

# European Commission supports the launch of the Transatlantic Traceability Infrastructure (TTI) Project

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BRUSSELS, Belgium – May 7th, 2009 – GS1 in Europe in cooperation with six partner companies is launching the **Transatlantic Traceability Infrastructure (TTI)** project which focuses on the deployment of a traceability infrastructure based on existing concepts, technologies and standards. The infrastructure consists of several service platforms allowing the EU and US governments/administrations to increase the safety of the global supply chain and reduce the opportunities for organized criminals to take advantage of its complexity. Recurrent problems such as counterfeiting, diversion, and product recalls have gotten much worse in recent years and the TTI project would allow EU and US governments to collaborate, thereby increasing transparency and actively reducing these cases.

The TTI was presented at the EU/US Symposium in Brussels on May 5<sup>th</sup> 2009 and officially started on May 6<sup>th</sup> 2009. The project will finalize the functionality requirements, concepts, business, organisation and governance (BOG) models, as well as pilots (proof of concept) using bar code, data matrix and RFID technology by the end of 2009 in order to begin implementing its operational activities starting from 2010.

The TTI Project will consist in designing, building, and demonstrating a secure network of traceability in an actual transatlantic supply chain. The TTI will be conceived to be usable on any product that can be serialized using barcode, data matrix or RFID. Further, it will allow to track and to trace any kind of object/product, from vessels, containers, food, pharmaceuticals to automotive and airplane parts.

"After two years of fruitful government-to-government cooperation on RFID within the framework for advancing transatlantic economic integration between the US and the EU, the vision, ambitious objectives and organisational maturity of the TTI consortium demonstrate that industry and businesses on both sides of the Atlantic are today committed to realise the full potential of RFID technology, in accordance with the goals and values set for that framework", said Gérald Santucci, Head of Unit "Networked Enterprise and Radio Frequency Identification (RFID)" at Directorate-General Information Society and Media of the European

Commission. Mr Santucci noted in particular the strategic importance which such a pilot project could have for small- and medium-sized enterprises.

GS1 in Europe is coordinating the Transatlantic Traceability Infrastructure. The partners participating in the TTI project includes BT, HP, IBM, Microsoft and the Auto-ID Labs. Several end-user companies such as L'Oreal are involved in the project helping us to define the traceability requirements and to realise a pilot project in order to proof the concept. Pilot projects with goods shipped from France, UK, Norway and Germany to the United States are planned to be realised. The European Commission will acknowledge the TTI as a relevant industry-to-industry pilot project within the context of EU/US cooperation on RFID, will inform the Transatlantic Economic Council about this project ([http://ec.europa.eu/enterprise/international\\_relations/cooperating\\_governments/usa/usa\\_tec\\_en.htm](http://ec.europa.eu/enterprise/international_relations/cooperating_governments/usa/usa_tec_en.htm)), and will present the TTI as a promising European Traceability Platform to the EU national governments.

"Today several companies are deploying closed loop and proprietary traceability solutions. I believe that such solutions will have no future. Supply chains are complex and involve many different stakeholders including companies of any size and government bodies. Especially customs will be more and more confronted with proprietary solutions and will not be able to handle them all. The only way to realise a successful and sustainable traceability solution is to create a standardised solution including all stakeholders. The Transatlantic Traceability Infrastructure is the first of its kind and will allow solution providers to collaborate in a competitive environment." explained Stephane Pique, European Director EPC/RFID of GS1 in Europe.

More information about the TTI is available under [www.gs1.eu/tti](http://www.gs1.eu/tti)

Notes to the Editor:

**About GS1:**

GS1 is a neutral, not-for-profit organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 is driven by more than a million companies, who execute more than five billion transactions a day with the GS1 System of Standards. This makes it the most widely used supply chain standards system in the world.

For more information about GS1, visit: [www.gs1.org](http://www.gs1.org)

**About GS1 in Europe:**

GS1 in Europe is a collaboration of 45 GS1 national member organisations. We lead the creation and implementation of harmonised, user-driven solutions for improving the supply and demand chain of European companies.

For more information about GS1 in Europe, visit: [www.gs1eu.org](http://www.gs1eu.org)

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