



The Annual EMEA Summit

RFID • Biometrics • Smart Cards • Data Collection

ID WORLD Abu Dhabi

An Exclusive World-Class Networking Event



Endorsed by



EMIRATES
IDENTITY
AUTHORITY

Hosted by



ECSSR
ABU DHABI

*ID WORLD's sixth EMEA summit
on the strategic topic of
identification*

*Addressing topical issues for
decision makers surrounding
security, mobility and wireless*

ID WORLD Abu Dhabi – 11-12 February, 2013

Featuring three ID WORLD Forums

- Citizen ID Forum
- Transportation Security Forum
- Asset Tracking Forum



find out more at www.idworldabudhabi.com

Organized by

>>> wise media

Join us in Abu Dhabi

Wise Media is delighted to invite you and your company to be part of ID WORLD Abu Dhabi 2013, the sixth EMEA summit on security, mobility and traceability.

The event brings together government representatives, decision makers from public and private organizations, as well as experts in security, traceability and mobility technologies, to discuss the strategic importance of automatic identification as a pivotal element within our security and ICT infrastructures.

Over 500 attendees gathered last year at ID WORLD Abu Dhabi to discuss tested strategies, best practices and auto ID-driven innovation across the EMEA region and worldwide. The event is designed to give stakeholders across the entire ICT value chain a deeper insight into different strategic, technical and operational issues surrounding automatic identification adoption and implementation.

Forum Format

A focused conference program of plenary sessions, breakout seminars and workshops, as well as exclusive networking initiatives, will ensure that delegates and exhibitors get maximum value from their participation.

ID WORLD's Citizen ID Forum, Transportation Security Forum and Asset Tracking Forum, as well as other special initiatives, facilitate networking and knowledge-sharing among high-caliber delegates and attendees, making the event an unrivalled platform for generating new business and exchanging ideas.

Be positioned

One Location, Three Forums, Infinite Possibilities

Dear ID WORLD colleagues,

We look forward to welcoming you to ID WORLD Abu Dhabi 2013. Wise Media's sixth EMEA summit follows last year's unprecedented success which saw our event hosted for the first time at The Emirates Center for Strategic Studies and Research (ECSSR). In 2013, we will once again enjoy the great privilege of being hosted by the UAE Government supported by an organization considered the 'brains' of the country. Our annual EMEA summit, going live on February 11 and 12, is held under the patronage of the Deputy Prime Minister and Minister of the Interior of the UAE and endorsed by the European Commission and the Emirates Identity Authority.



ID WORLD Abu Dhabi 2012 reaffirmed the event's exclusivity as the summit where automatic identity is discussed at the highest levels, driving today's major public and private sector ID projects.

In 2013, Wise Media will once again produce a world-class event on the evolving world of RFID, biometrics, smart cards, data collection, identity management technologies and their applications. Whatever format of participation you choose, you are guaranteed the maximum exposure to a highly targeted audience of high-profile delegates directly involved in the shaping of our future security and tracking infrastructure. You need to be at ID WORLD Abu Dhabi. It is a leading meeting of minds to define a roadmap for how an industry, namely that of automatic identification, can develop meaningful solutions and bring them to the world.

Sophie B. de la Giroday

Sophie B. de la Giroday
President, Wise Media
Host of the summit

RFID

Radio frequency identification technology is a cornerstone of the emerging 'Internet of Things', connecting people, objects and places. Its influence is seen in all areas – such as transport and logistics, real time location and supply chain, as well as key secure ID sectors in eGovernment, defense and healthcare.

Smart Cards

Continuous expansion in smart cards has fuelled the industry's growth in countries and industries across the globe. This, coupled with the need for maximum ID security in many sectors, continues to drive technology advancements in the rapidly emerging world of mobile and contactless solutions.

Biometrics

The widespread integration of biometric technology of all types into secure identification devices and processes, demonstrates the impact both mature and emerging biometrics are having on sophisticated systems for improved security and efficiency in access, authentication and identification.

Data Collection

Modern methods of data collection continue to proliferate all sectors involved in the flow of products and information. The barcode remains the most widespread means of collection and with evolutions, such as 2D, continues to hold its place in AIDC, along with process innovations in electronic data transmission.

An Exclusive World-Class Networking Event for the Public and Private Sectors



ID WORLD Abu Dhabi: driving the hottest Auto ID markets

Patronage and Endorsements

ID WORLD Abu Dhabi 2013 is hosted by the UAE Government in a most prestigious venue, The Emirates Centre for Strategic Studies and Research (ECSSR).

