GS1 Industry & Standards Event
03 October 2016 – Brussels
Transforming Business Together

Session: Standards Development University General Session
Time: Monday, 03 October, 08:00-09:00

Who may attend: Everyone
Speaker(s): Mark Holmes & Robert Beideman, GS1 Global Office
Anti-trust caution

• GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is and always has been the policy of GS1.
• The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
• This means:
  - **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.
• The full anti-trust caution is available via the link below, if you would like to read it in its entirety: [http://www.gs1.org/gs1-anti-trust-caution](http://www.gs1.org/gs1-anti-trust-caution).
Statement & reminder for seeking intellectual property information

• Relevant to the features of the specification that are being developed in this work group, if anyone has knowledge or information about intellectual property rights, such as, patents or patent applications; please promptly convey this information to the work group facilitator.

• The intellectual property rights can either be in development or owned by persons, companies or third parties within this work group or outside this work group.

• We do this under the guidance of the GS1 Intellectual Property Policy, so that GS1 can seek to avoid the uncertainty regarding intellectual property claims against the Specification.
Meeting etiquette

- Meetings will **begin promptly** as scheduled
- **Be present** – avoid multi-tasking
- Avoid distracting behaviour:
  - Place mobile devices on silent mode
  - Avoid sidebar conversations
- **Be considerate**
  - Avoid monologues
  - Keep comments concise
- **Respect** work group decisions
  - Avoid re-opening decisions unless there is a significant quality impact

- **Collaborate** in support of meeting objectives
  - Ask questions
  - Be open to alternatives
- **Be representative**
  - Avoid personal remarks
  - Do not speak for your company or community if you do not clearly understand their needs
  - Votes should reflect the needs of your company or community
WiFi internet access

- Select Crowne-Plaza-Free-Internet”

- Open your browser and the Crowne Plaza splash page will appear, accept the general conditions

- Password: october2016
Opening session - week at a glance

• Welcome and introduction                        Mark Holmes
• Global Office (GO) Industry Engagement updates  Robert Beideman
  - Omni-channel
  - Technical Industries
  - Apparel
  - CPG / Retail / Foodservice / Fresh Foods
  - Transport & Logistics

• Additional hot topics this week                  John Ryu
  • High Speed Barcode Printing
  • MRO in Rail                                    Greg Rowe

• Closing remarks                                  Mark Holmes
Welcome and introduction to the week

Mark Holmes
GS1, VP of Standards Development
Who’s coming...

- **300+** business & technical people
  - from **32** countries with **72** new industry and standards event attendees
The Programme
The week by the numbers

5 days

4 tracks:
- **Industry Engagement Track**
- **Standards track**
- **Solutions track**
- **Education & News**

40 sessions

1 plenary

2 general sessions:
- Monday Standards Development University (everyone)
- Thursday Standards Development University (MOs only)

2 evening events:
- Monday: Welcome Reception and Posterboard contest
- Tuesday: Networking Dinner and Entertainment
Welcome reception & poster board contest
Monday, 18:00 – 19:30

Topics/presenters:

1. Speaking One Language - A harmonised Numbering Scheme for the Rail Industry, GS1 Switzerland
2. GS1 2D Symbol in Action, GS1 Japan
3. Improving efficiency and customer service with GS1 standards, GS1 Australia
4. RFID Tagging for Shoes, GS1 Germany
5. New animations demonstrating how our standards work, GS1 UK
6. Suggesting a new standard for individual food allergy profiles and compatible food items, Auto-ID Labs ETH Zurich
7. Leveraging food databases for nutritional behavior change, Auto-ID Labs ETH Zurich
8. Lifecycle information management system of digital fabrication products with GS1 architecture, Auto-ID Lab Japan
9. GS1 in Technical Industries, GS1 GO

10. MO Data Services: GEPIR & GLN Service, GS1 GO
11. User-friendly Documentation with Attribute Explorer, GS1 Netherlands

Vote for the best poster in the Event App!*

*GS1 GO posters are not eligible
Networking Dinner at La Tentation
Tuesday, 18:30 bus departure from Crowne Plaza

- Live international cooking buffets
- 2 levels
- Shanai & the Swing Boulevard Band
- Simple swing dance lesson

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>19:00</td>
<td>Welcome drinks &amp; Appetizers</td>
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<tr>
<td>19:30</td>
<td>Welcome speech &amp; poster winner announced</td>
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<tr>
<td>19:35</td>
<td>Buffets open with soft music</td>
</tr>
<tr>
<td>21:00</td>
<td>Swing band begins</td>
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<tr>
<td>22:30</td>
<td>Dance party</td>
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<tr>
<td>00:00</td>
<td>End of evening</td>
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GS1 I & S Event App – How to get it

