



# Global Forum 2018

*The Big Picture and GS1 Cloud will transform GS1, come and live it!*  
26 February - 2 March | Brussels, Belgium



## Market Place Expo Summary

The **Global Forum Market Place Expo** is the greatest networking opportunity of the week. It is where GS1 Member Organisations (MOs) and partnering companies share their innovative initiatives in a fun, lively atmosphere. This year the Market Place was re-energised with a record 30+ MOs exhibiting. Everyone had the chance to discover new ideas while sampling local delicacies and building new business relationships.

Below are short summaries of each of the booths and you can [view all the photos online](#).

### WINNER Best Market Place Booth 2018

#### **GS1 in Europe**

##### ***Enjoy a traditional European market at the Forum***

This year attendees were invited to visit the European Market, made up of individual stands representing different European MOs. The market provided the opportunity to learn about MOs best practices in the region, and to smell, taste and experience GS1 in Europe's diverse hospitality.

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



*"We built the GS1 in Europe traditional market, so we have our MOs presenting some of their projects in a traditional way. We have some produce coming all the way from the countries, so we have some Polish drinks, some Irish food, some Dutch cheese, French wine." - Camille Dreyfuss – GS1 in Europe Coordinator*

## **GS1 Asia Pacific**

### ***Asia Pacific MOs: Strength in Diversity! Enabling Trade & Empowering Consumers***

As one of the most dynamic and fastest growing part of the global economy, APEC economies alone represent 55% of global trade. In a first for the GS1 community, GS1 Asia Pacific MOs collaborated this year in a large booth to introduce the geographically, culturally and politically diverse region. Representatives from MOs were dressed in national costume, and attendees were able to learn about the regional and local initiatives all while throwing a rugby ball or sipping sake.



## **GS1 Hong Kong, China**

### ***Know Your Product. Know Your Customer***

The GS1 Hong Kong booth invited attendees to explore how a solution could connect and engage consumers using the *REAL Visibility* solution, which allows consumers to easily verify product authenticity by a simple mobile scan and then to access up-to-the-minute product information. The solution also allows brand owners to increase consumer trust and engage consumers. GS1 Hong Kong demonstrated a solution that combined authentication, traceability and consumer analytics which connect and engage consumers and generate insight.

[www.gs1hk.org](http://www.gs1hk.org)



## **Lansa**

### ***Advanced Software Made Simple***

Working across multiple industries, and within the GS1 System of standards, many of the world's best known brands choose LANSA. For over 10 years LANSA has been providing GS1 compliant Product Information Management software to address compliance requirements, regulatory demands and data quality challenges. Their Master Data Management solutions help businesses to better manage, validate and synchronize their product data with their trading partners worldwide. In their booth this year Lansa showed us how to become a master of product data.

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



## **GS1 Data Services**

### ***Confidence starts with the cloud – get trusted data to your consumers***



From GDSN, GLN and GEPiR - to the newest and forthcoming services, including **GS1 Cloud**, **Activate**, and **Attribute Explorer** - GS1 offers a portfolio of data services to make adoption of GS1 standards easier and more impactful to businesses. This year Market Place attendees were invited to join experts to learn how the portfolio of GS1 data services supports business and growth strategies.  
[www.gs1.org/services](http://www.gs1.org/services)

## Global Standards Management Process

### ***GSMP: The people behind the process***

The GSMP community-based forum is for businesses facing similar problems to work together and develop standards-based solutions. As a neutral participant, GS1 facilitates dialogue and the development of standards-based solutions among business and technical people from nearly sixty countries. The GSMP photo booth was a great opportunity to celebrate the people who devote their time, energy and expertise to the standards development process, to take fun photos and to share their experiences.

[www.gs1.org/standards-development](http://www.gs1.org/standards-development)



## GS1 Healthcare

### ***Safer, more efficient care starts with a simple scan***

Attendees were invited to meet the Global Office Healthcare team and to learn the latest exciting news about GS1 standards in healthcare. Colleagues from GS1 Colombia were on hand to discuss the upcoming **GS1 Healthcare conference in Bogota**, to be held **10-12 April 2018**. While getting their wristbands scanned to see if they had won a prize, attendees also had the chance to learn more about the first African GS1 Healthcare conference, **Track and trace for access to safe medicines** being held from **8-10 May 2018, in Addis Ababa, Ethiopia**.

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



## Technical Industries

### ***Entering the digital era of life cycle traceability***

GS1 standards support the entire parts and data lifecycle traceability within Technical Industries increasing safety, operational productivity and interoperability. At the Technical Industries booth attendees learned about today's cutting-edge activities and business processes, specifically in the Construction, Defence and Rail sectors. They were



able to discuss with experts about how GS1 standards provide safer, faster and leaner business processes, while enabling end-to-end monitoring and real-time product visibility.

