

Press Release – 28 Avril 2017

## TRUSTECH

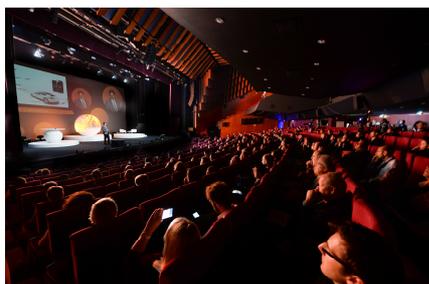
The Global Event Dedicated to Trust-Based Technologies,  
discloses its new edition

Following a brilliant first edition in Cannes last year, TRUSTECH Pay, Identify, Connect & Secure – will bring together once again the entire payments and identification ecosystem in the Palais des Festivals de Cannes, 28<sup>th</sup> to 30<sup>th</sup> November 2017.

The event was first held over thirty years ago under the name «Cartes Secure Connexions», to promote the newborn technology of smartcards. In 2016, it is re-named TRUSTECH to better reflect the way the industry and the event have evolved,



and its focus on trust-based technologies.



More than ever, this event is a unique opportunity to meet the whole ecosystem and get an insight into the latest innovations in payments and identification industries.

**350+ exhibitors and sponsors are expected** – either to present their latest innovations on their stand or to pitch on the Innovation Stage. Among those who have already confirmed their participation: Be2bill, Dermalog, Ingenico, Matica, NBS Technologies, Next Biometrics, NXP Semiconductors, Otto Kuennecke, Spire Payments, ST Microelectronics, Thales E-Security, Verifone, ... and many more!

**250+ international speakers will share their insights** – young and talented entrepreneurs as well as opinion leaders from the payments, financial services, retail, identification and data privacy industries.



**Chris VALASEK, Security Lead at UBER**, already confirmed his keynote. Chris will share his vision of the future of the IoT and will discuss how to reconcile connected objects/cars with security.

CONFERENCE TRACKS		
<p><b>TUESDAY 28 NOVEMBER</b></p> <ul style="list-style-type: none"> <li>• Mobile Payments &amp; Wallets</li> <li>• Data Protection &amp; Data-Driven Innovation</li> <li>• Biometrics for Authentication</li> <li>• Connected Commerce &amp; IoT</li> <li>• Securing the IoT</li> </ul>	<p><b>WEDNESDAY 29 NOVEMBER</b></p> <ul style="list-style-type: none"> <li>• PayTech Disruption</li> <li>• eID &amp; eGovernment</li> <li>• Open Innovation: From Blockchain to Open API</li> <li>• AI in Payments and Fintech</li> </ul>	<p><b>THURSDAY 30 NOVEMBER</b></p> <ul style="list-style-type: none"> <li>• Commerce &amp; Payments</li> <li>• Cyber Security &amp; Fraud Management</li> <li>• Regulatory Challenges &amp; PSD2</li> <li>• Neo-Banks</li> </ul>

## TRUSTECH 2017, « BUSINESS BEYOND BORDERS »

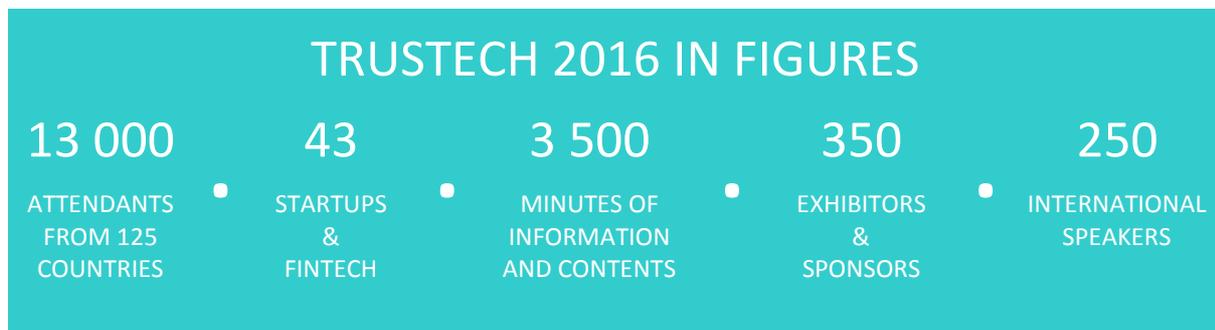
The “Business Beyond Borders” initiative was launched by the European Commission to help small and medium enterprises develop their business internationally. In this context, TRUSTECH was chosen to organize free of charge business meetings for all its attendees (exhibitors, sponsors, visitors and delegates).

More than 3500 international buyers will be personally contacted prior to the event in order to plan these qualified and targeted face-to-face meetings with the attendants of their choice.



[Watch the 2017 Edition Teaser](#)

**TRUSTECH 2017** will surely outshine the results of the first Cannes edition, which already overcame all of its expectations...



*More information and press pass on [www.trustech-event.com](http://www.trustech-event.com)*

**Media contacts: Vianova Agency**

Lisa Dubreuil / +33 1 53 32 28 37 – [dubreuil@vianova-rp.com](mailto:dubreuil@vianova-rp.com)

Sandra Codognotto / + 33 1 53 32 28 58 – [codognotto@vianova-rp.com](mailto:codognotto@vianova-rp.com)

**About TRUSTECH:** *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 to better reflect the way the industry and the event have evolved, and its focus on trust-based technologies. The event takes place every year at the end of November at the Palais des Festivals, Cannes on the French Riviera.*

**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.*