The event takes place under the patronage of H.H. Sheik Saif Bin Zayyed Al Nahyan, Deputy Prime Minister and Minister of Interior of the United Arab Emirates and is endorsed by the European Commission and the Emirates Identity Authority.



MINISTRY OF
INTERIOR
UAE



EMIRATES
IDENTITY
AUTHORITY



EUROPEAN
COMMISSION



ECSSR
ABU DHABI

Under the patronage of
H.H. Sheik Saif Bin Zayyed Al Nahyan,
Deputy Prime Minister and
Minister of Interior of the UAE



Sectors Covered

With its outstanding impact on our IT and security infrastructure, automatic identification will be at the core of numerous advanced processes in all major vertical industry segments.

Hot sectors impacted by auto ID:

- Consumer Products
- Distribution & Retail
- Fashion
- Financial Services
- Food & Agriculture
- Government
- Healthcare
- Manufacturing
- Media & Entertainment
- Pharmaceutical
- Public Transportation
- Security
- Sport & Leisure
- Transport & Logistics
- Telecommunications
- Waste Management



ID WORLD Abu Dhabi: key technologies, key vertical markets and key contacts in the automatic identification arena



Who Should Attend

ID WORLD Abu Dhabi offers registered delegates high-level learning and networking opportunities, as well as a showcase of auto ID solutions.

Positions invited to attend:

- CIOs, CTOs, Directors, Managers of ICT/IS
- Government Representatives (incl. Interiors, Economy, Labor, Regulatory, State Affairs)
- Directors, Managers of Sourcing/Procurement
- VPs, Directors, Managers of Supply Chain, Logistics, Distribution, Transportation
- HR Managers, Facility and Security Managers
- CxOs, Operations Managers of Airport, Seaport, Railroad, Public Transits
- Law Enforcement Officers mandated with Border Control and Public Security
- Authorities involved in Security, Safety, Data Protection, Transportation, Communication
- Systems Integrators, Distributors, Resellers
- Manufacturers, Designers, Vendors
- Venture Capitalists, CFOs, Investors
- Researchers, Business Analysts, Consultants
- Project/Program Managers and other professionals involved in auto ID projects

ID WORLD Abu Dhabi Conference Program

CITIZEN ID FORUM

ID WORLD

11th Edition

Government-driven secure ID, registration and citizen services



The Citizen ID Forum highlights the issues, developments and opportunities related to the introduction of Electronic

Passports and Visas as well as the new National IDs, Driver's Licenses, and eHealth Cards.

Hot topics:

- Secure Credentials
- e-Government
- Serving the Population
- Digital Inclusion

TRANSPORTATION SECURITY FORUM

ID WORLD

12th Edition

Increasing security while facilitating circulation of people and goods



The Transportation Security Forum focuses applications and methodologies for securing the hubs of the global

transportation network and the critical areas and infrastructures key to the development of future cities.

Hot topics:

- Border Control
- Ticketing
- Shipping and Cargo
- Infrastructure Security

ASSET TRACKING FORUM

ID WORLD

10th Edition

Maximizing the economic return of physical assets and goods



The Asset Tracking Forum focuses on smart supply chains and how to maintain optimal control on authenticity, availability, reliability and operational safety of goods, parts, equipment and other critical assets.

Hot topics:

- Postal Services
- Anti-counterfeiting
- Tracking in Healthcare
- Unique Identification

3 ID WORLD Forums 3 Key Vertical Initiatives



Get familiar with the key vertical Working Groups

Postal Innovation



Pressure from global competition in the mail delivery business sees express shipping

companies and postal carriers constantly improving their processes through the adoption of autoID technologies for tracking and delivery. With financial services and Internet convergence, they increasingly operate as part of a larger communications industry in key sectors such as e-commerce and e-government. Discussions will focus on public sector & postal industry collaboration, smart delivery, hybrid mail, advanced logistics, eFinance & mPayment, tracking technologies and security solutions.

HealthTech Innovation



Integrating automatic identification technology into many existing healthcare systems

calls for a thorough understanding of process requirements for all applications both in medical environments. The broad adoption of auto ID technologies in public and private healthcare systems ranges from safety and efficiency in hospitals to the control of pharmaceutical products and the fight against anti-counterfeit drugs. The conference will look at key adoption areas from asset management, staff & patient ID, patient monitoring, to pharma tracking, drug control and anti-counterfeiting.

mPayment



NFC Academy focuses on the topic of wireless mobile communications and its applications.

