CYBER SECURITY & CLOUD EXPO
EUROPE

Keeping the focus on customer orientation

The Cyber Security & Cloud Expo 2020 was moved entirely online due to COVID-19 but we are very pleased to announce that the event returns in full physical format this year. On 23-24 November, ITEA will be present at this expo together with a set of ITEA projects that will showcase the latest Cyber Security solutions in the RAI Amsterdam, the Netherlands. This event provides a perfect opportunity for the 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.

As customer orientation represents a strong success factor for the impact of R&D projects, ITEA targets customer-oriented events in its event approach. After a fruitful participation in the Smart City Expo World Congress showcasing twelve ITEA projects in 2019, this year ITEA will continue the implemented pathway and participate in the Cyber Security & Cloud Expo 2021 with a set of thematic projects:

› CyberFactory#1
› DEFRAUDify
› PARFAIT
› SCRATCh
› TESTOMAT Project
› XIVT

Cyber Security & Cloud Expo – Explore the security needs of future technology
The Cyber Security & Cloud Expo 2021 will host two days of top-level discussions around Cyber Security and Cloud, and the impact they are having on industries including manufacturing, transport, supply chain, government, legal sectors and financial services, energy, utilities, insurance, healthcare, retail and more. Co-located with the IoT Expo, AI & Big Data Expo, 5G Expo and Blockchain Expo, the exhibition provides a great opportunity for networking, learning and discovering opportunities

Cyber Security & Cloud Expo 2021

across the entire ecosystem. 5,000 attendees are expected to congregate including Chief Information Security Officers, Chief Security Architects, Heads of Information Security, Chief Compliance Officers, Privacy Officers, Data Protection Specialists and many more.

The conference agenda will tackle the real issues CISOs and security professionals are facing today as modern enterprises evolve. We're showcasing the most innovative and important developments in the solutions market, with a focus on collaboration and supporting the security community.

ITEA and the project partners will have a prominent role at this event with a booth (nr. 140) 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 booth, which are dedicated guided tours based on a customer's need. The target is:

> to understand the customer's innovation challenges;
> to identify the 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 booth will be the place to understand the latest innovation trends focused on key challenges in the Cyber

Security and Cloud domain. The current ITEA Cyber Security solutions focus on the following key challenges:
> AI tools
> Fraud analysis and detection
> IoT security
> Optimisation and resilience of the Factories of the Future (FoF)
> Personal Data Protection
> Personal Attacks
> Test Automation
> Variant testing

We look forward to tasting the spirit and energy of a physical event again with visitors, exhibitors and their solutions. We hope to meet you there!

More information
https://itea4.org/cyber-security-cloud-expo-2021.html