



Data Synchronization Quick Start Guide

Version 1

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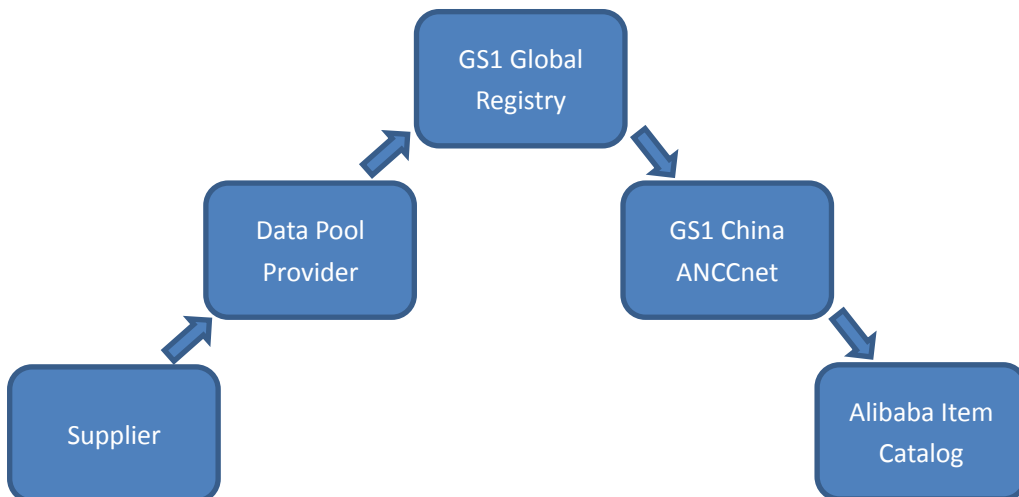
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1. GDSN OVERVIEW

Data Synchronization is the electronic transfer of standardized product and location information between trading partners and the continuous synchronization of that data over time. The Global Data Synchronization Network (GDSN) is an automated, standards based global environment that enables secure and continuous data synchronization, allowing all partners to have consistent item data in their systems at the same time.

The GDSN connects suppliers and retailers, operators, providers, distributors, and other recipients to the GS1 Global Registry via selected data pool providers. The purpose of this document is to provide clarity on Alibaba specific processes on how to get started using the GDSN with Alibaba.



2. ALIBABA GLOBAL DATA SYNCHRONIZATION INFORMATION

a) Primary Data Synchronization Contact

- ✚ For more details of the project, please contact:
Bo Wei from GS1 China, Email: bow@ancc.org.cn;
- ✚ For more business information and overview of Alibaba, please contact:
Li Zhi from Alibaba Group, Email: ali_dt@service.alibaba.com;
- ✚ For more information of GS1, please contact:
Alan Hyler from GS1 Global Office, Email: alan.hyler@gs1.org

b) Publish To

Alibaba's GLN: 6929020062567

Or

Target Market = '156'

c) Alibaba's Data Sync. Requirements

Mapped attributes can be found in section 4 of this document. Alibaba now requires brands in the categories of Health food, Maternal and Child, Beauty and Make-up, Personal Care provide product information through GDSN. Product from food & beverage could also synchronize data to Alibaba.

3. BEGIN SYNCING YOUR DATA WITH ALIBABA**a) Steps To Begin Synchronizing With Alibaba**

- i. Contact your local GS1 office to get your GS1 membership and Global Company Prefix (GCP), issue Global Trade Item Number (GTIN) to your products
- ii. Established an account with a GS1 Certified Data Pool Provider (more information found at GS1.org, search for GDSN Certified Data Pools)
- iii. Review training documentation and training modules provided:
 - GDSN Announcements
 - Online Training Modules
 - Reference Material
 - Report Training Documentation
- iv. Publish Items to Alibaba GLN: 6929020062567 or Target Market = '156', and manage Catalog Item Confirmation (CIC) responses from data recipient.

b) Item Maintenance

When maintaining an item through the GDSN (for attributes that are subscribed – see section 4 Attribute Mapping), submit the change through your data pool. That data will be systematically pushed published to Alibaba.

4. ATTRIBUTE MAPPING

This document is intended as a guide to how attributes coming through GDSN get interpreted into the Alibaba Item Catalog. Please ensure all below fields are correct within your Data Pool.

*These attributes are **subscribed**, meaning that Alibaba's system will use GDSN data if available overlaying it into Alibaba Item Catalog for synchronized items.

These attributes are **subscribed and **locked down**, meaning that Alibaba's system will use only the GDSN data for synchronized items. Locked down fields are not maintainable by internal users.

