GS1 INDUSTRY & STANDARDS EVENT
AUTUMN 2011

26 – 30 September 2011
Congress-Centrum North Koelnmesse - Kölnkongress
Cologne, Germany
Dear Participant,

It is our great pleasure to welcome you to the GS1 Industry and Standards Event in Cologne.

It will be five days of information sharing, networking and significant Work Group sessions where solutions are developed by expert users and standards specialists from all industries. It is also a tremendous opportunity to:

- Identify your business needs and be part of the development of solutions that deliver value to your company
- Understand how to deploy and implement GS1 supply chain standards
- Learn the latest industry engagement and standards development news and how GS1 can benefit your business in areas such as B2C Digital Coupons; Management of Multiple Barcodes; Product Recall; Global Data Synchronization; Federated ONS and Core Discovery Services, as well as other key industry initiatives throughout multiple industry sectors.

This event marks a milestone for GSMP - it is the first event since the migration of all standards development groups to the new GSMP Process. This migration allows us to leverage the improved capabilities of the new GSMP Process, as well as harmonize, simplify and integrate all GSMP activities under one umbrella thereby enabling GS1 to better serve your business needs.

Participation is key to moving our efforts forward and we thank you for your participation.

We wish you a successful, productive week in Cologne!

Miguel Lopera  
President & CEO  
GS1

Sally Herbert  
President, GS1 Standards and System Development &  
President, GS1 GDSN, Inc.

A special thank you to our host:  
GS1 in Europe

And sponsor:
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## GS1 Anti-trust Caution and GSMP Code of Conduct

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## GS1 Global Calendar

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## GS1 Architecture Group

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## Week at a Glance

### Monday

**INFO SESSIONS (09:00 - 10:45)**
- eCom Major Release 3 Education
- GS1 Implementation Survey 2011 (TCGF Global Scorecard)
- Public Policy – Learn about the Privacy Impact Assessment (PIA) for RFID Applications
- Traceability & Food Safety

**AM GROUP SESSIONS (09:00 - 10:45)**
- GSMP B2C Digital Coupons Mission Specific Work Group*
- GSMP Federated ONS Mission Specific Work Group*
- GSMP Global Barcodes Standards Classification Standards Maintenance Group*
- GSMP Identification Standards Classification Standards Maintenance Group*
- GSMP Traceability & Event Sharing Planning Session
- Industry Engagement (IE) Transport & Logistics Industry User Group
- IE Value Chain Processes Ad-hoc Business Needs Group

**WELCOME PLENARY (11:00 - 12:45)**
- Overview

**NETWORKING LUNCH (13:00 - 14:00)**
- LUNCH & LEARN (13:00 - 14:00)

**PM GROUP SESSIONS (14:00 - 17:30)**
- GSMP B2C Digital Coupons Mission Specific Work Group*
- GSMP BarCodes Standards Maintenance Group*
- GSMP Global Product Classification Standards Maintenance Group*
- GSMP Process Oversight Committee Meeting with Open Gallery (14:00 – 17:30)
- Industry Engagement (IE) Transport & Logistics Industry User Group Leadership Team Meeting*

**EVENING (17:00 - 20:00)**
- GSMP Process Oversight Committee Meeting, with Dinner*

### Tuesday

**INFORMATIVE BREAKFAST (07:45 - 08:45)**
GSMP: Making the Process Work For You! Presented by the Process Oversight Committee

**AM GROUP SESSIONS (09:00 - 12:30)**
- GSMP B2C Digital Coupons Mission Specific Work Group*
- GSMP Federated ONS Mission Specific Work Group*
- GSMP Global Barcodes Standards Classification Standards Maintenance Group*
- GSMP Identification Standards Classification Standards Maintenance Group*
- GSMP Traceability & Event Sharing Planning Session
- Industry Engagement (IE) Transport & Logistics Industry User Group
- IE Value Chain Processes Ad-hoc Business Needs Group

**NETWORKING LUNCH (12:30 - 13:30)**

**PM GROUP SESSIONS (13:30 - 17:30)**
- GSMP B2C Digital Coupons Mission Specific Work Group*
- GSMP BarCodes Standards Maintenance Group*
- GSMP Global Product Classification Standards Maintenance Group*
- GSMP Process Oversight Committee Meeting
- Industry Engagement (IE) Transport & Logistics Industry User Group
- Strategic AIDC Initiative Working Session: GTIN-14 Investigation (14:00 - 17:30)

**EVENING (17:00 - 20:00)**
- GSMP Process Oversight Committee Meeting, with Dinner*

### Wednesday

**DISCUSSION SESSION (09:00 - 10:30)**
eCom Topics Discussion

**AM GROUP SESSIONS (09:00-12:30)**
- GS1 B2C Experts Group Meeting*
- GSMP Barcodes EPC Implementation Guidelines Overview (09:00 – 10:00)
- GSMP eCom Standards Maintenance Group* (11:00 - 12:30)
- GSMP EPCglobal Discovery Services Mission Specific Work Group*
- GSMP Global Data Synchronisation (GDS) Standards Maintenance Group & Development. Projects Working Session*
- IE Transport & Logistics Industry User Group Sub-group: GS1 ID Keys in Transport & Logistics

**MO INFO SESSION (09:00 - 12:30)**
- Best Practices for MO IT Professionals

**NETWORKING LUNCH (12:30 - 13:30)**

**PM GROUP SESSIONS (13:30 - 17:30)**
- GS1 B2C Experts Group Meeting*
- GSMP eCom Standards Maintenance Group* (13:30 - 15:00)
- GSMP Global Data Synchronisation (GDS) SMS & Development Projects Working Session*
- IE Fresh Foods Discussion Group
- IE Transport & Logistics Industry User Group Sub-group: GS1 ID Keys in Transport & Logistics

**MO INFO SESSION (13:30 - 17:30)**
- IE MO Interest Group for Defence

**EVENING (18:00 - 19:30)**
- ELS in GSMP European Leveraged Support of GSMP Meeting*

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* Indicates requirements to attend apply. Please refer to the daily schedules or detailed session descriptions for more information.
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Connecting to the Internet

Wireless Internet is available and complimentary in function space and meeting rooms to all delegates.

Instructions for accessing wireless internet:
1. Activate WLAN on your device (smart phone or laptop)
2. WLAN ID appearing on your device: NetCologne.public.WLAN (please select).
3. Open the web browser. The log in site of the provider (NetCologne) will automatically open.

Username: GS1
Password: cologne2011

Venue Information:

Congress-Centrum Nord Koelnmesse, KölnKongress
Deutz-Mülheimer-Straße
50679 Cologne
Germany

GS1 Registration & Info Desk

GS1 Registration & Information desk will open from 07:30 to 17:00 from Monday to Thursday in the main entrance foyer, ground floor.

Need help this week?

Antoinette Jansen — GS1 Global Events Manager
Mob +32 497 60 59 06

Kelly Rhoades — GS1 GSMP Program Operations Manager
Mob +1 609 240 4971

Edward Merrill - GS1 GSMP Operations Coordinator
Mob +1 609 649 1174

Eileen Harpell - Manager, Central Ops/Performance Tracking & Measurement
Mob +1 609 658 8371

Horst Bauer
Hotel reservation and local services
Mob +49 160 708 4102

International emergency centre: 112
Venue
Congress-Centrum North Koelnmesse - Kölnkongress

GROUND FLOOR
Main Entrance Congress Centre North
Welcome Plenary (Mon) – Konrad Adenauer Saal, Ground floor
Networking Lunch (Mon-Thu) – Bistro Marie Curie, Ground floor
Lunch & Learn (Mon-Thu) – Konrad Adenauer Saal, Ground floor
GS1 Registration & Info Desk

1ST FLOOR
Halfway to second floor

SECOND FLOOR
Conference rooms A–M (meetings)
Rheinsaal rooms Sections 1–6 (meetings)

GS1 LT Room - Room H
GS1 Staff Meeting Room - Room B
GS1 Organisation Office - Room J

ALTER WARTESAAL (OFF-SITE VENUE)
Networking Dinner (Tue) (details page 12)
Welcome to Cologne from GS1 leadership and GS1 Germany, our host. Hear important and visionary messages from the GS1 President & CEO, plus the latest news from industry and how GS1 is leading standards development according to Users’ needs.

WELCOME FROM GS1 GERMANY, EVENT HOST AND DINNER SPONSOR

GS1 Germany will welcome the delegates and share their current and future challenges for GS1 Germany and its customers. As the driving force in developing and implementing standards and processes and as the pacemaker for future fields of activity for trade and industry, GS1 Germany develops solutions for an efficient and customer-oriented value chain.

Jörg Pretzel, Managing Director of GS1 Germany GmbH
Otmar W. Debald, Managing Director of Procter & Gamble GmbH and Chairman of the Supervisory Board of GS1 Germany

MESSAGE FROM GS1 PRESIDENT AND CEO

Miguel Lopera, President & CEO, GS1 Global Office

HOW GS1 IS ENGAGING WITH INDUSTRY TO UNDERSTAND BUSINESS NEEDS TODAY AND COLLABORATING FURTHER TO THE DELIVERY OF GLOBAL STANDARDS

Sally Herbert, Standards & System Development and GDSN Inc. President, GS1 Global Office
Paul Voordeckers, President, Industry Engagement and EPCglobal, GS1 Global Office
Robert (Bob) Bersani, Vice President Global Standards, GS1 Global Office

KEYNOTE FROM A GERMAN RETAILER, HOW METRO GROUP BENEFITS FROM GLOBAL STANDARDS

Dr. Gerd Wolfram will discuss how the success of the METRO GROUP is backed by global standards. In various examples it is shown how global standards will be used to support innovation and the development of concepts and technologies. The use of standards improves the efficiency in processes and support the internationalization of METRO GROUP.

Dr. Gerd Wolfram, METRO SYSTEMS GmbH, Managing Director
Highlights of the week

Plenary Speakers

Otmar W. Debald
Procter & Gamble Germany GmbH
Managing Director

A member of the Management Board of Procter & Gamble Germany and Director Western Europe Customer Service Operation Reinvention, with 32 years of extensive financial management experience at P&G, including assignments as CFO in Scandinavia and as Director of International Finance at Corporate Headquarters in Cincinnati, Ohio. Born in Emmendingen, Germany, in 1954, married to Ingrid Debald, two children. He holds a degree in economics from Freiburg University, Germany, and is member of the Executive Committee of the American Chamber of Commerce in Germany.

