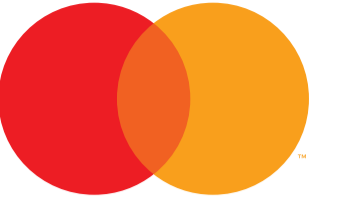
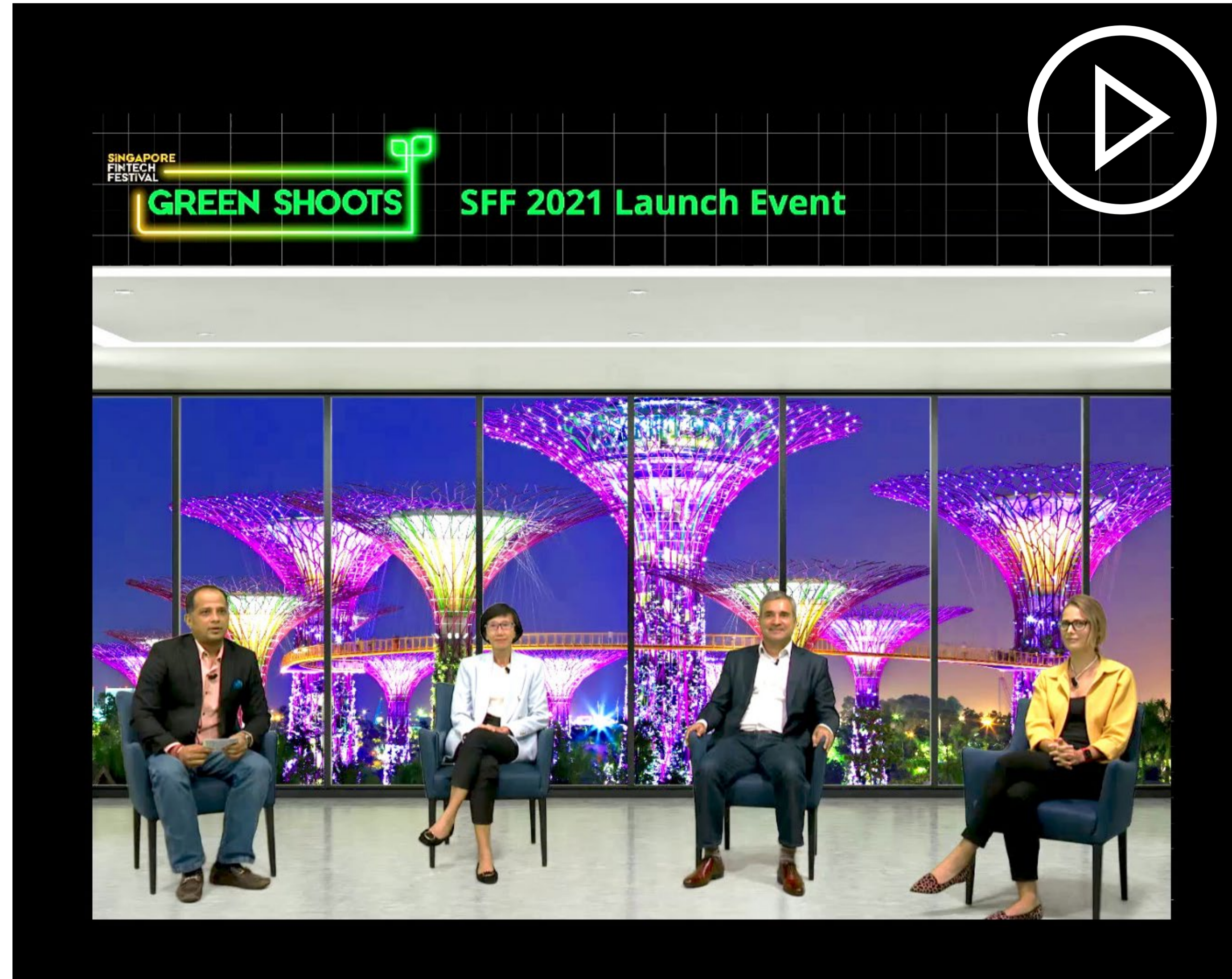
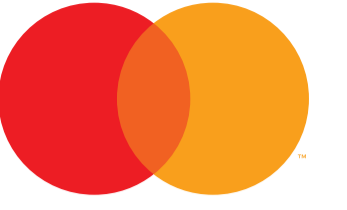


