China International Smart Cards and RFID Exhibition & Conference 2009
The 7th China (Beijing) RFID Summits
Conference Agenda

Date and Time：**June 3rd 9:00a.m.-12:00a.m.**

Venue：The Big Auditorium Hall of Beijing Exhibition Center

08:30-09:00	**Guests Registration**
09:00-09:30	**Opening Address and Release of 2008 China RFID Development Report** Ms. Zhang Qi, Director of the State Leading Group Office of Golden Cards Project Coordination President of China Information Industry Trade Association Dirctor-General of China RFID Alliance
09:30-10:10	Mr. Zhao Bo, Deputy Director-General, Department of Information Technology Industry, Ministry of Industry and Information Technology of the People's Republic of China
	Ms.WuYu, Division of Director,The Department of High-Tech Industry of National Development and Reform Commission
	Mr.Cao Xue Jun, Dept.of High & New Tech. Development & Industrialization of Ministry of Science and Technology of the People's Republic of China
	Facilitating the sustainable development of the IC cards application & urban public utilities Ms. Ma Hong, Vice Director of IC Card Application and Service Center, Ministry of Urban-Rural Development of the People's Republic of China
	Mr. Zhao Xi Ming, Director of Information Center of Ministry of Human Resources and Social Security of the People's Republic of China
10:10-10:30	**RFID Application and Government Policy in U.S.** Mr. Paul Taylor, Commercial Officer，Embassy of the United States of America
	The Sino-EU Collaboration in the Field of RFID Mr. Klaus Ziegler, Officer，Delegation of the European Commission
	RFID Status in Japan Mr. Teraura Nobuyuki Member of GMC(Global Market Council Project), previous chairman of RFID committee
	The Future of RFID in China and Korea Mr. Sung-Kyu Choi, Vice President of Korea Association of RFID/USN

10:30-10:50	**The Development of RFID Application and Technology in Taiwan** Taiwan Industrial Technology Research Institute
	Collaborations in RFID Technologies and Applications for Industries in Mainland and Hong Kong Dr. Frank Tong,　LSCM This talk delivers an overview of the RFID technologies and applications in Hong Kong and our focus in the HK LSCM R&D Centre. Projects and applications have been launched in collaboration with the Mainland to develop services oriented platforms and technologies for the industries of manufacturing, logistics and food management, as well as to foster our linkage with the international arena.
10:50-11:00	**Tea Break**
11:00-11:20	**Watchdata Institute and independent Innovation** Mr. Yan Guangwen, Dean of Watchdata Institute
11:20-11:40	**Verayo's world first "Silicon DNA" technology opens a new chapter in anti-cloning applications** Ms. Diana Dong, Vice President of Verayo Verayo "Silicon DNA" technology builds a PUF circuit in ICs and extracts unique "secrets" from them. These secrets naturally exist, cannot be cloned or reused. They can be used to reliably authenticate ICs, make chips unclonable, and so enable a broad range of security and anti-cloning applications.
11:40-12:00	**Moblie Payment Solution based on UHF RF SIM Card** Mr. Xiaoyu Liu, Vice General Manager of Shenzhen ZTEIC Co., Ltd. Use the far-field UHF RF technology in near-field communication to solve the diversification problem of mobile payment terminals with security chip, RF chip and antenna control technology integrated in the SIM card.
12:00-12:10	**Q & A**
12:10-14:00	**Lunch Break**

*The agenda is subject to the notification at the day of the conference.

The 7th China (Beijing) RFID Summits
Forum (1) (2)

Date and Time：June 3rd 2:00 p.m.-5:00 p.m.

Venue：The Big Auditorium Hall of Beijing Exhibition Center

Forum (1)	Mobile Payment Applications in Mobile Commerce
	Host: Dr. Huang Gengsheng, Manager of China Mobile Communications Research Institute
13:30-14:00	Guests Registration
14:00-14:20	**RFID in Mobile Commerce Service** Mr. Zhu Benhao, Project Manager of China Mobile Communications Research Institute Mobile-Commerce services bring us a new life style, RFID as the key technology of M-Commerce takes an important role in it.
14:20-14:40	**SWP SIM for Near Field Communication Solutions** Mr. Xie Hui, Manager of Products and Marketing, Shanghai Huahong Integrated Circuit Co. Ltd. SHHIC designs SWP SIM chip for Near Field Communication platform, by increasing the SWP interface communicates with the RF front-end chips, implement e-purse, e-tickets, identification, enterprise-class features, to meet operators and SP control of the value-added business.
14:40-15:00	**The Future of Near Field Communication** Mr. Jiang Bo, Business Development Manager of Intelligent Identification Department, Shanghai, NXP Semiconductors
15:00-15:20	**Near Field Communication - Is it Coming?** Dr. Huang Xian Ming, Senior Application Engineer of Chip Card & Security department, Infineon Technologies (China) The smart card community has been discussing about Near Field Communication for more than 3 years. Many pilot projects has been running. However, till today, we are still not seeing any mass volume depolyment. In this presentation, we discuss the topic of whether if Near Field Communication is really coming or not. In addition, the current status of Near Field Communication solutions will be presented.
15:20-15:40	**SIMpass, the Mature SC-NFC Solution for Mobile Payment** Mr. Zhang Chu, Director of Telecom department of Watchdata
15:40-16:00	**Endure All Kinds of Hardships Accumulate Steadily: Create New Times of CPU Card** Mr. Yuan Yubo, Products Director of Tsinghua Tongfang Ltd. Tsinghua Tongfang is one of the earliest manufacturers to engage in development of smart card products and application system development. During the period when the low-end M1 cards were prevailing, based on the deep understanding of the security of smart cards, Tsinghua Tongfang always persist in promoting and applicating of non-contact CPU card in the IC card area. After many years of accumulation and hard work, the age of

