

Payment System Forum and Exhibition 2014
Sasana Kijang, Kuala Lumpur
27 November 2014

THEME: Payment Cards Acceptance

Objectives:

- To promote the acceptance of payment cards, in particular the domestic debit and contactless payment cards; and
- To build public awareness and confidence on the use of payment cards.

8.00 a.m. Registration and welcome refreshments

9.00 a.m. Keynote address by Dato' Muhammad Ibrahim, Deputy Governor, Bank Negara Malaysia

9.20 a.m. Presentation 1: Payment Card Reform Measures

Speaker: Mr. Tan Nyat Chuan, Director, Payment Systems Policy Department, BNM

- The payment cards landscape in Malaysia and the increasing popularity in the use of debit card
- Payment card reform framework undertaken by BNM: The objectives and impact to consumers and merchants

Presentation 2: Payment Cards in Malaysia: Plastic is the Way to Pay

Speaker: Mr. Perry Ong, Chairman, National Card Group

- The benefits to consumers and merchants
- The banks' efforts/contribution towards promoting and increasing the payment card acceptance and usage

[Objective of this session: To build awareness on the various types of payment cards in Malaysia and that debit card is a cost-effective payment instrument. Merchants will be aware of the different cost (MDR) incurred in accepting credit and debit card]

10.20 a.m. Refreshments and visit to exhibition booths (Venue: Conference Hall 2, Lower Ground Floor)

11.00 a.m. Panel discussion

Part 1: Merchants as the Driving Force of Payment Card Acceptance

Moderator: Mr. Greg Pote, Chairman, Asia Pacific Smart Card Association (APSCA)

Speaker 1: Ms. Cris Topfner-Rigby, Payment Services DM Coles

Speaker 2: Mr Poh Ying Lai, CFO of AEON on merchant acceptance and paywave

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- The business case for card acceptance
 - Issues and challenges facing merchants in Malaysia on card acceptance
 - Showcase of success story on card acceptance by Coles, Australia and AEON, Malaysia

[Objective of session: To discuss the business case for card acceptance and address the challenges facing Malaysia's merchant on payment card acceptance]

Part 2: Penetration of card acceptance into low tier/small merchants

Moderator: Mr. Greg Pote, Chairman, Asia Pacific Smart Card Association (APSCA)

Speaker 1: A speaker a bank (to be determined by NCG)

Speaker 2: Third party acquirers - GHL

Areas to be covered:

- The challenges facing banks in acquiring low tier/small merchants
- The solutions available to them
- Country experience

[Objective of this session: To discuss to possibility of penetrating into low tier and small merchants in Malaysia and challenges facing the acquirer]

12.00 p.m. Presentation: Card Fraud and Security

Speaker 1: Mr Anoop Singh, Maybank

Speaker 2: Melvin Chew, Vice President, Customer Security & Risk Services, Franchise Integrity, Law & Franchise Integrity, MasterCard

- Fraud trends in Malaysia: Fraud by type of cards, CNP, CP etc. and strategies undertaken by the banking industry in combating fraud
- The evolution of security features in Malaysia and initiatives undertaken in promotion awareness on safe practices
 - Implementation of PIN and Signature
 - Security on POS and e-commerce
 - Migration of domestic debit to EMV
- Innovations in fraud and data security, particularly for card-not-present transactions

[Objective of this session: To build merchant confidence and awareness on the security feature in place for card acceptance]

1.00 p.m. Lunch and visit to exhibition booth

2.15 p.m. Panel Discussion: The Future of Domestic Payment Cards

Moderator: Mr. Greg Pote, Chairman, Asia Pacific Smart Card Association (APSCA)

Speaker 1: Mr. Peter Schiesser, Managing Director, Malaysia Electronic Clearing Corporation Sdn. Bhd.

Speaker 2: Mr. Bruce Mansfield, Managing Director, EFTPOS Payments Australia Ltd.

- Domestic debit card network: The keys to success and the challenges
- The growth of domestic payment network in Asia
- The value proposition to merchants, consumer and banks
- Sharing of the success story of domestic debit card schemes

[Objective of this session: To build awareness on the advantages in accepting domestic debit to the merchants and that domestic debit is the cheapest payment instrument]

3.15 p.m. Refreshments and visit to exhibition booths

4.15 p.m. Presentation: Evolution of Payment Cards in Malaysia

Part 1: Contactless – the next phase of card payments in Malaysia

Speaker: Peter Manners, Regional Head of Contactless Visa Worldwide

- The development of contactless payments and the success stories in other countries (with lower cash payments)
- Why contactless? - The benefits of contactless to merchants and consumers
- The banks' role in promoting contactless acceptance

Part 2: MPOS – An introduction to Malaysian merchants

Speaker: A speaker from MasterCard

- The growth of MPOS deployment, particularly in Asia
- How can MPOS simplify transactions?
- The advantages of MPOS compared to traditional POS terminals

[Objective: To share with audience the next phase of payment card development that Malaysia is heading to]

5.15 p.m. End of Programme
