

CE RFID Press Release, July 23<sup>rd</sup>, 2008

**Leading European RFID companies invite to Conference  
"Towards a European Policy on RFID"**

Within the European project CE RFID leading RFID users and technology providers have discussed topics such as standardisation, user guidelines, legislation, technology development, as well as R&D. Together with about 200 experts they have elaborated detailed recommendations for European RFID stakeholders from policy, economy, and society.

The results of CE RFID will be presented at the Conference

**"Towards a European Policy on RFID"**

**Date:** Friday, 19<sup>th</sup> September 2008, 9:00 - 16:00h

**Venue:** Bedford Hotel, Rue du Midi 135-137, 1000 Brussels, Belgium

**Agenda:** [www.rfid-in-action.eu/conference](http://www.rfid-in-action.eu/conference)

**Registration:** [www.rfid-in-action.eu/conference](http://www.rfid-in-action.eu/conference)

Practitioners from MGI METRO Group Information Technology, NXP Austria, FEIG Electronic, and Deutsche Post World Net will share and discuss their insights with the audience. The RFID experts Dr. Florent Frederix, European Commission, Prof. Kurt Monse, FTK, and Dr. Patrick von Braunmühl will discuss the recommendations of CE RFID with the project partners. A poster session of European RFID projects will accompany the presentations and discussions.

**CE RFID**

CE RFID was launched in April 2006 by leading RFID users and vendors. Its main intent is to strengthen the European competitiveness of RFID in the context of the aims of the Lisbon strategy by providing recommendations for a European approach on RFID. The activities of the project focus on the following RFID topics: application and technology roadmaps, European R&D policy, standardisation, guidelines and European legislation. Members of CE RFID are METRO Group, Siemens, Tyco ADT, Deutsche Post World Net, NXP, UPM Raflatac, Feig Electronic, RF-iT, AIDA Centre, Pleon, VDI/VDE-IT and EADS. CE RFID is a Coordination Action funded by the European Commission within the 6<sup>th</sup> Framework Programme.

[www.rfid-in-action.eu](http://www.rfid-in-action.eu)

**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:

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## Agenda

### Conference "Towards a European Policy on RFID"

Friday, 19<sup>th</sup> September 2008, Bedford Hotel, Rue du Midi 135-137, 1000 Brussels, Belgium

08:00	Registration	
09:00	Keynote	Dr. Gérald Santucci, European Commission
09:30	Keynote	Patrick Guillemin, ETSI, Coordinator of CERP (Cluster of European RFID Projects)
09:45	Introduction and Overview CE RFID	Dr. Gerd Wolfram, MGI METRO Group Information Technology
10:15	Standards, radio regulations and patents: the invisible backbone of RFID	Eldor Walk, FEIG Electronic
10:45	Coffee break	
11:15	Cornerstones for a European RFID research policy	Dr. Klaus Pavlik, NXP Austria
11:45	Guidelines and laws: The regulative side of RFID	Véronique Corduant, Deutsche Post World Net Dr. Birgit Gampl, MGI METRO Group Information Technology
12:15	Lunch break	
13:15	The relationship between RFID policy and RFID adoption in the EU – a win-win situation?	Prof. Dr. Kurt Monse, FTK e.V.
13:45	Legal Aspects of RFID	Dr. Patrick von Braunmühl, Cisco Systems
14:15	Panel discussion: The next steps towards a European RFID policy	Dr. Florent Frederix, European Commission Dr. Gerd Wolfram, MGI METRO Group Information Technology Eldor Walk, FEIG Electronic Dr. Klaus Pavlik, NXP Austria Véronique Corduant, Deutsche Post World Net Prof. Dr. Kurt Monse, FTK e.V
15:45	Closing remarks	Dr. Gerd Wolfram, MGI METRO Group Information Technology