

## NFC Academy Conference, Abu Dhabi 2010 – final report of 2<sup>nd</sup> dedicated Middle East event

**Milan, May 6, 2010** – High profile representatives in NFC and wireless technology from across the world, convened in Abu Dhabi on May 3 and 4, at the second NFC Academy Conference held in the Emirates, on the occasion of the annual EMEA Summit, ID WORLD Abu Dhabi.

Government support in fostering the technology revolution is likely to be a key success factor in the development of the global market for wireless and near field communications. This was strongly evidenced in the discussions held during the two-day conference that consolidated the success of NFC Academy's initiative in the Middle East.

Suvi Lindén, the Finnish Minister of Communications, actively participated in both days and opened the key government-oriented conference session, 'Contactless technologies for citizen-centric services'. Minister Lindén, who is actively involved as an advocate in promoting the development of mobile and wireless technologies, addressed the international audience highlighting NFC as one of the key contributors to social development and for creating new business growth and competitiveness. She also reiterated to the NFC Academy community, the importance of legislation and its role in the continued adoption of wireless technology in many sectors.

"The development of rules and guidelines is necessary in all areas of e-identification particularly in the mobile world where service providers need a framework to ensure a proper trust model is created before embarking on initiatives such as e-banking - either on the internet or via the mobile phone," she said.

The NFC Academy Conference opened its doors for the second time in the capital of the United Arab Emirates under the patronage of the UAE Deputy Prime Minister and Minister of the Interior, H.H. Sheik Saif Bin Zayed Al Nahyan, and is endorsed by the European Commission, the UAE Ministry of the Interior and Abu Dhabi Police.

"After last year's successful launch as the first NFC dedicated event ever in the Middle East, the NFC Academy Conference in Abu Dhabi expanded on the themes presented in 2009 in Abu Dhabi and subsequently in Paris and Milan," said Sophie B. de la Giroday, President of Wise Media. "We were delighted to see such a high profile attendance at our second event in the region. This further strengthens our commitment to work together with the industry at all levels to facilitate information exchange and sustain development within the NFC revolution."

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Other leading speakers from the NFC revolution included Tinboat Arslanouk, Director of Business Development with Du Telecom, Jean Philippe Betoine, European General Manager of Cassis International, Sertaç Özinal, CEO of BKM Interbank Card Centre, Naohisa Ichara, Development Manager of NTT Data and Michael Hegenbarth, Head of Cards and Personal Identification, Bundesdruckerei. In addition, the conference welcomed high profile delegations from the America, France, Finland, Germany, India, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, the Ukraine and the United Arab Emirates, to mention only some.

NFC Academy invites all members of the community to continue discussions at the cardinal event of the year, the NFC Academy Conference & Exhibition, taking place in Milan on November 16 to 18, 2010.

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#### About NFC Academy

NFC Academy is a high-end technology congress focusing on the topic of Near Field Communication (NFC) and its applications. Its mission is to bring together researchers, pioneer developers and advanced practitioners in the areas of mobile applications, short-range communication and contactless security to educate the market and foster the adoption of NFC technology. In 2010, NFC Academy Conferences will take place in Abu Dhabi on May 3-4 and at the NFC Academy Conference & Exhibition in Milan on November 16-18.

For further information visit: [www.nfcacademy.com](http://www.nfcacademy.com)

#### About ID WORLD Abu Dhabi

ID WORLD Abu Dhabi 2010 - the annual EMEA Summit on security and mobility, took place in Abu Dhabi on May 3-4 under the patronage of UAE Deputy Prime Minister and Minister of Interior, H.H. Sheik Saif bin Zayed Al Nahyan and is endorsed by the European Commission, Emirates Identity Authority and Abu Dhabi Police. ID WORLD Abu Dhabi hosted the *Citizen ID Forum*, ([www.citizen-id.com](http://www.citizen-id.com)), the *Transportation Security Forum* ([www.transportation-security-forum.com](http://www.transportation-security-forum.com)) and the *Asset Tracking Forum* ([www.asset-tracking-forum.com](http://www.asset-tracking-forum.com)) that, in the last four years, took place as separate events in Berlin, Rome, Vienna, Istanbul, Milan, Amsterdam and Paris. In addition, ID WORLD Abu Dhabi included two special initiatives, the inaugural *Postal Innovation Conference* ([www.postalinnovation.com](http://www.postalinnovation.com)) and the *NFC Academy Conference* ([www.nfcacademy.com](http://www.nfcacademy.com)). Full information can be found on [www.idworldabudhabi.com](http://www.idworldabudhabi.com) The valuable discussions held in Abu Dhabi will continue at the ninth ID WORLD International Congress, the annual thought leadership symposium on automatic identification, taking place in Milan, Italy on November 16<sup>th</sup> to 18<sup>th</sup>, 2010. For full information visit [www.idworldonline.com](http://www.idworldonline.com)

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