

# Transatlantic Symposium on the Societal Benefits of RFID

September 22, 2008

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## Program

(as of September 15, 2008)

- 8:00-8:30     **Registration and Coffee**
- 8:30-8:40     **Opening Remarks:**     **Kathryn Hauser**  
U.S. Executive Director  
TransAtlantic Business Dialogue
- Welcoming Remarks:** **The Honorable John J. Sullivan**  
Deputy Secretary  
U.S. Department of Commerce
- 8:40-9:00     **Keynote Address:**     **Deborah Wince-Smith**  
President  
Council on Competitiveness
- 9:00-10:15    **Panel I:**             **The Application of RFID to Enhance Environmental Protection/Sustainability**  
*This panel will explore how innovative uses of RFID technology can provide significant benefits to society in the area of environmental protection and sustainability.*
- Panel will begin with a case study presentation by David Isaacs of HP.
- Moderator:**             **Scott Boylan**  
Senior Counsel, Government Relations, GE Security
- Panelists:**                **David Isaacs**  
Director, Government & Public Policy, HP
- Angie Leith**  
Senior Policy Analyst, U.S. Environmental Protection Agency
- Dr. Thorsten Staake**  
Associate Director, Auto-ID Labs & Bits to Energy Lab  
ETH Zurich and University of St. Gallen, Switzerland

10:15-10:45 **Coffee Break**

10:45-12:00 **Panel II: The Application of RFID to Improve Healthcare Delivery**  
*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.*

Panel will begin with a case study presentation by Billie Whitehurst of McKesson.

**Moderator: Deven McGraw**  
Director, Health Privacy Project, Center for Democracy & Technology

**Panelists: Billie Whitehurst**  
MS, RN, VP and GM & Chief Nursing Officer, McKesson

**Dr. Larry Kessler**  
Director, Office of Science and Engineering Laboratories  
Food and Drug Administration

**Florent Frederix**  
Scientific Officer, DG Information Society and Media  
European Commission

**Stephen Cloughley**  
Senior Director, RFID Strategy, SAP Americas

**Michael P. Rose**  
Vice President, Johnson & Johnson

12:00-1:15 **Luncheon and Networking**

1:15-2:30 **Panel III: The Application of RFID to Enhance Supply Chain Security**  
*This session will examine the broad range of RFID applications that can be used to enhance traceability, security, and safety at various levels in the supply chain for the benefit of business, consumers and society as a whole.*

Panel will begin with a case study presentation by Tony Hollis of Exel DHL.

**Moderator: Tony Hollis**  
Director, Innovation and Technology Management  
Exel DHL US Subsidiary

**Panelists: Bret Kinsella**  
Odin Technologies

**Randy Walker**  
Transportation Programs Lead, SensorNet Program  
Oak Ridge National Laboratory

**John Lawford**  
Counsel, Public Interest Advocacy Centre  
Ottawa, Canada

2:30-3:00 **Coffee Break**

3:00-4:15 **Panel IV: Future Applications of RFID to Enhance End-to-End Consumer Experience**  
*This panel will explore how potential enhancements of technology and product information may increase the utility of RFID technology for consumers.*

Panel will begin with a case study presentation by Antonia Voerste of MGI Metro Group Information Technology.

**Moderator: Susan Grant**  
Vice President of Public Policy, Consumer Federation of America

**Panelists: Joseph Alhadeff**  
Vice President, Global Public Policy &  
Chief Privacy Officer, Oracle

**Antonia Voerste**  
Head of Communications and Public Affairs  
MGI Metro Group Information Technology

**Emilie Barrau**  
Legal Officer, BEUC -- The European Consumers' Organization

**Paul Skehan**  
Director, Secretariat, European Retail Roundtable

4:15-4:30 **Networking Break**

4:30-5:15 **Summary:** *This session will summarize key policy issues, highlight areas of ongoing and future collaboration, and identify next steps.*

**Summary of each panel session by the four moderators  
Response and reflections:**

**Michelle O'Neill**  
Deputy Under Secretary, International Trade Administration  
U.S. Department of Commerce

**Gerald Santucci**  
Head of Unit, Networked Enterprise and RFID  
DG Information, Society, and Media, European Commission

5:15-6:00 **Closing Remarks: Michael Maibach**  
President, European-American Business Council

**Networking Reception**

Space is limited – please reply promptly to ensure participation  
[tabd-rsvp@tabd.com](mailto:tabd-rsvp@tabd.com)

*(Kindly include in the subject line "RFID Symposium" and provide your complete contact information)*