

Key dates

Exhibition:

Stand booking:

- Loyalty discount: until 30 September 2010
- Early-bird discount: until 31 December 2010

Conferences:

Call for papers (speaking opportunities): starting September until December 2010

Asian SESAMES Award:

Application from November 2010 to 15 January 2011

Practical information:

29 March 2011:

- 4:00 pm > Asian Card Summit, opening conference
- 5:30 pm > Asian SESAMES Award ceremony
- 6:00 pm > Cocktail

Exhibition and conferences:

29 March 2011 – 2:00 pm to 5:30 pm

30 March 2011 – 9:30 am to 5:30 pm

31 March 2011 – 9:30 am to 5:30 pm

They participated at the first edition:

- | | | |
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| <ul style="list-style-type: none"> • ADVANCED CARD SYSTEMS Ltd • APOLLO COLOURS Ltd • ARH Inc. • ARM • ASK • ATLANTIC ZEISER GMBH • ATMEL • ATT ADVANCED TRACK & TRACE • BARNES INTERNATIONAL LIMITED • BEIJING HUAHONG IC DESIGN Co., Ltd • BG INGENIERIE • BUNDESDRUCKEREI GMBH • C & C SECURITY PRINTING CO., Ltd • C.T. LAY • CARDEL LTD • CARDS NOW ASIA & PASS AGE NOW • CARDS TECH & SECURITY • COPIT-ECC • CEC HUADA ELECTRONIC DESIGN • CENTRO GRAFICO DG • CFC INTERNATIONAL CORPORATION • CHINA ELECTRONICS CORPORATION (CEC) • CHINA ELECTRONICS SMART CARD CO Ltd • CHINA INTERNATIONAL SMART CARD ASSOCIATION • CHINA NATIONAL IC CARD PRODUCTS • CHINA NATIONAL IC CARDS QUALITY • CHINA NATIONAL RFID PRODUCTS QUALITY • CHINA TELECOM • CHINA UNICOM • CIITA • CLEAR2PAY • CREATOR (CHINA) TECH CO Ltd • CROSS MATCH TECHNOLOGIES • CRYPTOMATHIC • DATA SECURITY SYSTEMS SOLUTIONS PTE Ltd • DATACARD GROUP • DE LA RUE HOLOGRAPHICS • DIGITAL CHINA HOLDINGS Ltd • DIGITAL IDENTIFICATION SOLUTIONS Pte. Ltd | <ul style="list-style-type: none"> • EASTCOMPEACE SMART CARD • EMPEROR TECHNOLOGY • EVOLIS • FARGO TELECOM ASIA Ltd • FIME • FORTUNE CARD-TECH Ltd • FOSTER + FREEMAN Ltd • FUTURE CARD • FUTUREX • GOLDPAC DATACARD SOLUTIONS CO Ltd • GREAT AND GOLD CARD SYSTEM Ltd • GUANGZHOU SANTUO IDENTIFICATION TECH CO Ltd • HENGBAO CO. Ltd • HPS - HIGHTECH PAYMENT SYSTEMS • HUADA ZHIBAO • HUECK FOLIE • HW SANDS CORP • ICC SOLUTIONS Ltd • IDEX • INFINEON TECHNOLOGIES • INTEGRALE SOLUTIONS • INTERPOLARIS PTE Ltd • INVENGO INFORMATION TECHNOLOGY • ISOLANE / EURINTEL • K LASER TECHNOLOGY INC • KBA METRONIC AG • LEONHARD KURZ STIFTUNG & CO KG • M.POS Ltd • MAOSCO LTD (MULTOS) • MASTERCARD WORLDWIDE • MAXIM INTEGRATED PRODUCTS • MICROPROSS • MIKOO • MIP • MUEHLBAUER AG • MULANN • MULTI-FUNCTIONAL CARD APPLICATION • MULTOS INTERNATIONAL • NANOMATRIX INTERNATIONAL | <ul style="list-style-type: none"> • NATIONZ TECHNOLOGIES • OASYS TECHNOLOGIES Ltd • OVD KINEGRAM AG • PAV CARD • PAX TECHNOLOGY Ltd • PGP GROUP LIMITED • PRADOTEC CORPORATION SDN BHD • PROOFAG • PYRAL S.A.S. • RAISONANCE • RFID CHINA ALLIANCE • SAFENET • SHANGHAI CHINA CARD SMART CARD Co., Ltd • SHANGHAI EXPO TICKETS OF HUAHONG CHIPS • SHANGHAI SECURITY PRINTING Co., Ltd • SHENZHEN KAIFA TECHNOLOGY CO Ltd • SHENZHEN XINGUODU TECHNOLOGY CO Ltd • SMARTMATIC • SOLIATIS • SONY CORPORATION • SOPHOS • SPECTRA TECHNOLOGIES HOLDINGS Co. Ltd • STMICROELECTRONICS • TATWAH SMARTECH Co., Ltd • THE STATE RADIO MONITORING - TESTING CENTER • TODOS • TOSHIBA CORPORATION 20D • TRUEB AG • TWINLIX CORPORATION • UBIFRANCE • UBIVELUX • UJINT • VERIFONE • WATCHDATA SYSTEM Co Ltd • WELLKING CHINA • WITHAM LABORATORIES • WUHAN HUAGONG LASER ENGINEERING CO Ltd • ZEBRA TECHNOLOGIES |
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(as of June 2010):



