



RFID 2008 show report 9-10 December 2008 CNIT, La Défense

A clear dynamic

The RFID show, for its 4th edition, welcomed record numbers of participants(both exhibitors and visitors). Attended by **2 343 professionals**, an **increase of 33%** compared to the previous year, a **doubling of exhibition space** and **1 428 conference participants (+32%)**, RFID is more than ever THE exhibition for **RFID solutions, developments and applications in Europe.**

Key data:

- Attended by 2 343 professionals (+33% vs 2007)
- 104 companies represented: an exhibitor increase of 40%
- 38% new exhibitors
- 39 countries represented
- A cycle of 31 conferences – 60 speakers
- 1 428 conference participants (+32% vs 2007)
- 45 journalists
- 67% RFID buyers

A unique and exceptional European offering

The event brought in 104 companies (including media partners). The exhibition space was doubled- **a growth of 40%**. Exhibitors from all sectors of the industry represented three areas of specialisation: software producers, integrators and manufacturers. They were able to present the latest developments in the sector: dynamic traceability, geolocalisation, identification, security, readers, passive and active tags etc. and their application in a wide range of fields.

38% of companies represented were exhibiting for the first time, **30%** from outside France: Luxembourg, Finland, Germany, Italy, the US, Switzerland, Belgium and South Korea.

The RFID exhibition is therefore the only European event presenting such a wide ranging offer of **solutions and services dedicated to the traceability and identification of flows, materials, products or people that forms part of RFID technology.**

67% RFID solutions buyers

Thanks to an active multi-channel promotion (website , e-marketing, direct marketing, advertising and public relations campaigns) the event was attended by **2 343 professionals**, an increase of **33 %** compared to 2007.

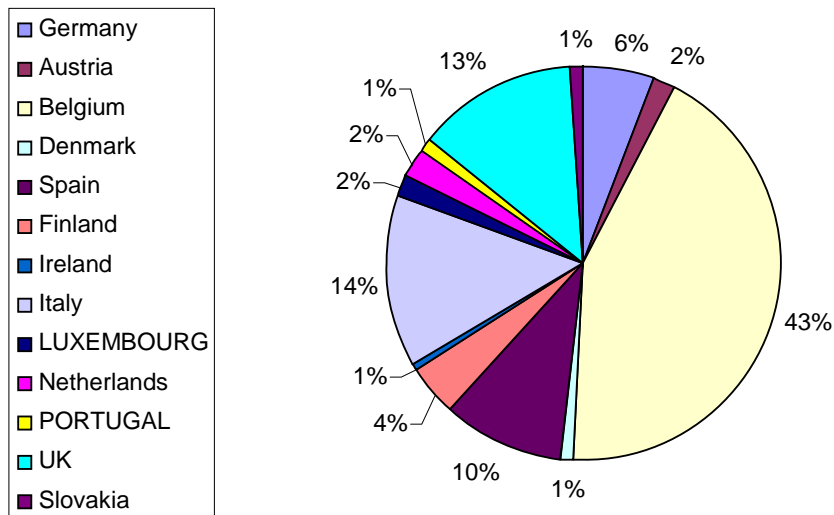
The exhibition attracts a high level of decision makers- 67% of visitors are buyers of RFID solutions,

Continued international growth

12,5 % of visitors came from abroad (10% in 2007), from Africa, Asia, the Americas, Eastern Europe and, of course, from the EU.

Belgium, Italy and the UK are the three leading countries represented. In all, **39 pays** were represented against 32 in 2007.

EU visitors non France

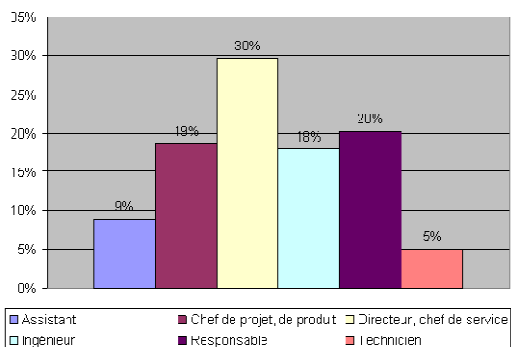


80 French departments were represented compared to 70 in 2007.

Job function and company department

The exhibition reached many job profiles engaged in RFID within businesses. Visitors mainly came from two groups: on the one hand, directors and managers (50%) and the other from operational areas directly involved in the technology: project heads (18%) and engineers (18%).

