



INSEC WORLD 2020

New Infrastructure—Security Orientation

Show Report

2020.11.24 – 27 | Hall 9, Western China International Expo City

www.insecworld.com

**Supervising Unit:**

Chengdu Municipal People's Government

Organizer:

Informa Markets

Supporting Units:

Chengdu Science and Technology Bureau

Chengdu Expo Bureau

Chengdu Management Committee of Tianfu New Area

Chengdu Management Committee of Hi-Tech Industrial Development Zone

Executive Undertakers:

Informa Markets China (Chengdu) Co., Ltd

Sichuan Tianfu International Conference & Exhibition Co., Ltd.



Co-Organizers:

The Cyberspace Security Talent Education Alliance of China
Centre for Strategic Cyberspace + International Studies
Cloud Security Alliance Greater China Region
Sichuan Big Data Industry Federation
Cyber Security Association Of Sichuan
Sichuan Software Industry Association
Chengdu Software Industry Association
Chengdu Tech-Fin Association
Chengdu E-commerce Association
Chengdu Information Network Security Association
Chengdu Big Data Association

Special Cooperative Institutions:

University of Electronic Science and Technology of China-School of Computer Science and Engineering (School of Cybersecurity)
Chengdu University of Information Technology-School of Cybersecurity
University of Electronic Science and Technology of China-School of Information and software Engineering
College of Computer Science Sichuan Normal University
Chengdu College of University of Electronic Science and Technology of China
Chengdu Vocational & Technical College of Industry Information Engineering College



Show Overview

Guided by **Chengdu Municipal People's Government**, organized by **Informa Markets**, the world's largest exhibition organization, jointly undertaken by Informa Markets China (Chengdu) Co., Ltd., and Sichuan Tianfu International Conference & Exhibition Co., Ltd, INSEC WORLD came to a successful end in Hall 9 of Western China International Expo City. The four-day conference encompassed **two-day advanced training, two-day keynotes, six tracks and technology exhibitions**, attracting over 2,000 professionals, nearly 60 speakers at home and abroad, over 40 network security brands to participate offline and nearly 100 media for all-process coverage. The two-day keynotes were livestreamed simultaneously on www.ifeng.com, attracting over 700,000 audience members all over the world to participate in the conference online.



43

Sponsors &
Exhibitors

2,364

Attendee

63

Speakers

45+

Media
Exposure

6,000_{sqm}

Show Scale



Binxing Fang

Chief Advisor

Academician, Chinese Academy of Engineering

Following the successful model of establishing the expert advisory board of Informa Markets-hosted top events, such as Black Hat, Interop, etc., **Binxing Fang, academician of China Academy of Engineering (CAE) and the first prize winner of the National Science and Technology Progress Award**, led a 35-member expert advisory board of the conference to tailor the agenda suited for China's reality most.



Quan Peng

Famous Information
Security Expert



Yaojiang Zhang

Founder
Anzer New Media



Derek Manky

Chief, Security Insights
&
Global Threat Alliances
FortiGuard Labs



Paul Vixie

Chairman, CEO &
Cofounder
Farsight Security, Inc.

(*No Particular Order)

As an independent third-party neutral communication platform, the organizer of the conference, Informa Markets, invited members of the expert advisory board of the conference to serve as producers and **select track topics and speakers carefully** based on their respective areas of expertise.



Jun Nie | CSO

Chief Security Officer and
General
Manager of Network
Security Department
Qianxin Group



**Mingkun Yuan |
Intelligent Security
Operation**

Chief Security Operation
Officer,
Senior Vice President
Hangzhou Dbappsecurity
Co., Ltd.



Robin Wang | CSO

CEO/Founder
Shanghai Yinian
Information
Technology Co., Ltd.



**Qing Yang |
Security Innovation**

Vice Dean, Security
College
Tencent

(*No Particular Order)

The INSEC WORLD invited more than 60 speakers from **China, USA, UK, Japan, France, Italy, Canada**, etc., representing the Chinese Academy of Engineering, European Academy of Sciences, Japanese Academy of Engineering, Royal Academy of Engineering, Shenzhen Stock Exchange, IBM, Arkema, Qi An Xin Group, DBAPP Security Co., Ltd, Sangfor Technologies Inc, Tencent, Palo Alto Networks, Shanghai Jiao Tong University, Oxford University and other well-known industry-university-research units. Among them, the three major Chinese and foreign academicians respectively delivered speeches on new infrastructure, blockchains and other topics, leading the keynote speeches of this conference!