All updated information on www.cartes-asia.com

An event organized by
comexposium

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Public Company with a share capital of 60,000,000 euros
Nanterre Trade & Company Registry # 316 780 519



CARTES in Asia 2011

2nd edition

an event by:



29-30-31 March 2011
AsiaWorld Expo - Hong Kong
www.cartes-asia.com



Instant access to Asia-Pacific cards market!

Cards & Smart Cards • Contactless technologies • Transactions • Payments solutions, e-transactions
Personalization, printers • POS, card readers and terminals • Software, applets • Components, IC's • Digital Security
Identification, authentication • Testing tools and measure.

Edito



Slobodan PETROVIC
Exhibition Director

Right from its first edition, CARTES in Asia has taken its place among the major events dedicated to smart technologies worldwide, confirming the high potential of the Asia-Pacific market.

A total of 116 exhibitors showcased their latest innovations in smart cards, RFID and security solutions, to over 2,800 professional visitors who attended the show and conferences.

As a regional hub and strategic location for business, exhibitors and visitors have confirmed that Hong Kong is the perfect location to host CARTES in Asia. Major regional associations, authorities and local development agencies have already renewed their support for the next edition.

We have high expectations regarding this 2nd edition: a larger exhibition area and extended opening to 2 ½ days, starting at 2pm on Tuesday 29 March. As in 2010, the Asian Card Summit, opening conference, will take place at 4pm on the first day, and will be followed by the Asian SESAMES Award ceremony together with a networking cocktail. The conference programme will also be strengthened with new key topics covering the latest trends and visions for smart technologies for the Asia-Pacific region.

We will emphasize our promotion campaign in order to attract more high-quality visitors from all the APAC countries in the banking, telecom, transportation and security sectors.

CARTES in Asia offers exhibitors easy way to participate at the event at a reasonable cost, with the option of turnkey stand solutions, special hotel deals...

We look forward to welcoming you in Hong Kong next March!

Exhibitors

The whole digital security and smart card industry is represented:

- Machinery
- Testing
- System integrators
- Hardware manufacturers and software editors
- Service providers

Specialists in:

- Transactions processing
- Payments systems
- Solutions and equipments for retail
- Providers of smart cards and SIM cards for new businesses in the mobile industry
- Public transport solutions or fulfilment programs
- Identification solutions

