

RFID World Asia Incorporating EPCglobal Singapore Summit 2011

More than 250 senior-level business leaders from leading organisations in the Asian region, Europe and USA attended the 8th annual RFID World Asia Incorporating EPCglobal/RFID Singapore Summit 2011 from 13 to 15 April 2011. The event was held at SUNTEC Singapore with a post conference workshop on the last day of the event. It is also the largest gathering of the Asia region elite circle of RFID practitioners.

The conference was co-organised by GS1 Singapore Limited and Terrapinn Pte Ltd with the support of SMA and other industry partners. The event hosted about 200 world class exhibitors and saw more than 2,000 attendees from more than 40 countries at the exhibition. The participating companies included retail, healthcare, pharmaceutical, manufacturing, logistics, transportation and government agencies, amongst others.

Mr Gwee Seng Kwong, Secretary-General of SMA, delivered the opening address. He said the increase in the take-up of RFID over the years in the local and global markets was positive in the RFID adoption. In his speech, he noted that a listed multi-national company, Goodpack Ltd, has chosen to use standards-based approach through the use of GS1 EPCglobal Information Services (EPCIS).

One of the presentations was delivered by Mr Wong Tack Wai, Executive Director of GS1 Singapore Limited. He shared with participants the proven success of EPCglobal's network in reducing costs and increasing scalability, development of EPCglobal over the last year and how it has impacted the industry; the future challenges of RFID and how EPCglobal can play a part.

The conference ended on a high note after three-days of sharing of ideas, latest innovations and solutions from world-class vendors of RFID products and activities. Many participants at the conference were inspired by the success stories shared by companies who have adopted RFID.

In conjunction with the conference, the RFID World Asia Awards 2011 ceremony for three categories - "RFID Champion Award", "Best RFID Implementation" and "Most Innovative RFID Solution" was held for the second time on 13 April 2011. These awards gave recognition to companies that have achieved success with RFID adoption and at the same time serve as inspiration for aspiring RFID users.

TCM RFiD Pte Ltd was the biggest winner that night, bagging 2 out of 3 awards given – the RFID Champion Award and Most Innovative RFID Solution Award. The latter award recognised the collaboration effort between TCM RFiD and SMRT on a RFID enabled warehouse project to increase productivity and improve stock level accuracy.

Mr Michael Oh, Founder & Director of TCM RFiD Pte Ltd, said, "I want to thank Terrapinn and GS1 Singapore for recognising the efforts that TCM RFiD had made in the last 6 years. The RFID World Asia Awards is a good platform to acknowledge RFID solution providers in Asia."

The winner of the Best RFID Implementation Award was given to Dongfang Electronics. Dongfang Electronics collaborated with Alien Technology Corporation, China, to implement 11 million Alien passive EPC RFID tags onto wine bottles for Changyu Wines. This implementation would improve warehouse and logistics management, security and authentication of wine, and prevent shipping fraud.

To keep updated on RFID developments in Asia, do keep a date with the 9th Annual RFID World Asia Incorporating EPCglobal/RFID Singapore Summit and the third RFID World Asia Awards, happening next year from 25 to 27 April 2012.



Mr Wong Tack Wai, Executive Director of GS1 Singapore sharing with the delegates the successful EPCglobal project developments in Asia.