



# Global Forum 2017

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

20-24 February | Brussels, Belgium



## Market Place Summary

Global Forum 2017

The **Global Forum Market Place** is the greatest networking opportunity of the week. It is where GS1 Member Organisations and partnering companies promote their innovative initiatives. This year the Market Place was even bigger and better, in a new location at the Square and with two opportunities during the week for attendees to see the exhibits and plan to discover new ideas. Once again, the Market Place proved to be the greatest knowledge sharing opportunity of the week.

Below are short summaries of each of the stands and you can [view the photos here](#).

### **WINNER Best Market Place Booth 2017**

#### **GS1 Finland**

#### ***GOLLI - Complete Order to Cash Solution***

This year GS1 Finland demonstrated their Order to Cash service Golli, an easy-to-use and cost-effective cloud based service that enables digitization of the supply chain management process. GS1 Finland also maintains and develops cloud based EDI messaging service Golli and Synkka, the product data and digital content material services between the consumer goods industry and retailers.

[www.gs1.fi](http://www.gs1.fi)



#### **GS1 Hungary and GS1 Denmark**

#### ***Together we are Stronger***

When MOs collaborate and share, we create better solutions for our member companies. Trade Connectors, a company established by GS1 Hungary and GS1 Denmark in 2016, provides GDSN- datapool services, built by and for GS1 member organisations. They pay special attention to the user



experience for all companies that depend on their system for handling the product master data.

[www.gs1hu.org](http://www.gs1hu.org) and [www.gs1.dk](http://www.gs1.dk)

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## **GS1 MEMA**

### ***GS1 Standards in Action***

Whether you are a farmer, retailer, a brand, regulator or stakeholder – or simply a consumer shopping online or in a store – today’s retail landscape is changing and GS1 is there to help. MEMA MOs from Algeria, Jordan, Morocco, Tunisia, UAE and Lebanon invited attendees to explore how business processes can become more efficient and sustainable with GS1 standards and learn how the power of standards is transforming the way we work and live.

Facebook: [https://www.facebook.com/GS1-MEMA-](https://www.facebook.com/GS1-MEMA-137019696363054/)

[137019696363054/](https://www.facebook.com/GS1-MEMA-137019696363054/) Twitter: <https://twitter.com/gs1mema>



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## **GS1 China**

### ***Source Data Service - Make Data Visible***

GS1 China is in-charge of organising, coordinating and administrating article numbering and Auto-ID work throughout China. GS1 China has been dedicated to promoting the GS1 System, the globally-adopted, open and cross-industry standard for supply chain management, since it joined GS1 as a Member Organisation on behalf of China in April 1991. This year’s booth highlighted the Data Service Studios, PISP (ANCCnet) and data sharing and solutions.

[www.gs1cn.org](http://www.gs1cn.org)



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## **GS1 in Europe**

### ***You Play, We Raise, They Smile***

Today, commerce in Europe is everyone’s business. Small, local companies as well as big multinationals all need to speak a common language with their suppliers, partners and customers. GS1 in Europe covers 47 countries and provides a platform where national and pan-European companies can cooperate and share best practices. GS1 in Europe believes in Corporate Social Responsibility, so for their exhibit this year they invited attendees to play with them and help bring some light to visually impaired people in need.

<http://www.gs1.eu>



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## **GO Innovation: Auto-ID Labs**

### ***Auto-ID Labs: Research in Action***

The Auto-ID Labs comprise seven of the world’s most renowned research universities located on four different



continents. The labs' primary role is to future proof GS1 by shaping and anticipating the future. For over ten years, the labs have worked closely with GS1 in the development of open standards for supply chain visibility and provided strategic guidance for several flagship projects. This year the Auto-ID Labs booth demonstrated an array of innovative topics with a focus on adding the consumer to the currently B2B and Supply Chain oriented business model of GS1, and explore emerging technologies and new opportunities for extending the value of the GS1 system of standards, solutions and services.

