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28 August 2020



TRADE MISSIONS



**Fintech Virtual Trade Mission
Asia-Pacific Region**

23 October - 3 November 2020



“The inaugural EPA Trade Mission to Asia enables our members to meet prospects, regulators, government agents and partners without the time and expense of organising such a trip individually, virtually. The EPA is delighted that as a result of our Project International Trade, supported by our Benefactor, GPS, we are helping to build a bridge between paytech companies in Asia and the UK.”

Tony Craddock, Director General, EPA

We want to be your partner of choice in the APAC region

As payments continue to evolve and develop on a global scale there is a requirement to assist the Emerging Payment Association (EPA) membership to build and expand their business through new markets and verticals.

The EPA continues to expand its footprint with sister associations in Europe, Africa and Asia and as a result, the EPA can now offer its members the opportunity to participate in our first Virtual Trade Mission to Asia region focussed around Singapore, Hong Kong and Sydney.

If, like many post-Brexit fintech companies, you're eyeing up the sophisticated and lucrative APAC market, you need to move fast but tread warily: Hong Kong's business environment is in a state of flux although regulation relaxation offers new opportunities for rapid growth. Australia continues to mirror UK activity and has adopted new data and privacy laws, and fast tracking Open Banking. Whilst Singapore market remains arguably more sophisticated than the UK or EEC.

So, you need proactive resources like the EPA, to rapidly identify & seize opportunities, gather intelligence, form alliances and engage with prospects or you'll be wondering why you missed the proverbial boat.

Through its influence and partnerships with the British Chamber of Commerce in Singapore, the Fintech Association of Hong Kong and InvestHK in Hong Kong, influencing organisations in Australia including AusPayments and global operators including KPMG and Ernst and Young, we have developed a programme of activity that will assist you with your decision making when entering or expanding in the region.

You have probably been offered numerous invitations to join virtual trade missions, but here at the EPA, we wanted to make sure it meets the key values of being an EPA member: -

- Contribute to the world around us through speaking with a united voice
- Influence who adopts payments and services and improve lives everywhere
- Collaborating to Innovate through offering access and network opportunities

We are determined that our first Virtual Trade Mission doesn't feel like another dull morning on zoom. So, we are using the state-of-the-art technology 'Remo' which will bring our content to life, with small group conversations and continuous networking opportunities and with our Platinum package allowing you to have up to three delegates logged in at one time.

If you are looking to grow in the APAC area, then you should not miss out on this opportunity.

As a delegate you'll benefit from

- **Market-ready package:** participation gives you the elements necessary for market entry – a combination of market data, local contacts, and live-testing of your value proposition. You'll benefit from greater confidence, plus faster, cheaper and lower risk of entry.
- **Real-time intelligence:** you'll benefit from market briefings from impeccable sources with their fingers on the local pulse. Their intelligence will reduce your risk of market entry into an unknown and volatile region.
- **Powerful friends:** you benefit from the EPA Asia and other influencing associations in the region to offer network and local leverage, and remove the pain of creating a similar package for yourself starting from scratch. Participation improves your market clout and reduces your management time and cost.
- **100% predictable:** you'll be certain it'll happen – no worrying about changing travel restrictions or whether the speakers / other delegates will tip up. You'll benefit by knowing your investment will be safe and you'll reduce the risk of a live event failing to deliver.
- **Wellbeing and Environmental:** it will support your business Corporate Social Responsibility policies through being socially conscious of the environment and minimising carbon footprint, and for your personal wellbeing in terms of health, stress and family time by bringing the challenges and opportunities of the Asia region to you!
- **Tech-driven:** the combination of software such as Remo deliver the advantages of a live event – without, clearly, the need to be there in person - plus the added ability to identify, target and engage with specific delegates, not just hope you'll find them in the crowd. You'll benefit from the EPA's knowledge of emerging technology that improves your ability to engage with potential partners and customers whilst reducing cost and risk.

