

Organised jointly by:

ATMIA
ATM INDUSTRY ASSOCIATION

rbr

Conference & Expo

China ATMs

中国 自动柜员机 2012年

Ritz-Carlton Financial Street, Beijing, China

14th and 15th February 2012



8:00 Coffee & registration

9:00 Welcome & opening remarks

9:15 Innovation and regulation in the Chinese ATM market

The rapid development of e-payments in China has led to dramatic changes in the ATM channel's operational management and business model. Innovation also raises challenges in regulation and risk management. This session will outline trends in ATM innovation and discuss the regulations pertaining to the Chinese ATM market.

Ping Huang, Deputy Director of Bank Card Management, Payment System Department, People's Bank of China (China)

The latest developments in Chinese banking

The China Banking Association fulfils a broad range of responsibilities, including representing member banks and disseminating information within the banking sector. This session will discuss recent developments within the sector, and highlight important targets.

ZaiPing Yang, Executive Vice President, China Banking Association (China)

10:45 Coffee

11:30 Development and innovation in self-service in China

This presentation will briefly review the development of self-service in China, and then analyse trends and innovation in self-service terminals, before discussing how to provide a better self-service environment for users of the UnionPay network.

Jianjun Huang, Vice General Manager, Department of Business Management, China UnionPay (China)

New ideas for the ATM channel in the context of balancing urban and rural development

Against the background of balancing urban and rural business development in ABC, self-service terminals face huge challenges in regional planning, business function matching, operation and maintenance and other areas. Optimising self-service networks, improving their value-adding capacity and achieving sustainable development in self-service channels are all important issues.

Hong Qian, Vice General Manager, E-banking Department, Agricultural Bank of China (China)

12:45 Lunch

14:15 Exploration of self-service branches in new commercial banking markets

China's economic and social development is leading to the rapid expansion of urban areas. Local economies and household income continue to grow, generating new customers and businesses. Channel optimisation, in particular self-service branches and terminals, is important for revitalising old cities and connecting urban and rural areas.

Weiping Li, Director of Personal Financing Business and General Manager of Personal Financing Department, Industrial and Commercial Bank of China (China)

How to obtain maximum benefit from automated deposit and recycling

This session will look at the development of automated deposit, with a focus on cash-recycling ATMs, in China and other Asia-Pacific markets. A case study will provide insights into practical deployment of the technology and advice on how a bank can obtain maximum value from its investment.

Speakers to be confirmed

15:45 Coffee

16:30 Opportunities and challenges of outsourcing services for ATM operations in China

Under the framework of China's financial policies and regulations, state-owned commercial banks are the major drivers of ATM growth in the country. This session will examine the challenges facing ATM deployers and banks, and will look at how ATM outsourcing providers can co-operate with banks to speed up and enhance ATM deployment, increase ATM availability and improve customer convenience.

Justin Li, Founder of ATMU (China)

The ATM market and IAD operations in Brazil

As well as deploying its own ATMs, TecBan runs Brazil's largest shared ATM network. This session will give an overview of the Brazilian ATM market while focusing on its experiences as an IAD and the challenges of off-site deployment. The presentation will share insights from tackling a recent spate of physical ATM attacks in the country.

Jaques Rosenzvaig, CEO, TecBan (Brazil)

18:00 Closing remarks & drinks reception

8:15 Coffee & registration

9:00 **Making the ATM the best customer service channel**

PSBC's Channel Management department oversees all customer-related services. In order to improve efficiency, strengthen the structure and management of the network, and further enhance security, PSBC is focusing on increasing the number of self-service machines, in particular ATMs, and on broadening the scope of the self-service terminal.

Zhian Luo, General Manager, Channel Management Department, Postal Savings Bank of China (China)

Operational innovation in self-service channel management

This session will analyse current innovation in CCB's organisational structure, operational management model, security and ATM facilities. It will summarise the main obstacles in terms of regulation, management and the industry, and discuss appropriate solutions.

Yuming Li, Senior Manager, Personal Deposit and Investment Department, China Construction Bank (China)

10:45 Coffee

11:30 **A case study of cardless ATM cash withdrawals**

New business areas bring not only the need for innovation in self-service banking, but also higher demands on operations and management. This presentation will introduce innovation at BOCOM ATMs, and in the way they are managed. It will include a case study of cardless cash withdrawals.

Yu Chen, Senior Manager, E-banking Department, Bank of Communications (China)

Launching the first ATM in Myanmar

In November 2011, Co-operative Bank launched the first ATM open to the Myanmar public, enabling customers to enjoy convenient 24-hour cash withdrawals, balance enquiry, transfer and payment facilities. This session will present the story of Myanmar's first national financial switch, as well as Myanmar Payment Union (MPU), the country's first bank card and payment card systems.

Gary Soon, Regional Director Asia-Pacific, GRG (China), Central Bank of Myanmar and Co-operative Bank (Myanmar)

13:00 Lunch

14:15 **ATM outsourcing in emerging markets**

Banks have historically chosen to own and manage ATMs in-house, but this is slowly changing. This session will present a case study of ATM outsourcing, including advice on when outsourcing is most suitable and the issues to be considered before embarking on an outsourcing project.