Bob Bersani
GS1 Global Office
GS1 Vice President of Global Standards Development

In this role, Bob is responsible for leadership of the Global Standards Management Process (GSMP). Of the many accomplishments in his career he was named one of the top 25 visionaries by Consumer Goods Technology for his work within the data synchronization industry where he worked with many retailers and suppliers to accelerate supplier on-boarding and global data synchronization. In his tenure with Royal Ahold, Mr. Bersani served as the Senior Vice President of Global Retail Applications. In this role, he was able to contribute to the success of the $52 billion dollar global retailer through the creation of innovative strategies that have delivered significant business value. He led an Information Systems team based both in the United States and Europe. Prior to this, Bob served as the Global Standards Officer and was responsible for the assessment and adoption of global standards for Royal Ahold. He represented Royal Ahold in numerous industry activities and was a member of the UCC Board of Governors, the Global Commerce Initiative and Food Marketing Institute Executive Steering Committees as well as the World Wide Retail Exchange Board of Directors.

Earlier in his career, Bob was the Ahold’s Vice President of Global and External Initiatives where he was responsible for coordination of global IT initiatives and working with Ahold’s European associates to further advance the company’s global development capabilities.

Sally Herbert
GS1 Global Office
President, GS1 Standards & System Development

Sally Herbert is President of GS1 GDSN, Inc., the organization driving the Global Data Synchronization Network. She joined GS1 in March 2005, with the commercial and operational charters for leading, and executing upon, the defined direction of the GDSN Roadmap. Sally also has responsibility for the Global Product Classification (GPC) and the industry-created Data Quality Protocol managed by GS1.

In April 2008, Sally was appointed President of GS1 Standards & System Development. In this role, Sally is responsible for managing the Global Standards Management Process (GSMP), as well as, the development delivery of GS1 technology services and corporate solutions offered to GS1 Member Organizations and user companies. GS1’s Barcode, EPCglobal, GDSN and eCom standards, services and solutions are proven to create efficiencies and improvements in the world’s supply chain. Sally has a demonstrated track record of balancing technology development, customer service and marketing within U.S. and international markets. She has successfully formulated strategies for business growth, cost reduction, and serving the needs of a global, varied retail and manufacturing customer base.

Before joining GS1, Sally held the post of Chief Operating Officer for the WorldWide Retail Exchange (now Agentrics). She joined the Exchange in November 2001, and had global responsibility for the consistent delivery of products and services to the members of the business to business exchange. In addition to managing the development of technology, she facilitated member relationships from sales to product implementation and ongoing support through the application of value-added services.

Sally also held leadership positions with IBM, MCI Worldcom and the U.S. Air Force Reserve.
Paul Voordekkers has joined the GS1 Global Office on August 1st, 2011, as President, Industry Engagement and EPCglobal. Paul reports to Miguel A. Lopera and is a member of the GS1 GO Leadership Team.

Paul brings a broad senior international executive experience in Marketing, Sales and R&D in the consumer packaged goods industry (FMCG).

Dr Gerd Wolfram is Managing Director of METRO SYSTEMS GmbH, a member of METRO GROUP. The company is the IT service provider for the Group and offers business and process consultancy, business solution development and the operation of computer centres as well as network services. Further, it is responsible for the coordination of the IT strategy and security within the METRO GROUP.

Dr Wolfram is responsible for the development of software solutions for retail and administrative business processes, for architecture and integration as well as for the selection and implementation of new IT innovations for the whole METRO GROUP.

Since mid 2002 he has also been in charge of one of the most innovative projects of the METRO GROUP: the Future Store Initiative. With renowned partner companies this initiative drives the development of modern technologies and systems in the retailing sector and offers a platform for testing under real-life conditions.

Dr Wolfram is also member of national and international committees which promote the standardisation of logistics and merchandise management processes in retail (EPCglobal and GS1).

Miguel Lopera is President and Chief Executive Officer of GS1. He joined GS1 as CEO in April 2003.

Miguel brings to the organisation a wealth of division management, marketing and IT experience gained in every aspect of the FMCG business having spent 24 years with Procter and Gamble.

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Monday

**Sustainability Metrics : a New Challenge for the Supply Chain**  
*Facilitator: Diane Taillard, GS1*  
*Speakers: Robin Kidd, Nestle and Nigel Bagley, Unilever*  
*Time: 13:00 - 14:00 (lunch served); 13:15 - 13:45 (presentation)*  
*Room: Konrad Adenauer Saal, Ground Floor*

Sustainability has become an important concern for the industry yet requiring collaborative ways to measure it. The Global Protocol on Packaging Sustainability (GPPS) from The Consumer Goods Forum has defined a framework and a set of metrics that provide a common language for understanding sustainability and product packaging. Now the metrics need to be deployed around the world, so that they can enable informed dialogue between trading partners. GS1 will provide standards for the automated exchange of these metrics between trading partners with the Global Data Synchronisation Network (GDSN). GS1 will also support the global deployment thanks to its member organisations in 108 countries.

Tuesday

**Implementation of GS1 DataBar in Fresh Foods - Belgium Retailer Colruyt**  
*Facilitator: Scott Gray, GS1*  
*Speaker: Leen Danhieux, GS1 Belgium*  
*Time: 12:30 - 13:30 (lunch served); 12:45 - 13:15 (presentation)*  
*Room: Konrad Adenauer Saal, Ground Floor*

This session will discuss Belgium retailer Colruyt’s business case and plans for implementing GS1 DataBar on their fresh variable measure products (meat, poultry, cheese).

Wednesday

**Japanese Activity Around Asia-Pacific Economic Cooperation (APEC) and Transport and Logistics Visibility**  
*Facilitator: Noriyuki Mama, GS1 Japan*  
*Speaker: Masaki Haruna, Ministry of Economy, Trade and Industry (METI)*  
*Time: 12:30 - 13:30 (lunch served); 12:45 - 13:15 (presentation)*  
*Room: Konrad Adenauer Saal, Ground Floor*

Transport and logistics supply chain visibility was discussed at the Asia-Pacific Economic Cooperation (APEC) Workshop. Japan’s Ministry of Economy, Trade and Industry (METI) called for the cooperation of the APEC economies in building a visibility platform. The development of an information platform as an infrastructure to capture and share cargo movement in global logistics is an ambitious initiative. Now, APEC wide recommendation is required.

Persons interested in EPCIS, visibility in the transport and logistics supply chain and Japanese activities within APEC will benefit from attending this informative session.

Thursday

**Extended Packaging and the B2C Trusted Source of Data**  
*Facilitator: Cameron Green, GS1 Global Office*  
*Speaker: Arne Dicks, GS1 Germany*  
*Time: 12:30 - 13:30 (lunch served); 12:45 - 13:15 (presentation)*  
*Room: Konrad Adenauer Saal, Ground Floor*

The Extended Packaging and B2C Trusted Source of Data (TSD) are the key offerings of the GS1 B2C Program. Learn how GS1 Germany is implementing these in the local marketplace.

The specific topics are:

- National concepts discussed in the GS1 Germany working group on ExPack/TSD
- Linkage of German activities with GS1 in Europe and B2C Project
- GS1 Germany involvement in the B2C Pilot
Highlights of the week
Networking Dinner, hosted by GS1 Germany

GS1 Germany will provide you with a warm and festive night where you will have a chance to dine, network and most importantly – have a good time together!

Have a taste of multi-cultural Cologne!

The dinner venue “Alter Wartesaal” is situated at the Cologne Main Train Station next to the Cologne Cathedral. It was built in the art deco style from 1905/1911 as waiting hall for travelers using the 1st and 2nd Class Salons. His Majesty Emperor Wilhelm II used the Alte Wartesaal frequently travelling from and to Cologne. In 1983 the venue was transformed into a restaurant owned by a German TV celebrity Alfred Bielek who invested in the restoration of this historic jewel.

The venue is now used for TV Shows, parties as well as art exhibitions and gala events. GS1 Germany is delighted to invite you and hope you will enjoy a great networking night.

When: 19:00 - 23:00
Venue: Alter Wartesaal
Johannisestrasse 11
D-50668 Köln

Dress Code: Casual

Transportation: Departure meeting point at 19:00 from both locations below:
• The Radisson Hotel to the Alte Wartesaal
• The CCN (Cologne Conference Center) to the Alte Wartesaal

Transfer back to the Conference Center via the Radisson Hotel at:
• 22:30
• 23:15
• 24:00

Sponsored by GS1 Germany
Highlights of the week
GS1 Germany Knowledge Center Tour

Attend the optional visit – Value Chain Live – sponsored by GS1 Germany in their Knowledge Center. This tour provides a unique opportunity to get an overview of the entire value chain. They offer 2 rounds of possible visits on Thursday morning and afternoon (transfer included). Visit the GS1 Registration Desk to sign up if you haven’t registered for this tour.

Unique: An overview of the entire value chain
Experience, see and understand processes.

Can the entire value chain really be represented in its real-life size over 200 m²? Modern technology and multimedia production really make it possible. Using a drinks crate as an example, the 1st floor of the Knowledge Center is host to a realistic simulation of the stages the goods pass through and how the processes interact dynamically using GS1 standards. Whilst a conveyor belt physically transports the goods from the production line to the warehouse and the checkout, films on a panoramic media wall provide background information. Welcome to the future of retail: at the petrol station shop you can discover intelligent point of sale technologies – from the personal shopping assistant (PSA) to RFID readers on shelves and weighing scales to hi-tech cash register systems.

On your journey through the value chain, discover during a 20-minute fully-automated tour why globally non-overlapping article numbers can bring you competitive advantages, with which standards you can expedite your logistical processes and when it is worthwhile to use GS1 DataBar, GS1 DataMatrix or EPC/RFID. In addition to this fully-automated tour, the presentation can be supplemented and enhanced according to individual needs and tailored to the requirements of different industries. One thing becomes clear: GS1 standards facilitate and improve communication along the entire value chain for all involved.

Discover the value chain in a playful context: at www.gs1-germany.de you can discover how GS1 standards help to optimise business processes along the entire value chain.

