



Global Forum 2016

*The power of GS1 to transform
the way we work and live*

22-26 February | Brussels, Belgium



Market Place Summary

22-26 February, 2016, Brussels, Belgium

The **Global Forum Market Place** is the greatest networking opportunity of the week. It is where GS1 Member Organisations and partnering companies promote their innovative initiatives. Below are short summaries of each of the stands. To discover the enthusiasm and excitement of the Market Place, we recommend watching GS1 TV (Monday/Tuesday video) and viewing photos on the Global Forum post-event website: www.gs1.org/events/2016/forum.

Brandbank

Taking unnecessary costs out of business operations

This year's Market Place sponsor Brandbank enjoyed their first time at the GS1 Global Forum. As one of the world's largest providers of trusted digital content for eCommerce sites, mobile shopping apps and virtual merchandising applications, Brandbank works with suppliers and retailers in 16 different markets, enabling companies to transform the way they work with digital product information.

www.brandbank.com

GS1 Bulgaria

BG Barcode – make the smart choice

Visitors to GS1 Bulgaria's booth were able to test the BG Barcode App. By scanning the barcode using the mobile application BG Barcode, you are able to check the legitimacy of barcodes issued by GS1 Bulgaria and get information about the manufacturer or distributor of the proper product. The mobile application is free and designed for iOS and Android devices.

www.gs1bg.org/

GS1 Canada

Five levels of data confidence

Celebrating all things Canadian, GS1 Canada was offering attendees beer and Poutine, as well as the opportunity to pose for a photo in front of the backdrop of the Rocky Mountains. In addition to all the fun, GS1 Canada also wanted to discuss how they drive data integration through image and data bundles that support business use cases. This includes Content Managed Service in advertising, nutritional, pharmaceutical, Planogram and eCommerce.

www.gs1ca.org

"I am amazed always when I come here how well we exchange new ideas, new purpose and you can come away from here with at least a dozen different ways of making your organisation even better." - GS1 UK

GS1 Colombia | LOGYCA

Good relationships start with a coffee... and even better if it's Colombian

Visitors to the GS1 Colombia stand were invited to enjoy some of the best coffee in the world and to discuss how GS1 is helping coffee growers in Columbia. For Columbian coffee there is Bean Track, a website where you can enter your unique ID to see the name of the farmer and where the coffee comes from.

www.logyca.org

Global Food Safety Initiative (GFSI)

One of the four strategic pillars of the Consumer Goods Forum

Today 77,000 factories and 150,000 farmers are certified to GFSI recognised schemes. There are five local groups involved from Europe, Asia and the Americas implementing regionally. Benefits include: increased ability to produce safe foods, raised employee awareness and knowledge about food safety and enhanced company food safety practices.

www.mygfsi.com/

GS1 Data Quality

Data fit for the intended purpose

Businesses are increasingly only as good as their data. High quality data is essential for capturing the interest of consumers and driving online sales. GS1 standards give you the tools to build a firm foundation for improving data quality and collaborative commerce. They will make sure your organisation's data is complete, consistent and compliant with regulations.

www.gs1.org/data-quality

GS1 Denmark

Into the battle for our customers

Are you a Viking? That was the question from GS1 Denmark. After the challenge, attendees were introduced to the different offerings including digital orders, invoices and other commercial documents, quality assurance master data and high quality product photos for marketing and planogram.

www.gs1.dk/

GS1 Finland

GOLLI – A GS1 Finland Service

After sampling a local favourite liquor, attendees were invited to learn more about Golli, an easy-to-use and cost-effective cloud service that enables digitalisation of supply chain management processes and the use of global GS1 standards.

www.gs1.fi

"This event is one of the best non-working sessions during the GS1 Global Forum for some fun." – GS1 Latvia

GS1 France

The 3 pillars to support our standards and services value proposition

While sipping a glass of champagne, attendees were able to discover the way GS1 France is presenting its new services offering for the digitised product, the interconnected supply chain and omni-channel.

www.gs1.fr

GS1 GDSN Major Release 3

GDSN Major Release 3 is coming. Are you ready?

