

**For Immediate Release**

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## **RFID ROI – The Business Case Behind the Technology Getting the Message to Brand Protection and IP Professionals**

*Global RFID ROI 2008 partners with the **BPCouncil** to extend annual RFID event into a virtual experience.*

Global RFID ROI 2008 is the must attend event bringing together leading RFID practitioners from a broad cross section of industries focusing on the real ROI behind RFID implementation. Taking place Jan 29<sup>th</sup> – 30<sup>th</sup>, 2008 in Munich, the two-day gathering is made up of keynote conference sessions, panel discussions, and interactive vendor-led sessions run by leading RFID solutions providers. Delegates will gain key insights from experts in industries including pharmaceuticals, food, automotive and apparel who are embracing RFID to improve their organizational efficiency.

The newly launched **BPCouncil** will provide RFID ROI 2008 attendees with a dynamic platform to extend their industry networking experience and exploration of cutting-edge technologies into a year-round happening. Throughout the year following the highly interactive conference, delegates will find mission critical information on RFID technologies and best practices relating to brand protection and intellectual property on **BPCouncil.com**.

RFID ROI 2008 attendees and **BPCouncil.com** visitors gain access to ideas, technologies and skills to incorporate into their brand and intellectual property protection arsenal. Brand protection professionals working for brand owners, intellectual property [technology](#) and [service providers](#), enforcement agencies and [NGOs](#) serving the brand protection community can now find a diverse array of [information](#), [resources](#), [best practices](#) and [networking tools](#) on <http://www.bpcouncil.com>. Professionals can take advantage of the **BPCconnection** networking tool to build and expand their business networks via the web. They also have at their fingertips up-to-date news, [profiles](#) of market leaders, [in-depth](#) stories, the comprehensive [BPCalendar](#), and the extensive [Go to Guide](#) and [RedPages](#) professional directories.

Jodi Joseph, Director of the **BPCouncil** said:

"We are excited to be bringing a virtual dimension to RFID ROI 2008. This global event is key to connecting players in the brand protection world; RFID pioneers and brand owners can explore successful strategies and gain access to critical technologies. We welcome RFID ROI 2008 attendees to explore and exchange information at [www.bpcouncil.com](http://www.bpcouncil.com)."

Laurence Allen, from RFID ROI 2008 organizer WTG, said:

"As the leading global event bringing together senior executives and industry experts from the manufacturing, supply chain and it industries exploring the business value of RFID technologies, we are excited to be venturing in cyberspace with the **BPCouncil**. The BPCouncil offers a truly rich internet experience for the brand protection professional; including interesting and useful content, and diverse Web 2.0 tools like the **BPCconnection** networking tool – great for keeping business relationships developed at RFID ROI 2008 strong."

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**About BPCouncil** <http://www.bpcouncil.com>

The **BPCouncil**, a member of the **BPIntelligroup**, is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.

**About RFID ROI 2008**

- Global RFID ROI 2008 is a two-day event in its 6<sup>th</sup> year
- Taking place at the Messe Munchen International, Munich Germany on January 29 – 30, 2008
- Meet with other attendees or take pre-arranged meeting with a select group of leading vendors such as IBM, oracle, Airbus CIMPA and Avery Dennison
- At least 150 attendees are expected
- Visit [www.rfid-roi.com](http://www.rfid-roi.com) or call +44 (0)20 7202 7558 for more information

**About World Trade Group**

- WTG is a market-leading conference company that brings together senior executives from world-class organizations for a unique blend of knowledge sharing, networking and deal-making.
- Each year more than 5000 senior delegates – predominately Fortune or FTSE 500 – attend one WTG's high level business events in Europe and North America. Many of our events are in their ninth or tenth successful year.

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