

e-Crime & Cybersecurity Congress in Abu Dhabi



16th Annual e-Crime & Cybersecurity Congress in Abu Dhabi

10th September 2025, Abu Dhabi

Beyond Silos – Holistic Security for a Hyper-Connected World

The convergence of cyber & physical security has profound implications for CISOs, CSOs and the technology they use. What do they need to know?

AKJ Associates

The next phase of intelligent defence

The once-discrete realms of physical and cyber security are becoming ever more tightly integrated—and inseparable. Digital connectivity and control of physical assets increases the stakes of cyber intrusions. In addition, **modern physical security systems—surveillance networks, access control, biometric authentication—are now deeply reliant on IP connectivity, cloud infrastructures, and AI-driven analytics.**

These systems, once standalone, are now nodes in the broader attack surface. A vulnerability in a smart lock or networked camera isn't just a device-level flaw—it's an entry point into critical infrastructure.

As threats increasingly span both cyber and physical domains, traditional siloed security models are becoming a liability.

CISOs, CSOs and vendors all need to understand the high-level implications of physical/digital convergence and they need to translate that into updated real-world frameworks, cross-domain incident response planning, and threat modelling that integrates physical and cyber domains.

One way to think about this is security convergence: if attackers are exploiting the seams between digital and physical systems then **converged teams reduce duplication and align security with business goals. They also deliver unified visibility** into cyber-physical risks, faster, more coordinated incident response and improved compliance, communication, and strategic oversight.

So, what are the action points for CISOs?

CISOs need to take the lead in unifying cyber and physical security teams and leadership. They need to define shared roles, responsibilities, and escalation paths. And they need to develop joint security policies and standards.

More generally, the converged security challenge is to keep on top of cross-domain vulnerabilities regularly and implement the technologies that can cope with this new and evolving environment.

But security convergence is not a one-time project—it's a strategic evolution. CISOs must tailor their approach to their organization's structure and risk profile, engaging cross-functional leaders and expert advisors along the way. Many organizations lack the in-house talent to execute this comprehensive vision. So, where can they turn to for help in architecting and operationalizing truly unified security strategies?

Holistic security isn't a trend—it's the next phase of intelligent defence. If you're not building it, you're behind. CISOs must lead the charge toward security convergence to ensure operational resilience and business continuity.

This event will look at the skills, people, processes, **technologies and governance models needed to secure complex, hybrid environments. And we will explore how technologies like AI and quantum computing will affect both sides of the security equation.**

The e-Crime & Cybersecurity Congress in Abu Dhabi will look at how cybersecurity professionals need to deal with the challenges of holistic security. Join our real-life case studies and in-depth technical sessions from the most sophisticated teams in the market.

Key Themes

Making the best use of threat intelligence

In a pre-emptive security model, timing is everything — success depends on detecting and neutralizing threats before they become active incidents. To do this, security operations can't just rely on internal telemetry (e.g., endpoint or network logs). They need external, real-time context about emerging threats — **where do they get it?**

Security Posture Management

Traditional vulnerability scanners don't handle cloud native architectures well.

Today's cloud environments spin up thousands of ephemeral assets without a traditional OS, without an IP address for long. **So how do you adapt to that dynamic, API-driven reality?**

How can traditional tools connect the dots — not just generate tickets?

Improving continuous attack surface discovery

You need to know what attackers can see and what they can actually attack — and you need it on a continuous basis, not in some static inventory. Ideally you also need assets ranked by risk priority and put into the current threat and vulnerability context. **Is this feasible and is it cost effective?**

The power of automation

There's too much manual intervention in security. SOAR pulls data from SIEMs, EDRs, firewalls, cloud APIs, ticketing systems threat intelligence feeds, and even email servers and coordinates actions across tools via APIs and prebuilt integrations and intelligent playbooks. **Well, that's the theory. How does it work in the real world?**

Adversary simulation and behavioural analysis

Automated adversary simulation identifies telemetry blind spots. They provide prioritized remediation guidance and control effectiveness metrics. They track progress trends and validate security ROIs as well as providing board and audit reporting. **How well do they work in practice?**

