



# GS1 Industry & Standards Event

Brooklyn, NY, USA  
26 - 30 March, 2012

Building Standards to Deliver Business Value

## Why this event is one you won't want to miss...

### 1. **Share** your business needs and **collaborate** with experts in the development of solutions that deliver value to your company

How? By participating in industry user groups and standards development working sessions:

- **B2C Trusted Source of Data** – a global, standardized framework in development which will enable Brand-owners to share relevant product information easily and accurately thereby building consumer confidence that product information is accurate. *(B2C Trusted Source of Data MSWG)*
- **B2C Digital Coupons**- a common language to communicate relevant information, such as identification, attributes, and business rules between business partners and the consumer. *(B2C Digital Coupon MSWG)*
- **GDSN** – addressing the needs of businesses that want to share information within their supply chains through the Global Data Synchronisation Network (GDSN). *(GDSN User Group/SMG)*
- **Management of Multiple Barcodes** – developing a solution to help manage multiple barcodes on trade items in a standardized way. *(Multiple Barcodes WG)*
- **Components & Parts Identification** – defining business requirements for identification of parts or components used to build or assemble products *(Components & Parts ID MSWG)*
- **eCom Intelligent Packaging** - artwork, logos, barcode numbers and textual information carried on the package need to be exchange between manufacturers and artwork designers *(eCom SMG)*
- **Industry Engagement Initiatives** - defining business needs for the Transport/ Logistics, AIDC and Fresh Foods Industries *(Transport & Logistics IUG , Strategic AIDC Initiatives and Fresh Foods WG)*
- **And More!**

### 2. **Understand** how to deploy and implement GS1 supply chain standards

- **Informational and Lunch & Learn sessions** will provide you with insights of successful standards implementations and inspiring use cases from GS1 Users and Member Organisations.

### 3. **Discover** how the GSMP process continues to improve

- **The Global Standards Management Process (GSMP)** is the global forum for users to bring business needs that require standard based solutions to create a more efficient Supply Chain. Attend this event to learn about new GS1 initiatives which will increase the value of your participation and give you greater visibility into the process.

### 4. **Learn** the latest industry engagement and standards development news and how GS1 can benefit your business!

For more information & to register visit [www.gs1.org/events/2012/brooklyn](http://www.gs1.org/events/2012/brooklyn)



Collaborate, Learn & Network with Retailers, Manufacturers, Solution Providers & Industry Experts