



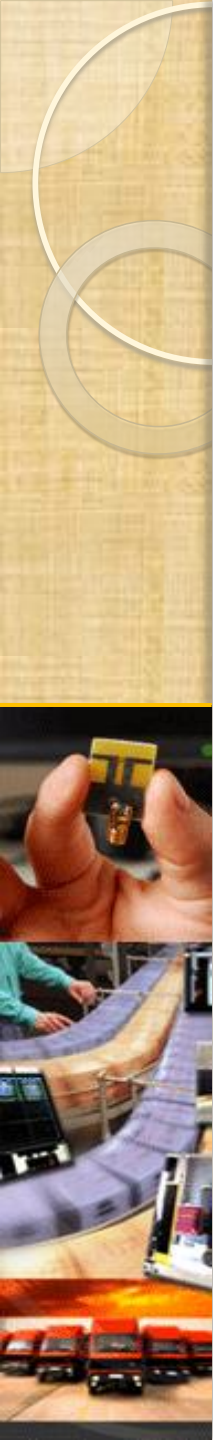
RFID in Europe

A Hub for Competitiveness

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International RFID Conference
RFID i Danmark
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- Who are we?
- Where do we come from?
- Our Past Achievements
- “New” Direction
- Your opportunity





Who are we?

- **European:**
 - Universities
 - Research Establishments
 - SMEs
 - Experts
 - Large end user organizations
 - Technology providers
 - Associations
 - Standards organizations
- **+200 Registered Members (+300 LinkedIn)**
- **Active Voluntary Management Board**

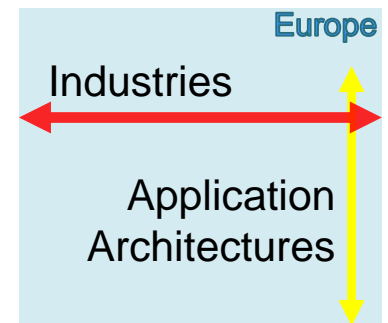
*Add Map representing countries
Where we have members*



Where do we come from?

Founded in 2009 as “RACE network RFID” an EC funded project focused upon:

- European RFID Technology Adoption
- European SMEs
- Key Stakeholders with interests across the vertical and horizontal dimensions of RFID
- Close links with:
 - EC
 - Member State Governments
 - SME & RFID Associations
 - IoT & RFID International Initiatives
 - Universities
 - Standards
- Not an easy start but a fruitful outcome



Our Past Achievements

- **Deliverables:**

- European Public Policy – RFID Recommendation & Mandate
- Database of applications
- European technology adoption outlook reports & surveys
- Web pages & active social media activity
- Common Terminology
- Use Case Videos
- Regular Electronic Newsletters
- Dissemination Conferences & meetings

- **Membership Participation – a key strength!!**

A GREAT EUROPEAN NETWORK OF STAKEHOLDERS, SHARING IDEAS AND EXPERIENCES AND WHO CAN ALL HAVE A SAY!

