



www.rfidnordic.se

+46 (0)8-662 31 95

+46 (0)70-794 09 87



Industry sector and SME awareness

Ove Canemyr

ove.canemyr@trendsetter.se



Team members in WP 6

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+46 (0)8-662 31 95
+46 (0)70-794 09 87

- UEAPME, Ludger Fischer, Europe
- ISMB, Fabio Forno, Italy
- TREVI, Christian Mazzocco, Italy
- ITT TRALEE, Pat Doody, Ireland
- AUEB, Katerina Pramataris, 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



WP 6

Industry sector and SME awareness

- **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”**
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Deliverables 2010

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- 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
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Nomination to The European Golden Tag Award



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Some of the activities 2011

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