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**FOR IMMEDIATE RELEASE**

## **ASIS Europe 2019 Breaks Records in Rotterdam**

**Brussels, 1 April 2019** – ASIS International, the leading association for security professionals worldwide, has just concluded its largest ever European event.

ASIS Europe 2019 - From Risk to Resilience – took place in Rotterdam, the Netherlands on 27-29 March, attracting over 900 registrants from more than 60 countries, and 45 exhibitors.

The core attendance came from senior security practitioners from multinational corporates. A small sample of companies attending included Amazon, Microsoft, Facebook, Google, Volkswagen, BNP Paribas, Boehringer Ingelheim, Daimler, Johnson & Johnson, Heineken, Mastercard, Coca-Cola, Lufthansa, SABIC, Zurich Insurance, and The Walt Disney Company.

Conference Chair Eduard Emde, CPP stated, “To be part of our largest event to date is very exciting. However, for me, the numbers only tell part of the story – we have attracted an exceptional audience of global CSOs, regional leaders, and specialists from key companies across a whole range of sectors. That quality, diversity and expertise onsite is what really makes the knowledge exchange and the networking experience so valuable. We wanted to provide a learning experience for both established and aspiring security leaders, and I’m delighted to see the response from my peers both investing the time to attend, and participating actively onsite”.

Almost 70 educational sessions were spread across six tracks. Keynotes from Amsterdam and Rotterdam municipalities set the scene by sharing their visions for smart and resilient cities. These were followed by many of the most relevant and most challenging topics in emerging technology such as AI, drones, mobile device security and industrial control systems – looking at technology as both a friend and foe for the security practitioner.

Considerable time was also devoted to management challenges such as identifying essential skills, how to build teams and structures equipped to face complex challenges, and how to create security cultures that support innovation, diversity and inclusion. Plus, a dedicated Career Centre track was free to attend and geared to helping professionals at all levels pick up tips and insights on how to advance their career path.

2019 ASIS International President Christina Duffey, CPP, highlighted how the event supports ASIS’ global strategic objectives, “ASIS has been working very hard over the past several years on a number of fronts, including an inward look at operations, a review and improvement of member value, and taking a more future focused look at products, services, certification, and research all in an effort to better support and promote the Association and the profession. To see our flagship European event grow, and set the bar so high in terms of educational quality, is a great endorsement of our investments in making ASIS more global, and in making ESRM (Enterprise Security Risk Management) approaches central to creating value to a wide range of security professionals”.

At ASIS Europe 2019 attendees were helped to address today's complex risk landscape by the technology and solutions offered on the show floor and the education in the Innovation Track. Showcased innovations ranged from the latest drone and counter-UAV systems, integrated access control and surveillance technology, to smart crowdsourced cyber security testing, crisis, risk management and intelligence platforms and mass communications applications.

The closing plenary used a novel, interactive format with live polling and facilitated discussion to address one of today's hottest topics – Digital Transformation. It provided a opportunity for leaders to benchmark their experiences and outlined a number of key challenges facing security teams. Without doubt these will be picked up as priority topics to help shape next year's programme.

ASIS Europe 2020 will take place in Prague, Czech Republic from 1-3 April, 2020.

Full information will be available on <https://asiseurope.org>.

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#### **About ASIS International**

Founded in 1955, ASIS International is the world's largest membership organization for security management professionals. With hundreds of chapters across the globe, ASIS is recognized as the premier source for learning, networking, standards, and research. Through its board certifications, award-winning Security Management magazine, and Global Security Exchange (formerly the Annual Seminar and Exhibits)—the most influential event in the profession—ASIS ensures its members and the security community have access to the intelligence and resources necessary to protect their people, property, and information assets. Learn more about the work we do at [www.asisonline.org](http://www.asisonline.org).