



Brussels, 11 May 2009

New challenges for the Smart Security Industry in 2009-2010

A new Bureau to drive the Association

Eurosmart held its **General Assembly on 30 April 2009 in Brussels**. Members elected a new Bureau that will ensure the Association official representation and efficiency in application of decisions for the year to come:

- **Marc Bertin** (Oberthur Technologies) was elected as Chairman,
- **Michael Kuemmerle** (Giesecke & Devrient) and **Xavier Larduinat** (Gemalto) were elected as Vice-Chairmen,
- **Helmut Gassel** (Infineon) was elected as Treasurer.

Members took stock of the achievements of the last exercise during which Eurosmart positioned itself as a reference in the Smart Secure Digital World. Eurosmart improved its Market Business Intelligence, providing accurate figures of the Smart Secure Devices including Smart Secure contactless as well as the first analysis of new form factors markets (Smart USB token and Smart M2M). Security and Market experts defined guidelines for security grading, with the aim to educate customers about security risks and help them to choose the right level of security. Eurosmart kept promoting Smart Secure Devices, in particular for electronic documents, and contributed to the definition of Common Criteria applied to Smart Cards.

Preparing the future for the Smart Security Industry

As a platform gathering the whole chain of the Smart Security Industry, Eurosmart aims at enabling members to share on pre-competitive topics and prepare the future of the Smart Security Industry. During the last General Assembly, Eurosmart members decided:

- To launch a new Task Force to analyze the promises of future NFC markets. The first results will be published during 2009, as a market analysis reference in the Smart Security field.
- To strongly contribute to the education of consumers and end-users, by developing its Security grading initiative and elaborating a glossary explaining in simple words the complexity and added value of Smart Secure technologies.

All the existing Eurosmart Working Groups have been confirmed for 2009.

Now that our association is open to new categories, we will integrate new members (including labs, universities, government bodies and individual experts) in different Working Groups and strengthen partnerships with other industry associations.

Eurosmart 2008-2009 Activity Report can be downloaded on www.eurosmart.com

What is Eurosmart?

Eurosmart is an international non-profit Association located in Brussels and representing the Smart Security Industry for multi-sector applications. Founded in 1995, the Association is committed to expanding the world's Smart Secure Devices market, developing Smart Security standards and continuously improving quality and security applications.

Members are manufacturers of smart cards, semiconductors, terminals, equipment for smart cards system integrators, application developers and issuers who work into dedicated working groups (communication, marketing, security, electronic identity, new form factors and prospect emerging markets).

Members are largely involved in political and technical initiatives as well as research and development projects at the European and international levels.

Eurosmart is acknowledged as representing "the Voice of the Smart Security Industry".

Eurosmart members are: Atmel, Austriacard, FNMT, Gemalto, GIE Cartes Bancaires, Giesecke & Devrient, Infineon Technologies, Ingenico, Inside Contactless, MasterCard, NedCard, NXP Semiconductors, Oberthur Technologies, Precise Biometrics, Renesas, Sagem Orga, Samsung, Saqqarah International, STMicroelectronics, Toshiba, Zetes.

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