

21.10.2009 - 11:36 Uhr

## **WIS@key to establish presence at the Swiss Village in Masdar City, United Arab Emirates**

*Ras al Khaimah, U.A.E. (ots)-*

WIS@key was part of the Swiss delegation of Mr. Pierre-François Unger, Minister of Economy and Health, State and Republic of Geneva, that visited Masdar City near Abu Dhabi in the U.A.E. this week.

During the visit, WIS@key confirmed its intention to be among the first tenants to move into the Swiss Village in Masdar City. Switzerland is the only country so far to be given its own neighborhood in the eco-city. WIS@key eSecurity technologies will enable it to pick up clients not only in Masdar itself and Abu Dhabi but throughout the Gulf region. Abu Dhabi intends to make Masdar City a global center for renewable energy. WIS@key plans to play an important role in securing Masdar City and the Swiss Village.

More than 70 companies are part of the Swiss Village Association. WIS@key will be involved as a Gold Sponsor and a strategic partner. Other companies include Implenia. Switzerland's largest construction firm, Avireal, a leading real estate firm Avireal, Hublot, the luxury watchmaker, as well as the three big players in the Swiss solar power industry: Oerlikon, 3S, and Meyer-Burger.

As the first major hydrocarbon-producing economy to take such a step, Abu Dhabi has established its leadership position by launching the Masdar Initiative. The Masdar Initiative driven by the Abu Dhabi Future Energy Company (Masdar), a wholly owned subsidiary of the Mubadala Development Company (Mubadala) is a global cooperative platform for the open engagement in the search for solutions to some of mankind's most pressing issues: energy security, climate change and the development of human expertise in sustainability.

Carlos Moreira, WIS@key CEO and Founder, told reporters that there has been a considerable increase in the level of awareness about security among local companies in UAE in the recent years but added that many companies continued to harbor the misconception that technology or highly-paid consultants alone could solve all their problems. He explained that local companies must strive for a combination of trusted technologies, best practices and high levels of awareness. WIS@key will soon announce the establishment of WIS@key UAE to assist the market.

At Masdar, WIS@key will expand NetCarbonOffset.com, the web-based program designed to use the Internet and digital identification to assist the offsetting of carbon footprints with the final objective to support greenhouse gas reduction projects and hasten the transition to a clean energy future. The Internet is a great place to reduce carbon offsets because it can be more efficient than any other measures allowing an individual to help to assist on the fight against global warming, while reducing the same or more carbon dioxide emissions. Via NetCarbonOffset.com, users purchase a digital renewable energy certificates (WIS@key Digital Certificate) which allows them to demonstrate their commitment to fight global warming throughout all their internet transactions, emails, and web surfing.

This digital certificate will become very visible and will be promoted a transactional mechanism to trade alternative energies over a trusted internet.

Founded in 1999 in Geneva, Switzerland, WISeKey is one of the premier security software and services company in the world, with clients including first-in-class corporations like Microsoft and governments like the state of Geneva.

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