

## **RACE networkRFID will :**

- Create a federating platform to the benefit of all European stakeholders in the development, adoption and usage of RFID.
- Position the European Union as a world leader in RFID excellence.
- Establish the market position for RACE networkRFID, defining the roadmap and addressing the barriers to adoption and deployment as well as fragmentation in the market.
- Promote best practices, case studies, reports, guidelines, events and services to increase awareness at European and national level.

## **In addition it will:**

- Provide a structure for initiating, developing and sustaining a large variety of support measures to promote the take-up of RFID with appropriate attention to associated automatic identification, data capture and communications technologies and their potential within application designs.
- Focus attention upon SME business communities and the potential that exists within them for product, process and services innovation.
- Address the requirements of policy-makers and the public to ensure that both businesses and consumers benefit from RFID with a specific focus on consumer trust and acceptance, innovation and enterprise