



**Event Report RFID 2007**  
**21 and 22 November 2007**  
**CNIT, La Défense**

**RFID 2007 : an event showing strong growth**  
**Attended by 1756 professionals: a**  
**46% increase on previous years**  
**Including 1082 conference delegates**

RFID 2007, the 3<sup>rd</sup> year of the event 100% dedicated to RFID and its applications, welcomed a record number of visitors and exhibitors in spite of difficult conditions due to transport strikes. An exceptional result which underlines the dynamism and development of the sector in France.

**An exceptional and unique European offering**

76 companies exhibited – **double the number in 2006** – representing all parts of the sector across all the threads of know-how: software publishers, integrators and manufacturers. On show were the latest technological advances: dynamic traceability, geolocalisation, identification, security, readers, passive and active tags etc and their use in wide ranging applications.

**43%** of exhibitors were present for the first time- **15%** coming from abroad : Belgium, Germany, Italy, South Korea, Finland and Spain.

The RFID exhibition is undoubtedly the leading event in the European marketplace.

**67% of RFID solutions buyers**

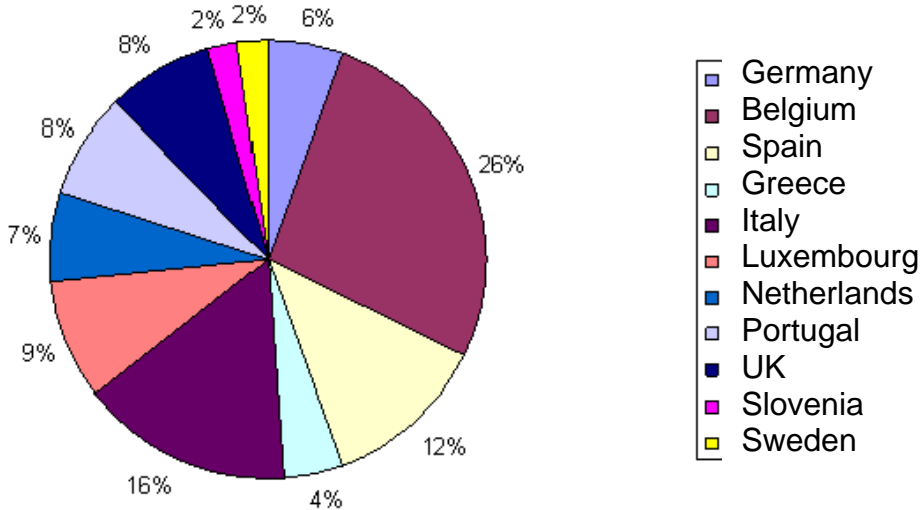
Thanks to an active multi-channel promotion programme ( via the website, e-marketing, direct marketing, advertising campaign and press releases), the event was attended by **1756** professionals representing an increase of **46 %** compared to 2006.

**In addition, 67% of visitors were purchasers of RFID solutions- up from 56% in 2006\*.**

\* Source : Infosalons 2007

**10 %** of visitors to the event came from overseas: from Africa, Asia, North America, Eastern Europe, the Middle East and, of course, the European Union. The main three countries represented were Belgium, Italy and Spain. In total representatives from **32 countries** came (against 10 in 2006).

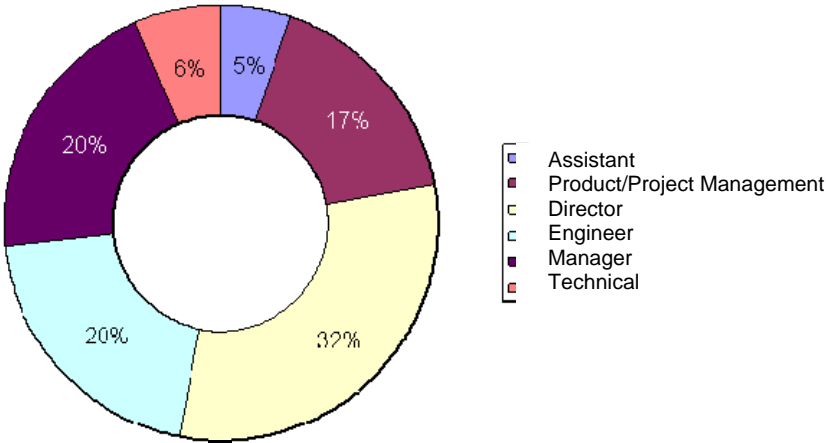
**Country of origin of EU visitors ( ex France)**



**77 departments of France** were represented.

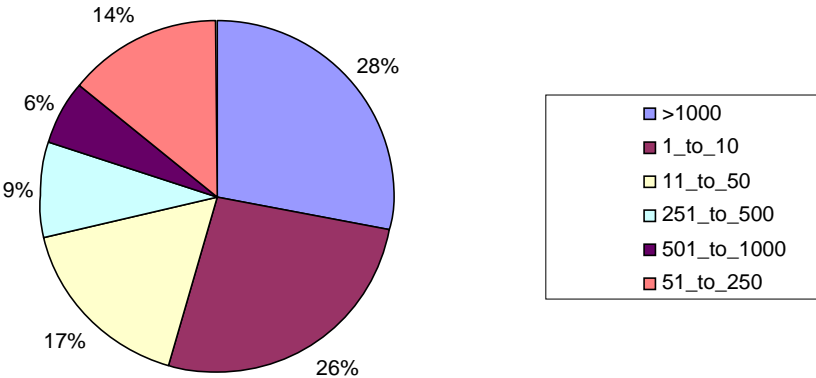
**Job function**

The event attracted a wide variety of job functions related to RFID within companies. Visitors mainly came from two groups : on one hand, directors and management (52%), on the other, operational functions: project managers (17%) and engineers (20%).