Its mission is to bring together area researchers, pioneer developers and advanced practitioners in the areas of mobile applications, short-range communication and contactless security to educate the market and foster the adoption of NFC (near field communications) technology and its broad reach into the world of smart phones and their applications - from banking and mPayment to smart posters for retail and transport, as well as security, standards and user authentication.

ID WORLD Abu Dhabi Visibility Opportunities

Request your Sponsors/Exhibitors Information Package Today

Sponsorship Opportunities

Focused at a high level, ID WORLD Abu Dhabi is an excellent platform from which to build and maintain business relationships and position your brand at the highest level. With tailored packages to suit, sponsors can be assured of reaching their audience and achieve face-to-face contact with decision makers in a well-managed, uncrowded environment. Sponsors of ID WORLD Abu Dhabi 2013 benefit from prime ways to raise their profile, promote specific messages to key players and establish presence and position in the growing global identification marketplace. A variety of sponsorship opportunities are available to accommodate different requirements and budgets.

Cardinal Sponsorship



Offers total visibility across the entire event

Conference Sponsorship



Offers audience awareness related to specific topics

Community Sponsorship



Offers profiling to attending prestigious delegates

Exhibiting Opportunities

Plan your participation now to get the most suitable stand location for your requirements and your budget. Stands come in three sizes to suit everybody's needs. Stands are supplied with a comprehensive Exhibition Package that includes two Conference passes; Basic and Premium Shell Scheme Stand. Special areas are available as free spaces for customised stand design. All packages come with 2KW power supply, spotlights, carpet and an excellent range of other benefits.

Stand choices

A	Basic Stand	2m x 1,5m
B	Premium Stand	3m x 3m
C	Special Area	4m x 3m

To receive information on sponsors and exhibitors opportunities, please contact Raffaella Sciuto: raffaella.sciuto@wisemedia.com

Join the Prime Automatic Identification Event in the Middle East



Core ID Technologies



RFID



Biometrics



Smart Cards



Data Collection

Secure Credentials

Advanced Access Cards

Electronic Passports

Payment Cards

National IDs

Tags & Mobile

Smart Tickets

Security Domains

IT Security

Physical Security

Transaction Security

Hub Security

Product Security

Cargo Security

Speaking Opportunities: Call for Papers

All individuals with significant professional experience in research, development, manufacturing, system integration, consulting, market analysis, or management within companies or organizations active in the fields of automatic identification or their applications, are invited to submit an abstract to the Advisory Board for approval.

The deadline of the call for papers is **November 5, 2012** for all ID WORLD Abu Dhabi conferences.

For the details of the Call for Papers please check www.idworldabudhabi.com or send an email to flavia.ballabio@wisemedia.com

Specific Call for Papers are issued for ID WORLD Abu Dhabi, Postal Innovation and HealthTech Innovation.

Meet the Key People Driving the Markets



Government Representatives, End Users and Technology Experts

What the ID WORLD Abu Dhabi participants said about the event!

"At ID WORLD Abu Dhabi, we were excited to learn of ID implementations in other countries that have benefited large populations with ease of movement and transactions, social inclusion and advances in identity management."

Dr. Husni Fami,
Leader e-KTP - MOI, Indonesia

"This event was another landmark achievement for the ID community. As usual, ID WORLD Abu Dhabi was an extraordinary moment when key stakeholders from industry and government were given the chance to exchange information, share ideas, confront insights, experiences and visions, and engage with others in countless networking opportunities."

Dr. Gérald Santucci
Head of Unit Networked Enterprise and RFID, European Commission

"ID WORLD plays the interconnection between different sectors and businesses to present the best solutions for citizens in the future."

Majed Bin Anzzan
General Manager, Saudi Post

"Thank you for your extraordinarily successful conference. The Summit provides the perfect forum where influential thinkers and persons in the public and private sectors can come together to discuss innovative ideas and ways of developing cutting-edge ID solutions."

H.E. Ronald K. Noble
Secretary General, Interpol

"It was a pleasure to attend ID WORLD Abu Dhabi and I commend all of the team for the excellent organization, and for the general standard of speakers - with balanced awareness building and messages tailored to the immediate expectations of the audience."

