



## **First Regional Data Pool Across Middle East, Mediterranean and North African Region Successfully Completed the 2005 Global Data Synchronisation Network Certification**

**BRUSSELS, BELGIUM, November 8, 2005** – The GS1 MEMA (Middle East, Mediterranean and North African region) data pool was certified at the annual certification conducted by GS1 GDSN Inc. The primary purpose of this certification is to ensure the continuity of the correct implementation of the GS1 standards, and interoperability with the other 25 certified data pools in the GDSN.

The GS1 MEMA data pool is the world's first regional Member Organisation “shared” data pool. As a result, more than 6,000 manufacturers, distributors and retailers across Egypt, Jordan, Lebanon, Malta, Morocco, Saudi Arabia, Syria, Tunisia and the United Arab Emirates (UAE) will be able to synchronise their product data with trading partners anywhere in the world via the GDSN.

**In a unique arrangement, the MEMA region’s Member Organisations decided to share the benefits of building a regional GS1-certified data pool, leveraging economies of scale to benefit their member communities.** An agreement was reached with GXS to deploy a regional data pool – GS1 MEMA Data Pool Manager Version 6.0.

"It is a great opportunity for the MEMA region to bring their market one step closer to achieving a truly global, standards compliant supply chain", said Miguel Lopera, President and CEO of GS1.

The MEMA data pool will help ensure that markets in the region are attractive to global retail operators, and that local retailers can quickly implement industry-best practices to remain competitive “GS1 Member Organisations in the MEMA region have accomplished a tremendous step to remove barriers to their geographic markets”, said Sally Herbert, President of GS1 GDSN Inc.

This regional data pool increases national companies’ exposure due to the collaboration with user members from the different countries involved. On a national level, subscribed GDSN members are at a competitive advantage due to their early implementation and participation in the Network. An additional advantage is that this initiative facilitates joint collaboration in inter-regional marketing, training and education in supply chain management best practices.

“The certification of our regional data pool will provide our organisations the opportunity to ensure our collective members have access to the industry's leading Global Data Synchronisation standards-based technology,” said David Calleja-Urry, chairman of GS1 Malta. "Deploying a GS1-certified data pool will help guarantee that our markets are attractive to global retail operators, and that our local retailers can quickly implement industry-best practices to remain competitive."

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NOTES FOR EDITORS:

About GS1

GS1 is a leading global organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency & visibility of the supply and demand chains globally and across sectors. The GS1 system of standards is the most widely used supply chain standards system in the world. For more information on GS1, please visit: [www.GS1.org](http://www.GS1.org).