<http://autoidlabs.org>

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## **GO Innovation: Scandit**

### ***Combining Software-based Scanning and AR***

Scandit combines innovation and software-based barcode scanning with AR to provide an enriched user experience and increased efficiency in common retail and logistics use cases. A live demonstration leveraged a HoloLens for hands-free scanning or any smartphone to batch scan an entire shelf and then providing supplemental data via AR. Attendees experience the innovative potential of Augmented Reality and its potential to power up applications enabled by GS1 standards.

<http://www.scandit.com>

SCANDIT

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## **Alibaba Group**

### ***Making it Easy to do Business Anywhere***

Alibaba Group, one of the largest online and mobile trading markets in the world, has recognised that the adoption of GS1 standards is an essential requirement for trade. In September 2016, Alibaba and GS1 announced that they will work together to adopt GS1 Standards for product information management. The purpose of the project is to establish a more standard and accurate product information system and empower brands with channel visibility and data quality, while improving the customer experience by giving customers first hand data from brands.

<http://alibabagroup.com>



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## **GS1 New Zealand**

### ***The Hunt***

Attendees were invited to download "The Hunt" app and find the iBeacons sprinkled around the marketplace and the Square. The intent was to locate & scan products that are either on recall or with unauthorised GTINs, showing the importance of What's in a number. Food safety in New



Zealand has been significantly strengthened by effective recall and withdrawal of unsafe or unsuitable products through GS1 NZ's internet-based ProductRecall service. The service connects suppliers with over 1800 manufacturers, food service distributors, fuel outlets and 100% of all supermarkets throughout New Zealand. The winner of a return flight to New Zealand was Deniss Dobrovolskis from GS1 Sweden!

[www.gs1nz.org](http://www.gs1nz.org)

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### **GS1 Canada** ***You Shoot, You Score***

Attendees were invited to indulge in some traditional Canadian food and to take part in a fun hockey shootout game for a chance to win great prizes, including the coveted GS1 Canada Standards Cup. This year the GS1 Canada booth highlighted important initiatives they are undertaking in 2017, including: Sector Boards, Industry Protocols, Industry Managed Services, and the 5 Levels of Confidence: a long-standing commitment to data integrity has been critical to building trust with subscribers.

[www.gs1ca.org](http://www.gs1ca.org)



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### **GS1 Germany** ***New Services: GTIN Manager, fTRACE, Legal Entity Identifier***

GS1 Germany develops process and application recommendations to support companies from different sectors in the implementation and show solutions for added value. These include the GTIN Manager where product information is easily shared online, fTRACE where 300+ suppliers from 20 countries exchange 45.000 GTINs with dynamic data, and the Legal Entity Identifier (LEI) with a current focus on issuers of equity and debt securities and closed ended investment funds.

<https://www.gs1-germany.de>



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### **GS1 Hong Kong** ***Maximising Value of Supply Chain Visibility***

GS1 HK has implemented its ISO compliant EPCIS-based ezTRACK™ platform with data capturing tools in the APEC Global Data Standards Pilots with proven success. This platform contains more than 4 million event data and has connected to more than 7 countries. Besides track and trace functionalities, customised applications on this platform were featured in the booth including Production Line Automation, Cold Chain Management and Product Authentication.

<https://www.gs1hk.org>



## **Descartes Systems Group** ***Connecting the Retail Community***

DESCARTES

Descartes Systems Group is a global GS1 Partner delivering B2B integration, trading partner collaboration & connectivity for companies worldwide. Descartes' Global Logistic Network endures efficient communications between trading partners in the retail supply chain and offers a complete package of EDI/XML services and solutions. All services and solution are developed and managed by a local team of specialists, 24/7. From web solutions or back-office integration to managed services, Descartes helps companies get more out of their supply chain.

[www.descartes.com/GS1](http://www.descartes.com/GS1)

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## **GS1 US** ***Meeting Member Needs to Put Standards in Action***



GS1 US provides a range of tools and resources including self-help and online and customised training and education, all targeted to meet their members' unique needs. These resources are specifically designed to not only help members implement GS1 Standards correctly, but also to help their businesses grow and flourish.

