



**25 - 26**  
**May '09**  
**BAHRAIN**  
**SEMINAR &**  
**EXHIBITION**

**THE FIRST**  
**EVER**  
**EVENT**  
**IN THE**  
**GCC**

**ON**  
**RFID**

**The INTERNET**  
**OF THINGS !**

RFID Radio frequency identification technology has generated much hype in the last few years. The major driver for its development has been the tagging of physical objects – people, places, and things – with single chip radios so they can interface with computers. (RFID) is one of the fastest growing and most beneficial technologies being adopted by businesses today. RFID offers great value for many industries and applications. However, misunderstandings about RFID and its applications might deprive some industries and organisations to make full use of the technology.

\* **GCC RFID 2009** \* is a highly informative seminar that provides you with a good understanding of RFID fundamentals, hardware and software requirements and challenges, system integration overview, security and privacy issues, market opportunities and trends, and much more. With the knowledge and practical information you gain in **GCC RFID 2009**

The Seminar will feature speakers discussing the current landscape of RFID and EPC initiatives, key considerations and components of successful implementation, and new products and services available to producers and manufacturers. This seminar also discusses RFID market opportunities, applications, and trends. **The seminar will also be accompanied by an exhibition featuring rfid products, solutions, literature and education**

**CALL NOW :**  
**TEL. 17822440**  
**FAX. 17822455**  
**TEL. 77002155**  
**FAX. 77002155**

In this seminar “ **GCC RFID 2009** ” you will find information on:

- **RFID Hardware and technology**
- **Opportunities and Market Overview**
- **Building a business case for RFID**
- **Protocols, including (EPC)**
- **Readers and reader protocols**
- **RFID middleware**
- **Security and privacy**
- **Standardisations and the ITU role**
- **RFID's impact on business**



Mr. Farhad Mafie  
 President and CEO,  
 Savant Company Inc., USA



in collaboration with :

**NOT TO BE MISSED**



# GCC RFID 2009 Seminar and Exhibition

25 - 26 May 2009 Manama , BAHRAIN



## ABOUT RFID >>>>

FOR FURTHER DETAILS : [www.gcc-rfid.com](http://www.gcc-rfid.com)

### ***RFID AND RFID APPLICATIONS :***

RFID is a technology for automatic identification and data collection (Auto-ID). It allows an object or person to be automatically identified at a distance using an electromagnetic exchange. RFID technologies are currently considered a hot topic in the IT arena and have been described as a major enabling technology for automated, contactless, wireless data collection. Little is known about the perceived strategic importance of RFID among IT decision makers, current RFID usage, companies' intentions to invest in RFID and companies' visions of RFID application. Experts expect the importance of RFID to rise significantly over the next few years. Companies' RFID budgets will rise over the next 5 years and IT decision makers are willing to invest in the technology.

### ***RFID TRENDS AND FUTURE :***

There is empirical , conceptual and simulational evidence that RFID has the potential to accelerate, enrich, and automate: In short, change the information flow in business processes. But the potential of RFID goes beyond improving the efficiency of existing processes. RFID already enables new products, services and solutions. Application areas are versatile and span various industries. RFID is, for example, used to improve issues in anti-counterfeiting , asset/product tracking, industrial warehousing, product handshaking, safety and security, warfare, condition monitoring, positioning/locating, and theft or tampering detection. Other examples highlight the potential for completely new services such as enriched museum tours RFID can enable enterprises to bridge the gap between the real world and its representation in information systems , thus paving the road toward the "real time enterprise", promising optimized processes over organizational boundaries, improving decisions through higher data quality.

### ***WHO SHOULD ATTEND***

• Technical Directors • Directors, Head of Enterprise Architecture • Directors, Heads of System Development • Project Architects • Research Scientists • RFID System Integrators • RFID Technology Resellers / Distributors • Senior Consultants • Academics •

***TARGET SECTORS :*** Retail/ CPG • Pharmaceutical • Healthcare • Manufacturing • Logistics, warehousing, supply chain, distribution • Aerospace /Aviation • Defense • Tourism/Hospitality • Government / Public Service • Jewellers • Muesem Officials • Travel Executives •

