

The 5th Integrated Security Conference & Expo/ The 4th Storage Solutions World

April 11, 2008 Hong Kong

Hong Kong Convention & Exhibition Centre

Event Brief



Enhancing Security and Storage Management Strategies for Year 2008

Market Information

According to HKPC, the McAfee-commissioned survey covered the endpoint security status and trends in the SAR, the extent of computer intrusions at end-user level, the level of information security awareness, technologies adoption, and the strategy employed for endpoint security. HKPC interviewed 1,000 companies in October 2007.

The survey found that 43.4% of the respondents were hit by computer viruses in the past 12 months, while 18.0% and 5.7% suffered from spyware and hacking attacks respectively. Despite this, close to 48% of these companies didn't install anti-spyware or personal firewall in their computers while another 30.9% failed to patch software vulnerabilities on a regular basis.

Another key finding from the survey indicated that "intrusion prevention systems" (21.4%), "integrated security software" (29.6%), and "network access control" (30.4%) – tools that commonly deal with endpoint security - as the three least applied IS technologies by the companies.

Roy Ko, principal consultant, Information Technology Industry Development, at HKPC said the findings exposed serious flaws on endpoint security among local companies such as a lack of control over endpoints, and management's failure to learn from past mistakes and take remedial actions.

"It is worrying that the security measures taken were neither satisfactory nor adequate. Allowing this situation to continue will increase companies' vulnerability to severe operational disruptions and heavy financial losses," said Ko.

HKPC strongly urges companies to understand the impact of endpoint security to their organizations, apply the necessary security measures, and allocate adequate resources to implement them.

Source: http://www.hkpc.org/html/eng/industry_survey/software/endpoint.jsp

Security Services 2007 – 2011 Forecast and Analysis

According to IDC's featured research, In 2006, the Asia/Pacific (excluding Japan) or APEJ security services market grew to US\$1.13 billion up 11:1% from US\$1.01 billion in 2005. Currently, IDC notes that while security is a key priority area of focus for CIOs, the reality is that much of the work that is being offered around security services is more reactive rather than proactive. When intrusion occurs, a virus attacks, or a legacy security system fails, experts are called in to fix the issue – after financial losses have been incurred.

Source: Eugene Wee, IDC – Featured Research, Aug 2007, Doc #AP227103P

"Security spending are the next golden egg for many managed services providers," says Adrian Dominic Ho, research manager, Managed Services and Enterprise Networks, IDC Asia/Pacific. "The challenge now is for them to persuade companies to outsource a larger portion of their security services currently being done in-house. Service providers that are able to do so will definitely be richly rewarded.



Enhancing Security and Storage Management Strategies for Year 2008

About The 5th Integrated Security Conference & Expo/

The 4th Storage Solutions World

Network security and information management are always the top concerns of federal IT executives in today's information overloaded community. CIOs and other high-level network executives are in the pivotal position to assume this powerful role. In view of this, the 5th Integrated Security Conference & Expo/ The 4th Storage Solutions World aims to gather the experienced IT professionals with the most critical and relevant technical and strategic knowledge they can apply in today's ever-changing business environment. Topics cover a range of subject areas including: Technical, Compliance, Emerging Threats, Business Continuity Plan and Disaster Recovery, Homeland Security, Data Backup and Protection, and Professional Development.

Recognized as Asia's leading security and storage event, the 5th Integrated Security Conference & Expo/ the 4th Storage Solutions World is going to be held in Hong Kong, 11 April 2008. The 5th Integrated Security Conference & Expo/ 4th Storage Solutions World is the perfect environment for to exchange the new market insights, share the new services or solutions, source the latest technology advances and where they can take the opportunity to evaluate all the latest offerings in the market in a single platform.

Event Objectives

- ❖ Provide a platform for technology experts to discuss on current and future trends for 2008
- ❖ Help drive knowledge and adoption of enabling technologies in international markets
- ❖ Source new supplies for new product features for organizations
- ❖ Learn the ways to ensure compliance with changing regulations
- ❖ Opportunity to build and strengthen relationships with top-level executives
- ❖ Get on-the-spot answers to the challenges

Who Will Attend

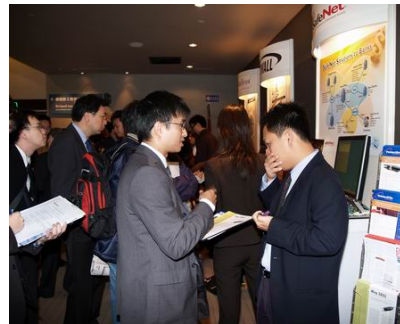
- | | | |
|-------------------------|------------------------------------|----------------------------------|
| ✓CEO | ✓Information Security Technician | ✓Director of Information Risk |
| ✓CTO | ✓Network Operations Manager | ✓Data Security Engineer |
| ✓CIO | ✓Network Analyst | ✓Network Engineer Director of IT |
| ✓CSO | ✓Director of Strategic Planning | ✓Network Security |
| ✓IS Director | ✓Principal Engineer | ✓Analysts |
| ✓ISO Support Specialist | ✓Director of Systems & Programming | ✓Director of Computer Services |
| ✓Computer Specialist | ✓Director of Technical Services | ✓InfoSec Specialist |



