

Cyber Security & Cloud Expo 2020

Continuing to focus on customer orientation

On 1-2 July, a number of projects will provide the latest Cyber Security solutions at the ITEA booth at the Cyber Security & Cloud Expo that will take place in the RAI Amsterdam in the Netherlands. This event provides a perfect opportunity for our project partners to present their results to potential customers and for other attendees to discover the latest trends and developments in the cyber security solutions domain. And the ITEA booth will be the place where the impact of innovation will be showcased!



CYBER SECURITY & CLOUD
EXPO **EUROPE 2020**

As customer orientation represents a strong success factor for the impact of R&D projects, ITEA targets several customer-oriented events in its new event approach. After a fruitful/valuable participation in the Smart City Expo World Congress showcasing twelve ITEA projects last year, this year ITEA will continue the implemented pathway to success and participate in the Cyber Security & Cloud Expo with a set of thematic projects:

- AutoDC
- CitiSim
- CyberFactory#1
- DEFRAUDify
- MERgE
- PARFAIT
- TESTOMATproject
- XIVT
- MEDICYNE (Eurostars)

Cyber Security & Cloud Expo – explore the security needs of future technology

The Cyber Security & Cloud Expo Europe 2020 will host two days of top-level discussions around cyber security and cloud, and the impact



they are having on industries including financial services, healthcare, insurance, energy, government, automotive and more. Co-located with the IoT Tech Expo, AI & Big Data Expo, 5G Expo and Blockchain Expo, the exhibition provides a great opportunity for networking, learning and discovering opportunities across the entire ecosystem. 8,000 attendees are expected to congregate from across the world including Chief Information Security Officers (CISOs), Heads of Innovation and Technology, IT Directors, Security Professionals, Start-ups, OEMs, Government, Operators, Technology Providers, Investors and many more.

The conference agenda will tackle real issues faced by CISOs and security professionals today as modern enterprises evolve, as well as showcase the most innovative and important developments in the security solutions market. ITEA and the project partners will have a prominent role at this event with speakers in different sessions and an eye-catching booth at the main entrance of the exhibition. There will be plenty of opportunity to match challenges and solutions.

Discover Cyber Security innovation

To further strengthen the customer orientation and the exploitation of innovations developed by the industrial partners within the projects, ITEA will again organise 'Innovation Discoveries' at the ITEA project booths, which are dedicated guided

tours based on a customer's need. The target is:

- to understand the customer's innovation challenges;
- to identify some unique results developed by the attending projects that can contribute to solving these challenges; and
- to help the customer exploit the ITEA innovations presented by the industrial partners who will be present during the event.

Come visit us!

The ITEA stand, at the entrance of the Cyber Security & Cloud Expo, will be the place to understand the latest innovation trends focused on key challenges in the Cyber Security and Cloud domain, like:

- Financial Crimes
- The Rise of Multi-Cloud Computing
- Third-Party and Supply Chain Attacks
- Shortage of Cybersecurity Professionals
- More Sophisticated Phishing Exploits
- Cyber Attacks on the Grid
- Personal Attacks
- State-Sponsored Attacks
- IoT and Autonomous Systems
- Smart Health Devices and EMR

We look forward to meeting you there!

More information

<https://itea3.org/cyber-security-cloud-expo-2020.html>