

- TRUSTECH 2017 - The curtain comes down on the second edition of the TRUSTECH show in Cannes



Cannes, 30 November 2017 – Professionals from the trust-based technologies industry took centre stage at the three-day event at the Palais des Festivals centre in Cannes. More than 300 exhibitors met the international community of digital during TRUSTECH, which featured over 250 international keynote speakers, including talented young entrepreneurs and opinion-leaders addressing such issues as payments, financial services, commerce, identification and data security.

More than ever, the event gave attendees the unique opportunity of gaining an in-depth insight into the latest innovations and talking with leading professionals about their vision of where the market is heading.

"In 2016, the CARTES show was replaced by TRUSTECH, an event with a completely updated format and new content to focus the spotlight on innovations and interaction. The level of success achieved by this second edition in Cannes clearly shows that professionals from the trust-based technologies industry are extremely enthusiastic about taking part in this new event. The figures speak for themselves: 300 exhibitors and sponsors, 250 international speakers and almost 350 one-to-one meetings. Next year's programme is already shaping up to be exceptional," says Claire de Longeaux, Director of TRUSTECH.

Participants were also able to participate in One-to-One meetings organized in partnership with "Business Beyond Borders", initiative launched by the European Commission to help enterprises develop their business internationally. 323 appointments, with 6 interviews per participant were held. A unique opportunity for these enterprises!

SESAMES Awards: actively promoting innovation

TRUSTECH also features the SESAMES Awards competition, which is designed to showcase innovation and act as a springboard for promoting the show's exhibitors. The awards were created to honour the latest technological breakthroughs in the payments, identification, digital security and contactless technologies industry.

The members of the awards panel (18 international experts) based their scores on three key criteria: the level of innovation in the product/service presented, the opportunity for the market and the strength of the pitch.

Congratulations to the prize winners of the SESAMES Trophies 2017:

- **eTRANSACTIONS Solution:** PHOTO-ME with “Banking Booth”
- **RETAIL Solution:** SPIRE PAYMENTS with “Business Enterprise Toolkit : Sandbow”
- **MANUFACTURING & TESTS product:** COMPRION with Design Validation Center with Vector Field Probe
- **IoT Application:** MULTO-MAOSCO with “Trustech Renewables Limited Harvesting Sunshine from Solar Gardens with Smart Solars Panels”
- **eGOVERNMENT Solution:** INFINEON with « Post quantum cryptography-enabled Contactless Smart Card »
- **CYBERSECURITY Solution:** INFINEON with « Post quantum cryptography-enabled Contactless Smart Card »



More information on www.trustech-event.com

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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.*