1. Scan the QR code on your badge or search your App store for:
   GS1 Industry & Standards Event 2016

2. Login with the email address you used to register for the event:
   Username: (your registered email)
   Password: october2016

If you have questions, ask your session leader or visit the GS1 registration desk
Event App – How to “Check-in” to sessions

1. On the Main Menu, Select Schedule, Select your session

2. Enter session PIN or scan QR Code provided in your meeting room

3. Confirm check-in and a confirmation appears

Standards Development University General Session
Monday, October 3, 2016 08:00 - 09:00
Klimt, Ground Floor, Lobby level

To check into a session, enter the PIN code or scan the QR code provided by the event organizer

OR

SCAN QR CODE

Successfully checked into Standards Development University General Session.
Session Check-In QR Code and Pin

**Session Name:** Standards Development University General Session  
**Session Date & Time:** Monday 2016-10-03 8:00 – 9:00  
**Session Location:** Klimt, Ground Floor, Lobby level
Event App – How to rate sessions

1. From Main Menu, Select Schedule, Select session, scroll down

2. Select your rating and enter comments

3. A confirmation appears

Standards Development University General Session
Monday, October 3, 2016 08:00 - 09:00
Klimt, Ground Floor, Lobby level

SESSION SURVEY 2016
Overall satisfaction with this session?
Did not meet
Not Satisfied
Neutral
Met
Strongly met

Your answers have been successfully received.
2016 Standards Development Team

Eileen Harpell
Operations Manager
Eileen.harpell@gs1.org
+1 609 658 8371

Kelly Lerch
Manager, Community Engagement
Kelly.lerch@gs1.org
+49 151 4646 3825

Cindy Grell
Manager, Community Engagement
Cindy.grell@gs1.org
+1 609 213 3241

Willa Oshel
Executive Assistant
Willa.oshel@gs1.org
+1 609 213 5992

David Buckley
Senior Manager
Technical Publications
David.buckley@gs1.org
+32 473 6333 64

Eddy Merrill
Operations Analyst
Eddy.merrill@gs1.org
+1 609 649 1174

Justin Childs
Director
Justin.childs@gs1.org
+1 609 439 8155

John Ryu
Director
John.ryu@gs1.org
+1 609 203 2469

Greg Rowe
Director
Greg.rowe@gs1.org
+1 609 658 2309

Jean-Luc Champion
Manager, eCom
Jeanluc.champion@gs1.org
+32 496 1299 13

Mark Holmes
Vice President
Mark.holmes@gs1.org
+1 508 713 3606

Industry and Standards Event
Transforming business together
2016 GS1 Standards Development Project Team Leaders

David Buckley
GS1 Source and Validation Rules Sub-teams of GMD SMG

Jean-Luc Champion
eCom SMG & Product Image Specification sub-team of GMD SMG

Gena Morgan
EPC Information Services MSWG

Greg Rowe
Maintenance, Repair & Overhaul in Rail MSWG

Justin Childs
Global Master Data (GMD) SMG

Paul Dietrich
Tagged Item Performance Protocol MSWG

Michael Mowad
Global Product Classification SMG

John Ryu
High Speed Barcode Printing MSWG, Identification & Traceability & Event Sharing SMG

SMG = Standards Maintenance Group  MSWG = Mission Specific Working Group
GSMP New Member Quick Start Webinars

Standards Development home page
- Global Standards Management Process
- Work groups & how to join them
- Work request system
- News & events

Community Room
- Views
- eBallots

Upcoming dates
- October 26th 10:00am EDT
- October 27th 9:00am Central Europe
Update on Industry Engagement activity in Global Office

Robert Beideman
GS1, Vice President – Retail
Global Office
Industry Engagement Overview
October 2016
Long Term Strategy – our strategic priorities

1. **Mission / Vision**
   - Purpose & beliefs
   - Common Global brand system

2. **Execution Quality**
   - Best-in-class GSMP
   - Data strategy
   - Data quality

3. **Sector Focus**
   - Drive adoption and GS1 system use across core sectors: Retail / Omni-channel, Healthcare, T&L
   - Identify opportunities for growth based on successful MO initiatives
   - Evaluate viable industries

4. **Digital**
   - Develop the GS1 System to be seamlessly relevant across physical and digital domains

5. **Innovation**
   - Innovation Network for open community sharing, and fast exploration of opportunities

6. **Organisation**
   - The Big Picture
   - MO clusters
   - MO governance (independent legal entities)
   - Common trademark agreement
   - GS1 organisational culture
Global Office industry engagement