Singapore

Fri 23 Oct	17.30 - 17.00	Delegate welcome Party
Mon 26 Oct	09.00 - 09.45	Welcome to Singapore
	09.45 - 10.00	Networking with fellow delegates, speakers and our partners
	10.05 - 10.50	The New Payment Service Act
	10.55 - 11.25	Open Banking Asia
	11.30 - 11.50	Networking with fellow delegates, speakers and our partners
	11.55 - 12.25	Navigating the Singapore Regulatory & Innovation Landscape: Tales from the Trenches
	12.30 - 13.00	Digital Identify with Mastercard
	13.05 - 13.35	Challenger Bank Adoption in Singapore
	13.40 - 14.10	Panel session with SWIFT
	14.15 - 15.00	Regional Hub Wrap-Up, followed by networking
Tue 27 Oct		Platinum Delegates Only
	09.00 - 10.00	One-2-one meetings with organisations in Singapore
	10.00 - 11.00	Pitch your organisation to VC and business
	12.00 - 13.00	Access to Fintech Clinic
Wed 28 Oct	17.30 - 18.30	Review of Singapore

This schedule is subject to change



Trade Mission Programme Overview



Sydney

- Thur 29 Oct
- 07.00 - 07.45 Welcome to Sydney
 - 07.45 - 08.00 Networking with fellow delegates, speakers and our partners
 - 08.05 - 08.50 The Evolving Payment Landscape in Australasia
 - 08.55 - 09.25 Open Banking Australia
 - 09.30 - 09.50 Networking with fellow delegates, speakers and our partners
 - 09.55 - 10.25 Navigating the Australian Regulatory & Innovation Landscape: Tales from the Trenches
 - 10.30 - 11.00 Mastercard Panel
 - 11.05 - 11.35 Neo-bank Australia breakout out session
 - 11.40 - 12.10 TBC
 - 12.15 - 13.00 Regional Hub Wrap-Up, followed by networking
- Tues 30 Oct
- Platinum Delegates Only
- 09.00 - 10.00 One-2-one meetings with organisations in Sydney
 - 10.00 - 11.00 Pitch your organisation to VC and business
 - 12.00 - 13.00 Access to Fintech Clinic

This schedule is subject to change

Trade Mission Programme Overview



Hong Kong

- Mon 2 Nov
- 09.00 - 09.45 Welcome to Hong Kong
 - 09.45 - 10.00 Networking with fellow delegates, speakers and our partners
 - 10.05 - 10.50 The Evolving Payment landscape in Hong Kong
 - 10.55 - 11.25 How the Faster Payment System and Smart Banking is fuelling the growth of Fintech in Hong Kong
 - 11.30 - 11.50 Networking with fellow delegates, speakers and our partners
 - 11.55 - 12.25 Navigating the Hong Kong Regulatory & Innovation Landscape: Tales from the Trenches
 - 12.30 - 13.00 How are we Fostering Innovation in Fintech in Hong Kong
 - 13.05 - 13.35 Digital Currency
 - 13.40 - 14.10 The Rise of Virtual Banking in Hong Kong
 - 14.15 - 15.00 Regional Hub Wrap-Up, followed by networking
- Tue 3 Nov
- Platinum Delegates Only
- 09.00 - 10.00 One-2-one meetings with organisations in Hong Kong
 - 10.00 - 11.00 Pitch your organisation to VC and business
 - 12.00 - 13.00 Access to Fintech Clinic
- Tue 3 Nov
- 17.30 - 18.30 Review of Sydney and Hong Kong and final thank yous

This schedule is subject to change



Delegate Rates

EARLY BIRD
DISCOUNT

Gold Membership

~~£ 5,000~~ £4,500

- One Delegate login to the platform
- Access to Delegate Welcome Party
- Access to content from Hong Kong, Singapore and Sydney
- Access to all networking events
- 6 months FREE membership to EPA Asia members level
- Entry in Bio Book

Platinum Membership

~~£10,000~~ £9,000

All of the benefit of Gold membership above plus

- Three Delegate logins to the platform
- Access to Day 2 for all your delegates in each region, where you can access
 - One-2-One meeting with Local Business
 - Pitch your organisation to Vendor Capitalist/Local Business
 - Access to Fintech Clinic
 - Access to Hong Kong Fintech 2020 virtual event 2-6 Nov
- Entry in Bio Book for all Delegates