Speakers to be confirmed

ATM software innovation

Today, the ATM functions in partnership with the branch, the website and the smartphone. A number of banks are successfully using the self-service channel to differentiate themselves and reduce operating costs. This session will present some best practice examples of innovation in ATM software from around the world.

Aravinda Korala, CEO, KAL (UK)

15:45 Coffee

16:15 **ATM Integrated Payments Road Map – Charting the Path for the 21st Century Automated Teller**

This session will present a path for a 21st century 'automated teller', including the development of a global set of standards for offering non traditional payments through the ATM. Examples include mobile payments, remote deposits, cash recycling, dynamic currency conversion, remittances and cardless transactions.

Lyle Elias, Chairman, International Payments Forum (USA)

Global ATM market trends and forecasts

This presentation will discuss recent developments in the Chinese ATM market, and provide analysis of issues such as ATM location, usage and service and maintenance. It will also examine ATM features from other countries around the world and discuss those which are most relevant to China and the Asia-Pacific region.

Rowan Berridge, Associate and Sisi Wang, Research Analyst, RBR (UK)

17:30 Closing remarks

Register online today!

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第一天: 2012年 2月14日, 星期二

8:00 早茶及注册

9:00 大会开幕仪式以及欢迎致辞

9:15 中国ATM业务创新发展

随着中国电子支付服务市场的快速、深入发展, ATM作为一种传统的支付渠道, 其运营管理体制、业务类型也在发生着变化, 创新已成为必然趋势, 但同时也对监管和风险管理问题带来挑战。本演讲将系统梳理ATM创新发展的变化趋势, 并就监管方面的一些初步考虑与大家做交流。

黄萍, 中国人民银行支付结算司银行卡业务管理处处长 (中国)

中国银行业的最新发展

中国银行业协会负责全方位的服务工作, 从代表和维护会员银行的共同利益, 到行业内的知识传播。本节将强调目前中国银行业发展的优先事项以及如何更好促进自助设备为人民服务。

杨再平, 中国银行业协会专职副会长 (中国)

10:45 茶歇

11:30 中国自助设备的发展与创新

本节将首先分享中国自助服务的发展历程, 接着分析自助终端在现有市场下的创新应用及发展趋势。最后将就银联为更好的服务自助设备的使用环境等与大家进行交流。

黄建军, 中国银联业务管理部副总经理 (中国)

统筹城乡发展新时期ATM发展新思路

在我国统筹城乡业务发展的大背景下, 自助设备在区域规划布局、业务功能选配、运营维护模式等方面面临巨大挑战, 如何优化自助设备布局、提高自助设备价值创造能力、实现自助设备可持续发展成为自助设备发展中的重要问题。

钱宏, 中国农业银行电子银行部副总经理 (中国)

12:45 午餐

14:15 自助银行在商业银行新市场拓展中的实践与探索

随着经济社会的发展和城镇化进程的加快, 中国城市面积迅速扩大, 县域经济不断走强, 居民收入持续提高, 涌现出大量新市场、新客户。如何通过渠道布局的优化, 快速抢占市场制高点? 自助银行和ATM等自助机具成为重要的平台和抓手。通过离行式自助银行建设, 可以使得原有的城区老网点重新焕发生机; 通过自助银行建设, 可以延伸服务触角, 迅速抢占城乡结合部、重点县域和重点乡镇等新兴市场。自助银行如何在新市场拓展中发挥更大的作用, 工商银行正在进行实践与探索。

李卫平, 中国工商银行个人金融业务总监兼总行个人金融业务部总经理 (中国)

如何通过自动存款与现金循环获得利益最大化

本节将回顾自动存款功能的发展, 尤其侧重于中国以及其他亚太市场的现金循环功能。接着将用个案介绍该技术在实际部署中的应用, 最终为银行如何在其投资中获得最大收益提出建议。

主讲人待定

15:45 茶歇

16:30 中国ATM运营外包服务的机遇与挑战

在中国的金融政策和法规框架下, 中国国有商业银行是ATM的主要布放推动力。ATM外包服务商如何能在现有市场条件下, 实现与银行的有机合作, 从而有效加快设备的布放速度与质量、提高设备开机率, 进而为广大持卡人所享受到的零售金融便利服务做出更大贡献。继而分析在ATM外包服务商与银行的合作模式中, 面临的挑战与困难, 银行的期待以及我们如何能探讨出更好的解决方案。

李柏林, 通邮集团创始人 集团董事长 (中国)

巴西ATM市场分析以及独立运营商的运营模式

除了部署自己的ATM, TecBan还运行着巴西最大的共享ATM网络。本节将以独立运营商的经验以及在布设离行式ATM遇到的挑战来分析巴西的ATM市场。本节还将就该国解决最近连续的针对ATM的物理攻击事件分享经验。

Jaques Rosenzvaig, TecBan 首席执行官 (巴西)

