Team members in WP 6

- UEAPME, Ludger Fischer, Europe
- ISMB, Fabio Forno, Italy
- TREVI, Christian Mazzocco, Italy
- ITT TRALEE, Pat Doody, Ireland
- AUEB, Katerina Pramatari, Greece
- TECNALIA, Ana Ayerbe, Spain
- KVALHEIM AB, Vidar Kvalheim, Norway
- AIDC, Peter Collins, UK
- RFID NORDIC, Ove Canemyr, Sweden
- ETSI, Trevor Peirce, Belgium

Co-operation with WP 5, 7, 8 and 9
Identify the most relevant SME organizations by state and by activity sector!
- Chambers of Commerce and Chamber of Crafts
- Guilds
- Research Centres and European Associations

Establish SME end user needs

Examine existing business assist and develop initiatives

Address the SME barriers to adoption

Education and seminars “Why-When-How”

Information - Quarterly magazine “RFID in Europe”
Q1 - RFID Nordic Quarterly newsletter distributed

Q2 - Identify relevant SME organizations (new WP6.doc)
   - Seminar planning and invitation to SMEs
   - European Golden Tag Award, Malmö - Sweden May 26
     (will be video-recorded and put on YOUTUBE/Newweb)
   - Invitation to RFID seminars/SMEs to be sent out
     including the webbased “5 Minute Diagnostic”

Q3 - Reminder of invitation
   - Final preparation for the seminar
   - Participants RFID-tags distributed

Q4 - Seminar “RFID for SME’s” Why-How-When
   - Nomination to The European RFID scholarship 2011
   - Nomination to The European Golden Tag Award
Some of the activities 2011

- Quarterly magazine “RFID in Europe”
- Ceremony: The European RFID scholarship
- Ceremony: The European Golden Tag Award
- Education
Thank you!

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