

## **European Project CE RFID organises a workshop on RFID Guidelines**

The European project CE RFID (*Coordinating European Efforts for Promoting the European RFID Value Chain*) invites interested parties to workshops on RFID Guidelines. The 1<sup>st</sup> workshop aims at reflecting on the current state of RFID guidelines in Europe concerning different application fields (e.g. logistical applications and tracking and tracing of goods).

The organiser of this workshop, METRO Group, invites experts in RFID matters in order to determine the quality and scope of existing guidelines, to identify open points and to draft suggestions for additional or supplemental guidelines should the existing guidelines be perceived as insufficient to meet the various demands of user companies.

Date: Wednesday, June 27, 2007, 09:00 to 18:00

Location: Pleon GmbH, Hausvogteiplatz 2, 10117 Berlin, Germany

The workshop is part of the working group within the project CE RFID dealing with RFID Guidelines. The working group aims at eliminating information deficits relating to RFID by supplying industry specific cost-benefit analyses, business models, and case studies concerning the implementation of RFID to user companies.

CE RFID was launched in April 2006 by leading RFID user companies and vendors. Its main intent is to strengthen the European competitiveness of RFID in the context of the aims of the Lisbon strategy. Members of CE RFID are METRO Group, Deutsche Post World Net, Siemens, NXP, Tyco ADT, UPM Raflatac, Feig Electronic, RF-iT, AIDA Centre, Pleon, VDI/VDE-IT and EADS.

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For further information please visit the CE RFID website [www.rfid-in-action.eu](http://www.rfid-in-action.eu) or contact the CE RFID secretariat:

Peter Gabriel  
VDI/VDE-IT  
Steinplatz 1  
10623 Berlin  
Germany

[info@rfid-in-action.eu](mailto:info@rfid-in-action.eu)