



# SECURITY WORLD 2008

## Conference & Showcase

Hosted By



Ministry of Public Security

Organized by



General Department of Technology  
Ministry of Public Security

**19 – 20 March 2008**

**Hanoi Towers, Hanoi, Vietnam**

*Strengthening Security Awareness and Deployment*

[www.securityworld.com.vn](http://www.securityworld.com.vn)

# WELCOME LETTER



THE 2<sup>ND</sup> SECURITY WORLD CONFERENCE AND SHOWCASE 2008  
19<sup>th</sup> – 20<sup>th</sup> March 2008  
Hanoi Towers, Hanoi, Vietnam

## INVITATION TO SECURITY WORLD CONFERENCE AND SHOWCASE 2008 *Hanoi, 21 December 2007*

Dear Sir or Madam

We would be delighted to welcome and invite you to join the 2nd Security World Conference and Showcase 2008 .

Following success of the year 2007 event, Security World 2008 is co-organized by General Department of Technology, Ministry of Public Security and International Data Group **on 19th and 20th March 2008 in Hanoi Towers, Hanoi, Vietnam**. The Conference highlights main theme of "Strengthening Security Awareness and Deployment"

This is the international top executive forum for security market analysis, industry trends update, best practice sharing and solutions within developed countries. The conference also aims at helping the Vietnam Government deploy the **Master plan for ICT development and applications, secure e-Government system and database as well as ICT projects at municipal and provincial levels**.

Alongside with the Conference, leading national and regional corporations will demonstrate **latest products, equipment and solutions in network security, data protection and security surveillance**. Target clients from Government agencies, enterprises and organizations are expecting and considering their own security application from those showcases.

We would like you to consider **Speaking, Exhibiting and Sponsorship opportunities** at the Security World 2008. We also attach detailed information for your further reference.

Have you got any enquiry, please contact us at:

**Mr. Do The Dung** - Event Manager, IDG Vietnam & Indochina  
Tel: (84-4) 728 0180 Ex. 31; Mobile: (84-4)903 257 259 ; Email: [dung\\_do@idg.com.vn](mailto:dung_do@idg.com.vn)

Best Regards,



*Do The Dung*  
**Dr. Nguyen Viet The**  
Director  
Department of Informatics Technology  
General Department of Technology  
Ministry of Public Security

# SECURITY WORLD 2008

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Ministry of Public Security

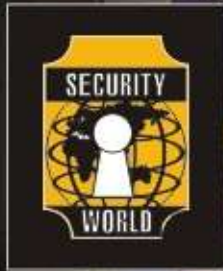
Organized by :



INTERNATIONAL DATA GROUP



General Department of Technology  
Ministry of Public Security



AN NINH MẠNG VÀ BẢO MẬT DỮ LIỆU  
Network Security & Data Protection  
19-21/03/2007, Hanoi



