# IATA RFID Roadmap

## Near Term (2019)

### Workshops
- 5 Regional workshops: North Asia (HKG, Jan), Americas (Rio, May), Middle East (DXB, DOH, Jul), Europe (FRA, Sep), ASPAC (Nov), Africa (Dec)
- 2 Country workshops: China (SHA, Sep), U.S (Oct)

### Webinars
- Quarterly training webinars on various RFID topics (Jul 11, Aug 29, Oct 3, Nov 28)

### Global industry events
- Promotion of RFID during key industry events in various regions (GAPS, Oct)

### Comms
- Global communication campaign

## Medium Term (2020-2021)

### Workshops
- 5 Regional workshops
- 2 Country workshops

### Webinars
- Quarterly training webinars on various RFID topics

### Global industry events
- Promotion of RFID during key industry events in various regions

## Long Term

### Engage key stakeholders
- Promote RFID adoption to >50 designated airports
- 1-on-1 meetings with selected airports
- Specific campaign for North Asia

### Develop supporting tools
- Continue to develop guidance tools to support RFID roll out by airports and airlines
- Share additional case studies and best demonstrated practices

### Monitor implementation and offer services
- Monitor global deployment
- Implementation support and consultancy
- Publication of guidance documents

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**IATA RFID Roadmap**

- **Raise awareness and educate the industry**
  - Workshops
  - Webinars
  - Global industry events
  - Comms

- **Engage key stakeholders**
  - Airport & Airline engagement
  - Develop supporting tools

- **Monitor implementation and offer services**
  - Global communication campaign