

CARDLINX ASIA FORUM

ONLINE-TO-OFFLINE COMMERCE: FROM ASIA TO AMERICA AND BACK

February 6, 2018 – Tokyo, Japan



ANA InterContinental Tokyo
1-12-33, Akasaka Minato-ku
Tokyo 107-0052 Japan

The largest online commerce platforms in North America are re-deploying as offline and in-store consumer experiences. While some of these approaches may seem counterintuitive, leading global companies are successfully cherry picking the best digital capabilities and scale technologies including card-linking and artificial intelligence to create completely new and seamless consumer and merchant experiences.

- 8:30 AM** NETWORKING BREAKFAST & REGISTRATION
- 9:00 AM** WELCOME – Silvio Tavares, President and CEO, The CardLinX Association
- 9:15 AM** KEYNOTE – “Growth of CLO in Japan”
Toru Kawahigashi, Managing Director, Sumitomo Mitsui Card Co., Ltd
- 10:00 AM** KEYNOTE – “Data Driven Commerce: Case Studies in Card-Linking Success”
Kirsty Rankin, SVP, Global Group Head, Loyalty, Mastercard
- 10:45 AM** NETWORKING BREAK
- 11:00 AM** KEYNOTE – “Launching Digital Marketing & CLO Platforms in Hong Kong”
Victor Lang, COO, and Ray Wyand, CEO, Co-Founders, GINI
- 11:45 AM** KEYNOTE – “Innovation in Cross Border Offers for Outbound Chinese Travelers”
Lu Dong, CEO, Japan Foodie
- 12:30 PM** CLOSING COMMENTS – Silvio Tavares, President and CEO, The CardLinX Association
- 1:00 PM** LUNCH NETWORKING RECEPTION

ATTENDING COMPANIES INCLUDE:

 AEON

 ANA

 CCC

 COLLINSON
GROUP

 dentsu

 DNP

 EBIZU

 EFT Solutions

 FIDEL

 gini

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Japan Foodie

 JETRO

 mastercard.

 OpenSparkz
merchant funded rewards, data, CRM

 Orico

 MUFG
Mitsubishi UFJ NICOS

 Rakuten

 RECRUIT

 Relux

 SUMITOMO
MITSUI
CARD

 TOPPAN

 TransUnion

 YAHOO!
JAPAN

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