17:30 大会第一天总结致辞及招待酒会

第二天: 2012年 2月15日, 星期三

8:15 早茶及注册

9:00 让渠道成为服务优势

邮储银行将与客户打交道的所有渠道统一到渠道管理部。为提高效益, 加强网点的建设与管理, 进一步增强网点的销售能力、盈利能力以及安全性。该行加大自助设备的投放力度, 尤其是增加ATM的数量, 丰富自助终端的服务范围, 以推动网点转型和中间业务的发展。

罗志安, 中国邮政储蓄银行总行渠道管理部总经理(中国)

自助设备管理应用创新

本节将首先通过组织架构, 后台运维管理模式, 安保方式, 以及ATM交易功能等方面的创新来分析建行自助设备的管理情况。并且分析在运营管理过程中遇到的来自监管方面, 管理方面以及行业方面的问题, 最终就以上问题提出对应的建议。

李玉明, 中国建设银行个人存款与投资部高级经理(中国)

10:45 茶歇

11:30 ATM无卡预约取现业务分析

新的市场需求不仅仅推动了银行自助业务创新, 也对银行渠道建设和自助设备的运维、管理提出了更多、更高的要求。当前, 银行自助服务的重要性日益凸显, 国内各大商业银行为满足持卡人的多元化需求, 不断增加自助设备的布放量, 推动自助服务功能创新和渠道建设。交行将以ATM无卡取现业务为个案, 分析自助服务渠道的创新应用。

陈宇, 交通银行电子银行部高级经理(中国)

缅甸首台面向公众的自动取款机

2011年11月1日, 缅甸第一台面向公众使用的自动取款机在缅甸联合银行总部仰光正式亮相。被命名为“Easi银行”的该款自助设备, 将为让银行客户提供24小时不间断的取款、查询、转账、支付等便捷的操作体验。此案例将分享关于缅甸首个国家金融支付网络、第一张银行卡和支付卡系统的项目建设过程。

孙志辉, 广电运通金融电子股份有限公司亚太区域总监(中国)

缅甸国家中央银行项目负责人(缅甸)

缅甸联合银行总裁(缅甸)

13:00 午餐

14:15 新兴市场的ATM外包服务

传统上银行选择自己采购并且管理ATM, 但是这种模式正在逐渐改变。本节将分享一个ATM服务外包管理的个案研究, 包括开始服务外包的最佳时间以及开展外包项目需要考虑到的因素。

主讲人待定

ATM软件创新

当今的ATM与银行网点, 电子网站以及智能手机结合提供多渠道的服务。多家银行成功的使用多渠道, 让自己与众不同, 并降低了操作成本。本节将和大家分享世界范围ATM软件创新的最佳实践范例。

Aravinda Korala 先生, KAL 首席执行官(英国)

15:45 茶歇

16:15 ATM综合付款进程-通往21世纪的自动柜员

本节将展示如何实现21世纪“自动柜员”这一概念, 包括为ATM的非传统支付手段设置国际的行业标准。引用的案例包括移动支付, 异地存款, 现金回收, 动态货币兑换, 汇款以及无卡交易。

Lyle Elias, International Payments Forum 董事长(美国)

全球ATM市场趋势与预测

本节将通过ATM的位置, 应用, 服务与维护等方面探讨中国ATM市场的最近发展。并将分析世界范围内影响中国以及亚太地区市场的因素。

Rowan Berridge, RBR 主管, 王斯司, RBR 研究分析师(英国)

17:30 大会结束致辞

今天开始网上注册!

与会代表与参展商注册地址 www.atmiaconferences.com

14th and 15th February 2012

Delegate Fees

Standard	\$2,600
ATMIA member	\$1,900
Retail bank employee	\$900

Registration includes access to the full conference, the exhibition hall, all food and beverages served during the two-day event, including the reception at the end of day one, and copies of presentations after the event.

Exhibition Booths

Single (3m x 2m) exhibition booth (includes 3 full delegate passes)

Standard	\$8,000
ATMIA member	\$6,500

Double (6m x 2m) exhibition booth (includes 5 full delegate passes)

Standard	\$13,000
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Online Registration

To register online: www.atmiakonferences.com.

Conference Presentations

If you are unable to attend the conference, but would like to receive the speakers' presentations, these can be purchased via the website.

Attendee Demographics

180 senior executives representing 82 organisations from 22 countries attended China ATMs 2011.



Hotel

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Conference Organisers

The China ATMs 2012 conference is organised jointly by ATMIA and RBR.

ATMIA is an independent, non-profit trade association, whose mission is to promote ATM convenience, growth and usage worldwide; to protect the ATM industry's assets, interests, good name and public trust; and to provide education, best practices, political voice and networking opportunities for member organisations.

RBR is a leading research and consulting firm specialised in the areas of banking automation, cards and payments. Based in London, RBR serves clients across more than 100 countries through premium research reports, consulting, newsletters (*Banking Automation Bulletin*) and conferences.

Other events organised jointly by ATMIA and RBR:

European ATMs 2012

22nd and 23rd May 2012 • Park Plaza Riverbank Hotel, London

- Europe's largest ATM conference
- Case studies by banks, IADs and networks from across the region

For more information and to book online please visit:

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