



THE INDUSTRY IS MOVING FAST **DON'T MISS THE TRAIN!**

#TRUSTECH2017

28 > 30

Nov.

Palais des Festivals
Cannes France

2017

**INITIAL
AGENDA**

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› WHY ATTEND TRUSTECH 2017?

TRUSTECH is the world largest and not-to-be missed event for all key players in the field of payment and identification gathering 13,000+ attendees, 350+ exhibitors and 250+ leading international speakers.



5 GOOD REASONS TO ATTEND TRUSTECH 2017 AS A CONFERENCE ATTENDEE:

- Learn from the CEO & C-Level speakers in our keynote sessions and hear about the up-to-date experience of **250+ international speakers** - the best players in the industry
- Take part in the critical thought-leadership in the fast changing world of payments and identification with attendees representing no less than **130 countries** at the most international event in the industry
- **Mingle with potential partners, clients, investors and peers** who have specifically chosen to attend the conference and have exclusive access to all the networking events
- Gain exclusive access to the customized **TRUSTECH app** to see who is attending, and to arrange meetings before and at the event to maximize the value of your time
- Enjoy and network during the **TRUSTECH on the Beach Party** at the Majestic Hotel on Tuesday 28 and during the **TRUSTECH Happy Hours** on Wednesday 29.



2 WAYS TO PARTICIPATE TO TRUSTECH

• VISITOR PASS

Register as a free visitor and gain access to the CARTES and TRUSTECH Exhibition Areas.

• CONFERENCE PASS

Order your conference pass and gain access to an unrivalled content thanks to TRUSTECH event programme, and both CARTES and TRUSTECH Exhibition Areas. Take advantage of the various social and networking opportunities!



PRICES

- **1-Day Conference Pass:** €700 exc. VAT
- **3-Day Conference Pass - Early Bird 1:** €700 exc. VAT - deadline 31/05/2017
- **3-Day Conference Pass - Early Bird 2:** €900 exc. VAT - deadline 11/09/2017
- **3-Day Conference Pass - Early Bird 3:** €1,000 exc. VAT - deadline 27/10/2017
- **3-Day Conference Pass - Full Price:** €1,100 exc. VAT - from 28/10/2017 to 30/11/2017

> A CONTENT RICH PROGRAMME

VISITOR PASS	TUESDAY 28 NOVEMBER		WEDNESDAY 29 NOVEMBER		THURSDAY 30 NOVEMBER	
	CARTES & TRUSTECH AREAS					
	NETWORKING BREAKFAST					
			KEYNOTE STAGE			
	CONFERENCE AREA Room 1 Mobile Payments & Wallets	INNOVATION STAGE Pitch Sessions Startups, FinTech, Innovations & Product Launches SESAMES Awards	CONFERENCE AREA Room 1 PayTech Disruption	INNOVATION STAGE Pitch Sessions Startups, FinTech, Innovations & Product Launches	CONFERENCE AREA Room 1 Commerce & Payments	INNOVATION STAGE Pitch Sessions Startups, FinTech, Innovations & Product Launches
	Room 2 Biometrics for Authentication		Room 2 eID & eGovernment		Room 2 Cyber Security & Fraud Management	
	KEYNOTE STAGE: UBER		INNOVATION STAGE Pitch Sessions Startups, FinTech, Innovations & Product Launches SESAMES Awards	KEYNOTE STAGE		
	Room 2 Data Protection & Data-Driven Innovation	Room 3 Open Innovation: From Blockchain to OpenAPI		Room 3 Regulatory Challenges & PSD2	Pitch Sessions Startups, FinTech, Innovations & Product Launches	
	Room 3 Connected Commerce & IoT	Room 3 AI in Payments & FinTech		Room 3 Neo-Banks		
	Room 3 Securing the IoT					
	TRUSTECH ON THE BEACH PARTY		NETWORKING EVENT			
	DELEGATE PASS					

DELEGATE PASS

SOCIAL EVENTS

Cannes will be rolling out the red carpet for TRUSTECH 2017 via a range of **special events** such as the **TRUSTECH On The Beach Party**, specially designed to ensure you make the very best of the networking opportunities available in friendly environment.