AI, quantum and the rest

New technologies are changing how both attackers and defenders operate. For security professionals, the challenge is to separate the signal from the noise, to determine what is useful today, and how they can begin to incorporate new technologies without having to disrupt existing workflows and teams too much. **What kinds of solutions and vendors offer the most efficient entry-point?**

Key Themes

Achieving visibility across ecosystems

From exposed initial access points such as warehouse management systems to complex machine control software, simply understanding your device and application landscape, its connection and data flows and dependencies is a huge challenge. **Can you help with asset tracking and endpoint visibility? And what about anomaly detection after that?**

Transitioning OT to the Cloud?

OT traditionally was localized in particular sites and air-gapped from IT systems. But connectivity with broader corporate networks and the need to manage technology more centrally (especially during COVID) has seen companies looking at managed services in the Cloud for OT. **Is this a way forward?**

Defending against the latest ransomware variants

Ransomware is effective precisely because it can exploit whatever weaknesses exist in your security architecture and processes. The threat and the actors are constantly evolving and that evolution is forcing the hands of government and causing havoc in the insurance market. **What can CISOs do to better defend against ransomware?**

OT and the regulations

DORA, NIS2 and other regulations put more responsibility for resilience on firms deemed important or critical. Many have focused on IT networks but the regulations include all resilience and so OT environments matter. **What does this new emphasis from regulators mean practically for OT security?**

Why zero trust, isolation and segmentation are key

There has been a shift in recent attacks away from the theft of data – now threat actors are concerned with interrupting all operation activity. It is now critical that business functions are separated, and that internet access to OT networks is limited. **Can security teams keep up with sophisticated foes?**

Pen testing for OT / SCADA

Testing is key to identifying and fixing vulnerabilities before they're exploited. Regulations like NERC CIP require utilities to assess and mitigate risk. Testing checks OT security controls are functioning properly shows regulators an organization's commitment to security. **Can you help?**

Why AKJ Associates?



For more than 20 years, AKJ Associates has been running been the world's most sophisticated closed-door meeting places for senior cyber-security professionals from government, law enforcement, intelligence and business.

For example, our annual London-based e-Crime Congress is still **the largest invitation-only, Chatham House rules**, gathering of the most senior information risk and security professionals from business and government in the world.

The UK Home Office sponsored the public sector delegation from 40 countries in 2002 and we are delighted to say they still do today.

We have run hundreds of events in the **UK, across Europe, the Middle East and Asia**, attracting **tens of thousands of delegates** in cybersecurity, data security and privacy.

These delegates range from C-suite CIOs, CTOs, CROs and CISOs, to heads of enterprise architecture, desktop and network. They encompass all the senior professionals whose input drives security and privacy solution purchase decisions.

And as well as cross-sector events for both private and public sector, we also design and deliver sector-specific conferences for high-value, high-sophistication sectors including the legal sector, financial services and gambling and gaming.

Events like this have enabled us to build relationships of trust with **the most influential decision-makers** at the full spectrum of public and private sector organisations in the UK, Europe, Asia and the Middle East.

By providing this audience with valuable insights and business intelligence over the past 20 years, we have built up **the world's most significant community of professionals in cybersecurity**.

We use this to develop new events; to conduct research to understand what cybersecurity professionals are doing, thinking and buying; and to market our conferences and other services.

We have also developed and trained one of the **most effective marketing and telemarketing operations** in the cybersecurity space.

Our in-depth knowledge of the marketplace allows us to design marketing outreach that **consistently delivers the best audiences** for the providers of critical cybersecurity infrastructure and solutions.

We connect vendors directly with B2B decision-makers. By combining unrivalled reach, deep knowledge of specialist markets and sophisticated marketing we **engage buyers to deliver real results**.

Delivering your message direct to decision-makers



Plenary Speakers

The e-Crime Congress Series events offer sponsors the opportunity to deliver content in a number of different ways.

Plenary speakers **deliver their presentations on the day of the event from a fully featured AV stage to a face-to-face audience.**

Their presentations can contain slides, video and audio and speakers can deliver their speeches from the podium or from any point on the stage.