<https://www.gs1us.org>

The GS1 US exhibit invited MOs to attend **GS1 Connect 2017 - Collaborating for Business Excellence** to be held the 20-22 June 2017 in Las Vegas. The GS1 Connect Conference is where supply chain partners come together to learn how GS1 Standards can help them meet today's business challenges and unlock tomorrow's opportunities. GS1 MOs & their members receive 25% off the registration fee!

[www.gs1connect.org](http://www.gs1connect.org)

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## **GO Customer Service & Training** ***Discover the New Community Room***



Attendees were invited to discover how the way they learn will be transformed through the new support strategy. Visitors to the booth had the opportunity to view the new community room platform, as well as navigate through the new system via the self-help stations. The updated version of the GS1 Community Room is more user-friendly, helping users to navigate through the difficult GS1 standards and industry working groups in a more intuitive and simpler way. The Community Room will launch mid-March, the same week as the GS1 Industry & Standards Event.

<http://mozone.gs1.org/training>

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## **Saphety** ***Offering Solution That Fit Your Business Needs***

saphety

Saphety is a leading company in solutions for electronic documents exchange, electronic invoicing and data synchronization amongst companies. Currently, their client portfolio has over 4700 companies and over 129 thousand users throughout more than 30 countries. Saphety offers solutions that allow paper-free, simple and automated business processes between organisations. This is accomplished in a secure, reliable, efficient and economic way in accordance with the legal framework in force. Saphety's synchronization solution provides customers with a flexible catalogue for data and media. Their solution follows the GS1 standards and works through a certified data pool network.

<http://www3.saphety.com>

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## **GS1 Traceability**

### ***Continued Development of the GS1 Global Traceability Standard***

New drivers have emerged, such as the need for increased transparency between trading partners and with consumers. Food safety regulations and demands for ethical sourcing and sustainable farming practices are driving increasingly stringent requirements. Authorities, suppliers and buyers, as well as end users, consumers and patients are all demanding fast, accurate and complete traceability information. Attendees were invited to learn about future plans to shape Traceability, making it more approachable, user-friendly, effective and valuable.

<http://www.gs1.org/traceability>



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## **GS1 Traceability - International Trade Centre (ITC) & GS1 Global**

### ***A Global Registry Supporting Sustainable Agriculture***

Visitors to the exhibit gained a true understanding of how the GS1 Global Farm Registry helps to solve these current sustainability issues. The International Trade Centre (ITC) & GS1 Global explained how it will provide potential buyers, such as retailers and brands with the ability to access vital data on the sustainability performance of upstream suppliers, via platforms such as the Sustainability Network—developed by the ITC.

<http://www.intracen.org/>



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## **GS1 Retail**

### ***GS1 Australia, GS1 France, GS1 UK & GS1 Global Office It's Just Commerce***

In today's evolving retail landscape, companies need to exceed consumer expectations and build brand loyalty at every turn, while increasing speed, ensuring product safety





and improving relationships with global trading partners. This means connecting physical and digital so that commerce works seamlessly. Attendees were invited to learn how industry is creating and implementing commerce strategies that put the customer front and centre, throughout B2B, B2C and C2C paths to purchase. Industry is giving consumers what they want while also reducing costs, creating experiences—and ultimately selling more stuff—with the help of GS1 standards for product identification, data sharing and event tracking.

<http://www.gs1.org/retail>

## **GS1 Transport & Logistics**

### ***Rail Projects: Opportunities Ahead***

Today's rail industry is faced with mounting competitive and cost pressures that call for significant improvements in reliability, operating efficiencies and rail safety. Detailed risk management is becoming increasingly important – even mandatory due to current and upcoming regulations. Manufacturing, maintenance, repair and overhaul (MRO) processes have become more complex and global, with materials being sourced from all parts of the world.

