



GSMP MO Franchise

BRG Update, April 2007

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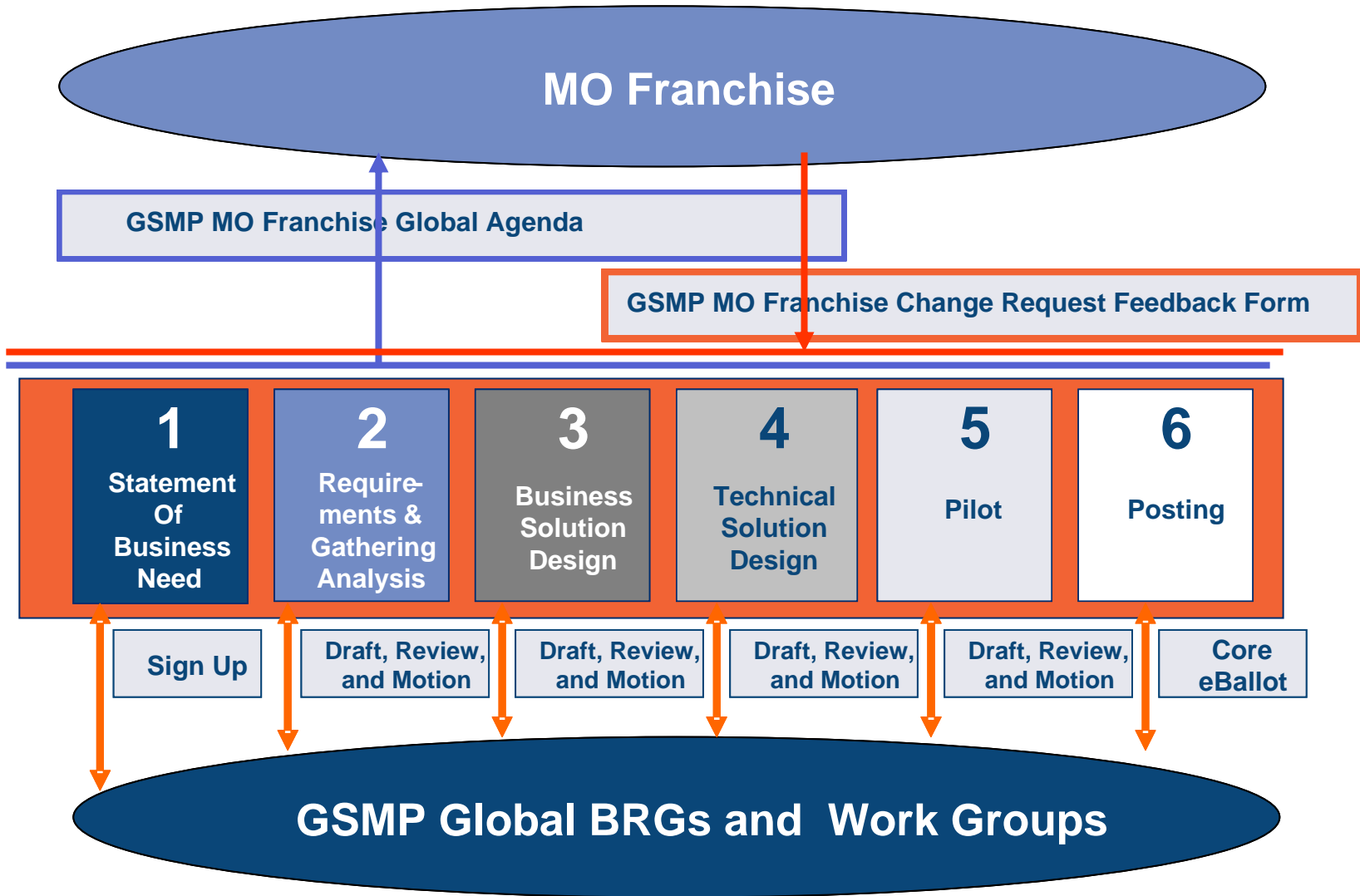
The global language of business

www.gs1.org

- Background
- Results first survey
 - Input BarCodes BRG: CR 07 - 000046
GTIN Allocation Rule Frozen vs. Fresh
- Next Steps

- Create truly global standards
 - Move towards compliance with the WTO code of practices for standardization (WTO TBT) by engaging Small and Medium Enterprises
 - Bring truly global participation, “real time” in the development process
- Eliminate the Barriers of
 - Time
 - Geography
 - Language
- Engage the GS1 Community
 - Small and Medium Enterprises to facilitate their involvement and understand local implications and local issues
 - Broaden MOs and GSMP collaboration
 - Go from 200 to 5000 participants
 - Encourage participation from more business experts

What is the MO Franchise?