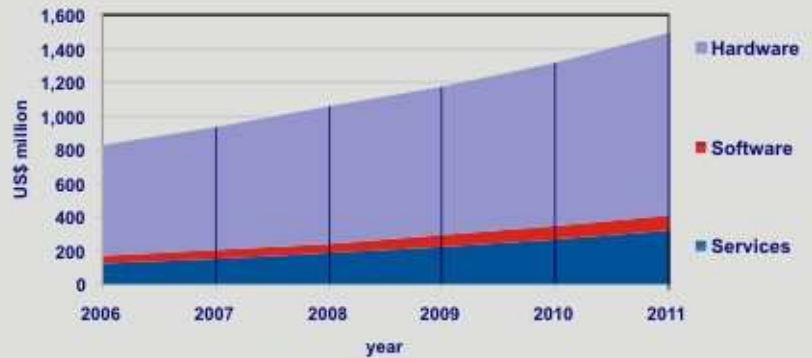
Hanoi Towers, Hanoi, Vietnam

## SOME SNAPSHOTS OF VIETNAM

## INFORMATION SECURITY

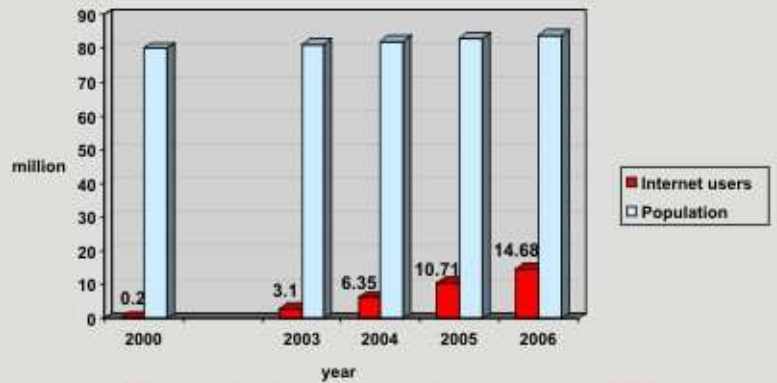
## MARKET

### VIETNAM IT SPENDING (IDC)



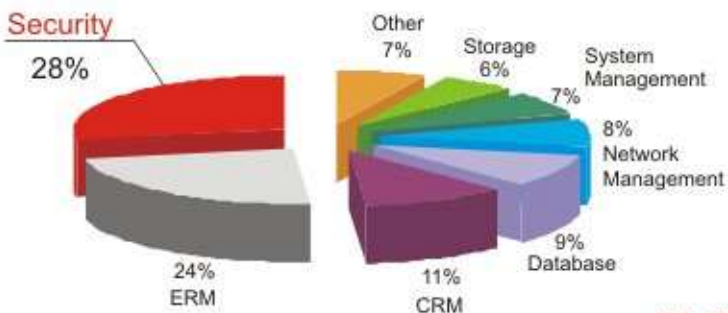
IDC Asia Black book, 2006

### VIETNAM INTERNET USERS



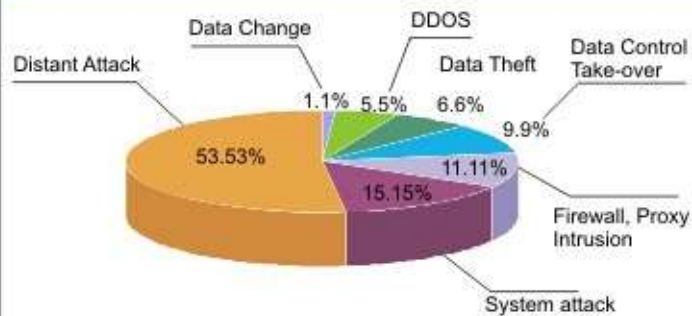
Ministry of Information and Communication, 2007

### TOP CONCERNS OF BUSINESS STRATEGY



IDC, 2006

### VIETNAM NETWORK SECURITY 2007



PCWorld Vietnam, 2007

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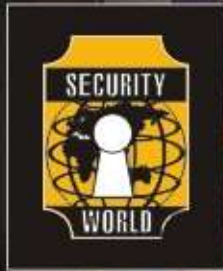
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AN NINH MẠNG VÀ BẢO MẬT DỮ LIỆU  
Network Security & Data Protection  
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Hanoi Towers, Hanoi, Vietnam

## SECURITY WORLD 2008 – A NOT-TO-MISS OPPORTUNITY

### Why you should join Security World 2008

- Gain faster market penetration through exposure of your products and meeting future partners, customers
- Acclaim market leading position
- Retain competitive advantage with your latest security products and solutions



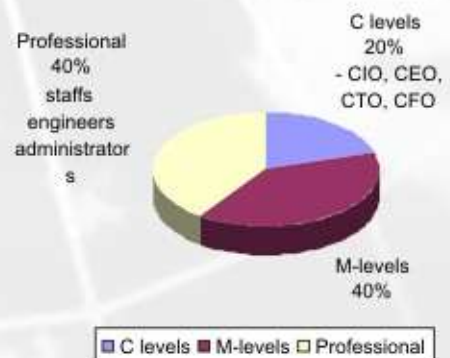
### What's new at Security World 2008

- Security Surveillance
- Security for Business Resilience
- Tech Show
- Awakening Public awareness of Security
- Hands on Lab

### Security Product/ Service Profile

- Online trading security solution
- Network security solution
- Data protection solution
- Corporate Total Security Solution
- Desktop Security
- Email filter & Anti Spam
- Anti virus/ Anti-Spyware Solution
- Security and surveillance equipments

### Target Audience



# EVENT HIGHLIGHTS

**WEDNESDAY, 19 MARCH 2008**

## Gala Dinner



## Conference Day 1

- ⚡ Registration
- ⚡ Security World 2008 conference
- Session 1: Data System Security
- Session 2: Network Security
- Session 3: Security Tech Shows + Hands on Lab