Learning from the “living object”
Without doubt, the Value Chain live! represents an experience as spectacular as it is informative.
Discover the value chain up close.
Grasp the theory.
Understand the advantages of standards.

Whether as part of a seminar, during a conference or within the context of a meeting that you hold on the Knowledge Center premises – a visit to the Value Chain live! will captivate you!

See for yourself. We look forward to your visit!
<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
<th>WHO MAY ATTEND</th>
<th>ROOM, FLOOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 - 10:45</td>
<td>eCom Major Release 3 Education</td>
<td>Everyone</td>
<td>Rheinsaal 2, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 10:45</td>
<td>GS1 Implementation Survey 2011 (TCGF Global Scorecard)</td>
<td>Everyone</td>
<td>Rheinsaal 4, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 10:45</td>
<td>Public Policy – Learn about the Privacy Impact Assessment (PIA) for RFID Applications</td>
<td>Everyone</td>
<td>Rheinsaal 3, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 10:45</td>
<td>Traceability &amp; Food Safety</td>
<td>Everyone</td>
<td>Conference Room D, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 10:45</td>
<td>GSMP B2C Digital Coupons Mission Specific Work Group</td>
<td>Opted-In Group Members</td>
<td>Rheinsaal 5, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 10:45</td>
<td>GS1 Participation Strategy Meeting</td>
<td>Governance Group Members</td>
<td>Rheinsaal 6, 2nd floor</td>
</tr>
<tr>
<td>10:45 - 11:00</td>
<td>Coffee Break</td>
<td>Everyone</td>
<td>Foyers</td>
</tr>
</tbody>
</table>

**PLENARY**

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<thead>
<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
<th>WHO MAY ATTEND</th>
<th>ROOM, FLOOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 - 12:45</td>
<td>Welcome Plenary</td>
<td>Everyone</td>
<td>Konrad Adenauer Saal, Ground Floor</td>
</tr>
</tbody>
</table>

**LUNCH**

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
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</tr>
</thead>
<tbody>
<tr>
<td>13:00 - 14:00</td>
<td>Networking Lunch</td>
<td>Everyone</td>
<td>Bistro Marie Curie, Ground floor</td>
</tr>
<tr>
<td>13:00 - 14:00</td>
<td>Lunch &amp; Learn: Sustainability Metrics: a New Challenge for the Supply Chain, Presented by Nestle &amp; Unilever (13:15 - 13:45)</td>
<td>Everyone</td>
<td>Konrad Adenauer Saal, Ground floor</td>
</tr>
</tbody>
</table>

*Note: For more info, please refer to the session descriptions on the following pages*
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>PM GROUP SESSIONS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:00 - 17:30</td>
<td>GSMP B2C Digital Coupons Mission Specific Work Group, continues</td>
<td>Opted-In Group Members</td>
<td>Rheinsaal 5, 2nd floor</td>
</tr>
<tr>
<td>14:00 - 17:30</td>
<td>GSMP BarCodes Standards Maintenance Group</td>
<td>Opted-In Group Members</td>
<td>Rheinsaal 3, 2nd floor</td>
</tr>
<tr>
<td>14:00 - 17:30</td>
<td>GSMP Global Product Classification Standards Maintenance Group</td>
<td>Opted-In Group Members</td>
<td>Rheinsaal 4, 2nd floor</td>
</tr>
<tr>
<td>14:00 - 17:00</td>
<td>GSMP Process Oversight Committee Meeting with Open Gallery</td>
<td>GSMP Members</td>
<td>Rheinsaal 6, 2nd floor</td>
</tr>
<tr>
<td>14:00 - 17:30</td>
<td>Industry Engagement (IE) Transport &amp; Logistics Industry User Group Leadership Team Meeting</td>
<td>TLS LT Members</td>
<td>Rheinsaal 1, 2nd floor</td>
</tr>
<tr>
<td>15:30 - 16:00</td>
<td>Coffee Break</td>
<td>Everyone</td>
<td>Foyers</td>
</tr>
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</table>

EVENING

<table>
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<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
<th>WHO MAY ATTEND</th>
<th>ROOM, FLOOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>17:00 - 20:00</td>
<td>GSMP Process Oversight Committee Meeting, with Dinner</td>
<td>POC Members</td>
<td>Rheinsaal 6, 2nd floor (17:00 - 18:00) Foyer, 2nd floor (18:00 - 20:00)</td>
</tr>
</tbody>
</table>
INFORMATIVE SESSIONS

**eCom Major Release 3 Education**  
*Time: 09:00 - 10:45*  
*Room: Rheinsaal 2, 2nd floor*  
*Facilitators: Anders Grangard, Coen Janssen, Ewa Iwicka, GS1 Global Office*

**Session Description:**  
This is an educational session to provide an overview of the eCom Major Release including new functionality and business and technical benefits. Topics will also include the release schedule and next steps.

**GS1 Implementation Survey 2011**  
*(TCGF Global Scorecard)*  
*Time: 09:00 - 10:45*  
*Room: Rheinsaal 4, 2nd floor*  
*Facilitators: Regenald Kramer, GS1 Global Office*

**Session Description:**  
In this session, we will provide a report on the GS1 Implementation Survey, highlighting the key outcomes.

**Public Policy – Learn about the Privacy Impact Assessment (PIA) for RFID Applications**  
*Time: 09:00 - 10:45*  
*Room: Rheinsaal 3, 2nd floor*  
*Facilitator: Emilie Danel, GS1 Global Office*  
*Speakers: Bill Schaumann, Ernst & Young, others TBC*

**Session Description:**  
In this interactive session, you will learn how to use the Privacy Impact Assessment (PIA) Template developed by GS1 EPCglobal to comply with the European Commission’s Recommendation on Data Protection and Privacy for RFID Application. This session will also give participants an opportunity to provide feedback on the template before it is published. While EU RFID operators will need to start using the PIA Template by the end of October this year, PIAs are a popular tool to address privacy concerns in other regions. Meeting participants from all countries are encouraged to attend to provide feedback and help ensure that we have a truly global privacy tool for EPC RFID applications. Bring your laptop to “play” with the PIA tool and see how your company’s RFID application is evaluated. GS1 Member Organisation representatives are encouraged to attend to learn how to assist their members with completing a PIA.

**Traceability & Food Safety**  
*Time: 09:00 - 10:45*  
*Room: Conference Room D, 2nd floor*  
*Speakers: Diane Taillard, GS1 Global Office; Carolyn Lee, GS1 Global Office; James Chronowski, GS1 US, John Ryu, GS1 Global Office, John Keogh, GS1 Global Office*

**Session Description:**  
This informative session will provide an explanation of what GS1 offers for traceability and food safety. It will include presentations about GS1 Global Traceability Standard (GTS), Guidelines and Programme to support traceability implementation owing to on-site assessments (GTC). An update about GS1 recall activities will be provided as well as about the new GSMP Standards Maintenance Group supporting traceability and EPC events for capture, share, identify. Examples in specific industries or countries will illustrate the presentations.

**Welcome Plenary**  
*(please refer to page 8 for details)*
GROUP SESSIONS

GS1 Participation Strategy Meeting for Governance Group Members

Time: 09:00 - 10:45
Room: Rheinsaal 6, 2nd floor
Facilitator: Bob Bersani, GS1 Global Office
Restriction: For members of the Board Committee for Standards, Process Oversight Committee, Technical Standards Committee, and Architecture Group
Primary Objective: Interactive discussion with GSMP leaders to explore ideas for a new GS1 Participation Strategy

Session Description:
Active participation within GSMP and throughout GS1 is a key underpinning in meeting our objective to develop and deliver global standards. Securing the participation required to meet this objective continues to be a challenge for many reasons.

The GSMP team has been working on tactical initiatives to increase participation and is holding a series of discussion sessions to explore the many dimensions of, and challenges in securing consistent and high quality levels of participation.

Governance Group members are invited to join this interactive session to discuss the challenges and opportunities of participation.

GSMP B2C Digital Coupons Mission Specific Working Group (MSWG)

Time: 09:00 - 10:45 / 14:00 - 17:30
Room: Rheinsaal 5, 2nd floor
Facilitators: Cameron Green and Jean-Luc Champion, GS1 Global Office
Co-chairs: Ilka Machemer, GS1 Germany; John Irwin, Pinpoint Data, USA
Restriction: Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP B2C Digital Coupons MSWG Opt-in Agreement or Automatic Opt-In Agreement
Primary Objective: This new Mission Specific Working Group will be working on developing standards, guidelines, and standard-based services to facilitate the implementation of efficient and secure creation, communication, integration, and redemption processes for digital coupons.

Digital coupons – defined by the American Coupon Professionals Working Group (ACP) as “coupons that need not to manifest as paper” – serve the same purpose as paper coupons. However, digital coupons have some advantages over their paper counterparts, and also pose some additional requirements to the involved coupon process steps and to the POS infrastructure than paper coupons.

Session Description:
Attend this session to provide input to the development of the standard to solve specific business problems described in the Business Requirement Analysis Document (BRAD)

The morning session includes:
- General overview of project objectives and group’s members presentation
- Presentation of existing non-standard solution, e.g. GS1 Germany, GS1 Belgium/Luxembourg …

The afternoon session fully dedicated to:
- BRAD development and finalization
- Technical Solution development

Note: This group continues to meet Tuesday
Monday
26 September 2011

GSMP BarCodes Standards Maintenance Group (SMG)
Time: 14:00 - 17:30
Room: Rheinsaal 3, 2nd floor
Facilitator: Mark Frey, GS1 Global Office
Co-chairs: Joe Spreitzer, Target; Eugen Sehorz, GS1 Austria
Restriction: Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP BarCodes SMG Opt-in Agreement or Automatic Opt-In Agreement
Primary Objective: Process Maintenance requests relevant to the charter of the BarCodes SMG.

Session Description:
- Discuss responsibilities of BarCodes SMG versus Identification SMG
- Review and process Work Requests received
- Plan for call in October

GSMP Global Product Classification Standards Maintenance Group (GPC SMG)
Time: 14:00 - 17:30
Room: Rheinsaal 4, 2nd floor
Facilitator: Mike Mowad, GS1 Global Office
Co-chairs: Scott Brown, GS1 US; Paula Giovannetti, Best Buy
Restriction: Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP GPC SMG Opt-in Agreement or Automatic Opt-In Agreement
Primary Objective: The GPC SMG develops and maintains the GS1 global product classification system.

