

Finnish Minister of Communications to speak at NFC Academy Conference, Abu Dhabi 2010

Milan, March 24, 2010 - Suvi Lindén, the Finnish Minister of Communications will speak at the second NFC Academy Conference being held in the Emirates on May 3 and 4, on the occasion of the annual EMEA Summit, ID WORLD Abu Dhabi.

Minister Lindén, from the Finnish Ministry of Transport and Communications, will take part in a key government-oriented session, contactless technologies for citizen-centric services, the cardinal session of the NFC Academy Conference. Minister Lindén, is actively involved as an advocate in promoting the development of mobile and wireless technologies and will address the international audience highlighting NFC's important role as one of the key contributors to social development and its role in creating new business growth and competitiveness.

"After last year's successful launch as the first NFC dedicated event ever in the Middle East, the NFC Academy Conference in Abu Dhabi will expand on the themes presented in 2009 in Abu Dhabi and subsequently in Paris and Milan," says Sophie B. de la Giroday, President of Wise Media. "We are delighted to again welcome Minister Lindén, who spoke as a keynote at the NFC Academy Conference & Exhibition in Milan, to our second NFC Academy Conference held in Abu Dhabi on the occasion of our annual EMEA summit."

The NFC Academy Conference opens 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. H.H. Sheik Saif bin Zayed Al Nahyan will address the conference on May 3.

Other leading speakers from the NFC revolution include Tinboat Arslanouk, Director of Business Development with DU Telecom, Chua Thian Yee, CEO of Cassis International, Sertaç Özinal, CEO of BKM Interbank Card Centre and Michael Hegenbarth, Head of Cards and Personal Identification, Bundesdruckerei. In addition, key representatives from governments around the world, including the US, the European Commission, the UK, Germany, India, Pakistan, Nigeria, the UAE and Qatar, will participate in the ID WORLD Abu Dhabi Conference on both days, along with senior players in the transport and financial sectors.

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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

About ID WORLD Abu Dhabi

ID WORLD Abu Dhabi 2010 - the annual EMEA Summit on security and mobility, takes 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 will host the *Citizen ID Forum*, (www.citizen-id.com) which already took place in Abu Dhabi in 2008 and 2009, as well as the *Transportation Security Forum* (www.transportation-security-forum.com) and the *Asset Tracking Forum* (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.

ID WORLD Abu Dhabi will also include two special initiatives, the inaugural *Postal Innovation Conference* (www.postalinnovation.com) and the *NFC Academy Conference* (www.nfcacademy.com). Postal Innovation is the world's first forward thinking high-end technology congress offering a showcase of the most advanced technologies and applications aimed at improving postal and express shipping services. The NFC Academy Conference, established as a premier high-end technology initiative focusing on near field communication and its applications, returns to the region after its high profile launch in Abu Dhabi in February 2009. Full information can be found on www.idworldabudhabi.com

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