**THURSDAY, 20 MARCH 2008**

## Conference Day 2



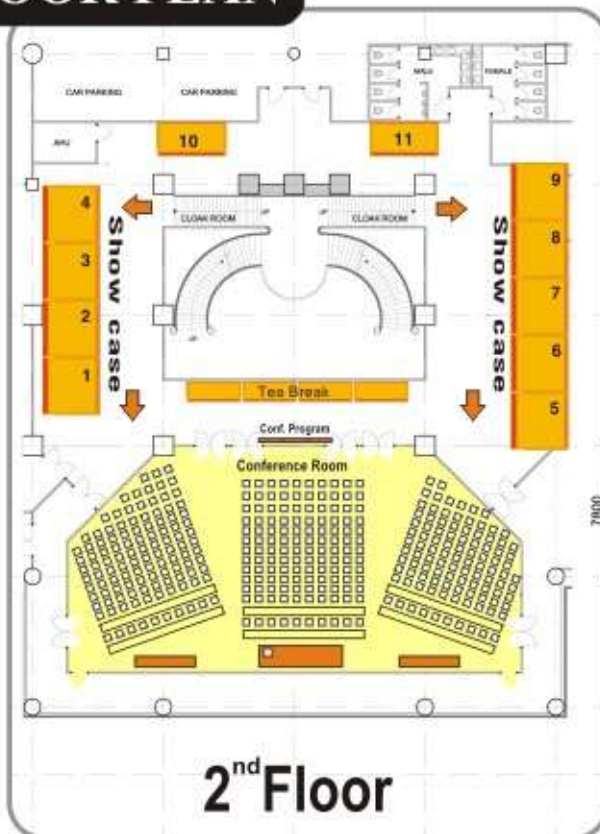
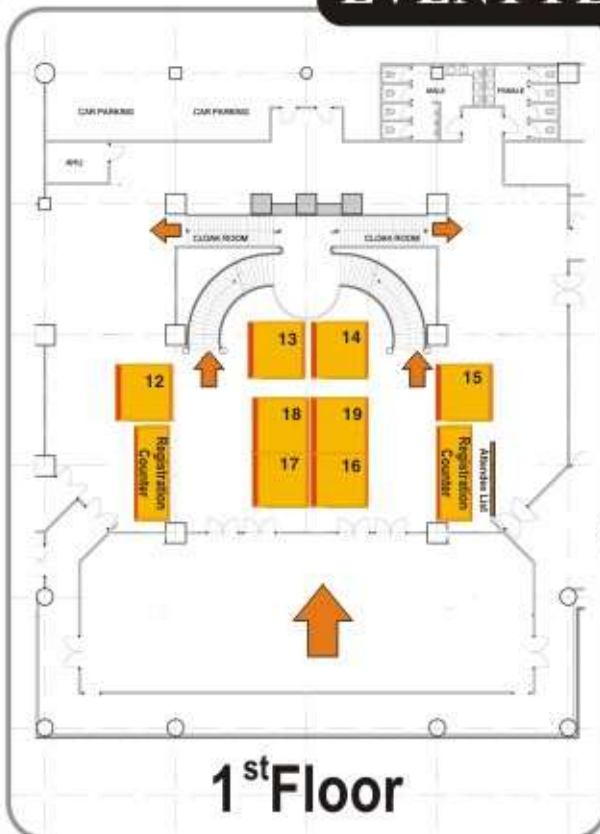
### ⚡ Keynotes

- Session 4: Home Security and Office Surveillance
- Session 5: Risk Management & Business Continuity

### ⚡ Panel Discussion:

Strengthen Security awareness and deployment in Vietnam

## EVENT FLOOR PLAN



Convention Hall - Hanoi Tower - 49 Hai Ba Trung, Hanoi

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Hanoi Towers, Hanoi, Vietnam

## Sponsorship packages

Marketing opportunities	Investment	Marketing opportunities	Investment
Principal sponsor	\$25,000	Hands - on - lab sponsor	\$5,000
Diamond sponsor	\$22,000	Publication sponsor	\$4,000
Platinum sponsor	\$20,000	Audio - visual for conference sponsor	\$4,000
Gold sponsor	\$18,000		Conference Interpreter Service
Silver sponsor	\$16,000	Pens sponsor	\$3,000
Banquet sponsor	\$15,000	Coffee break sponsor	\$4,000
Luncheon sponsor	\$10,000	Notepads sponsor	\$3,000
Session sponsor	\$8,000	Books sponsor	\$3,000
Media sponsor	\$8,000	Internet provider sponsor	\$2,500
Registration counter	\$5,000	Exhibition Standard booth	\$3,500
Bag sponsor	\$5,000	Speaking slot (25')	\$3,500
Lanyards sponsor	\$5,000		

Sponsorship is the best way to extend your organisation's visibility at Security World 2008. Our sponsorship is first-come, first-served basic. If you have any questions, please contact:



## Contract

**Mr. Dung Do**

Event Manager

IDG Vietnam

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