With the GDSN Major Release 3 coming this May, attendees were able to find out more about the impact and how it will improve product information sharing and data synchronisation by leveraging more trusted data. This will provide richer product information, adapt to regulatory requirements, support industry-specific functionality, improve data quality and increase speed-to-market.

www.gs1.org/gdsn

GS1 Germany

One key for more efficiency

Attendees were able to learn everything about standardised beer bottling, from reusable transport systems, process quality and product quality – to life cycle assessment and efficiency. In addition, attendees were invited to experience the delicious taste of Kölsch, the unique German beer served in Cologne.

www.gs1-germany.de/

GS1 Healthcare

Imagine one world, one standard, one vision: improving patient safety.

This year the GS1 Healthcare stand transported attendees to the Middle East thought sights and smells, as well as dancing and music. Attendees were invited to learn more about the upcoming Global GS1 Healthcare Conference in Dubai from 18-20 April 2016.

www.gs1.org/healthcare

GS1 Hong Kong

From origin to consumer, end-to-end traceability

After taking a selfie in the *Snap & Share booth*, attendees were introduced to GS1 Hong Kong. With more than 7,000 corporate members, this MO works with industries including retail consumer goods, food, wine, healthcare, apparel, consumer electronics, logistics and information technology. Solutions including cold chain, food traceability, origin to retail shop and anti-counterfeiting were on display.

www.gs1hk.org/

GS1 Hungary

GS1 Logger for Staff – be part of the success story

The team at the GS1 Hungary booth asked attendees "Give us a five if you have already joined GS1 Logger!" and then attendees could draw an outline of their hand on the board with their name inside. GS1 Logger for Staff is an application developed by GS1 Hungary for the GS1 Community in order to create a single and uniform tool to check whether GS1 ID Keys are valid and whether barcodes meet the standards.

<http://gs1logger.gs1hu.org/>

WINNER BEST MARKET PLACE STAND 2016

GS1 in Europe

The strength and efficiency of GS1 in Europe? It's people of course!

At the GS1 in Europe stand it was time to share on video your GS1 knowledge and also something a little personal. Attendees shared their thoughts on what GS1 in Europe means to them. "We are asking questions to people about what they do at GS1, their GS1-ness and then about their funny/crazy side, so more personal questions to get to know each other."

www.gs1.eu/

GS1 Innovation Network

Tapping into the Collective Brain

The GS1 Innovation Network facilitates open communication between diverse business, technology and academic visionaries around the world, providing an opportunity to discuss, understand and act upon emerging trends, opportunities and challenges. Visitors to the stand found out how they can take part in shaping the future, met with "Innovation Experts" and explored topics such as the new Innovation platform, GS1 Beacons with Olliot 2.0, GS1-Enabled food safety system, EPC reader for mobile phone and more. A special thanks to [iCare Institute](#) for creating the event App game for this stand.

www.gs1.org/gs1-innovation-network

GS1 Ireland

From product traceability to industry engagement

GS1 Ireland serves over 3,000 member companies, helping businesses and industry stakeholders to use GS1 standards and related technologies. GS1 Ireland offers a range of services, including technical support and implementation advice and consulting and training through their Professional Services division. Key areas of expertise in GS1 Ireland include all aspects of product traceability (food, healthcare, retail and industrial products), data management and sharing solutions, project management and industry engagement.

www.gs1ie.org/

GS1 Japan

Sake traceability

After a sample of sake and then a throw of a star at the target on the wall, attendees were invited to learn more about sake traceability in Japan. Using the GS1 standard EPCIS allows for an efficient and effective quality control system that enables consumers, distributors and producers to track and trace information at every stage of sake production and distribution.

www.gs1jp.org/

"This is the perfect opportunity to communicate with colleague(s) and have more information about GS1." - GS1 Azerbaijan

GS1 MEMA

MOs activities in the MEMA Region

MEMA MOs are moving quickly in different sectors, and attendees were invited to discover the progress in healthcare, food traceability, authenticity and e-catalogue fields. Six MOs in the region now have developed different applications to serve both local members and local authorities in their countries and help them to combat drugs counterfeiting and provide reliable data to consumers as well as enabling visibility for a more efficient, safe and sustainable supply chain. Attendees also had the chance to participate in a quiz and have a taste of delicious oriental sweets.