	non-contact CPU card is finally coming. Tsinghua Tongfang is welcoming the arrival of the age of CPU card with the union colleagues by her many years' experience in the field of IC card.
Forum（2）	**RFID Application for Tobacco and Wines and Anti-counterfeiting Area**
	Host: Mr. Feng Hanjiong, Chief Technology Officer of Invengo
16:00-16:20	**Application and development of RFID Technology in Anti-counterfeiting of Wine** Mr. Arthur Wang, President of Sontec Global Ltd. 1. Overview of anti-counterfeiting technique of wine 2. Features and development of RFID application in anti-counterfeiting of wine 3. SONTEC's RFID tags for anti-counterfeiting
16:20-16:40	**RFID-based Scanning and Tracking System for Cigarette Plant** Mr. Zhong Shuhua, Marketing Director of Invengo RFID is used to scan and track the pallet-level cigarette when it is shipped from manufacturing facilities to distribution centers.
16:40-17:00	**Research on Key Technology of RFID Security** Ms. Zhou Dongping, Researcher of the Firs Research Institute of Ministry of Public Security In this paper, we research the security problems of RFID application. The corresponding strategies and methods to deal with are given.
17:00-17:30	**Q & A, Lucky Draw**
18:00-20:00	**The Golden Ant Award Ceremony for Golden Cards Project Achievement Venue: Banquet Hall of Debao Hotel**

*The agenda is subject to the notification at the day of the conference.

Forum（3） （4）

Date and Time：June 4th 9:00a.m.-12:00a.m.

Venue：The NO.5 Conference Room of Beijing Exhibition Center （150 Seats）

Forum（3）	**Smart Cards and RFID Applications for Food and Medical Care**
	Host: Prof. Gao Yanjie, Vice director of the Informationization Office of Ministry of Health of People's Republic of China
08:30-09:00	**Guests Registration**
09:00-09:20	**The IC Cards and RFID Application in the Field of Health and Medical** Prof. Gao Yanjie, Vice director of the Informationization Office of Ministry of Health of People's Republic of China
09:20-09:40	**Innovation: RFID technology apply in the pig industry chain** Mr. Liao Changming Chairman of Sichuan Dingtian Ltd. Using the RFID technology to trace back to the entire information during the live pig industry chain. Achieving the effective monitoring of food security,

	management model and business model innovation, to achieve sustainable development.
09:40-10:00	**Ubiquitous ID Technology: The Internet of things and places of the Future** Prof. Noboru Koshizuka, The University of Tokyo In this talk, we present emerging ubiquitous computing technology driven by Ubiquitous ID Center, and its advanced applications and services.
10:00-10:20	**RFID, Bring Security & Simplicity to a Complex World** Mr.Sam Wu, Regional Marketing Manager, Identification, Greater China, NXP Semiconductors Adoption of RFID system in the pharmaceutical industry is well underway world wide; and the resulting requirements for the RFID technology is to maximize the return of investment for companies using the technology. In this speech HF gen 2 standards, use cases and new products will be discussed.
Forum（4）	**RFID Application in Transport and Library** **Host: Ms. Wei Feng, Director of Transport and Logistic Project Center of Research Institute of Highway, Ministry of Transport of PRC**
10:20-10:40	**The Next Wave for China Transportation Market** Mr. Zhao Zhong Yi, Senior Engineer for Sales & Business Development of Chip Card & Security department, Infineon Technologies (China) There has been significant growth in the China transporation market over the last few years. What will be the next wave? In this presentation, we discuss the different solutions currently adopted by the China transporatation market. The advantages and disadvantages of having memory versus CPU solutions will be addressed, along with guides on which solution to adopt for different implementation and use cases. Case studies on recent projects in China will also be presented.
10:40-11:00	**Develop China's Vehicle and Driver's Information Resources by Using RFID Technology** Mr. Huang Yinlong, Third Research Institute of the Ministry of Public Security of P.R.C An introduction of 'Vehicle Digital Standard Infosource' System based on passive RFID technology developed by the Third Research Institute of the Ministry of Public Security of P.R.C, which can be used to develop vehicle and driver's information resources of China.
11:00-11:20	**Speaker to be invited**
11:20-11:40	**F-RAM Technology Revolutionizes UHF Tag Applications** Mr. Alex Tsui, Worldwide Marketing , RAMTRON INTERNATIONAL CORPORATION Ramtron has developed a new MaxArias™ family of UHF EPC Class1 Gen2 compliant RFID chips to serve the requirements of emerging higher memory RFID applications. The first products in Ramtron's MaxArias family offers F-RAM