Plenary presentations are 20 minutes long and take place in the main event auditorium guaranteeing access to the largest possible audience of cybersecurity professionals on the day.

Presentations are generally designed to be informative, topical and actionable, with the use of case studies and up-to-the-minute references to current developments.

Double-handed talks with clients are also welcomed.



Education Seminars

At pre-defined points in the day, attendees will be notified that the main plenary sessions are making way for a series of in-depth technical break-outs.

These sessions of up to 30 attendees are held in break-out rooms and delivered live to attendees.

They are an opportunity for vendors to deep-dive into a topical problem, technology or solution in front of a group of cybersecurity professionals who have self-

selected as being interested in the topic being discussed.

They are also the ideal venue for solution providers to go into technical detail about their own products and services.

These Seminars run simultaneously, and attendees choose which session to attend.

At the end of the Seminar, attendees are notified that Networking time is now available before the next Plenary session.



AKJ Associates

Your team and your resources available in real-time



Exhibition Booths

Sponsor packages that contain an Exhibition Booth give sponsors the opportunity to be present in the main networking area of the event.

At these booths, sponsor representatives can interact with delegates face-to-face, deliver messaging and technical information via video presentations, demo products using their own BYOD technology and to distribute printed marketing and product information.



Sponsors may wish to consider different ways to drive footfall to their booths.

For example, sponsors who have presented in Plenary or in an Education Seminar can close their presentations by directing the audience to their booths.

And there are additional gamification elements available, including sponsor-supplied prizes, that can effectively drive traffic to booths.



Delivering the most senior cybersecurity solution buyers



Our USP? We put buyers and sellers together

We understand that every vendor needs to sell more. That is the bottom line. This is even more necessary in the present situation.

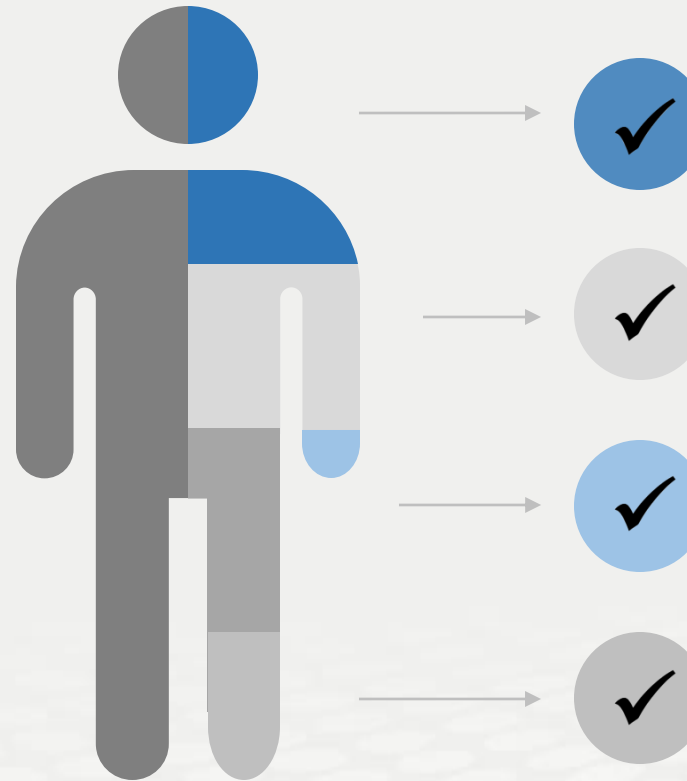
You will have access to the most senior buying audience in the cyber-security market.

AKJ Associates has been building relationships with senior information risk and security professionals for 20 years and our cybersecurity community is the largest of its kind globally.

We know the senior executives who drive strategy from the top, we know the enterprise architects who often control the largest budgets and we know the IT Security Leads and Engineers who so often dictate the purchase process.

All of these job titles attend e-Crime & Cybersecurity Congress events.

Getting access to the right people at the right time always increases the lead generation and always increases profitable sales activity.



