



SIMposium Asia 2010

Collaborative business models & Standards, key success factors for huge opportunities in M2M and Mobile Financial Services

London, 27th October 2010 - SIMalliance, the global association of the world's leading SIM card manufacturers, announces the success of the third annual SIMposium Asia Pacific, held in Hong Kong, co-located with Mobile VAS Asia and organized by SIMalliance in partnership with Informa Telecoms & Media.

More than 100 delegates from 17 countries attended over the two days to debate and network with key players from the mobile services ecosystem, including content providers, application developers, financial institutions, marketing agencies, handsets, chipsets, smart card vendors. Significantly almost half of the attendees came from global mobile phone operators, once again highlighting the central role SIMalliance and its partners are playing in the development of new converged business models and enabling technologies.

PT Natrindo's Head of Product Management, Alfred Boedman called on operators to lead the convergence revolution in emerging markets where the mobile network is most of the time the only one available to access services including financial services. M2M and Mobile Financial Services - with the SIM at the very heart - were the two main themes of this year's edition.

Machine to machine (M2M) technologies were high on the agenda and represent huge business opportunities with a market estimated at 20 billion connected machines by 2020 (Source: Berg Insight). The GSMA's Senior Project Director, Ton Brand, presented the GSMA Mobile Embedded Workgroup strategy that aims to promote and accelerate the development of this key sector.

Norehan Yahya, Head of UC Products & Strategy from Malaysian operator Maxis presented its M2M Web-based Managed Services offer covering payment, health and remote management/security applications while Abhijit Roy, Head – New Technology Initiatives, Technology Advisory Group at Reliance in India presented their power metering service.

The opportunities in mobile financial services - both on smart and legacy handsets - were a hotly debated topic.



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Already, 70% of smart phone users use mobile financial services, according to reports, and the interest in a multipurpose Mobile Wallet for mobile financial services is growing daily. Demand for such services is high in Asia because of the ubiquity of mobile devices and the adoption rates of new applications and services.

Handset fragmentation has slowed the move to NFC but this is starting to change. According to Jarkko Sevanto, Senior Manager, NFC Business Development, South-East Asia] at Nokia, having completed 70 trials around the world Nokia is now developing an out-of-the box NFC experience for the consumer, across its full range of devices. He highlighted the need for the industry to collaborate to create an extended library of services to encourage deployment and adoption.

SIMposium also heard from China Unionpay. The bank has signed up a group of the country's banks, wireless operators and handset manufacturers to a mobile payments industry alliance that will establish standards and a business model for NFC for China.

In developing countries, Grameenphone's General Manager - Regulatory, Kazi Saiful Alam also presented key findings from its successful mobile financial services deployments, highlighting the challenges of operating in a complicated regulatory environment, and the critical importance of understanding the paradigm shift that government, institutions and consumers need to be taken through to assure widescale adoption.

Dates for next editions of SIMposium will be soon announced.

For further details on ordering the proceedings from SIMposium Asia, please contact:

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** Breakdown of Companies Attending:*

Operators - 41%

Smart Cards - 26%

Other Ecosystem Players – 33%

By geographies:

Europe – 19 %

Pacific Asia & Australia – 6%

Greater China incl. Hong Kong & Macau – 56 %

Japan & Korea – 4%



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India & Bangladesh – 6%

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Note to editors:

About SIMalliance: Putting the SIM at the heart of the new mobile eco-system

Over the past five years SIMalliance has become one of the world's foremost commentators in the mobile business. By operating outside the singular commercial interests of any individual SIM card player, the association has been able to pinpoint the mission critical services on the horizon and help steer their development to meet the practical needs of the mobile market.

With SIMalliance members now responsible for nine in every ten SIM cards sold worldwide, the collective vision of the association is uniquely placed to shape SIM developments and the impact they will have on the new generation of mobile services. From their standpoint, the challenge couldn't be clearer for the protagonists in the mobile eco-system.*

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SIMalliance members are Datang, Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Inkript, Kebt, Microelectronica, Oberthur Technologies, Prism, Morpho, Watchdata & Wuhan Tianyu.

SIMalliance Strategic Partners are Comprion, FCI and Movenda

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