

Workshop:
**Perspectives and Impacts of RFID adoption
in European Supply Chains**

23 October 2007, 15:00–17:30,

held in cooperation with IDC at the **Next Generation Supply Chain Summit**

Venue: Hotel Visconti Palace, Milano Italy

Workshop Programme

- 15:00 – 15:10 Welcome by Chairman Gabriella Cattaneo
Introduction - The Sectoral e-Business Watch
ICT related policies of the EC's DG Enterprise and Industry
[Hasan Alkas](#), European Commission, DG Enterprise and Industry
- 15:10 – 15:30 **Responsive Supply Chains. What Are the Key Supply Chain Benefits Deriving From RFID Implementations?**
First results of a Sectoral e-Business Watch study (2007)
[Ivano Ortis](#), EMEA Research Director, IDC Global Retail Insights
- 15:30 – 15:45 **ROI opportunities & best practices for RFID in supply chain-intensive enterprises**
[Kim Knickle](#) – Program Director, IDC Manufacturing Insights USA
- 15:45 – 16:00 Questions & discussion
- 16:00 – 16:20 **Case study presentation – RFID in healthcare**
Fondazione IRCCS Istituto Nazionale dei Tumori – Italy
[Elena Sini](#), CIO
- 16:20 – 17.10 **Panel discussion: Barriers and Drivers for the adoption of RFID in supply chain in Europe**
Chairman: Ivano Ortis
Participants:
- [Antonio Lasi](#), General Manager, Lombardia Informatica (Advisory Board Member) (Italy)
 - [Elena Sini](#), CIO, Fondazione IRCCS Istituto Nazionale dei Tumori (Italy)
 - [Marie Zitkova](#), Head of Auto ID Services, SITA (Switzerland)

- [Glenn Exton](#), WW responsible of the MDI supply chain and distribution group at HP (US)
- [Sergio Crippa](#), Manufacturing & Distribution Marketing Manager, HP (Italy)
- [Kim Knickle](#), Program Director, IDC Manufacturing Insights (US)
- [Renaud Wilmet](#), Senior Vice President Global Markets, Manufacturing and Retail, Atos Origin International (France)

17:10 – 17.20 questions

17.20 - 17.30 Conclusions by Chairman