



ACU Conference 2004

Shanghai, China • 8 -11 September 2004

Managing Increasing Volume and Complexity in the Marketplace

Strategies for card payment solutions

Who should attend
Card Centre Managers
IT Managers

Dates: 8-11 September
Venue: Portman Ritz-Carlton,
Shanghai, China



TELL ME MORE!

Across Asia Pacific, issuers are faced with rising costs, increasing competition and new technologies, which is placing their revenues under increasing pressure. The 2004 ACU Conference will provide a platform for the industry to better understand its challenges and opportunities and make informed decisions to stay ahead of the game.



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WHY ATTEND ACU CONFERENCE

Now in its 12th 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 networking opportunity for banks from all over Asia Pacific.

WHAT YOU CAN EXPECT FROM THE ACU CONFERENCE

- Sharing of real-life experiences in the payment systems industry from different markets.
- Updates on new challenges and developments in the payment systems market, eg, risk management, how to measure return on investment, etc.
- Interactive breakout sessions for participants to engage in lively discussions on key areas in payment systems.
- Product sessions to compile feedback and action plans.

Arrival Day (8 September)

Arrival and Check-In
Welcome Cocktail and Dinner

Day 1 (9 September)

Opportunities and challenges in the credit card industry in China

International best practices in the credit cards industry

Tony Morbin, Editor, Cards International, Lafferty

The credit card industry in Asia Pacific

Up-to-date data and forecasts on the 13 countries in Asia Pacific. Expert opinions on how to develop and tap into this market.

Michael Arenata, Senior Research Analyst, The Asian Banker

Exploiting new opportunities for revenue maximization

- Co-branding
- New revenue channels: Internet and mobile payments

Richard Hartung, Managing Director, AsiaPay Solutions Pte Ltd



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New markets for credit cards: Targeting the high net worth group

Douglas Jaffe, Senior Research Manager, Financial Insights

Risk Management for Credit Cards

Kevin Lau, Head, Greater China Risk Management, Visa International

Improving Profitability by Reducing Delinquent Accounts and Cost of Fraud

- Ways in mitigating the risk of fraud in banks
- How to increase security without compromising on service

Lim Eng Hong, Managing Principal, Atos Origin

Interactive break-out session:

- What are the operational challenges facing credit card issuers in Asia Pacific
- Risk management and fraud control: What are the tried and tested measures that Asia Pacific credit card issuers can adopt
- Maximising profitability in an increasingly competitive credit card environment

How do you compete in today's payment card market without adding to the cost and complexity of the back office?

New Product Launch

"Shanghai Nights" Gala Dinner (dress code required)



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Day 2 (10 September)

Going outsourcing? What are the myths & facts? How do you ensure success?

Return on Investment on your IT projects

Siow Wee Loong, Head of Finance, Consulting & Systems Integration, Atos Origin

Next Generation Payment in Banking

Graham Jones, Director, Consumer Payment Business, Financial Services Industry,
Hewlett-Packard Asia Pacific

Atos Origin Finance Product Review

- CardLink
- SemaCard

Social and recreational activities: Golf or city tour/shopping