



RFID 2009  
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CNIT – Paris La Défense  
[www.rfid-show.com](http://www.rfid-show.com)

Centre National de Référence RFID\*\*  
Interview with Jean-Christophe Lecosse, Managing Director,  
Member of the Exhibition Steering Committee

**In operation since the autumn of 2008, the Centre National de Référence RFID has agreed to participate on the steering committee of the 2009 RFID exhibition. Why?**

Even though the organisation is new, we have via the CNRFID network a complete overview of the players involved in a technology which will not stop expanding over time. It therefore seemed to us to be essential to meet the RFID professionals as soon as possible and to support any event that is dedicated to them. As a result we have agreed to participate on the steering committee of RFID 2009 when Reed Expositions suggested it to us. Do not forget that part of our mission is to work with suppliers in their involvement with the market and to manage the initiatives put forward by users, especially helping them to identify, within their processes, the scope for adding value brought by RFID.

**Your involvement comes at a point when the RFID exhibition takes an important new direction. Do you see, at this stage, an interesting opportunity for the RFID market?**

Absolutely, because today the applications linked to RFID do not represent more than a small percentage of the real potential. It is clearly understood that the scope of action for the Centre National de Référence RFID, is essentially dedicated to the identification of goods, operations and animals. To actively support the development of RFID in many activities at once such as retail, industry (textile, automobile, aerospace...), services (maintenance...), town planning (the Vélib bike hire service in Paris, parking...), healthcare (hospitals)..., the national centre is setting up work groups. Each work group will be dedicated to a sector of activity or function and bring together the people most involved in order to discuss both their objectives and the checks and balances required. This is the only way that we can look at all the different aspects of promoting RFID around such diverse aspects as inventory, fighting crime and counterfeits, real time location linked to transfer of responsibility, reliability of processes by technology and decision making in real time, security of goods and people...

**RFID professionals are interested by the new market opening up to them. What are the real advantages that France offers in this domain?**

The main advantage is that France has many players involved in many markets at the same time: tags, readers, integrated solutions (tags and readers), middleware, data storage and transfer, applications...We have around 200 companies involved in the technology value chain and some are already very active in the European market and even- for some- in the global market. In addition, with globally renowned companies in retail, automotive, healthcare, aerospace or even wines and spirits, France has a real expertise for a technology such as RFID.

Another advantage for France is a well structured network of laboratories, associations and institutions. Ten centres of competitiveness to local level. Though independent from the Centre National de Référence RFID, they are complementary. The centre supports many national projects. In addition the new call for projects IPER, launched by the Ministry of Industry, Commerce and Services was under the label of the CNRFID. The centre also provides technical and organisational support to companies participating in this project call. The chosen projects will certainly be discussed at RFID 2009.

**Your presence at European and global level is essential. What does it bring to the profession?**

We make a contribution in response to the European Commission mandate on ethical aspects, right to privacy and public health. We are also participating in the drawing up and implementation of standards at international level that allow French companies (suppliers and users) to have a real time perspective on these matters. Finally, we are involved, in cooperation with FilRFID, to the RACE project (Research and Development in Advanced Communications Technologies in Europe) which has as objective the identification and classification on all existing RFID solutions (projects, pilots, industrial implementation) at European level.

Thanks to this extremely clear snapshot, those involved are able to best position themselves on the market.

*\*\* Centre National de Référence RFID : a national organisation facilitating the implementation of RFID technology applications.*