[www.gs1.org/technical-industries](http://www.gs1.org/technical-industries)

## Transport & Logistics (T&L)

### ***Shaping the future of how products move***

Manufacturers, retailers and logistics service providers need to know exactly where their shipments of goods are at any time, where they have come from, and when and where they are due to arrive. The use of GS1 standards gives accurate up-to-date information so businesses can make good decisions - and is shaping the future of how products move. At the T&L Market Place booth this year attendees had the opportunity to learn more and to participate in the development of a new GS1 T&L strategy by sharing their expertise, insights and views.

[www.gs1.org/transport-and-logistics](http://www.gs1.org/transport-and-logistics)



## GS1 Retail

### ***The convergence of physical & digital***

Today's evolving retail landscape is focused on the convergence of two key forces of commerce: the physical and the digital. These foundational pieces are seen as both interconnected and interdependent, and GS1 is working to ensure that digital-world life and physical-world life are as close to identical as possible. At the Retail booth this year attendees learned how industry is creating and implementing commerce strategies that put the customer front and centre. They discovered how industry is giving consumers what they want while reducing costs, creating experiences, and ultimately selling more stuff - with the help of GS1 standards for product identification, data sharing and event tracking.

[www.gs1.org/retail](http://www.gs1.org/retail)



## Traceability & Sustainability

### ***Supply chain visibility with the Traceability Deployment Kit***

This year the Traceability and Sustainability market place booth invited visitors to explore and learn what is new at GS1 for supply chain visibility, supplier and product transparency and sustainability. The booth featured the new Traceability Deployment Kit and an interactive demonstration on supply chain and inventory management and sustainability. Attendees personalised their very own *Barry the Bear* and



explored the journey Barry took to reach the Square.

[www.gs1.org/traceability](http://www.gs1.org/traceability)

<http://evrythng.com/>

## **Solutions and Innovation**

### ***Customising the commerce experience to support the consumer digital revolution***

Consumers are continuing the evolution of how to use smart devices and mobile platforms to customise their commerce experience. Today's consumers research products online, make purchases through mobile apps and use smart devices to unlock digital experiences for their purchases. Market Place attendees were invited to learn how GS1's work in Consumer Internet of Things (IoT), online imagery, SmartSearch and GS1 Structured URIs are supporting this digital revolution, and how this links in with initiatives like the GS1 Cloud.

[www.gs1.org/standards/internet-of-things](http://www.gs1.org/standards/internet-of-things)



## **Auto-ID Labs**

### ***Applied research on future trends and technologies***

The Auto-ID Labs network was created to foster foundational research in the early days of RFID technology. Today, the six international labs produce new research in areas like machine learning, sensors and IoT. The labs also support collaborative programmes to apply GS1 standards in new applications. Attendees were invited to learn more about the labs' current research work and meeting with representatives from MIT, University of Cambridge, ETH Zürich/University of St. Gallen, Fudan University, KAIST and Keio University.

<https://autoidlabs.org/>



## **GS1 Sweden**

### ***Traceability throughout the entire supply chain***

The GS1 Global Traceability Standard enables traceability throughout the entire supply chain. All parties handling the products have access to real-time information on which products have been delivered, when they were delivered and to whom and where they were delivered. The standard is based on all parties, products and units being uniquely identified and shared electronically. At the GS1 Sweden booth attendees were able to see this in action at the interactive demo of real-time



traceability – all while learning more about the culture and country of Sweden.

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

## **GS1 Global LEI Service**

### ***Enabling MOs to offer a new, value-added service to customers***

The GS1 Global Office is in the process of becoming accredited by the Global Legal Identifier Foundation (GLEIF) as an authorised Local Operating Unit (LOU) for the global allocation of Legal Entity Identifiers (LEI). The GS1 Global LOU enables all MOs to quickly go-to-market and support local LEI issuance by leveraging one global service. At the time of the Market Place, 13 MOs have already gone live as part of the first wave of registration agents. At the GS1 Global LEI Service booth attendees were able to find out more and how to get involved, the requirements for participation, and next steps.

<http://mozone.gs1.org/services/gs1-global-lei-service>



## **GS1 Germany**

### ***The value of offering local LEI service***

Attendees were invited to visit the GS1 Germany booth to find out more about the GS1 Global LOU value added service, and to see first-hand what a Registration Agent is responsible for and learn how MOs can become a Registration Agent in 5 easy steps! Global LOU subject matter experts, as well as members of the GLEIF, were present to answer questions and offer practical advice on participating.

[www.gs1-germany.de](http://www.gs1-germany.de)



## **GS1 France**

### ***API to interconnect transport appointment platforms***

To accelerate digital transformation of logistics, GS1 has to facilitate the interconnection of collaborative platforms. At the Market Place, GS1 France presented two linked projects regarding this topic. First, API to interconnect digital agendas in logistics, and second, Connect1, a single sign on tool that allows a person or a machine to have a unique digital identity to gain access to many IT systems without using different usernames or passwords.

