

2013

24-25
OCTOBER

5th Business Security Conference - Security the key to Business

On 24-25 October 2013 the 5th SASMA conference in Warsaw will take place. As an increasing economic centre SASMA allows you the opportunity to network with many Central and Eastern European security professionals. This year's conference "**Security the key to Business**" will address in depth illegal business practices such as money laundering, tobacco smuggling, counterfeiting products and Hi Tech smuggling. There will be case studies on how you can prevent brand damage and prevent the murder of consumers.

Among the confirmed speakers are:

- ▶ **A representative of Europol** (the European Police Office) offering updates on EU Cyber Security policy and illicit trading;
- ▶ **Dr Christoph Rojahn**, Director at **Deloitte & Touche GmbH**, who will present the subject „Integrity Due Diligence and the security aspects of M&A process“;
- ▶ **Martin Fijalkowski** – attorney at the law firm **Baker & McKenzie**, who will bring us to issues related to new legal regulations concerning the sale of counterfeit goods;
- ▶ **Andy Williams / Kursad Sak**, partners of **Temigroup/KS Consulting**, will provide the audience with an "east" and "west" knowledge and experience of best practices for the theme „Restricting Anti-illicit trade by Environment Suppression“;
- ▶ **Alan Brown**, CSO **Tesco**, who will present the subject on retail security and evaluating security;
- ▶ **David Shore**, **Pfizer**, Director of Global Security (EMEA) with presentation on topic: “Counterfeit Medicines – Threat to Patient Health and Safety“;
- ▶ **Declan O'Donovan** - Global Security Director EMEA/Global Travel and Intelligence at **Cummins** with topic "Travel Security & Cummins";
- ▶ **Pawel Krawczyk**, Application Security Manager at **AON** with presentation on topic: "Application security management in large enterprises“;
- ▶ **Olesya Abramenko**, Security Officer, **Volvo/ Russia** with topic "Anti-counterfeiting challenges in Russia and the Commonwealth of Independent States (CIS)";

SECURITY THE KEY TO BUSINESS

5th Business Security Conference
24-25.10.2013, Warsaw, Poland

CONFIRMED SPEAKERS:
NATO ✓ Europol ✓ BAT ✓ Pfizer ✓ TESCO ✓ Deloitte
Baker & McKenzie ✓ AON ✓ Cummins ✓ Temigroup
Deutsche Telekom ✓ Impel ✓ Control Risks ✓ VOLVO
And many others...

CONFIRMED GUESTS FROM:
Poland ✓ Czech ✓ Russia ✓ Serbia ✓ USA ✓ UK
Netherlands ✓ Belgium ✓ Germany ✓ Finland
And many others...
Join us on the best security event in CEE Region!

HONORARY PATRONAGE: SASMA, IMPEL

PLATINUM SPONSOR: IMPEL

PATRONS OF THE EVENING: IMPEL, LAWYERS

PARTNERS & SPONSORS: Executive, TOYOTA, KLOS, SEGWAY

MEDIA PATRONS: ARMIA, System, BPlus, Safety and Security, Ochrona Informacji, KAPERS, Portal Ochrony

ANTI ILLICIT TRADING AND PROTECTION OF ASSETS

VALUING A SECURITY PROGRAMME

SECURITY METRICS

RETAIL SECURITY PROTECTION

CYBER SECURITY

EMERGING TECHNOLOGY

- ▶ *Crawford Robinson*, Group Security, **BAT** (British-American Tobacco) – “Threat Driven, Risk Focused Security: Is Europe the Achilles Heel?”;
- ▶ *Radek Havlis*, Vice President International Security at **Deutsche Telekom**, Germany - "Security as a business enabler";
- ▶ *Marek Janke*, Vice President at **IMPEL SECURITY POLAND**, *Tomasz Kozłowski*, Retail Security Manager at **IMPEL SECURITY POLAND**;
- ▶ *Adrian Kendry*, **NATO**.

Linked by a common intention to build a network of professional contacts from around the world and sharing best practices.

Business Security Conference is the growing event in the security calendar in Central and Eastern Europe, with minimum 20% growth in attendees' year on year. With SASMA subsidized admission for all CEE students currently studying a Master's Degree in security subjects, you will also be meeting the security leaders of tomorrow.

From attendees feedback from past conferences we were able to create a conference programme which should attract professionals from across Europe. Outstanding Polish presenters and English speakers, full translation provided, will bring us to the matters of: • **Anti illicit trading and protection of assets**; • **Challenges for the retail sector**; • **Cyber Security**; • **Social unrest**; • **Brand protection**; • **Valuing a security programme and the use of technology in security**.

WIN "Weekend with TOYOTA"

In addition, especially for our guests we have prepared business card lottery "Weekend with Toyota". **Prizes can win up to 3 people!** The luckiest ones **will get TOYOTA Auris Touring Sports KOMBII** for the whole weekend for free!



