



March 2022



From the Director's Chair

Welcome to the March 2022 edition of The MPC Show Times, brought to you by our sponsor, Kount, an Equifax Company that protects the innovations of 9,000 leading companies around the world. Our backstage interview with Jared Kernodle, Chief Revenue Officer at Kount, provides a close-up view of refund fraud, a growing threat for consumers, business owners and enterprises worldwide.

Also in this issue, our experts explore the everchanging realms of fintech, ecommerce fraud, IoT solutions and Request for Payment (RfP), a payment processing method poised to reshape the future of global commerce.

As we put the final touches on our agenda for MPC22, I want to thank our speakers, sponsors, exhibitors and attendees for your support. I'm excited to see you in person on Aug. 22-24, 2022, at the Westin Perimeter North in Atlanta.

Keep your updates, stories and feedback coming as we prepare for our 12th annual conference.

I always love hearing from you!

Drop me a note at marla@mpcevent.com and let's connect on [LinkedIn](#) and [Twitter](#).

A handwritten signature in black ink, appearing to read 'Marla Ellerman'.

Marla Ellerman
Executive Director
[MPC Digital Commerce](#)



Backstage with Jared Kernodle, CRO at Kount, An Equifax Company

What is refund fraud, and why is it a growing threat to companies that ship goods or accept returns?

You may know e-commerce refund fraud by a few names. But whether you call it refund fraud, shipping fraud, or cargo loss, it's a big problem for any company that ships goods or accepts returns. Essentially, e-commerce refund fraud happens when bad actors — and, in some cases, known customers — exploit gaps in logistics or fulfillment processes to get goods for free.

When digital adoption accelerated beyond expectation in 2020, new merchants entered the e-commerce space with little digital fraud protection, making their businesses prime targets for refund fraud. As e-commerce evolves and merchants maintain flexible policies, they'll continue to experience these issues.

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E-Gift Card Fraud Prevention Tips and Detection Solutions

Offering e-gift cards is rarely a bad idea. E-gift cards promote loyalty among new and returning customers. They promise cash upfront for a future purchase. And they present the likelihood that the customer will spend more than their gift card balance.

E-gift cards and online gift cards, in particular, have grown in popularity, as business owners have adopted new ways to turn profits. In the U.S. alone, some researchers suggest that physical gift cards and e-gift card sales will [surpass \\$238 million](#) by 2025.

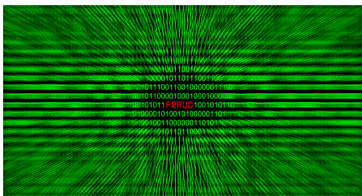
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FEATURED VIDEO



ADVISORY COLUMN



The State of eCommerce Fraud

In a recent survey conducted by 451 Research of more than 260 payments and fraud managers across North America, Europe, LATAM and Asia, 64% strongly agreed that e-commerce fraud is becoming an increasing problem in their industries. Our research depicts a challenging state of affairs, with three primary forces that continue make effective fraud management difficult:

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COMMERCE CURTAIN CALL



How the Request for Payment Revolution Allows Businesses to Get Paid Instantly: Part 1

The Request for Payment (RfP) is a payment processing system that has been agreed by financial institutions globally to be the future of digital payments. RfPs enable businesses and consumers to get paid into their bank accounts from customers' accounts in real-time within seconds. Vendors no longer need to wait two to three days for payments to clear – they instantly flow into their accounts before customers take possession of a product.

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Hong Kong's Economic Outlook

With a global pandemic in the rearview mirror, different opinions are circulating on Asia's economic outlook and global trends, particularly in Hong Kong, a leading APAC market.

The Hong Kong Association of New York, together with New York's Hong Kong Economic & Trade Office and HSBC shared perspectives on Hong Kong's near-term economic future at Hong Kong 2022. The discussion was held in an unofficial way, with participants noting that comments do not necessarily represent official views. Following are highlights from discussions:

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Equity News



[Okcoin Grant Attracts Women to Crypto](#)

Okcoin, a cryptocurrency platform, is actively recruiting women through its partnership with podcast host Natalie Brunell and its grant programs, Bitcoin for Fairness and Ladies in Bitcoin. On March 7, 2022, the company disclosed the first grant recipients.

The Green Sheet recently interviewed Hong Fang, CEO at Okcoin about these initiatives. Following are interview highlights.

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CRITIC'S CORNER



[The Cold Supply Chain Gets a FinTech Makeover](#)

Marc Real Garcia, CEO at Barcelona-based Minnim Design, in partnership with Groenlandia, has created Nuuk, a cold chain solution designed to securely transport biological samples. Describing the solution as the first end-to-end solution to guarantee safe and secure transport, Garcia said the solution is fully trackable and uploads data to the cloud in real time.

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MPC22 Registration is OPEN!

MPC is back and bigger than ever. This year, we will welcome financial, technology and payments industry leaders from around the world at our live event in Atlanta, the epicenter of financial services. Join us at [The Westin Atlanta Perimeter North](#) on **August 22-24, 2022**.

Atlanta, recently named Transaction Alley, is home to leading brands in financial services, payment processing, fraud prevention and mobile technology. Don't miss this chance to connect with thought leaders from organizations like **U.S. Bank, Intel, Kount, Heartland, Aliaswire, Pinterest, IBM, Zelle, Alloy Labs, the U.S. Federal Reserve...** and the list goes on.

Now in its 12th year, the [MPC Digital Commerce Event](#) has been at the forefront of change in the digital commerce space, providing critical information how to maximize growth while navigating this fast-paced industry. **MPC22 will bring another record year.**

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Payments Interoperability: The Consumer Point of View

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