



PRESS ANNOUNCEMENT

Currency exchange and remittance industry experts to converge in Kuala Lumpur for the largest industry conference in the region.

The theme of the upcoming Money Services Business Asia Pacific Conference 2017 is *“Harnessing Innovation for the Sustainability of the Money Services Business Industry”*.

Kuala Lumpur, 14 August 2017: More than 400 professionals in the money services business (MSB) industry comprising of currency exchange, remittance and wholesale currency from the Asia Pacific region as well as globally are expected to converge at the Money Services Business Asia Pacific Conference 2017 (MAPC 2017) with the theme of **Harnessing Innovation for the Sustainability of the Money Services Business Industry** on September 5th and 6th at Sasana Kijang, Bank Negara Malaysia, Kuala Lumpur.

Organised by the Malaysian Association of Money Services Business (MAMSB) and supported by the Malaysia Digital Economy Corporation (MDEC), this event will attract participation from currency exchange and remittance industry players, regulators, technology companies, banks, inter-governmental agencies, merchant service providers, telecommunication companies, mobile money service providers, as well as complementary services providers to the MSB industry such as legal, compliance, audit and security from the Asia-Pacific region to network, forge new alliances and to chart the future of the industry. The MAPC 2017 is the largest money services business industry conference in the region.

“We organised a similar conference in Kuala Lumpur in November 2015 and more than 400 delegates from 32 countries participated in the event and we hope to build on that success. This year we are proud to have the support of MDEC and we will be exploring ways to nurture and harness innovation in the MSB industry, explore new business and digital strategies and chart exciting new trajectories for future proofing the money services business industry,” says Shalini Pavithran, chief executive officer of MAMSB.

There is an inherent need for the MSB sector to accelerate the push into digital adoption as disruptive market forces have already established an influential foothold. According to Gopi Ganesalingam, Vice President of Enterprise Development in MDEC: “We live in exponential times with change happening across almost all verticals at a rate far quicker than one has ever seen. Just like all businesses, we need to future-proof our companies to ensure they do not fall behind. We believe with the right interventions and assistances, our companies stay ahead of the curve. Having an event like MAPC2017 is a huge step forward as it not only boosts awareness on current and next-gen trends and challenges, it also creates new opportunities for all to raise their own capabilities in this era of change”.



Persatuan Perniagaan Perkhidmatan Wang Malaysia

(Malaysian Association Of Money Services Business)

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The MAPC 2017 provides a platform for industry professionals to discuss the various innovative solutions and technological advancements in the money services business industry. The latest insights into the developments and trends in the global currency exchange and remittance marketplace and the developmental impact of this industry in the Asia-Pacific region will also be explored.

A host of exciting sessions with over 50 high level speakers lined up for the two-days of the conference to discuss amongst others the new remittance and currency exchange business models, latest product innovations, FinTech, RegulatoryTech, financial inclusion initiatives, wallet, e-payment, cryptocurrency, bitcoin and blockchain. The goal during the various sessions of the conference will be to highlight current issues while challenging participants to immerse, adapt, challenge norms, engage, share their views in an effort to unleash new opportunities and take the MSB industry to greater heights.

Day One of the MAPC 2017 will focus on the latest trends, developments, challenges and new growth opportunities in the MSB marketplace from the lens of industry leaders, subject matter experts and latest forces that are disrupting this space.

The goal of Day Two will be to uncover how currency exchange and remittance industry leaders and trendsetters are responding to changes taking place in the local and global markets and how they are exploiting new technology to stay competitive so that they don't just play the game but change it.

Among the list of speakers during MAPC2017 are:

- Senior Representatives from Bank Negara Malaysia
- Senior Representatives from MDEC
- Mr. Mohit Davar, Chairman of the International Association of Money Transfer Networks
- Mr. Naushad Hussain, Head, Global Retail Payments, CIMB
- Mr. Rajeev Kumar Gupta, Programme Management Specialist – Inclusive Finance of the United Nations Capital Development Fund
- Mr. Christopher Tiffin, Chief Financial Officer of Celcom Axiata Berhad
- Ms. Monnida Musicabud, Head, Emerging Customers of AXA Asia
- Mr. Ron Hose, Co-founder and CEO of Coins.ph;
- Ms. Lisa Nestor, Director of Partnerships of Stellar.org,
- Mr. Eric V. Guichard, Co-founder & Director of Global Mesa Ltd;

The full list of conference speakers may be viewed at MAMSB's website.

Members of the public are welcome to attend the MAPC2017 by registering at <https://www.mamsb.org.my/news/money-services-business-asia-pacific-conference-2017-mapc-2017/> or contact MAMSB via office@mamsb.org.my.

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About The Malaysian Association of Money Services Business (MAMSB)

The Malaysian Association of Money Services Business or MAMSB was formed on 22 August 2013 and officially launched on 9 January 2014 via an initiative led by the Central Bank of Malaysia in collaboration with industry players. MAMSB is the national association for Money Service Business (MSB) companies in Malaysia which have been granted licences under the Money Services Business Act 2011 (MSBA) as well as those enterprises that have been approved as MSB agents to principal licensees under the MSBA.

MAMSB has over 500 members that engage in three main types of money services businesses that are governed under the MSBA:

- money-changing business
- remittance business
- wholesale currency business which supports the retail money-changing business.

MAMSB's vision is to be a respectable driving force to modernise and enhance the professionalism of the MSB industry while championing the interest of its members.

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