e-Crime & Cybersecurity Congress Austria

2nd Annual e-Crime & Cybersecurity Congress AUSTRIA

April 30th, 2025, Vienna, Austria

Are CISOs – and their suppliers – fit for fighting the new cold war?

If cybersecurity is national security, what changes must security vendors, tech suppliers and CISOs make?

AKJ Associates

http://akjassociates.com/event/austria

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Austria boosts cybersecurity spending in the face of sustained attacks

Underlining the growing conflation of cybersecurity with national security and national economic security, Just how far perceptions of cybersecurity have swung towards national, political and economic security is emphasized by recent events in Austria.

In September, before the elections, a Russian hacker group used a crowd-sourced botnet project named DDOSIA to target the websites of several Austrian political parties as well as more than 40 other targets including national and regional government sites, airports, utilities, financial services and the Wiener Borse.

The Austrian interior ministry said it had registered an increase in cyberattacks since mid-September and the National Centre for Cyber Security stood ready to counter any threats. The Ukrainian ambassador to Austria, Vasyl Khymynets, shared the news of the cyber assaults on X, claiming they were proof of the hybrid war Russia was waging against “free Europe”.

The hacker group responsible said, amongst other things, “We decided to visit Austria again to check on cybersecurity ahead of the upcoming elections. As it turns out, nothing has changed since our last visit.”

Before this, in May, then Defence Minister Klaudia Tanner signed the Permanent Structured Cooperation (PESCO project) "Cyber Rapid Response Team" (CRRT) together with Lithuania and Latvia and the Austrian Armed Forces, which will be investing around 40 million euros in the cyber sector over the next four years.

The "Cyber Rapid Response Team" is a team of cyber specialists whose task is to detect, analyze and defend against cyber attacks at any location. It secures traces of attacks, provides in-depth expertise and takes measures to respond appropriately to threats and attacks. The cyber response team thus represents an extended arm of the cyber forces and makes a significant contribution to cyber defense.

And earlier in the year, in March, the Counter Terrorism Preparedness Network (CTPN) and the United Nations Office of Counter Terrorism (UNOCT), in partnership with the AIT Austrian Institute of Technology, conducted a strategic, scenario-based, roundtable table-top exercise focused on a terrorist cyber-attacks against critical infrastructure.

These initiatives illustrate how far cybersecurity has risen up government priorities. When the main threat appeared to be the P&Ls of private sector firms, governments were not that interested. States and law enforcement view citizens and public sector entities as their primary constituency – not corporations. But now that they have become prime targets, and now that it has become clear that the private sector is itself critical to national security (most CNI is in the private sector and private sector firms are key suppliers to the public sector) and to the economic security that underpins political stability, governments (and their regulators) are playing catch-up.

So, what does all this mean for cybersecurity professionals? It certainly means that the volume and sophistication of attacks will continue to increase. It means that malicious state actors will devote more resources to smarter attacks and new attack technology – like AI. But it also means that more regulation is coming, with perhaps more support from government and a better story on budgets for management. It also means more scrutiny for CISOs – for better and worse.

The e-Crime & Cybersecurity Congress Austria will look at how the collision of cybersecurity, business, economics and politics affects cybersecurity professionals on the ground. Join our real-life case studies and in-depth technical sessions from the most sophisticated teams in the market.

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Key Themes

Making the most of next gen tech: automation, AI and the rest

The next 20 years will see an ecosystem of small single-issue vendors slim down to a far less complex set of larger platforms able to invest in continuous development and offering to cover all or large chunks of organisations' security needs. **But will the winners in this evolution be those at today's cutting edge?**

Ransomware – dealing with the new normal

The US Treasury reported that companies paid an estimated $5.2 billion in BitCoin transactions due to ransomware payments for companies in 2021, and only a quarter of ransomware attacks are reported. Ransomware is here to stay. **So how can CISOs stop it being a permanent tax on the business?**

Building a next gen security architecture

How do you efficiently manage multiple vendors, tightly integrate security controls and bridge the gap between network and security teams? One answer is to re-engineer your security architecture: **so, what do efficiency-oriented security architects think is the best paradigm?**

Can zero trust be done?

Zero Trust / ZTNA / SASE – they promise solutions to key problems faced by CISOs today. But how realistic are they? Do they take into account existing legacy technology and the ways in which real companies actually do business day-to-day? **Can you explain how a real-world implementation works?**

Cybersecurity for SaaS/IaaS/PaaS

Most companies' core reliance is now upon a small number of application suites and Cloud services. They are also likely to be developing their own software in, and fully incorporating, the Cloud. These and other changes alter the IT landscape in which cybersecurity operates. **So, do CISOs need a new model for cybersecurity and are legacy solutions still valid?**

What do regulators really want?

It's always easier to get budget for things that are compulsory, and cybersecurity / resilience regulation is introducing more and more mandatory requirements. But how do those requirements translate into people, process and technology, and **does resourcing only for the regulatory minimum leave organisations vulnerable?**

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Why AKJ Associates?

A History of Delivery

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.

Global Engagement

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 C(I)SOs, 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.

Unrivalled Relationships

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.

Smart Lead Generation

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.**

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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.

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.

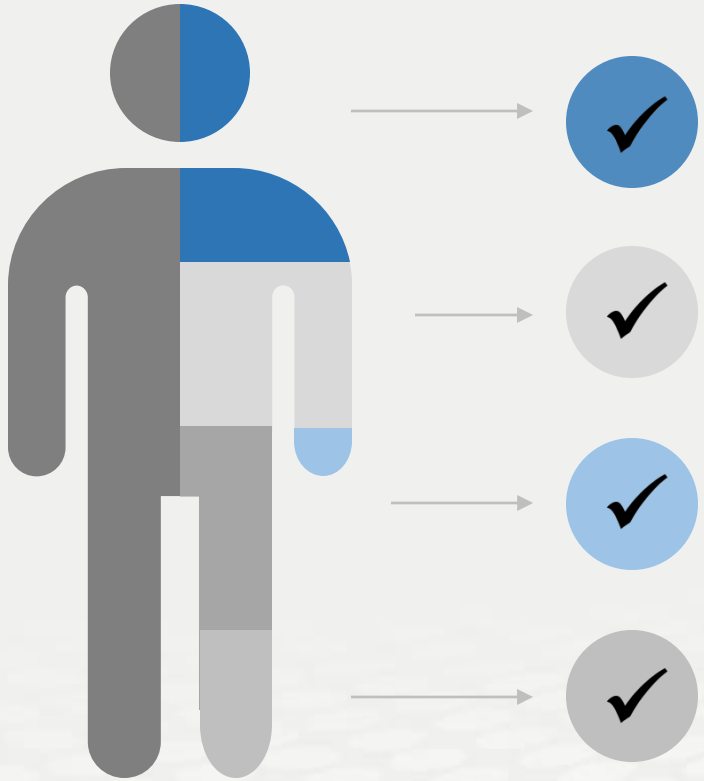
You will have access to the most senior buying audience in the cyber-security market.

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

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