



**ASIS International European Bureau**  
**287 Avenue Louise, 4<sup>th</sup> Floor**  
**B-1050 Brussels**  
**Belgium**

Press Contact: Romuald Monget  
ASIS International European Bureau, Brussels  
Email: r.monget@agshq.com, Tel: +32 2 645 26 74, Fax: +32 2 645 26 71

FOR IMMEDIATE RELEASE

**“ASIS International European Information Assets Protection Conference Fosters  
Public-Private Dialogue”**

**Brussels, 10 February 2010** – On 25 and 26 January 2010, ASIS International gathered more than 80 leading physical and information security specialists from 16 countries at the European Information Assets Protection Conference that took place in London at Nomura House.

The delegates attended 19 high-level educational sessions, fostering a fruitful dialogue between the public and private sectors. The issues addressed included privacy protection, the convergence of physical and information security, the protection of proprietary information, corporate espionage, online identity theft, and cloud computing and remote access.

The first plenary session was conducted by **Mike Moberly**, Vice Chair of ASIS International Information Assets Protection Council, on the protection and identification of information assets. Regarding the importance of intangible assets, Mr. Moberly said: *“We are now operating in knowledge-based economies, which gives credence to the economic fact (.....) that overwhelming and steadily rising percentages of most company’s value, sources of revenue (.....) are directly related to intangible assets and intellectual property, rather than the conventional, tangible, physical, or, ‘bricks and mortar’ types of assets we are used to.”*

This presentation was followed by a session led by **Stephen McCartney**, Head of Data Protection Promotion at the UK Information Commissioner’s Office, on the EU Data Protection Directive and its implementation. During his presentation Mr. McCartney stated that: *“Organisations must ensure that they are clear about how they will use personal information and take the necessary steps to protect such information. Much has been made of the Information Commissioner’s new powers and we will not hesitate to use these powers. The ICO will continue to try to make it easier for those who want to take care of the personal information they hold and tougher for those who don’t.”*

Other speakers included **Martin Smith** of The Security Company, **Giles Hogben** of ENISA, **Geoff Harris** and **Dr David King** of ISSA, **Sarb Sembhi** of ISACA, **Alex Dunstan-Lee** of KPMG, **John Smith** of Prudential, and **Chris Oldknow** of Microsoft.

**About ASIS International:**

ASIS International (ASIS) is the pre-eminent organisation for professionals responsible for security, with more than 37,000 members worldwide. Founded in 1955, ASIS is dedicated to increasing the effectiveness and productivity of security professionals by developing educational programmes and materials that address broad security interests, such as the ASIS International Annual Seminar and Exhibits, as well as specific security topics. ASIS also advocates the role and value of the security management profession to business, the media, governmental entities and the general public. By providing members and the security community with access to a full range of programmes and services, and by publishing the industry’s leading magazine, *Security Management*, ASIS leads the way for advanced and improved security performance. For more information, visit [www.asisonline.org](http://www.asisonline.org) and [www.asisonline.eu](http://www.asisonline.eu).