

Smart Supply Chain Forum: Next appointment on November 29th & 30th in Milan at ID WORLD 2006

Wise Media has disclosed the conference agenda for the next Smart Supply Chain Forum, taking place on November 29th and 30th at the heart of the 5th ID WORLD International Congress - the annual world summit on automatic identification.

After the outstanding success of the November 2005 launch in Rome, which received the endorsement of Italy's Minister of Innovation Lucio Stanca, the Smart Supply Chain Forum goes live for the second time, with a two day program on the latest evolution in auto ID based supply chain management solutions. The 2006 Smart Supply Chain Forum will examine the benefits manufacturers and distributors of durable and consumer products are finding through the use of RFID and advanced data collection systems. The conference will consider whether these benefits outweigh the challenges of implementation in manufacturing and distribution environments, and assess how quality and profitability can be improved through the backtracking of goods in the supply chain.

The conference will also question whether RFID is the only way to implement smart inventory management and investigate the key obstacles to its adoption. In doing so it will focus on all aspects of the tracking and tracing of goods and assets along the supply chain. The sessions scheduled in the conference agenda are:

- The new frontier in Data Collection
- From manufacturing to mart manufacturing
- Growth of the RFID market: limiting factors
- Asset Tracking: tools and approaches
- Leveraging RFID data: how to create value
Item level tagging today: only a paper tiger?

Among the keynote speakers are Tom Miller (former President - Intermec), Henri Barthel (Technical Director EPCglobal – GS1), Vic Verma (President & CEO – Savi Technology) and Andrew Price (RFID Project Manager – IATA, International Air Transport Association). The Signature Sponsors of the event are Confidex and Elektrobit. Pertti Korhonen, CEO of Elektrobit, will also address delegates at the conference on Wednesday, November 30th.

About Confidex

Confidex, headquartered in Nokia, Finland, is a fast growing company with unique expertise in RFID design, manufacturing and engineering. The company's highly experienced team has enabled Confidex to quickly become the trusted partner for major vendors and end-users in the RFID industry. Confidex' core competencies and experience span HF (high frequency) and UHF (ultra high frequency) tag design, manufacturing and quality assurance testing. The company is also specialized in optimizing the RF link between tag and reader, including reader antenna design. For further information visit: www.confidex.fi

About Elektrobit

Elektrobit's goal is to become a world leading embedded software and hardware provider in selected areas in wireless and automotive environments. Besides R&D services, Elektrobit's product portfolio covers 3G smartphone platform, IP radio base station modules, in-car software, and testing, material handling and process automation equipment for the electronics industry and teleoperators. For further information visit: www.elektrobit.com

About the Smart Supply Chain Forum

The Smart Supply Chain Forum was created to examine the issues surrounding the introduction of advanced data collection solutions in the area of manufacturing, distribution and retail. The Smart Supply Chain Forum - organized by Wise Media - received an official endorsement from Italy's Minister of Innovation, Lucio Stanca, in 2005, and was attended by world leaders of the auto ID industry and key users including Tom Miller, the former President of Intermec, and David Myatt, Manager of Electronics Support Team at Michelin Europe. This year the two-day event builds further on that success as it examines all aspects of the tracking and tracing of goods and assets along the supply chain.

About ID WORLD Events

ID WORLD is the first global technology-agnostic initiative on automatic identification addressing all vertical markets. Organized by Wise Media, ID WORLD events focus on segments in which automatic identification expresses its revolutionary potential. Alongside the annual world summit ID WORLD International Congress, Wise Media organizes the following vertical forums: Electronic Passport Forum, Global Security Forum, Smart Supply Chain Forum and Registered Traveler Forum. For further information visit: www.idworldonline.com

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