➤ KEYNOTE STAGE



THE BEST AND EXCLUSIVE SPEAKER LINE-UP

KEYNOTE STAGE brings together the Top Industry Leaders who address how their companies innovate and share their vision on the future of the industry.

In 2016, the keynote stage was led by the journalists Laura Shin, Forbes and Jemima Kelly, Reuters. The key thought leaders of our ecosystem shared the stage:

- JB Straubel, Co-founder and CTO of TESLA MOTORS,
- Adrian Ludwig, Director of Engineering, Lead Engineer, Android Security of GOOGLE,
- Osama Bedier, Founder and CEO of POYNT,
- June Yee Felix, President Europe of VERIFONE,
- Jason Lane, Executive VP Market Development Europe of MASTERCARD,
- Damien Perillat, Senior Director & General Manager Southern Europe of PAYPAL,
- Eric Tak, Global Head ING Payment Centre of ING,
- Didier Serodon, Chairman of EUROSMART,
- 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.

Keynotes to be announced throughout the year.

Stay tuned for more info at www.trustech-event.com





CHRIS VALASEK

Security Lead, Uber Advanced Technologies Center
& Renowned “White Hat” Hacker

UBER



Regarded for his work in the automotive security arena, Chris Valasek specializes in offensive research methodologies with a focus on reverse engineering and exploitation.

Best known for the remote compromise of a 2014 Jeep Cherokee, whereby he and his research partner, Charlie Miller obtained physical control of the vehicle from more than 10 miles away, Valasek was lauded for exposing serious security flaws in automobiles; the results led Fiat Chrysler to recall 1.4 million vehicles. Valasek is one of the first researchers to discuss automotive security issues in detail, and his release of a library to physically control vehicles through the CAN (Controller Area Network) bus garnered worldwide media attention.

Valasek’s hacking of the Jeep Cherokee led Uber to bring him on board as Security Lead at their Advanced Technologies Center. As a result of his work within the automotive industry, Valasek was included on LinkedIn’s Next Wave list, featuring 150 of the top professionals age 35 and under who are transforming different industries.

A popular speaker on security flaws in various technologies and devices, and solutions for preventing and alleviating such critical issues, he has presented at such preeminent cybersecurity conferences around the world, including BlackHat USA, DEFCON and Infiltrate. He is also the Chairman of SummerCon, America’s oldest hacker conference. His insights have been featured in a large range of media outlets, including leading publications, TIME, Fortune, The Washington Post, Forbes and SecurityWeek.

> DEDICATED CONFERENCE TRACKS DEALING WITH TOP TRENDING TOPICS



TUESDAY 28 NOVEMBER



MOBILE PAYMENTS & WALLET

Mobile Payment has been the subject of desire and promises since few years. E-wallets have shown their relevance in e-commerce (convenience, conversion rate, fight against fraud, mobile friendliness). This has now led to a true battle of titans between the web giants (Amazon, Alibaba, Google, Facebook...), the international card schemes (Visa Checkout, MasterPass), the big retailers (Walmart Pay, Starbucks, Flash'NPay...), the banks (Chase Pay, PayPal...), the smartphone manufacturers (Apple, Samsung...), the telecom operators (Vodafone, Orange, Telefonica, MTN...) and a myriad of start-up. Who will win the battle? In this track, we'll discuss how the various stakeholders plan to achieve mass adoption and international expansion.



BIOMETRICS FOR AUTHENTICATION

Comfort in use and authentication in digital environment have been a major shift in biometric landscape. Mobile and cloud access, image and voice detection for consumers, have impacted content diversification and technical levels in biometrics. Uptake rate and usage are also growing at good pace. This conference track will offer a synthetic view on various authentication domains for biometrics: mobile and cloud access, identity management chains, biometric deployment for trust environments. Smart border mechanism, critical infrastructures protections, legal and forensic investigations are also in the scope.