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



## **GS1 Belgium & Luxembourg**

### ***Belgian Sweets***

In Europe, GS1 Belgium & Luxembourg bring together supermarkets, drugstores, construction markets, hospitals and their suppliers as well as their logistics providers. At the Market Place they put the spotlight on one Belgian specialty: chocolate! The booth included fun games and a chance to taste the Belgian sweets while learning about the work the organisation is doing to create a more efficient chain.

[www.gs1belu.org](http://www.gs1belu.org)



## **Public Policy**

### ***Choose the best policy poster***

The Public Policy booth highlighted examples of policy projects executed by MOs and invited attendees to vote for the best policy poster. The Global Office public policy team and MO representatives welcomed visitors and answered questions, while sharing a sample tasting from one of the APEC supply chain pilots.

[www.gs1.org/public-policy](http://www.gs1.org/public-policy)



## **GS1 Australia & GS1 Canada**

### ***Fire and Ice***

Canada's freezing winters and Australia's sweltering summers...attendees were invited to learn more about tracing products from a fiery climate to an icy land at the GS1 Australia/Canada booth. GS1 Canada & GS1 Australia demonstrated the use of global standards in product traceability from continent to continent weathering all conditions. Visitors took a spin of the *traceawheelity* to answer a hot topic or cold hard fact question and to taste locally loved snacks and bar favourites.

[www.gs1au.org/our-services/recall](http://www.gs1au.org/our-services/recall)

[www.gs1ca.org/pages/n/standards/Traceability-Standards.asp](http://www.gs1ca.org/pages/n/standards/Traceability-Standards.asp)

[www.can-trace.org](http://www.can-trace.org)



## **GS1 Denmark**

### ***What's your next datastep?***

GS1 Denmark presented its latest development, *GS1Trade Intel*. The system gives business managers a tool where master data and event data work together and create a foundation to analyse and use traceability data. Attendees were invited to test the GS1Trade Intel's public search function and its cutting edge temperature and humidity sensor data reporting.



There was also a chance to enter the exciting competition to win a pair of cute animal socks, simply by using GS1Trade Intel to answer traceability questions regarding Benny the fish and Anton the pig.

<https://www.gs1.dk>

## GS1 US

### ***Accuracy is everything***

Business relies on barcodes for efficiency, productivity, and customer satisfaction. Barcodes must be precisely printed and when they're not, it may be impossible to detect with the naked eye, costing members time and money. Barcodes need to scan the first time, every time, throughout the supply chain to the point-of-sale. At the GS1 US booth, attendees were offered test cards that consist of a series of barcodes, each intentionally printed with unique errors, to help identify barcode flaws.

[www.gs1us.org/what-we-do/services/test-cards](http://www.gs1us.org/what-we-do/services/test-cards)



## Saphety

### ***One road to synchronization***

Saphety helps to enable product master data, digital asset management & synchronisation in a fast, agile and easy way. The company helps to provide master data & digital asset management services, locally or globally through GDSN, compliant with GS1 standards. At the Saphety booth attendees discovered the technology and services being provided to some of the most successful operations in the world, and the future of master data in retail and omni-channel.

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



## Forum Silver Sponsor

## Alkemics

### ***The digital collaboration platform for retail***

Alkemics is a cloud-based collaborative platform that helps retailers, brands and solution partners to uniquely manage B2C and B2B data all together in one secure place. In France, Alkemics covers over 90% of the grocery e-commerce market supporting all major retailers and over 5,500 multi-national and local brands. At the Alkemics booth, attendees were invited to learn about the productDNA:hub, which selected by GS1 UK will support the entire UK grocery retail industry.

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





## **GS1 UK**

### ***Meet your new members!***

Did you know that nearly a third of GS1 UK members trade with online marketplaces - and this number is growing. At their booth this year, attendees were introduced to 6 different types of online sellers - all with different motivations, challenges and reasons to use online marketplaces. GS1 UK shared the campaign, which brought the 6 personalities to life for attendees as they tried some of the great UK products, all while learning how GS1 UK engaged with their members to learn their stories.

[www.gs1uk.org](http://www.gs1uk.org)



## **GS1 India**

### ***Standards In Action***

Exhibiting for the first time, GS1 India show-cased the use of GS1 standards in innovative applications across retail, healthcare, transportation & logistics, defence and government. The applications on display included the *Smart Consumer App*, a single mobile app for accessing information and verifying compliances across different regulations on consumer safety. Attendees also learned more about *DataKart*, a single source of reliable information on SKU data, product changes, and new product introductions.

[www.gs1india.org](http://www.gs1india.org)



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

**Thank you for another successful Market Place!**