Asia Pacific Spotlight





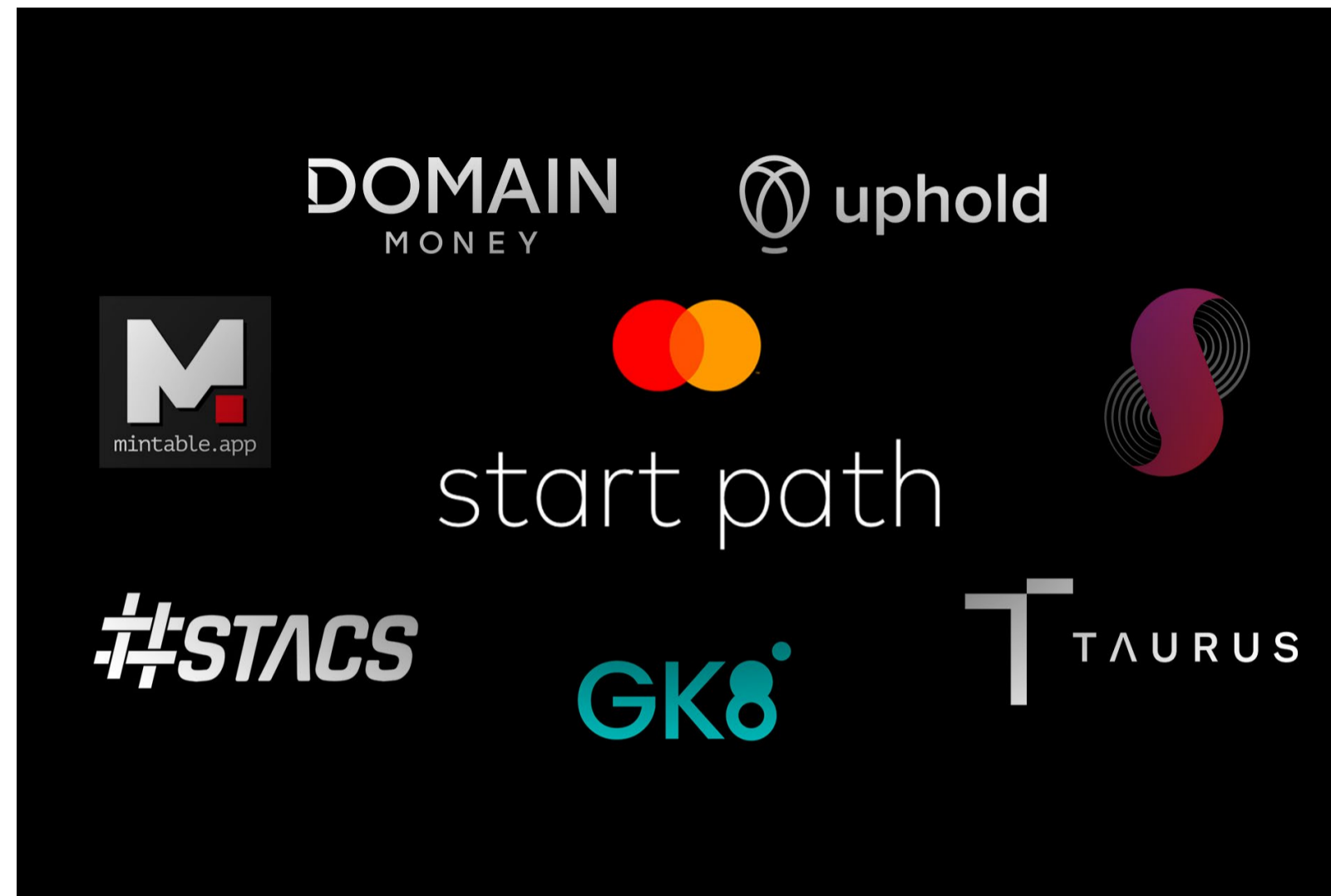
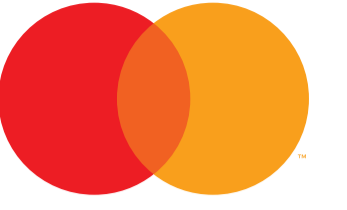
As we gear up for the Singapore FinTech Festival in November, this issue is all about looking ahead. While a host of technologies made pandemic survival infinitely easier, we're peering further into the future and thinking about the next big things that will drive interconnectivity, consumer satisfaction and payments security in the years to come. In this edition, you'll find our latest insights on AI in banking, news about initiatives to support crypto startups and sunset legacy technologies, commentary about 5G and the future of open-loop payment systems, the world of work and more.



