

Transatlantic Symposium on the Societal Benefits of RFID

September 22, 2008

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What: As part of the 2007 framework for Advancing Transatlantic Economic Integration between the European Union and the United States, the U.S.-EU Summit Leaders identified priority growth projects that will significantly enhance transatlantic economic integration, growth, and job creation. One of these “Lighthouse Projects” is Innovation and Technology, and cooperation on Radio Frequency Identification (RFID) technologies is singled out for specific joint action.

This symposium is designed to facilitate a dialogue about the societal benefits of RFID technologies. Discussion will focus on three current RFID technology applications: environmental protection and sustainability, healthcare delivery, and supply chain security. In addition, the symposium will explore future applications to enhance consumer experiences as well as the benefits of RFID technology to society at large.

The event will feature representatives from transatlantic businesses and U.S. and EU government agencies currently employing RFID technology, user groups, and other organizations involved in the development and application of RFID.

When: Monday, September 22, 2008
8:00 am – 6:00 pm

Where: Center for Strategic and International Studies (CSIS)
1800 K St., NW (Level B1)
Washington, DC 20006

Who: 150 participants from the U.S. Government, European Commission, EU member states, the transatlantic business community, consumer organizations and other interested parties.

RSVP: Space is limited – please reply promptly to ensure participation

tabd-rsvp@tabd.com

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

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Center for Strategic and International Studies (CSIS)
1800 K St., NW (Level B1), Washington, DC 20006
September 22, 2008

Program

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 Carlos Gutierrez
U.S. Secretary of Commerce (invited)

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.

Moderator: **Scott Boylan**
Senior Counsel, Government Relations
GE Security

Panelists: **Business Representative** (invited)

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 and Technology Demonstrations**

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.

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

Panelists: **Business Representative** (invited)

Jay Crowley
Senior Advisor for Patient Safety
Center for Devices and Radiological Health
Food and Drug Administration

Antti Peltomäki
Deputy Director General
DG Information Society and Media
European Commission

Stephen Cloughley
Senior Director, RFID Strategy
SAP Americas

12:00-1:15 **Luncheon, Networking, and Technology Demonstrations**

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.

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

Panelists: **Business Representative** (invited)

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 and Technology Demonstrations**

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.

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. (Press will be invited to attend.)

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