Session Description:
Attend this session to provide input to the development of the standard to solve specific business problems

This session includes:
- Progress update
- Infrastructure improvements
- Rules and guidelines for hierarchy titles
- GPC Work Order development

GSMP Process Oversight Committee Meeting (open to all GSMP Members)
Time: 14:00 - 17:00
Room: Rheinsaal 6, 2nd floor
Facilitator: Bob Bersani, GS1
Co-chairs: Hanjoerg Lerch, METRO AG; Mike Sadiwnyk, GS1 Canada
Restriction: Participants’ companies or organisations must have signed the GS1 IP Policy
Primary Objective: The Process Oversight Committee (POC)’s vision is to champion the GS1 standards development process, to ensure that business standards are delivered with world class efficiency and quality. Interested GSMP members are encouraged to participate in key discussions and to have visibility to the workings of the POC at this meeting.

Session Description:
The POC will review accomplishments since their inception April 2010, discuss participation strategy and perform their regular duties, such as recommendations for ratification, process changes and more!

At 17:00, the POC meeting will be closed to guests for an executive session with dinner.

Industry Engagement (IE) Transport & Logistics Industry User Group (T&L IUG) Leadership Team Meeting
Time: 14:00 - 17:30
Room: Rheinsaal 1, 2nd floor
Facilitator: Audrey Kremer, Shirley Arsenault, GS1 Global Office
Co-chairs: Andreas Kruse, DHL; Naotaka Ishizawa, NYK; Fred Kempkes, Unilever
Restriction: T&L LT Members only
Primary Objective: Discuss T&L IUG Charter Development

Session Description:
- Overview of GS1 Global Office strategy for Transport and Logistics
- Discuss T&L IUG charter development
- Prepare T&L IUG charter development Session for T&L IUG Meeting
GS1 invites you to participate in the Standards Development Groups of the New GSMP. Groups are waiting for participants now!

*What are the groups and how can you join?*

Visit our website to find out:  [www.gs1.org/gsmp/groups](http://www.gs1.org/gsmp/groups)
# Tuesday
## 27 September 2011

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
<th>WHO MAY ATTEND</th>
<th>ROOM, FLOOR</th>
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<tbody>
<tr>
<td><strong>INFORMATIVE BREAKFAST</strong></td>
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<tr>
<td>07:45 - 08:45</td>
<td>GSMP: Making the Process Work for You! Presented by the Process Oversight Committee</td>
<td>Everyone</td>
<td>Rheinsaal 1, 2nd floor</td>
</tr>
<tr>
<td><strong>AM GROUP SESSIONS</strong></td>
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<tr>
<td>09:00 - 12:30</td>
<td>GSMP B2C Digital Coupons Mission Specific Work Group, continues</td>
<td>Opted-in Group Members</td>
<td>Rheinsaal 5, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 12:30</td>
<td>GSMP Federated ONS Mission Specific Work Group</td>
<td>Opted-in Group Members</td>
<td>Conference Room D, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 12:30</td>
<td>GSMP GDSN Trade Item Implementation Guide Sub-group (of GDS SMG)</td>
<td>Opted-in Group Members</td>
<td>Rheinsaal 4, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 12:30</td>
<td>GSMP Identification Standards Maintenance Group</td>
<td>Opted-in Group Members</td>
<td>Rheinsaal 2, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 11:00</td>
<td>GSMP Traceability &amp; Event Sharing SMG Planning</td>
<td>Everyone</td>
<td>Rheinsaal 6, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 12:30</td>
<td>Industry Engagement (IE) Transport &amp; Logistics Industry User Group</td>
<td>Everyone</td>
<td>Rheinsaal 3, 2nd floor</td>
</tr>
<tr>
<td>09:00 - 12:30</td>
<td>Industry Engagement (IE) Value Chain Processes Ad-hoc Business Needs Group</td>
<td>Everyone</td>
<td>Conference Room A, 2nd floor</td>
</tr>
<tr>
<td>10:30 - 11:00</td>
<td>Coffee Break</td>
<td>Everyone</td>
<td>Foyers</td>
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<tr>
<td><strong>LUNCH</strong></td>
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<tr>
<td>12:30 - 13:30</td>
<td>Networking Lunch</td>
<td>Everyone</td>
<td>Bistro Marie Curie, Ground floor</td>
</tr>
<tr>
<td>12:30 - 13:30</td>
<td>Lunch &amp; Learn: Implementation of GS1 DataBar in Fresh Foods – Belgium Retailer Colruyt, Presented by GS1 Belgium (12:45 - 13:15)</td>
<td>Everyone</td>
<td>Konrad Adenauer Saal, Ground floor</td>
</tr>
<tr>
<td>12:30 - 13:30</td>
<td>Co-Chair Lunch with Miguel Lopera, GS1 CEO</td>
<td>Group Co-chairs</td>
<td>Rheinsaal 1, 2nd floor</td>
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</tbody>
</table>

*Note: For more info, please refer to the session descriptions on the following pages*
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<tr>
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<td></td>
</tr>
<tr>
<td>13:30 – 17:30</td>
<td>GDSN Operational &amp; Technology Advisory Group</td>
<td>Everyone</td>
<td>Rheinsaal 4, 2nd floor</td>
</tr>
<tr>
<td>13:30 – 17:30</td>
<td>GSMP B2C Digital Coupons Mission Specific Work Group, continues</td>
<td>Opted-In Group Members</td>
<td>Rheinsaal 5, 2nd floor</td>
</tr>
<tr>
<td>13:30 – 17:30</td>
<td>GSMP Federated CNS Mission Specific Work Group, continues</td>
<td>Opted-In Group Members</td>
<td>Conference Room D, 2nd floor</td>
</tr>
<tr>
<td>13:30 - 15:30</td>
<td>IE GDSN Retail CPG Country Expansion Roundtable</td>
<td>Everyone</td>
<td>Rheinsaal 2, 2nd floor</td>
</tr>
<tr>
<td>14:00 – 17:30</td>
<td>Strategic AIDC Initiative Working Session: GTIN-14 Investigation</td>
<td>Everyone</td>
<td>Rheinsaal 1, 2nd floor</td>
</tr>
<tr>
<td>15:15 - 15:45</td>
<td>Coffee Break</td>
<td>Everyone</td>
<td>Foyers</td>
</tr>
<tr>
<td><strong>MO INFO SESSIONS</strong></td>
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<tr>
<td>13:30 - 17:30</td>
<td>IE MO Interest Group for Defence</td>
<td>Member Organisations</td>
<td>Conference Room A, 2nd floor</td>
</tr>
<tr>
<td><strong>EVENING</strong></td>
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</tr>
<tr>
<td>19:00 - 23:00</td>
<td>Networking Dinner sponsored by GS1 Germany</td>
<td>Everyone</td>
<td>(offsite venue see page 12 for details)</td>
</tr>
</tbody>
</table>
INFORMATIVE SESSIONS

Breakfast Meeting
GSMP: Making the Process Work for You!
Presented by the Process Oversight Committee (POC)

*Time*: 07:45 - 08:45
*Room*: Rheinsaal 1, 2nd floor
*Speakers*: Robin Kidd, Nestle; Luke Bortman, GS1 Nederlands; Barb Munro, Kraft
*Co-chairs*: Hanjoerg Lerch, METRO AG; Mike Sadiwnyk, GS1 Canada

**Session Description:**
The POC exists to champion the GS1 standards development process, to ensure that business standards are delivered with world class efficiency and quality. The POC supports the GS1 Board Committee for Standards by ensuring fair play and compliance with the process, enhancing the process and encouraging participation. Come to share your ideas on how the POC can help you deliver the standards needed for your business or your members.

IE MO Interest Group for Defence

*Time*: 13:30 - 17:30
*Room*: Conference Room A, 2nd floor
*Facilitator*: Ian Robertson for GS1 Global Office
*Co-chairs*: Andreas Kruse, DHL; Naotaka Ishizawa, NYK; Fred Kemper, Unilever

**Primary Objective:**
- Introduce the MO Interest Group for Defence to participants
- Share information on other MO Defence related initiatives
- Gain a better understanding of Defence activities from participants

**Session Description:**
Items to be discussed:
- Welcome and Introductions
- Defence Industry MO Interest Group
- Inventory of MO activities with the Aerospace and Defence Industry
- Round the table on local activities with Defence
- How to get more involved – the Defence MO Interest Group Community

Lunch Meeting
Co-chair Luncheon with GS1 CEO, Miguel Lopera

*Time*: 12:30 - 13:30
*Room*: Rheinsaal 1, 2nd floor
*Restriction*: For Working Group Co-chairs only

**Session Description:**
Miguel Lopera presents GS1 Strategy and Issues
GROUP SESSIONS

GDSN Operational and Technology Advisory Group

Time: 13:30 - 17:30  
Room: Rheinsaal 4, 2nd floor  
Facilitator: Sean Lockhead, GS1 Global Office  
Co-chair: Patrick Roy, FSEnet Inc.

Session Description:
The scope of authority of the GDSN Operational and Technology Advisory Group (OTAG) is to advise GDSN Inc., the GDSN Standards Management Group (SMG), and the various GSMP groups on technical design and implementation, timelines and operations associated with Business requirements submitted by the GDSN User Community. This group also advises on topics and issues identified operations of the existing network. This group is open to Data Pools, GS1 Member Organisations, Trading Partners, and Solution Providers. Since this is an advisory group, there is no formal voting for this group.

Attend this session to provide input for the following:

This afternoon session includes:
- GPC Deployment – November / December 2011
- Network deployment update
- Additional topics as defined by the agenda

GSMP B2C Digital Coupons Mission Specific Working Group (MSWG)

Time: 09:00 - 17:30  
Room: Rheinsaal 5, 2nd floor  
Facilitators: Cameron Green and Jean-Luc Champion, GS1 Global Office  
Co-chairs: Ilka Machemer, GS1 Germany; John Irwin, Pinpoint Data, USA

Restriction: Participants’ companies or organisations must have signed:1) GS1 IP Policy 2) GSMP B2C Digital Coupons MSWG Opt-in Agreement or Automatic Opt-In Agreement

Primary Objective: This new Mission Specific Working Group will be working on developing standards, guidelines, and standard-based services to facilitate the implementation of efficient and secure creation, communication, integration, and redemption processes for digital coupons.

