

OF TITANS & TRAILBLAZERS: EMERGING ASIA'S DIGITAL FINANCE & COMMERCE MOMENT



NOVEMBER 28TH & 29TH, 2017
YANGON, MYANMAR

ABOUT MONDATO SUMMIT ASIA 2017

Mondato Summit Asia is an executive thought leadership conference that delivers indispensable knowledge, practical solutions, stimulating engagement, and invaluable networking. Sitting at the crossroads of a diverse set of industries – from tech to financial services, telecom to retail, Mondato Summits occupy a unique space, creating a space for stakeholders to better understand and engage the multifaceted and evolving digital finance and commerce (DFC) ecosystem.

Throughout Southeast and South Asia, companies are taking advantage of extraordinary mobile and smartphone penetration, which has led to proliferation of social media and e- and m-commerce. New digital channels have provided a conduit for delivering more advanced DFC services on the one hand, while also providing an entry point for un/underserved populations.

As industry giants establish regional dominance, and swelling numbers of fintech and eCommerce companies enter the DFC space, a consolidation of players has forced a “tipping point” across Emerging Asia. Incumbents are seeking out and experimenting with new technologies and/or partnerships to keep up with the region’s tech-savvy digital natives. In order to remain relevant in this fiercely competitive market, a digital approach must be taken to develop targeted value propositions that respond to consumer needs.

Our host market, Myanmar, is expected to have the one of the highest rates of smartphone adoption in Asia over the next few years. Coupled with its competitive telecom market and progressive regulation, Myanmar is a fertile breeding ground for digital financial services in the region, and has attracted much attention and investment in recent years.

Mondato Summit Asia will explore how both incumbents and innovators alike can navigate the highly complex DFC ecosystem across Emerging Asia’s variegated markets. Some topics which will be explored in depth include: leveraging mountains of data to better understand customer needs and wants, and tailor winning products and services, engineering compelling value propositions to drive greater adoption and usage, making sense of the latest technologies and innovations – from AI and gamification to blockchain and crypto currencies - and more importantly, understanding the practical applications.

DAY 1 – TUESDAY, November 28th

8:30 - 9:00 *[Opening Remarks]*

THE NEXT GENERATION OF DIGITAL FINANCE & COMMERCE

9:00 - 9:35 *[Keynote 1]*

Navigating the Digital Frontier of Finance & Commerce in Emerging Asia

9:35 - 10:10 *[Keynote 2]*

Driving Digital Finance & Commerce from Concept to Reality

10:10 - 11:00 *[Keynote Panel Discussion]*

The Next Generation of DFC in Emerging Asia

11:00 - 11:25

Coffee/Tea Break & Networking

EVOLVING STRATEGIES TO GROW ADDRESSABLE MARKETS

11:25 - 11:50 *[Presentation]*

Accelerating Innovative Digital Offerings for the Unbanked

11:50 - 12:40 *[Panel Discussion]*

Women & Mobile Money: Strategies for Promoting Access & Usage

12:40 - 13:40

NETWORKING LUNCH

UNDERSTANDING YOUR END-USERS

13:40 - 14:05 *[Case Study]*

The Distribution Dilemma: Building Agent Networks across ASEAN

14:05 - 14:30 *[Presentation]*

The DFC Adoption Curve: Creating Products for the End-User

SUCCESSFULLY MONETIZING DFC

14:30 - 14:55 *[Presentation]*

The Benefits of Interoperability: Driving Network Effects in the DFC Ecosystem

14:55 – 15:30 *[Oxford-Style Debate]*

The Opportunity and Risk of Mass Market Alternative Credit & Loans

15:30 – 15:55

Coffee/Tea Break & Networking

NAVIGATING THE REGULATORY ENVIRONMENT

15:55 – 16:20 *[Presentation]*

The Role of Big Data in Financial Inclusion

16:20 - 17:10 *[Panel Discussion]*

Regulatory Considerations and their Impact on Digital Finance & Commerce

17:10 - 19:00

NETWORKING RECEPTION

DAY 2 - WEDNESDAY, November 29th

LEVERAGING DIGITIZATION TO REALIZE NEW REVENUE STREAMS

9:15 - 9:45 *[Keynote 1]*

Emerging Trends in Digital Commerce

09:45 - 10:35 *[Keynote Panel Discussion]*

The Always-Connected Consumer: Leveraging New Technologies to Drive Adoption

INNOVATION SNAPSHOTS

10:35 – 11:30 *[Exhibition & Demos]*

Innovation Arcade & Coffee/Tea Break

Touch-and-Feel the Future: DFC Innovations from Across Asia and the World

11:30 - 12:30 *[Presentation]*

Mondato Awards Finalists Presentations

12:30 - 13:30

NETWORKING LUNCH

LEVERAGING PARTNERSHIPS TO INCREASE INCLUSION & GROWTH

13:30 - 13:55 [Presentation]

Leveraging Big Data to Drive Consumer Engagement and Loyalty

13:55 - 14:20 [Presentation]

Cross-Border Remittances: Remaining Relevant in the Digital Age

14:20 - 15:10 [Panel Discussion]

Strategies for Fostering Innovation and Driving Ecosystems

15:05 - 15:30

Coffee/Tea Break & Networking

15:30 - 16:00 [Knowledge Café & Coffee/Tea Break]

Intimate Roundtable Discussions on Key Topics/Themes:

- The Blockchain Potential
- Public-Private Partnerships in DFC
- Customer Engagement & Loyalty
- Marginalized Populations

WRAP-UP

16:00 - 16:15

Mondato Award Winners Announcement & Photographs

16:15 - 16:30

The Final Word: Bringing New Use Cases through Collaboration and Innovation

16:30 - 17:00

CLOSING RECEPTION

For more information on participating in Mondato Summit Asia 2017, please contact Arielle Jaffe at ajaffe@mondato.com.