<http://www.gs1.org/transport-and-logistics>



## **GS1 Technical Industries**

### **GS1 Australia, GS1 Germany & GS1 Global Office**

#### ***Simple. Global. Connected.***

GS1 standards are supporting the entire parts and data lifecycle within Technical Industries, while enabling increased traceability and timely identification of counterfeit items, as well as automated order-to-cash processes, serialised identification, increased operational productivity, and interoperability. Visitors to the exhibit learned about cutting-edge Technical Industries activities and business processes, had the opportunity to discuss with experts about how our standards provide safer, faster and leaner business processes, while enabling end-to-end monitoring and real-time product visibility and had the chance to see the laser engraving and direct part marking process live at the booth and receive a personalised giveaway.

<http://www.gs1.org/technical-industries>



## **GS1 Healthcare**

### ***Safer, More Efficient Care Starts with a Simple Scan***

GS1 Healthcare is leading the healthcare sector to develop and implement global standards in-order to enhance patient safety and supply chain efficiencies. Today, healthcare providers need to ensure high quality patient care while working within time and financial constraints. GS1 barcodes and standards are foundational to help hospitals deliver improved patient safety and operational efficiencies.

Regulatory agencies and jurisdictions also acknowledge GS1 standards in more than 65 countries. Attendees were invited to attend the upcoming **GS1 Healthcare Conference** the 4-6 April 2017 in Berlin, Germany

[www.healthcare-event.gs1.org](http://www.healthcare-event.gs1.org)

<http://www.gs1.org/healthcare>



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## **GS1 Data Services**

### ***High Quality Product Data - More Important Than Ever***

In retail, consumers have become more demanding in their purchasing decisions. Having access to the right product at the right time and at the right price is paramount to their shopping experience and ultimate purchase choice. In healthcare, inconsistent, incomplete and incorrect data increases the risk of patient safety errors and the cost of healthcare across the entire supply chain. High quality product data is more important than ever and this is where you can see GS1 Data Services in action.

<http://www.gs1.org/standards>



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## **Global Halal Data Pool**

### ***Connecting Small, Medium and Even Cottage Industries Globally***

The world's First Global Halal Data Pool (GHDP) is powered by the globally recognised and much coveted GS1 standard, which in turn will connect Halal Suppliers to buyers across 150 global markets. This initiative is championed by the Malaysian private sector and supported by key government agencies under the Ministry of International Trade and Industry Malaysia. It is designed to elevate the standing and access of Halal producers by bridging trade or market barriers created by non-adherence to international global supply chain traceability standards. GHDP is actively engaging over 200 global Halal certification bodies and councils to enrich the platform and ensure the Halal integrity of products throughout its supply chain via its live Halal validation engine.

[www.globalhalaldatapool.com](http://www.globalhalaldatapool.com)





## **GS1 Marketing**

### ***The GS1 5Cs***

With the release of the GS1 Marketing Guide in September, we now have great marketing materials that engage our customers. Attendees were invited to visit the booth to get inspiration on how to be more:

- **C**ustomer-centric: External focus on the customer
- **C**lear: Simple and easy to understand by all
- **C**oncise: Short and to the point
- **C**ompelling: Convincing and inspiring
- **C**onsistent: Speak with one voice

A common visual identity helps us speak with one voice and build a strong brand together. Thank you for the effort and commitment to roll out of the global brand across the world.

<http://mozone.gs1.org/brand>



## **GS1 Xchange**

### **Where collaboration meets community**

The GS1 Xchange (formerly the OCP) is a new, dynamic, shared virtual community that will help streamline communications between MOs, GO and several GS1 networks, communities, groups and forums—making it the “go-to” collaborative space of the future. Launching in the coming weeks, the GS1 Xchange will be the new home of existing GS1 “portals” like Community Room, WeShare, and more. In addition, we are creating a new landing page for this community called “The Daily Scan”. This interactive news portal will act as the Xchange landing page. The Daily Scan will feature an array of posted news and original content, as well as information about relevant topics in the retail and standards’ space.

<http://ocp.gs1.org/>

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



*Thank you for another successful Market Place!*