



The Global Language of Business

# General Assembly 2023 – Antwerp

GS1 MO inspiration across the federation

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Jan Somers, CEO, GS1 Belgium & Luxembourg  
23 May 2023

A graphic celebrating 50 years of GS1. The number "50" is large and stylized, with the "5" in orange and the "0" in a blue and white pixelated pattern. Below it, the text "years of transforming tomorrow" is written in orange and blue.

**50**  
years of  
transforming  
tomorrow

# GS1 Competition Law Caution

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- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
  - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share**
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full caution is available via the link below, if you would like to read it in its entirety: <http://www.gs1.org/gs1-competition-law-caution>



# Statement & reminder for seeking intellectual property information

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- Relevant to the features of the specification that are being developed in this work group, if anyone has knowledge or information about intellectual property rights, such as, patents or patent applications; please promptly convey this information to the work group facilitator.
- The intellectual property rights can either be in development or owned by persons, companies or third parties within this work group or outside this work group.
- We do this under the guidance of the GS1 Intellectual Property Policy, so that GS1 can seek to avoid the uncertainty regarding intellectual property claims against the Specification.



# GS1 Netherlands

**Mirjam Karmiggelt, CEO**

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# QR code powered by GS1 & GS1 Digital Link

Available for each  
customer who buys  
a GTIN in our  
customerportal



## Artikel koppelen aan een code

Geef hieronder aan welk artikel je wilt koppelen aan een code. Na het activeren krijg je een definitieve code toegewezen en zijn je artikelgegevens voor iedereen zichtbaar.

1. Merk en omschrijving

2. Verpakking en inhoud

3. Foto

4. Webpagina

M14. Bekijk de uitleg van Digital Link/Target URL

☐ M12. Gebruik GS1 eLabel pagina

Vraag webpagina toe

3 items

Target URL

Link type

Taalcode

Default link

Search

Select

https://voorbeeld...

Product informatie

NL

Ja

https://voorbeeld...

Social media

EN

Nee

https://google.nl

Promotion

NL

Nee

Volgende

5. Digital link

Controlleren voor activatie

Opslaan als concept

# Screenshots – under construction

GS1 Netherlands

Jacqueline de Boer  
Fabrique (Merken, Design & Inter...)

Koppelen aanmaken

Artikel koppelen aan een code

Geef hieronder aan welk artikel je wilt koppelen aan een code. Na het activeren krijg je een definitieve code toegewezen en zijn je artikelgegevens voor iedereen zichtbaar.

1. Merk en omschrijving

2. Verpakking en inhoud

3. Foto

4. Webpagina

Vraag webpagina toe

Target URL

Default link

https://voorbeeldlink.nl/nl/voorbeeld

Ja

https://voorbeeldlink.nl/en/example

Nee

https://google.nl/

Nee

Volgende

5. Digital link

Taal code

Link type

NL

M17. Merk uitleg wat is een link type

Link titel \*

Product

Webadres van de pagina \*

https://voorbeeldlink.nl

☒ Actief

☐ Default link

M18. Dit is de link die je nu aan het koppelen aan de GS1 met camera scant

Annuleren

Opslaan

Target URL

Default link

https://voorbeeldlink.nl/nl/voorbeeld

Ja

https://voorbeeldlink.nl/en/example

Nee

https://google.nl/

Nee

Volgende

5. Digital link

We helpen je graag verder. Customer support is bereikbaar op 020 511 38 88

## Artikel koppelen aan een code

Geef hieronder aan welk artikel je wilt koppelen aan een code. Na het activeren krijg je een definitieve code toegewezen en zijn je artikelgegevens voor iedereen zichtbaar.

1. Merk en omschrijving

2. Verpakking en inhoud

3. Foto

4. Webpagina

5. Digital link

M14. Bekijk de uitleg van Digital Link/Target URL

☐ M12. Gebruik standaard koppeling

M18. Eigen koppeling

lets.lets-extensie

GS1 Digital link

De GS1 Digital Link wordt automatisch gegenereerd

lets.lets-extensie/01/05448000000006

M10. Aanvullende gegevens (optioneel)

Consumer product variant

XYZ

Batch or lot number

ABC

Gewicht

123

Best before date

25032025

# E-label for wine & spirits

- **API with Registry**
- **API with GDSN**

QR code powered by GS1 & GS1 Digital Link resulting in the accessibility of (mandatory) label information to consumers

## Masi Agricola

Fresco di Masi



Land van oorsprong	Italië
Wijnjaar	2020
Netto inhoud	750 ml
Alcoholpercentage	12% vol
Druivensort	Corvena, Merlot
Kleur	Rood
Zoetheid	Medium dry
GS1 artikelcode (GTIN)	8091234567890

### Verantwoord consumeren



### Ingrediënten

Druiven, stabilisator, etc

### Voedingswaarden

	100ml (bereid)	1 portie is 20 ml
Energie	293kJ 70kcal	
Vet	0g	
Waarvan verzadigd	0g	
Koolhydraten	0.8g	
Waarvan suikers	0.8g	
Proteïne	0g	
Zout	Minder dan 0,1 g zout	

Referentie-inname van een gemiddelde volwassene (8400 kJ/ 2000 kcal)

Dagelijkse referentie-inname 18.2%

\* % van Referentie-inname van een gemiddelde volwassene (8400 kJ/2000 kcal)

# GLN registry proof of concept

Certification organisations -  
**Unique Farm Identification**

Simpler and better data exchange of  
certificates in the food supply chain

Reduce duplications of farm locations



# Fruit tech campus

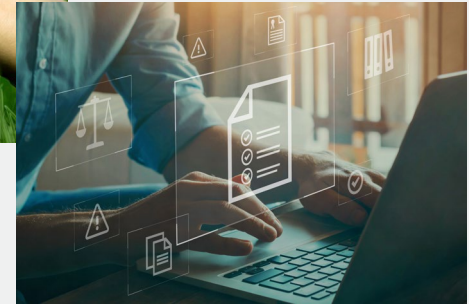
- Innovation and Education Center, supported by business, Education & Government
- A physical demonstrator site of GS1 standards (digital identification twin)
- Demonstrating GS1 from Farm to Fork





# Packaging information

- Sustainable development, reuse packaging
- Recycle by standardising types of raw materials
- Share packaging product data to make more sustainable choices
- Pilot: give packaging a GTIN, use GDSN for data sharing
- Help comply with law and regulations



# Verified by GS1

Bol.com has increasingly been facing data quality issues and issues related to EAN counterfeit

New regulations force marketplaces to deliver trusted data to consumers

Verified by GS1, might be a solution



# Test by bol.com

## Results

- Approx. 8000 toy products removed from site and re-listed
- Decrease SEO
- After re-listing: less than 40% have officially registered GTIN

## To discuss: are we really going to be the data partner for marketplaces?

- Registration number indicates nothing about brand ownership
- Verified by GS1 product data to be entered correctly and completely
- Partnership ISBW and BOIP to build trust







