



Etusivu RFID Lab Finland ry Palvelut Yritykset Blogi RFID-tietoutta Yhteystiedot In English

Ohjelma

Seminaari **Ohjelma** Hinnat ja ilmoittautuminen Puhujat Näytteilleasettajat Yhteistyökumppanit Sijainti ja majoitus Avoin kutsu esityksille

In English

RFID kaupan alalla -seminaari

3.10.2013

Hilton Helsinki Airport Hotel, Vantaa

08:30	Registration and coffee	
	GENERAL SESSION	
09:00	Welcome and Opening How RFID could bring solutions to retail challenges? Jukka Wallinheimo, Executive Director, RFID Lab Finland Association	
09:30	EPC-RFID in Apparel.. and how it will help the switch to Multichannel Enzo Blonk, EPC Industry Engagement Director, GS1	
10:00	RFID technology: A big change in operations for the Matranga Jewellery stores in Italy Paola Visentin, Marketing & Communications Manager, RFID Global by Softwork	
10:30	Exhibition area opens, coffee break in the Exhibition area	
11:00	Smart wheels in Valio logistics Ari Pesonen, CEO, Wisteq Oy	
11:30	Tap-To-Shop: NFC in Retailing Mikko Nikkanen, Global Business Development Director NFC, SMARTRAC	
12:00	Networking Lunch	
	BREAKOUT SESSION A <i>Supply chain management</i>	BREAKOUT SESSION B <i>Mobile payments and loyalty programs</i>
13:00	RFID Asset Tracking in Retail Einar Toivonen, Solution Business Manager, Logistics, K.Hartwall Oy AB	NFC mWallet prototype and user experiences Alar Kuusik, R&D Project Manager, ELIKO Competence Centre
13:25	RFID in outbound processes at Swedish retailers: Cases Ahlsell and Nowaste Logistics Erno Berger, Account Manager, Vilant Systems	The mobile opportunity for a better shopping experience Kristian Luoma, Business Development Manager, Pivo Wallet, OP-Pohjola
13:50	Item level RFID and ROI - Recognizing the components of ROI calculation and understanding the significance of inventory accuracy Jessica Säilä, Business Development Director, Nordic ID	
14:15	Coffee break in the Exhibition area	
	BREAKOUT SESSION C <i>Customer experience</i>	BREAKOUT SESSION D <i>Traceability and anti-counterfeit</i>
14:45	Tracking inland fishery catch with NFC application Janne Hyötyläinen, IT-specialist, MAMK	Brand Integrity Ari-Veli Starcke, Chairman of the Board, Starcke Oy
15:10	Case Juvenes: NFC based services in restaurants Pekka Markkula, CEO, Juvenes Oy	Increased Traceability with GS1 Standards Mikko Luokkamäki, Specialist, Transport & Logistics, GS1 Finland
15:35	Case Made in Kainuu: NFC based services for citizens and tourists Teemu Ojalehto, Coordinator Made in Kainuu Marketing Program, Made in Kainuu	Anti-counterfeit battle needs application integrations Juhani Lehtola, CEO, Santa Margarita SA Oy
16:00	Lucky Draw in the Exhibition area	

Coffee Sponsor: **NORDICID**