



# PROVENCE PROMOTION

## Interview with Claude Tételin, Engineering Manager of the RFID National Centre : "Pool our means to find functional"



### > What initiated the creation of the National RFID centre?

**Claude Tételin:** The RFID National Centre was created (50% (2 M€) financed by the State over 3 years) following a request from the French government with the objective of collecting and sharing efforts made by many competitiveness clusters and players contributing to RFID. It was found that very few projects specifically come to fruition despite the large number of initiated projects. This is why we are sending this call for candidatures for a National Centre that will synthesise actions carried out and accompany them in their deployment.

### > And what choice was made?...

**Claude Tételin :** Quite naturally, the candidature presented jointly by the Valence traceability cluster and the SCS (Secure Smart Solutions) worldwide competitiveness cluster. Working together, these two players in the South-East region have many advantages:

- extensive technological knowledge in this field, with many actions and experiments carried out in order to target the most important users and applications;
- a team of players: offering hardware and middleware solutions, chip designers, large corporations and small and medium companies already involved in the subject.

### En savoir plus :

<http://www.centrenational-rfid.com/>  
Voir le site du Centre National de la RFID

<http://www.assisesdelatracabilite.com/>  
Voir le site des Assises de la traçabilité 2009

<http://www.pole-scs.org/>  
Voir le site du Pôle SCS

<http://www.poletracabilite.com/>  
Voir le site du pôle traçabilité



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### > Is governance of this centre independent of its founding pillars?

**Claude Tételin:** Although the presidency and vice-presidency positions are now assigned to the two clusters that helped us to win this competition, it is quite obvious that the objective of this centre is to be a national reference in the subject.

Eventually, it is aimed at bringing together most players present in France, like clusters in the Paris, Brittany and Lille regions that contain key links in terms of R&D or users for specific industries (for example supermarkets). The composition of the board of directors is organised into different colleges (suppliers, users, other partners and academic authorities), and provides information about the diversity of interests defended by the CNRFID (RFID National Centre) through its governance.

### > What are the Centre's main missions?

**Claude Tételin:** The purpose of the RFID National Centre is to provide a solution to different and very specific types of requests:

- from suppliers to work together on common themes and set up more effective solutions;
- from users to provide them with advice and diagnostics in setting up RFID solutions, to bring them together by business including setting up common standards.

Finally, the driving role of the organisation is to be an independent and neutral "facilitator", to give priority to contacts between user companies and solution suppliers. To achieve this, it must develop a network of partners.

### > And its first actions?

**Claude Tételin:** The centre will form progressively and will be composed of 10 persons to organise its actions. The first work will concentrate on leading industries such as food processing, automobile, textile, the army, health and supermarkets.

Each is specific and requires an ad hoc solution. Therefore 2009 will be dedicated to studying their specific features, their applications in order to duplicate the most appropriate processes and if possible to enact common usage standards suitable for the development of economic and high performance systems. Therefore, there are several aspects to our role:

- information provider
- consultancy and/or project assistant
- mediator between users and RFID suppliers.

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## > What about the logistics industry?

**Claude Tételin:** The deployment of each industry comprises a part dedicated to this subject. Therefore, logistic solutions are integrated into each business. But the traceability cluster has already done an enormous amount of work on the subject, particularly in textile and food processing activities. Other sectors, such as traceability of pharmaceutical products, have been studied in detailed research. There are very many examples. Therefore at the present time, the added value of the RFID centre will be to provide every start up company in the domain with a summary of experiments carried out on the subject, their positive results and their failures. The objective is to accelerate the materialisation of a high performance, cost effective solution suitable for the specific nature of companies' contracts. Our intention is to offer this entire increase in efficiency and competitiveness together with a special interest service that will be in the general interest!

## > And what will be the role of Provence Promotion?

**Claude Tételin:** The promotion agency will keep its primary vocation which is to pass on strategic information so that this network of partners can be created. The more experts and players are brought together, the more we will be able to act as a reference model in the subject and apply the necessary impetus to assure that all initiated projects are successful. This is the context in which we will participate in many events and particularly the Traceability Convention (planned for March 2009).

### **Missions of the National RFID centre (summary) :**

- increase awareness & inform
- monitor legal and regulatory changes
- initiatives and collective work (including production of standards)
- transfers of skills
- individual assistance, advice
- training
- trials and tests

### **For further information**

<http://www.centrenational-rfid.com/>  
See the RFID National Centre site

<http://www.assisesdelatrabilite.com/>  
See the Traceability Convention site 2009

<http://www.pole-scs.org/>  
See the SCS Cluster site

<http://www.poletracabilite.com/>  
See the traceability cluster site