Digital coupons – defined by the American Coupon Professionals Working Group (ACP) as “coupons that need not to manifest as paper” – serve the same purpose as paper coupons. However, digital coupons have some advantages over their paper counterparts, and also pose some additional requirements to the involved coupon process steps and to the POS infrastructure than paper coupons.

Session Description:
Attend this session to provide input to the development of the standard to solve specific business problems described in the Business Requirement Analysis Document (BRAD)

The all-day session includes:
- BRAD development and finalization
- Technical Solution development
Tuesday
27 September 2011

**GSMP Federated Object Name Service (FONS) Mission Specific Working Group (MSWG)**
*Time:* 09:00 - 17:30
*Room:* Conference Room D, 2nd floor
*Facilitator:* Mark Frey, GS1 Global Office
*Co-chairs:* Kevin Dean, GS1 Canada; Nicolas Pauvre, GS1 France

**Restriction:** Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP FONS MSWG Opt-in Agreement or Automatic Opt-In Agreement

**Primary Objective:** Develop the next version of the GS1 EPCglobal ONS Standard that delivers the functionality required by the approved FONS requirements

**Session Description:** Attend this session to continue the development of the Federated ONS standard.

- Anti-trust Caution and Code of Conduct Reminders
- Update on FONS Architecture Paper
- Continue Development of Dynamic Services
- Development approach for interface for Bar Code and EPC
- Demo by AFNIC and France Telecom Orange
- Agree on content for post event new flash
- Plan next conference call and work to be done
- Adjourn

**GSMP Identification Standards Maintenance Group (SMG)**
*Time:* 09:00 - 12:30
*Room:* Rheinsaal 2, 2nd floor
*Facilitator:* Tom Heist, GS1 Global Office
*Co-chairs:* Joe Spreitzer, Target; Eugen Sehorz, GS1 Austria

**Restriction:** Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP Identification SMG Opt-in Agreement or Automatic Opt-In Agreement

**Primary Objective:** Process active work orders for enhancements to the GS1 General Specification

**Session Description:** Attend this session to provide input to the development of important changes and enhancements to the GS1 General Specification. We will be reviewing new work requests, approving requirements documents, resolving community review comments and approving General Specification Change Notices.

**GSMP GDSN Trade Item Implementation Guide Sub-Group (of GDS SMG)**
*Time:* 09:00 - 12:30
*Room:* Rheinsaal 4, 2nd floor
*Facilitator:* Mike Mowad, GS1 Global Office
*Co-chairs:* Robin Kidd, Nestlé; Bekki Windsperger, Best Buy

**Restriction:** Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP GDS SMG Opt-in Agreement or Automatic Opt-In Agreement

**Primary Objective:** The GDSN Trade Item Implementation Guide Sub-Group is responsible for the development and maintenance of the GDSN Trade Item Implementation Guide, the definitive source on how to implement GDSN data.

**Session Description:** Attend this session to provide input to the development of the standard to solve specific business problems

This session includes:
- Progress Update
- GDSN Trade Item Implementation Work Order Development

**GSMP Traceability & Event Sharing SMG Planning**
*Time:* 09:00 - 11:00
*Room:* Rheinsaal 6, 2nd floor
*Facilitator:* Melanie Kudela for GS1 Global Office

**Session Objective/Description:**
- Planning for the kick off of the SMG
- Participation recruitment
- Review of standards maintained
- Forecasted Work Requests

**IE GDSN Retail CPG Country Expansion Roundtable**
*Time:* 13:30 - 15:30
*Room:* Rheinsaal 2, 2nd floor
*Facilitator:* Pete Alvarez, GS1 Global Office
*Co-chairs:* GDSN Advisory Group

**Primary Objective:** Discuss the need for this initiative and how to achieve broader industry support

**Session Description:** This meeting is a round-table industry discussion. The purpose of the meeting is to discuss and determine how to get broader community support and executive-level commitment for a coordinated data sync expansion initiative to developing markets.

Please join this meeting and let your voice be heard.
Industry Engagement (IE) Transport & Logistics Industry User Group

Time: 09:00 - 17:30
Room: Rheinsaal 3, 2nd floor
Facilitator: Audrey Kremer, GS1 Global Office
Co-chairs: Andreas Kruse, DHL; Naotaka Ishizawa, NYK; Fred Kempkes, Unilever

Primary Objective:
- Drive awareness of regional activities
- Provide and update on standards development
- Promote eCom Pilot initiative
- Discuss and agree on T&L Charter development and next steps

Session Description:
- T&L Sector update
- Regional activities
- Standards update
- eCom Pilot - background and findings
- T&L IUG Charter development

IE Value Chain Processes Adhoc Business Needs Group

Time: 09:00 - 12:30
Room: Conference Room A, 2nd floor
Facilitator: Ian Robertson for GS1 Global Office
Co-chair: Joachim Wilkens, C & A

Primary Objective: Review draft Statement of Business Need document for Guideline Development on the use of EPC/RFID for stock take purposes

Session Description:
- Welcome & Introductions
- Discussion - Why ILT for stock taking process management
- Statement of Business Need (SBN) draft review
- Review Call to Action (CTA)
- Decision on next steps

Strategic AIDC Initiative Work Session:

GTIN-14 Investigation

Time: 14:00 - 17:30
Room: Rheinsaal 1, 2nd floor
Facilitator: Andrew Hearn, GS1 Global Office
Co-chair: (TBD)

Session Description:
This team is charged with proposing the strategic direction for the potential use of GTIN-14 at Point Of Sale and the removal of the meaning of the Indicator Digit. The group will be charged with researching the impacts and benefits to current business and standards development of reviewing current positions but conducting surveys and completing analysis to provide GS1 with a strategic recommendation. The output of this team will become a strategic recommendation to GS1 on how to move forward with these critical issues.

Attend this session to provide your valuable experience to the enhancement of GS1’s strategic direction in AIDC!
## Wednesday
28 September 2011

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<th>SESSION/EVENT</th>
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<tr>
<td>09:00 - 10:30</td>
<td>eCom Topics Discussion</td>
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<td><strong>AM GROUP SESSIONS</strong></td>
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<tr>
<td>09:00 – 10:00</td>
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<td>11:00 - 12:30</td>
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<td>09:00–12:30</td>
<td>GSMP EPCglobal Discovery Services Mission Specific Work Group</td>
<td>Opted-In Group Members</td>
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<tr>
<td>09:00–12:30</td>
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<tr>
<td>09:00–12:30</td>
<td>IE Transport &amp;Logistics Industry User Group Subgroup: GS1 ID Keys in Transport &amp; Logistics</td>
<td>Everyone</td>
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<tr>
<td>10:30 - 11:00</td>
<td>Coffee Break</td>
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<td>Foyers</td>
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<td><strong>MO INFO SESSION</strong></td>
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<tr>
<td>09:00 - 12:30</td>
<td>Best Practices for MO IT Professionals</td>
<td>Member Organisation IT Staff</td>
<td>Conference Room A, 2nd floor</td>
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<tr>
<td><strong>LUNCH</strong></td>
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<tr>
<td>12:30 - 13:30</td>
<td>Networking Lunch</td>
<td>Everyone</td>
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<td>13:30 - 17:30</td>
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<tr>
<td>13:30 - 17:30</td>
<td>GSMP eCom Standards Maintenance Group, continues</td>
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<tr>
<td>13:30 - 17:30</td>
<td>GSMP Global Data Synchronisation (GDS) SMG &amp; Development Projects Working Session, continues</td>
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<tr>
<td>13:30 - 17:30</td>
<td>IE Fresh Foods Discussion Group</td>
<td>Everyone</td>
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<tr>
<td>13:30 - 17:30</td>
<td>IE Transport &amp; Logistics Industry User Group Sub-group: GS1 ID Keys in Transport &amp; Logistics, continues</td>
<td>Everyone</td>
<td>Rheinsaal 4, 2nd floor</td>
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<tr>
<td>15:15 - 15:45</td>
<td>Coffee Break</td>
<td>Everyone</td>
<td>Foyers</td>
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<tr>
<td><strong>MO INFO SESSION</strong></td>
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<tr>
<td>13:30 - 17:30</td>
<td>Best Practices for MO IT Professionals, continues</td>
<td>Member Organisation IT Staff</td>
<td>Conference Room A, 2nd floor</td>
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<tr>
<td><strong>EVENING</strong></td>
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<tr>
<td>18:00 - 19:30</td>
<td>ELS in GSMP Meeting</td>
<td>ELS Members and invited guests</td>
<td>Rheinsaal 1, 2nd floor</td>
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</table>
Wednesday
28 September 2011

INFORMATIVE SESSIONS

Best Practices for MO IT Professionals
Time: 09:00 - 17:30
Room: Conference Room A, 2nd floor
Facilitator: Nicholas Fergusson, GS1 Global Office
Restriction: Intended for IT Professionals from GS1 MOs
Primary Objective: Discuss and agree on actions for key topics:
Cost benefits through global Purchasing for common IT products: SW and communications (conferencing)
Best practices and strategy – standardized systems for:
Internet applications
Conferencing (Voice and video)
Security (corporate systems, mail)
Hosting and cloud based opportunities

Session Description:
• Software Licensing:
  · Microsoft Volume Licensing /Enterprise Licensing
  · Adobe – licensing for “not for profit” organizations
• Common platforms – SP for community management, internet, intranet, extranets, applications
• IT Security: mail systems, corporate networks
• IT strategy: external hosting, cloud computing

GROUP SESSIONS

GS1 B2C Experts Group Meeting
Time: 09:00 - 17:30
Room: Rheinsaal 2, 2nd floor
Facilitator: Cameron Green, GS1 Global Office
Co-chairs: Donald King, Kraft; Pierre Blanc, Carrefour
Restriction: B2C Expert Group Members and B2C TSD Pilot Participants only
Primary Objective: Finalise the B2C Trusted Source of Data Pilot Specifications