GDSN Attribute	Alibaba Attribute	Definition
targetMarketCountryCode	目标市场国 Target Market Country	The code that identifies the target market. The target market is at country level or higher geographical definition and is where a trade-item is intended to be sold.
targetMarketSubdivisionCode	目标市场二级 Target Market Sub	The Code for country sub-division definition used to indicate the geo-political subdivision of the target market (=country).
functionalName	功能特征 (关键字) Functional Name (Key word)	Describes use of the product or service by the consumer. Should help clarify the product classification associated with the GTIN.
netContent	净含量 Net Content	The amount of the trade item contained by a package, usually as claimed on the label. For example, Water 750ml - net content = "750 MLT" ; 20 count pack of diapers, net content = "20 ea.". In case of multi-pack, indicates the net content of the total trade item. For fixed value trade items use the value claimed on the package, to avoid variable fill rate issue that arises with some trade item which are sold by volume or weight, and whose actual content may vary slightly from batch to batch. In case of variable quantity trade items, indicates the average quantity.
measurementUnitCode	净含量单位 Unit of Net Content	Any standardized, reproducible unit that can be used to measure any physical property.
brandName	品牌名称 Brand Name	The recognisable name used by a brand owner to uniquely identify a line of trade item or services. This is recognizable by the consumer.
subBrand	子品牌/系列 Sub-Brand/Series	Second level of brand. Can be a trademark. It is the primary differentiating factor that a brand owner wants to communicate to the consumer or buyer. E.g. Yummy-Cola Classic. In this example Yummy-Cola is the brand and Classic is the subBrand.
sellingUnitOfMeasure	销售单位 Selling Unit	Describes the measurement used for selling unit of the Trade Item to the end consumer. A Trade Item may have only one Unit of Measure.

grossWeight,measurementUnitCode=KGM	总重量/毛重 Gross Weight	Used to identify the gross weight of the trade item. The gross weight includes all packaging materials of the trade item. At pallet level the trade item, grossWeight includes the weight of the pallet itself. For example, "200 GRM", value - total pounds, total grams, etc. Has to be associated with a valid UOM.
measurementUnitCode	重量单位 Unit of Weight	Any standardized, reproducible unit that can be used to measure any physical property.
consumerFirstAvailability DateTime	新品上市日 Available Date	The first date/time that the buyer is allowed to sell the trade item to consumers. Usually related to a specific geography. ISO 8601 date format CCYY-MM-DDTHH:MM:SS.
minimumTradeItemLifespanFromTimeOfProduction	产品有效期 Product Lifespan	The period of day, guaranteed by the manufacturer, before the expiration date of the product, based on the production.
gln (manufacture)	生产制造商 GLN Manufacturer GLN	Party name and identification information for the brand owner. May or may not be the same entity as the information provider, which actually enters and maintains data in data pools.
partyName (manufacture)	生产制造商名称 Manufacturer Name	The name of the party expressed in text.
ContactTypeCode(CYC) CommunicationChannelTypeCode(TELEPHONE), communicationValue	生产制造商联系电话 Contact number	The party which provides product support to the trading partner party to which merchandise is sold. (GS1 Code)
packagingMaterialTypeCode	包装材料 Package Material	The materials used for the packaging of the trade item for example glass or plastic. This material information can be used by data recipients for: <ul style="list-style-type: none"> · Tax calculations/fees/duties calculation · Carbon footprint calculations/estimations (resource optimization) · to determine the material used.
packagingTypeCode	包装类型 Package Type	The dominant means used to transport, store, handle or display the trade item as defined by the data source. This packaging is not used to describe any manufacturing process. Data recipients can use this data for: <ul style="list-style-type: none"> · Space Planning · Data Accuracy (Tolerances) · Supply Chain processes · Recycling process (In combination with packaging materials) · Product buying/procurement decisions · Tax calculations/fees/duties calculation
tradeItemPrice (suggested)	建议零售价 Suggested Price	Provides the trade item price value. The amount value. The retail (to consumer) price as suggested by the manufacturer. This is normally used to establish a proposed value for the trade item for marketing purposes. May or may not appear on the package.

targetConsumerAge	目标群年龄 Target Consumer Age	Identifies the target consumer age range for which a trade item has been designed.
targetConsumerGender	目标群性别 Target Consumer Gender	Identifies the target consumer gender for which a product has been designed.
ingredientName	配料表 ingredient	Text field indicating one ingredient or ingredient group (according to regulations of the target market). Ingredients include any additives (colorings, preservatives, e-numbers, etc.) that are encompassed.

For questions regarding any of these GS1 attributes, please refer to the Global Data Dictionary or contact your data pool provider.