

ID WORLD Rio de Janeiro 2011 excels as first global event on ICT driven innovation in Latin America with unsurpassed government representation

- opening address from the DG Brazilian Ministry of Justice
- extended endorsement from the European Commission
- patronage communicated on opening day from the Chief of the Cabinet of Ministers, Argentina
- 16 senior government speakers from across Latin America
- top-level knowledge-sharing by speakers from five continents
- 191 conference delegates fire event's success

Milan, July 4, 2011 – Wise Media's inaugural Americas summit on security, mobility and traceability welcomed an outstanding line up of senior government dignitaries, end-users and ICT industry leaders from throughout Latin America and further afield at ID WORLD Rio de Janeiro on June 21 and 22.

As the first global event on ICT-driven innovation in Latin America, ID WORLD Rio de Janeiro created the impetus for stimulating debate and vision exchange and engaged top-level representatives from governments throughout the region – from the Caribbean to Argentina. The event furthermore facilitated direct interaction between a select community of high-profile decision makers in order to jointly shape the future of security, tracking infrastructures and citizen ID in the Latin American region.

Over the two days, influential leaders from both the public and private sectors took part in discussions focusing on ICT-driven innovation and the deployment of automatic identification technologies in Latin America and on the status of secure ID schemes in the era of global mobility. Government representatives from around the region included Aldenor De Souza e Silva, DG from the Ministry of Justice, Brazil; Lafayette Luiz Doogal de Andrada, Secretary of the Social Defense Secretariat, Brazil; Marcio Barbosa Moreira, Secretary of Interior from the Government of Argentina; Minister Marco Núñez-Melgar Maguiña from the Ministry of Foreign Affairs, Peru; Renato Da Silveira Martini, Director - National Institute of Information Technology, Brazil; Major Leandro Pavani Agostini Chief of Police, Sao Paulo, Brazil; Pedro Janices, Chief of the Cabinet Office, National Director - National Office of Information Technologies, Argentina; Marisol Castro Dobles, Director General, Civil Registry of Costa Rica and Ronald Covil, Director General, Office of National Identification, Haiti, as well as senior government officials from Guatemala, Panama, Uruguay and Ecuador.

Leading figures from further afield included Luigi Soreca, Head of International Affairs, Directorate General Home Affairs - European Commission, Bradford Wing, from the National Institute of Standards and Technology, USA, Tariq Malik, Deputy Chairman - National Database & Registration Authority, Pakistan and Chris Onyemenam, Director General, National Identity Management Commission, Nigeria.

CEOs representing the leading local players of the security and identification industries contributed to the debate and warmly supported the event, which has achieved the establishment of the first milestone in the ID WORLD roadmap for Latin America.

The exclusive formula of ID WORLD Events was brought to the Latin American region for the first time, creating top level networking opportunities and granting intimacy with key decision makers of today's major projects involving security, mobility and traceability technologies. Active participation within the ID WORLD community supported the creation of new relations to drive the Latin American market via the thought leadership of a world-class symposium for fostering smart technologies to achieve security and mobility.

Key topics debated throughout the two days ranged from traceability throughout the manufacturing, supply chain and retail sectors, secure IDs being instrumental for effective strategies to protect individuals' identities and privileges, to issues surrounding the necessity to develop channels for legal migration in order to leverage on the cross-border flow of people and keep security issues under control. Public-private-partnerships were also highlighted as being instrumental to support governments in carrying out today's ambitious tasks of enrolling their populations, including postal and government collaboration in areas such as e-services delivery and secure digital IDs. In addition, security and traceability strategies for protecting both people and assets were aired in the context of state-of-the-art ID solutions mooted by visionaries from around the world.

ID WORLD Rio de Janeiro 2011 also hosted a two-day exhibition with leading players in the region communicating their solutions for ICT-driven innovation application. The event was sponsored by Code Ciphers, EDAPS Consortium, Morpho, Gemalto, IntelCav and Datalogic.

ID WORLD Rio de Janeiro was the second leg in ID WORLD global journey, which began with ID WORLD Abu Dhabi 2011 in April and culminates with the celebratory tenth anniversary edition of ID WORLD International Congress being held in Milan from November 2 to 4, 2011.



Left: Marcio Barbosa Moreira, Secretary of Interior - Government of Argentina



Right: Minister Marco Nunez-Melgar Maguiña - the Ministry of Foreign Affairs, Peru



Left: Aldenor De Souza e Silva, Director General - Ministry of Justice, Brazil



Right: Luigi Soreca, Head of International Affairs - European Commission



An international audience from around the Latin American Region, as well as Europe, Africa, North America and Asia, packed the ID WORLD Rio de Janeiro conference hall



Chief of Sao Paulo Police, Major Leandro Pavani Agostini, visit the exhibits with senior government and end-user decision makers from the region involved in exploring and implementing security and traceability technology solutions

Comments from ID WORLD Rio de Janeiro

Tal Gilat, CEO, InkSure

"ID World Rio de Janeiro was a truly spectacular event. The summit attracted the highest quality professionals and I am glad I attended for both the knowledge and the networking."