Jiangxing Wu

Academician,
China Academy of Engineering (CAE)
President, China National Digital Switching System
Engineering and Technological R&D Center (NDSC)



Jie Li

Member, The Engineering Academy of Japan
Professor, Shanghai Jiao Tong University



Bill Roscoe

Fellow, Royal Academy of Engineering (FREng)
Fellow, Academia Europaea
Professor, Oxford University

(*No Particular Order)



Three Academicians Led Keynote Speeches

This conference highlighted the theme of “New Infrastructure-Security Orientation”. The keynotes were themed upon “Top-level information security design and development trends”. Three Chinese and foreign academicians led keynote speeches on New Infrastructure Security Challenges, Build-in Security Highlights, Blockchains.

Over a Hundred CSOs Synergized “Enterprise Security Infrastructure”

Speakers handpicked by industry experts went through an in-depth discussion.

Speakers on the stage included large organizations and groups from the Shenzhen Stock Exchange, NASDAQ listed companies, well-known Internet companies, etc. Information security executives from financial, real estate, retail, manufacturing, and medical industries all over the world were also lured to discuss security off the stage.





Panel Discussion: China's First Generation White Hat Hacker TALK

Well-known information security expert Peng Quan invited 6 "guru-level" representatives to sort out the 25-year-long information security history in China, share transformation experience, talent development, major activities' supporting, and analyze and prospect the development prospects and technical routes of China's cyber security industry!

Panel Discussion : CSO and Security Innovation

CSO Panel Discussion produced by Yaojiang Zhang, Founder of Anzer New Media, together with five information security leaders, jointly advocated "new infrastructure, new security, new challenges and new opportunities" As the era of new infrastructure promoted the extension and expansion of security issues, CSO would be confronted with great challenges brought by rapid changes, which are both difficulties and opportunities!





Beacon Lab: Industrial Control Security Course

In China, the famous "Beacon Lab" which has the leading positioning of safety research and practice related to ICS had came to INSEC WORLD again for training courses. For individuals who are interested in ICS, including who has a certain foundation of ICS project for cultivating a qualified ICS engineer in one day.



Certificated Security Awareness Officer Course

CSAO is the first security awareness expert-level certification course in China and provides an all-around approach and practice guidance for professionals in enterprises and institutions who are responsible for the construction of security, the management of internal "human factors" risks and the implementation of information security awareness promotion.



Gartner Ranked First SIEM Situation Awareness Fundamental Course

Study the fundamentals and usage of Gartner's No. 1 SIEM solution, QRadar, to master how to investigate network security threats, the use of asset profiles, rules, reports, user behavior analysis, (UBA) and other industry-leading SIEM functions.

(*No Particular Order)

As an independent third-party neutral communication platform, INSEC WORD attracted over 40 brands to participate. The exhibitor lineup, including **Tencent, QI-ANXIN, Checkmarx, Cyberbit, ThreatBook, Venustech, Fengtai Technology, Hikvision**, etc. to show the latest technology and application results!



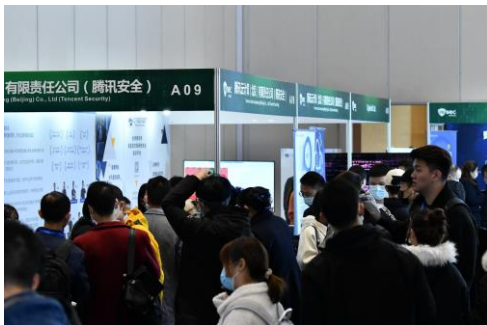
The Temperature of Meeting Promotes Efficient Collaboration

The Black Swan Incident in 2020 has changed many well-known information security conferences to be held online. INSEC WORLD still builds an efficient face-to-face platform for technical discussions and business exchanges in a "full offline" way, recreating industry gatherings!



40+ Brands on the Same Stage, More than One Trillion Market Value

The conference's exhibitor lineup covers overseas to the local, and the teams range from trillions of market capitalization to start-up laboratories. The conference not only promote the communication within the security industry, but has also positioned itself as a one-stop security capability building platform for the head application integration industry!



Vertical and Horizontal Distribution, Compatible Security Service Matrix

The exhibitor lineup of the conference has a range of services distributed vertically and horizontally, with a complete coverage of the security matrix, and jointly empowers the construction of corporate information security, which was first seen at the domestic information security conference.