# Situation scan

proof of concept with Heineken



## GS1 Certified Improvement Program

### GS1 Certified Situation scan

Intake

Interviews

Situation Matrix

Set goals

Improvement plan

### GS1 Certified Training Portfolio

Training A

Training B

Training C

Training D

Training E

### GS1 Certified Growth scan

Interviews

New Situation Matrix




Improvement Matrix

Final report

Follow up plan / interview

# Situation scan

proof of concept with Heineken

	First steps	Emerging	Progressive	Advanced
<b>Creating &amp; sharing data</b> 	<b>I</b> Manual process	<b>J</b> Semi-automated process	<b>K</b> Automated process prior to product launch	<b>L</b> Automated process integrated with product development process
<b>Single source of truth</b> 	<b>E</b> Minimal use of Verified by GS1	<b>F</b> Optimal use of Verified by GS1	<b>G</b> Use of GS1 GDM for product data definition	<b>H</b> Use of GS1 GDSN for product data exchange
<b>Product identification</b> 	<b>A</b> GS1 barcodes on products	<b>B</b> Physical and digital use of GTIN	<b>C</b> GTIN used on all trade item hierarchy levels	<b>D</b> Use of GS1 2D barcodes and RFID

# Micro Small Enterprise

Kelly Asghar  
Executive Vice President, Corporate Strategy & Services  
GS1 Canada

23 May 2023



# A Strategic Imperative

## Why invest in micro and small businesses?

sustainable  
growth  
to 40,000  
Global  
Standards  
users



- Store of the Community
- Supply Resilience
- Innovation
- Operating Efficiency
- Risk Management



- Marketplace Growth
- Authentication & Counterfeit
- Regulatory Requirements



- Resilient Economy
- Canadian Grown & Made
- Funding & Subsidies

# GS1 Canada Value Proposition

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## Neutral Third Party



## Standardized Content



## Data Excellence



## Canadian Industry Expertise



## Single Source of Truth



# Micro-Small Enterprise Strategy

## Enabling Subscribers of All Sizes

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### Valuable Solution

*offer MSE investment for growth*

### Engaging Communication & Education

*smart communication & impactful learning  
opportunities*

### Community Management

*build an enabling ecosystem*

### Implementation Partner

*a simple & scalable subscriber experience*

# Valuable Solution

*offer MSE investment for growth*



## ECCnet Industry Managed Solutions

Powered by TrueSource™



ECCnet  
New Item Setup



ECCnet  
eCommerce Content



ECCnet  
Recall



ECCnet  
Nutritional Content



ECCnet  
Planogram  
Content



ECCnet  
Marketing  
Content



ECCnet  
Foodservice  
Content



ECCnet  
Pharmaceutical  
Content



ECCnet  
Incident  
Reporting



# Retail Trade Ready Bundle – Typical Kit (food)

Planogram images, including Tray images, Planogram software ready (small size/low res)



Marketing/eCommerce images, fully edited, hi-resolution



Nutritional images

Nutrition Facts		Valeur nutritive	
Per 100g (3.5oz)		Per 100g (3.5oz)	
<b>Calories</b>	150	<b>Calories</b>	150
<b>Total Fat</b>	7.5g (15%)	<b>Total Fat</b>	7.5g (15%)
<b>Sodium</b>	1.5g (3%)	<b>Sodium</b>	1.5g (3%)
<b>Total Crap</b>	1.5g (3%)	<b>Total Crap</b>	1.5g (3%)
<b>Protein</b>	1.5g (3%)	<b>Protein</b>	1.5g (3%)
<b>Carbohydrate</b>	1.5g (3%)	<b>Carbohydrate</b>	1.5g (3%)
<b>Fiber</b>	1.5g (3%)	<b>Fiber</b>	1.5g (3%)
<b>Sugar</b>	1.5g (3%)	<b>Sugar</b>	1.5g (3%)
<b>Alcohol</b>	1.5g (3%)	<b>Alcohol</b>	1.5g (3%)
<b>Cholesterol</b>	1.5g (3%)	<b>Cholesterol</b>	1.5g (3%)
<b>Phosphorus</b>	1.5g (3%)	<b>Phosphorus</b>	1.5g (3%)
<b>Potassium</b>	1.5g (3%)	<b>Potassium</b>	1.5g (3%)
<b>Calcium</b>	1.5g (3%)	<b>Calcium</b>	1.5g (3%)
<b>Iron</b>	1.5g (3%)	<b>Iron</b>	1.5g (3%)
<b>Vitamin A</b>	1.5g (3%)	<b>Vitamin A</b>	1.5g (3%)
<b>Vitamin B1</b>	1.5g (3%)	<b>Vitamin B1</b>	1.5g (3%)
<b>Vitamin B2</b>	1.5g (3%)	<b>Vitamin B2</b>	1.5g (3%)
<b>Vitamin B3</b>	1.5g (3%)	<b>Vitamin B3</b>	1.5g (3%)
<b>Vitamin B6</b>	1.5g (3%)	<b>Vitamin B6</b>	1.5g (3%)
<b>Vitamin B12</b>	1.5g (3%)	<b>Vitamin B12</b>	1.5g (3%)
<b>Folate</b>	1.5g (3%)	<b>Folate</b>	1.5g (3%)
<b>Zinc</b>	1.5g (3%)	<b>Zinc</b>	1.5g (3%)
<b>Copper</b>	1.5g (3%)	<b>Copper</b>	1.5g (3%)
<b>Manganese</b>	1.5g (3%)	<b>Manganese</b>	1.5g (3%)
<b>Selenium</b>	1.5g (3%)	<b>Selenium</b>	1.5g (3%)
<b>Chromium</b>	1.5g (3%)	<b>Chromium</b>	1.5g (3%)
<b>Molybdenum</b>	1.5g (3%)	<b>Molybdenum</b>	1.5g (3%)
<b>Nickel</b>	1.5g (3%)	<b>Nickel</b>	1.5g (3%)
<b>Vanadium</b>	1.5g (3%)	<b>Vanadium</b>	1.5g (3%)
<b>Cobalt</b>	1.5g (3%)	<b>Cobalt</b>	1.5g (3%)
<b>Antimony</b>	1.5g (3%)	<b>Antimony</b>	1.5g (3%)
<b>Bismuth</b>	1.5g (3%)	<b>Bismuth</b>	1.5g (3%)
<b>Barium</b>	1.5g (3%)	<b>Barium</b>	1.5g (3%)
<b>Beryllium</b>	1.5g (3%)	<b>Beryllium</b>	1.5g (3%)
<b>Cadmium</b>	1.5g (3%)	<b>Cadmium</b>	1.5g (3%)
<b>Cerium</b>	1.5g (3%)	<b>Cerium</b>	1.5g (3%)
<b>Cesium</b>	1.5g (3%)	<b>Cesium</b>	1.5g (3%)
<b>Chlorine</b>	1.5g (3%)	<b>Chlorine</b>	1.5g (3%)
<b>Copper</b>	1.5g (3%)	<b>Copper</b>	1.5g (3%)
<b>Fluorine</b>	1.5g (3%)	<b>Fluorine</b>	1.5g (3%)
<b>Gallium</b>	1.5g (3%)	<b>Gallium</b>	1.5g (3%)
<b>Germanium</b>	1.5g (3%)	<b>Germanium</b>	1.5g (3%)
<b>Gold</b>	1.5g (3%)	<b>Gold</b>	1.5g (3%)
<b>Hafnium</b>	1.5g (3%)	<b>Hafnium</b>	1.5g (3%)
<b>Helium</b>	1.5g (3%)	<b>Helium</b>	1.5g (3%)
<b>Hydrogen</b>	1.5g (3%)	<b>Hydrogen</b>	1.5g (3%)
<b>Iodine</b>	1.5g (3%)	<b>Iodine</b>	1.5g (3%)
<b>Iron</b>	1.5g (3%)	<b>Iron</b>	1.5g (3%)
<b>Lithium</b>	1.5g (3%)	<b>Lithium</b>	1.5g (3%)
<b>Magnesium</b>	1.5g (3%)	<b>Magnesium</b>	1.5g (3%)
<b>Manganese</b>	1.5g (3%)	<b>Manganese</b>	1.5g (3%)
<b>Molybdenum</b>	1.5g (3%)	<b>Molybdenum</b>	1.5g (3%)
<b>Nickel</b>	1.5g (3%)	<b>Nickel</b>	1.5g (3%)
<b>Neon</b>	1.5g (3%)	<b>Neon</b>	1.5g (3%)
<b>Niobium</b>	1.5g (3%)	<b>Niobium</b>	1.5g (3%)
<b>Oxygen</b>	1.5g (3%)	<b>Oxygen</b>	1.5g (3%)
<b>Phosphorus</b>	1.5g (3%)	<b>Phosphorus</b>	1.5g (3%)
<b>Potassium</b>	1.5g (3%)	<b>Potassium</b>	1.5g (3%)
<b>Rubidium</b>	1.5g (3%)	<b>Rubidium</b>	1.5g (3%)
<b>Selenium</b>	1.5g (3%)	<b>Selenium</b>	1.5g (3%)
<b>Silver</b>	1.5g (3%)	<b>Silver</b>	1.5g (3%)
<b>Sulfur</b>	1.5g (3%)	<b>Sulfur</b>	1.5g (3%)
<b>Tantalum</b>	1.5g (3%)	<b>Tantalum</b>	1.5g (3%)
<b>Tellurium</b>	1.5g (3%)	<b>Tellurium</b>	1.5g (3%)
<b>Thallium</b>	1.5g (3%)	<b>Thallium</b>	1.5g (3%)
<b>Vanadium</b>	1.5g (3%)	<b>Vanadium</b>	1.5g (3%)
<b>Zinc</b>	1.5g (3%)	<b>Zinc</b>	1.5g (3%)
<b>Zirconium</b>	1.5g (3%)	<b>Zirconium</b>	1.5g (3%)

