



Press release  
Paris, June 22nd, 2009

## **CARTES & IDentification Congress 2009: Combining knowledge, business and contacts**

*From 17<sup>th</sup> to 19<sup>th</sup> November, 2009, at Paris-Nord Villepinte*

A real concentration of information and expertise, for three days the Congress will bring together 1500 delegates and 240 speakers to discuss the latest technical developments and their marketing and strategic issues. Based on themes related to cards and identification and supported by feedback on concrete case studies, the 18 presentations are the best way to assess the market and an indispensable addition to visiting the stands.

This year the Congress will offer four brand new conferences, while its opening World Card Summit presentation on November 17<sup>th</sup> will be the high point of the event.

### **Four brand new talks**

- 1. PAYMENT IN EMERGING COUNTRIES (Tuesday 17<sup>th</sup> November, 2009)**  
Mobile banking holds great promise in the developing countries, where mobiles outnumber payment cards by a large margin. This conference will look at some of the success factors needed to create a sustainable system, including the right business model, ease of use, reliability, legality and security.
- 2. BANKING: LEADER OR OUTSIDER? (Wednesday 18<sup>th</sup> November, 2009)**  
How are the different market players positioning themselves as a result of the emergence of new services linked to new payment methods (contactless and NFC)? The gradual implementation of SEPA is opening up the payment market to competition and allowing a range of players - telco operators and major retailers - peripheral to the banking world to become bankers.  
What changes will these new arrivals bring with them? What services will be developed? What projects are moving in this direction? What are the benefits for the end consumer?
- 3. PREPAID IN MOTION (Wednesday 18<sup>th</sup> November, 2009)**  
Is prepaid the new market opportunity for payment cards? Mid-term forecasts are providing huge figures of growth for a diversity of markets. Beyond existing and nevertheless increasing number of gift cards, "war on cash" using prepaid cards addresses social benefits, insurance, under or unbanked... And industry players including payment schemes are taking strategic positions now. Will prepaid pay cash?



#### **4. TRANSACTIONS AT THE POINT-OF-SALE (Thursday 19<sup>th</sup> November, 2009)**

How to ensure to the merchant and to his customer as well, that a POS terminal will have a genuine behaviour, i.e. the customer will pay the indicated amount, without any hacking of his sensitive data, and that the merchant will not be in a delicate situation towards the banking community and the card networks, especially regarding the PCI requirements? Which consequences will be generated by taking into consideration these new security issues in the payment chain? Will savings made on fraud justify security additional cost?

### **The unmissable World Card Summit**

The World Card Summit, the main event of the Congress, will officially open debates on November 17<sup>th</sup> at 10am. Each year it welcomes leaders of the digital security and smart card industry who share their outlook on the future of the market. A round table will enable participants to discuss and the group will answer questions which are bound to be raised relating to the latest technologies and events influencing the market.

### **The Congress's other conferences**

#### **Tuesday 17<sup>th</sup> November, 2009**

- CARDS & PAYMENTS 2009
- MULTI APPLICATIONS
- BACK TO BASICS
- DATA PROTECTION

#### **Wednesday 18<sup>th</sup> November, 2009**

- MOBILE MONEY SERVICES
- CONVERGENCE
- SIM POWER
- NFC FORUM CONFERENCE
- XIRING CONFERENCE

#### **Thursday 19<sup>th</sup> November, 2009**

- CITIZEN ID
- NFC & CONTACTLESS
- LOYALTY, GIFT CARDS AND CO-BRANDING
- CARD AND SECURITY

***To find out more about the content of talks, the Congress's pre-programme is already available from [www.cartes.com](http://www.cartes.com) and will be regularly updated.***

#### **About CARTES & IDentification 2009**

The CARTES & IDentification Trade show will open its doors from November 17<sup>th</sup> to 19<sup>th</sup> at Paris-Nord Villepinte Exhibition Centre. The world leading event on digital security and smart technologies will bring together all the international players of the sector who will



present their innovations to the 20 000 visitors and 1 500 delegates expected. For this 2009 edition, Russia will be the guest of honour. For more information: [www.cartes.com](http://www.cartes.com)

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