

Increased global reach at 8th ID WORLD consolidates its position as leading thought-leadership symposium on automatic identification

A distinguished line up of ministers and high ranking government representatives, as well as 72 leading CEOs from the ID Revolution Community, joined to share their vision and thought leadership at the eighth ID WORLD International Congress in Milan from November 3 to 5 2009, reaffirming its unique position as the world's leading event in the auto ID industry, in terms of quality of speakers, audience and content.

Milan, November 16, 2009

Confirmed event figures, which show a 10 percent increase in attendance on last year and 108 exhibitors, in spite of the recent economic downturn, demonstrate the high level of importance set by the industry for this symposium. Further endorsement by consistently positive feedback from this year's participants, highlights how once again ID WORLD is setting the standard as a platform to share vision, network at senior level and generate valuable leads. Exhibitors, attendees, speakers and sponsors all reported great satisfaction regarding the outcome of the 2009 edition.

ID WORLD Conference

This year's ID WORLD Conference, held in Milan from November 3 to 5, offered one of the most comprehensive conference programs to date, with 19 conferences organized in streams that enabled attendees to find the exact information appropriate to their need. As in past years, the conference was characterized by the outstanding caliber of both speakers and audience. An impressive industry range of presidents and CEOs took the stage at the event, presenting their vision and offering thought-leadership to the international ID community.

"This year's ID WORLD has been by far the event which best reflects the mission our initiative has pursued over the last decade – creating a top-level networking platform where quality of content and contacts is consistent and key messages can be taken away by each participant for furthering his or her own business goals," comments Sophie B. de la Giroday, President of Wise Media.

This year, high profile government figures from five continents spoke over the three ID WORLD conference days on a variety of topics from border control and asset tracking to secure identity management, citizens' services and hub security around the world.

A major keynote at ID WORLD was Minister Suvi Lindén, from the Finnish Ministry of Transport and Communications, who addressed the international audience attending the eighth ID WORLD International Congress and its parallel event, the NFC Academy Conference & Exhibition.

This global focus also included keynotes from the newly launched ID WORLD initiative the African Government Panel plus two keynotes from senior government representatives in the Middle East on global mobility and strategic identification of citizens.

In total 512 high-caliber conference attendees participated in ID WORLD, which featured, in all, nineteen conferences.

Beyond the ID WORLD classic Forums on Asset Tracking, Citizen ID and Transportation Security, 162 speakers actively contributed to this year's ID WORLD conference, including government representatives from the EU Commission, Finland, USA, UK, Germany, Belgium, Italy, United Arab Emirates, Ukraine, India, Pakistan Bangladesh, Nigeria, and Lesotho, as well as key players from leading logistics companies and many more internationally renowned experts of the automatic ID industry.

ID WORLD Exhibition

ID WORLD confirmed its size this year with 108 exhibitors dedicated to automatic identification. ID WORLD is one of the few global events where visitors can find the full range of advanced automatic ID technologies, including RFID, biometrics, smart cards and AIDC – data capture, under one roof. With 2,608 individual visitors, the two-day ID WORLD 2009 Exhibition proved to be an ideal meeting place for vendors looking to establish high level business contacts and end-users and system integrators looking for the right auto ID technologies and applications.

Comments on ID WORLD 2009:

Stephen Singer, CEO, ABNote

"Simply the best conference and congress that I have ever attended. Incredibly well-organized, excellent roster of speakers, and the highest percentage of qualified leads among attendees that I have seen in my 25 years in the industry."

Suvi Lindén, Minister of Communications, Finland

"I very much enjoyed the conference. It was exciting to hear about NFC and other new technologies. Above all, I really had plenty of time to concentrate on the subjects as well. I will be following with a great interest how things develop in the sector."

Gareth Warner, Advisor, South African Government

"Many thanks for the invitation to attend ID WORLD, you have managed to entice an excellent caliber of individuals to the conference. I hope I added value and will be back next year."

Béat Clerc, Business Development Manager, NagralD

"I would like to congratulate you and your team for having put this very interesting event in place and to have succeeded to the challenge for having brought all these worldwide specialists together. This was a great performance. ID WORLD 2009 was a great vintage. We are all convinced now that, despite a notable slowdown in 2009, the general business is slowly going to take a cruising speed again. Please be reassured that I will be your ambassador to promote this event to my management in the future."

Ratan K Bajaj, Commissioner, Income Tax Department, India

"Congratulations to all the ID WORLD team for the huge and successful event that the ID World International Congress 2009 was. Thank you also for the opportunity to share my experience and thoughts with the august audience at the ID World International Congress 2009. Citizen ID is becoming increasingly relevant in the global village and setting up Citizen ID systems is an interesting challenge. I believe Wise Media is doing all of us a service by offering a forum where issues and challenges relating to Citizen ID systems can be thrashed out by the best of breed on the subject."