Our role

- Provide global leadership across industries
- Support GS1 Member Organisations in driving local adoption and usage of GS1 standards, services and solutions
- Connect the MO community and promote collaboration between markets
- Represent GS1 interests amongst global associations

Our team

Robert Beideman
Vice President, Retail
robert.beideman@gs1.org
+1 609 902 0859

Chris Liu
Analyst, Industry Engagement
chris.liu@gs1.org

Markus Mueller
Director, Retail
Apparel and General Merchandise
markus.mueller@gs1.org
+49 151 2755 4445

David Smith
Director, Retail
Omni-Channel
david.smith@gs1.org
+44 79 70 23 70 78

Elena Tomanovich
Senior Director, Retail
CPG, Fresh Foods and Foodservice
elena.tomanovich@gs1.org
+1 585 613 1647

Audrey Kremer
Director, Strategic Initiatives and T&L
audrey.kremer@gs1.org
+32 2 788 78 25

Dipan Anarkat
Director, EPC/RFID
dipan.anarkat@gs1.org
+1 609 658 0035

Jaco Voorspuij
Senior Manager, Transport & Logistics
jaco.voorspuij@gs1.org
+32 2 788 78 85

Yvette Madrid
Senior Consultant, Humanitarian Initiative
yvette.madrid@gs1.org
+41 79 399 44 65

Enzo Blonk
Director, Technical Industries
enzo.blonk@gs1.org
+32 473 89 89 87

Peter Alvarez
Senior Director, IE, GDSN & GLN Service, Industry Engagement
peter.alvarez@gs1.org
+1-609-462-2625

Els van der Wilden
Director, Healthcare Providers
Els.vanderwilden@gs1.org

Robert Beideman
Vice President, Retail
robert.beideman@gs1.org
+1 609 902 0859

Ulrike Kreysa
Vice President, Healthcare
ulrike.kreysa@gs1.org
+32 473 63 33 67

Chuck Biss
Senior Director, AIDC Healthcare
chuck.biss@gs1.org
+1 315 252 5941

Agathe Daskalidès
Manager, Healthcare
agathe.daskalides@gs1.org
+32 2 788 78 57

Christian Hay
Sr. Consultant, Healthcare
christian.hay@gs1.org
+41 76 369 10 54

Tania Snioch
Director, Healthcare
tania.snioch@gs1.org
+32 492 27 44 19

Elena Tomanovich
Senior Director, Retail
CPG, Fresh Foods and Foodservice
elena.tomanovich@gs1.org
+1 585 613 1647

Peter Alvarez
Senior Director, IE, GDSN & GLN Service, Industry Engagement
peter.alvarez@gs1.org
+1-609-462-2625

Enzo Blonk
Director, Technical Industries
enzo.blonk@gs1.org
+32 473 89 89 87

Yvette Madrid
Senior Consultant, Humanitarian Initiative
yvette.madrid@gs1.org
+41 79 399 44 65

Jaco Voorspuij
Senior Manager, Transport & Logistics
jaco.voorspuij@gs1.org
+32 2 788 78 85

Dipan Anarkat
Director, EPC/RFID
dipan.anarkat@gs1.org
+1 609 658 0035

Audrey Kremer
Director, Strategic Initiatives and T&L
audrey.kremer@gs1.org
+32 2 788 78 25

Ulrike Kreysa
Vice President, Healthcare
ulrike.kreysa@gs1.org
+32 473 63 33 67

Chuck Biss
Senior Director, AIDC Healthcare
chuck.biss@gs1.org
+1 315 252 5941

Agathe Daskalidès
Manager, Healthcare
agathe.daskalides@gs1.org
+32 2 788 78 57

Christian Hay
Sr. Consultant, Healthcare
christian.hay@gs1.org
+41 76 369 10 54

Tania Snioch
Director, Healthcare
tania.snioch@gs1.org
+32 492 27 44 19

Els van der Wilden
Director, Healthcare Providers
Els.vanderwilden@gs1.org
Our key activities

**Internal (Member Organisations)**

- Establish/manage MO Interest Groups
- Publish process case studies
- Develop MO industry engagement and deployment programmes
- Drive adoption of the GS1 system in key supply-chain processes
- Plan communication and marketing activities
- Deliver business development and industry guidance to MOs
- Lead cross-functional programmes and projects
- Ensure GS1 community and MO needs are satisfied and that the GS1 global strategy is met

**External (members)**

- Develop strategic partnerships
- Represent GS1 in industry committees and intergovernmental bodies
- Ensure visibility at key industry events
- Manage global advisory committees and leadership teams
- Manage industry user groups
Our Priorities