Les fonctions des visiteurs



Visitor job function

Assistant
Engineer

Project Head, Product Manager
Manager

Director, Department Head
Technical

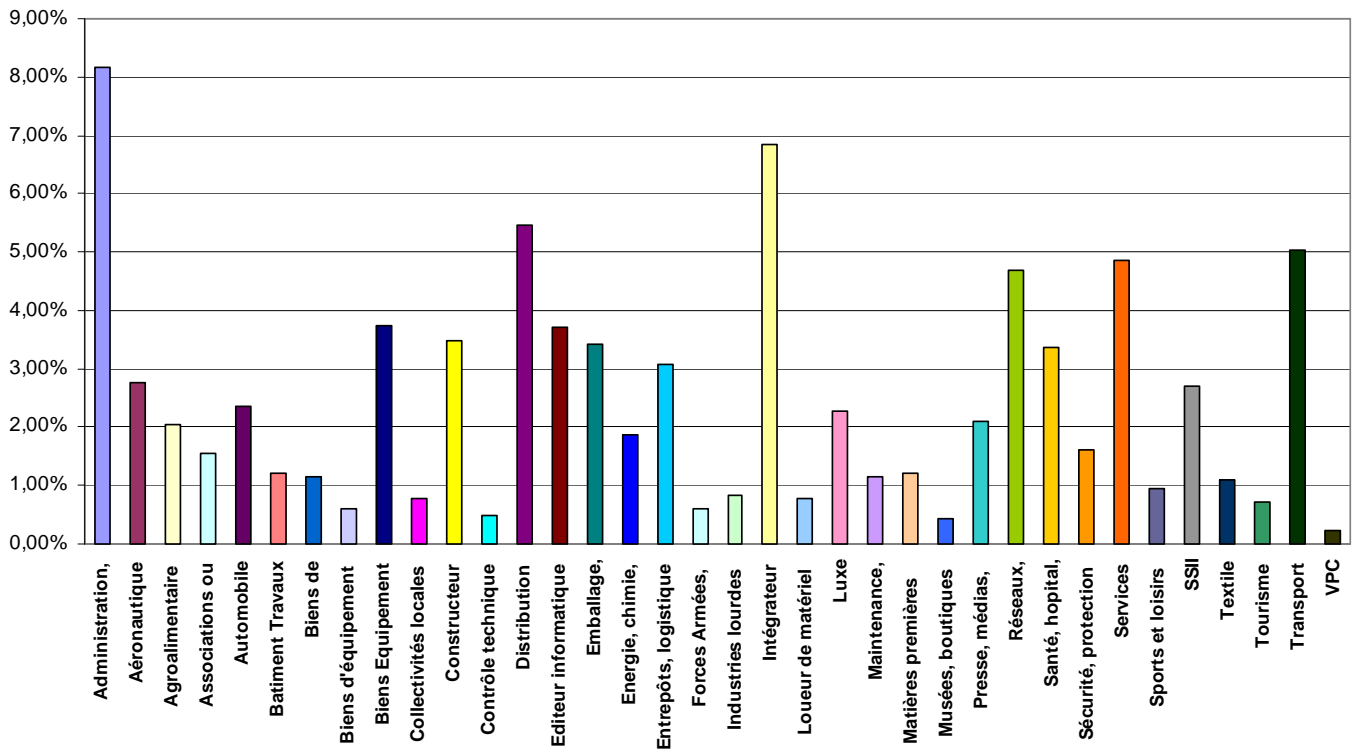
Visitor company department:

Senior management	15,6%
Sales	15,6%
R&D	13,7%
IT	11,3%
Marketing, communication	6,7%
Technical	6,3%
Purchasing	3,8%
Supply Chain Management	3,8%
Old technology	3,1%
Quality control	3,0%
Information systems	3,0%
Transport, logistics	3,0%
Strategy & Development	1,7%
Operations	1,4%
Finance	1,4%
Production	1,3%
Network, telecoms	1,3%
Security	1,2%
Facility management	1,1%
Organisation	0,8%
Warehousing	0,6%
Control	0,2%
HR	0,1%



Visitor activity sector

Visitors came from 37 different areas compared to 31 in 2007



- Administration
- Aerospace
- Food Processing
- Associations
- Automotive
- Construction
- Packaged goods
- Equipment
- Local authorities
- Builders
- Technical control
- Information publisher
- Packaging
- Energy/chemicals
- Warehousing/logistics
- Armed Forces
- Heavy industry
- Integrators
- Luxury products
- Maintenance
- Museum/shops
- Press/media
- Networks
- Healthcare
- Security
- Services
- Sport/leisure
- SSII
- Textiles
- Tourism
- Transport
- VPC

Areas of interest

Visitors were looking for solutions to large scale issues:

Project management	8,3%
Client management	5,2%
Production management	5,6%
Stock and Inventory management	8,5%
System integration	9,3%
Product location	9,1%
Security	8,9%
Supply chain management	6,9%
Tracking systems	15,2%
Identification systems	13,4%
Transport, logistics	9,7%

A wide ranging conference programme

At the heart of the exhibition and thanks to its multisectorial approach, the **RFID University** enables learning and benefiting from unique real case studies presented by internationally renowned specialists

✓ **31 conferences** took place during the 2 days in three different cycles: sectoral, learning and application.
✓ **+ 21% increase in conference attendees** vs 2007

✓ **Key moment** : the plenary conference of the 9th December Included the presentation of 4 innovative projects identified by the event after a call for entries launched last June.

Visitors were able to learn about:

- NFC telephones used to distribute temporary authorisation for access to buildings
- Traceability of implanted medical devices
- Inventory and automatic tracking of measuring instruments based on active tags
- The world's smallest tag to track bees



Next event: diary note

5th edition: **8 and 9 December 2009**- CNIT, La Défense, Paris