Leandro Pavani Agostini, Chief of Police Sao Paulo, Brazilian Military Police

"I really appreciated the opportunity to participate in this great event. □ The organization, professionalism and dedication of the staff were excellent. Thank you and I hope to attend the next Wise Media event."

Rafal Brzoska, CEO, InPost, Poland

"I have attended ID WORLD in Rio de Janeiro with great hopes. Having the opportunity to network with colleagues and learn what's NEW and HOT in the Americas was great. It is a pity I had to leave the conference after the first day but look forward to coming next year."

Cristina Tello, Program of Modernization PRICEV (Process of Civil Registry and ID), Uruguay

"The experience was very rewarding, especially because it allowed me to be in one place and for 2 days, to learn about other countries' experiences and the available technology solutions to a problem I am currently working on. The conference gave me very good information for decisions that Uruguay should take in the coming months."

Bill Parnell, CEO, Datalogic

"A fantastic event. ID WORLD Rio de Janeiro was very professional especially considering this was the first congress to be held in Latin America."

Manuel Villamayor, Director Government & Secure Identification, NagraID

"I have attended a number of ID WORLD events in the different countries - and then continents - over the years and definitely see that the important success landed by ID WORLD Rio de Janeiro at its inaugural edition, means it is likely to become Wise Media's most rapidly growing and perhaps biggest event in the future. Latin America is clearly embracing the opportunities offered by the very different formula brought to the region by the ID WORLD community."

Tom Miller, Director, Stuart & Deville

"It was a tremendous first time event. The quality of the attendees and the presenters was exceptional. The event was organized well and the topics that were selected were of high interest. One thing that stood out was that more people than usual stayed around and participated in the sessions until the end. In particular I attended and participated in the Postal Innovation session and the speakers were particularly good and well informed. There was also good audience interaction and feedback in the sessions I attended."

Linda Amaya de Moran, Head of State Family Records, El Salvador

"My experience at this successful event was important in many respects – particularly being able to discover how countries like Nigeria have advanced technology, security and human rights policies surrounding the issue of identity and identification. My thanks for your support - my participation has been a pleasant and rewarding experience."

Tariq Malik, Deputy Chairman, National Database & Registration Authority, Pakistan

"Thinking globally requires acting as per local market dimensions. ID WORLD Rio de Janeiro has opened a new window of opportunity to network with our Latin and South American ID community and understand the market. I congratulate ID WORLD for opening a new horizon for NADRA."

Ronald Covil, Director General - Office of National Identification, Haiti

"ID WORLD Rio de Janeiro offered a way to keep in touch with all innovations and new technologies in the sector of identification. There were good networking opportunities that we could create between several actors and partners."

Celio Ribeiro, Executive President, ABRID, Brazil

"ID World Rio 2011 definitely came up to my expectations. The conference was full of good and respected companies. All the speeches were rich in knowledge and experienced participants. The topics discussed are very relevant for all the countries nowadays and I wish the time for each speech was a little longer, so we could have discussed and shared more ideas and information. I look forward for the next ID World conference and hopefully it will be held in Brazil again."

Michael Hegenbarth, Senior Director Standardization & Consulting, Bundesdruckerei

"Congratulations to the ID WORLD team for a successful event in Rio. Wonderful! Thank you so much for letting me contribute to your fine conference!"

Eitan Avni, Director Americas, KSW Microtec

"KSW Microtec was pleased with the ID World Rio de Janeiro presentations and quality of attendees many of which are focused on eID in Latin America. The conference offered a new and remarkable platform for networking and exhibition purpose to share visions and trends in the Latin American high security market for reliable contactless components. The organizer team provided excellent support all the time."

About ID WORLD Rio de Janeiro

ID WORLD Rio de Janeiro 2011 - the annual Americas Summit on security and mobility, took place in Rio de Janeiro, Brazil on June 21 – 22. Centered in Brazil, ID WORLD Rio de Janeiro attracted high level governmental representation from across Latin America and beyond, with senior government, end-users and leading players convening to share their insight and experiences with industry leaders from the world of security, mobility and traceability. Full information www.idworldriodejaneiro.com.

Discussions will continue at the 10th ID WORLD International Congress in Milan, Italy on November 2-4 (www.idworldonline.com).

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