Session Description:
Attend this session to finalise the B2C Trusted Source of Data Pilot Specifications and provide input to the B2C Project Board decisions relevant to B2C TSD Project in General

The 28 Sept. morning session includes:
• Project Overview and Status
• Update from Pilot Sub Teams (Business, Marketing, and Technical)

The 28 Sept. afternoon session includes:
• The Consumer Goods Forum Board Application Demo
• Complete Business Sub Team decisions

GSMP BarCodes and EPC Implementation Guideline MSWG Overview
Time: 09:00 - 10:00
Room: Rheinsaal 1, 2nd floor
Restriction: (open to everyone)
Facilitator: Mark Frey, GS1 Global Office

Session Description:
This session includes:
• Review of the Barcodes and EPC Implementation Guideline MSWG Charter and call to action
• What the MSWG group will deliver
• Requirements and status of membership
• Expertise needed
• Review of Business Requirements Analysis Document (BRAD)
**eCom Topics Discussion and eCom Standards Maintenance Group (SMG)**

**Time:** 09:00 - 17:30  
**Room:** Rheinsaal 6, 2nd floor  
**Facilitator:** Jean-Luc Champion, GS1 Global Office  
**Co-chairs:** Natascha Pottier, GS1 France; Tom Eric Schmidt, August Storck KG, Germany  
**Restriction:** Applies to closed portion of meeting (10:30 -17:30)  
Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP eCom Standards Maintenance Group or Automatic Opt-In Agreement  
**Primary Objective:** This group develops and maintains the business processes and associated data requirements used in transactional processes within the supply and demand chain. Also develops GS1 solutions using XML syntax and/or EANCOM (a subset of UN/EDIFACT, the international standard for Electronic Data Interchange).

Those interested in learning about GS1 eCom standards will benefit from attending.

**Session Description:**  
From 09:00 till 10:30: Discussion session open to everyone. 2 main topics will be presented and discussed:  
- Cloud Computing: what it is? How can it help in future eCom developments?

Rest of the day is a closed session for eCom SMG members only and includes, e.g.:  
- Presentation of the activities in the EDI area of GS1 Germany i.e. activities in EANCOM & GS1 XML, EDI services, working group structures etc.  
- GS1 XML – UN/CEFACT Profiles update  
- UN/CEFACT New organization and Geneva Forum update  
- eProcurement Project: Statement of Business Needs should be finalized and presented to the group.  
- GDSN vs eCom Release management: discussion on how to synchronized GDSN & eCom Release.  
- elinvoicing in the world: use of and existing implementation of elinvoicing in all regions in the World, i.e. North America, South America, Europe, Asia, Australia, Africa  
- eCom Strategy Update

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**ELS in GSMP Meeting (European Leveraged support of GSMP)**

**Time:** 18:00 - 19:30  
**Room:** Rheinsaal 1, 2nd floor  
**Facilitator:** David Ketszeri, GS1 Hungary  
**Restriction:** European Member Organisations or by invitation  
**Primary Objective:** There is a great deal of diverse activity in GSMP and it is important that European users’ interests are expressed persuasively so that European needs are met by the standards that are developed. This requires a managed network of European GSMP participants to ensure that relevant developments are identified and that appropriate responses are co-ordinated. The European working group, ELS is working to fulfill this task with a network of link officers and experts from the MOs in Europe.

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**GSMP EPCglobal Discovery Services Mission Specific Work Group (MSWG)**

**Time:** 09:00 - 12:30  
**Room:** Conference Room D, 2nd floor  
**Facilitator:** Mark Frey, GS1 Global Office  
**Co-chair:** Dr. Mark Harrison, Auto-ID Labs-Cambridge  
**Restriction:** Participants’ companies or organisations must have signed: 1) GS1 EPCglobal IP Policy 2) EPCglobal Discovery Services Work Group  
**Primary Objective:** Develop the first version of the GS1 EPCglobal Discovery Services Standard that delivers the functionality required by the approved Data Discovery business requirements.

**Session Description:**  
Attend this session to continue the development of the Federated ONS standard.  
- Outcome of Network Centric ePedigree requirements and impact on Discovery Services  
- Analysis and further discussion on XACML 3.0  
- IdCloud update(Oasis) and impact for Discovery Services  
- Plan work for future calls  
- Agree on content for post event new flash  
- Plan next conference call and work to be done
GS1 Global Data Sync (GDS) Standards Maintenance Group (SMG) & GDS Development Project
Working Session
Time: 09:00 - 17:30
Room: Rheinsaal 3 & 5, 2nd floor
Facilitators: Justin Childs, Alan Hyler, Eric Kauz, Pete Alvarez, GS1 Global Office
Co-chair: Robin Kidd, Nestle; Steve Robba, SA2 Worldsync; Scott Brown, GS1 US
Restriction: Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP GDS Standards Maintenance Group Opt-In Agreement or GSMP GDS Major Release MSWG Opt-In Agreement or Automatic Opt-In Agreement
Session Description:
Attend this session to provide input to the development of the standard to solve specific business problems
The morning session includes:
- GDS SMG update and discussions on the Trade Item Unit Descriptor
- GDS Roadmap Development Project Dialogues with Work Order Submitter and GSMP Modeler on:
  - GDS Maintenance Release 5 v2.8 Status
  - GDS Major Release 3 GDS Community dialogue with the Modeler and Work Request (WR) submitters on the Work Order (WO) requirements that are part of Major Release 3 and how
The afternoon session includes:
- GDS Roadmap Development Project Dialogues with WO Submitter and GSMP Modeler on:
  - GDS Major Release 3 dialogue with the Modeler and WR submitters on the WO’s that are part of it

IE Transport & Logistics Industry User Group Sub-group: GS1 ID Keys in Transport & Logistics
Time: 09:00 - 17:30
Room: Rheinsaal 4, 2nd floor
Facilitators: Audrey Kremer, Shirley Arsenault, GS1 Global Office
Co-chairs: Andreas Kruse, DHL; Naotaka Ishizawa, NYK; Fred Kempkes, Unilever
Restriction: (none) Primarily a working session with GS1 MOs, Users are welcome to attend
Primary Objective: Discuss and agree on the Use of GS1 Keys in T&L Web Tool
Session Description:
Items to be discussed:
- Background
- Objective
- Scope
- Content agreement (Table of Content Development)
- Content development Owners
- Content gap analysis – what do we have, what’s missing
- Use of GS1 Keys in T&L Web Tool
- Existing Tools for Inspiration
- Action items/Next steps

Industry Engagement (IE) Fresh Foods Discussion Group
Time: 13:30 - 17:30
Room: Rheinsaal 1, 2nd floor
Facilitator: Greg Rowe, GS1 Global Office
Session Description:
This session will discuss the development of a comprehensive integrated Implementation Guide including AIDC, GDSN and Traceability for Fresh Foods. Having a consistent approach to traceability, data sync and item level identification across all fresh food sectors supports the GS1 Strategy to move from Restricted Circulation Numbers to GTIN in all fresh foods. This is an open session.
Looking for a scanner, reader, track and trace software, certified data pool or perhaps a knowledgeable consultant to help with an implementation?

Reduce your risk and work with a solution provider who is involved in GS1!

TRY THE GLOBAL SOLUTION PROVIDER FINDER!
www.gs1.org/spfinder

ADVANCED SEARCH
Specify geographic coverage, industry specific coverage, look for a specific company etc.

PRODUCT SEARCH
Specify the type of product you are looking for.

KEYWORD SEARCH
Advanced and Product Search didn’t have the option you need? Search the descriptive text by Keyword

Solution Providers who would like and entry contact: GSPP@GS1.org
### Thursday
29 September 2011

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<td>Opportunities for Participation Now and In the Future</td>
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<tr>
<td>09:00 - 12:30</td>
<td>GEPIR Technical Development Team</td>
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<td>09:00 - 12:30</td>
<td>GSMP Multiple Barcodes Work Group</td>
<td>Opted-In Group Members</td>
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<td>09:00 - 12:30</td>
<td>GSMP Product Recall Work Group</td>
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<td>09:00 - 12:30</td>
<td>IE Automotive Discussion Group</td>
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<td>09:00 - 12:30</td>
<td>IE GDS User Group Working Session</td>
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<tr>
<td>09:00 - 12:30</td>
<td>ONSdev in Europe</td>
<td>European MOs and group members</td>
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<td>Coffee Break</td>
<td>Everyone</td>
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<tr>
<td><strong>DISCUSSION SESSION</strong></td>
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<tr>
<td>09:00 - 12:30</td>
<td>Transport Management Implementation Work Shop</td>
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<td><strong>INFO SESSION</strong></td>
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<tr>
<td>09:00 - 10:30</td>
<td>Auto-ID Labs Research Overview</td>
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<td><strong>OPTIONAL TOUR</strong></td>
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<tr>
<td>09:00 - 12:00</td>
<td>GS1 Germany Knowledge Center</td>
<td>Everyone</td>
<td>Meet at GS1 registration desk at 08:45</td>
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<td>Networking Lunch</td>
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<tr>
<td>12:30 - 13:30</td>
<td>Architecture Group Lunch with Miguel Lopera, GS1 CEO</td>
<td>AG members</td>
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<td><strong>PM GROUP SESSIONS</strong></td>
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<tr>
<td>15:00 - 18:00</td>
<td>Architecture Group</td>
<td>AG Members</td>
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<td>13:30 - 14:45</td>
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<tr>
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<tr>
<td>13:30 - 17:30</td>
<td>IE GDS User Group Working Session, continues</td>
<td>Everyone</td>
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<tr>
<td>13:30 - 17:30</td>
<td>Strategic AIDC Initiatives Working Session: Managing Variable Data at POS &amp; GS1 DataBar Deployment</td>
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<tr>
<td>15:15 - 15:45</td>
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<td><strong>DISCUSSION SESSION</strong></td>
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<tr>
<td>13:30 - 17:30</td>
<td>Transport Management Implementation Work Shop, continues</td>
<td>Everyone</td>
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<td></td>
<td><strong>OPTIONAL TOUR</strong></td>
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<tr>
<td>14:00 - 17:00</td>
<td>GS1 Germany Knowledge Center- Experience Value Chain Live!</td>
<td>Everyone</td>
<td>Meet at GS1 Registration Desk at 13:45</td>
</tr>
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DISCUSSION SESSION

Breakfast Session:
Opportunities for Participation Now & In the Future
Time: 07:45 - 8:45
Room: Bistro Marie Curie, Ground floor
Facilitator: Bob Bersani and Eileen Harpell, GS1 Global Office

Session Description:
Did you know that standards development groups cannot launch until a minimum number of participants (from both sides of the trading partner relationship) join the group? Attend this breakfast to learn what work efforts are waiting for participants:
- Traceability & Event Sharing Standards Maintenance Group
- RFID Software Standards Maintenance Group
- GSMP Barcodes and EPC Implementation Guide Mission Specific Working Group (MSWG)
- GSMP Components and Parts Identification MSWG
- GSMP Human Readable Interpretation MSWG (update)
- GSMP GDS GPP Sustainability MSWG
- ....and more!