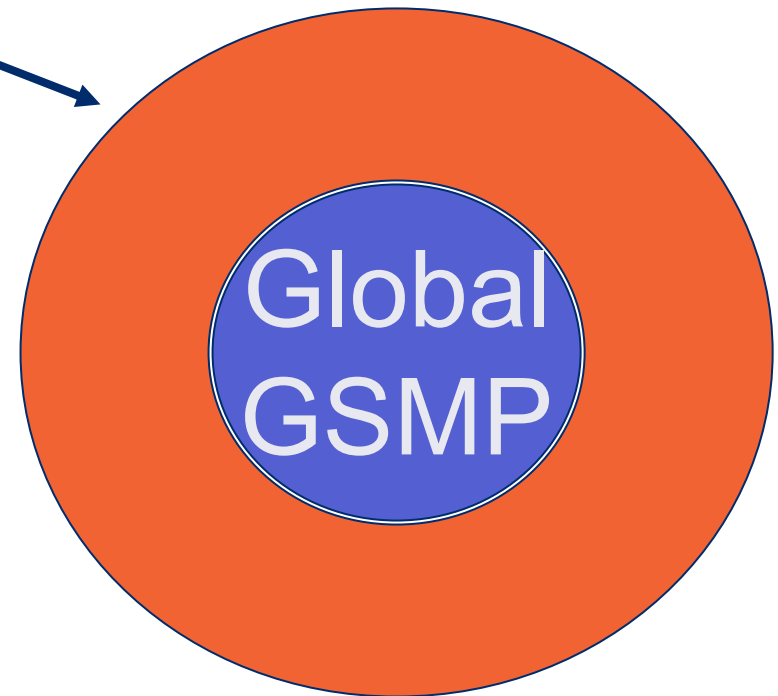
MO Users

Global Group Members

- Today's GSMP
- attend conference calls, physical meetings, work in development forums; vote via eRoom

