

TRUSTECH (incorporating CARTES): New Name – New Format – New Location – New Targets in 2016

Paris, January 22, 2016 – TRUSTECH – Pay, Identify, Connect & Secure, the global event dedicated to secure payment, identification and connections will take place from 29 November to 1st December 2016 in Palais des Festivals de Cannes, French Riviera.

Formerly CARTES SECURE CONNEXIONS taking place since 30 years in Paris, TRUSTECH (incorporating CARTES) will offer unprecedented networking opportunities and not-to-be-missed keynote speakers with 2 events in one: the CARTES exhibition and the TRUSTECH Confex.

NEW FORMAT

By offering two events in one, TRUSTECH – Pay, Identify, Connect & Secure represents a unique opportunity to meet the whole industry and get an insight into the latest innovations in payments and identification ecosystem.

- **CARTES, a TRUSTECH EVENT:** The Smart Card Ecosystem and the latest trends

Created in 1985, CARTES is the **leading global trade show for Smart Card Manufacturing, Materials and Hardware for Payments and ID security.**

A 3-day opportunity to spot, to develop, and to reinforce business.

- ❖ Manufacturing & personalization equipment
- ❖ Test equipment, system certification & maintenance
- ❖ Integrated circuits (die with or without specific package)
- ❖ Electronic components & sensors
- ❖ Materials, consumables, accessories
- ❖ Cards and card micro-modules
- ❖ Secure infrastructure devices
- ❖ IC solutions (tools, services, process)
- ❖ Generic OS for cards, readers and terminals
- ❖ Solutions and services for manufacturing, personalization and management of cards and other form factors

TRUSTECH CONFEX: The Next Generation of Trust-Based Technologies

The TRUSTECH CONFEX assembles the next generation of Payments and Identification Ecosystem, with a **special focus on Startups and FinTech**.

International speakers and thought leaders from Payments, Financial Services, Commerce, Telco, Identification and Data Security Ecosystem will share their insights. Here are some of the key topics that will be covered:

- BLOCKCHAIN
- FINTECH
- E-ID & E-GOVERNMENTS
- DATA MANAGEMENT

3 days in which to inform, learn and discover.

- ❖ Software and services for:
 - Mobile Telecoms
 - Banking, Payment, Commerce and Loyalty
 - ID, Health, Access Control and Privacy
 - IT Security, Authentication and Trust
 - IoT & M2M
- ❖ System integration and database management

TRUSTECH (incorporating CARTES) KEY FIGURES – NEW TARGETS

The world leading event for trust-based technologies that exists since 30 years

18 000+ ATTENDEES
400+ EXHIBITORS & SPONSORS
250+ SPEAKERS
1800+ CEOs
40+ STARTUP PITCHING SESSIONS
130+ COUNTRIES
80+ MEDIA AND INSTITUTIONAL PARTNERS

THE CITY OF CANNES – NEW VENUE

Cannes and its famous Palais des Festivals has been hand-picked as the new venue for the event. For the duration of the event TRUSTECH will be taking over a town that attracts over 300,000 attendees per year, making it the number 2 location for Business Tourism in all of France. What's more, the venue is tailor-made for entertaining, networking and after-hours relaxation.

According to David Lisnard, Mayor of Cannes, « *the City of Cannes and The Palais des Festivals et des Congrès are proud and delighted to welcome TRUSTECH (incorporating CARTES), the annual rendez-vous and world reference for identification and payment technologies. Cannes positions itself as a crossroad for international decision makers. This decision strengthens the role of Cannes among the best known destinations for international conventions, as a welcoming and unique federative location.* »

«*The decision to locate the event in Cannes enables us to welcome the TRUSTECH and CARTES Community in a unique and welcoming location, to strengthen the international dimension of the event and to facilitate the networking. The Palais des Festivals venue fully meets our needs and we are pleased about the welcome that has been reserved to us* » shared Claire de Longeaux, TRUSTECH (incorporating CARTES) Director.

About TRUSTECH (incorporating CARTES)

TRUSTECH – Pay, Identify, Connect & Secure

TRUSTECH (incorporating CARTES) is the global event dedicated to Trust-Based Technologies with unprecedented networking opportunities and not-to-be-missed keynote speakers with 2 events in one: The CARTES Exhibition and the TRUSTECH CONFEX.

*TRUSTECH (new in 2016) will include amongst other things a selection of **startups and Fintechs** who will showcase their latest innovations for the payment and identification industries.*

TRUSTECH (incorporating CARTES) gathers yearly 18,000+ Attendees from 130+ countries, 1,800+ CEOs, 400+ Exhibitors & Sponsors and 250+ Speakers.

For more information, consult www.trustech-event.com

About COMEXPOSIUM

*TRUSTECH (incorporating CARTES) is organised by COMEXPOSIUM. The COMEXPOSIUM Group, one of the world leaders in event organization, is involved in **more than 170 BtoC and BtoB events**, covering **11 different sectors** of activity such as food, agriculture, fashion, homeland security, construction, high-tech, optics and transport. Comexposium hosts **45.000 exhibitors** and more than **3 million visitors** in **23 countries around the world.***