

# mCMO Conference 2013

## *Evolution in Mobile User Experience*

**Date:** 11 October 2013 (Friday)  
**Time:** 10:00am – 4:00 pm  
**Venue:** Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong

Time	Details
09:45 – 10:15 (30min)	Registration
10:15 – 10:20 (5min)	Welcoming Speech by Mr. Francis Fong, Chairman, HKAIM
10:20 – 10:25 (5min)	Opening Speech by Guest of Honor Mr. LEUNG Chung Yin, Chaucer Assistant Director (Regulatory), Office of the Communications Authority
10:25 – 10:35 (10min)	Souvenir Presentation & Photo Taking Session
10:35 – 10:45 (10min)	Mobile Marketing Survey 2013 Report Release
<b>SESSION 1</b>	
10:45 - 12:00 (1hr 15min)	Keynote speech by Mr. Esmond Lee, JP Executive Director (Financial Infrastructure), Hong Kong Monetary Authority Speech topic: Mobile, Internet-based and Electronic Payments – Initiatives and Regulations
	Ms. Jan Wong Managing Director, Openrice Limited Speech topic: 手機食先
	Mr. Edwin Lai Head of Large Merchant Team, PayPal Hong Kong & Taiwan Speech topic: The Emerging Mobile Commerce
	Mr. Kenneth Kwok Managing Director, Beehive Strategy Speech topic: How to effectively measure mobile user behaviour
	Ms. Stella Cheung Head of Sales, Google Hong Kong Speech topic: Digitising Hong Kong
12:00 – 12:20 (20min)	Panel Discussion Topic: Mobile Payment Security Moderator: Dr. Steve Lau, Vice Chairman, HKAIM Panelists: Speakers from Session 1
12:20 – 13:20 (1 hr)	Lunch
<b>SESSION 2</b>	
13:20 – 14:05 (45min)	Mr. Keith Chow Chief Operating Officer, Hotmob Limited Speech topic: Mobile ads in the perspective of user experience
	Mr. Bruce Lam Chief Marketing Officer, Wireless Business, HKT Limited Speech topic: The New Era of Mobile Usage
	Mr. Michael Yung Chief Information Officer, Next Media Limited Speech topic: From Mobile App to Mobile Business
14:05 – 14:25 (20min)	Panel Discussion Topic: Trend on mobile app development Moderator: Mr. Bernie Wong, Exco Member, HKAIM Panelists: Speakers from Session 2
14:25 – 14:40 (15min)	Break

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SESSION 3	
14:40 – 15:25 (45min)	Mr. HyunBin Kang Head Director of LINE Business Office, LINE Speech topic: How to effectively use LINE as a communication platform to reach your clients
	Mr. Walter Leung Managing Director, GfK Retail and Technology Hong Kong Ltd. Speech topic: Consumer Purchase Journey & U
	Mr. Bernie Wong Digital Director, AGENDA (Hong Kong) Limited Speech topic: From Starbucks App to your cup, the app-brewing journey
15:25 – 15:45 (20min)	Panel Discussion Topic: Business opportunity on Mobile platform Moderator: Mr. Bernie Wong, Exco Member, HKAIM Panelists: Speakers from Session 3
15:45 – 16:00 (15min)	Networking

*\*Subject to change without notice*