DATA PROTECTION & DATA-DRIVEN INNOVATION

We are living an important transition in data protection. It has become a transversal subject for both businesses and a trust dimension in customer relationship. Today, we see a significant evolution as data protection is being redesigned in the international regulation landscape, making new structural progresses in business processes from project designing to cloud servicing, widening user control options. This track will update you on privacy and general data protection regulation in Europe and beyond. It will also cover a range of methodologies, technologies (cryptology, cloud data protection, AI, Big Data analytics, mobile privacy), legal liability aspects and market practices.



IoT & CONNECTED COMMERCE

The IoT market is experiencing explosive growth around the world. Gartner is predicting 20.8 billion connected things by 2020. Some industry reports predict up to 50 billion connected devices by 2020. Payment capabilities being added to connected objects, this is the advent of connected commerce powered by IoT. What is the current status of IoT and payments? How can payments develop further the IoT ecosystem? What are the main opportunities and hurdles for the development of connected commerce? What are the most innovative solutions in the IoT sector, specifically in the wearables, connected home and connected cars segments? What are the strategies of the various players? This session will help you answer all these questions.



SECURING THE IOT

IoT applications and services are developing at a fast pace. After healthcare, energy, utilities, smart cities or agriculture, IoT is growing in automotive, retail, banking, consumer services and home automation and will not stop there. Connected cars are the buzz of this year. In this context, securing the IoT is becoming a key challenge for many businesses and administrations. This session will offer important answers to this challenge and will help you understand key concepts in IoT governance, with a focus on security, privacy and liability. It will cover concrete use cases from automotive, healthcare, home automation or energy industries.



INNOVATION STAGE

Product launches, announcements, insights and case studies.

WEDNESDAY 29 NOVEMBER



PAYTECH DISRUPTION

The rapid growth of digital technology is disrupting lots of different industries and there is no better evidence than in the payments industry. For many years, the industry moved slowly, reliant on the decisions of a handful of companies. With the digital revolution on the way, the payments growth has become a truly global phenomenon. PayTech are the pioneer when it comes to Fintech disruption and remain, over the years, the most developed Fintech sector. Every day, we see a new startup or an established corporate launch a new offer. In this track, both the disrupting newcomers and incumbents will share their vision of the future.



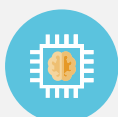
EID & EGOVERNMENTS

Digital interactions lead to increasing the scope and length of e-government strategies using electronic identification as a central pillar. After administration efficiency and cost savings, new strategies aim to strengthen digital trust, integrate appropriate economic services and improve security and immigration policy. This session will look into lessons learnt from «digital by default» in administration policies, implementation of international identity schemes, progression with effective trust services, private-public interoperability, services personalization with citizen cards and mobile identity, and e-gov practices from social inclusion or shared economy transparency to improved control in migration flow management.



OPEN INNOVATION: FROM BLOCKCHAIN TO OPEN API

With innovation and new technologies in the world of payment and Fintech, it is harder and harder to keep track of real changes vs buzz. This track will try to bring clarity and separate myths from reality with topics ranging from distributed ledger, Blockchain, Open API, Open ID, Real-Time P2P. By exploring individual initiatives to group efforts (consortia) and regulatory oversight, getting concrete answers will be the goal to understand the future.



AI IN PAYMENTS & FINTECH

Artificial Intelligence (AI) is all the buzz this year. AI has been part of the operations within many companies, from Apple's Siri to Uber's dispatch of the drivers to Facebook's Newsfeed. Facebook, Google and other tech companies are making research into AI a priority. The Fintech sector uses AI in several ways. Initially, AI was used more in backend technology settings to power large scale decision-making in financial analysis, trading and lending. More recently, some Fintech (e.g. Wealthfront, Venmo) have been adding AI capabilities to enhance their services. In this track, we'll try to separate the buzz from reality and explore the role of AI in Fintech and payments.



