



## Invitation to the EPC in Action event 11th June 2009 in Budapest, Hungary

You are kindly invited to the next EPC in Action event organised within the European Adoption Programme. The EPC in Action event provides an excellent opportunity to learn from and exchange information with companies who are doing 'real work' with GS1 EPCglobal Standards and RFID. Those companies presenting support EPCglobal Standards since they recognise that without these global standards the potential benefits of RFID can not be realised.

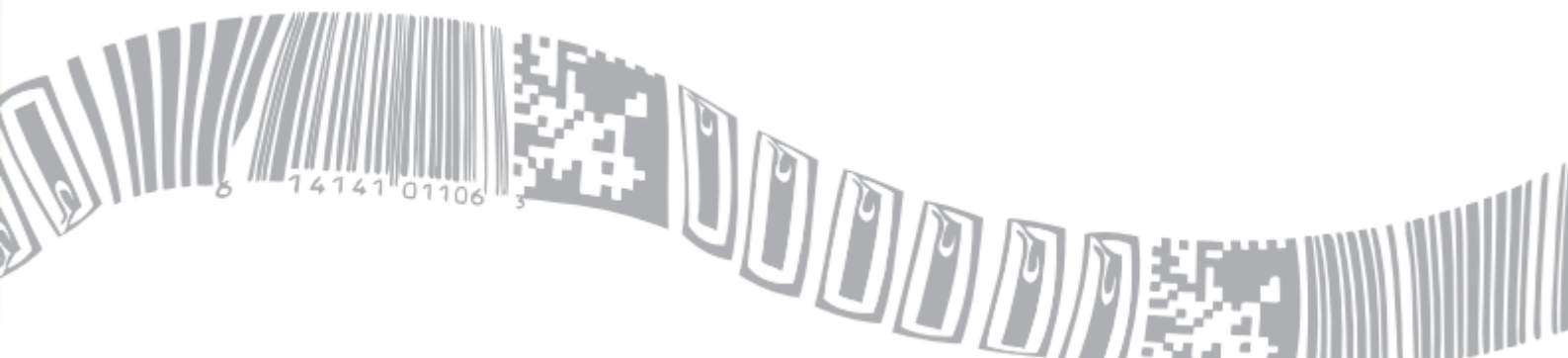
**At the EPC in Action event you benefit from:**

- News and updates on GS1 EPCglobal activities
- Enduser business case presentations
- Networking opportunities

We are looking forward in seeing you in Budapest.

Kindest regards,

Stephane Pique  
European Director EPC/RFID



# EPC in Action

## 11th June 2009

### Budapest, Hungary

#### Agenda

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09:00 - 09:30     **Registration and coffee**

##### Welcome and Introduction

09:30 - 09:45     **Introduction to the day and anti-trust reminder**  
Stephane Pique, GS1 in Europe

09:45 - 10:00     **Official welcome**  
GS1 Hungary

##### News and Updates

10:00 - 10:30     **News on European EPC activities**  
Stephane Pique, GS1 in Europe

10:30 - 11:00     **Coffee and networking**

11:00 - 11:30     **Introduction to the EU recommendation on RFID**  
Manuel Mateo, European Commission

11:30 - 12:00     **The meaning of the EU recommendation on RFID for the Industry**  
Marisa Jimenez, GS1 EPCglobal

12:00 - 12:15     **Panel Discussion**  
with Manuel Mateo and Marisa Jimenez

12:15 - 13:30     **Lunch and networking**

##### Enduser Business Cases

13:30 - 14:10     **RFID Logistics - Craft or Hi-Tech**  
Markus Wyss, Manor

14:10 - 14:50     **Use of the RFID technology in the internal logistical track and trace processes, and in the measuring of human competences**  
Mr. Zoltán Kemény, Nokia

14:50 - 15:20     **Coffee and networking**

15:20 - 16:00     **EPC meets energy efficiency - Empowering the Citizen by increasing transparency**  
Markus Weiss, ETH Zurich

##### Review and Close

16:00 - 16:15     **Closing remarks**

16:15             **Close**

#### Event location

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Europe Congress Center  
Hárshegyi út 5-7  
Budapest 1021  
Hungary

This event is co-located with the Global Innovation Technologies Expo and as participant of the EPC in Action event you can visit the Expo for free.  
More Information about the Expo: [www.ginnt.hu/indexe.html](http://www.ginnt.hu/indexe.html)

#### Evening Reception

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You are kindly invited to an evening reception on the 10th June from 19:00 to 21.00.

The address is:  
Zöld Pardon  
1117 Budapest  
Goldman György tér

#### Registration

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This event is free of charge and open to any company interested.

Please register online under: [www.epcglobalinc.org/about/events/eap](http://www.epcglobalinc.org/about/events/eap) or contact your local GS1 organisation.

#### Contact

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For any questions regarding the EPC in Action event, please contact:  
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