



TRUSTECH

Payments | Identification

3 • 5
DEC
2024

PARIS EXPO
PORTE DE
VERSAILLES
PAVILION 5.2



Payment and identification markets in 2025 : what did you expect ?

To keep a eye on the market and always provide our exhibitors with high added-value information, we asked our visitors to answer a quick survey and give their opinion about the current state of the market and the outlook for the future.

Find out what came out...

63% of our visitors think the business climate is good or excellent

84% of our visitors have an investment project in the payment or identification sector

74% of our visitors are optimistic about 2025's business perspectives

1 in 2 visitors has a short term investment plan

Ranking of geographic regions targeted for investment projects :

- ① EUROPE (excl. France)
- ② FRANCE
- ③ NORTH-AMERICA
- ④ ASIA
- ⑤ MIDDLE EAST
- ⑥ SOUTH AMERICA
- ⑦ OCEANIA

500K€ is the minimum budget for more than **HALF** of our buyers

*Results based on TRUSTECH 2024 visitor's survey. For more information about the survey, please contact us : contact@itrustech-event.com.

WHAT OUR VISITORS ARE LOOKING FOR ?

Digital identities

Europe of payments

Instant payments

Web 3.0 for payments

Identity and Access Management

Augmented Intelligence

Europeand Digital Identity Wallet

Government ID

100% Tokenisation for payments



TRUSTECH is the global event for professionals dedicated to innovative payments and identification solutions.

The next edition will be held from 03 to 05 December 2024 in Paris Expo Porte de Versailles, with over 8,000 visitors and 200 exhibitors expected.

Find out more about our participation offers :

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Organised by: **COMEXPOSIUM**

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