Transport Management Implementation Work Shop
Time: 10:00 - 17:30
Room: Conference Room A, 2nd floor
Facilitators: Jaco Voorspuij, DHL; Fred Kempkes, Unilever
Primary Objective: This should be a very open discussion among ALL participants in this Workshop where any and all can share their experience and comments regarding prior version of GS1 XML and the potential that they see for MR3 based BMS.

Session Description:
The all-day session includes:
- Highlights of the most significant improvements and what benefits of GS1 XML Major Release 3.0 are.
- Stena Line will share the experiences they gathered during the pilot implementations of the Transport Instruction (and TI Response) based on the Major Release 3.0.
  - This pilot used the “Consignment” based approach supported by the Transport Instruction.
  - The focus would be on benefits but also on learnings that we could/should take away for use in next steps to develop the MR3 based BMS for both Warehousing and Transport.
- Symrise & Unilever Pilot TI and TI Response (Hazardous Materials and similar aspects).
- Shipment based approach.
- Not confirmed yet: a brief section on Customs related enhancement that could/should be made to the Transport Instruction (and/or other Transport related BMS).
- DHL and Unilever jointly deployed a standardised set of Warehousing related processes based on Release 2.X BMS. The limitations encountered in the prior version would be a starting point to outline the kind of improvements we would/could expect to achieve when migrating the Warehousing BMS over to MR3.

Other well-known brand names may join in this section to share their experiences with prior versions of the BMS.
INFORMATIVE SESSION

Auto-ID Labs Research Overview
Time: 09:00 - 10:45
Room: Conference Room C, 2nd floor
Facilitators: Nicholas Fergusson, GS1 Global Office
Speakers: Auto-ID Labs Directors
Session Description:
Attend this session to learn about innovative projects the labs are currently working on.

GROUP SESSIONS

Architecture Group
Time: 12:30 - 13:30 (Lunch); 15:00 - 18:00 (Meeting)
Room: Rheinsaal 2, 2nd floor
Facilitator & Co-chair: Henri Barthel, GS1 Global Office
Co-chairs: John Duker, P&G; Sue Schmid, GS1 Australia
Restricted: For Architecture Group Members

Session Description:
(The agenda of this session will be distributed directly to group members.)

GS1 B2C Experts Group Meeting
Time: 09:00 - 12:00
Room: Rheinsaal 2, 2nd floor
Facilitator: Cameron Green, GS1 Global
Co-chairs: Donald King, Kraft; Pierre Blanc, Carrefour
Restriction: B2C Expert Group Members and B2C TSD Pilot Participants only
Primary Objective: Finalise the B2C Trusted Source of Data Pilot Specifications

Session Description:
Attend this session to finalise the B2C Trusted Source of Data Pilot Specifications and provide input to the B2C Project Board decisions relevant to B2C TSD Project in General

The 29 Sept. morning session includes:
- Complete marketing sub team decisions
- Complete technical sub team decisions
- Meeting summary and next steps

GEPIR Technical Development Team
Time: 09:00 - 14:45
Room: Rheinsaal 1, 2nd floor
Facilitator: Sean Lockhead, GS1 GO
Co-chair: Arne Dicks, GS1 Germany
Primary Objective: Continued Development work on GEPIR V4.0

Session Description:
Attend this session to provide input to the development of the standard to solve specific business problems

The GS1 GEPIR TDT Team is the GSMP Group for the GS1 GEPIR Service, a service maintained by all of the GS1 Member Organisations providing the ownership information of the Global Company Prefix used in the creation and maintenance of GS1 Keys (GTIN, GLN, SSCC). This group manages the specifications and changes to the GEPIR Network.

Attend this session to provide input for the following:

This session includes:
- Review of Deployment of GEPIR V3.2 at the GS1 Global Office Hosting Services
- Continued Development work on GEPIR V4.0
- Additional Topics as defined by the agenda

GSMP Multiple Barcodes Working Group
Time: 09:00 - 17:30
Room: Rheinsaal 4 & 6, 2nd floor
Facilitator: Tom Heist, GS1 Global Office
Co-chairs: Valerie Marchand, GS1 France; Peter Tomicki, GE Healthcare
Restriction: Participants’ companies or organisations must have signed: 1) GS1 IP Policy 2) GSMP Multiple Barcodes Working Group
Primary Objective: Development of solutions for managing multiple bar codes on a package

Session Description:
Attend this session to contribute to the development of solutions for managing multiple bar codes on a package for these use cases:
- Packages for healthcare scanned at point of care/ point of sale
- Packages for general retail scanned at point of sale
- Packages marked for manufacturing production and quality control purposes
**Thursday**
29 September 2011

**GSMP Product Recall Work Group**

*Time:* 09:00 - 17:30  
*Room:* Conference Room D, 2nd floor  
*Facilitator:* John Ryu, GS1 Global Office  
*Co-chairs:* Rita Laur, GS1 Canada; Andy Dabydeen, Canadian Tire  

*Primary Objective:* To resolve Business Solution Design (BSD) comments and discuss CR submission to integrate Recall Process in the Global Traceability Standard (GTS).

*Session Description:*  
Attend this session to provide input to the development of the standard to solve specific business problems.

The AM session includes:  
- Overview of BSD  
- Resolve any BSD comments

The PM session includes:  
- Discuss Product Recall Process related to Global Traceability Standard (GTS)  
- Discuss Work Request submission to integrate Product Recall Process into GTS  
- Next steps for Product Recall Work Group  
- Draft Post Event news flash  
- Summarize and adjourn

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**Industry Engagement GDSN User Group Working Session**

*Time:* 09:00 - 17:30  
*Room:* Rheinsaal 3 & 5, 2nd floor  
*Facilitators:* Alan Hyler and Peter Alvarez, GS1 Global Office  
*Co-chair:* GDSN Advisory Group  

*Primary Objective:* Engage the community in the planning for next GDSN Major Release, including Modular Item

*Session Description:*  
Attend this session to participate in the preparation for the next major GDSN Network Release which includes Modular Item. Don’t miss this opportunity to help shape the future of GDSN.

The morning session includes:  
- Why are we doing this session  
- Major Release Approval Process  
- How we arrived here

The afternoon session includes:  
- Defining the steps for success  
- Defining Group needs/Engaging Stake holders  
- Understanding the business need  
- Tools to communicate

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**Industry Engagement Automotive Discussion Group**

*Time:* 09:00 - 12:30  
*Room:* Conference Room E, 2nd floor  
*Facilitator:* Mike Henri, GS1 Germany  

*Primary Objective:* Discover how GS1 can help solve the business needs of the Automotive Industry

*Session Description:*  
Attend this session to provide input to the development of the standard to solve specific business problems.

This session includes:  
Attend this session to get an update about the current activities regarding the part identification and the actual GSMP process.

- Welcome and introduction  
- The actual activities of standardization  
- The next steps of the GSMP process  
- Update about the RAN project

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**ONSdev in Europe (European FONS common initiative)**

*Time:* 09:00 - 12:30  
*Room:* Conference Room F, 2nd floor  
*Facilitator:* David Ketszeri, GS1 Hungary / Philippe Gautier (GS1 External)  

*Restriction:* European MOs and ONSdev Work Group Members

*Session Description:*  
Face-to-Face meeting with the European participants to the ONSDev in Europe Working Group. ONSDev is a European project which aims at feeding the GSMP FONS one with a common European approach.

The first deliverable (proposition of 3 USE CASES) should be issued on October 2011 and this face-to-face meeting would be the opportunity to work on the final version of the document.
Strategic AIDC Initiative Work Session: Managing Variable Data at POS and GS1 DataBar Deployment

Time: 13:30 - 17:30
Room: Conference Room C, 2nd floor
Facilitator: Andrew Hearn
Co-chair: TBD

Session Description:
The team of experts will begin creating the “big picture” for what AIDC data and data carriers make sense for GS1 industries as we progress into a new AIDC era. After weighing product category or application use cases, the team will look into existing and emerging technologies to show where AIDC investments can provide the greatest benefit with the least disruption possible.

Increasingly, Automatic Identification and Data Capture (AIDC) processes are being challenged by industry and regulators to provide more than GS1 Keys. Serialization, batch control, date coding, plus weights and measures are primary examples of what brand owners are expected to print in bar codes or encode in RFID tags. Retail and healthcare channel end-users are investing in the technology and systems to react but in staggered implementations.

Additionally, the team will work on developing a GS1 DataBar Adoption Communication Plan which will assist in managing the deployment of GS1 DataBar for the 2014 Sunrise. Outcomes from the managing variable data work will be incorporated into the Communication Plan.