Enhancing Security and Storage Management Strategies for Year 2008

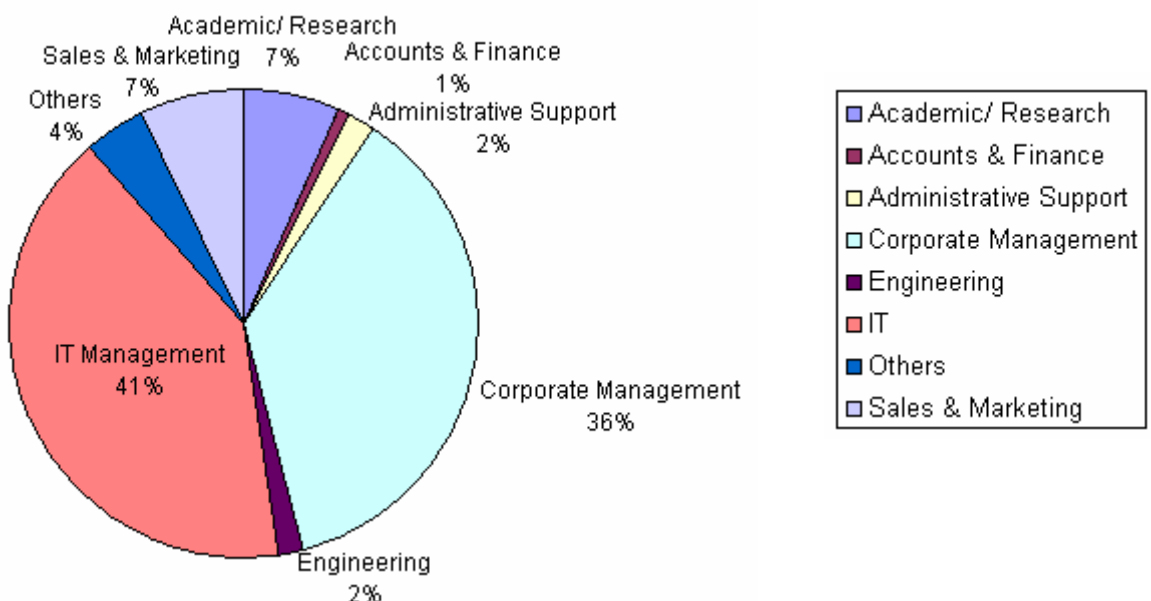
Conference & Expo Themes

- System & Network Security
- Wireless Security
- Intrusion Detection & Prevention
- Web Services Security
- Encryption Technology
- IP Security & VPN
- Security and RFID
- Biometrics
- Legal Advice
- Storage Security Solution
- Network Storage
- Storage Resource Management
- Storage Virtualization
- Tiered Storage
- Information Lifecycle Management
- Disaster recovery real-life back up
- Regular compliance archive tools



Expected Number of Attendees: 600

Attendee Breakdown by Job Title - Hong Kong



Participating Companies in 2007 – Hong Kong:

Company Name	Title
AEON Credit Services (Asia) Co. Ltd.	Manager, Quality Assurance
Airport Authority Hong Kong	Senior IT Manager, Technical Planning
AXA China Region Insurance Co., Ltd.	Regional Manager, IT Security
Baxter Healthcare Ltd.	System Analyst
Bossini Enterprises Ltd.	Technical Manager
Canon Hongkong Co., Ltd.	Vice President
Cathay Pacific Airways Ltd.	IT Services Lead
China Construction Bank (Asia) Corp	Vice President
CITIC Pacific	Deputy GM – Group IT Services
CLP Power HK Ltd.	IT Project Office Manager
Colliers International	Director of Information Technology
Convey Group	Director
Dah Sing Bank Ltd.	System Security Manager
EMSD, HK Government	Electronics & Data Comm. Manager
Environmental Protection Dept, HKSAR	Assistant IT Manager
Getz Bros. & Co. (HK) Ltd.	Controller
Goldman Sachs	Systems Associate
Hang Seng Bank	Head of Operational Risk
HK International Terminals Ltd.	Senior Officer, Operations Dev. & Tech.
Hong Kong Baptist University	Senior IT Officer
Hong Kong Tourism Board	Manager, Systems
Hospital Authority	System Manager
HSBC	IT Project Manager
Hutchison Whampoa Ltd.	Head of Information Security
K Line Logistics (HK) Ltd.	Senior MIS Manager
KCRC	IT Manager
MTR Corp.	Information Security Manager
Octopus Cards Ltd.	Senior Manager, System Architecture
The Dairy Farm Company	ISMS Manager
The HK & China Gas Co. Ltd.	Systems Infrastructure Manager

And more.....



