



## **Mediterranean Smart Cards Company to Participate at Cardex 2009**

***As a main sponsor, MSCC will showcase its innovative services for the third consecutive year***

### **FOR IMMEDIATE RELEASE**

***Cairo, Egypt, December XX, 2009*** — Mediterranean Smart Cards Company (MSCC) will participate as a Main Sponsor and exhibitor in Cardex 2009 Digital Identity Conference and Expo Middle East and Africa which will take place on December 13-15 at the Cairo International Conference Center. MSCC will host a booth at (LOCATION NEEDED) in the exhibition hall to provide visitors with insight into the company's latest technological advances in the electronic payment card processing industry.

"As the region's leading smart card processing company, MSCC is always eager to participate in events that tackle key industry issues and provide opportunities for business leaders to address those issues," said Hoda Shoukry, MSCC Managing Director. "Cardex 2009 offers a forum where stakeholders can come together to improve the industry as a whole for the benefit of consumers and businesses alike."

MSCC is participating in Cardex for the third consecutive year as it continues to pursue its vision to export Egypt's technological expertise and industry know-how on an international scale, showcasing the competitiveness and capability of the Egyptian market.

Cardex 2009 aims to bring together over 2900 experts, industry leaders and distributors from over 21 countries for the latest in digital identity solutions, biometrics, RFID, smart cards, national ID, e-passport, e-government, e-finance, mobile banking, information security, card manufacturing and personalization.

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### **About Mediterranean Smart Cards Company (MSCC)**

MSCC is an Egyptian joint-venture company, offering one of the most sophisticated smart card processing environments in the world. Besides delivering a range of services and benefits to its clients, MSCC's mission is to provide high-quality, premium smart card payment processing services to banks across markets in Central and Eastern Europe, Middle East and Africa, and to



spread electronic payment knowledge and expertise. For more information, please visit [www.mscc.com.eg](http://www.mscc.com.eg).

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