

PROGRAMME

2nd TransAtlantic Symposium on the Societal Benefits of RFID

**-- This event takes place on May 6th, 2009 in Brussels and will be preceded by
a networking day on EU-US RFID lighthouse pilot projects on May 5th, 2009 --**



INTERNATIONAL
TRADE
ADMINISTRATION



European Commission
Information Society and Media



T R A N S A T L A N T I C
B U S I N E S S D I A L O G U E



**European-American
Business Council**



At the EU-US summit in April 2007 the leaders of the EU and the US made the statement that deeper transatlantic economic integration will benefit citizens and the competitiveness of both economies. A small set of lighthouse projects that could advance this integration have been defined and the RFID lighthouse project is one.

Download the report from

(http://ec.europa.eu/information_society/policy/rfid/documents/lighthouse.pdf) of the EU-US summit (signed by Mr. George W. Bush, president of the U.S., Mss Angela Merkel Chancellor of Germany and Mr. José Manuel Barroso, president of the European Commission) in Washington DC.

More on the Transatlantic Economic Council can be found

<http://www.eurunion.org/partner/euusrelations/TEC.htm>.

Both administrations have translated this RFID lighthouse project

(1) in an exchange of information and best practices from field trials and

(2) in an ambition to engage in RFID pilot projects that hold the promise to deliver on these goals.

The first EU-US symposium on RFID took place in Washington DC last year. The report (pdf) of the first EU-US symposium on RFID (September 22, 2008) can be downloaded from http://ec.europa.eu/information_society/policy/rfid/documents/EUUSsymposium092008.pdf

A complementary report on the event can be downloaded from the TABD website (http://ec.europa.eu/information_society/policy/rfid/documents/EUUSsymposium092008tabd.pdf)

Networking day on EU-US RFID Lighthouse pilot projects

5th May 2009, 14:00 – 18:00

Avenue de Beaulieu 25, Room O/S1, Brussels 1160 Auderghem

The objective of the networking day is to discuss possible RFID pilot projects and to invite stakeholders to actively engage in this process. Two more tangible RFID lighthouse project ideas will be presented.

13:30 ***Registration and welcome coffee/networking***

14:00 ***Welcome***

João da Silva, Director, Directorate "Converged Networks & Services",
Directorate General Information Society and Media, European Commission

14:15 ***Tracking Radioactive-isotopes in international commerce***

Randy M. Walker, Oak Ridge National Laboratory
Timo Aaltonen, Telematics of Dangerous Goods, DG Transport and Energy,
European Commission

14:45 ***Cargo Tracking and Tracing***

The Green cargo project and international logistics (eFreight)

John Berry, DG Transport and Energy, European Commission

**Intelligent Cargo: enable for energy-efficient and sustainable
logistics systems**

Jens Schumacher, Euridice

15:15 ***Coffee Break and networking***

15:30 ***Postal item identification***

Stefan Lindholm, Swedish Post
Jürgen Schad, Siemens

16:00 ***Transatlantic Traceability Infrastructure (TTI)***

Stéphane Pique, European Director EPC/RFID, GS1 Europe

16:30 ***"Securing the Internet of Things: secure supply chain management"***

Stephen Miles, MIT (USA)

17:00 ***Panel/Networking session on Transatlantic RFID lighthouse projects***

Round table with all participants

17:30 ***Summary and Wrap-up***

Gérald Santucci, Head of Unit, DG Information Society and Media, European Commission

17:45 ***Networking Reception***

18:30 ***End of the Networking Day***

2nd TransAtlantic Symposium on the Societal Benefits of RFID

6th May 2009, 08:30 – 17:30

Crowne Plaza Hotel, Schuman room, 107 rue de la Loi, 1040 Brussels

The objective of the Symposium is to exchange experiences and best practices on applications or concepts that can bring societal benefits for citizens and organizations from both sides of the Atlantic.

08:00 **Registration, Coffee and Networking**

08:30 **Welcome**

Michael C. Maibach, President & CEO European-American Business Council

Opening remarks

Viviane Reding, Commissioner for Information Society and Media, European Commission

Robin Layton, Director, Office of Technology and Electronic Commerce, Manufacturing and Services - International Trade Administration, U.S. Department of Commerce

09:00 **Panel I: RFID to Enhance Environmental Protection & Sustainability**

RFID can be an invaluable tool in addressing critical environmental issues. In particular, it may provide end-to-end visibility of hazardous materials transportation and storage life cycle, supply critical data to emergency responders, and increase security of hazardous waste shipments. This panel will explore how innovative uses of RFID technology can generate significant benefits to society in the area of environmental protection and sustainability. It will also explore the ability to improve security in transport.

Case study on wood traceability and optimization of forest production, **Indisputable Key** project, **Richard Uusijärvi**, SP Technical Research Institute of Sweden.