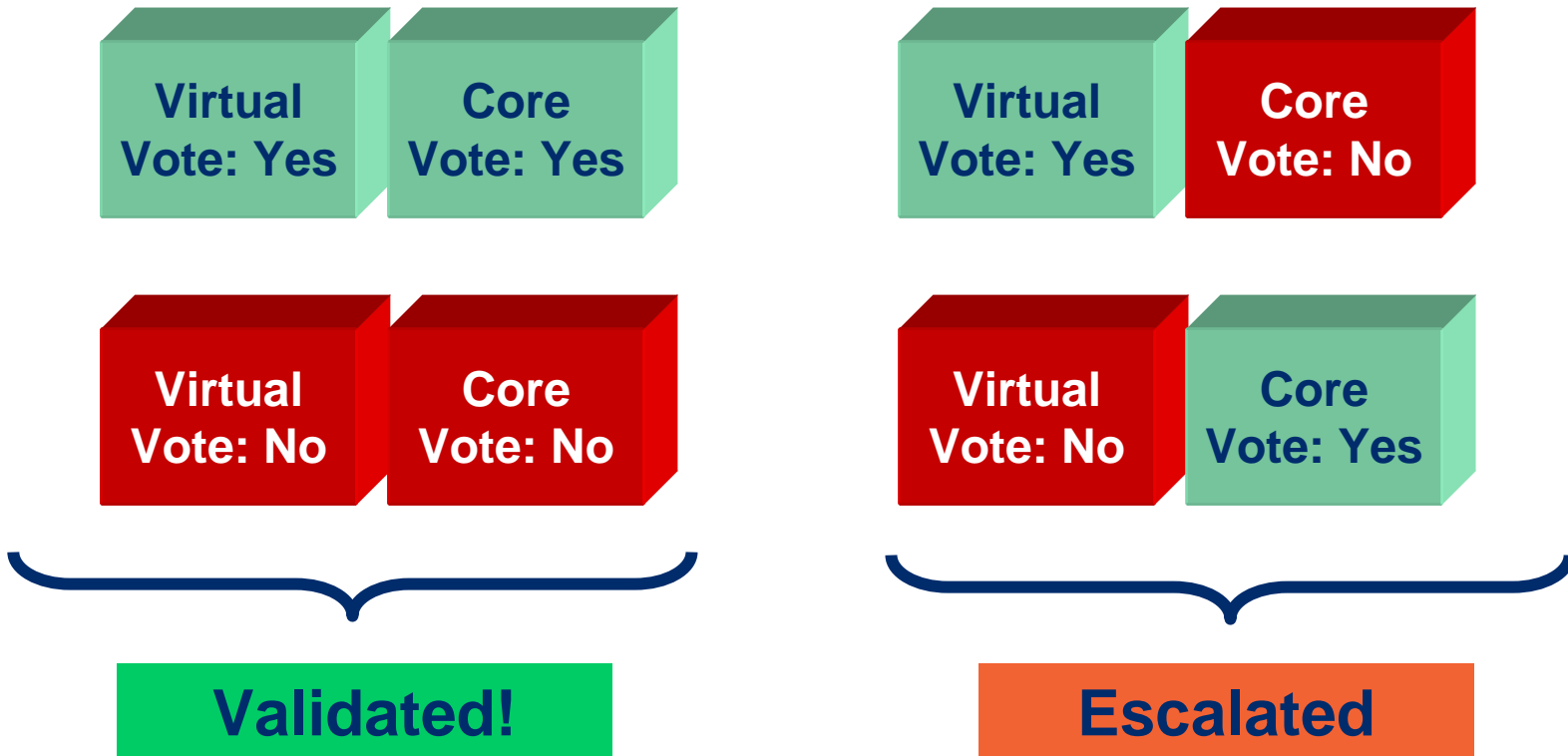
MO Users

- GSMP MO Franchise Participants
- attend "local MO Franchise user meetings & conference calls"; develop regional requirements; vote virtually through on-line polling



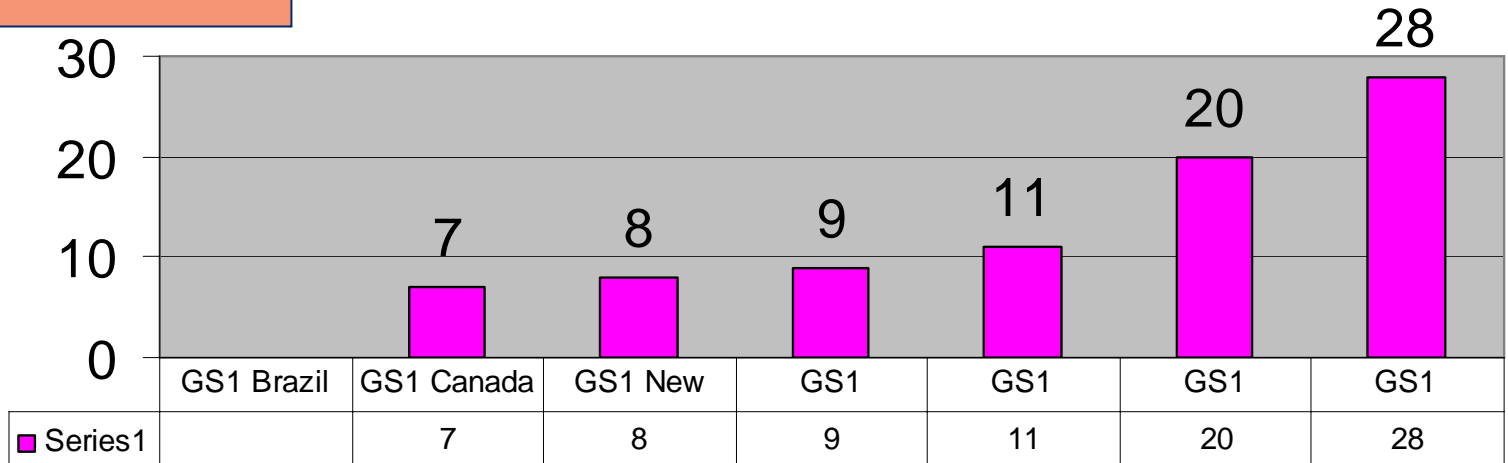
What is MO Franchise?

