

# CARDLINX ASIA FORUM

## ARTIFICIAL INTELLIGENCE AND COMMERCE

September 5, 2018  
Grand Hyatt Shanghai - Shanghai, China



#CardLinXForum @cardlinxassoc facebook.com/CardlinXAssoc linkedin.com/company/cardlinx-association

### CARDLINX ASIA FORUM AGENDA

The future of payments, advertising and commerce is happening right now in China. This exclusive, first of its kind, international forum in Shanghai, China brings together the leading companies in AI and commerce from China, Japan, South Korea and the USA.

Participants include Samsung, MasterCard, Sumitomo Mitsui Card Company, 55haitao.com and many more. By attending this forum, you will both meet and learn from the leading companies developing technologies in fin-tech AI, cross border offers, advanced digital marketing algorithms, cashier-less checkouts, biometric scanners and much more. Don't miss this opportunity to participate in the future of commerce and shopping.

- 8:30 AM** WELCOME – Silvio Tavares, President and CEO, The CardLinX Association
- 9:00 AM** KEYNOTE – “Building Your Brand in China Through Digital Marketing and AI”  
Dennis Chang, Division President, China, Mastercard
- 9:30 AM** KEYNOTE – “Turbocharging O2O Commerce with AI: The China Edition”  
Alan Gu, Founder and CEO, 55haitao.com
- 10:00 AM** NETWORKING BREAK
- 10:30 AM** KEYNOTE – “Case Study of KOKOIKO! and Next Challenge”  
Kazunori Okuyama, Senior Managing Director, Sumitomo Mitsui Card Company
- 11:00 AM** KEYNOTE – “Building a Cross-Border O2O and Smartphone Payment Platform Between China and Japan and More”  
Lu Dong, CEO, Japan Foodie
- 11:30 AM** PANEL – “Curated Content & Digital Payment for Experience-Driven Millennials”  
Yuanbo (Bo) Wang, CEO and Co-Founder, YouWorld  
Bin Du, Vice President, Mafengwo.com  
Jason Chen, Business Head, Ctrip Global Shopping
- 12:00 PM** CLOSING COMMENTS – Silvio Tavares, President and CEO, The CardLinX Association

ATTENDING COMPANIES  
INCLUDE:

**55海淘**  
55haitao.com

**augeo**

**COLLINSON**  
GROUP

**Ctrip**  
携程

**DISCOVER**

**handy.**

**Hilton**

**美日本**  
Japan Foodie

**mastercard.**

**OpenSparkz**  
merchant funded rewards offers tips

**马蜂窝**

**Plebicom**  
e-Business Intelligence

**RECRUIT**

**SAMSUNG**  
**SAMSUNG CARD**

**SUMITOMO**  
MITSUI  
CARD

**UnionPay**  
银联

**YOUWORLD**