Cyber-security

We have a 20-year track record of producing the events cyber-security professionals take seriously

Risk Management

We attract senior risk officers with responsibility for information risk assessment and mitigation

Fraud, Audit, Compliance

We provide the go-to events for fraud prevention and compliance owners at the world's key corporates

Data Protection & privacy

We are a key venue for decision-makers with budget and purchasing authority

We deliver the most focused selling opportunity



Specific, actionable and relevant information for time-constrained industry professionals



The perfect platform for solution providers to deliver tailored advice to the right audience

Focus

Target growth

Each event represents a targeted opportunity to address the needs of a specific community whose need for your solutions and services is growing.

Leads

Boost sales

Sponsors can tailor messages to the needs of an audience that shares similar concerns and challenges, looking for solutions now.

Choice

Meet commercial aims

We work with sponsors to ensure they meet their commercial aims. We offer a number of sponsorship options, each providing specific benefits.

Value

Showcase solutions

Our events provide sponsors with a unique platform to showcase solutions, as well as provide advice on how best to solve delegates' key challenges.

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Delegate Acquisition

- The e-Crime & Cybersecurity Congress has the **largest community of genuine cybersecurity stakeholders** to invite to our events.
- Our reputation for hosting **exceptional events with informative content, excellent networking opportunities and the best vendor partners** means delegates know they are attending a quality event, and are willing to give up the time to attend.
- Our delegates are **invited by an in-house delegate liaison team** who call senior security and privacy professionals at public and private sector companies with a personal invitation to attend
- We **follow up all registrations** with further calls, emails on logistics requirements and reminders to **ensure the best possible attendance**.

Lead Sourcing

- The e-Crime & Cybersecurity Congress prides itself on **putting the key cybersecurity buyers and sellers together**
- To offer you the best prospects to network with, **we don't invite academics, job seekers, consultants, non-sponsoring vendors or marketing service providers** to this closed-door event. This **attention to quality over quantity** has been the hallmark of AKJ's events for 20 years.
- Each of our vendor partners will receive a delegate list at the end of the event.
- Through our targeted networking breaks built into our agendas you will have **unrivalled opportunities to network** with high-quality prospects with face-to-face networking at the event.

Get Your Message Across

- **Content is king**, which is why the e-Crime & Cybersecurity Congress prides itself on delivering informative and useful content, to attract senior audiences of decision-makers.
- Deliver an exclusive 20-min keynote presentation in the virtual plenary theatre, or host a 30-min targeted workshop session: good content drives leads to your booth, and showcases your company's expertise
- AKJ's in-house content / research team will complement the agenda with best practice from leading experts and senior security professionals from the end-user community
- If you are not presenting, the exhibitor booth offers the opportunity to share white papers and other resources for delegates to takeaway

Exclusivity Delivered

- AKJ Associates has never done trade shows. We see most value in working with **a select number of the top vendor partners**, and offering those companies the best access to leads.
- Our events keep the same ethos as when we first started 20 years ago, limiting vendor numbers. We will not be a hangar with hundreds of vendors competing for attention. We will keep our **events exclusive to give the best networking opportunities**.
- All booths offer the same opportunities with the same capacity and functionality regardless of the vendor company.
- This is an opportunity to **continue building pipeline and driving leads** in partnership with our outstanding 20-year reputation and the e-Crime & Cybersecurity Congress brand.

What our sponsors say about us



It was indeed a great show. Despite the situation overall [COVID 19] the number of people that turned up, shows the trust people have of the e-Crime brand. Wish you all the best for the upcoming events and we shall surely be a part of them.



This is always a great event for 'taking the temperature' on security issues, to get a feel for people's impressions on current security challenges and to find out what organizations of all kinds are doing.



AKJ has been a valuable partner for us for a few years now, enabling us to build relationships and engage with the CISO community in a number of key territories across Europe. The events they hold are a great vehicle for discussing the latest challenges and opportunities in the security sector, and our work with them has delivered way beyond expectations.

✓ **Ninety five percent of our exhibitors and sponsors work with us on multiple occasions each year**

✓ **Our sponsor renewal rate is unrivalled in the marketplace**

✓ **This is because our sponsors generate real business at our events every year**

AKJ Associates