How affects the Standards Development process?



Note: Brazilian program in process

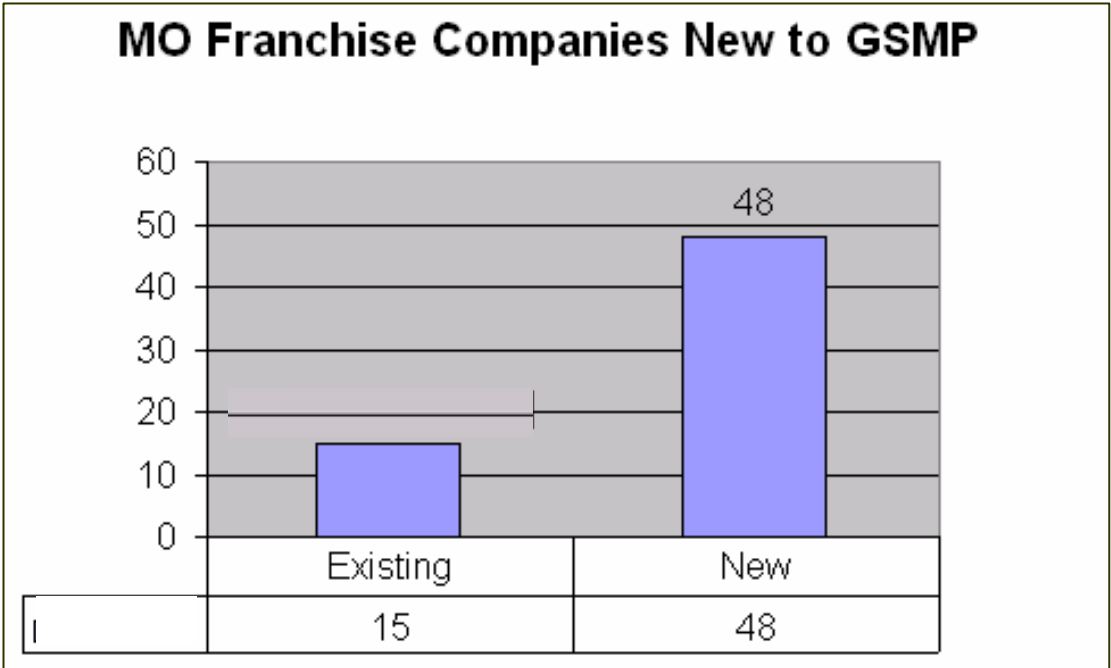
of Franchise Registered Members by MO



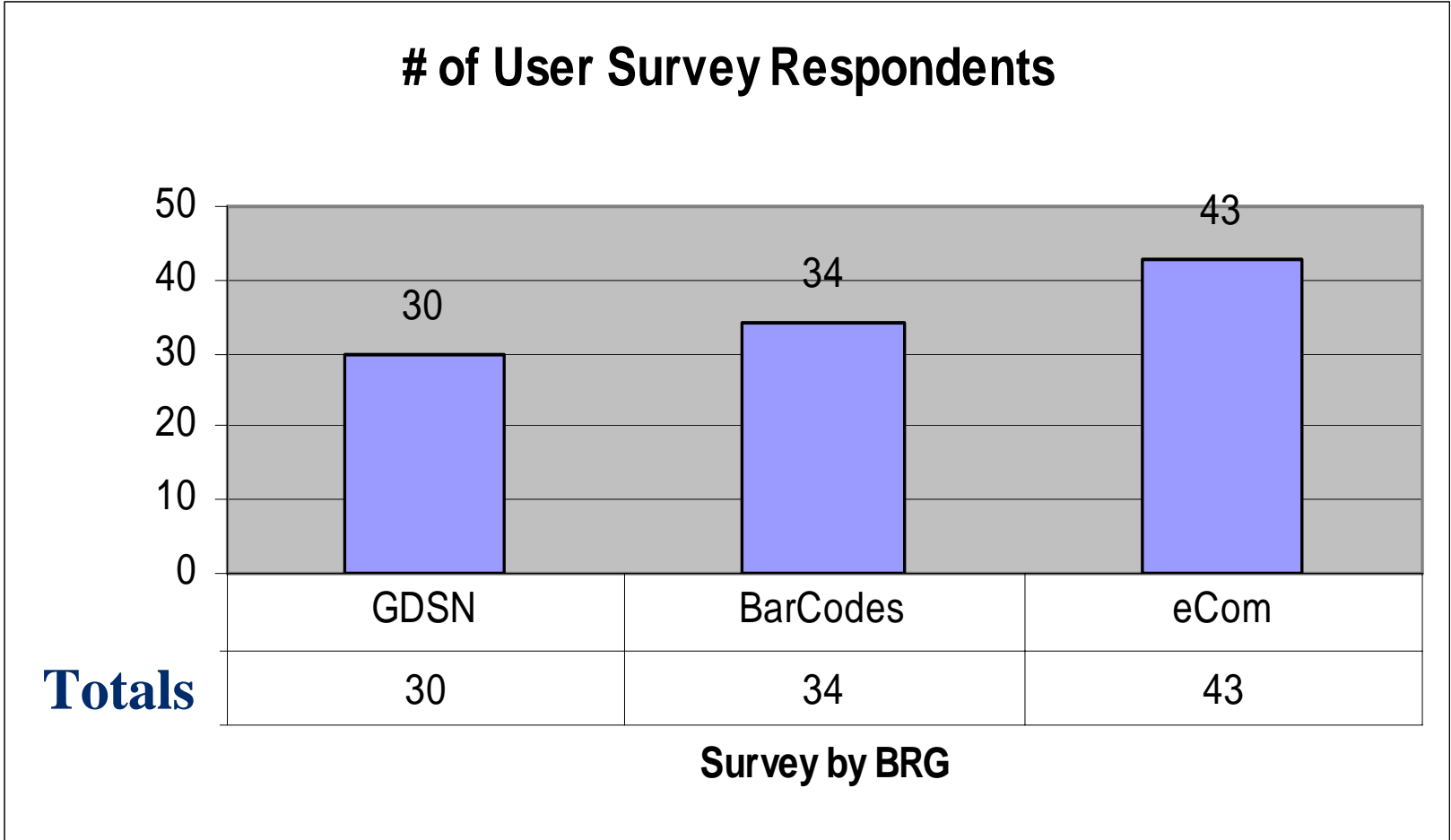
**Current Franchise Membership 83
(Membership at time of first survey 72)**

Franchise Membership: Fresh Faces in the GSMP Community...

- Almacenes Éxito
- Coles Group Ltd
- Foodstuffs South Island Limited
- Alpina
- Colgate Palmolive Ltd
- GfD Gesellschaft für eitung mbH
- Aperiogroup (NZ) Ltd Flexipac Division
- Colsubsidio
- Glaxo Smith Kline
- B&C Products B.V.
- Compañía de Galletas Noel
- Henkel KGaA
- BASF AG
- Crystal Vestimundo
- Image Net
- Bavaria
- DA Retailgroep B.V.
- Industria de Alimentos Zenu
- Bunnings Group Limited
- Datalogic BV
- Interpharm B.V.
- Cafam
- Deutsche Woolworth GmbH & Co. OHG
- John Restrepo y CIA
- Calcetines Crystal
- DHL Logistics GmbH
- KARSTADT Warenhaus GmbH
- Carter Holt
- Douglas I&S GmbH
- Kimberly Klark Corporation
- Markant Handels und Service GmbH
- Metcash Trading Limited
- Mitre 10
- Nestlé Deutschland AG
- Progressive Enterprises Ltd
- Rapid Labels



Survey Results



- A Panel is scheduled during the GSMP event in Budapest
- BRG/ WG Discussion (CR Feedback Results - eBallots)
- Pilot Report

- *“Voting system is excellent as it allows us to be involved in GSMP”*
- *“Process is now transparent”*
- *“Allows me to gain knowledge and exposure to what is happening locally and globally”*
- *“Discussions are at more reasonable times and makes GSMP more accessible”*
- *“The Franchise Model is good. Able to use eRoom to look into CRs”*

.. Thank you...