

# tracesafe

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## TraceSafe Joins Seatrade Cruise Virtual: Tech & Innovation Conference

**April 13, 2021: Vancouver, BC – Tracesafe Inc. (“TraceSafe”) (CSE: TSF)**, a global leader in wearable safety tech and connected workforce solutions, including large-scale enterprise, venue management and asset tracking, is proud to announce it is a diamond sponsor and panel moderator for the [2021 Seatrade Cruise Virtual Conference focused on Tech & Innovation](#).

The TraceSafe strategic cruise ship division is led by current Vice President Sales Susanne MacKillop, who will moderate the panel “Contact Tracing Technologies and Wearables” at the Seatrade event. She will be joined by Luca Pronzati, Chief Business Innovation Officer of MSC Cruises and Jay Schneider, Chief Product Innovation Officer (CXO) of the Royal Caribbean Group.

“We’re so happy to be part of this Seatrade event as a sponsor,” notes Susanne MacKillop, Vice President Sales at TraceSafe. “It’s part of our important mission to help the cruise industry take to the seas in 2021 with products that meet stringent health and safety requirements, all while enhancing guest experiences through digital technology.”

Contact tracing and intelligent wearable technology plays an important role in the success of cruising in 2021 and beyond. With 27 new ships projected to be in operation this year, the next generation of vessels are expected to be more innovative and pave the way for more digital cruise experiences.

TraceSafe’s intelligent wearables and contact tracing technology give businesses confidence in a time of uncertainty and the tools to reopen. By continuing to work with its cruise partners to future proof the industry, TraceSafe offers product innovation and will leverage new technology for years to come. [Read more about how TraceSafe is taking the cruise industry into the future on Seatrade’s industry blog](#).

### **About TraceSafe**

TraceSafe is a full suite of real-time location management services and contact tracing solutions enabled through advanced low power bluetooth beacons and enterprise cloud management. TraceSafe’s leading cloud management solution ensures both user privacy and comprehensive administrative control. TraceSafe’s patented contact tracing bracelet has already been deployed in mission critical quarantine applications around the world in partnership with leading

governments. In addition to their government work, TraceSafe is developing leading edge solutions for Enterprise, Healthcare, Education, Government and large-scale venue management.

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