M-Commerce Implementation in
ASEAN Member Countries (*10 minutes time allocated for each country*)

- Myanmar
- Philippine
- Singapore
- Thailand
- Vietnam

10.55 **Lunch Break**

Workshop Session II

Chairman: Mr. Iwan Krisnadi, BRTI, Indonesia

13:00 **Legislations, Government Policies, Regulations and standardization, and linkage to payment system**

- What are the Policy and Regulatory Implications of M-Commerce? Is there a need for further legislation? How's best to engage regulators? How to ensure financial integrity and avoid money laundering? How to create effective cross-sector regulation?

Ms. Margarete O Biallas, Program Manager Access to Finance, IFC

Ms. Murniastuti, Head of DASP, Central Bank of Indonesia (Indonesia Mobile Money Regulatory Diagnostic)

13.30 **Panel Discussions**

- Regulatory Diagnostic, 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

Ms. Margarete O Biallas, Program Manager Access to Finance, IFC

Ms. Murniastuti, Head of DASP, Central Bank of Indonesia (Indonesia Mobile Money Regulatory Diagnostic)

14.00 **Networking and Refreshments Break**

Workshop Session III

Chairman: Mr. Sumitro Roestam, MASTEL, Indonesia

14:15 **Present and future of M Commerce: M-Commerce Infrastructure & roadmap**

- 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?

Mr. Cahyana Ahmadjayadi, DG APTEL, Indonesia

Mr. Igor Milashevkiy, Associate Rapporteur of Q16/13 and Q7/17 (ITU-T)

Mr. Doo Ho Jin, GM of Strategic Business Team, Smart Card Lab. Republic of Korea

15:00 **Panel Discussions**

- Present and future of M Commerce, M-Commerce Infrastructure & roadmap

Mr. Cahyana Ahmadjayadi, DG APTEL, Indonesia

Mr. Igor Milashevkiy, Associate Rapporteur of Q16/13 and Q7/17 (ITU-T)

Mr. Doo Ho Jin, GM of Strategic Business Team, Smart Card Lab. Republic of Korea

**Wrap Up & Summary of Day 2
Closing Forum**