Singapore FinTech Festival: Mapping the Future of the Financial Ecosystem

Mark your calendar for November 8-12 for the return of [SFF](#), the world's largest fintech festival, which will focus on the impact Web 3.0 will have on financial services and the digital economy. To kick off the 2021 event, Ari Sarker joined fintech leaders to discuss the Festival themes and global challenges that unify us - decentralized finance, transformative technologies and ESG issues. Get ready for the Festival with this primer.

Catch the instant replay →



Start Path Accelerator for Crypto Startups

To offer more choice in how people pay and get paid, Mastercard has launched a [new Start Path crypto program](#) to accelerate and scale new players in the crypto, blockchain and digital assets space. Of the first seven inductees into the program, two hail from Asia.

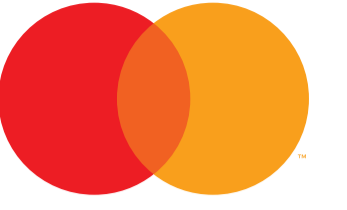
Startups can apply here →



Financial Institutions Banking on AI

The pandemic accelerated how banks invest in and leverage data for both long-term strategy and to meet urgent market demands. This study examines how FIs are integrating artificial intelligence to make transactions faster and more accurate, and to better manage credit risk.

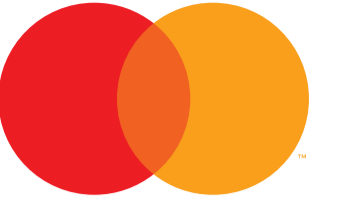
Get the Playbook →



Magnetic Stripes: Going, Going, Gone

Mastercard is the first company to announce phasing out magnetic stripes — an early 1960s innovation — to double down on more secure authentication methods such as chip and biometric technologies. The process will start in 2024 and is slated for completion by 2033.

[Read about the change →](#)



Singapore's National Day Awards 2021

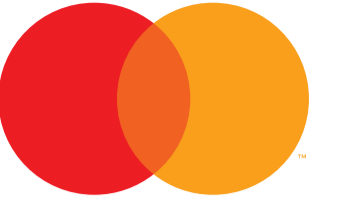
The Public Service Star
Ministry of Trade and Industry (DFS)

AJAY BANGA
Executive Chairman, Mastercard
Member, EDB International
Advisory Council

Ajay Banga Awarded Public Service Star

It was a happy National Day in Singapore as Mastercard Chair Ajay Banga was conferred the Public Service Star (Distinguished Friend of Singapore) for his decade of contributions to the economy, role in expanding Mastercard's presence in the country and our initiatives to upskill Singaporeans and support SMEs' digitalization.