**Ingredients:** Wheat bran, Sugars (sugar, glucose-fructose, barley malt extract), Salt, Ferri orthophosphate (iron), Thiamine mononitrate (vitamin B1), Nicotinamide (vitamin B3), Zinc oxide, Calcium pantothenate, Pyridoxine hydrochloride (vitamin B6), Folic acid.  
**Contains:** Wheat, Barley.

**Ingredients:** Son de blé, Sucres (sucre, glucose-fructose, extrait de malt d'orge), Sel, Orthophosphate ferrique (fer), Mononitrate de thiamine (vitamine B1), Nicotinamide (vitamine B3), Oxyde de zinc, Pantothénate de calcium, Chlorhydrate de pyridoxine (vitamine B6), Acide folique.  
**Contient :** Blé, Orge.

# Engaging Communication & Education

*smart communication & impactful learning opportunities*

Module 1 <b>Barcodes Simplified</b>	Module 2 <b>Which Sales Channel is Right for You</b>	Module 3 <b>Pitch Your Product with Confidence</b>	Module 4 <b>Canadian Regulatory Requirements</b>	Module 5 <b>What You Need to Know to Sell Your Products Online</b>	Module 6 <b>Tools for Success and How GS1 Canada Can Help</b>
<ul style="list-style-type: none"><li>• Introduction to GS1 and GS1 Canada</li><li>• Why is product identification important?</li><li>• Exploring product identification and barcodes</li><li>• Managing product information</li></ul>	<ul style="list-style-type: none"><li>• What is a sales channel?</li><li>• Understanding different types of sales channels</li><li>• Avoiding common mistakes</li><li>• Determining profitability and assessing potential costs</li></ul>	<ul style="list-style-type: none"><li>• What is a good product pitch?</li><li>• Types of product pitches.</li><li>• Delivering an effective pitch.</li></ul>	<ul style="list-style-type: none"><li>• Why Canadian business regulations are important</li><li>• Awareness of provincial, city and industry regulations</li><li>• Packaging and labelling food and consumer products</li></ul>	<ul style="list-style-type: none"><li>• Online marketplaces vs. ecommerce websites</li><li>• Online marketplace requirements</li><li>• Tips for handling online logistics</li><li>• Basics for selling products online</li></ul>	<ul style="list-style-type: none"><li>• Importance of product content sharing</li><li>• Information to share when setting up a new product</li><li>• Product image requirements for various business processes</li><li>• GS1 Canada Image Capture Services and tools</li></ul>



Hear from Canadian small businesses, including a family-run fromagerie in small town Quebec, a firefighter turned hot sauce entrepreneur and a sustainable, olive oil soap social enterprise empowering refugee communities. Listen in as they share challenges they overcame getting started and growing their business, and what they learned along the way. Leaders from Canadian Retailers share insights on navigating the product listing process, pitching new products, getting products online and more.

1. Getting the Basics Right
2. Bringing Your Product to Market
3. Growing Your Business



- Government of Canada's Agri Assurance Program
  1. Education + Establish MSE Community + Identify Industry Needs
  2. Enable Sourcing in ECCnet – Canada's National Product Registry
- Community Workgroup:
  1. Identify MSE sourcing criteria (eg: Diversity-Female Led, First Nations)
  2. Identify Trade Readiness Requirements for Sourcing
- Online Community
- Association Partners