UniqueID
SmartSearch
Key Authentication
Traceability

Project Imagine
UDI
Strategic Partnerships
World Class Events

Omni channel: Last mile
SSCC: the parcel key
Rail MRO
Ports and maritime

Sector Dev: TI
Sector Dev: Humanitarian
Discovery: Financial Services
Sector Accomplishments

- Completion of *UniqueID - GTIN Management* Standard
- SmartSearch Deployment Kit
- Staffing Complete

Active Sector Priorities

- Execution of *UniqueID - Consumer Product Variant “Data Sharing”* workstream
- Alignment of Apparel, General Merchandise, CPG, and Fresh Foods subsector strategies around the omni-channel foundation of “seamless relevance across physical and digital domains”
- Value Proposition work for vertically-integrated retailers

On the horizon / future opportunities

- Increasing demand for harmonised, truly global traceability solutions
- Increasing demand for large-scale data sharing and validation solutions
Sector Accomplishments

- Launch of project IMAGINE with many supporting materials
- EDI implementation kit
- UDI

Active Sector Priorities

- Support EU FMD (Falsified Medicine Directive) – Position Paper
- Re-accreditation as UDI issuing agency with US FDA, analysing EU UDI directive
- IMAGINE training

On the horizon / future opportunities

- 30th global GS1 Healthcare conference in Beijing
- IMAGINE: Launch of solution provider for hospitals activities, video
Transport & Logistics

Sector Accomplishments

- Strong user participation in Rail MRO project (Siemens, Alstom, Deutsche Bahn, Swiss Railways, and many more)
- Completed discovery paper Consumer Facing Logistics (aka Last Mile)

Active Sector Priorities

- Complete phase 1 of Rail MRO project (AIDC) and start deploying
- Promote SSCC as the parcel key (CEN “Harmonised Parcel Label”, IATA piece level tracking, UPU etc.)
- Add EPCIS support for logistics keys: BIC (container ID), GINC and GSIN

On the horizon / future opportunities

- Maritime & Ports: adoption of GS1 standards for port call optimisation and sea traffic management
- Rail MRO: Initiate phase 2, lifetime traceability and data sharing
Technical Industries

Sector Accomplishments

• MO Involvement / Commitment for TI increased to 24 MOs on 5 continents
• Interest raised with Industry (CPG, Engineering & Mining) & Industry Advisory Team launched

Active Sector Priorities

• Develop Master Presentation Deck on TI for MOs & 4 new case studies
• Increase focus on end-users (in particular CPG) to attract suppliers/manufacturers
• Increase GS1 exposure at global TI events

On the horizon / future opportunities

• Launch Technical Industries MO Steering Committee (senior level)
• Intensify collaboration with associations such as GMSG (mining) & IIC (Industry 4.0)
Foodservice

Sector Accomplishments

• Launch of the Global Foodservice Industry Survey
• Additional AC MOs have prioritised Foodservice as a strategic growth sector

Active Sector Priorities

• Execute on the 2016-2017 GS1 Global Foodservice objectives
• Develop new industry engagement materials for MOs & new case studies
• Deploy the new Foodservice Engagement Training to MOs

On the horizon / future opportunities

• Identify and cultivate industry champions- building bridges across geographies
• Increasing demand for harmonised, truly global traceability solutions
Humanitarian Initiatives

Sector Accomplishments

• Two organizations in process of adopting GS1 standards (UNHCR, UNHRD)
• Involvement in multi-stakeholder effort to improve response to pandemics (Pandemic Supply Chain for Preparedness and Response)

Active Sector Priorities

• Continue to share information about and advocate for GS1 standards in the larger humanitarian sector
• In co-ordination with relevant GS1 MO’s, provide support to organizations and initiatives already committed to adopting GS1 standards

On the horizon / future opportunities

• Expand efforts to inform and obtain support from donor entities that support humanitarian organizations
Other topics

Big Picture

**Background**: Customers around the world do not fully understand GS1. This work is designed to clearly communicate:

- Who we are and our unique value
- What we do in simple, relevant business language in a consistent, clear portfolio
- How we can solve their most pressing business challenges
- Why they should care.

