

Press release



www.smart-event.eu

Attendance High, Innovation on Top

Kicked by a stimulating and prestigious Grand Opening plenary session, Smart Event 2009 has shown the dynamism of the digital security industry in its various forms, smart cards and “smart security”, trusted mobile applications, electronic identity management... The 3 parallel conferences, 9 training modules and several parallel workshops have gathered 581 participants over 3.5 days, representing 376 companies and organizations.

The next edition will take place from September 21st to 24th, 2010.

Paris, October 9th, 2009 – The economic turbulences have not affected the spirit of innovation which blows on Smart Event. *The Innovation Forum for Mobility and Trusted Technologies and Services* has maintained a high level of attendance while displaying state-of-the-art advances in smart security, trusted mobile applications and e-ID. The event combining 3 tech conferences – e-Smart, Smart Mobility and World e-ID –, a training program, Smart university's 2-day modules, and several parallel workshops (Java Card, SIMagine contest...) gathered 581 participants, coming from 40 countries and representing 376 companies and organizations.

World-wide recognition

Looking deeper at the statistics of Smart Event, the attendance proved to be regular over the years: despite the economic downturn, 2009 registrations' figures are only 14% lower compared to 2008 so that the Smart Event's average audience growth rate reaches +12.4% over the past five editions. Moreover, it is to be noted the number of attending companies and organizations remained steady compared to last year. The delegates' profile reflects a balance between the share of Research and Technical functions (respectively 19% and 23%) and Marketing/Business development and Management functions (respectively 20% and 22%).

Overall, Smart Event confirms its status of an international event with no less than 40 countries represented, of which 88% are European ones. The remaining share of Americas/EMEA/Asia has not been significantly marked by the economic situation. Finally, online statistics reveals an increase of Smart Event's recognition: the website receives 25,000 unique visitors each month (with a peak during September over 35,000). More details are available online in the Smart Event'09 report.

Beyond the statistics, Smart Event well deserved its slogan “The Innovation Forum” by the amount and variety of up-to-date technologies, services and applications presented over 3.5 days. Even besides the tech conferences and training modules innovation was at hand, in the exhibition area: 12 live demos were presented by Comprion, Entrust, Micropross, Raisonance, SmartWare and the University of Marseille. The exhibition area also welcomed Eurosmart, Gemalto, Northern Ireland Invest, SIMagine Contest, Wima Forum.

Bringing trust online

The focus point of Smart Event, the Grand Opening session kept its promises. Opened by Jacques Bus, Head of Unit Trust & Security in ICT Research at the European Commission, this plenary session has paved the way for the whole digital services industry towards a trustworthy Information Society. The core of this vision fits in one motto: “Trust in digital life”. Jacques Bus advocated trustworthy network, services and computing environments, trust, privacy and ID management frameworks, engineering principles and architectures (metrics, crypto, secure software) and finally data and policy governance to counter in particular cybercrime, risks of impersonation, frauds on the bank cards and the other breaches of the data system. All these issues are on the agenda of Smart Event.

The “Trust in digital life” initiative is fully supported by Gemalto and Microsoft, among others. Both of these companies were represented at the Grand Opening, by Kim Cameron, Chief Architect of Identity and Access at Microsoft and Krishna Ksheerabdhi from Gemalto. The role of Government were brilliantly illustrated by Prof. Reinhard Posch, CIO for the Federal Government of Austria while Walter Weigel, Director General, ETSI, insisted on the need for standards and interoperability to support this vision.

These inspiring perspectives were followed by an animated debate on the hot topic of m-payment with NFC between eminent representatives of Mobey Forum, Research In Motion, Giesecke & Devrient and NFC Forum, under the supervision of the Chairman of Eurosmart Marc Bertin.

Mobility and Trust, e-ID gov, and more...

After the plenary Grand Opening, Smart Event tech conferences started. For 2.5 days, each of them lined up nearly 40 presentations in 2 parallel streams, plus, new this year, closing discussions. Among the numerous innovations presented and discussed, NFC and m-payment caught attention logically. At e-Smart, dedicated to smart cards and digital security, the focus was on how to secure wireless devices, while Smart Mobility’s high level of attendance proved how much mobile phones security and trust concern every players, from handset manufacturers to application developers. Many innovations NFC applications were presented, with TSM (Trusted Services Management) open issues in the background. e-ID management was also at stake. The World e-ID conference dedicated to e-ID management and e-government applications set the agenda in particular for the latest national and cross-border e-ID initiatives: EU citizen card, e-health, transport, e-government and many other e-services. 12 countries plus Europe discussed more than 20 e-ID projects along with national and international organizations.

To be also mentioned, the 9 advanced educational modules of Smart University, lead by eminent experts, attracted also a broad audience of researchers, academics as well as executives. The program has been enriched this year with new themes such as the Internet of Things, RFID technologies and management or MtoM.

Detailed report on Smart Event’09, photo album and more information:
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**The next edition will take place on Sept. 21-24th, 2010 in Sophia Antipolis
Call for papers issued by mid-November, 2009,**

Institutional Founding Partner: Eurosmart
Strategic Partner: Gemalto

Institutional Partners: Centre National RFID, ETSI, e-Forum, European Biometrics Forum, GlobalPlatform, Java Card Forum, NFC Forum, OMTP, Smart Card Forum of China, W3C - World Wide Web Consortium, Telecom Valley, Eris@

Other Partners: Entrust, Renesas Technology Corp., Research in Motion, Corestreet, Comprion, Micropross, Raisonance, Smartware, Enough Software, Invest Northern Ireland, Business Card Associates, SIMagine Contest, Wilma, Team Côte d'Azur

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