[See the list of honorees →](#)



マスターカード「触れ

アジア・太平洋地区担当社長リン・ハイ氏に聞く
国際基準の決済網支援
5Gで新たなチャンスも



「世界中の人々は図的に日々
の行動を変えようになり、新
しい技術にも幅広く前向きな姿
勢を示すようになっていきます。
中でも5Gに触れずに完結する
決済手段として、非接触(コン

タクトレス)を含むキャッシュ
レス決済の利用が世界的に加速
しており、当社の最新調査では
2021年第1四半期に、非接
触決済が前年同期比10億円増加
しました。非接触決済も含め、
カードやスマートフォンを利用
したキャッシュレス決済の普及

は他国より遅れているものの、
日本でも今後は一段と浸透して
いくでしょう」
——日本のキャッシュレス化
の課題は、
「キャッシュレス化の推進へ非
接触決済は重要な要素の一つ
となりますが、日本の最大の課
題は、国際基準の規格との互換
性です。ATMやキャッシュカ
ード、QRコード決済や交通系
ICカードのようなクローズド
ループと呼ばれる非接触決済生
で、日本独自の規格が広く普及
しています。これらは国際基準
の規格とは互換性がなく、世界
的に見るとラバゴス化が進ん
でいて、いえます」
「真のキャッシュレス社会実現
には、国際基準の決済ネットワ
ークインフラの普及が必要で

Suica (スイカ) など交通系ICカードや paypay (ペイペイ)、楽天ペイ……。日本でもキャッシュレス決済が広がる中、世界では新型コロナウイルスの感染防止策を追い風にレジットカード大手が非接触型カードを展開。その新展開でマスターカードは日本に標準を合わせ、電子マネーにない信頼性と汎用性を武器に、持続可能な「触れない支払い」を押し進めようとしている。

Japan's Cashless Quest: How Open-Loop Helps

Despite being one of the world's most advanced economies, Japan's electronic payments remain dominated by closed-loop ecosystems that hinder payments interoperability. Ling Hai explains how global standards, open-loop payments and 5G can pave the way for a truly cashless economy.

[Read the Nikkei report →](#)

Future Work: What Jobs Will We See?