Enhancing Security and Storage Management Strategies for Year 2008

**Sponsors & Supporters for The 4th Integrated Security Conference/
The 3rd Storage Solutions World – Hong Kong**

Platinum Sponsor:



Gold Sponsor:



Exhibitors:



Media Sponsor:



Official Projector Sponsor:



Official Notebook Sponsor:



Official Barcode Sponsor:



Supporters:



Enhancing Security and Storage Management Strategies for Year 2008

Marketing & Promotion Programs

Promotion through direct marketing program including telemarketing, email broadcasts, and advertisements which target at CXOs, Senior Executives and IT Professionals.

Email broadcast, advertising and telemarketing through different channels:

- ❖ Center For Information Security & Cryptography
- ❖ Hong Kong Association for Promotion & Development of SMEs
- ❖ Hong Kong Promotion Association for Small and Medium Enterprises
- ❖ Hong Kong Small & Medium Enterprises General Association
- ❖ Information Systems Security Association
- ❖ ITAccountants Association
- ❖ Linux Pilot
- ❖ PC 3 (Click Publication)
- ❖ The British Computer Society (Hong Kong Section)
- ❖ The Institute of Crisis and Risk Management
- ❖ The International Information Systems Security Certification Consortium, Inc.
- ❖ Zenith's strong database

The 4th Integrated Security Conference & Expo / The 3rd Storage Solutions World
www.integratedsecurity.com.hk

February 7, 2007 Level 4, Hong Kong Convention & Exhibition Centre

Register to Redeem a Multi-Function Card Reader!

Enhancing Security and Storage Management Strategies for Year 2007

Event Objectives

- Provide a platform for technology experts to discuss on current and future trends for 2007
- Help drive knowledge and adoption of enabling technologies in international markets
- Source new supplies for new product features for organizations
- Learn the ways to ensure compliance with changing regulations
- Opportunity to build and strengthen relationships with top-level executives
- Get on-the-spot answers to the challenges

Conference & Expo Themes

- Storage Security Solution
- Network Storage
- Storage Resource Management
- Storage Virtualization
- Tiered Storage
- Information Lifecycle Management
- Disaster recovery real-life back up
- Regular compliance archive tools

Sponsors & Supporters

Platinum Sponsors: FORINNET, SECURE, REDSAFE, FUJITSU, 3M
 Gold Sponsors: SECURE, REDSAFE, FUJITSU, 3M
 Official Network Sponsor: FUJITSU
 Official Project Sponsor: 3M
 Official Sponsors: FORINNET, SECURE, REDSAFE, FUJITSU, 3M
 Media Sponsors: FORINNET, SECURE, REDSAFE, FUJITSU, 3M
 Supporting Organizations: FORINNET, SECURE, REDSAFE, FUJITSU, 3M, ZENITH

The 4th Integrated Security Conference & Expo / The 3rd Storage Solutions World
www.integratedsecurity.com.hk

February 7, 2007 Level 4, Hong Kong Convention & Exhibition Centre

Register to Redeem a Multi-Function Card Reader!

Enhancing Security and Storage Management Strategies for Year 2007

About the Event

Network security and information management are always the top concerns of senior IT executives in today's information-overloaded community. CIOs and other high-level network executives are in the pivotal position to assume the powerful role. In view of this, the 4th Integrated Security Conference & Expo / The 3rd Storage Solutions World aims to gather the experienced IT professionals with the most critical and relevant technical and strategic knowledge they can apply in today's ever-changing business environment. Topics cover a range of subject areas including: Technical, Compliance, Emerging Trends, Business Continuity Plan and Disaster Recovery, Homeland Security, Data Backup and Protection, and Professional Development.

Our Distinguished Speakers

Jack CHAN, Director of Compliance
 Alan FONG, Director of IT
 Alan JOHNSTONE, Managing Director
 David LEUNG, Director of IT
 Tony LEE, Director of IT
 Tony SERRANO, Director of IT

Sponsors & Supporters

Platinum Sponsors: FORINNET, SECURE, REDSAFE, FUJITSU, 3M
 Gold Sponsors: SECURE, REDSAFE, FUJITSU, 3M
 Official Network Sponsor: FUJITSU
 Official Project Sponsor: 3M
 Official Sponsors: FORINNET, SECURE, REDSAFE, FUJITSU, 3M
 Media Sponsors: FORINNET, SECURE, REDSAFE, FUJITSU, 3M
 Supporting Organizations: FORINNET, SECURE, REDSAFE, FUJITSU, 3M, ZENITH

