



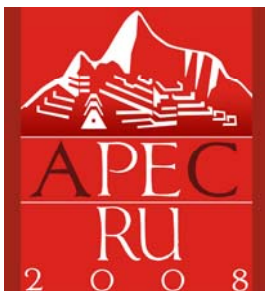
**Asia-Pacific
Economic Cooperation**

2008/TEL38/PLEN/016

Agenda Item: 8

GBDe Voluntary Report (Presentation)

Purpose: Information
Submitted by: GBDe

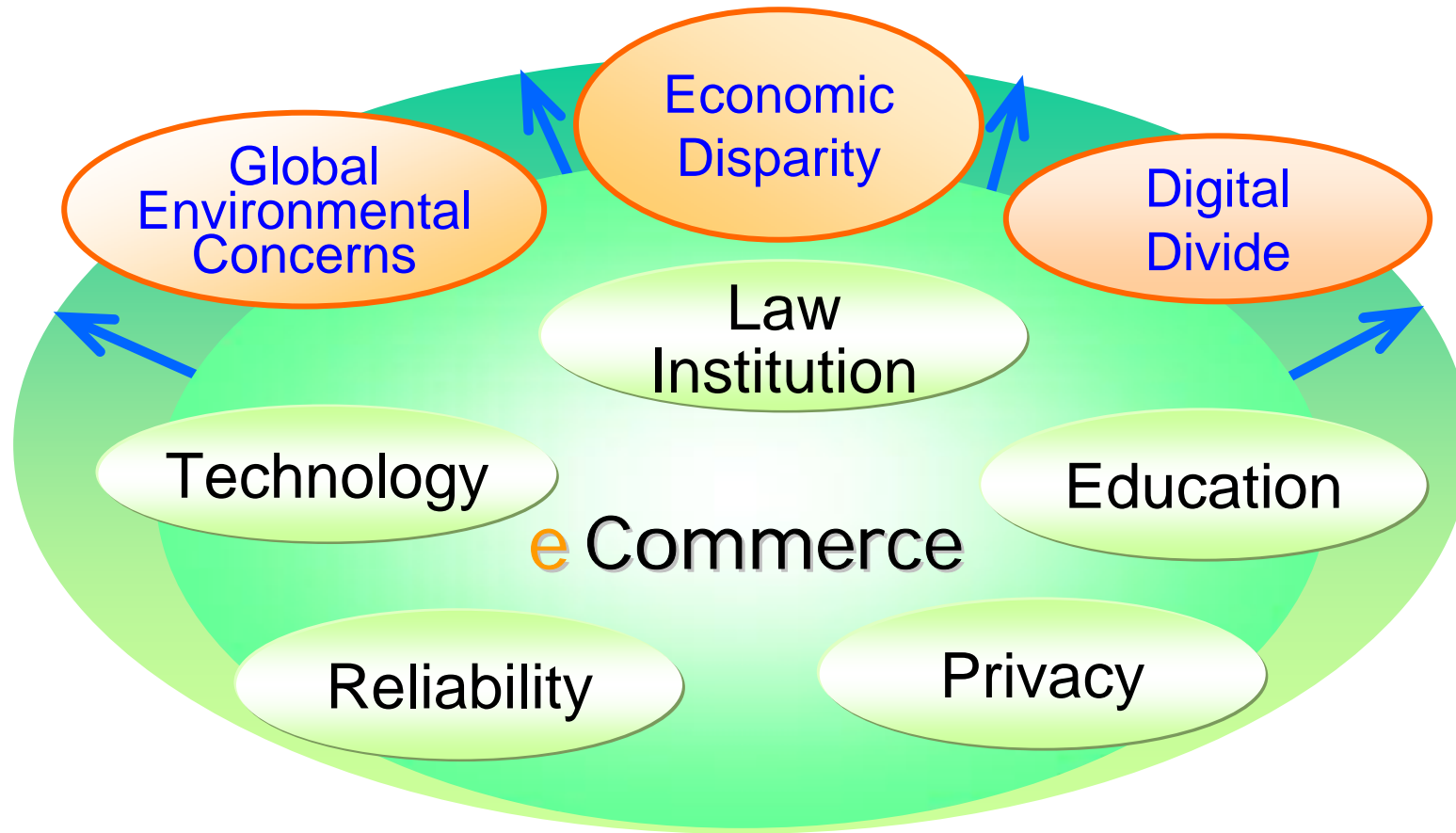


**38th APEC Telecommunications and Working
Group Meeting – Plenary Session
Lima, Peru
15-17 October 2008**

GBDe Voluntary Report for APEC TEL 38

October 17, 2008
Lima, Peru

GBDe Perspectives for 2008



"Sustainable eCommerce Business Society"