Moderator: **Nigel Dore**, Chief Technology Officer, Helveta

Mick Keyes, Senior Architect, BCS CTO Office, HP

James Waterworth, Director, EU Representative Office, Nokia

Lorenz Erdmann, Institute for Future Studies and Technology Assessment IZT, Berlin (DE)

10:00 Panel II: e-Accessibility

e-Accessibility addresses people who are potentially experiencing difficulties with information technologies due to old age or disabilities, particularly cognitive varieties. In today's society, access to information by all citizens is clearly a right as well as a condition for prosperity. EU and U.S. are already working together on the establishment of a single, common standards framework, rather than multiple national and international standards, in order to enable accessible products and services to be developed and brought to market faster. This panel will explore the potential of RFID for providing assistance to visually-impaired people, for tele-assistance, and for ageing populations.

Case study presented by **Hans Brons**, The Hague Smartline Project

Moderator: **David Pesek**, Czech Consumers Association Representative

Francois Junique, ICT for Inclusion unit, European Commission

Hans Brons, System Integrator, Connexip (NL)

Immaculada Placencia Porrero, DG Employment, European Commission

11:00 Coffee and Tea break

11:30 Panel III: The Application of RFID to Improve Healthcare Delivery

Recent experience in European and U.S. clinical settings shows that RFID is a promising technology for patient safety and quality of care, pharmaceutical application (excluding supply chain and counterfeit drug issues), management of devices, supplies and biological material, and patient and healthcare provider support. In particular, item level tagging and Real Time Locating Systems (RTLS) for staff, patients and assets are expected to significantly improve efficiency, safety and availability and to reduce losses. This session will focus on how applications of RFID in the healthcare field can improve patient care, such as infant tracking, medication dose monitoring, medical asset tracking and product recalls.

Case study on deployment of RFID & Health presented by **Lorenzo Valeri**, RAND Europe

Moderator: **Emilie Barrau**, BEUC

Gerhard Weller, Siemens Healthcare

Ilias Iakovidis, DG Information Society & Media, European Commission

Christophe Duverne, Senior Vice-President and General Manager BL Identification, NXP Semiconductors

12:30 Networking Lunch

14:00 Panel IV: Safety & Quality of Life: The Consumer benefits

RFID is already improving convenience, safety and security to consumers' daily lives through such innovations as the automated payment of toll road fees and public transit fares, the authentication of prescription medications, homeland security enhancements, or faster service for library staff and borrowers. This panel will provide concrete examples of consumer-oriented RFID applications, dispel myths and stereotypes about potential risks of the technology, and explore further usages of RFID such as anti-counterfeiting, better repairs, traceability and origin control of merchandise (e.g. food, electronics), faster recalls, and product information.

Case study on food traceability presented by **Christian C. Clauss**, Program Director, Sensor Network Solutions, IBM

Moderator: **Kathryn Ratté**, Division of Privacy and Identity Protection, US Federal Trade Commission

Geir Vevle, RFID & Industrial IT, Maticq/Nortura (NO)

Thorsten Staake, Associate Director Bits-to-energy Lab, ETH Zurich

Zoltán Nochtá, Deputy Director CEC Karlsruhe, SAP Research, "Global Brand Protection"

15:00 Panel V: Innovation & Global Economic Growth

As recession sets in, businesses tend to focus on their bottom lines. Productivity, energy usage, etc. all must be made more effective. However, like many dreadful eventualities, the global economic crisis carries with it the seeds of opportunity. Businesses need to look for ways to be more flexible and responsive to consumer demands within environments that are becoming increasingly complex and differentiated. RFID shows a strong potential for enhancing flexibility, adaptability and access to data in the value chain of the future. This panel will therefore explore the beneficial impacts of RFID on economic growth through increased productivity and efficiency.

Moderator: **Joe Alhadeff**, Vice President Privacy, Oracle

Pawel Stelmaszczyk, Head of Unit, Directorate General for Transport & Energy

Andreas Kruse, Technology & Innovation Management, Standards, DHL

Keith Sherry, General Manager, BT Supply Chain Solutions

16:00 Afternoon refreshments

16:30 Summary

This session will summarize key policy issues, highlight areas of ongoing and future collaboration, and identify next steps. Press invited to attend.

Moderator: **Elizabeth Board**, EPCglobal

Summary of each panel session by the four moderators

17:15 Closing remarks/ Next steps

Robin R. Layton, Director, Office of Technology and Electronic Commerce, Manufacturing and Services - International Trade Administration, U.S. Department of Commerce

Gérald Santucci, Head of Unit, Networked Enterprise and RFID, Directorate General Information Society and Media, European Commission

Thank You/Close

Jeffries Briginshaw, EU Director, Trans Atlantic Business Dialogue

17:30 End of Symposium