HONORARY PATRONAGE



PLATINUM SPONSOR



SPONSORS



PATRONS OF THE EVENING



PARTNERS & MEDIA PATRONS



REGISTRATION and FEES

The cost of the two-day conference is 250 euro, which includes: participation in the conference, catering (coffee breaks and lunch breaks) and dinner with speakers on Thursday evening. Conference participation applications should be sent to the following email address: SASMA@SAS-MA.ORG and payment by bank transfer is the confirmation of this application. In the transfer title please give the **name of your company** and **participant's name** and reference "**conference participation fee on 24-25.10.2013**".

Regular price - 250 euro

Special offers:

- ▶ **"Early birds" discount:**
 - **15% discount** for early registration **till 30 June 2013 r.** (210 euro)*,
 - **10% discount** for early registration **till 31 August 2013 r.** (225 euro)*,
- ▶ **Group discounts: 15% discount** for registering **3 or more delegates from the same organization** (total price for registering 3 people: 640 euro)*.
- ▶ **Recommendation discount:** for recommending **4 attendees** who register and pay you will register and pay only **25 euro!***
- ▶ **ASIS Polish Chapter and ASIS International members** (225 euro)*.

**Discounts cannot be combined.*

Payment details for the transfer:

SASMA Europe Ltd.; ul. Witkiewicza 14, 03-305 Warsaw, Poland

Bank PKO BP, Bank account no (IBAN): **PL 19 1020 1013 0000 0702 0282 3854**, SWIFT CODE: **BPKO PL PW**

After payment, please contact us by e-mail for a Conference receipt of payment.

Should you require a Proforma invoice to process your transfer, please contact SASMA@SAS-MA.ORG

HONORARY PATRONAGE



PLATINUM SPONSOR



SPONSORS



PATRONS OF THE EVENING



PARTNERS & MEDIA PATRONS

BRANER & MCKENZIE



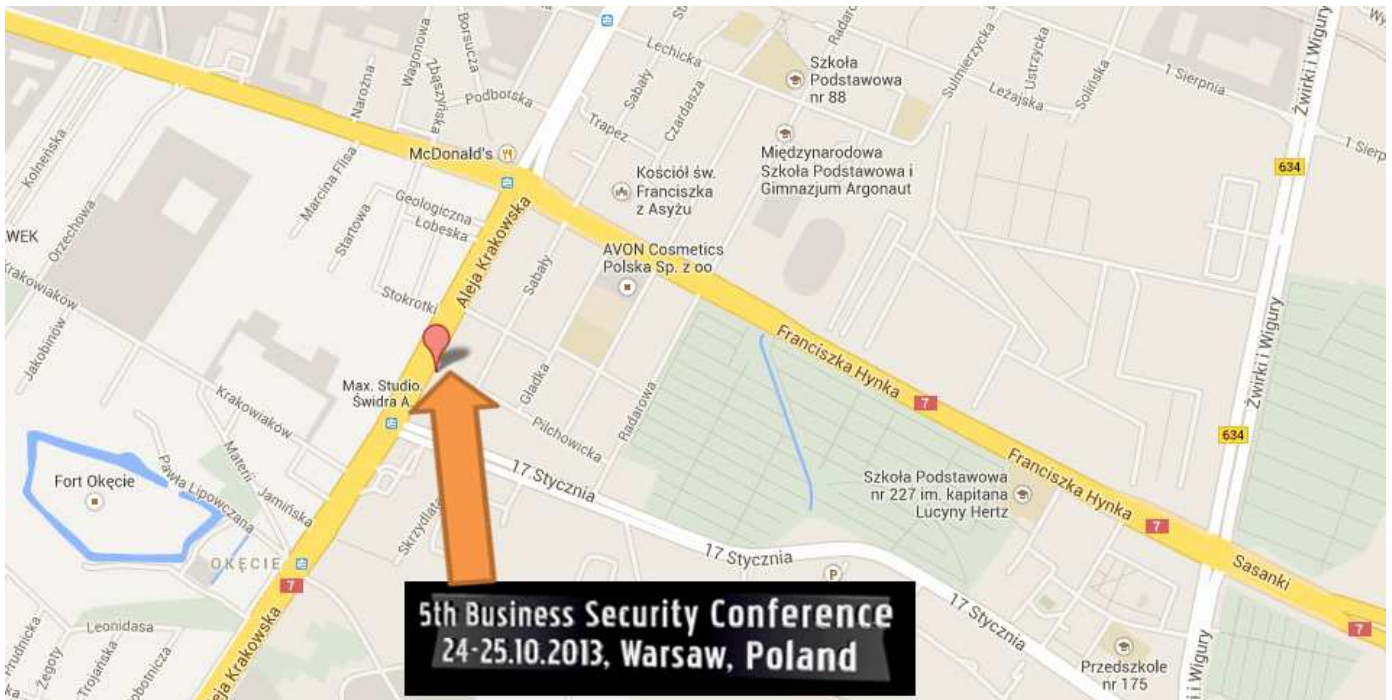
HOTEL



The conference will be held in Warsaw, at Lord Hotel at Al. Krakowska 218, near the airport. Especially for you we have negotiated discount rates for rooms - gross price per 1 person room - 259 PLN, 2 person room - 287 PLN. Prices valid until October 10, 2013, after this date please ask at the hotel if rooms are still available. While booking, please use the reference **5th Business Security Conference**.

