



## **EMVCo Announces Kuala Lumpur as Location for 2014 EMV User Meeting**

*Technical body's largest annual meeting will feature discussions on its work to standardise payment tokenisation*

**26 February 2014** – Global technical body EMVCo has announced that its sixth annual User Meeting will be held from 25-26 June 2014 in Kuala Lumpur, Malaysia. The two-day event, which will bring together senior EMVCo representatives, payment card issuers, acquirers, merchants, processors, card and terminal vendors, networks, and their respective associations, will take place at the Grand Millennium Kuala Lumpur, 160 Jalan Bukit Bintang, Kuala Lumpur, 55100.

EMVCo, which is collectively owned by American Express, Discover, JCB, MasterCard, UnionPay and Visa, invites all users of the EMV Specifications to attend this event to gain an understanding of its strategic vision to meet market advancements, as well as engage in open discussions regarding EMVCo's current priorities.

One of the key topics to be addressed at this year's meeting is EMVCo's [recent announcement](#) to lead the payments industry in its work to standardise payment tokenisation. Delegates will receive insight into the activities the technical body is undertaking to provide the payments community with a consistent, secure and interoperable environment to make digital payments when using a personal computer or smart device.

"The payments industry is evolving at a rapid pace," comments Christina Hulka, current Chair of the EMVCo Board of Managers. "It is therefore essential that EMVCo continues to advance its specifications to meet market requirements and changes in consumer payment behaviour. Our work to standardise payment tokenisation is just one example of how EMVCo is expanding to develop the tools and framework to support emerging secure transaction environments."

The annual meeting, which takes place in a different global location each year, will also address EMVCo's Next Generation work to establish a common, robust technology platform that will support contact, contactless and mobile interfaces for both online and offline payments, along with an update on the body's efforts to standardise contactless mobile payments.

An insight into EMVCo's payment terminal activities will also be covered. This includes EMVCo's work to: establish a framework that will assist with getting comprehensive, EMV compliant mPOS solutions efficiently to market; analyse the possibility of implementing a single, consolidated EMV terminal integration testing

process; and evaluate the terminal security landscape to establish if further measures are required to enhance terminal security at the payment application level.

Christina continues: “The EMV User Meeting is important to us as it provides a truly unique interactive forum for the payment’s community to share valuable ‘grass roots’ feedback on EMVCo topics. This level of industry engagement is crucial in defining EMVCo’s technical priorities in the coming years. We look forward to a productive and successful meeting in Kuala Lumpur.”

The EMV User Meeting is one of a number of initiatives driven by EMVCo to increase industry engagement in the ongoing development of EMV Specifications. Organisations wishing to attend the event must already participate in EMVCo’s Associate Programme as an EMVCo Business Associate, EMVCo Technical Associate, or as a Subscriber. An early bird rate for all meeting registrations confirmed before 1 May 2014 is USD \$249. After this date, the meeting registration fee will be USD \$495. EMVCo Business Associates and EMVCo Technical Associates are entitled to complimentary meeting registration for one and three passes respectively. For interested parties that are not currently involved as an EMVCo Associate or Subscriber, a special one-off fee is available of USD \$999 to attend the event and receive individual EMVCo Website Subscriber status.

To register for the EMVCo User Meeting and for further details on the EMVCo Associates Programme, please visit [www.emvco.com](http://www.emvco.com).

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**Notes to Editors:**

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**About EMVCo**

EMVCo is the global technical body that facilitates the worldwide interoperability and acceptance of secure payment transactions by managing and evolving the EMV Specifications and related testing processes. Adoption of EMV Specifications and associated approval and certification processes promotes a unified international payments framework, which supports an advancing range of payment methods, technologies and acceptance environments. The specifications are designed to be flexible and can be adapted regionally to meet national payment requirements and accommodate local regulations.

EMVCo is collectively owned by American Express, Discover, JCB, MasterCard, UnionPay and Visa, and focuses on the technical advancement of the EMV Specifications. To provide all payment stakeholders with a platform to engage in its strategic and technical direction, EMVCo operates an [Associates Programme](#) and encourages all interested parties to get involved.

Visit [www.emvco.com](http://www.emvco.com) for further information and join EMVCo on [LinkedIn](#).