# Community Management

*build an enabling ecosystem*

## **AMPLIFY THROUGH ASSOCIATION PARTNERS**

- Alberta Food Processors Association
- Alliance of Ontario Food Processors
- Baking Association of Canada
- BC Farmers Market Association
- BC Food & Beverage Association
- Canada Organic Trade Association
- Canadian Association of Importers and Exporters
- Canadian Beverage Association
- Canadian Council for Aboriginal Business
- Canadian Food Exporters Association
- Canadian Food Innovation Network
- Canadian Health Food Association
- Canadian Institute of Food Science & Technology
- Canadian Manufacturers & Exporters
- Canadian Women in Food
- Canadian Women's Chamber of Commerce
- Cando
- Centre For Women in Business
- Coffee Association of Canada
- Community Future Manitoba
- Community Future Saskatchewan
- Community Futures BC
- Community Futures Network of Canada
- Community Futures Ontario
- Council of Canadian Innovators
- DMZ - DMZ Ventures Toronto Metropolitan University
- EDGE (Sheridan College)
- Enactus
- Enterprise Toronto
- EVOL - financer le changement
- Fanshawe Centre for Research & Innovation (CRI)
- Fédération des chambres de commerce du Québec
- Food & Beverage Atlantic
- Food & Beverage Manitoba
- Food and Beverage Canada
- Food and Beverage Ontario
- Food Producers of Canada
- Food Research and Innovation at Conestoga College (CFRIL)
- Foodpreneur Lab
- Forum for International Trade Training
- Fruit and Vegetable Growers of Canada
- Futurpreneur
- George Brown - Start GBC
- Group 3737
- Halton Regional Small Business Centre
- Incubator 13
- Innovation Guelph
- Innovators and Entrepreneur Foundation
- Invest Ottawa
- Junior Achievement
- La Passerelle
- LEAF Certified
- League of Innovators
- Manitoba Entrepreneurial Hub
- Manitoba Food Processors Association
- Market 13
- Missions Commerciales, University de Laval
- Natural Products Canada
- Natural Products Canada
- Newfoundland and Labrador Organization of Women Entrepreneurs
- Niagara College's Canadian Food & Wine Institute Innovation Centre
- One of a Kind Show
- Ontario Greenhouse Vegetable Growers Association
- Ontario MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS
- Organization of Women in International Trade - Toronto
- Paro Centre For Women's Enterprise
- PEI Business Federation
- Plant Based Foods Canada
- Pow Wow Pitch (Indigenous)
- Queens University
- Réseau des femmes d'affaires Québec
- Revolutionher
- Rise
- She Trades (part of ITC)
- Skills for Change
- Small Business BC/ Export Navigator Program
- Small Business Centres Ontario
- Small Scale Food Processor Association
- Société Economique de l'ontario
- StartUP Canada
- Tea and Herbal Association of Canada
- The 51
- The Forge Business Incubator
- The Forum
- Toronto Small Business Enterprise Centre (City of Toronto)
- Trenval Business Development Corporation
- University of Toronto Black Founders Network
- WBE Canada - Certification for Canadian Women
- We Connect Canada
- WEBC
- Women Enterprise Cent Manitoba
- Women Entrepreneurs Saskatchewan
- Women Entrepreneurship Knowledge Hub
- Women In Business NB
- Women in Business PEI
- Women of Influence
- Women's Enterprise Organizations of Canada
- Yes Employment Entrepreneurship
- York University Incubator Program - Food Accelerator Program

## People

- Dedicated MSE Team (4 FTE)
- Organization Design / Job Design

## Process


- Mapping Data Recipient Standard Operating Processes
- Voice of Customer:
  - Subscriber Listening / Survey
  - Early Adopters / Pilots
- End to End Subscriber Journey Process Reengineering:
  - Contact Center
  - Registration and Service Request
  - Image & Validation Process

## Technology

ECCnet Replatforming  
Single View of GTIN  
Enhanced Trade Ready Attribution  
Sourcing Capabilities

# Thank you





# **GS1 SMART Box - A reusable system for the FMCG Industry**

**Ingo Wolters  
Lead Community Services  
GS1 Germany**



The Global Language of Business

© GS1 2023



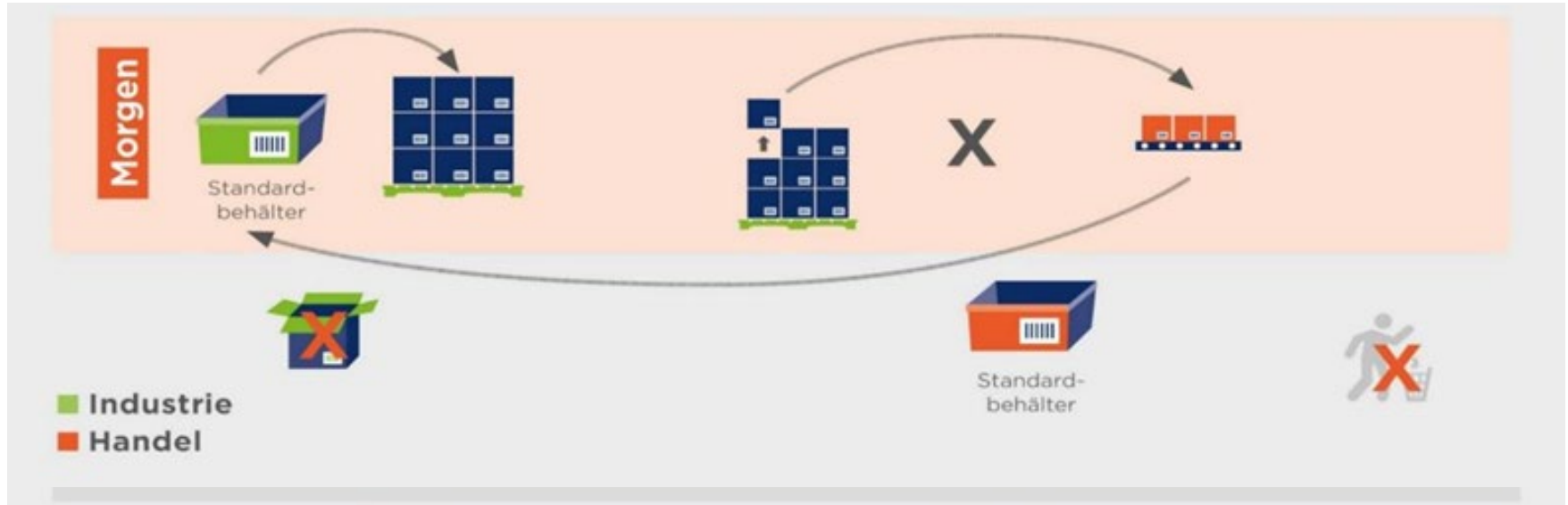
# Is packaging reduction in the supply chain possible?

The use of disposable packaging must be examined across the entire supply chain and should only be used where it really makes sense

Reusable transport packaging should be used wherever processes and products require it