	memory capacities in 4kb, 8kb and 16kb. The memory has virtually unlimited data write endurance of up to $1E^{14}$ writes. Compared to EEPROM-based tags, MaxArias™ RFID tags can be written to up to six times faster and can respond to read commands up to two times faster, while consuming only ½,000 of the power EEPROM-based tags. MaxArias™ tags are also resistant to gamma radiation. Ramtron's F-RAM memory technology enables full symmetric reads and writes at the same amount of energy. Once written, the data within the tag has a retention factor of greater than 20 years. The emergence of F-RAM is a disruptive technology that will bring a revolution to UHF tag applications.
11:40-12:00	**Standardization of RFID Date Model for library** Mr. Dong xijing, Associated Professor of Library Science, National Library of China The essay emphasizes the necessity of standardizing RFID Data Model for libraries, indicating its latest development, key challenges & resolutions, and the new trend.
12:00-14:00	**Lunch**

*The agenda is subject to the notification at the day of the conference.

Forum（5）、（6）

Date and Time：June 4th 14:00p.m.-17:00p.m.

Venue：The NO.5 Conference Room of Beijing Exhibition Center

Forum（5）	The Innovation and Development of Bank Cards Host: Mr. Xu Jinyao, Vice General Manager of Product Innovation Department, China Unionpay
13:30-14:00	**Guests Registration**
14:00-14:20	**Development Program of China Unionpay Standards PBOC card** Mr. Xu Jinyao, Vice General Manager of Product Innovation Department, China Unionpay
14:20-14:40	**Multi-application Banking cards** Mr. Liu Jingqian, General Manager of Marketing, Beijing Xinjie Technology Ltd. The main theme of speech was introduce the Beijing Xin Jie company, Introduce the KEBT development on the Korea Banking industry. Through the successful CASE of multi-application banking cards as an example, face the multi-application card the current domestic situation, introduced a variety of multi-application programs of the bank card on the future, Described a blueprint for the bank card payments in a number of application areas.
14:40-15:00	**Title of the speech: SMARTABLE's Mission---Identify the world and pursue excellence with our "Smart eye"！** Mr. Shi Qianjun, General Manager of Beijing Office of Shenzhen Smartable smart

	card Technology Co. Ltd. Summary: As a professional manufacturer in POS industry, how has Shenzhen Smartable smart card technology co. ltd. made current achievements? How about its background? What is the advantages and application areas of our products? What can the POS machines bring us in this digital time? Want to know more? Please come and listen to the fantastic speech given by our professional technicians! They will also share with you the successful cases of our "Smart Eye" series machines!
专题（6）	**RFID Standard System Construction and the Security Issue of Information** **Host: Mr. Pan Lihua, President of CIITA - the Special Committee of Smart Cards**
15:00-15:20	**Current status of RFID standards in China** Mr. Wang Lijian, Chief Engineer of China Electronic Standardization Institute This presentation introduces the situation of research and development of Chinese RFID standards, and achievements of the RFID working group.
15:20-15:40	**Research and Development of RFID Technical Standard** Mr. Yang Ziqiang, Senior Engineer of China Association for Standardization An overview on the research and status of the National 863 Project "Research on RFID Technical Standard", including the standards of coding, air interface, testing and applications.
15:40-16:00	**Research on RFID test standards and test technology** Ms. Feng Jing, Senior Engineer of China Electronic Standardization Institute Introducing the RIFD test technology and related standards, and the results of independent innovation. It promoted the RFID technology and industry to healthy and orderly development.。
16:00-16:20	**Progress in RFID Standardization of ISO/IEC** Prof. Zhang Youguang, Beihang University The report summarizes the progress in ISO/IEC RFID standardization, including the issues of sensors, mobile RFID services, security & privacy, and provides some advices on the RFID standardization in China.
16:20-16:40	**Security Evaluation on Smartcard Products** Mr. Li Guojun, Director of Products Detecting Department of Computer Security Technology Detecting Center, Ministry of Industry and Information Technology of P.R.C.
16:40-17:00	**Discussion on RFID application system testing** Ms. Bian Hongli, Chief Engineer of China National Computer Products Quality Supervising Test Center In this paper, the characteristics of RFID application system to determine the quality of control points. Through the analysis of specific cases and discussed the application of system testing several considerations.
17:00-17:10	**Q & A, Lucky Draw**

*The agenda is subject to the notification at the day of the conference.