



Dear,

As a key stakeholder in the blood services market, we invite you to participate in the joint ICCBBA-GS1 international meeting on Bar Coding of Plasma Derivative Products.

The bar coding of medicinal products of human and other origin is a well-established practice. Benefits include improved safety, better traceability and more efficient handling. While a variety of codes was originally developed to meet local needs, the need for international commonality has been recognized, and there is rapid movement towards the global implementation of both GS1 and ISBT 128 standards. Such standardisation facilitates the transfer of products across different organisations and, where necessary, national boundaries. Now there are signs of growing demand for clarification on how to code plasma derivative products.

To ensure that all interested parties have the opportunity to provide input into this process, GS1 and ICCBBA will host this joint international meeting on bar coding of plasma derivative products on Friday, June 20, 2008 in Le Royal Meridien King Edward Hotel, Toronto, Ontario, Canada to:

- Obtain user requirements - bring stakeholders/users together to identify their needs and concerns from the perspective of identifying and tracking plasma derivative products
- Identify communication and education needs to promote consistency and best practices around the globe
- Identify concerns of industry, government and healthcare providers.

The meeting program includes roundtable discussion as well as presentations from the following experts:

Users' Perspectives

- Bruce Ritchie, Hematologist, University of Alberta
- David Anderson, Chair, National Advisory Committee, Blood Services Canada and Professor of Medicine, Dalhousie University
- Héma Québec representative (TBC)

Regulatory Perspective

- Elizabeth Callaghan, Acting Director of the Division of Blood Applications, US FDA

Manufacturer's Perspective

- Philippe Majois, Divisional Packaging Technology Development Manager, Baxter BioScience

To register for this event, visit www.gs1.org/healthcare.

For more information, contact Ulrike Kreysa, GS1 Global Office at ulrike.kreysa@gs1.org or Paul Ashford, ICCBBA at paul.ashford@iccbba.org

Sincerely,

Michel van der Heijden
President, Healthcare
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