The learnings of this team will become a strategic recommendation to GS1 on how to move forward with these critical issues. Attend this session to provide your valuable experience to the enhancement of GS1’s strategic direction in AIDC!
Friday
30 September 2011

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
<th>WHO MAY ATTEND</th>
<th>ROOM, FLOOR</th>
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</thead>
<tbody>
<tr>
<td><strong>MO INFO SESSION</strong></td>
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<tr>
<td>09:00 - 12:30</td>
<td>Global Upstream Supply Initiative (GUSI) Deployment Across the Globe (Offsite Venue)</td>
<td>Member Organisations</td>
<td>Offsite venue - GS1 Germany Knowledge Center</td>
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<tr>
<td><strong>AM GROUP SESSION</strong></td>
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<tr>
<td>9:00 - 12:30</td>
<td>Architecture Group (Offsite Venue)</td>
<td>AG Members</td>
<td>Offsite venue - METRO Group Innovation Centre</td>
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<tr>
<td><strong>PM GROUP SESSION</strong></td>
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<tr>
<td>3:30 - 16:00</td>
<td>Architecture Group, continues (Offsite Venue)</td>
<td>AG Members</td>
<td>Offsite venue - METRO Group Innovation Centre</td>
</tr>
</tbody>
</table>

Note: For more info, please refer to the session descriptions on the following page
MO SESSION

Global Upstream Supply Initiative (GUSI)
Deployment Across the Globe
Time: 09:00 - 12:30
Venue: GS1 Germany Knowledge Center, Stolberger Str. 108a, 50933 Cologne
Facilitator: Regenald Kremer, GS1 Global Office

Session Description:
A working session especially for GS1 MOs to get a better understanding of opportunities and treats of GS1 MOs in rolling-out GUSI in the countries/regions.

GROUP SESSION

Architecture Group Meeting
Time: 09:00 - 16:00
Venue: METRO Group Innovation Centre near Duesseldorf, in Neuss-Norf, Mainstrasse 113-119
Facilitator: Henri Barthel, GS1 Global Office
Restriction: For AG members

Session Description:
(The agenda and logistical details will be distributed directly with the group)
GS1 Anti-trust Caution and GSMP Code of Conduct

GS1 Anti-trust Caution

Many of the members of GS1 compete with each other. The competition is both horizontal and vertical. This means that every activity of GS1 must be measured against the prevailing anti-trust laws, which proscribe combinations and conspiracies in restraint of trade, monopolies and attempts to monopolise, and unfair or deceptive acts or practices. These are very broad. Violations of the anti-trust laws can result in injunctions, treble damage judgments, heavy fines, and even imprisonment. Strict compliance with the anti-trust laws is and always has been the policy of GS1. GS1 exercises extreme care to avoid not only violation, but anything that might raise even a suspicion of possible violation. An action, seemingly innocent when taken by itself, may be viewed by anti-trust enforcers as part of a pattern of activity, which constitutes an anti-trust violation. Therefore, participants on GS1 committees, task forces, working groups, task groups, or other similar bodies, must always remember the purpose of the committee, task force, or working group is to enhance the ability of all industry members to compete more efficiently and effectively to provide better value to the consumer or user company. However, because GS1 activity almost always involves the cooperation of competitors, great care must be taken to assure compliance with the anti-trust laws.

This means:

• Participation must be voluntary, and failure to participate shall not be used to penalise any company.
• There shall be no discussion of prices, allocation of customers or products, boycotts, refusals to deal, or market share.
• If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
• Meetings shall be governed by an agenda prepared in advance, and recorded by minutes prepared promptly after the meeting. Agendas, where appropriate, and minutes are to be reviewed by counsel before they are circulated.
• Tests or data collection shall be governed by protocols developed in consultation with and monitored by counsel.
• The recommendations coming out of a GS1 committee, task force, working group or task group are just that. Individual companies remain free to make independent, competitive decisions.
• Any standards developed must be voluntary standards.
GSMP Code of Conduct

The GSMP is founded upon a set of principles which support the development of valid, user driven voluntary standards developed in an open, transparent and collaborative environment. That collaboration consists of a rich diversity of people and businesses working together in open discussions. To this end, we have agreed on the following Code of Conduct rules which clearly define expected behaviours and behaviours that will institute Conflict Management Rules.

The GS1 Anti-trust Caution shall be in effect during each teleconference and physical meeting.

1. Participation Requirements

It is GS1’s role to protect its community of users and their efforts and investments to the best of its ability. Group or meeting defined participation requirements will be enforced. All participants must comply with the call or meeting participation requirements, sign the Intellectual Property Policy (if applicable, sign Invited Expert form (if applicable) and sign the relevant Opt-In Agreements. If a call or meeting attendee is not in compliance, they will be asked to leave the call or meeting. If they refuse to leave a call or meeting, the session will be terminated and rescheduled.

2. GSMP Participation Rules

- Be Considerate – The decisions made when creating standards will affect many users companies, all points of view are needed to make the right decisions. Please allow all participants to provide their points of view. Once a participant has explained their point of view, however, they should refrain from repeating it numerous times.
- Be Respectful – Members of GSMP are to treat one another with respect. Disagreement is no excuse for poor behaviour and poor manners. We cannot allow personal attacks or behaviours that make people feel uncomfortable or threatened.
- If disagreeing, constructively disagree – It is important that we resolve disagreements and differing views constructively and respectfully.
- Be Collaborative – Collaboration reduces redundancy and improves the quality of our work; we should always be open to collaboration. Our work should be done transparently and should involve as many interested parties from as many business and regional perspectives as early in the process as possible.
- Be Representative – a speaker should not make remarks which further a personal agenda and are not representative of that speaker’s constituency unless it is clearly stated that the comments are personal. A speaker should not give the impression that they speak for a company or region if they have not spent adequate time clearly explaining the business case to the user company/s they represent and documenting their response. Speaker’s votes should accurately reflect their constituent’s responses. This aligns GS1 with their mission to create user driven standards.

The following subjects may cause offense and are not acceptable, however intended:

- Disruptive behaviour (e.g., shouting, cursing, derogatory comments, or intoxication)
- Filibuster (one person talking too loudly or too long to overcome other opinion)
- Remarks about people (race, religion, ethnicity, gender, age, national identity, national language, nation of origin, sexuality)
- Disparaging remarks about companies, types of companies or industries
- The promotion or attempt to sell a particular company, proprietary product or product type, implicitly or explicitly
- Remarks about another company’s business practices when they are not represented at the meeting

If a discussion leads to any of the preceding behaviours, conflict management rules will be applied [as defined in the GSMP Manual Issue 2, Appendix D].
# GS1 Global Calendar

## Save the Dates

### 2011

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>4-6 Oct</td>
<td>GS1 Healthcare Conference</td>
<td>Amsterdam, Netherlands</td>
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<tr>
<td>10 - 13 Oct</td>
<td>Asia Pacific Retailers Convention</td>
<td>Singapore</td>
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### 2012

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>2012</td>
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<tr>
<td>12-14 Apr</td>
<td>RFID Congress 2011</td>
<td>Lille, France</td>
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<tr>
<td>11-13 Oct</td>
<td>TCGF IT Conference, Marketing Forum Supply Chain Conference</td>
<td>Barcelona, Spain</td>
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<tr>
<td>18-19 Oct</td>
<td>RFID Journal Live! Europe 2011</td>
<td>Amsterdam, Netherlands</td>
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<td><a href="http://www.rfidjounelevents.com/europe/">http://www.rfidjounelevents.com/europe/</a></td>
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<tr>
<td>13-17 Feb</td>
<td>GS1 Global Forum 2012</td>
<td>Brussels, Belgium</td>
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<tr>
<td>15 - 17 Feb</td>
<td>TCGF Global Food Safety Conference 2012</td>
<td>Orlando (FL), USA</td>
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<tr>
<td>19-22 Mar</td>
<td>GS1 Healthcare Conference Spring 2012</td>
<td>Sydney, Australia</td>
</tr>
<tr>
<td>26-30 Mar</td>
<td>GS1 Industry and Standards Spring Event 2012</td>
<td>Brooklyn (NY), USA</td>
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</tbody>
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Visit [www.gs1.org/events](http://www.gs1.org/events) for more details about these events.

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**SAVE THE DATE!**

GS1 Industry and Standards Spring Event 2012  
**26-30 March**  
Brooklyn (NY), United States
The GS1 Architecture Group

WHAT IS IT?
The GS1 Architecture Group is an advisory body to the GS1 Board Committee for Standards. Its primary responsibility is to develop and document the GS1 System Architecture and, by reference to the architecture, assures the technical integrity, consistency and efficient interoperation of the various parts of the GS1 System. The Architecture Group has a balanced membership of 20 plus experts from User companies, Solution Providers, Auto-ID Labs, GS1 Member Organisations and Global Office.

WHAT DO THEY DO?
Review the deliverables of GSMP working groups including Business Requirements, draft Standards, and Guidelines by participating pro-actively as liaisons in working groups and in the Community Review process.
Document the foundations of the GS1 System through high-quality publications available publicly.
Advise the GS1 Community at large including the decision-making bodies on technical aspects and strategic directions for the GS1 standards, Solutions and Services portfolio.

PUBLICATIONS
GS1 Architecture Principles – The GS1 Architecture Principles are the approach that allows the development, design, testing, implementation and integration of all the GS1 standards within the GS1 System.
GS1 System Landscape - The GS1 System Landscape document was published early 2011. It provides a structured, complete catalogue of all GS1 Standards, including a synopsis of each.
GS1 Integrated Communication – This document, also published early 2011, describes the purposes of Master Data, Business Transactions and Visibility Data exchanges and shows how they complement each other.
GS1 System Architecture – This essential document complements the GS1 System Landscape by providing an architectural view of how the components of the GS1 System fit together, and the principles that underlie the entire system. It will be submitted to Community Review in October 2011 and published by the end of the year.
Findings – A process has been put in place to enable any member of the GS1 Community to submit Requests for Finding. The requests are studied by the GS1 Architecture Group and they lead to the publication of Findings that become publicly available to the GS1 Community.

To access the Architecture Group Publications or to submit a request for findings, visit www.gs1.org/gsmp/process/arch_group

The GS1 System - An Architecture view

Network
Communications
Master Data
Business Transactions
Physical Visibility
Data Transport

SHARE

Bar Code Symbologies
Infrastructure
RFID Air Interfaces

CAPTURE

Identification Data Syntax
Supplementary Identification Data
GS1 Keys

IDENTIFY
Reminder!
Check session restrictions and your badge!

GS1 Intellectual Property & Opt-In Agreements are required for many sessions at the I&S Event, please check the session restrictions noted in session descriptions and confirm if your company or organisation has signed agreements before attending sessions. To confirm agreements, please refer to your coded badge. The ORANGE colored box means your company has opted in to a group (signed the Intellectual Property Policy and an Opt-In Agreement). If the square is blank, the agreements have not been signed:

If you would like to sign additional agreements on behalf of your company, please visit the GS1 Registration Desk.

SAVE THE DATE!

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26 - 30 March
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