

## **A global presence with record conference attendance at 9th ID WORLD International Conference, the global thought-leadership symposium on security mobility and wireless technologies**

**Dignitaries and luminaries from six continents, including high-ranking government representatives, as well as 65 leading CEOs who spoke at the event, convened to share their vision, achievements and forward-thinking policies at ID WORLD in Milan from November 16 to 18, 2010, which expanded its influence and leading position as the premier event for the auto ID industry.**

Milan, November 18, 2010

With the global auto ID industry and ID WORLD audience of governments, technology end-users, vendors and integrators converging on Milan for the ninth annual thought leadership symposium on automatic identification, ID WORLD celebrated its greatest success to date. The event attracted the most highly representative global audience with vertical initiatives taking off in 2010, addressing key market segments, such as Healthcare, Public Sector, Transportation and Postal.

Over three days, 541 conference delegates contributed with active engagement in 25 conference streams, while at the ID WORLD Exhibition, 103 exhibitors showcased their solutions in all areas of mobility, wireless and security technology.

### **ID WORLD Conference**

This year's ID WORLD Conference, held in Milan from November 16 to 18, saw world-class quality in terms of speakers and the content of the presentations. Topics ranged from across the spectrum of auto ID solutions and applications, and discussions were length and lively throughout the event.

New special initiatives and 25 conferences organized in streams, enabled attendees to find the right information appropriate to their requirement and interest. Government representation from around the world, as well as the participation of pioneering adopters and suppliers of leading edge technology for state-of-the-art solutions, granted lively debate throughout the three day think tank. 65 Chief Executive Officers took to the stage at the event, presenting their vision and offering thought-leadership to the international ID community – stretching from Asia and Europe to North and South America, and from the Middle East to Africa and Australia.

"We have reached an important milestone this year," said Sophie B. de la Giroday, President of Wise Media. "Automatic identification has for years been perceived as being at the core of the ICT Revolution, enabling object-to-object communications. Today, its potential is enjoying growing attention in many vertical sectors in both the public and private spheres. This is the year, with the Indian unique ID project taking centre stage with its ambition to unequivocally identify individuals within a single population of 1.2 billion citizens, the ID Community was able to focus on a key aspect of identification. As for the first time, there is a broader perception of strong identity being a fundamental right of the citizen and a key enabler of the allocation rights and services," she added.

Throughout the ID WORLD Conference, a variety of topics were aired and debated in detail over all three days - from citizen-centric services and border control to hub security, wireless technologies, supply chain management, anti-counterfeiting and secure identity management in almost every industry sector.

High profile government figures brought their individual vision and experience to the table of innovation from countries within the European Union, India, Pakistan, Nigeria, Mexico, Brazil, USA and the Middle East. In addition, leading decision makers debated a variety of topics including security and traceability, critical infrastructure management, anti-counterfeiting measures and state-of-the-art inspection techniques. Special initiatives covered a range of issues, industry advancements and technological innovations in the healthcare, postal and sustainability market sectors. In total 541 high-caliber conference attendees participated in ID WORLD this year.

Beyond the ID WORLD classic Forums on *Asset Tracking*, *Citizen ID* and *Transportation Security*, dedicated programs saw new players bring their thought leadership to this year's symposium: *Postal Innovation* focused on the status of the most advanced projects in the postal industry world-wide. *HealthTech Innovation* saw a new task force to convene to address the requirements of end-users, system integrators and technology suppliers involved in the creation of the future ICT infrastructure supporting security and traceability in the world of healthcare. This year's *Sustainability Summit Sessions* launched targeted focus working groups within the ID WORLD community to drive key industries to change their paradigms for a sustainable, cost-efficient and profitable future.

#### **ID WORLD Exhibition**

With 103 exhibitors in 2010, ID WORLD confirmed its position as the must-attend event for executives involved in the ID Revolution, offering the most complete dedicated showcase of state-of-the-art components and solutions based on automatic identification technologies. More than 2,315 individual visitors attended the event, which is one of the few global events where the full range of advanced automatic ID technologies, including RFID, biometrics, smart cards and AIDC – data capture, are displayed under one roof.

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#### **Comments on ID WORLD 2010:**

Wim Tappij Gielen, Senior Vice President, Datacard Group

*"Excellent organization, quality speakers and attendees. Definitely value for money."*

George Reynolds, VP, Global Sales, Omni-ID

*"I think ID WORLD is the premier event worldwide for meeting with C-level executives in the industry."*

Dirk Palder, Vice President Global Postal Leadership Team, Capgemini

*"Many thanks for the invitation to attend ID WORLD as a postal expert. It was an event with interesting specialists."*

Ashok Bhanaut, Chairman, GenKey

*"ID WORLD is playing a very important role and creating a platform that is already playing a key part in various arenas related to the Identity Management Solutions, Security, Biometrics, ID Cards. You have brought major payers in the industry together. Well Done!!! Keep on doing this great work."*