Assist Manufacturers to Release Offline Autumn Recruits

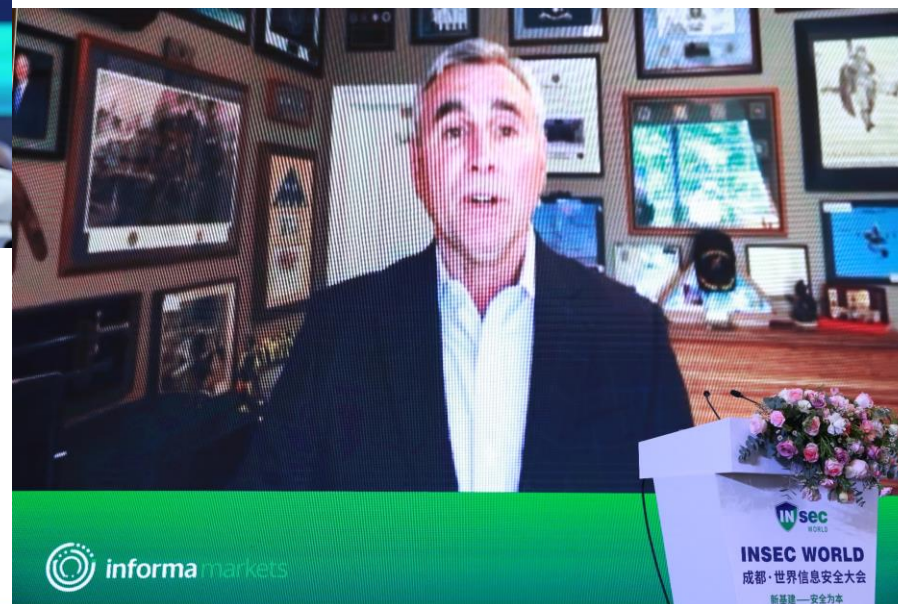
Based on the objective and neutral positioning of an independent third party, the conference helped exhibitors publish their security job requirements, whose work locations cover the whole country, helping the information security industry build a "talent infrastructure".



Scan the QR code to watch the two-day keynotes live broadcast

over **700,000** global audience members participated in the conference online

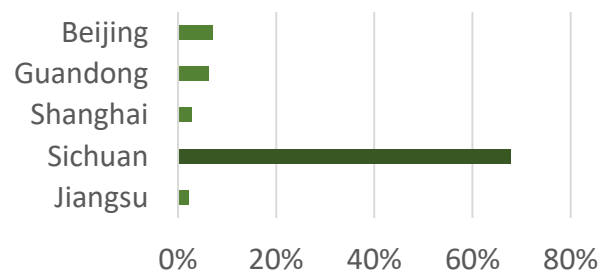
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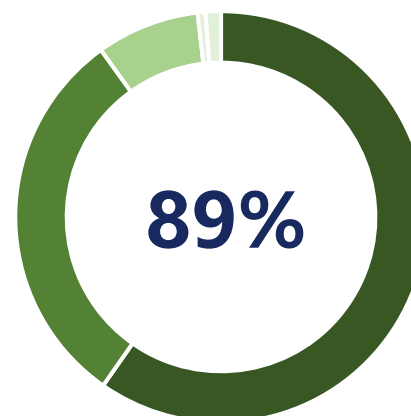
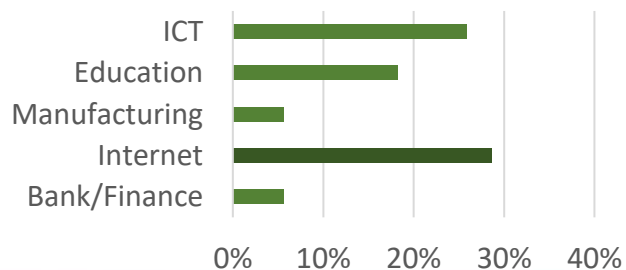
Visitor Profile & Satisfaction

INSEC WORLD 2020 attracted 2,364 professionals. Among the profile, most of the attendees were **from Sichuan Province**, and nearly 40% were from Beijing, Guangdong, Shanghai and other places. According to the visitor survey, 89% of the feedback says that they would continue to attend the conference next year, and 95% are satisfied with the experience of INSEC WORLD 2020.

