



Cartes in Asia Media Contact:

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Press Release
Hong Kong, January 15, 2010

Prestigious Asian SESAMES Award for Smart Technologies Innovation to Debut at Inaugural CARTES in Asia

In recognition of Asia's rising pre-eminence in the innovation and application of smart technologies, the inaugural CARTES in Asia will debut Asian SESAMES Award, an Asian edition of its CARTES in Paris' prestigious SESAMES Awards. The Asian SESAMES Award will honour an enterprise that has successfully created a leading edge smart technology application in Asia. In its fifteenth year, the SESAMES Awards has become a key part of one of the industry's leading events, the annual CARTES smart card and identification conference in Paris, which celebrates its 25th anniversary in 2010.

The Asian SESAMES Award will be presented to the best project from a variety of smart technologies categories. These categories encompass cards, tokens, chips, electronic components, terminals, automaton, readers, manufacturing, printing material, and more in transport, payment, security and identification applications. The SESAMES Awards represent a nonpareil seal of approval in smart technologies innovation and are regarded as global standards by card manufacturers and related companies.

"The launch of CARTES in Asia is strong testimony to the increasing importance of Asia in the smart technologies industry. The introduction of the Asian SESAMES Award demonstrates our commitment to support technology innovation within Asia's smart card sector and a recognition of the value that Asian smart technologies innovators add to businesses in particular and to the economy and society as a whole," said Michael Weatherseed, CARTES Events Director.

"The company thus honoured will have delivered a breakthrough in the card industry bringing significant benefits to users in many businesses and/or the general public," Weatherseed added.

The Asian SESAMES Award is a unique opportunity for companies in Asia to showcase their technology and business achievements to delegates attending from across the region and around the world looking for new solutions. A panel of industry experts will serve as judges to select the winner.



The entries for the Asian SESAMES Award may concern a prototype, product or service already on the market. Parties interested in applying are required to submit a completed entry form on <http://www.cartes-asia.com> before 12 February 2010. The Asian SESAMES Award Ceremony will take place after the opening conference of CARTES in Asia on 16 March 2010 in Hong Kong at AsiaWorld Expo.

24 years of experience in high level and international card business events

Since 1986, CARTES has promoted card technologies and presented the main market trends and innovations through the most appropriate forms including conferences programme, SESAMES Awards, animation areas, specific exhibitions and demonstration areas. By analysing its exhibitors and visitors' requirements, the CARTES team has developed the event year after year to become a leading brand and the industry worldwide reference. Leveraging the organisational experience and smart technology industry knowledge, the CARTES in Asia team is committed to replicate the success at this regional event.

Strong partnerships with main regional media and associations

CARTES in Asia will benefit from the strong support of major regional associations, authorities and local development agencies to gather all the components of the smart technology value chain in the Asia Pacific region.

For more information: www.cartes-asia.com

About CARTES in Asia

Date:

- Opening conference and Asian SESAMES Award ceremony: **16 March 2010**
- Exhibition and conferences: **17 & 18 March 2010**

Place: Hong Kong - AsiaWorld-Expo

Organiser: Comexposium

Website: www.cartes-asia.com