

Lafferty Cards Asia 2009

Conference & Exhibition

"Safeguarding Profitability" 15 - 16 October 2009 | Shangri-La Hotel, Jakarta

Programme

Speakers include:

Dodit W Probojakti

Board of Executives

AKKI

Vinayak Prasad

Head of Cards

ICICI Bank

Mark Thundercliffe

Head of Retail Credit Risk, UK

HSBC, London

Suwignyo Budiman

Director of Consumer Banking

BCA

Salvatore Pennino

Head of Cards

Deutsche Bank

Michael Lafferty

Chairman

Lafferty Group

Michael Walters

Director

Edgar, Dunn & Company

Keith Coulter

Principal and Founder

CX-Analytics

Olann Kerrison

Head of Analysis
and Published Content

Lafferty Group

Javier Salgado

Head of Personal Financial Services

HSBC

Dr S Budi Rochadi

Deputy Governor

Bank Indonesia

Manuel G. Santiago, Jr

Senior Vice President and
Credit Card Products Business Head

UnionBank of the Philippines

David Stoughton

Asia Card Services Executive

Bank of America, Shanghai

Budi G. Sadikin

Managing Director Micro
and Retail Banking

Bank Mandiri

Ronald Waas

Director of Accounting
and Payment Systems

Bank Indonesia

Surath Chatterjee

Group Head, Card Products,

Citibank Asia-Pacific

Sebastien Slim

VP Product Marketing

Welcome Real-time

Ajay Bhalla

EVP, South and South East Asia

MasterCard Worldwide

Nigel McCook

Manager

Edgar, Dunn & Company

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Day One | Thursday, 15 October 2009

WELCOME ADDRESS

- 08:15 - 09:00 **Registration and refreshments**
An opportunity to meet our patrons and exhibition partners
- 09:00 - 09:45 **Global cards and consumer finance briefing**
Michael Lafferty, Chairman, **Lafferty Group**
Dodit W Probojakti, Board of Executives, **AKKI**
Olann Kerrison, Head of Analysis and Published Content, **Lafferty Group**

RESPONDING TO THE PRESSURE POINTS

- 09:45 - 10:15 **Opening keynote address**
Creating a responsible lending industry
Dr S Budi Rochadi, Deputy Governor, **Bank Indonesia**
- 10:15 - 10:45 Coffee break
- 10:45 - 11:15 **Examining the impact of the global economic slowdown on the payments business and strategies for future growth**
Ajay Bhalla, EVP, South and South East Asia, **MasterCard Worldwide**
- 11:15 - 11:45 **Mastering the challenges in today's payment card arena**
Salvatore Pennino, Head of Cards, **Deutsche Bank**
- 11:45 - 12:30 **Panel discussion: Building a sustainable card business against the backdrop of a weak economy**
Moderated by **Michael Lafferty**, Chairman, **Lafferty Group**
Manuel G. Santiago, Jr, Senior Vice President and Credit Card Products Business Head, **UnionBank of the Philippines**
Ajay Bhalla, EVP, South and South East Asia, **MasterCard Worldwide**
Salvatore Pennino, Head of Cards, **Deutsche Bank**
- 12:30 - 13:10 Lunch in the exhibition area
- 13:10 - 13:50 **Building optimal payment systems: unravelling the cooperation vs competition conundrum**
Michael Walters, Director, **Edgar, Dunn & Company**

SAFEGUARDING PROFITABILITY

- 13:50 - 14:30 **A back to basics approach for issuers**
David Stoughton, Asia Card Services Executive, **Bank of America, Shanghai**
- 14:30 - 15:00 Coffee break
- 15:00 - 15:40 **Building from the ground: Strengthening cards portfolio and asset quality**
Vinayak Prasad, Head of Cards, **ICICI Bank**
- 15:40 - 16:20 **Case studies in profit management**
Keith Coulter, Principal and Founder, **CX-Analytics**
- 16:20 - 16:30 Chairman's closing remarks and end of day one conference

Day Two | Friday, 16 October 2009

WELCOME ADDRESS

- 08:15 - 09:00 Refreshments in the exhibition area
- 09:00 - 09:15 **Chairman's opening remarks**
Michael Lafferty, Chairman, **Lafferty Group**

