

## **IDBLUE Completes Aerospace Industry RFID Adoption Survey for Industry Canada**

June 30, 2009 - IDBLUE was contracted by Industry Canada to conduct a survey on the present and potential use of RFID technologies in the Canadian aerospace market. Key drivers behind the study include the increased adoption of the technology across various sectors, numerous requests Industry Canada has received for joint initiatives, and collaboration from other governments and international business groups in this area. Consequently, Industry Canada wanted to assess what role, if any, the Canadian government can or should play to support the adoption of RFID technologies across the Canadian Aerospace Industry. Results of the Industry Canada "RFID in the Canadian Aerospace Industry Report" were presented at the Paris Air Show in June 2009.

Industry Canada works on behalf of Canadian industries to improve conditions for investment, improve Canada's innovation performance, increase Canada's share of global trade, and build a fair, efficient and competitive marketplace. Industry Canada's mandate includes three strategic objectives — a fair, efficient and competitive marketplace, an innovative economy, and competitive industry and sustainable communities.