Delegate Partner Sponsorship

~~£ 3,500~~ £3,150

- Branding on EPA Virtual Trade Mission Website page as a Delegate Partner
- Branding as a Delegate Partner across on-line virtual Trade Mission materials - invites/PR releases/delegate materials
- Branding as a Delegate Partner on Bio Book cover, extra double page spread within bio book as well as delegate entry
- On-line materials about your organisation to be supplied to all contributors/speakers/sponsors
- Inclusion in the EPA Social Media Campaign pre, during and post virtual Trade Mission



EPA is a thriving community of payments professionals whose goals are to strengthen and expand the payments industry to benefit all stakeholders.

Since 2004 we have been instrumental in helping to connect the ecosystem, encourage innovation and profitable business growth. We achieve this by shaping a comprehensive programme of activities for over 130 member companies with help from our independent board, which addresses key issues impacting the industry.

These include targeted events, conferences, award ceremonies, critical industry projects and lobbying activities.



Global Processing Services (GPS) is an award-winning issuer processor that enables many of today's high-profile fintech innovators and disruptors. They are certified to process and manage credit, debit and pre-paid card transactions from anywhere in the world. This enables the emerging payments industry to deliver breakthrough innovations through a unique combination of proprietary technology, people and partners. At the heart of our capability is GPS Apex – a global issuer processing platform – which is built entirely by our own payment experts. The flexibility of GPS Apex enables easy integration with our clients, issuers, programme Managers, card manufacturers and many other service providers. Known for the richness of our 90+ APIs, GPS has become the preferred choice by many wanting to launch new innovative and disruptive financial services to market. Working with 35 issuing banks globally, they operate programmes for more than 160 clients in 60 countries using over 150 currencies.

We have offices in the UK, Singapore and Sydney.



The EPA Asia's vision is to facilitate for the region to become the centre of innovation for the emerging payment industry.

Payment Solutions in Asia is already advanced, but lack of harmonisation and standardisation has introduced technical and regulatory hurdles slowing down the projection to excellence. EPA Asia represents a unified voice for our members in the work towards a stronger and coordinated industry.

EPA is an international association with more than 200 members from across the payments value chain; including payments schemes, banks and issuers, merchant acquirers, PSPs, retailers, and more. Companies join our association in order to collaborate and speak with a unified voice. We benefit by leveraging from progress made in other global regions outside of Asia.

Globally more than 30 events take place annually and dozens of projects are running simultaneously focusing on specific opportunities and challenges. As a member you can make an impact on what EPA Asia is focusing on and how we act on relevant issues.



InvestHK
The Government of the Hong Kong
Special Administrative Region

InvestHK's vision is to strengthen Hong Kong's status as the leading international business location in Asia. Our mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong. In all our services, we apply the following core values: passion, integrity, professionalism, customer service, business friendliness and responsiveness.

We work with overseas and Mainland entrepreneurs, SMEs and multinationals that wish to set up an office – or expand their existing business – in Hong Kong. We offer free advice and services to support companies from the planning stage right through to the launch and expansion of their business.



The Chamber is an independent membership organisation committed to strengthening the ties between the UK and Singapore. We have done so since 1954.

Our goal is to deliver member value through the services we offer, that all work towards supporting our members in achieving your business objectives and aligning with our mission of Building Networks, Connecting Businesses and Creating Opportunities.

Whether you are just starting your research into ASEAN by scoping the market opportunities in Singapore, have established your business and seeking growth, building connections to the UK Government, or looking for brand exposure and employee development activities, the Chamber is here to support your needs at every stage of your journey.

With a full calendar of activities throughout the year including events, publications and opportunities to collaborate with our members, the Chamber team is available to help as a point of resource, introductions, networking, learning and profile-raising.

Ultimately, our entire network benefits from our leading position as a strong and credible voice for our members and British businesses in Singapore and beyond.

To book your place on this exciting
Virtual Trade Mission to Singapore, Hong Kong
and Sydney or to find out more information,
please contact:-

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