



Press Release
Paris, 2nd July 2009

CARTES & IDentification arrives in Asia Pacific

***First edition of CARTES in Asia
March 16th-18th, 2010 - Hong Kong***

The first edition of CARTES in Asia will take place in Hong Kong, the hub of the Asia Pacific market, on March 16th-18th, 2010 at AsiaWorld-Expo. During 3 days of conferences and exhibition, smart technology industry leaders and major players will display their innovations and meet decision makers coming from all over the Asia Pacific region. Over 100 exhibitors and 2 500 visitors are expected.

24 years of experience in high level and international card business events

Since 1986, CARTES has promoted card technologies and presented the main market trends and innovations through the most appropriate forms (conferences programme, Sesames awards, animation areas, specific exhibitions and demonstration areas...). By analysing its exhibitors and visitors' requirements, the CARTES team has developed the event year after year to become a leading brand and the industry worldwide reference. Leveraging the organisational experience and smart technology industry knowledge, the CARTES in Asia team based in Paris and in Shanghai is committed to replicate the success at this regional event.

A pan Asia Pacific Smart Technology Event to benefit from the market dynamics

Thanks to the dynamism of the telecommunications market, the deployment of the EMV standard and governments promoting smart card and high technology adoption, the Asian Pacific smart cards and identification technology adoption is growing faster than in any other region in the world. The major trend today is the development of contactless payment, which is expected to grow rapidly in Asia Pacific through 2010 and beyond.

"We have been witnessing the increasing interest – especially for payment technologies - coming from this region at CARTES Paris during the last few years. Hong Kong being a major international financial center, hosting 69 of the World's Top 100 banks, it is the right place for a pan APAC smart technology event. We are expecting all major industry players from the banking, telecommunications, E-government and transit markets" declared Michael Weatherseed, CARTES Events Director.

"CARTES in Asia will be the perfect opportunity for regional players to get an update on all successful deployments and local success stories. Everything will be arranged to facilitate debates, discussions and exchanges between visitors, delegates and exhibitors. CARTES in Asia will be a great networking event which will allow local players to boost their projects in the region", added Slobodan Petrovic, Deputy Director of CARTES in Asia.



Strong partnerships with main regional media and associations

CARTES in Asia will benefit from the strong support of major regional associations, authorities and local development agencies to gather all the components of the smart technology value chain in the Asia Pacific region.

About CARTES in Asia

Date: March 16th-18th, 2010

Place: Hong Kong - AsiaWorld-Expo

Organiser: Comexposium

website: www.cartes-asia.com

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