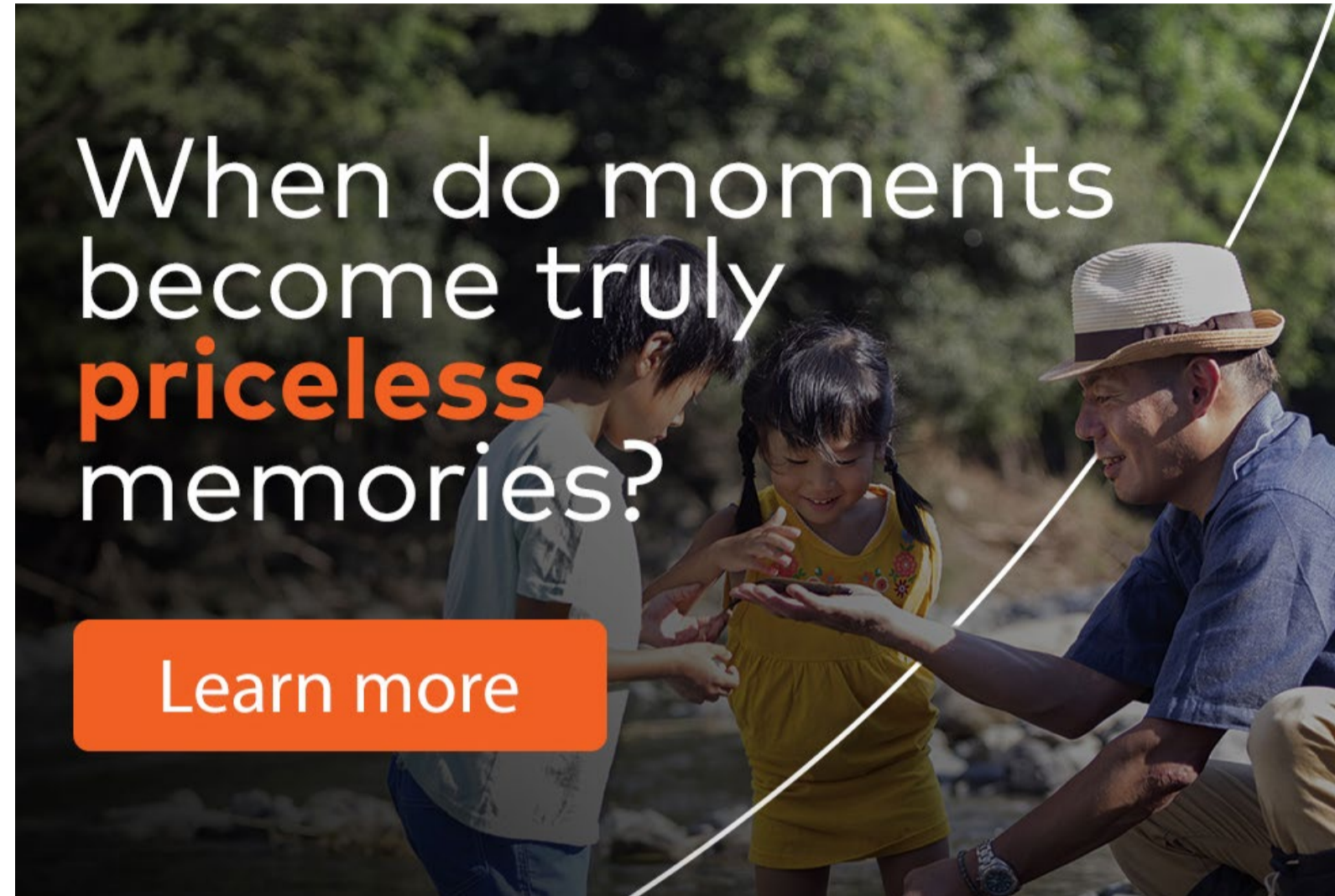
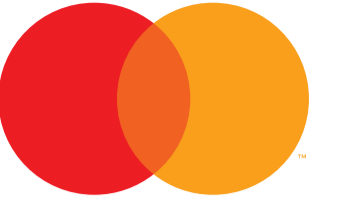
What does digitalization's growing pervasiveness in our lives mean for jobs? Ari Sarker joined industry leaders to discuss how "tech" and "business" are becoming increasingly inseparable concepts, and how this will lead to more new opportunities in the workplace, not less.

[Read it in The Straits Times →](#)



“ Business and technology are no longer siloed. The future of tech jobs will be a blend of business savvy and technical expertise. ”

