

Airbus to Present Case Study at RFID Journal Live! Europe

Carlo K. Nizam, head of value-chain visibility and RFID at Airbus, will explain how the aircraft manufacturer is using RFID as part of an integrated, company-wide approach to help streamline business processes and reduce the cost of operations for all partners in the value chain.

Sept. 5, 2007—RFID Journal announced today that Carlo K. Nizam, head of value-chain visibility and RFID at [Airbus](#), will deliver a keynote address at [RFID Journal LIVE! Europe 2007](#). RFID Journal's third annual conference and exhibition in Europe will be held on Nov. 6-8, at the Netherlands' Mövenpick Hotel Amsterdam.

Airbus has begun implementing RFID technology based on the positive results it achieved during its industrial pilot program. At the conference, Nizam will explain how the use of RFID is part of an integrated, company-wide approach intended to help streamline business processes and reduce the cost of operations for all value-chain partners. Nizam will describe pilot results and current deployment plans, as well as how Airbus is considering employing RFID across two main categories: non-flyable and flyable.

- *Non-flyable* consists of ground-based processes, such as supply-chain, transportation, logistics, manufacturing and assembly-related applications.
- *Flyable* refers to all in-service processes, including operational, maintenance and payload-tracking applications.

As head of value-chain visibility and RFID, Nizam leads the strategic development, industrialization and execution of all RFID activities across Airbus. His previous roles span aircraft design, operations management, procurement and supply-chain management.

"We have done a great deal of work to evaluate RFID's potential to improve business processes and reduce costs across the value chain," Nizam says. "We are pleased to be able to share our integrated, company-wide approach to RFID with the audience at RFID Journal LIVE! Europe."

"We are very excited to have Carlo Nizam presenting at RFID Journal LIVE! Europe," says Mark Roberti, founder and editor of RFID Journal. "Airbus is taking an holistic approach to RFID that goes beyond simply marking parts, and I think manufacturers across Europe will be eager to learn how it is making this carefully planned approach work."

RELATED_ARTICLES This year's RFID Journal LIVE! Europe conference will focus on how European companies can cut costs and improve revenues by implementing RFID in their manufacturing, supply-chain and logistics operations.

"This is the only event where companies from across Europe and Asia can hear objective case studies from those already using RFID within their organizations," Roberti says. "I have no doubt that companies attending

will come away with new ideas for how they can put RFID to work successfully, and be able to meet vendors who can help them achieve their goals."

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