

GS1 GO Industry Engagement Team Update

Greg Rowe, GS1 Global Office



GS1 Global Strategy – Strategic Priorities



The Role of Global Office Industry Engagement



1. **Support MOs** in Core Sectors
2. Represent GS1 interests in **Global Associations**
3. Facilitate connection and **collaboration between MOs**

Global Sectors

RETAIL



CPG/Grocery



Fresh Foods



Apparel



General Merchandise

HEALTHCARE



Pharmaceuticals

incl. OTC, vaccines, nutritional, animal health

Medical Devices

All classes

TRANSPORT & LOGISTICS

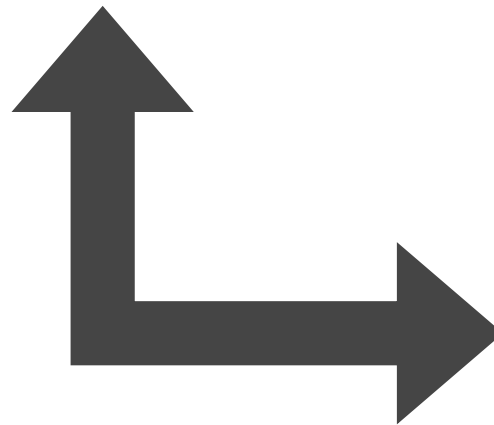


FOODSERVICE



It is a new world...

Omni-Channel is our primary focus in Retail



GS1 Global Sectors: Strategy

1. Drive adoption and usage of GS1 system with focus on:
 - a) Core Sectors: CPG, Healthcare and Transport & Logistics
 - b) Emerging Sectors: Foodservice and Apparel & Textile

2. Identify opportunities for growth in next 3 years based on successful MO initiatives:
 - a) Create a GS1 global classification for sectors and business processes to enable global consolidation of local MOs 3-Year Plans. This will allow:
 - i. Leading MOs to work together in new initiatives in same sectors/business processes
 - ii. Develop best practices from successful initiatives for re-application in other MOs

3. Continue looking for new “Viable Option” sectors leveraging the MOs versus driving centrally from the Global Office
 - a) Adjacencies
 - b) Recognize the need for investment

Your Global Office IE Team



Jim Bracken



Marianne Timmons



Diane Taillard



Pete Alvarez



Audrey Kremer



Enzo Blonk



Elena Tomanovich



Greg Rowe



Christian Hay



Tania Snioch



Chuck Biss



Janice Kite



Ulrike Kreysa



Agathe Daskalides

Retail Initiatives (1)

1. Grocery, CPG: (Elena)

- Developing a Grocery Deployment Kit
 - Join our Grocery MO Interest Group

2. General Merchandise: (Elena)

- Sector review - General Merchandise market analysis

3. Transport & Logistics: (Audrey)

- GS1 Transport & Logistics Deployment programme
 - Join our GS1 T&L MO Interest Group
- GS1 in Rail - EPCIS for Rail Vehicle Visibility Application Standard
- Border Procedure Management Programme
 - Join our GS1 Border Procedure Management MO Interest Group

Retail Initiatives (2)

4. Apparel: (Enzo)

- Business Models under Omni-Channel (support retailers/brands to gain efficiency)
- Ground Work Upstream (increase collaboration with manufacturers on EPC-tagging at source, adoption eCom & GS1 identifiers)

5. Technical Industries: (Enzo)

- Positioning as new GS1 sector – analysis and documentation

6. Fresh Foods: (Greg)

- Fresh Foods Industry Group (all welcome to join)
- Developing global Fish Traceability Guideline, Workshop Wednesday morning

7. Foodservice: (Greg)

- GS1 Foodservice MO Engagement Team
- Developing regional & global strategy