



A recent interview with one of our featured keynote speakers at the upcoming **Mobile Commerce Summit ASIA** in Manila, Philippines.



BRETT KING

Author – BANK 2.0 and

Chairman of the International Academy of Financial Management

CEO of User Strategy

Neoedge: How is Mobile Commerce evolving in Hong Kong?

BK: Currently there are two main m-Commerce initiatives making progress in Hong Kong currently. Octopus is being leveraged toward NFC contactless payments based on it's already stellar success in Hong Kong – you can expect to see this emerge in the next 12 months with various phone companies as a hybrid payments solution. Secondly, there are various m-Commerce initiatives available around the retail space offering coupons, discounts and direct mobile purchase of goods and services. Application providers and CRM specialists like Cherrypicks are making some great progress with this – including Visa m-coupons and others.

Neoedge: What are the keypoints for discussion at the upcoming Mobile

BK: Commerce Summit in Manila?

- a. The three phases of customer behavioural disruption
- b. Cheques, and Cash gone? Print Media dead...
- c. Big players betting on mobile payments

Neoedge: Who are the people I would like to meet at the Summit?

BK: Mobile providers like Smart and Globe who want to leverage off their mobile payments capability with Banks, and application developers from Asia working on both Mobile Payment and Banking Apps.

Here's a peak at Brett's book cover which will be launched officially on March 29th, 2010. There's an entire chapter on Mobile Banking so watch out for this one.

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HOW CUSTOMER BEHAVIOUR
AND TECHNOLOGY WILL CHANGE
THE FUTURE OF FINANCIAL
SERVICES_