

Lisbon, Portugal: RFID for Europe and for Everybody

The conference „On RFID: The Next Step to the Internet of Things“ took place on November 15-16, 2007, in Lisbon, Portugal, complemented by an exhibition with more than 30 booths – companies, industry associations and research projects. The event was organised as part of the Portuguese EU presidency as a follow-up event with regard to the German RFID conference in Berlin on June 15-16, 2007. www.RFID-outlook.pt – www.RFID-outlook.de.



At the AIM booth: Harald Buchmann (Brooks Automation), Wolf-Ruediger Hansen (AIM-D), Joachim Gonschior (Deister Electronic) and Dennis Fuchs (Feig Electronic)

More than 500 Experts and interested visitors came to the modern conference centre Lagoas Park above the waterside of the river Tejo and with a magnificent view towards the Atlantic Ocean. This gave the conference the same format as its predecessor in Berlin. At this time of the year the weather in Lisbon is normally rainy like in Northern or Middle Europe. But the rain had withdrawn for a view days. The sun came out and the attendees of the conference took the opportunity to have their breaks on the open air verandas.

Now you can say that RFID has arrived at Portugal at the south-west edge of the European Union. The audience learned that even there companies do already use RFID. So a presentation about the fashion chain Throttleman explained that RFID has already improved the efficiency of their supply chain down to the single outlet. The Portuguese innovation plan

„Plano Tecnológico Portugal A Inovar“ is evidently not only a plan but already under execution.

More than 40 speakers and panellists gave an impressive overview about the status of RFID market deployment in Portugal, in Europe and worldwide. Mrs Viviane Reding, EU Commissioner for the Information Society and Media provided her presentation via TV. Professor Manuel Heitor, Portuguese Secretary of State of Science and Higher Education said that “we are now facing a real European challenge, whose solution can only be found in individuals, knowledge and ideas”. He, therefore, stated that “it is necessary to prepare Portugal and the European Union to stand in the front line of research, development and of the diffusion of new technologies”, adding that “this brings forth a set of new challenges that require an European dimension in order to be tackled”.

Keynote speaker was Professor Dr. Michael ten Hompel of the German Fraunhofer Institute IML in Dortmund, who also presented the greetings of the German government. He emphasized, that the Internet of Things can take various shapes even restricted to companies. Such pragmatic views are helpful because they reduce the fear from global structures and free the view for intra-company solutions and solutions among enterprises which cooperate in supply chains.

AIM Germany participated in Lisbon as "Silver Sponsor" together with the member companies Brooks Automation, Feig Electronic and Deister Electronic. The visitors nearly fell across the joint AIM booth while entering the conference centre. Such they could convincingly find out that even innovative SME companies take a European and global sales and marketing reach.

Visitors who extended their stay over the weekend learned another RFID benefit. Their conference pass was a smart card and opened them the Lisbon Metro, the famous streetcars and the public elevators between the lower und upper city areas for free. We congratulate the Portuguese Government for organizing this successful event and thank them deeply for their great hospitality.

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