

CARDLINX ASIA FORUM

AI AND DIGITAL ADVERTISING: WHAT MACHINES GET ABOUT HUMAN BEHAVIOR



June 11, 2019
Conrad Hotel – Toyko, Japan
Tokyo 1-9-1 Higashi-Shinbashi, Minato-ku



#CardLinXForum

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CARDLINX ASIA FORUM AGENDA

Artificial Intelligence is now deployed everywhere, from banking and aviation to mobile phones and refrigerators but its real power is the ability to streamline daily routines while providing value through personalized offers.

Consumers in Asia adopt new technologies at one of the fastest rates in the world, and it is no surprise that innovative companies like AliPay, Amazon Pay and Yahoo Japan have entered the market to introduce new payments and loyalty platforms to engage consumers and merchants. Come meet the leaders who are using card-linking with AI, consumer behavior, data analysis, and retail branding to connect shoppers on-line and in-store.

* Conference has real time translation into English and Japanese

9:00 AM BREAKFAST NETWORKING RECEPTION

9:30 AM WELCOME – Silvio Tavares, President and CEO,
The CardLinX Association

10:00 AM KEYNOTE – Terry McMullen, Co-founder and CEO, Opensparkz

10:40 AM KEYNOTE – Trisha Asgeirsson, SVP North America Loyalty Solutions,
MasterCard

11:20 AM NETWORKING BREAK

11:50 AM KEYNOTE – Lu Dong, CEO, Japan Foodie

12:30 PM KEYNOTE – Taro Miyazaki, Assistant Manager,
Payment Strategy Office, Rakuten

1:10 PM CLOSING COMMENTS – Silvio Tavares, President and CEO,
The CardLinX Association

1:30 PM LUNCH NETWORKING RECEPTION

2:30 PM – 5:00 PM ASIA COUNCIL MEETING – The mission of the CardLinX Asia Council is to create a forum for collaboration among Asian based card issuers, processors, retailers, publishers and merchants to promote the growth of card-linking and on-line to offline commerce. This is a closed meeting for CardLinX Associate and Board Level Members only.

ATTENDING COMPANIES
INCLUDE:



augeo

Capgemini

CCC

DNP

DISCOVER

FIDEL

FIS

Google

Hilton

日本
食本
Japan Foodie



OpenSparkz
merchant funded rewards offers data

Orico

Rakuten



SAMSUNG

SUMITOMO
MITSUI
CARD