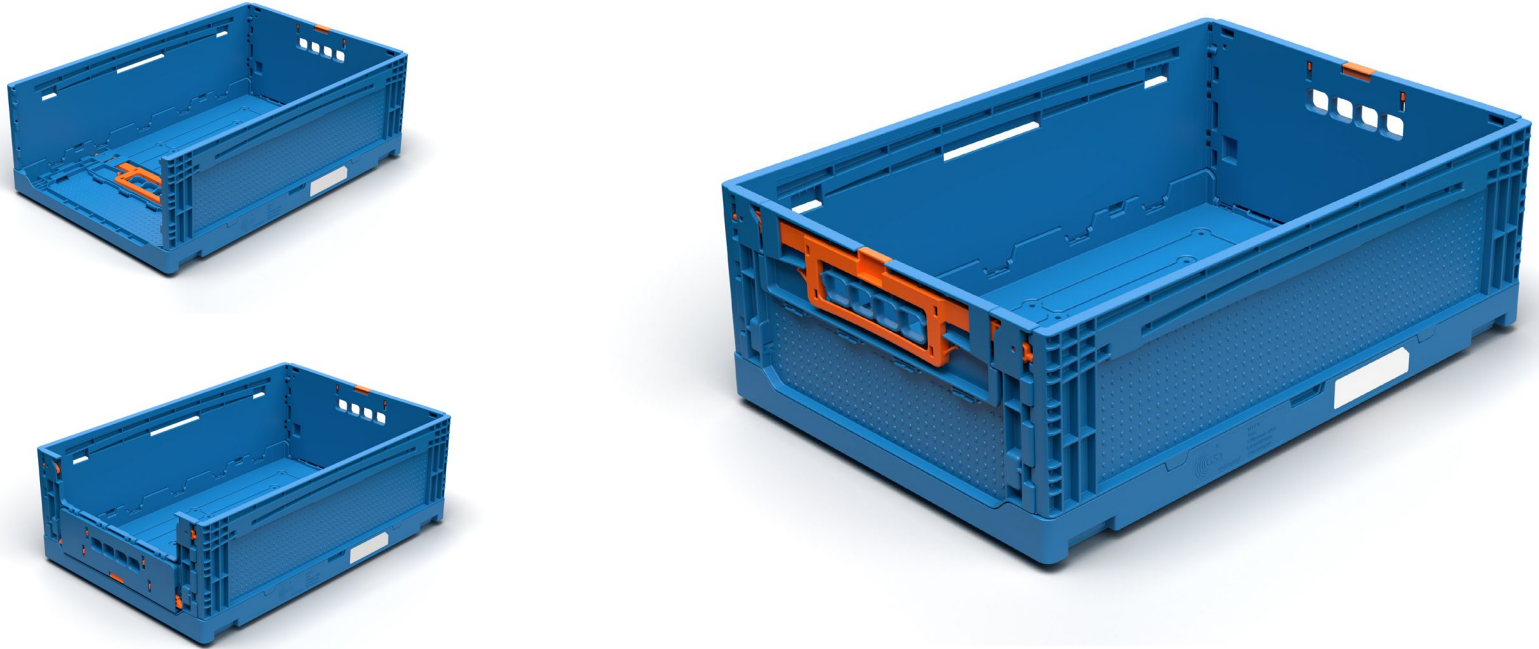


# The process is what matters !



# The GS1 SMART Box meets extensive requirements

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# The GS1 SMART Box has arrived in practice



- **100,000** boxes are in the pool circuit
- **>20** companies already use the GS1 SMART Box
- **Trouble-free** processes, good handling, trouble-free labeling

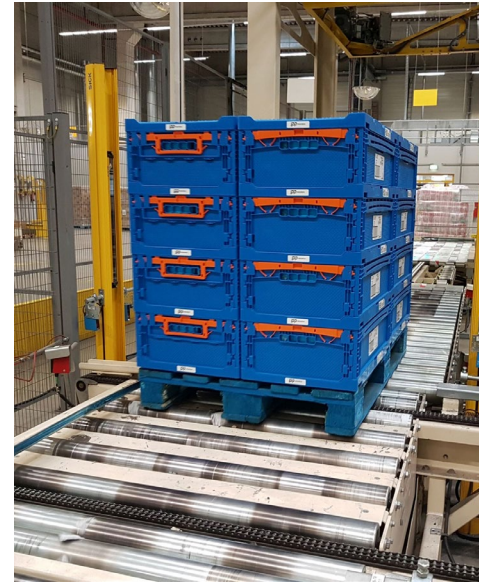




# Potential savings can already be generated in the packaging line and during transport



- change from stacked consignments with American boxes to EUL 1/2 consignments with the GS1 SMART-Box
- Reducing pallet space during transport
- Reducing cost for pallet cycle
- Reducing administration expenses



# In retail, entire processes can be eliminated



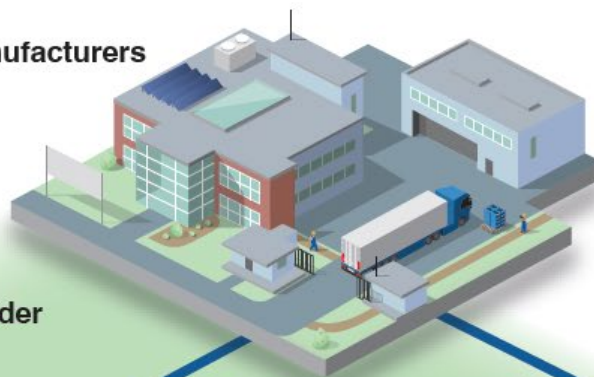
- Elimination of the need to open, repack and dispose of disposable packaging in the goods receiving area of the retail distribution center
- Optimization of the picking processes in the distribution center
- Savings in packaging material



## GS1 SMART-Box



## Manufacturers



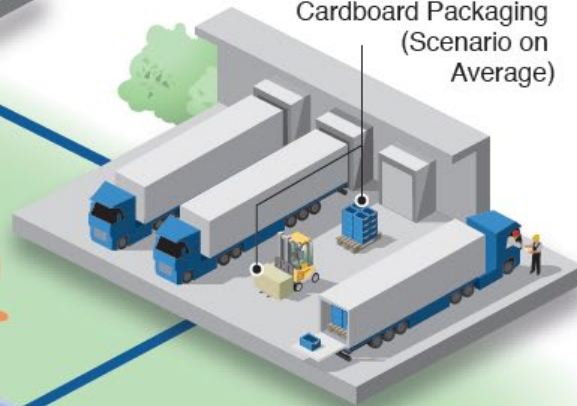
## Pooling-Service-Provider



• up to  
**60%**  
less  
**Cardboard**



Savings when using the GS1 SMART-Box, compared to disposable Cardboard Packaging (Scenario on Average)



