

#TRUSTECH2018

The third edition in Cannes dedicated to identification and payments

From 27 to 29 November, trusted industry players gathered at the Palais des Festivals de Cannes to share their ideas and the latest technological trends related to secure data and exchanges. Over three days, 200 international speakers and 250 exhibitors and sponsors were there to discuss about these challenges.

The stands were once again able to demonstrate the extent of developed technologies. Facial recognition stands, metallic tap-to-pay cards and connected objects to pay for transactions are just a few examples of the technologies unveiled during the event to serve a common interest: making daily life easier for consumers and others in the ecosystem, while also ensuring data and identity are protected.

TRUSTECH is also the perfect venue to get the latest from international experts and profit from their experience with digital security topics.

Victoria Saue, Head of Legal and Risk Compliance for the e-Residency Programme within the Estonian government, took to the stage during a keynote session in order to present Estonia's initiative relating to digital identity. Today, over 50,000 e-residents from four corners of the globe will benefit from simplified procedures in Estonia. Following the initiative, the 12 last months saw the creation of over 5,000 companies. *"We have decided to partner with several fintechs who can deploy innovations in order to take facilitation of entrepreneurial procedures even further"*, said Victoria Saue. *"It was a step-by-step process and we are still delighted to discuss with new, innovative players in order to collaborate and extend possibilities for current and future e-residents"*.

Another question on everyone's mind was the next step on the payment market – what will it be? Beyond that, what priorities does the future hold? According to Jonathan Vaux, Executive Director, Engagement – Innovation Centre for Visa, there is one clear answer: the focus will be on user experience and the consumer will be placed back in the centre of the debate. Current notions relating to payment are changing and industry players need to keep up so that consumers can continue to enjoy a smooth purchase and payment experience, without reducing the importance of heightened security protocols.



Today, consumers are increasingly prone to use fingerprint technology when making purchases. This is particularly the case with new regulations that aim to transform customer experience, and protect identities and personal data. Perhaps the best example is PSD2, designed to give the consumers control of their data and finances. Previously, data was considered a commodity to be harnessed and exploited. Today, data must be returned to its rightful owner: the consumer. This means making it anonymous so that it cannot be used to identify them unknowingly.

After three days full of discussion, innovation and exchange, TRUSTECH 2018 has ended, with sights already set on 2019. The next TRUSTECH will take place in Cannes from 26 to 28 November 2019.

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