

TRUSTECH 2016, *at the top of the bill*



Cannes, 1 December - This time, it was the stars of the trust-based technologies industry and other budding talents who climbed the steps of the Palais des Festivals for the first Cannes edition of TRUSTECH.

Lead by the journalists Laura Shin (Forbes) and Jemima Kelly (Reuters), the biggest names of the industry shared the stage: Adrian Ludwig, Director of Engineering, Lead Engineer, Android Security of GOOGLE, JB Straubel, Co-founder and CTO of TESLA MOTORS, Osama Bedier, Founder and CEO of POYNT, Nicolas Arpagian, Strategy and Public Affairs Director of ORANGE CYBERDEFENSE, Kevin Slavin, Founder and Director of the "Playful Systems" Division of the MIT MEDIA LAB, June Yee Felix, President Europe of VERIFONE, Didier Serodon, Chairman of EUROS MART, Jason Lane, Executive VP Market Development Europe of MASTERCARD, Damien Perillat, General Manager France of PAYPAL and Eric Tak, Global Head ING Payment Centre of ING.

"What a turn out! It is the general feeling expressed in the alleys of TRUSTECH, the biggest international event on trust-based technologies for payment and identification. Cannes and its Palais des Festivals definitely have something to do with it. 15,000 attendees, 350 exhibitors and sponsors (with 130 new ones) and 250 speakers were reunited for 3 days – mostly from outside France as well as 43 startups and FinTech. This new environment is ideal for networking. Our long-standing partners are glad they followed us in this new adventure", explained Claire de Longeaux, Director of TRUSTECH.

SESAMES Awards, *innovation focused*



TRUSTECH is an outstanding showcasing stage for innovation – every year, the SESAMES Awards reward the latest innovations in the payments, identification and digital security sectors.

The jury, composed of 18 international experts, based its selection on 3 fundamental criteria: how innovative the product/service submitted is, how suitable it is for the market and the quality of the pitch.

Here are the names of the 6 winners of the 2016 SESAMES Awards:

- The prize for the best RETAIL Solution is awarded to:
VirtyCrypt Elements - Remote Key Loading Service, by VirtyCrypt
- The prize for the best eTRANSACTIONS Solution is awarded to:
The digital solution for humanitarian food assistance, by FAMOCO
- The prize for the best IoT Application is awarded to:
IoTize by Keolabs
- The prize for the best eGOVERNMENT Solution is awarded to:
Happy Flow Smart Cities by Vision Box
- The prize for the best CYBERSECURITY Solution is awarded to:
BioSSL by BioSSL Ltd
- The prize for the best IoT Application is awarded to:
IoTize by Keolabs

More information & pictures on www.trustech-event.com

Press Contact : Vianova Agency

Sandra Codognotto - 01 53 32 28 58 – codognotto@vianova-rp.com

Lisa Dubreuil – 01 53 32 28 37 – corporate@vianova-rp.com

About TRUSTECH (Incorporating Cartes): *The event was first held over thirty years ago under the name « Cartes Secure Connexions », to promote the newborn technology of smartcards. Now it has been re-named « TRUSTECH (incorporating CARTES) », to better reflect the way the industry and the event have evolved, and its focus on trust-based technologies.*

About COMEXPOSIUM: *The COMEXPOSIUM Group, one of the world's leading event organizers, is involved in more than 170 B2C and B2B events across 11 different sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. Comexposium hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. Comexposium operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, UAE, UK, USA.*