INNOVATION STAGE

Product launches, announcements, insights and case studies.

THURSDAY 30 NOVEMBER



COMMERCE & PAYMENTS

Retail business is facing multiple upheavals: e- and m-commerce, social networks, private sales, market places, sharing economy, CtoC, digitalization of outlets, cross-channel, self-check-out, mobile POS ... Meanwhile, the payments industry is at the heart of a new deal (disruptive technologies and digital channels, new regulations, competitive pressures, new entrants and models ...), a phenomenon exacerbated by the increasing convergence between off- and on-line commerce. As such, all payment solutions have to fit with the customer experience, before, during and after the purchase and to bring value-added services (ubiquitous payment, speed and recognition, digital coupon, instantaneous reward, geolocation etc.).



CYBER SECURITY & FRAUD MANAGEMENT

Customer accounts takeover, assaults on cash flows and money transfers, blocking, spying or stealing intangible assets, or creating industrial control system flows are a few examples of what every organization needs to cope with. This track will address cyber risks evolution, intrusion detection and threat prevention, information security management, detection capabilities inside and outside the organization, identification and authentication strengthening practices, cyber audit practices, and fraud and crisis management.



REGULATORY CHALLENGES & PSD2

The succession of European directives, the decisions by competition authorities and central governments are making the payments landscape more homogeneous and more competitive. Amongst the major effects, let's mention the creation of the Payment and Electronic Money Institutions, the decline of cards' interchange fees, the advent of European SDD and SCT instruments, the willingness to split scheme and processing, the access to bank accounts allowed to third parties and the prospects of instant payment. The range of possibilities is getting limitless. This track will dive into the latest regulatory enhancements and will help you gain a better understanding of the challenges and opportunities they represent.



NEO-BANKS

Over the last year, we've seen an increasing number of new players willing to become real bank actors. Many of them have got their banking license and many more shall get one in the months to come. Neo banks are definitely one of the most exciting and fast developing categories of Fintech. All traditional banks are trying to figure out how to cope with this new agile competition. Many banks have chosen to partner with Neo-Banks, using their services to enhance their offer. Recently, we have seen some first acquisitions of Neo-Banks by traditional large banks (e.g. BPCE & Fidor Bank, BNP Paribas & Compte Nickel). But the disruption is not coming just from Fintech but from web giants and telecom operators (e.g. Orange Bank) too. Who will win the battle?



INNOVATION STAGE

Product launches, announcements, insights and case studies.

› MAKE THE MOST OF YOUR PARTICIPATION



TRUSTECH INNOVATION STAGE: ANNOUNCEMENTS, INSIGHTS AND CASE STUDIES

TRUSTECH Innovation Stage is the central place in the event entirely dedicated to innovation. The worldwide community of innovators & disruptors will present their ideas and products to an international audience of customers, partners, investors and media.

Discover the international community of innovators:

- Exhibitors and sponsors product launches & announcements
- Startup pitch sessions: highlight your startup's concept, product or solution in a lively session
- Fintech pitch sessions



SESAMES AWARDS

Organized as part of TRUSTECH, the SESAMES Awards are a competition showcasing innovation and providing a large media exposure. The SESAMES Awards reward the most innovative products and services in 6 categories:

- eGovernment (ID, health, welfare)
- eTransactions (Banking, payment, virtual money)
- Manufacturing and Tests
- IoT (Networks of wireless sensors, smart objects, constrained data and energy management)
- Cybersecurity (Data safeguarding, resilience of infrastructures, resistance to cyberattacks)
- Retail (Online and in-store)



BUSINESS BEYOND BORDERS

Business meetings will be provided free of charge to all exhibitors and sponsors in order to facilitate their business introductions.





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