

a new European Union Thematic Network Project

*positioning the EU as a
world leader in RFID excellence*

www.race-networkrfid.eu



RFID will increasingly influence the way people work and live and will bring great business opportunities and social benefits



It is therefore essential that Europe plays a leading role in shaping future developments



“RFID will form the basis of better and safer healthcare, drastically improved supply chain management, low cost environmental monitoring for a cleaner, more sustainable future.

We need a pro-active European approach so that we can benefit from the advantages of RFID whilst giving citizens, consumers and businesses choice, transparency and control.”

Viviane Reding,
EU Commissioner for Information, Society & Media

OUR VISION:

To provide a network of excellence that creates opportunities and increases the competitiveness of European Member States in the area of RFID thought leadership, development and implementation.

While at the same time...

Creating awareness and positioning RFID within the mainstream of information and communications technology (ICT)

RFID in Europe will build on the outcomes of previous projects and use them to:

- ✓ Establish the market position for RFID technology in Europe
- ✓ Create a roadmap addressing barriers to adoption, deployment and market fragmentation
- ✓ Promote best practices, case studies, reports, guidelines, services and events to increase awareness at national and European level
- ✓ Involve the widest possible audience of stakeholders in the public debate on RFID – industry, public sector and civil society

Here is how you can join this new European Project

CONTACT us by e-mail: race-networkrfid@ercim.org

Or visit our web site: www.race-networkrfid.eu