**MO Clusters**

- **Background**: The GS1 MO Cluster Programme is designed to create an environment where MOs can work together to achieve more for their business growth and support of members.
- **Objectives**: Continued development of the sub-regional aggregator in pilot countries, further expansion of logistics label tool, global sharing of New Sector Engagement, Membership Fee Collection and Solution Provider engagement papers.
- By October 2016, carry-out a discovery project in sub-Saharan region.
- By June 2017, develop a dedicated space/platform to share all GS1 MO Cluster Programme deliverables and resources initiatives.
Cross-functional relationships

Industry Engagement cross-functional relationships

Customer facing
- Industry engagement
  - MOs
  - Industry User Groups
  - Users

Developing standards and solutions ready for deployment
- Customer service & training
- Standards development
- Innovation
- Solutions & services
- Marketing

Business needs
- Standards, solutions, training & deployment support
Engaging with global organisations

Industry Engagement is a force for business development and growth for GS1. At its core are strategic relationships that influence and drive the adoption and use of GS1 standards.

Examples of such organisations include:

- The Consumer Goods Forum
- World Health Organization
- International Organisation for Standardisation
- European Committee for Standardization
- International Hospital Federation
- World Customs Organization
- International Society for Blood Transfusion
- UNHCR (The UN Refugee Agency)
- Joint Initiative Council
- WFP (World Food Programme)
- UNHRD (Humanitarian Response Depot)
HSBP & MRO in Rail Update

John Ryu
Director, Standards Development

Greg Rowe
Director, Standards Development
This project is designed to evaluate, for inclusion into the GS1 System, a barcode symbol known as DotCode. DotCode was designed to be generated at very high production speeds. Permitting this barcode symbol to carry GTIN and GTIN attributes will enable industry to accurately identify and track products across supply chains where scanning capability exists or for where the scanning capability is explicitly planned to exist.

<table>
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<tr>
<td>Due Date</td>
<td>October 2016 (*Sept.)</td>
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<tr>
<td>Step</td>
<td>(3) Development</td>
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<td>OGSN</td>
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<td>Chairs</td>
<td>Ulrich Schaefer (GS1 Germany) Jeni Kungl (Metro)</td>
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**Deliverable/Objective:** Create a restricted (e.g. not for use at point of sale) AIDC Application Standard to support printing and validation of a barcode (DotCode) with GTIN and dynamic data (e.g., serial number) on high-speed production lines.

**Stakeholders**
- **LT Sponsor:** Marianne Timmons
- **SDL:** John Ryu
- **SME:** Scott Gray
- **IE Liaison:** Robert Beideman
- **AG Liaison:** Eugen Sehorz (GS1 Austria) Project approved 29 Feb 2016

**Milestones deliverables**

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<td>Project kick-off</td>
<td>13 Apr 16</td>
<td>C</td>
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<tr>
<td>Develop requirements (27 Apr - 22 Jun)</td>
<td>22 Jun 16</td>
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<td>Requirements community review (23 Jun - 7 Jul)</td>
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<td>Requirements approved (25 Jul - 2 Aug)</td>
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<td>Develop standards (20 Jul - 14 Sep)</td>
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<td>Ratification (<strong>Pending EU direction)</strong></td>
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**Company participation**

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<td>5 (Importer or Warehouse or Distributor, solution provider)</td>
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<td>Minimum votes required</td>
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**Highlights**

- Resolved community review comments and motioned for eBallot
  - eBallot (26 Sept -6 Oct)

**Risks & issues**

- **Ratification and MB/GA approval dependency on EU Implementing Act Decision**
Agenda HSBP

• When: Wednesday 5 October 9:00- 17:30 Serenity 2nd Floor

• Finish eBallot

• Beyond Standards Discussions Breakout Groups

• Share GS1 EU response with Working Group

• High Level Requirements for AIM

• Draft Testing Plan
MRO in Rail update

- Developing a global industry standard that describes the MRO process, defines key terms and establishes common rules for selecting and assigning appropriate identification keys for various components.

- Standard defines rules for allocating these identifiers, as well as additional data attributes necessary to track individual components through their life cycle.

- *Wednesday afternoon and Thursday morning:*
  - Secure and motion Application Standard for Identification of Parts and Components to Community Review
  - Discuss adoption plans and begin Phase 2 scope and planning
Closing Remarks

Mark Holmes
GS1, VP of Standards Development
MO IP Policy Launched Today!

NEW tool to address Intellectual property (IP) in MO Working Groups is now available!

Using the “New” GS1 MO Contribution Declaration Agreement, the MO:

• is protected against claims that the standards it develops infringe a Working Group (WG) participant’s IP
• lessens the risk for WG participants and users to be faced with an IP infringement claim
• is able to submit the output of its WG into a global GSMP Work Group without asking its local members to sign the global IP Policy
Two “To do’s”, please..

Use the GS1 Industry & Standards Event App to:

1. Check-in to this session

2. Rate this session

Your feedback drives our continual improvement. Thank you for your time!