

Seminar on “Unleash the Money Power: e-Payment on Social Network and Mobiles”**「貨幣革命：在社交網絡及流動裝置進行電子交易」研討會**

Date 日期 : 14/4/2014 (Monday 星期一)

Time 時間 : 9:30am – 5pm

Venue 地點 : Meeting Room S221
Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong
香港會議展覽中心展覽廳 S221 會議室

Language 語言 : English (Simultaneous interpretation WILL NOT be provided)
英文 (大會不提供同聲傳譯服務)

Synopsis : Business activities are proliferating on mobile platforms and social networks. A surge of online shops on social networks craves instant mobile payment solutions to facilitate transactions. Meanwhile, mobile payment solution providers are eager to tap into social networks to increase exposure and boost transaction volumes. The interactions between social network and mobile payment pave the way for combining the two.

The brand new compound, in addition to the more established mobile payment solutions, is expected to bring tremendous changes to e-commerce and financial activities on mobiles. We are about to witness an era when money power has never been so dominant in the virtual world. In the upcoming Seminar we will spend a morning to explore all the possibilities.

On top of the forward-looking Seminar in the morning session, the afternoon session of this year will be highlights of featured showcases by HKICT Awards Winners. Audience will have the opportunity to know more about the award-winning leaders of the industry through their success case sharing. The Seminar organized by WTIA since 2010 has become a significant part at the ICT Expo. It succeeds in providing the audience with a necessary mix of knowledge and practical use of mobile technology for various business goals.

Format : Presentation and panel discussion by speakers from the retailers, social media operators, mobile solutions providers and mobile payment specialists
Successful case sharing
Excellent mobile solutions showcase by ICT Award 2014 Winners
Mini-exhibition for business matching and networking

Topics : The evolving ecosystem for mobile payment services
Encourage business transactions through the adoption of mobile payment solutions
Marketing, Merchandising and Retailing –Strategic use of All-in-one services on Social Networks for different business purposes
Enhanced consumer's experience and change of behavior incited by mobile technology
Security issues and resolutions adopting mobile banking and payment on social networks

Tentative Programme

Morning Session

9am - 9:30am	Registration
9:30am - 9:35am	Opening Remarks Mr Lawrence Cheung, Vice-Chairman, Hong Kong Wireless Technology Industry Association
9:35am - 10:05am	Turning Mobile Tablet into PCI Compliant mPOS Mr Calvin Chung, Managing Director, APAC Region, SOTI Inc.
10:05am - 10:35am	The Emerging Mobile Commerce & PayPal Multipayment Solutions Mr Wally Wong, Manager, SMB Merchant Acquisition & Engagement, PayPal Pte.Ltd
10:35am - 11am	Refreshment Break / Mini-Exhibition
11am - 11:30am	Presentation by Mr Alessandro Gadotti, Group Chief Executive Officer, MPayMe Ltd.
11:30am – 12nn	Securing P2P digital payment on the go Mr Goh Su Gim, Security Advisor, Asia Pacific, F-Secure Corporation
12nn - 12:15pm	Discussion Panel: Moderator: Dr Lawrence Cheung, Vice-Chairman, Hong Kong Wireless Technology Industry Association Panelists: Speakers of the Morning Session

Afternoon Session

2pm - 2:15pm	Registration
2:15pm - 2:45pm	10-min Featured Showcase by HKICT Awards 2014 Winners – Mobile Marketing Category <i>Gold/ Silver/Bronze and Merits Winners</i>
2:45pm - 3:05pm	10-min Featured Showcase by HKICT Awards 2014 Winners – Mobile Enterprise Solution Category <i>Gold/ Silver/ Bronze and Merits Winners</i>
3:05pm - 3:30pm	Refreshment Break / Mini-Exhibition
3:30pm - 4pm	10-min Featured Showcase by HKICT Awards 2014 Winners – Mobile Edutainment Category <i>Gold/ Silver/ Bronze and Merits Winners</i>
4pm - 4:30pm	10-min Featured Showcase by HKICT Awards 2014 Winners – Mobile Information Category <i>Gold/ Silver/ Bronze and Merits Winners</i>
4:30pm - 5pm	End of the Seminar/ Mini-Exhibition

Remarks 備註:

*Admission is Free. Seats are granted on a first-come-first-served basis.

免費入場。座位有限，先到先得。

*The Organisers reserve the right to alter the topics, contents, time and speakers of the programs without prior notice.

主辦機構有權更改研討會講題、內容、時間及主講嘉賓，而毋須作事前通知

*Trade only and persons under 18 will not be admitted.

只接待 18 歲或以上業內人士進場。