

# The Future of Digital Payment in Hong Kong

**Date:** 11 Aug 2016 (Thursday)  
**Time:** 2:00pm – 6:00 pm  
**Venue:** Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong  
**Organizer:** Hong Kong Association of Interactive Marketing (HKAIM)

Time	Details
13:30 – 14:00 (30 min)	Registration
14:00 – 14:05 (5 min)	Welcoming Speech by Mr. Francis Fong, Chairman, HKAIM
14:05 – 14:10 (5 min)	Opening Speech by Guest of Honour, The Honourable John C Tsang, GBM, JP, Financial Secretary, The Government of HKSAR
14:10 – 14:20 (10 min)	Souvenir Presentation to Speakers & Group Photo Taking Session
<b>Session 1</b>	
14:20 - 14:50 (30 min)	Ms. Rita Li, Sales and Marketing Director Octopus Cards Limited Topic: The Unique O2O Journey for Octopus – from Offline to Online
14:50 – 15:20 (30 min)	Mr. Gavin Ho, Director of Emerging Products & Innovations, Visa Hong Kong and Macau Topic: Future of Payments
15:20 – 15:45 (25 min)	Panel Discussion Moderator: Mr. Raymond Ho, Vice Chairman, HKAIM Panelists: Speakers from Session 1
15:45 – 16:05 (20 min)	Break (with light refreshments)
<b>Session 2</b>	
16:05 - 16:35 (30 min)	Ms. Sally Ip, Vice President, Product & Marketing Jetco Topic: Future of Payment is in Marketing
16:35 - 17:05 (30 min)	Mr. Alex Kun, Senior Vice President, Product, Business Development & Card Operations HKT Payment Limited Topic: The Era of A Cashless Future
17:05 – 17:30 (25 min)	Panel Discussion Moderator: Mr. Raymond Ho, Vice Chairman, HKAIM Panelists: Speakers from Session 2
17:30 – 18:00 (30 min)	Networking

*Subject to change without notice*