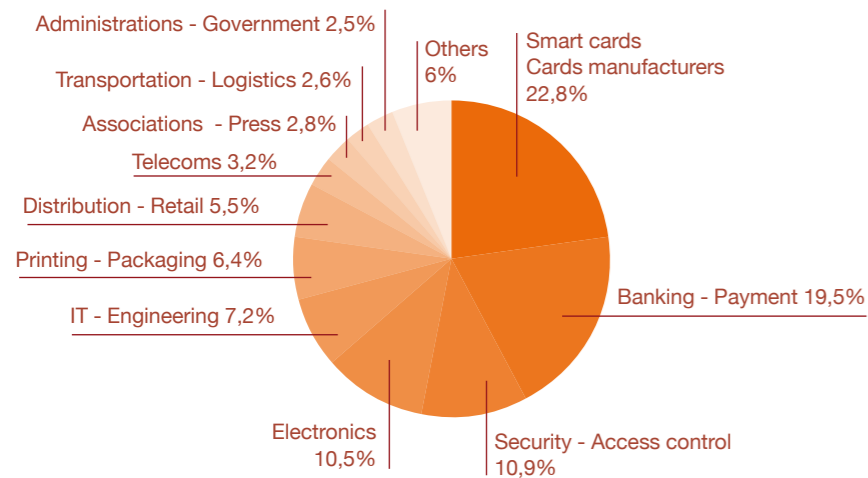
> 83% of the exhibitors were satisfied of their participation at the first edition.

> The CARTES reputation and the location in Hong Kong were the major reasons to participate.

> 170 exhibitors expected in 2011

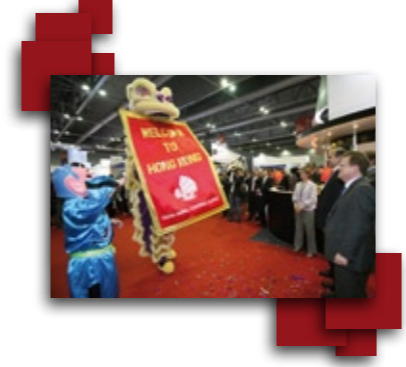
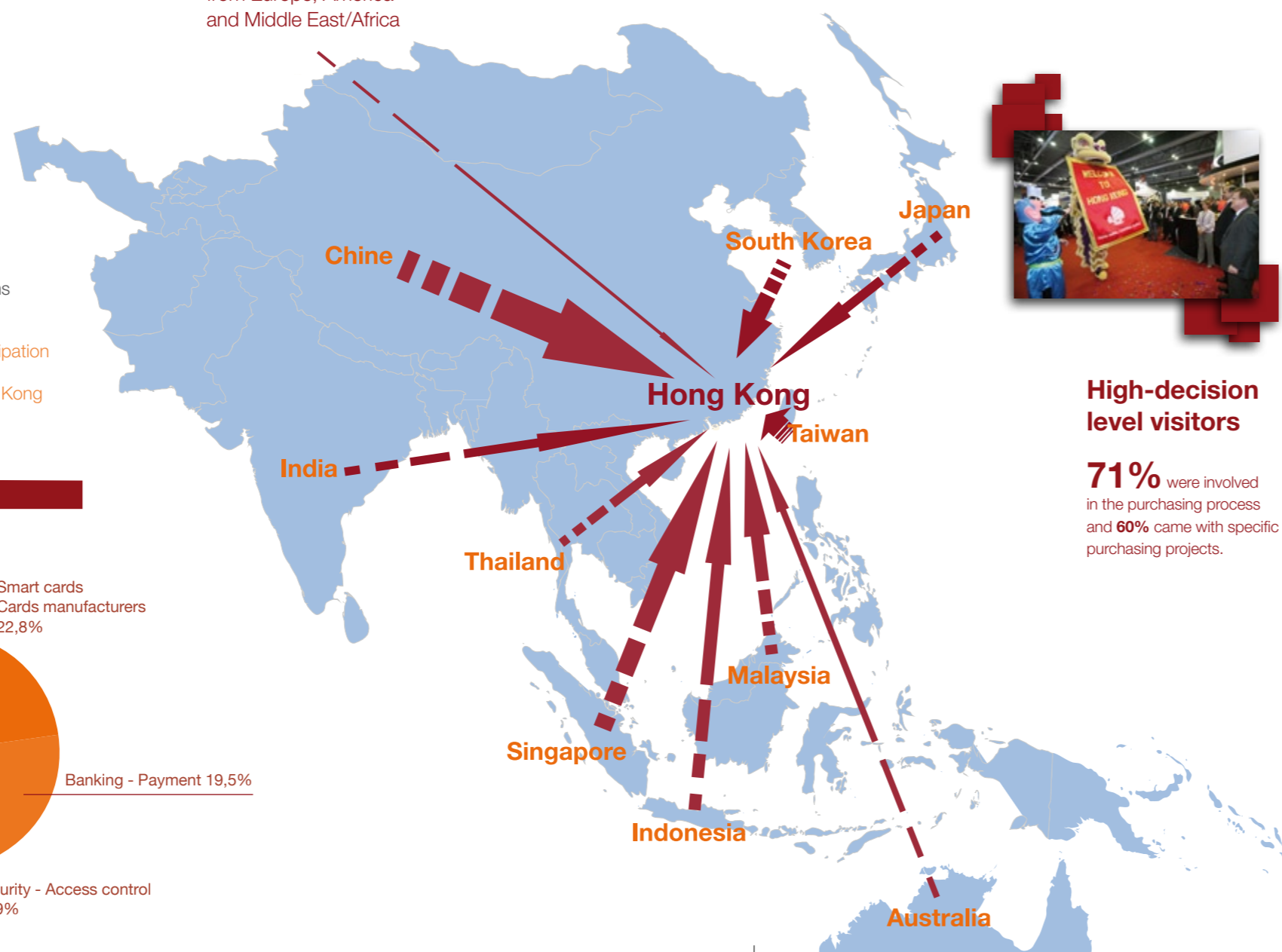
4,000 visitors expected

