



# Trust in the Digital World: Enabling the Economics of Trust

7-8 April 2014

David Goodman  
Chairman, eema

*Wien ist anders ...*





**eema** is a Europe association for professionals to meet, network and define best practice in the areas of identity management and security

**eema** is a non-profit organisation registered in Brussels with 1500 member representatives drawn from:

**Multi-national** end user organisations including Volvo, AIB, European Commission, Hoffmann la Roche, Total, Visa, SWIFT, Rabobank, ING, InenTrust

**Corporate** members including Microsoft, HP, IdenTrust, Verizon, NETS, Everett, Fraunhofer, KPMG, Blackberry, Deloitte, Consult Hyperion, Experian

Service providers, consultancies, academia, local, national and European governmental agencies

# the european identity and security association



Conferences, thought leadership seminars and workshops

Bi-monthly EEMA Online publication

PR and dissemination activities

Partners include:

ENISA, OECD, BCS, TDL, Lsec, TeleTrusT, ECP.nl, Chamber of Commerce, CEN/ETSI, Digital Policy, ITU, Alliance, e-Forum, FAIB, FEDICT, IDESG, ISC2, United Nations, Oasis, SANS, SECEUR, GSMA, OIX

*“**eema** is a network with access to a unique and unequalled range of organisations, companies and individuals”*

membership activity



**SSEDIC** – Scoping the Single European Digital Identity Community

**STORK 2.0** – Large Scale Pilot for e-ID interoperability between Governments

**FUTURE eID** – Shaping the future of electronic identity

**Cloud for Europe (C4E)** – Public sector pre-commercial Procurement in the Cloud

*35 Partners – 19 Countries  
Three year project – concluding Dec 2013  
To prepare a strategy for a proposed Single European Digital Identity Community*

*CIP-ICT-PSP-2011-5 Project  
58 Partners, 21 Countries  
Three year project – Started May 2012*

*FP7-ICT-2011-8 Project  
19 Partners, 11 Countries  
Three year project – Started October 2012*

*FP7-ICT-2011-8 Project  
11 Partners, 8 Countries  
Three year project – Started April 2013*

**ec projects (current)**



Strengthen the interaction between industry, government, policy makers and knowledge institutes

Disseminate the work of the TDL and eema ecosystems and refresh the ecosystem with new content

Provide a platform to influence government and industry

Connect relevant EC projects to stimulate coherence

Project our vision, strategy and content to “non-members”

trust in the digital world 2014



**mcc**, a leading EMEA marketing agency specialising in press and PR, MCC has successfully managed press outreach for eema and ISSE since 2003



**Austria Pro**, the network for IT companies, R&D and educational institutions

**eu.Wien.at** strengthening regional competitiveness & integrative urban development

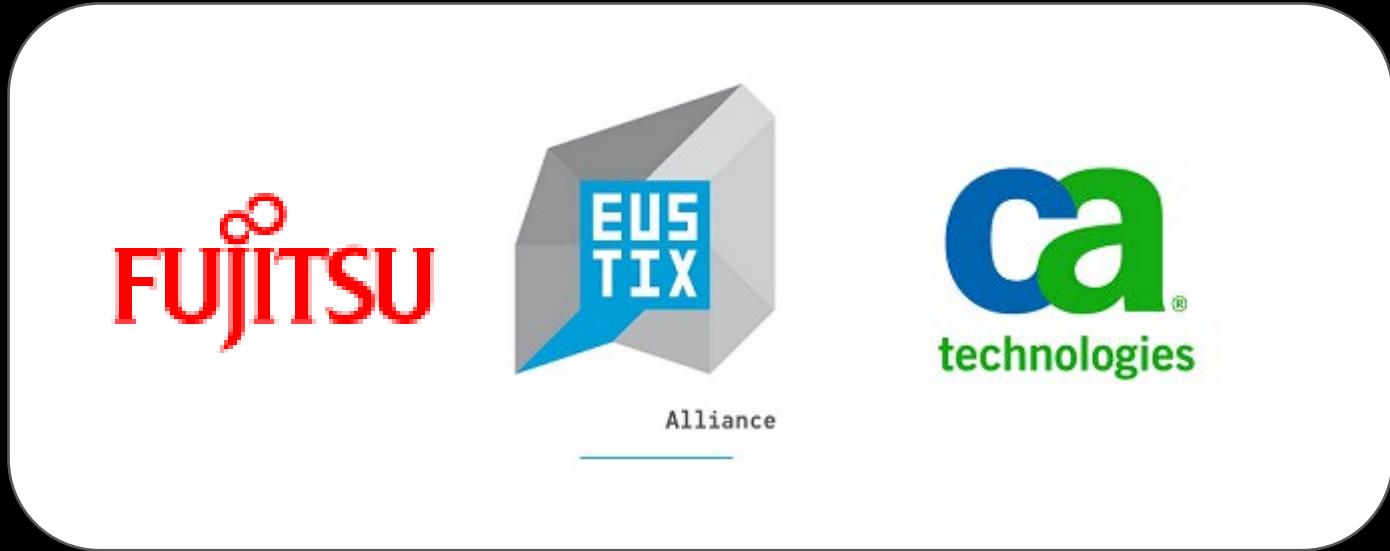


**enisa**, the European Network and Information Security Agency, Centre of Excellence for the EU Member States and EU Institutions in Network and Information Security.

**Vienna Business Agency**, the chamber of commerce for businesses and professionals in Austria

**TeleTrust**, the German IT Security Association.

to our event partners ...



trust in the digital world 2014 supporters



... thank you!





- 09:30 Opening Plenary Session
- 10:45 Tea / Coffee / Networking
- 11:15 Plenary Panel – The Economics of Trust
- 12:45 Lunch / Networking
- 13:45 Building trust in the Cloud  
Identity management  
Cybersecurity standardisation  
Building up an eco-system
- 15:45 Tea / Coffee / Networking
- 16:15- Smart Cities  
18:15 eAuthentication  
eidentity  
Regulation and legal aspects
- 19:15- Drinks and networking  
22:00 reception in City Hall of Vienna



### Key themes:

- Cloud
- Identity
- Cyber security
- Building an ecosystem
- Regulation & legal aspects
- Smart cities

# trust in digital world 2014 – day 1

2014 **speakers** include:

- 09:00 Opening Plenary Session  
10:15 TDL Sprint competition – presentation from winner  
**10:30 Tea / Coffee / Networking**  
11:15 NIS  
Trusted personal data management  
Privacy  
Achieving the trust paradigm shift  
**12:30 Lunch / Networking**  
13:30- eHealth  
15:00 Applications of cryptography – the new attacker model  
SSEDIC 2020

Zoran Stancic,  
Deputy Director-General, DG CONNECT,  
European Commission  
Martin Sprengseis  
COO, Bluesouce  
Professor Reinhard Posch  
CIO, Federal Government Austria  
Ronny Bjones  
Director, Microsoft  
Dr Gregory Neven  
Research Scientist, IBM  
Stefan Bumerl  
CEO, Cryptas  
Professor Bart Preneel  
KU Leuven  
Jacques Bus  
Secretary General, Digital Enlightenment Forum  
Ghassan Karame  
Senior Researcher, NEC

trust in digital world 2014 – **day 2**



enjoy!

Join us at **eema**'s 27<sup>th</sup> Annual Conference  
"Digital Enterprise Europe"  
London, 10/11 June 2014