



## Invitation to the EPC in Action event 26th February 2009 in Paris, France

You are kindly invited to the next EPC in Action event organised within the European Adoption Programme. The EPC in Action event provides an excellent opportunity to learn from and exchange information with companies who are doing 'real work' with GS1 EPCglobal Standards and RFID. Those companies presenting support EPCglobal Standards since they recognise that without these global standards the potential benefits of RFID can not be realised.

### **At the EPC in Action event you benefit from:**

- News and updates on GS1 EPCglobal activities
- Enduser business case presentations
- Networking opportunities

We are looking forward in seeing you in Paris.

Kindest regards,

Stephane Pique  
European Director EPC/RFID



# EPC in Action

## 26th February 2009

### Paris, France

#### Agenda

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09:00 - 09:30     **Registration**

##### **Welcome and Introduction**

09:30 - 09:40     **Introduction to the day and anti-trust reminder**  
Stephane Pique, GS1 in Europe

09:40 - 09:50     **Official welcome**  
GS1 France

09:50 - 10:10     **Welcome and Orange Vision**  
Marc Fossier, Orange Business Service

##### **News and Updates**

10:10 - 10:30     **News on European EPC activities**  
Stephane Pique, GS1 in Europe

10:30 - 11:00     **Coffee and networking**

11:00 - 11:30     **Item level tagging in today's European policy landscape - what it means to your organisation**  
Marisa Jimenez, GS1 EPCglobal

##### **Enduser Business Cases**

11:30 - 12:00     **RTI management : example of RFID pallet tracking in Carrefour supply chain**  
Pierre Blanc, Carrefour

12:00 - 13:30     **Lunch and networking**

13:30 - 14:00     **METRO Group and DHL rollout activities in France**  
Dr. Gerd Wolfram,  
MGI METRO Group Information Technology

14:00 - 14:30     **Integration of RFID into warehouse operation**  
Volker Heidorn, Kraft Foods  
Roelof Koopmans, Mojix

14:30 - 15:00     **Coffee and networking**

15:00 - 15:30     **How RFID improves cell phones supply chain ?**  
Véra Barbattini, SFR  
Florence Daumas, Norbert Dentressangle

15:30 - 16:00     **Securing Supply Chains with Auto-ID - Lessons Learned from BRIDGE and SToP Projects**  
Mikko Lehtonen, ETH Zurich

##### **Review and Close**

16:00 - 16:15     **Closing remarks**

16:15                **Close**

#### Event location

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Jardins de l'innovation  
Orange Labs  
38-40 rue du Général Leclerc  
92130 Issy Les Moulineaux  
(south-west of Paris)  
France

200 meters from the station  
Mairie d'Issy (final station of the  
metro no. 12)

#### Evening Reception

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You are kindly invited to a  
cocktail evening reception on the  
25th February from 19:00 to  
21:00 in the hotel Novotel.

The address is:  
Novotel Paris Vaugirard  
257 rue Vaugirard (metro no. 12)  
75015 Paris  
on the 7th floor with a beautiful  
view over Paris

#### Registration

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This event is free of charge and  
open to any company interested.

Please register online under:  
[www.epcglobalinc.org/eap](http://www.epcglobalinc.org/eap)  
or contact your local GS1  
organisation.

#### Contact

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For any questions regarding the  
EPC in Action event, please  
contact:  
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