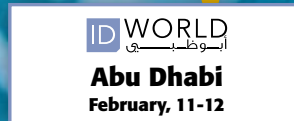
John Bullard
Global Ambassador, IdenTrust

"It was wonderful meeting you all and ID WORLD Abu Dhabi 2012 was a very well organized event and the exchange of ideas was exciting. We will surely connect again."

Vijay Saradhi
VP, National Institute for Smart Government, India



Starting our 2013 Journey in the World of Security and Mobility



Abu Dhabi - Rio de Janeiro - Frankfurt

ID WORLD Events host content rich conferences and vibrant exhibitions that attract an extensive mix of international high caliber representatives in the world of **security, mobility and traceability**

The roadmap of ID WORLD events continues the regional expansion plan of the ID WORLD initiative with a series of annual summits in the different continents, culminating in the world summit hosted for the 12th time in November 2013.

- **ID WORLD Abu Dhabi**, our Annual EMEA Summit organized by Wise Media, opens its doors for the sixth time in the United Arab Emirates on February 11 and 12, under the patronage of UAE Deputy Prime Minister and Minister of Interior and endorsed by the European Commission and the Emirates Identity Authority.
- **ID WORLD Rio de Janeiro**, organized by Wise Media, brings to life our third Annual Americas Summit on September 26 to 27, and explores the issues surrounding security, mobility and traceability and the vast potential for our industry that lies in Latin America, with a special focus on government-driven initiatives.
- **ID WORLD International Congress**, the 12th edition of the Annual World Summit organized by Mesago Messe Frankfurt, opens its doors from November 5 to 7 in Frankfurt. For the first time the event will be co-hosted with the international trade fair Euro ID, newly acquired by Mesago Messe Frankfurt. Wise Media will once again welcome you as Conference Host.

All three events bring the longstanding discussions held as part of our Citizen ID Forum, Transportation Security Forum and Asset Tracking Forum – that in the last nine years, took place as separate events throughout Europe, the Middle East and Latin America – to the next level as part of a new high-profile investigation in the top level trends in security, mobility and traceability. In addition, special vertical initiatives such as Postal Innovation, HealthTech Innovation and Banking & mPayment, engage the representatives of hot market segments in focused discussions throughout the conference days.

Conference Host

>>> wise media

For speaking opportunities contact:
flavia.ballabio@wisemediamedia.com

Wise Media will produce and host the conferences of ID WORLD events. ID WORLD conferences and forums address emerging and disruptive technologies, are future focused, analyze market and technology trends, provide strategic insight and showcase practical solutions. ID WORLD's events provide an optimum environment in which to share best practices and

are attended by senior decision-makers, leading industry specialists and pioneers, entrepreneurs, government representatives and investors. Delegates and visitors attend from all over the world. Accurate and timely, vendor neutral and technology agnostic, ID WORLD summits provide a one-stop shop for the industry, whilst encouraging and facilitating new business relationships and networking.

Event Venue: Emirates Center for Strategic Studies and Research (ECSSR), Abu Dhabi

P.O. Box 4567

Abu Dhabi, United Arab Emirates

Propelled by the UAE's wise leadership in an effort to consolidate pillars of a modern state based on institutions that keep abreast with scientific and research developments, the Emirates Center for Strategic Studies and Research (ECSSR) was established on March 14, 1994. The Center was established through a decision taken by the UAE President, His Highness Sheikh Khalifa bin Zayed Al Nahyan, who was at that time Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. Under the directions of the ECSSR President, His Highness General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces, the ECSSR became an independent center for scientific research and studies on social, economic and political issues of interest primarily to the United Arab Emirates and the Gulf region, as well as to the Arab world.



Official hotel:

Hyatt Capital Gate
P.O. Box 95165
Abu Dhabi, UAE
Tel: +971 2 5961234
Fax: +971 2 596 1235

Wise Media has reserved a block of rooms at the Hyatt Capital Gate, that can be booked at preferential rates by ID WORLD Abu Dhabi delegates from February 10 to 13.

Other hotels recommended:

Park Rotana Hotel
T. +971 2 6573333

Holiday Inn Abu Dhabi
T. +971 0 566 221194

Grand Millennium Al
Wahda Hotel
T. +971 2 443 9999

ID WORLD Abu Dhabi 2013: ECSSR, 11-12 February

How to contact us

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