Dr Wassim Raad, Head of Smartcard and RFID Lab, KFUPM, Saudi Arabia

*"ID WORLD was an event of a very high standard and I was impressed by the professionalism."*

Barry J. Kefauver, Principal, Fall Hall Associates

*"I very much enjoyed the time in Milan and I found the event to be refreshing as well as invigorating. The level of participants is unparalleled in my opinion. Again, thank you."*

Scott Silverman, CEO, PositiveID

*"As sponsors, we were once again pleased with the quality of participants. Thank you for a great conference - best yet!"*

Karina Groux, Marketing and Communications Manager, Thales Group

*"Once again, ID WORLD has enjoyed great success."*

Dr Sreeni Tripuraneni, CEO, 4G Identity Solutions

*"I enjoyed the conference and the sessions were really good. This is my first visit to ID WORLD Conference and I found this conference interesting and different in many ways from other biometrics conferences. The focus on vertical applications like Postal ID and Healthcare, CEO & Investors Forum and CEO Vision are really useful to the participants. I have also observed that this conference attracts more diversified industry leaders from many countries."*

Paul Korczak, Principal, KMA Group

*"Thank you for your outstanding leadership in making the conference a complete success."*

John Stienen, Directorate-General for Informatics, European Commission

*"Thank you very much indeed for your efforts to make the conference a success."*

Jacob Johnsen, Hybrid Mail Director, iPostes

*"Thank you for the opportunity to speak at Postal Innovation 2010 in conjunction with ID WORLD 2010. I must compliment you on the organization of a highly efficient event. I met numerous new interesting persons, and it was my general impression that the selected attendants to the postal events were pleased with the information provided."*

Adrian Burden, President, Bilcare Technologies

*"The event was well organized and we met some new people, who were involved because of the conference."*

Ratan Bajaj, Commissioner of Income Tax, Ministry of Finance, India

*"ID WORLD is a prime event for knowledge exchange among government representatives involved at the highest level in national ID schemes and cross border security initiatives. It should continue developing this cross-fertilization while continuing to encourage public-private collaboration, particularly in strategic projects."*

Jeannie Cameron, External Affairs & International Advocacy Manager, Anti-Illicit Trade - British American Tobacco

*"ID WORLD was very well organized and brought together a lot of relevant people that need to know about each others issues, technologies and best practices - which I found very interesting."*

Franco Caraffi, Reservation & On Board Systems Director, Costa Crociere

*"ID WORLD was in line with our expectations and, as usual, allows the building of relationships with specialized high profile companies to help in addressing innovations."*

Reiner Rettig, President - Are Con

*"A perfect place for networking, with a wonderful organizer."*

Grégoire Jean, Product Marketing Manager, Xiring

*"The ID WORLD 2010 was a very interesting event, with many speakers bringing insights to emerging and difficult topics."*

Claudia Carta, Sr Manager Governmental Affairs EMEA, Philips

*"Great experience! I shared my point of view with other speakers and participants and we all found the conference fruitful and useful to better understand trends and settle stronger relationships in ID environment. Special thanks to the organization for taking care of any detail with a very unique mix of professionalism and warmth."*

Armin von Schwedler, Industry Analyst

*"Although the burden of daily work would not have allowed to spend three days in Milan, this conference not only was the ninth ID WORLD, but the best one.--Thanks !"*

Andreas Wolf, Senior Product Architect - Bundesdruckerei

*"ID WORLD 2010 again was an excellent place to meet the colleagues and to learn about the newest trends in ID business."*

Peter Kronegger, General Manager, Kronegger

*"A great place to find stimulating insights and excellent networking opportunities."*

Raymond Biagini, Partner, McKenna Long & Aldridge

*"I very much enjoyed being invited to speak at this conference, continued my own learning through attendance at various sessions and hope to be invited again next year to speak or to lead a panel."*

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#### **About ID WORLD**

ID WORLD's comprehensive approach to the evolving world of RFID, biometrics, smart cards, data collection, identity management and technologies and their applications, makes it the only international initiative that looks at the world of automatic identification as a whole, rather than focusing on a specific technology or vertical market. Since 2002, ID WORLD International Congress has enjoyed an impressive track record, growing over the years to annual event that today attracts the most important players of the ID community at industry, end-user and government levels worldwide. In 2010, the ID WORLD calendar of events included ID WORLD Abu Dhabi, the Annual EMEA Summit, in Abu Dhabi, UAE on May 3 – 4 and the ID WORLD International Congress which took place in Milan, Italy on November 16<sup>th</sup> to 18<sup>th</sup>.

For full information visit [www.idworldonline.com](http://www.idworldonline.com)

For further information, please contact:

Media Contact:

Pier Costa

[Pier.costa@wisemedia.com](mailto:Pier.costa@wisemedia.com)

Event Director:

Federico Faleschini

[federico.faleschini@wisemedia.com](mailto:federico.faleschini@wisemedia.com)