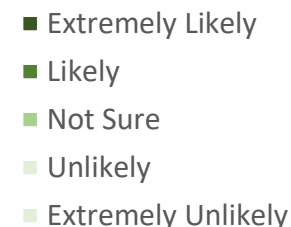
Place of Origin(Top5)



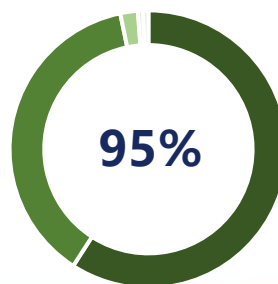
Industry of Origin(Top5)



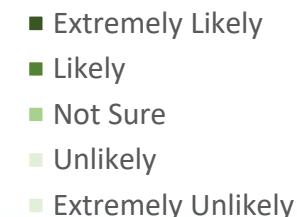
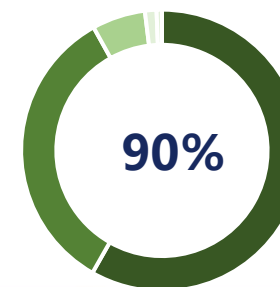
Attendees will continue participate in INSEC WORLD next year.



Attendees are satisfaction with overall conference experience.

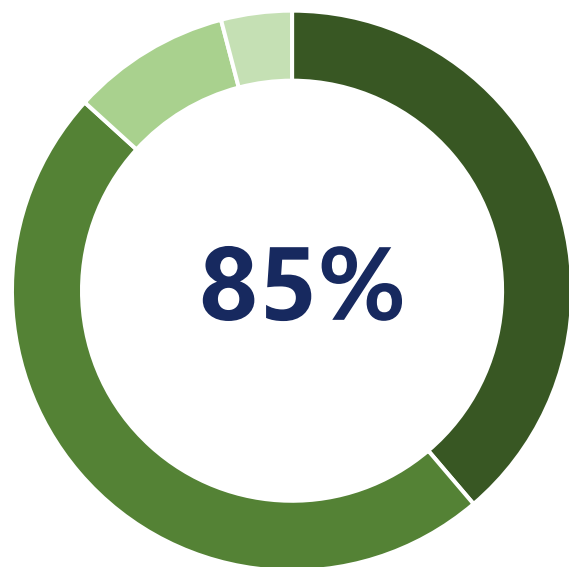


Attendees will recommend the conference to colleagues or partners.



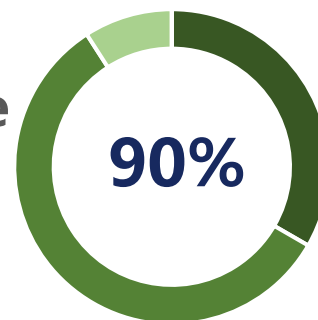
Exhibitor Satisfaction

According to the feedback and opinions of 43 sponsors and exhibitors of INSEC WORLD 2020, **90% of the exhibitors are satisfied with the overall participation, 85% of the exhibitors say that they will continue to participate in the technology showcase area** of the conference next year to show the up to date security technology and business, further establish business relations with the attendees through the conference platform. In addition, **80% exhibitors will recommend INSEC WORLD to InfoSec industry partners.**



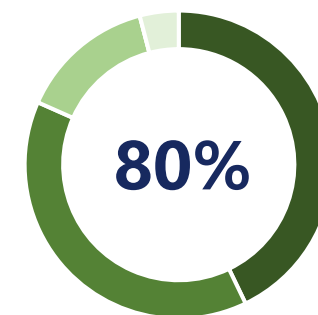
Exhibitors will continue participate in INSEC WORLD next year.

- Extremely Likely
- Likely
- Not Sure
- Unlikely



Exhibitors are satisfied with overall conference experience.

- Very Satisfied
- Satisfaction
- General



Exhibitors will recommend the conference to colleagues or partners.

- Extremely Likely
- Likely
- Not Sure
- Unlikely
- Extremely Unlikely

INSEC WORLD being as the Information Security Conference that based in Chengdu and connecting the world has promoted the show throughout the cooperation with Mass Media in Sichuan Province and Chengdu City, as well the partnership with domestic and oversea InfoSec Media, INSEC WORLD had exposed all over the Chinese InfoSec industry began from Chengdu.

Among the media cooperation, there were **200 Mass Media**, **35 InfoSec Media** supported to reach the InfoSec Service Users by the comprehensive channels including Press Release, WeChat, Topic Report, Banner, EDM, and SMS.

PR Newswire is the designated Press Release distribution agent which has delivered event news to the Mobile and PC platform of China, Hongkong, Macao, Taiwan, and the oversea areas.



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| Cyber Pioneering Explorer Exhibitor



| Sichuan Big Data Industry Federation Zone



| Sangfor Industrial University School-Enterprise Cooperation Zone



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