

RFID-Cluster Project – Project acronym: CE RFID

Date:  
29.01.07

**Project title:** Coordinating European Efforts for Promoting the European RFID Value Chain

**Start date** : 01.04.2006  
**End date** : 31.03.2008  
**Duration** : 24 months  
**# of Partners** : 12

**Submitted by** : Dr. Gerd Wolfram  
**Company** : MGI METRO Group  
Information Technology  
GmbH  
**Phone** : +49 (211) 969-2100  
**Email** : Gerd.Wolfram@mgi.de  
**Address** : Metro-Straße 12, D-40235  
Düsseldorf

**Partners (Industrial, SME, Institutes):**

Germany: MGI Metro Group, Deutsche Post AG, FEIG Electronic GmbH, Siemens AG, VDI/VDE Innovation + Technik GmbH, EADS Deutschland GmbH, Pleon GmbH, Austria: Philips Austria GmbH / NXP, RF-iT Solutions GmbH, Spain: AIDA Centre S.L., United Kingdom: ADT Fire and Security PLC, Finland: UPM Rafsec Oy.

**Project objectives:**

The Coordination Action "Coordinating European Efforts for Promoting the European RFID Value Chain (CE RFID) aims at improving the conditions of competition for RFID technology and its further development in Europe as well as at reinforcing the political environment of RFID at the European level.

**Project description:**

The initiative is centered around a number of industry-driven workshops. The partners of CE RFID - supported by a number of additional contributors from academia and industry - will elaborate a concise RFID technology roadmap for the public and will provide detailed recommendations for a purposive European research and legislation policy on RFID. Additionally, CE RFID will – in close connection to organisations like EPC and AIM – suggest means for an effective standardisation and harmonisation of RFID related frequencies and data formats in Europe.  
CE RFID will help to let RFID become an integral part of future smart systems in Europe.

**Field of Application:**

Coordination of existing projects