Issue Group Theme for 2008

Sustainable e-Commerce Business Society

2008 Issue Groups

- **Digital Opportunity** – Utilizing ICT's as a tool for promoting digital opportunity for all, leading to sustainable development and better quality of life
- **Digital Home** – New problems/opportunities in entertainment, healthcare and other fields
- **Ubiquitous Network Society** – The way ICT products/services contribute to make society sustainable (Ecology by / of ICT)
- **Consumer Confidence** – Privacy protection advocacy, trust marks and ADR support
- **Cyber Security** – An overview of current threats and preparedness
- **International NFC Payments** – Interoperability, near field communication and taxation



Goal of INP Issue group

- (1) Build an interoperable NFC application environment to
 - (a) Support all the NFC technical standards for all client devices.
 - (b) Expedite payment in domestic and cross border e-transactions using one single NFC payment tool.

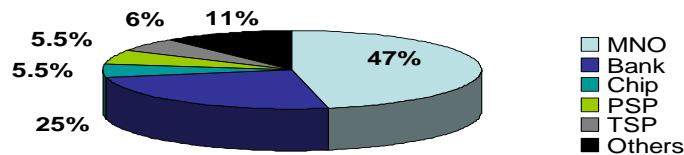


Fig.1 The attendee statistics by player

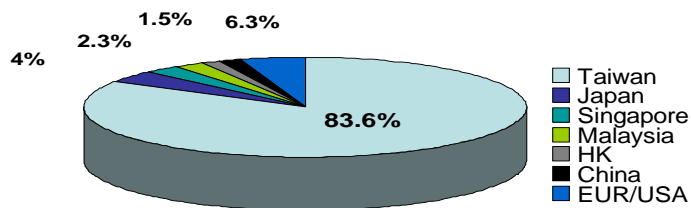


Fig.2 The attendee statistics by country

- (2) Resolve the discrepancy issues in interoperability among either devices or applications and global billing settlement to
 - (a) Create a positive business model
 - (b) Reduce the interoperability cost
 - (c) Speed up the promotion of inter-country NFC payments.

GBDe Annual Summit

Date: 31 October 2008



Venue: Hilton San Francisco

333 O'Farrell Street, San Francisco, California

Tel: +1-415-771-1400

Fax: +1-415-771-6807



Registration Fee: Free (Invitation only)



Participants: Approximately 150 people
Business executives,
law makers and academy



Guest Speakers



Secretary Norman Y. Mineta
Vice Chairman
Hill & Knowlton



Ambassador Juan Carlos Capuñay
2008 Executive
Director
APEC Secretariat



Mr. Shigeo Tani
Director-General for
International Affairs,
Global ICT Strategy
Bureau, Ministry of
Internal Affairs and
Communications



Prof. Radu Popescu-Zeletin
Director
FOKUS - Fraunhofer
Institute for Open
Communication Systems



Mr. Allen Brown
President and CEO,
The Open Group



Mr. Yutaka Yasunaga
Adviser to the President
NYK Line



Prof. Ing. Sergio Antocicco
Chairman
INTUG



Mr. Masaki Yoshikawa
Senior Vice President
NTT DOCOMO



Ms. Fran Maier
CEO, TRUSTe

Guest Speakers



Mr. Kenneth I. Juster
EVP, Law, Policy, And
Corporate Strategy
salesforce.com



Mr. Claus Mikkelsen
Chief Scientist
Hitachi Data Systems



**Ms. Indrani
Thuraisingham**
Head of Consumers
International- Kuala
Lumpur Office, in charge
of Asia Pacific and
Middle East Region



**Prof. Kazuhiro
Kitagawa**
Keio University,
Research Associate
Professor
PUCC Vice-chairman



Mr. Justin Somaini
Chief Information
Security Officer
Symantec



Mr. Katsuhiko Kaji
Director, Information
Policy Division,
Commerce and
Information Policy
Bureau Ministry of
Economy, Trade and
Industry (METI)
Government of Japan



Mr. Guillermo Diaz, Jr
Vice President,
Information Technology
Cisco



Ms. Robin R. Layton
Director of the
Commerce
Department's Office of
Technology and
Electronic Commerce
(OTEC)



Mr. Jeffrey Klurfield
Regional Director,
Western Region
Federal Trade
Commission



10th GBDe Summit
**Sustainable e-commerce
Business Society**
Oct. 31, 2008, San Francisco

