



AIM Europe

First CEO Roundtable Meeting
Stuttgart, Germany
25.2.14

AIM in Europe

History

Why?

What?

How?

Goals?

Requirements!



AIM in Europe - History

- Back in the 90s AIM Europe was build as a strong Network to develop the European ID Markets and Technologies
- AIM Europe created serveral Chapters around Europe
- Key to Success: Strong Driver!
- Lessons learned:
 - We need Leadership
 - We need Personality / Collaboration /Engagement
 - Motivation and Drive
- If nobody is doing something – Nothing will happen

AIM Europe – Why?

- EU is becoming stronger in Standards and Regulations
- EU is funding a lot of standards and technology development in several projects
- EU is always focussing on EU projects including partners from various EU Countries
- EU will focus on Not For Profit Organisations to fund projects
- New „ID“ Technologies are entering markets
- Privacy concerns and legislation will hinder Business Development

AIM Europe – Tasks/Programs



- promotion of a better understanding of the automatic identification and data capture industry in industry and government;
- close coordination with user groups to communicate needs, benefits and applications, and to solve mutual problems;
- maintenance of a membership representative of the industry and through internal committees as necessary to provide an orderly and efficient method of accomplishing the programs and achieving the stated objectives of the association; and
- development of and/or participation in industry exhibits and seminars.

AIM Europe – Tasks/Programs



- development and promotion of standard nomenclature and industry standards;
- coordination of and assistance for the efforts of all related trade associations;
- collection and dissemination of reliable industry statistics;
- preparation and distribution of educational and scientific materials;
- establishment of liaison and cooperation with private and governmental groups establishing standards and/or safety codes which are pertinent to the association;



AIM Europe – What?

- Membership in AIM Europe shall be open to persons from all European countries who qualify under Section 2 of this Article. For the purposes of these Bylaws, "persons" means any individual, proprietorship, partnership, firm, association, corporation, division of a corporation or other business or legal entity organized under the laws of any jurisdiction.
- **Section 2. Qualifications.**
- There shall be as many categories of membership as needed as determined by the AIM Europe Board of Directors.
- These categories shall be broken into three broad categories:

AIM Europe – What?

- ***A. Chapters:***
- Affiliation of persons by geographic region or industry segment organized to focus on and promote industry interests which Chapter is governed by a separate Chapter Operating Agreement and a Chapter Service Mark License Agreement with AIM and whose dues and/or levies due to AIM are current.



AIM Europe – What?

- ***B. Regional Member:***
- Open to those persons who, prior to the date of application for membership, are engaged in the manufacture, sale, distribution, implementation or purchase of automatic identification and data capture equipment and systems or who are suppliers, distributors or users of auxiliary services or products who desire involvement in strategic industry initiatives including but not limited to the establishment of standards and markets who is a member of one or more chapters.



AIM Europe – What?

- ***C. Individual Member***
- Open to those persons who, prior to the date of application for membership, are engaged in the manufacture, sale, distribution, implementation or purchase of automatic identification and data capture equipment and systems or who are suppliers, distributors or users of auxiliary services or products who desire involvement in strategic industry initiatives including but not limited to the establishment of standards and markets who is located in a country that does not have a chapter.



AIM Europe – What?

- Association Board Profile
- Board members
 - 2x AIM Global (Chairperson Mary Lou Bosco)
 - 1x per Chapter (Vice Chairperson Frank Janssen Groesbeek)
 - 1x Direct Members
- President (Frithjof Walk)
- Treasurer (Diana Bowser)
- Operations / Projects (N.N.)
 - Project Maintainer – Project Manager
 - Funded by Project itself
 - Technologies
 - Future Strategies (Industry 4.0 – IOT, M2M, RTLS, Location Services...)

AIM Europe How?

- Idea
- Draft / Presentation to AIM Europe Board
- Business Plan
- Acquisition of Project Partners
- Evaluation with EU Bodies
- Start of AIM Europe Project
- Frequent Reporting/Publishing to AIM Europe Board and Members
- Presentation of Project to wider audience during Conferences and other Events

AIM Europe Goals

- Identify opportunities
 - Technology Development
 - Standards Development
 - European Fundings of Collaboration Projects
 - Market Development Projects
 - Communication Projects
 - Partners / Coworkers
- Next Meeting of Board / Steering Committee Meeting