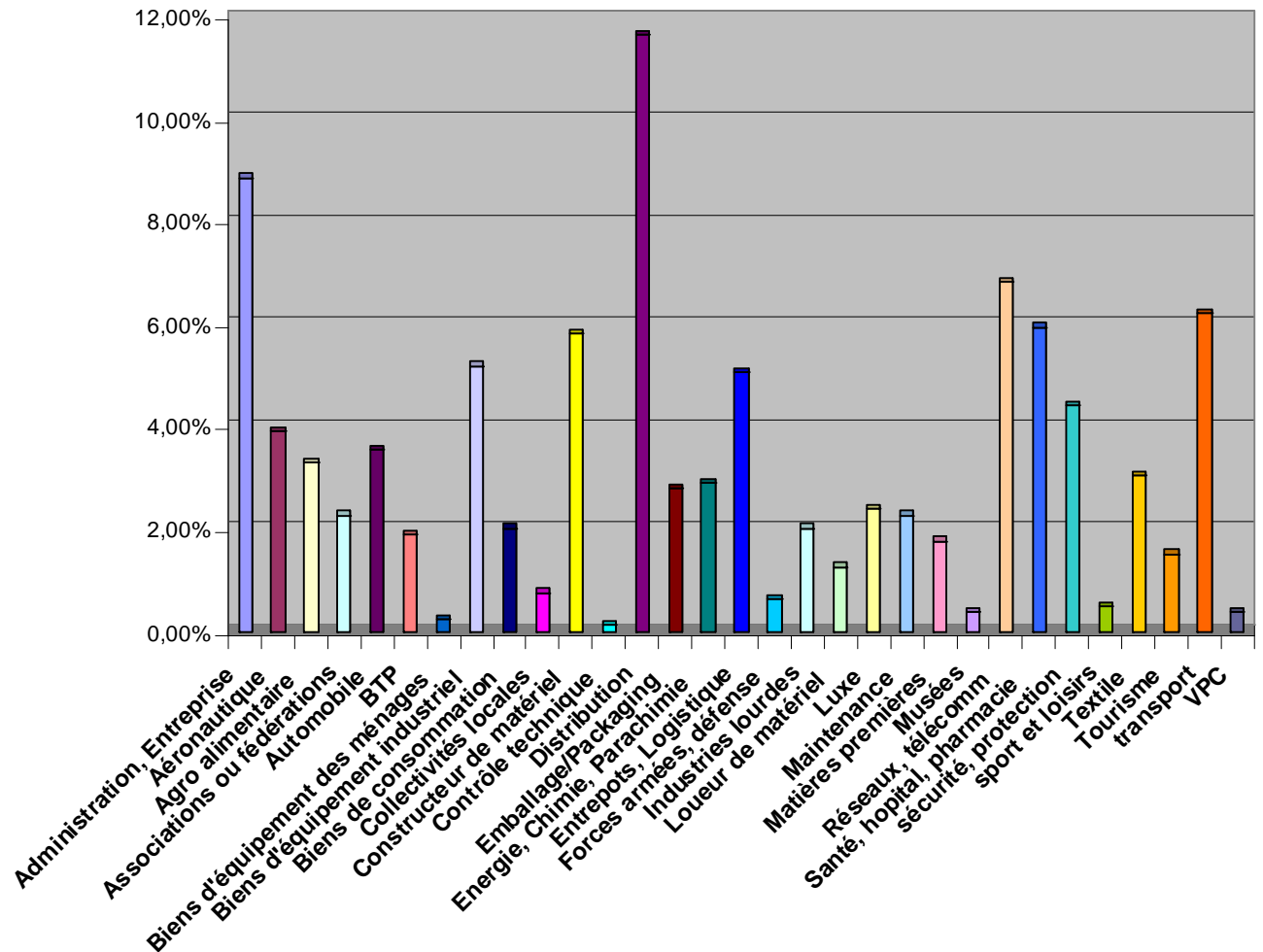
**Company Size**

In their majority, visitors work in companies employing either over 1000 or less than 10.



## Company activity: RFID solutions buyers

Visitors came from 31 different sectors of activity



Administration, Management  
Aerospace  
Food processing  
Associations/Federations  
Automotive  
BTP  
Household Goods  
Industrial Equipment  
Consumer goods  
Local government  
Materials

Technical controls  
Distribution  
Packaging  
Energy/chemicals  
Logistics warehouses  
Industrial property  
Armed Forces  
Heavy Industry  
Hire equipment  
Fashion/luxury  
Maintenance

Raw materials  
Museums  
Telecommunications  
Healthcare/pharmaceuticals/ hospital  
Security/protection  
Sport/Leisure  
Textiles  
Tourism  
Transport/logistics service providers  
VPC

### Area of interest

Consultancy, audit, project management	7,59%
Client management	5,12%
Production	4,93%
Stock and inventory management	8,36%
System integration	9,57%
Product sourcing	9,28%
Security ( theft, fraud,	8,09%
Supply chain management	7,17%
Identification systems	14,03%
Traceability	15,81%
Transport, logistics	10,05%

### Active conference participation

✓ **30 conferences** took place over the two days following 3 separate cycles: by sector, skills and applications

✓ Conferences were attended by **80%** of professionals at the event

✓ **A total of 200 participants** attended the two plenary conferences « Which standards for RFID » and « Consumer protection and RFID »

### Next year's event

Make note of next year's event dates: **9 to 10 December 2008**- CNIT, La Défense, Paris