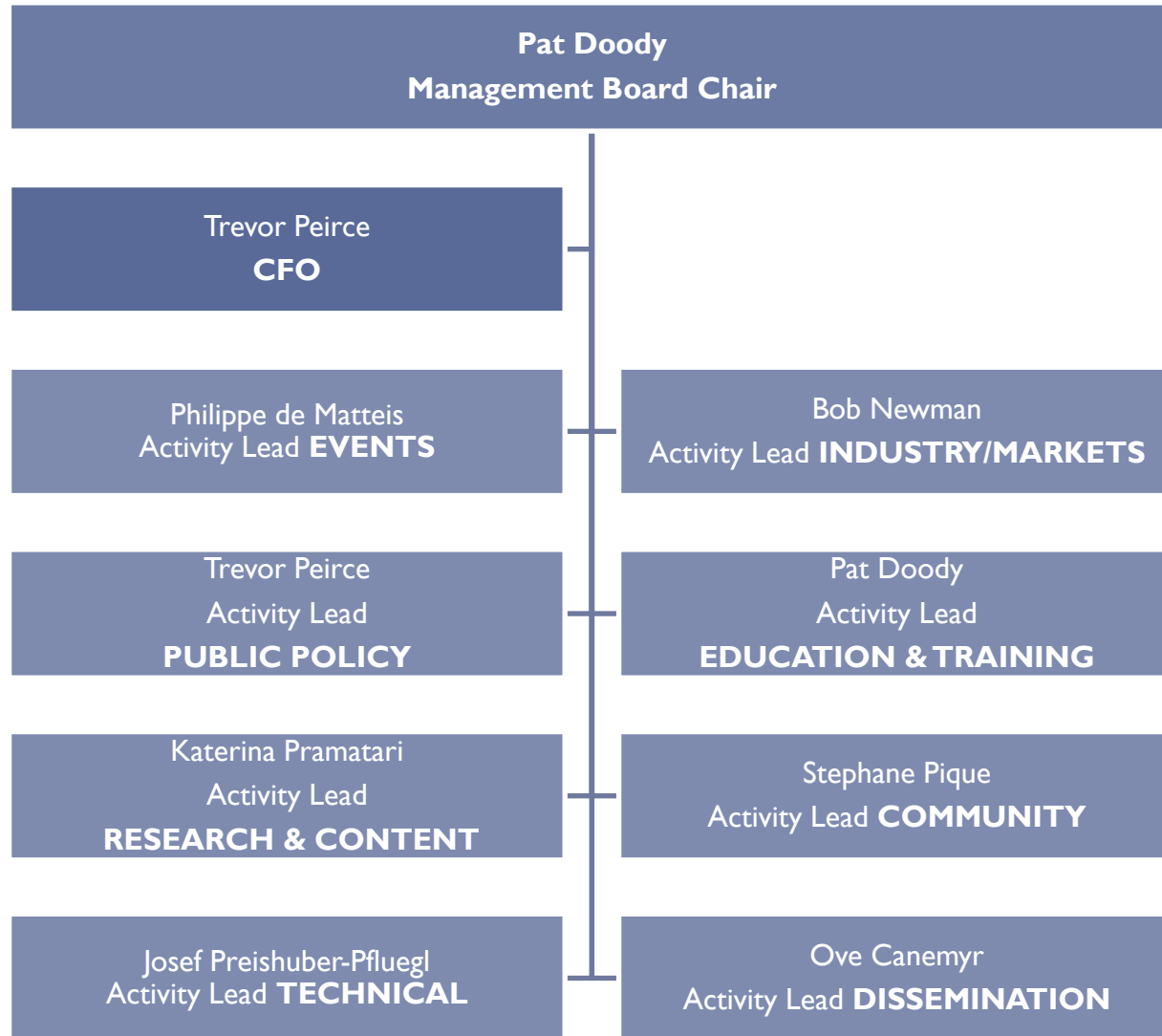
“New” Direction

Sustainability Focus – End of EC Project 29.02.2012

- MB creates Sustainability Task Force – Prague, May 2011
- General Assembly unanimous vote to continue Network as not-for-profit organization – Dublin, November 2011
- “New” Management Board (provisional) created – December 2011 after open activity volunteer process
- January 2012 Bylaws drafted and agreed:
 - Free to join but must have European Postal address
 - RFID name but wider range of technology interests
- March 2012 – RFID in Europe launches
- May 2012 – RFID in Europe Conference & Workshops



“New” Direction



Your Opportunity

- **RFID a mature technology foundation**
 - Applications established in most sectors
 - Hard and Soft Benefits – A platform for development
- **Continuous Innovation**
 - Applications and RFID uses
 - Technology and standards
 - NFC
 - RTLS
 - IoT
- **RFID in Europe**
 - A transparent open European network
 - Supporting national initiatives
 - Connections across Europe and with Europe





Contact Details

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