## Logistics



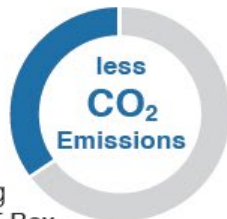
## Retail

• Repacking In the Retail Distribution Centre can be skipped

• Optimal Utilisation of Freight Space

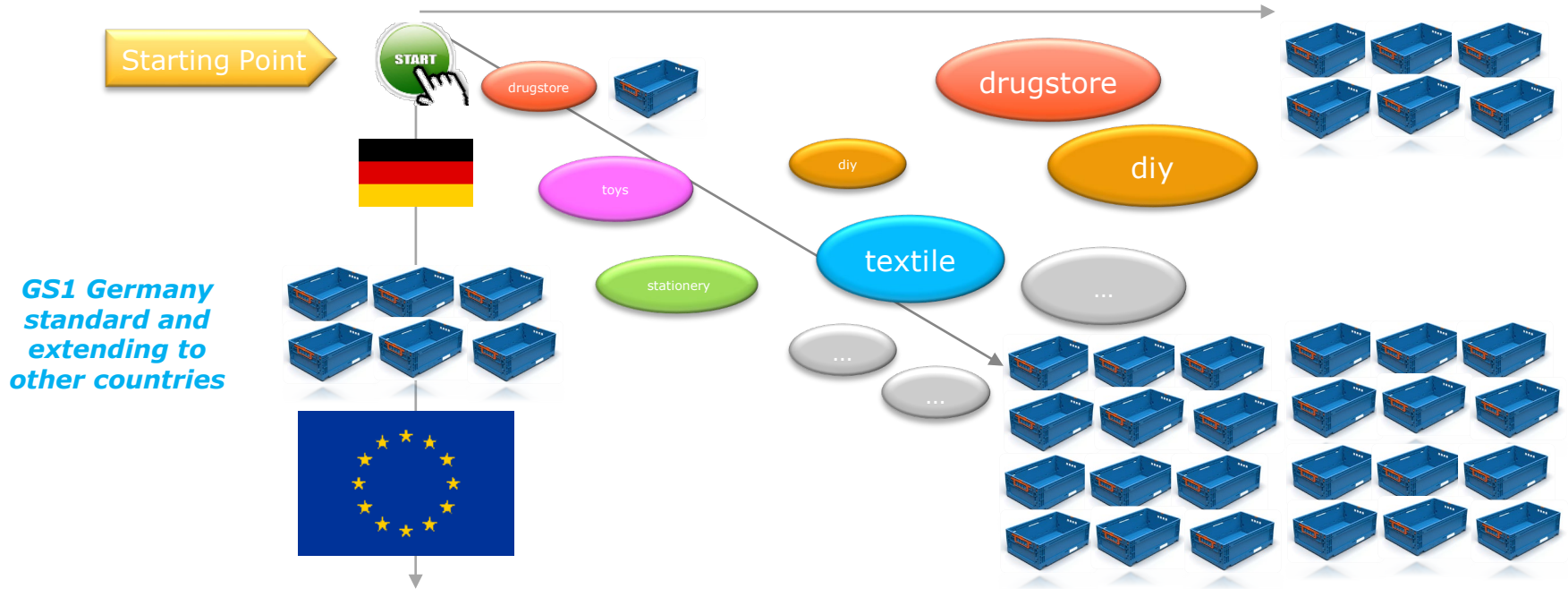
• up to  
**35%**

Savings by using the GS1 SMART-Box compared to disposable Cardboard Packaging (Scenario on Average)



# The GS1 SMART Box can be used across sectors and internationally

*(Almost) no restriction to industries → the process is decisive*





## 2- Questions

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### 1. What is "GS1" about the SMART Box?

- The GS1 SMART box meets a whole range of GS1 standard requirements. Starting with the identification with 3 data carriers (GS1-128, 2D barcode DataMatrix, RFID) to supply chain standards of the "Efficient Unit Loads", such as the EUL loading height recommendation or the requirements for ISO modularity.

### 2. Will there be only this one version of the GS1 SMART-Box?

- No. It was planned from the beginning to design a whole "family" for the different requirements. In addition to the already established box, another, higher variant will soon be launched on the market. Depending on the article requirements and with a view to the best possible utilization, the appropriate box should exist.



## The Global Language of Business

# Making a difference in peasant communities & vocational studies

Angel Becerra, CEO, GS1 Peru  
23 May 2023



# How to make a difference in our country based on our knowledge and experience?

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We decided to focus on specific sectors and communities that have no access to the market or who have difficulties to access it. Also, people from low income sectors or isolated communities:

- Micro and small business (SME) in rural / peasant communities
- Young people with no access to technical studies

# How are we making the difference in rural/peasant communities?

Helping the commercial growth of rural communities through global standards & traceability, connecting Peruvian products to the world.

Difference: enable exports to Europe, significant income growth and significant improvement in living standards



# Traceability of Aromatic Herbs

## – Arequipa with Women associations

Highlands of Peru - Chiguata & Puquina - Arequipa  
3,000 habitants & 9,000-12,000 feet above sea level



Elvira Quispe

Eusebia Cabana	PO	12	066
Abigail Valero	PO	24	
Hernán Quispe	CH	04	009
Solead Schunoy	CH	02	020
Amelia Coaguila	P.O.	09	032
Epurio Al	PU	04	076

10/12/2007

17.148



# Digital Traceability on SMEs Peruvian Distillates – Ancash

Highlands of Peru - Caraz - Ancash

27,000 habitants & 7,000 feet above sea level

Results: full traceability certified by GS1 that enables exports from dozens of small agricultural rural communities and hundreds of people with better jobs, with better income, reducing poverty



# How to make a difference with specialized technical education?

Promoting an Institute of Technology specialized in Logistics and Supply Chain studies with an innovative educational model: dual education and focused as a target in low income populations.

Vocational studies 3 year careers

Results: more than 300 graduate students to whom Inlog changed their lives





Ruth Montesinos, a 26-year-old professional who went through various critical and very risky situations in her life - led her to realize training was important to advance.





Cristian Chipana, a 27-year-old professional who changed not just his life but his whole family situation after he got over a very critical personal situation



## *Making the difference*

---

Working with rural communities in Peru and specialized technical education has been very challenging, but it has also been very rewarding.

Working collaboratively to design and implement programs, allows us to make a significant difference in the lives of people, communities and small business.



## *Making the difference*

---

*It has been amazing to realize how big our contribution can be in making a difference and change lives using GS1 standards, tools, models and our technical knowledge and experience in supply chain*



# People and culture

**Anne Godfrey, CEO, GS1 UK**

23 May 2023



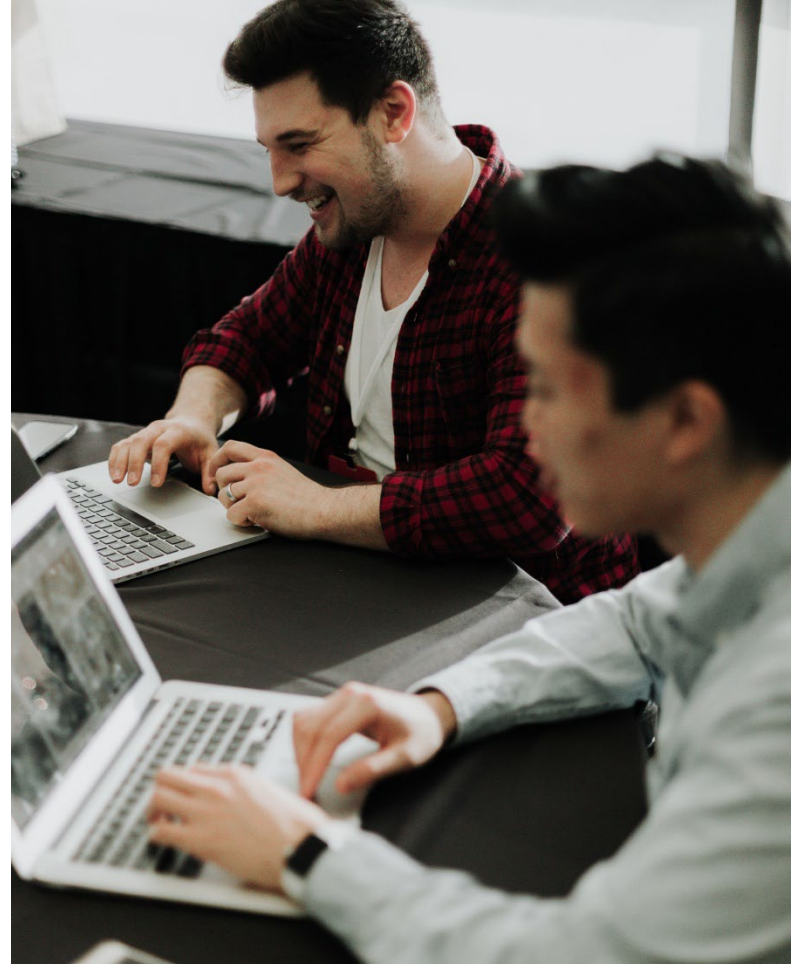


# Our people strategy

Build the right **skills and competencies**, across the business, to support delivery

Develop a strong, **cohesive leadership** structure and associated operational teams

Introduce an improved, robust **performance management** process and recognise success



# Our strategic capabilities



**Communication**



**Insight  
into action**



**Leadership and  
management**



**Stakeholder  
engagement**

# Our brand values



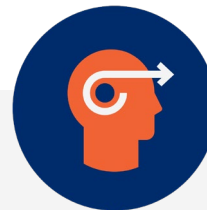
## Collaborative

GS1 UK is **collaborative** by design, bringing together industry players to find solutions for shared concerns.