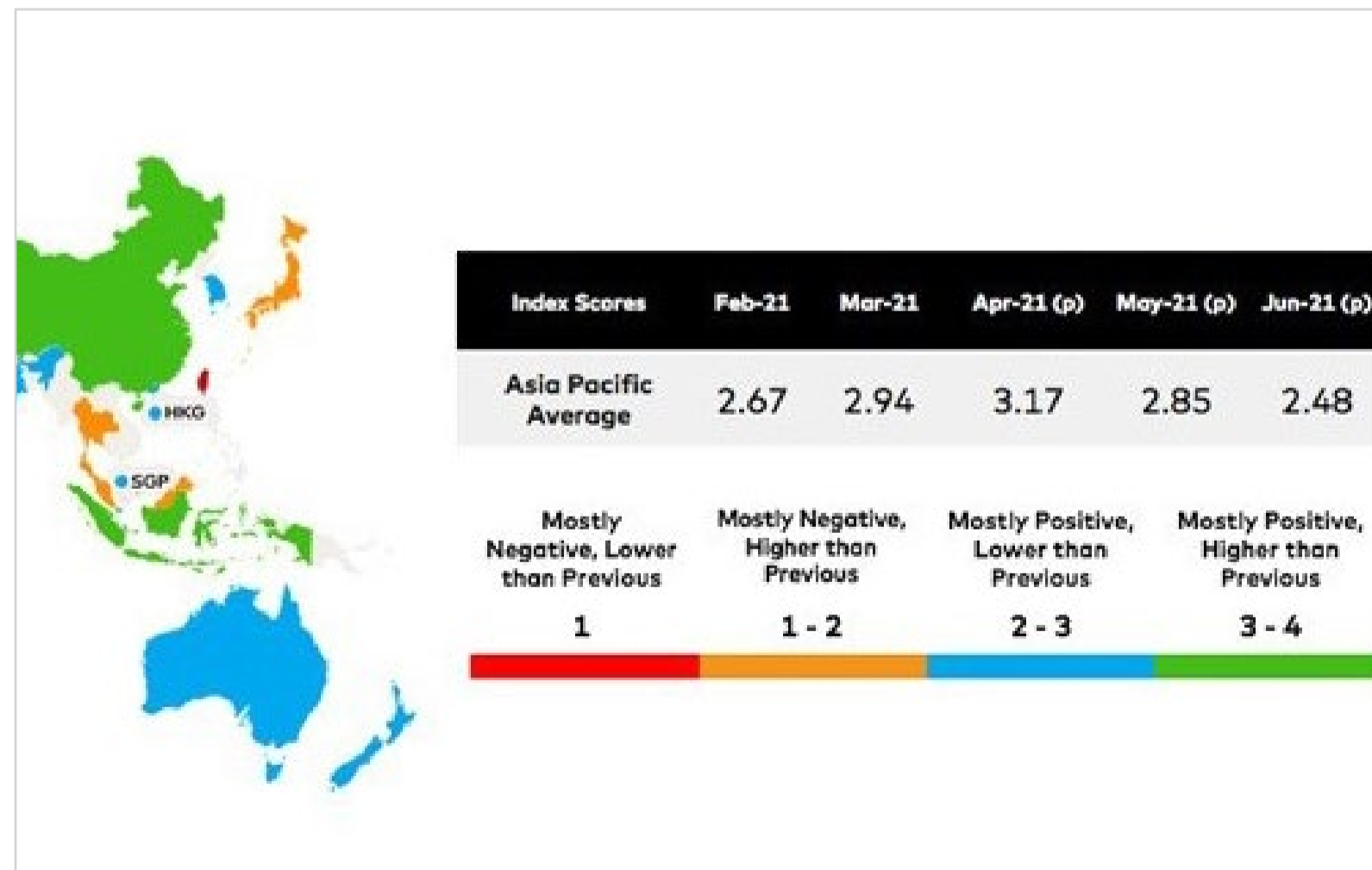
ARI SARKER
Co-President
Asia Pacific



Consumers: Pandemic Drives Self-Care

Mastercard's inaugural [Experience research](#) found that the pandemic shifted people's expectations around experiences. Consumers particularly value priceless bonding experiences with people they care about, trying and learning new things and "unplugging" outdoors in nature.

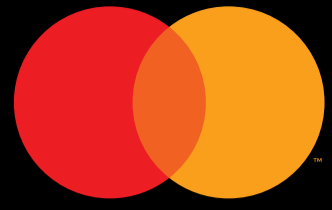
[Explore the report →](#)



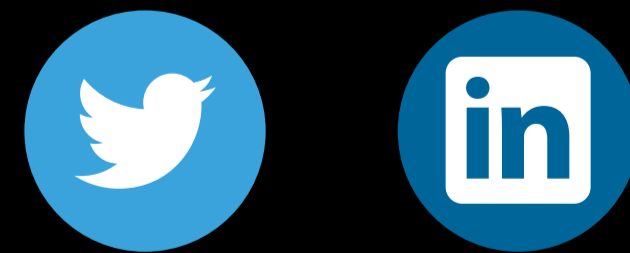
Asia Pacific Consumer Retail Barometer

The AP average fell for a second straight month as retail business sentiment, retail sales and credit card expenditure slumped while consumer confidence rose. Mainland China and Hong Kong SAR improved and remained steady respectively, while other markets declined.

[Download the Barometer →](#)



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