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## Seminar and Exhibition

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### PROGRAM

FOR FURTHER DETAILS PLEASE CALL: (973) 17 822440 or [info@gcc-rfid.com](mailto:info@gcc-rfid.com)

#### MONDAY 25 MAY

##### MORNING

08:30 - 09:00	REGISTRATION	
09:05 - 09:10	WELCOME SPEECH	VIP
09:10 - 09:25	KEYNOTE SPEECH	GCC TELECOMMS VIP
09:30 - 10:30	SESSION 1	"RFID, Technology, Market, & Possibilities" Farhad Mafie, CEO, SAVANT, USA
10:30 - 10:50	TEA BREAK	
10:50 - 11:50	SESSION 2	"RFID, Opportunities in Banking" Dr. Lok, SINGAPORE
12:00 - 14:30	LUNCH BREAK	

##### AFTERNOON

02:30 - 03:30	SESSION 3	"Security and Privacy Issues"
03:30 - 03:50	TEA BREAK	
03:50 - 04:50	SESSION 4	"RFID, Maximising Efficiency in Health Care Services"

#### TUESDAY 26 MAY

##### MORNING

09:30 - 10:00	SESSION 5	"RFID, Frequencies, Standards and Compatibility"
10:00 - 10:30	SESSION 6	"RFID, in Retail, Fashion and Jewellery"
10:30 - 10:50	TEA BREAK	
10:50 - 11:50	SESSION 7	"RFID, Military and Warfare Applications"
12:00 - 14:30	LUNCH BREAK	

##### AFTERNOON

02:30 - 03:30	SESSION 8	Latest Innovations and Applications
03:30 - 03:50	TEA BREAK	
03:50 - 04:50	SESSION 9	
04:50 - 05:25	SESSION 10	
05:25 - 05:45	FINAL SESSION AND FAREWELL SPEECH	

PROVISIONAL  
Topics & Speakers To Be Announced Soon

# GCC RFID 2009

## Seminar and Exhibition

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# REGISTRATION FORM

TO BE FILLED AND SENT BACK TO FAX (973) 17 822455 or [registration@gcc-rfid.com](mailto:registration@gcc-rfid.com)

Title : \_\_\_\_\_

Name : \_\_\_\_\_

Position : \_\_\_\_\_

Company/Institute/ \_\_\_\_\_

Ministry : \_\_\_\_\_

Address ( Line 1 ) : \_\_\_\_\_

( Line 2 ) : \_\_\_\_\_

( Line 3 ) : \_\_\_\_\_

Email : \_\_\_\_\_

Telephone Contacts \_\_\_\_\_

Office : \_\_\_\_\_

Home : \_\_\_\_\_

Mobile : \_\_\_\_\_

Fax : \_\_\_\_\_

Hotel Reservation : \_\_\_\_\_

Any Additional \_\_\_\_\_

Details : \_\_\_\_\_

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\_\_\_\_\_

### REGISTRATION & PAYMENT

TO REGISTER ONLINE: Please visit

[www.gcc-rfid.com](http://www.gcc-rfid.com)

GROUP REGISTRATION-  
SAVE 15%

Groups registering three (3) or more employees from the same company at the same time are eligible for a group discount of 10% off each registration,

Discounts cannot be combined with any other offer.

### TO REGISTER BY PHONE:

Call Miss. Siba (973) 17 822440 from 5:30 am - 2:00 pm UCT, Sun - Thurs.

Payment for phone registration can be made by credit card (MasterCard, Visa or American Express) or check by May 12, 2009.

Cheques should be made payable to Horwath Consultancy (Bahrain). If you have any questions about payment , e-mail :

[info@gcc-rfid2009.com](mailto:info@gcc-rfid2009.com)

### MAILING ADDRESS:

Horwath Consultancy, P.O. Box 484, Manama, Kingdom of Bahrain.

REGISTRATION FEE IS **BD 188** or **US\$ 498**

TO BE PAID NOT LATER THAN 10 DAYS AFTER SENDING THE REGISTRATION FORM TO :

ACCOUNT : **0081889313 NATIONAL BANK OF BAHRAIN** SWIFT CODE **NBOBBHBM**

**includes : Seminar + Exhibition + Documents + Tea Breaks + Lunch**

*seats are limited and confirmed on a first-come-first-serve basis*