## Trust and integrity

As a neutral, independent body, GS1 UK is a **trusted** source of insights, valued for the **integrity** demonstrated by its team in support of members and society.



## Forward thinking

**Forward thinking** is at the heart of GS1 UK, we strive to tackle the issues of today and answer the questions of tomorrow.

# Our people's values



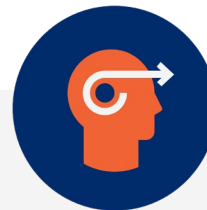
## Collaborative

At GS1 UK we are dedicated to working in cross-functional **teams** to solve problems members can't solve alone.



## Trust and integrity

We seek to build trust in every interaction by conducting ourselves in a **professional** and **honest** manner.



## Forward thinking

We are **proactive**, always looking ahead, and not afraid to take risks. We are always willing to learn and grow.



# Performance management



## Achievement

### The what

We set and measure delivery of **personal objectives** with agreed KPIs.



## Approach

### The how

We expect our people's **behaviours** to model our values in interactions with their peers and members.



## Above and beyond

### The what else?

We recognise staff who excel and **exceed expectations**.

# Reward & recognition

A **transparent** and fair pay and grading structure underpinned by job evaluations and salary benchmarking

Competitive and **incentivised** personal and corporate bonus schemes

**Peer to peer** recognition through our staff award scheme



# Our purpose



We **harness** the  
power of **standards**  
to transform the way  
**people** work and live



**Thank you**

**Anne Godfrey**  
CEO, GS1 UK

**M** +44 (0)776 6661 310

**E** [anne.godfrey@gs1uk.org](mailto:anne.godfrey@gs1uk.org)



Goh Chiang Fein  
CEO, GS1 Malaysia Berhad



A Platform to **encourage discussion, exchanges, development & drive adoption** of GS1 Standards & Keys, through **Public & Private Collaboration**.

- **Identity governance**
  - Maintain brand and product **integrity**
  - Enable **authentication & validation** and
- Improve **efficiency, safety, security** in everyday business.



# BRING GS1'S VALUES TO LIFE

## GS1 GLOBAL STRATEGIES - STRENGTHEN CORE COMPETENCIES

- *GTIN Growth & Engagement Strategy*
- *GLN Registry (Wave 2)*
- *2D in Retail: MSWG*
- *GS1 Marketplaces*
- *GS1 Registries*
- *GS1 Healthcare*
- *GS1 Asia Pacific Unauthorised Numbers*
- *GS1 Asia Pacific Customs & Cross-Border*

### LEVERAGE, STRUCTURE & SCALE At Global, Regional and Local Levels

### GS1 STANDARDS IN ACTION

#### Local

- **Ministry of Domestic Trade and Cost of Living**
- **Ministry of Health**
- **National Pharmaceutical Regulatory Agency**
- **Medical Device Authority**
- **Academia**
- **Local & Global Retailers & Marketplaces**

#### Global & Regional

- **US FDA**
- **EU MDR**
- **China NMPA**
- **Turkish National Drug and Medical Device Databank**
- **Dubai Health Authority**
- **South Korea MFDS**

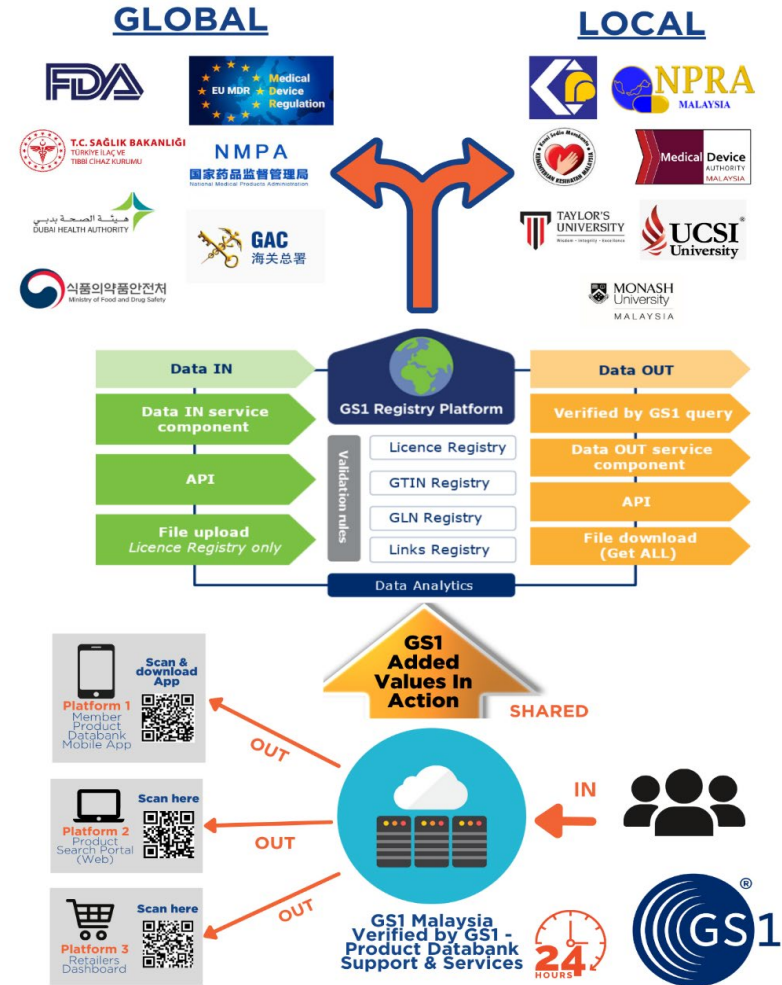
- **Strategic Partner of Ministry of Domestic Trade & Cost of Living**
- Collaboration with Ministry of Domestic Trade on **Barcode Registration Incentive** to support SMEs
- **National Pharmaceutical Track & Trace Initiative**
- **Cross-Border 2D Healthcare Track & Trace Pilot**
- **Migration to 2D** in Retail, 2D Implementation Initiative
- **GTIN Reporting** at China Single Window Customs Declaration, Product Data Sharing
- **GTIN Reporting** for imported goods at Vietnam & Algeria
- **Barcode Symbol Verification** for imported goods to Australia & New Zealand
- **Russian Decree** requires GLN & GTIN to be present in certificates of conformity
- **Unique Device Identification (UDI)** for US FDA, EU MDR, and other countries
- **Guest Lecturer for Academia**

# Meeting Customers' Needs

- ✓ Growing Business
- ✓ Transforming Lives
- ✓ More Informed Decision-Making
- ✓ Enhanced Visibility
- ✓ Increased Safety
- ✓ Digital Transformation
- ✓ Better Consumer Transparency
- ✓ Greater Operational Efficiency
- ✓ More Sustainable

Bring GS1 Standards to Life

## GS1 Added Value in a Changing World



# GS1 Added Values in Action



**GLOBAL SUPPLY CHAIN INTEGRITY OF MEDICAL PRODUCTS**

**9 December 2020**  
9.00am-10.00am

**FREE IN A SERIES OF MONTHLY WEBINARS HELD CONSECUTIVELY OVER THE NEXT 3 MONTHS LEADING TO A 2-DAY TRAINING SESSION IN MARCH 2021**

**INCREASING TRANSPARENCY IN THE MEDICINES SUPPLY CHAIN**  
Anthony Tan  
General Manager and Senior Director, APAC, United States Pharmacopeia (USP)

**AN OVERVIEW OF TRACK AND TRACE USING GLOBAL STANDARD**  
Goh Chiang Fein  
CEO, GS1 Malaysia Berhad

**OBJECTIVES**

- To understand the role of Track and Trace in the supply chain of medical products in ensuring safety, efficacy and quality of medical products.
- The significance of Track and Trace during the Covid-19 pandemic.

