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Going Beyond Bar Codes: Meet the World's Leading RFID Experts at the Arab RFID 2008 Conference

ARAB RFID 2008 Conference will bring together leading International RFID Practitioners, Vendors and End Users from a variety of industries in the Middle East, Europe and USA.

Today, the business world is on the cusp of an information revolution, which is called Radio Frequency Identification, or RFID. An automatic identification technology, RFID has come a long way from the World War II days when it was used by the Allied forces to detect aircraft as friends or foes. Today, it is used in sectors as diverse as Logistics, Supply Chain, Retail, Manufacturing, Transport, Petrochemicals, Pharmaceuticals, Oil & Gas and Healthcare. RFID Technology could usurp the ubiquitous bar code's quarter-century of quiet domination. Not only can these tags be read faster than Bar Codes, they also contain more information, so they can recall items more efficiently.

The 2-day Arab RFID 2008 conference is accompanied by 2 high-impact Master Classes by the RFID Technical Institute, USA, facilitated by "Top Notch" International RFID Consultants. The Pre-Conference Master Class is an opportunity to learn the fundamentals of RFID technology from industry experts, end users, and academicians who have years of hands on experience with this disruptive technology that is sweeping the globe. The Post-Conference is dedicated for RFID applications in Intermodal Transportation and Logistics. The event is supported by International RFID Business Association (RFIDba), GS1-EPCGlobal and the Supply Chain and Logistics Group (SCLG).

The event is sponsored by UAE based Tagstone and Saudi Arabia based DEPCO Systems.

As many of you know, RFID technology will have a disruptive affect on the way we do business and live our lives in the next 10 to 20 years. This technology will cause a paradigm shift in all of us. Retailing behemoths such as Wal-Mart and Home Depot are investing heavily in Auto-ID's technology to improve supply-chain efficiency and track products from the warehouse to the consumer's doorstep.

"Arab RFID 2008 brings in world's leading International RFID Experts to Dubai" said Mr. Harry P. Pappas, Chairman and CEO, International RFID Business Association.

Arab RFID 2008 also features a number of regional case studies from leading regional organizations. "Arab RFID 2008 is the only dedicated RFID conference in the Middle East region and we are thrilled to be bringing the RFID Technical Institute to Dubai as part of our mission to deliver industry-specific education, training and certification programs for end-users" added Harry.



Registration for the Arab RFID 2008 Conference is open now and can be done by visiting www.arab-rfid.com

Arab RFID 2008 Conference is organized by TCQ Triangle, and will take place from October 12-15, 2008 at the Moevenpick Hotel, Dubai. The Master Classes will be held on the 12th and 15th of October, while the main conference will take place from October 13-14, 2008. More information on the event is available at www.arab-rfid.com

About TCQ Triangle

TCQ TRIANGLE is a leading independent organization, providing timely, accurate and objective business information and best practice solutions for organizations around the world. TCQ organizes a number of high-value Conferences in Dubai and many other strategic locations around the world and focuses on the most pressing and timely issues facing decision-makers in today's global economy. TCQ works with experts and leaders who have deep knowledge and practical experience to address these issues, ensuring that the conferences are timely, up-to-date and packed with issues that the delegates are facing in their line of work. Each conference topic is researched in depth; and agendas are developed in consultation with the target industry's thought leaders – many of whom serve on the Conference Advisory Boards. For more information, visit www.tcqconferences.com

About International RFID Business Association

The International RFID Business Association (RFIDba) is a not-for-profit trade association serving end-users with guidelines, programs and standards for RFID education, training and certification. Through its Council on RFID Education (CORE(tm)), the Association is defining workplace standards for RFID job skills and knowledge based on best-practices research among thought leaders, subject matter experts and hands-on practitioners around the world. Headquartered in McLean, Virginia, USA, the Association has affiliate operations in Europe, India, Australia and Asia-Pacific. It has end-user representation in 28 countries and a global membership base drawn from industry, government and academia. Membership is open to end-user organizations and individuals from all industries and government sectors, including system integrators, educators and technology vendors. Information on RFIDba mission and membership is available at <http://www.rfidbusiness.org/>

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