

# e-Crime & Cybersecurity Congress Switzerland



## 4<sup>th</sup> Annual e-Crime & Cybersecurity Congress Switzerland

September 10<sup>th</sup>, 2025, Zurich, Switzerland

### From cybersecurity to national security

What must change now that cybersecurity is less about business risk and more about national resilience?

**AKJ Associates**

# e-Crime & Cybersecurity Congress Switzerland

## Europe's CISOs at the frontline of the new cold war

At its meeting on 7th March, **Switzerland's Federal Council introduced a reporting obligation for cyberattacks on critical infrastructure**, which came into force on 1st April. Operators of critical infrastructure will be required to report cyberattacks to the National Cyber Security Centre (NCSC) within 24 hours of discovery. These reports will enable the NCSC to assist victims of cyberattacks and alert operators of critical infrastructure.

This is just one piece of evidence that **reveals just how seriously Switzerland is taking the hybrid warfare tactics hostile nation states are using against the West**, which can range from physical acts of sabotage such as arson to cyberattacks and disinformation campaigns.

European governments in general have come to accept that the cybersecurity of the private sector is integral to national security. Why the private sector? First, because most **CNI is in the hands of, or relies on, the private sector**. Second, because third-party vulnerability means that even wholly state-owned and run organisations will depend on private third parties and in any case the entire commercial ecosystem relies upon countless third-party dependencies both known and unknown.

**So, what does this heightened governmental focus on cybersecurity mean for security professionals?**

Most obviously it means **more investment and an increase in taking concrete actions to boost security**. Yes, senior management is now on message, but hiring and budgets statistics are not consistent with taking cybersecurity as seriously as is needed.

This requires senior business leaders to understand that everyone is now equally at risk as everyone is a potential weak link in the ecosystem of societal security ready to be exploited by a nation-state aggressor. This also means that narrow risk to the P&L is not the only measure of risk.

Mapping security spend to the (relatively low) average loss statistics might seem like sensible risk management, but it creates systemic weakness that makes those loss stats a significant underestimate. Investment must rise.

**Transparency is also critical.** The secrecy around security incidents is both absurd and damaging. Hackers know your defences – they are not a secret. Incident reporting does not paint a target on your back because everyone is already a target. And hiding information means everyone, including law enforcement, is underestimating losses and risks.

Transparency also means **more meaningful collaboration** – necessary because adversaries are good at sharing the latest 'best practice' and so we must be too.

And it means **getting the basics right: in Switzerland recent attacks have included DDoS attacks and ransomware attacks on a wide range of state and private-sector targets. We are all now in the crosshairs and, as third parties, we are all each other's security partners, like it or not.**

**The e-Crime & Cybersecurity Congress Switzerland will look at how at how security teams and the business must respond to a new, hybrid-warfare era in cybersecurity. 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?**

### Dealing with regulations

CISOs now must build a single coherent security program that simultaneously satisfies divergent regulatory demands; they must interpret vague legal standards into technical architectures, and they risk non-compliance if auditors, regulators, or courts interpret differently later; they face unrealistic expectations around incident reporting; and they face personal liability. **Can RegTech help?**



# Why AKJ Associates?



## A History of Delivery

For more than 20 years, AKJ Associates has been running 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 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.

## 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**.

# 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.

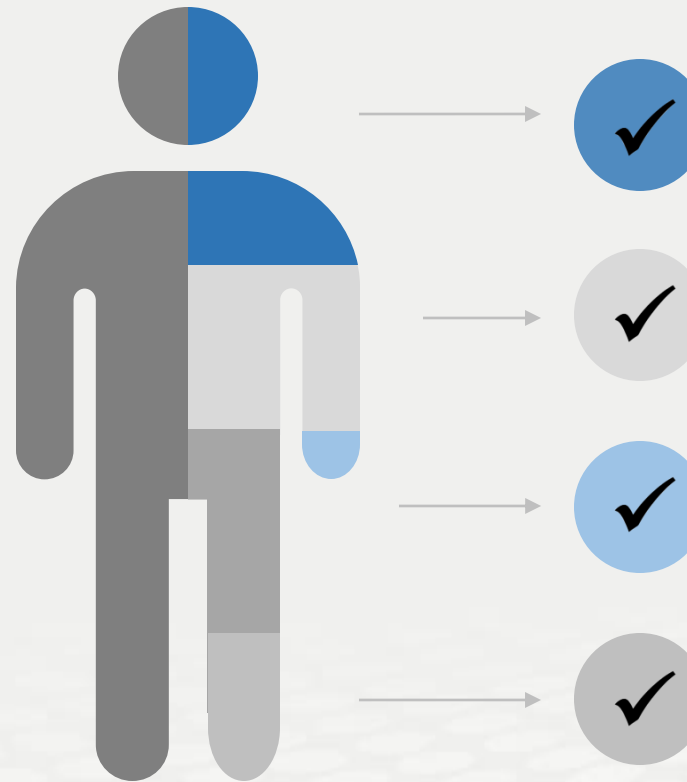
**You will have access to the most senior buying audience in the cyber-security market.**

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

**AKJ Associates**



# 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.



# e-Crime & Cybersecurity Congress Switzerland

## 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.



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.

The VMware Carbon Black logo, which consists of the text "vmware Carbon Black" in white on a blue rectangular background.

vmware Carbon Black

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**