

Tuesday 12 July 2005

THOMSON WELCOMES A NEW ERA FOR VICTORIA RFID

The Minister for Information and Communication Technology, Marsha Thomson, today announced a range of new initiatives that will ensure Victoria keeps its place at the forefront of the global Radio Frequency Identification industry in Australia.

The Minister made the announcements while opening the premier supply chain management and RFID event of the year, *Impetus 2005*, in Melbourne today.

“RFID is an emerging technology with a big future and Victoria is at the forefront of the growing multi-billion dollar RFID technology market,” Ms Thomson said.

“These new initiatives will promote the strengths of the Victorian RFID industry as an internationally competitive source for innovative products and services.

“The ‘Vic RFID Action’ cluster will transform into the RFID Association of Australia, becoming the peak body driving collaboration between providers, users and others concerned with the research, development and application of RFID.

“Having been established by the Victorian Government in August 2004, the cluster was the first of its kind in Australia and while retaining its Victorian focus, the new RFID Association of Australia will further enable the industry to move forward.

“The RFID Association of Australia, in partnership with Intelligent Transport Systems (ITS) Australia, will create a permanent exhibition centre in Port Melbourne, which will serve to showcase our RFID capability and cement Victoria as an RFID hotspot.”

Ms Thomson said Victoria’s place in the global RFID industry has been further cemented with the signing of a Memorandum of Understanding between the new RFID Association of Australia and the RFID Association of India.

“The MOU will promote cluster members in both countries and is further evidence of the strong relationship that has developed between Australia and India.

“The agreement will enable mutual cooperation and information exchange and is intended to optimise the development and deployment of RFID in these two countries and elsewhere in the Asian region.

“These important initiatives signal a new era for the already prosperous Victorian RFID industry,” Ms Thomson said.