UNLOCKING PROFIT FROM DEBIT AND PREPAID CARDS

- 09:15 - 10:00 **Strategies for growing prepaid issuance in Asia**
Dodit W Probojakti, Board of Executives, **AKKI**
- 10:00 - 10:40 **Micropayment systems, market potential and challenges for implementation**
Suwignyo Budiman, Director of Branch Banking Business, **BCA**
- 10:40 - 11:10 Coffee break
- 11:10 - 11:50 **Innovations to stimulate debit cards acceptance**
Budi G. Sadikin, Managing Director Micro and Retail Banking, **Bank Mandiri**
- 11:50 - 12:30 **Panel discussion: Is debit the new credit?**
Budi G. Sadikin, Managing Director Micro and Retail Banking, **Bank Mandiri**
Dodit W Probojakti, Board of Executives, **AKKI**
Javier Salgado, Head of Personal Financial Services, **HSBC**
- 12:30 - 13:10 Networking lunch in the exhibition area

LOYALTY INNOVATION

- 13:10 - 13:50 **The technology behind loyalty marketing**
Sebastien Slim, VP Product Marketing, **Welcome Real-time**

THE WAY AHEAD

- 13:50 - 14:30 **Future profitability of credit cards**
Surath Chatterjee, Group Head, Card Products, **Citibank Asia-Pacific**
- 14:30 - 15:00 Coffee break
- 15:00 - 15:40 **Managing credit risk during a downturn**
Mark Thundercliffe, Head of Retail Credit Risk, UK, **HSBC**, (via video-conference from London)
- 15:40 - 16:10 **A global and regional update on policy developments affecting the cards and payments business**
Ronald Waas, Director of Accounting and Payment Systems, **Bank Indonesia**
- 16:10 - 16:20 **Cards and payments in Asia-Pacific: The challenges and opportunities ahead**
Nigel McCook, Manager, **Edgar, Dunn & Company**
- 16:20 - 17:00 **Panel discussion: The industry must set the agenda with stakeholders!**
Moderated by **Michael Lafferty**, Chairman, **Lafferty Group**
Surath Chatterjee, Group Head, Card Products, **Citibank Asia-Pacific**
Michael Walters, Director, **Edgar, Dunn & Company**
Mrs SWD Murniastuti, Director of Payment System and Accounting Directorate, **Bank Indonesia**
- 17:00 - 17:10 Chairman's closing remarks and end of conference





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Conference & Exhibition

"Safeguarding Profitability"



REGISTRATION FORM

DELEGATE INFORMATION

First Name:

Last Name:

Job Title:

Company:

Address:

Post Code:

Country:

Email:

Telephone:

Signature: Date:

By signing you agree to be bound to the terms and conditions of booking shown below.

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- Non-Banks rate US\$1,695 per delegate
- Banks & Banking Association rate US\$1,525 per delegate
- Lafferty Council Member rate US\$1,295 per delegate

Special offer – two delegates for the price of one
 Book now - offer only open until 18 September

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5 WAYS TO REGISTER:

- www.lafferty.com
- events@lafferty.com
- +44 (0) 20 3008 5282
- +44 (0) 20 3008 8426
- Lafferty Conferences
One Lyric Square
London W6 0NB
UK

Terms & Conditions

Registration Fee: Registration fees cover participation at the two day conference, entrance to the exhibition, lunches and refreshments and access to speakers' papers post event. The fee does not include hotel accommodation and travel to the event. Registration is only confirmed when full payment is received.

Payment: Payment must be received prior to the event. Payment methods are outlined on this registration form under 'payment details'.

Cancellation: Substitutions can be made in writing at any time and will incur no penalty fee. Cancellations without a substitute delegate received on or before 15 September 2009 will be subject to a 25% administration charge. Delegates cancelling after this date without a substitute delegate will be required to pay the full fee and no refund will be given. Cancellations must be received in writing or by email and will not be accepted over the phone.

Disclaimer: The organisers reserve the right to alter the programme as necessary. Times are also subject to change. Speaker names are confirmed at time of going to press.

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