

PRESS RELEASE

German Brand Award for TeleTrusT Trust Seal "IT Security made in Germany"

Berlin, June 30, 2017 – The Trust Seal "IT Security made in Germany" of TeleTrusT - IT Security Association Germany was honored by the German Design Council and the German Brand Institute with the German Brand Award 2017 in the category "Industrial Excellence in Branding".

IT security is a highly topical subject. Under the TeleTrusT Trust Seal "IT Security made in Germany" the common public image of the organized German IT security industry is coordinated, the cooperation promoted and German industry competence in relevant export markets selected. The trust seal as a protected brand is currently being granted to over 160 German IT security companies which oblige to fulfill specific requirements.

The initiative "IT Security made in Germany" was originated by the German IT security industry with support from the Federal Ministry of Economics and the Federal Ministry of the Interior. The IT Security Association Germany (TeleTrusT) took over the ownership in 2011.

The conferment of the German Brand Award on TeleTrusT Seal "IT Security made in Germany" acknowledges the sustainable industrial policy commitment of the organized German IT security industry as well the stringency in strategic brand management by the IT Security Association Germany.

The German Brand Award consists of three categories: "Excellence in Branding", "Industry Excellence in Branding" as well as "Excellence in Brand Strategy, Management and Creation". Only those who have first been nominated by the German Brand Institute can participate in the competition. The German Brand Institute aims at promoting the significance of brands as key success factor for companies in national and international competitive environment. By presenting the German Brand Award, the Council honors excellent brand management.

The Award was presented to TeleTrusT on June 29, 2017 at a gala event in Berlin.

<https://www.teletrust.de/itsmig/>

TeleTrusT – IT Security Association Germany

The IT Security Association Germany (TeleTrusT) is a widespread competence network for IT security comprising members from industry, administration, consultancy and research as well as national and international partner organizations with similar objectives. With a broad range of members and partner organizations TeleTrusT embodies the largest competence network for IT security in Germany and Europe. TeleTrusT provides interdisciplinary fora for IT security experts and facilitates information exchange between vendors, users, researchers and authorities. TeleTrusT comments on technical, political and legal issues related to IT security and is organizer of events and conferences. TeleTrusT is a non-profit association, whose objective is to promote information security professionalism, raising awareness and best practices in all domains of information security. TeleTrusT is carrier of the "European Bridge CA" (EBCA; PKI network of trust), the IT expert certification schemes "TeleTrusT Information Security Professional" (T.I.S.P.) and "TeleTrusT Professional for Secure Software Engineering" (T.P.S.S.E.) and provides the trust seal "IT Security made in Germany". TeleTrusT is a member of the European Telecommunications Standards Institute (ETSI). The association is headquartered in Berlin, Germany.