Martin George, CEO, Smart Sensors

"I would like to compliment you for yet another successful, well organized and stimulating ID WORLD event (not forgetting of course the Sustainability Summit)."

Peter Collins, President, A2B Tracking Solutions

"I would like to give you a formal "thank you" for hosting a great event. As always, ID WORLD is setting the standard in valuable ID conferences and events. Thank you and I look forward to 2010."

Thomas Hitzer, CEO, KSW Microtec

"ID WORLD provided an excellent cross-section of public municipalities from many countries in order to explore issues and developments surrounding ticketing and fare collection."

Carl Otto Künnecke, CEO, Otto Künnecke

"ID WORLD was a great exhibition and much more interesting than last year!"

Tariq Malik, Deputy Chairman, National Database and Registration Authority, Pakistan

"It was a very knowledgeable event as I shared and learnt lots of new trends in auto ID - you guys have done wonderful job."

Sandrine Capsalas, Senior Counsel, Strategic Planning, Interpol
"Congratulations for the organization of this ID WORLD 2009. I appreciated the commitment of the team to assist me with all the technicalities."

Tom Grant, CEO, ThingMagic
"Thank you very much for including me in this year's ID WORLD International Congress and I have a growing appreciation of what the Congress is all about – it is a very thoughtful and challenging undertaking."

Dr Andreas Wolf, VP Technology & IP Management, Cross Match Technologies
"ID WORLD was again a platform to monitor new trends in the ID industry as well as an excellent platform to talk to colleagues which could be tomorrow's partners."

Gérald Santucci, Head of Unit, DG Information Society, European Commission
"I saw a large number of excellent speakers, and I think it would be unfair to pinpoint one or two at the expense of the others. The cleavage for me was more between those with a short-term approach to the discussions and those with a longer-term, more visionary approach. Both approaches were necessary and well presented. ID WORLD International Congress has this peculiar advantage that all speakers are very good or excellent. I never saw a "bad" speaker in the 2 events that I attended so far."

Dr Detlef Houdeau, Senior Director, Business Development, Infineon Technologies
"The mirror view of Africa and Middle East Region on eID programs was very exciting for me."

Rainer Rettig, President, Are Con
"The event again showed the capability to sense trends and attract people from the international community that are hard to contact for most of us. The move towards the African continent reflects on the changing focus of the industry and was a strong motivation for us to participate. We expect that to be the case in the future activities of Wise Media and decided already to participate again next year."

Michael Salomon, CEO, Clean Horizon Consulting
"Congratulations on the seamless organization of this event and thank you again for including me. As mentioned, I would be delighted to remain in contact as a speaker in future events."

Michael Hegenbarth, Senior Director Standardization, Bundesdruckerei
"My frank attitude is indeed to do my best to assist your team in having much success with your initiative regarding the distribution of current, competent and important information regarding NFC. That had been missing and Wise Media has filled that lack. I am absolutely convinced in your initiative and will support it as much as I can."

Bodo Ischebeck, CEO, Arygon
"ID WORLD is a premium networking event with high level speakers and delegates. It is a brilliant networking event for fruitful discussions."

Erez Kahani, CEO, Power-ID
"ID WORLD was very interesting and I had many beneficial meetings and networking opportunities. The event was very professionally organized."

Diana Hage, CEO, RFID Global Solution
"One of the most valuable aspects of ID World was the opportunity to interact with the industry's leading CEOs from Europe and North America and get real insight into the state of the industry."

Armin von Schwedler, Industry Advisor

"The outstanding quality of the congress can be seen by the number of high appreciations by various participants. I personally appreciated not only the quality of the event, but also the personal and warm reception received. Furthermore, I see an outstanding value this year from the focus on Africa and the Middle East and also from the extension to neighbor markets and products."

Andrea Cattania, Journalist

"I would like to congratulate you again for the wonderful events you succeed in organizing each time."

About ID WORLD International Congress

The ID WORLD International Congress is the world's leading thought-leadership symposium on automatic identification. Endorsed by the European Commission, the Presidency of the Council of Ministers and the Ministry of Interior of Italy, ID WORLD is the most comprehensive event on the evolving world of RFID, biometrics, smart cards, data collection, identity management and identification technologies and applications in general. It is the only international event that looks at the world of automatic identification as a whole, rather than focusing on a specific technology or vertical market sector. ID WORLD boasts an incredibly successful track record: founded as a round table on the topic of automatic identification in 2002, today the annual event attracts the most important players of the ID community at the industry, end-user and government levels worldwide. The ninth ID WORLD International Congress will open its doors in Milan on November 16-18, 2010.

For further information, please visit www.idworldonline.com.

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