

# NFC Academy Conference - Abu Dhabi

## February 16, 2009 - Beach Rotana Hotel

The Abu Dhabi NFC Academy Conference is the first international event entirely devoted to NFC technology and its applications going live in the Middle East.

The NFC Academy Conference takes place during the Citizen ID Forum 2009, opening its doors on February 15-16 under the patronage of H.H. Sheik Saif bin Al Nahyan, Minister of Interior of the UAE, and with the endorsement of the European Commission.

*Under the patronage of the  
Minister of Interior of the UAE,  
H.H. Major General  
Sheik Saif bin Al Nahyan*



### Agenda

- 10:30 Welcome Coffee
- 11:00 **Official Launch of the NFC Academy**  
Sophie B. de la Giroday, President – Wise Media
- 11:15 **Session 1 - NFC Applications: hype and reality**
- Sertac Özinal, CEO – BKM Interbank Card Center of Turkey  
“New era of Turkish card payment market”
  - Tinboat Arslanouk, Director of Business Development – du  
“The NFC opportunity as seen by a Telecom Operator”
  - Jürgen Müller, General Manager - Multicard  
“NFC-enabled Access Control: dream or reality?”
- 13:00 Lunch
- 14:00 **Session 2 - NFC Technology: more than just a standard**
- Michael Hegenbarth, Sr. Dir. Standardization and Consulting  
– Bundesdruckerei  
“Standardizing contactless technologies”
  - Prof. Carlo Maria Medaglia, Coordinator of the RFID Lab  
“Sapienza” – University of Rome  
“Building up a European NFC ecosystem”
  - Frank Steigberger, Managing Director – Arygon  
“NFC + RFID = How to exploit big opportunities”
- 15:00 **Open Discussion**
- 16:00 End of Conference Sessions – Farewell Coffee

Organized by:

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