**WHO SHOULD ATTEND**

- Regulators, Pharmaceutical industry personnel, healthcare workers, enforcement officers and those involved in the supply chain and logistics of medical products.

**Free Registration. Registration deadline is the first 20th registration**

**Second webinar in the series of 3 monthly webinars on 27th January 2021 - Overview and Trends in Storage and Transportation of Medical Products**

For enquiries, please email: [TaylorsAPAC@taylorshospitality.com](mailto:TaylorsAPAC@taylorshospitality.com) or go to: [taylorshospitality.com](https://taylorshospitality.com)

**Zoom**

Join the webinar on Zoom: [taylorshospitality.com](https://taylorshospitality.com)

2020 GS1 Asia-Pacific Chapter Chairpersons: Dr. Robert Taylor, Chair, Malaysia; Dr. Robert Taylor, Chair, Singapore; Dr. Robert Taylor, Chair, Thailand; Dr. Robert Taylor, Chair, Vietnam; Dr. Robert Taylor, Chair, Philippines; Dr. Robert Taylor, Chair, Indonesia; Dr. Robert Taylor, Chair, Australia; Dr. Robert Taylor, Chair, New Zealand; Dr. Robert Taylor, Chair, South Korea; Dr. Robert Taylor, Chair, Japan; Dr. Robert Taylor, Chair, China; Dr. Robert Taylor, Chair, Taiwan; Dr. Robert Taylor, Chair, Hong Kong; Dr. Robert Taylor, Chair, Macau; Dr. Robert Taylor, Chair, South Korea; Dr. Robert Taylor, Chair, Japan; Dr. Robert Taylor, Chair, China; Dr. Robert Taylor, Chair, Taiwan; Dr. Robert Taylor, Chair, Hong Kong; Dr. Robert Taylor, Chair, Macau.

**GUEST LECTURE**  
FACULTY OF BUSINESS AND INFORMATION SCIENCES

**Why Standards Matter To Businesses And Consumers?**

by  
Goh Chiang Fein  
Chief Executive Officer  
GS1 Malaysia Berhad

**Date:** 30 May 2019 (Thursday)  
**Time:** 2.00 pm - 3.30 pm  
**Venue:** GS1 10, Level 6, Block 6, UCST University  
KL Campus

UCST University

Why Standards Matter To Businesses And Consumers?

[Visit](#)

# Thank You



The Global Language of Business

# GS1 Kenya

## Thinking outside the box

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**Peter Otieno, CEO, GS1 Kenya**  
**May 2023**

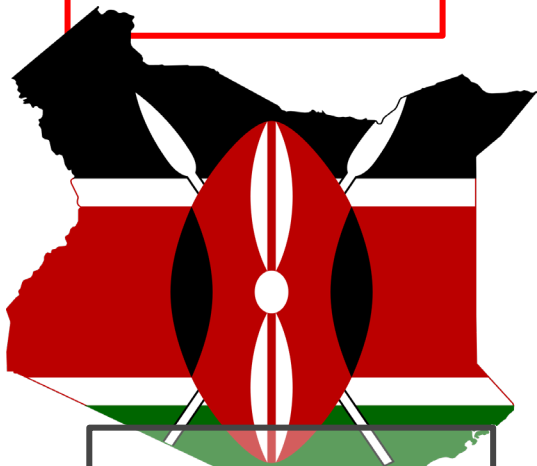


# FACTS ABOUT

**GS1 Kenya**



**Population 50  
million plus**



**47 county  
Government**

## **RETAIL:**

- 1\_ 1400 Branded Stores**
- 2\_ 480,000 small RT shops**
- 3\_ Numerous Market places**

## **HEALTHCARE:**

- 1\_ 56 Local Manufacturers**
- 2\_ 6,000 Healthcare facilities**
- 3\_ 9,000 Pharmaceutical retail outlets**

## **AGRIBUSINESS**

- 1\_ 2000 fresh produce exporters**
- 2\_ More than 180,000 small farmers**
- 3\_ 3,000 large scale farmers**



# GS1 KENYA AGENDA IN



*This platform Allows direct interaction between Consumers and Brand owners.*

## RETAIL

### VALUE ADDITION

**On line platform embedded on our ERP/CRM for members to access both Linear & 2D code generation upon registration.**

**HAKIKISAHA BIDHAA**

# GS1 KENYA AGENDA IN



*Our aim is to establish referral point where GS1 standards are in use in the region. To show case:*

- 1 - Tracking and tracing of medicine*
- 2 - Patient safety*

## HEALTHCARE

### PARTNERSHIP

**We have signed partnerships with two private hospitals of:-**  
**level 3 - No bed Capacity**  
**level 4 - 25 Bed capacity.**

**THAMANI** *dawa*

# GS1 KENYA AGENDA IN



*The aim is to facilitate farmers of all sizes access global market by leveraging on GS1 keys.*

## AGRIBUSINESS

### COLLABORATION

**Local Farmers union**

**Global G.A.P.**

**Establish Farm 2 fork**

**SHAMBA ikoNET**

# GS1 Kenya IN CONCLUSION



## RETAIL:

August 2023; Launch **HAKIKISHA BIDHAA-VbGS**

## HEALTHCARE:

June 2023; Launch **THAMANI DAWA** pilot stage with the 25 bed middle level hospital to implement

## AGRIBUSINESS:

On boarding farmers in **SHAMBA ikoNET** since September 2022

# HAKIKISHA BIDHAA-(VBG)



## MEMBERSHIP PORTAL

- Allocation GLN
- Automatic generation linear code
- Automatic generation of 2D code

## GS1 KENYA WEB SITE

- Public product query portal
- Public –Supplier Realtime Interaction (feed back)

**We have made it easy for members to generate 2D at the registration point.**  
**Members have the opportunity to choose what to share with public**  
**Public have a portal to give feed back to the supplier Realtime.**



A word cloud featuring the phrase "Thank You" in numerous languages and scripts, including English, Spanish, French, German, Italian, Japanese, Korean, Chinese, Hindi, and others. The words are arranged in a circular pattern, with "Thank You" in the center. The colors are vibrant and varied, including red, orange, yellow, green, blue, and purple. The fonts are bold and sans-serif, with varying sizes. The background is white.