GS1 MO Support

Discover the latest tools and materials

Attendees had the chance to discover the latest tools and materials at the GS1 Training & Customer Service stand. After playing the *Bart Code Dataville Game* developed by GS1 Belgium & Luxembourg, they were able to learn more about the GS1 Learning Zone, GS1 WeShare and the GS1 Helpdesk which is easy to contact, to get quality support and to receive timely answers.

<https://learning.gs1.org/>

GS1 Omni-Channel Retail

A seamless shopping experience across physical and digital channels

Visitors learned how GS1 standards are helping e-commerce by making it easier for shoppers to discover and purchase products anytime, anywhere. They were able to meet experts from several MOs and the Global Office who shared best practices about relevant omni-channel topics such as better search, value of accurate data online, improving inventory visibility and how GS1 can help.

www.gs1.org/omni-channel

“There is an abundance of solutions and different approaches to a standards system.” – GS1 Austria

GS1 Sustainability

The GS1 Global Farm Registry

Visitors to the GS1 Sustainability stand were able to gain a true understanding of the GS1 Global Farm Registry and how allocating GLNs to individual farmers worldwide and creating a global registry for sustainable farmers will help to address the challenges of food security. Attendees learned about the plans for launch of International Trade Center’s new Marketplace portal and how it will enable farmers to share their sustainability profile with their customers.

GS1 Technical Industries

Enabling visibility, interoperability and safety.

New to the Market Place this year, visitors were able to learn more about this emerging market for GS1. As attendees watched the TruMark Station 1000 laser printing their name they heard how GS1 is providing Technical Industries with a set of interoperable, global and open supply chain standards that help companies manage the flow of products before and after they leave the plant. Experts explained how GS1 standards provide safer, faster and leaner business processes, while enabling end-to-end monitoring and real-time product visibility.

GS1 Transport & Logistics

Delivering value in key supply chain processes

As a manufacturer, retailer or logistics service provider, you need to know exactly where your shipments of goods are at any time, where they have come from, and when and where they are due to arrive. There are 5 business processes in the transport and logistics sector whose efficiency, speed and accuracy are increased by the use of our standards. These include the management of: delivery, transport, warehouse, assets and border procedure.

www.gs1.org/transport-and-logistics

“This has been very productive because we have a good opportunity to learn things that we have not explored before.” - GS1 Malaysia

GS1 US

Introducing the DWcode - the next revolution in product identification and consumer experience.

DWCode takes the barcode and the power of product identification to a whole new level. DWCode drives transformational change of business, the customer experience, and helps satisfy an increasingly technology-centric marketplace. Product information related to DWCode can change dynamically to deliver capabilities never before imagined when scanning products to benefit retailers, brand owners, and consumers alike. Attendees were also invited to GS1 Connect 2016 in Washington DC on the 1-3 June 2016.

<https://sites.gs1us.org/dwcode>

Lansa

Advanced software made simple

Lansa invited attendees to become the master of your own data – not the slave to technology. With product information management and master data management software for all. LANSA SYNCdirect is for enterprises demining highly customised solution based upon the GS1 System of standards. Sync Manager is for enterprises with shared requirements satisfied by cloud-based service (SaaS).

www.lansa.com/

Delegates left inspired, and were able to take away standards implementation best practices and solutions back to their local MOs.

Thank you to all the Market Place Stands!