

Smart Card Alliance Latin America (SCALA)

Smart Card Industry Growth in Latin America

The Frost & Sullivan *Americas Smart Card Market Analysis* report, published in September 2005 in collaboration with the Smart Card Alliance, predicts that **Latin America, will have a 59 percent compound annual growth rate over the next five years, from 217.2 million cards shipped in 2006.** Growth is expected in all industry segments including GSM, payments, government ID, access control, transit, and pay TV.

The Smart Card Alliance is a not-for-profit, multi-industry association.

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The Smart Card Alliance Latin America (SCALA) was established in July 2005, to develop specific projects in areas such as: tri-lingual educational programs (English, Spanish, and Portuguese), market research, pavilions, conference events, online resources, newsletters, media publications, and discounts at industry events, allowing members to stay connected in a united industry to promote innovative thought.

Its membership activities are intended to stimulate the understanding, adoption, use and application of smart cards in Latin America, by bringing together in an open forum leading users and technologists from both the public and private sectors to create industry relations to address industry issues and create new opportunities for all.

The Smart Card Alliance is the single industry voice for smart cards, leading industry discussion on the impact and value of smart cards in Latin America.

Profile

The Smart Card Alliance membership includes a mix of over 160 U.S., Latin American, and international organizations covering the full spectrum of industry suppliers, integrators, and end user groups, comprising leading companies in the financial services, corporate enterprise, telecommunications, mobile, healthcare, retail, security, transportation industries, computer technology and entertainment, as well as a number of government agencies.

Industry and Technology Councils in Latin America

- Financial Payments Council: To promote the understanding of the benefits using smart cards in the financial sector.
- Physical Access Council: To help expand the knowledge and advantages of using smart cards for access control in the security industry.
- Transportation Council: To encourage the modernization of transportation systems through the use of smart card technology
- Media Outreach Council: To provide information to the vertical markets influenced by smart cards through articles and publications.
- Gov Information Exchange: To exchange information among different government institutions in the region regarding the use of smart cards in helping to improving government services.

Conferences:

- Smart Cards in Government Conference
- Smart Cards For Government and Payment
- Smart Card Alliance Annual Conference

Educational Institute:

- Smart Cards for Physical Access Control

White Papers in Spanish and Portuguese:

- Identity Management Systems (2006)
- Building a Chain of Trust (2006)
- Secure Physical Access (2006)
- Logical Access Security (2006)
- Smart Cards and Parking (2006)

Government Outreach

- Instituto Nacional de Tecnologia da Informação (Bra)
- Oficina Nacional de Tecnologías de Información (Arg)
- Fundación Instituto de Ingeniería (Ven)

Smart Card Alliance Latin America Events

- Cards 2007 – São Paulo, Brasil
- Expo Seguridad – Mexico City, Mexico
- ISC Brazil – São Paulo, Brasil
- Americas Fire & Security Expo – USA
- 5th CertForum – Brasilia, Brasil
- Cartes 2007 – Paris, France

For more information email ebetts@smartcardalliance.org or call 1-954-642-8969.