



# 13th Annual ACU Conference

Cebu, Philippines • 27 - 30 July 2005

## Enhancing interaction and knowledge

### *Who should attend*

- Senior Management of retail banks
- Head of Card Centres
- IT & Operations Managers
- Bank Analysts
- Institutional Investors

Dates : 27-30 July 2005

Venue : Cebu, Philippines

TELL ME MORE!

“Payment card fraud is a problem that will not go away, especially in Asia Pacific. At the same time, the credit card industry has never been more competitive with consumers becoming more affluent and IT savvy, and vice-versa with technology altering the way consumers make payments. ACU Conference 2005 aims to provide a better understanding of the challenges faced by banking industries during the migration from existing magnetic stripe cards and capitalize on benefits of EMV.”

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## WHY ATTEND THE ACU CONFERENCE

Now in its 13th year, the ACU Conference provides a platform for members to be kept updated on standards, regulations, trends and issues affecting the industry. This conference brings experts and banks together to discuss the key issues facing the industry and provides an excellent peer networking opportunity for banks from all over Asia Pacific.

## WHAT YOU CAN EXPECT FROM THE ACU CONFERENCE

- Share case studies in the payment systems industry from different markets.
- Updates on new challenges and developments in the payment systems market.
- Engage in interactive breakout sessions for participants to discuss on key areas in payment systems.
- Hear from international industry speakers on their global and regional experience in the card payments industry

### ARRIVAL DAY ( 27 July 2005 )

Time	Activity/Description	Venue
7.30pm	<b>Welcome cocktails and dinner</b> Mr Siow Wee Loong Senior Director, C&SI, Atos Origin (ASEAN)	<b>Buko Bar, Pool-side, Shangri-la</b>
9.30pm	<b>End of dinner</b>	

### DAY 1 ( 28 July 2005 )

Time	Activity/Description	Venue
7.00 am onwards	<b>Breakfast</b>	<b>Mactan Ballroom I &amp; II, Ground floor, Shangri-la</b>
8.45am	<b>Registration</b>	<b>Mactan Ballroom III &amp; IV, Ground floor,Shangri-la</b>
9.00am	<b>Event Administration</b> <i>Ms Vivien Goh, Vice President. Marketing Communications, Atos Origin ( Asia Pacific )</i>	
9.05am	<b>Welcome Address</b> <i>Mr Neoh KC, Asia Pacific CEO, Atos Origin</i>	



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Time	Activity/Description	Venue
9.15am	<b>Centralisation of processing by big Banks and how smaller banks can compete</b> <i>Mr Ajit Kanagasundram, Managing Director, International Card Services Pte Ltd</i>	<b>Mactan Ballroom III &amp; IV, Ground floor, Shangri-la</b>
10.00am	<b>The next generation of cards</b> <i>Mr Jim Dixon, Country Manager Philippines, Visa International</i>	
10.45 – 11.15am	<b>TEA BREAK &amp; GROUP PHOTO TAKING</b>	
11.15am	<b>Virtualizing your Payment Infrastructure</b> <i>Rajesh Soundararajan, Product Manager-iSeries, ASEAN/SA, IBM Singapore Pte Ltd</i>	
12.15 – 2.00pm	<b>LUNCH</b>	<b>Shang Palace, Ground floor, Shangri-la</b>
2.00pm	<b>Case study: EMV migration</b> <i>Mr. Lim Voon Leong, Vice President, Solution Management.Group Information Technology, EON Bank Group</i>	<b>Mactan Ballroom III &amp; IV, Ground floor, Shangri-la</b>
2.45pm	<b>Impact of EMV on Risk Management</b> <i>Ms Teri Tan, Business Development Manager, Atos Origin</i>	
3.30 – 4.15pm	<b>Interactive breakout session – Topics:</b> 1. Opportunities for credit cards in more developed markets: Future evolution of credit cards, eg, new technologies (RFID, contactless) and how they are likely to change the way consumers use their credit cards – Visa's view and how Visa can work with credit card companies in the new developments? 2. Opportunities for credit cards in the emerging markets: Credit cards in emerging markets will continue to grow – what is your experience in your own country? 3. Implementing risk management strategies in your credit card operations	<b>Mactan Ballroom I, II, III &amp; foyer, Ground floor, Shangri-la</b>
4.15 – 4.30pm	<b>TEA BREAK</b>	
4.30pm	<b>AO Finance Product Updates</b> - <b>CardLink:</b> <i>Mr Yah Chwee Don, Product Manager, Atos Origin</i> - <b>SemaCard:</b> <i>Andy Lam, Product Manager, Atos Origin</i>	<b>Ground floor, Shangri-la</b> - <b>CardLink: Mactan Ballroom III &amp; IV</b> - <b>SemaCard: Mactan Ballroom I &amp; II</b>
5.30pm	<b>End of Day 1</b>	
7.30pm	<b>FILIPINO BARRIO FIESTA DINNER</b>	<b>Chateau de Busay</b>



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## DAY 2 ( 29 July 2005 )

Time	Activity/Description	Venue
7.00am onwards	<b>Breakfast</b>	<b>Mactan Ballroom I &amp; II, Ground floor, Shangri-la</b>
9.00am	<b>Business Continuity: Modern Business In A Vulnerable World</b> <i>Mr Andy Yau, Chief Executive Officer, Computer Recovery Centre Sdn Bhd</i>	<b>Mactan Ballroom III &amp; IV, Ground floor, Shangri-la</b>
9.45am	<b>Drivers of economics and profitability of card businesses</b> <i>Mr Howard Allen, Financial Services Consultant</i>	
10.30 – 10.45am	<b>TEA BREAK</b>	
10.45am	<b>Interactive breakout session – Topics:</b> 1. Malaysian banks have successfully completed the EMV migration. How can countries under-going the process of EMV migration learn from Malaysian banks, like EON Bank? 2. Can organisations reap benefits from EMV migration? Beyond just reducing fraud levels, what else can be expected? A market analyst's perspective. 3. Seven Characteristics of Highly Successful Card Programs	
11.30am	<b>Current realities and future opportunities for the cards industry</b> <i>Mr Cyrus Daruwala, Director Asia Pacific, Financial Insights</i>	
12.15pm	<b>Closing Address</b> <i>Mr Sumeth Thipayarat, ACU Committee Chairman</i>	
12.30pm	<b>LUNCH</b>	<b>Paparazzi, Shangri-la's Mactan Island Resort</b>
2.00 – 7.00pm	<b>Half-Day City Tour &amp; Shopping (complimentary)</b>	

**Officially Appointed Event Management Company : iMarketing Associates**

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For more info on Asian User Group please visit : <http://www.acugroup.org>