Contact details: www.lord.hotelekorona.pl; email: recepca@hotellord.pl; ph. +48 22 574 20 50.

Location Map:



HONORARY PATRONAGE



PLATINUM SPONSOR



SPONSORS



PATRONS OF THE EVENING



PARTNERS & MEDIA PATRONS



THE RESTAURANT

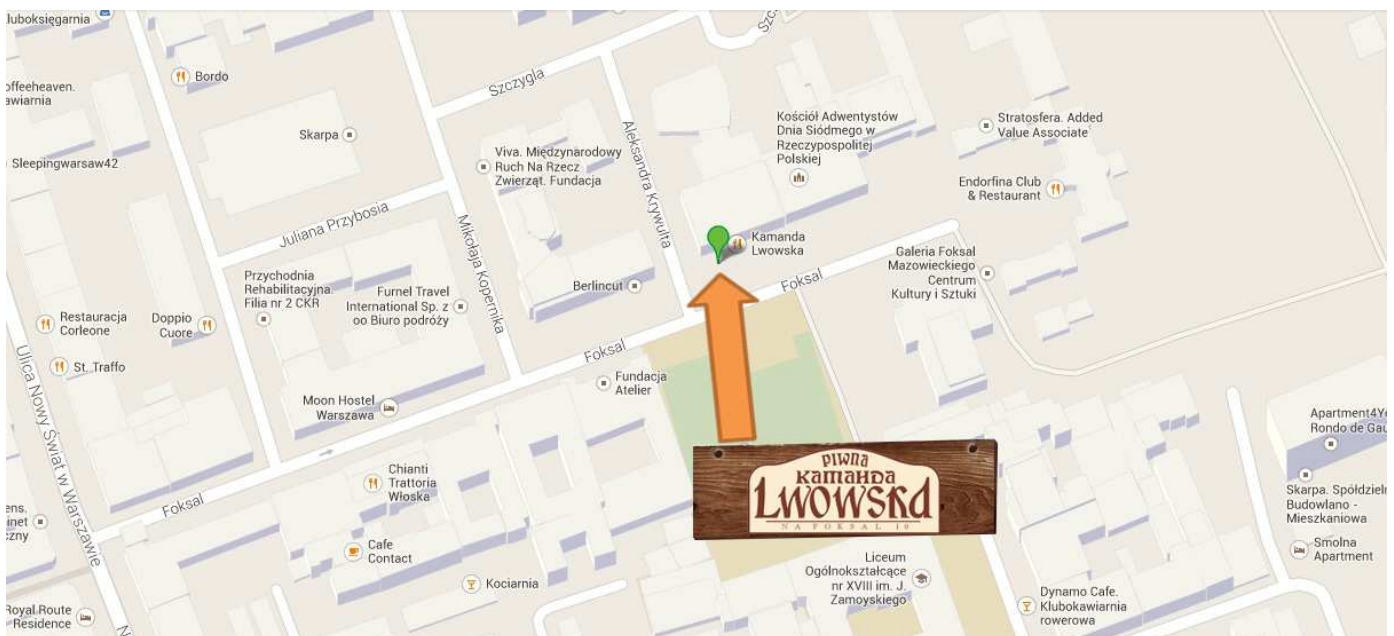
After an eventful day fulfill with various presentations we invite you to relax in a hospitable restaurant **Kamada Lwowska**, which is a Lviv restaurant located in the old building at *10th Street Foksal* in **Warsaw old town**. Dinner is included in the participation in the conference, so all conference guests are more than welcome to attend in this event. Restaurant, as a patron of the evening, will ensure an unforgettable atmosphere and take care of our comfort during the evening meeting. Kamanda Lviv is primarily an excellent, proven



kitchen. The menu included specialties Galician according to the rules before 120 years. This is a place with a soul, whose owners managed to bring up the atmosphere of the old city as well as revive the tradition of the great feasts, In the background you can hear music interwar and melodies sung by Polish singers - Mieczyslaw Fogg and Hanka Ordonowna. The whole evening certainly will be a great opportunity for you to make new business contacts.

Contact details: <http://www.kamandalwowska.pl/>

Location Map:



We encourage you to participate in this extraordinary event!

HONORARY PATRONAGE



PLATINUM SPONSOR



SPONSORS



PATRONS OF THE EVENING



PARTNERS & MEDIA PATRONS