BUSINESS SECTORS



9,5%
from Europe, America
and Middle East/Africa

90,5%
from Asia



High-decision level visitors

71% were involved in the purchasing process and 60% came with specific purchasing projects.

Great opportunities to communicate

The CARTES in Asia conferences

- 3 conferences per day on:
 - Payments, contactless, banking services
 - Identification, transportation
 - Telecoms, mobile services

Experts and market specialists delivering their knowledge to decisions-makers on international innovation and new market opportunities, with special conferences on key issues in the Asia Pacific region. With end-users & card issuers coming to comment marketing and technical successes in the region.

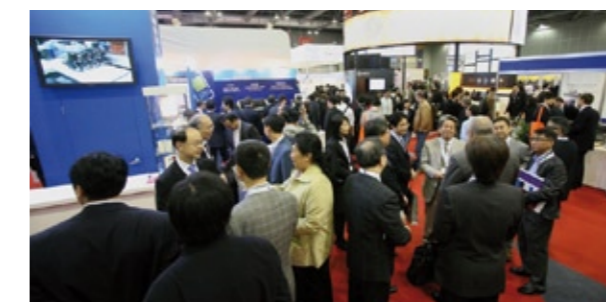
■ **Exhibitors workshops** : benefit from a 45 mn conference to explain your products and services to a qualified audience.

■ **The Asian SESAMES Award** aims to reward the best innovative technological application developed for the Asian Pacific market in the field of smart cards, digital security, identification, secure transactions, and contactless. The competition is open to all companies operating in the sector and the jury is composed by experts from the industry. Do not miss this opportunity to show your innovation!



Multi-channel promotion campaign

- Advertising campaign in specialized and regional business magazines
- Press relations covering all Asian countries and worldwide press releases
- More than 50,000 invitation cards distributed
- A dedicated website in English and Chinese
- A network of local and international partners (media, associations, agents)



« CARTES in Asia is a must-attend event for any company serious about doing business in security, smart technology or RFID in the Asian market, »

Gilbert Leung, Sales Director,
Advanced Card Systems

The potential of Asia-Pacific market:



• **In China**, the total sales volume of smart cards should reach around 3 billion units by 2012, with annual growth of 14% during 2010-2012.



• **In Japan**, total sales of 450 million smart cards forecasted in 2012, annual average growth of 22.5%.



• **The Indian** smart card market should reach 1.2 billion units by the end of 2012 at a CAGR of over 20%.

Telecom and SIM cards, banking through contactless payments and EMV migration, transportation and ID, multiple function cards: CARTES in Asia will enable you to reach the key local users and partners all in one shot!

Source: RNCOS

Hong Kong: a strategic location to reach the APAC market

- Visa-free entry to citizens from more than 170 countries
- No taxes on exhibition products
- High level infrastructure for hotels and transportation
- Great accessibility with unrivalled aviation hub
- A much appreciated destination to mix business, tourism and leisure

