2018 attendance!

358

Amazing number of countries!

37

38%

New attendees!
GS1 Industry & Standards Event 2018
10-14 September 2018 – Dublin, Ireland

Transforming business together

Session: Plenary
Time:

Who may attend:

Speaker: Mike Byrne, CEO GS1 Ireland
Céad Míle Fáilte

“One Hundred Thousand Welcomes”

Welcome to Dublin

GS1 Global Industry & Standards Event 2018
@GS1 Ireland - Our **Values** are embedded in our **Standards**
Ireland – who we are, and who are our Members

• EU member since 1973

• Only native English speaking country in the Eurozone

• Most positive country about the EU*
  • 77% are optimistic about the future of the EU, the highest % in Europe*. (EU average 58%).
  • 88% in favour of the free movement of EU citizens to live, work, study, do business in the EU (EU average 81%).
  • 82% of Irish citizens feel they are citizens of the EU (EU average 68%)

*Eurobarometer August 2017
Ireland our **Strengths** and our Exports

**Ireland** – Open for Business *@Local, @Regional* and *@Global*...
Ireland our Strengths and our **Exports**

**GS1 Ireland** – supporting our members [@Local, @Regional and @Global...](#)
Creating **Value** through **Ambition**...
Thank you, enjoy Dublin and have great week!

On behalf of everyone @GS1 Ireland…

Mike Byrne
Chief Executive
mike.byrne@gs1ie.org
T: +353 1 2080660
M:+353 87 2373164

Scan Me
to access the
GS1 Guide to Dublin
Global Standards Management Process update

Andrew Hearn, GS1
Vice President, GSMP
You are “in the room” where it happens.
Ratified 2018

- Mobile Ready Hero Images Guideline
- Logistics Interoperability Model Application Standard
- GDSN Maintenance Release 3.1.7
- Core Business Vocabulary Standard
- GUDID Guideline
- Global Fish, Seafood and Aquaculture Guideline
- Digital Link Standard
- EPC RFID Identity Protocols Generation-2 UHF RFID Standard
- Global Product Classification Standard Publication June 2018
- Product Image Specification, Release 3.2
- GDSN Trade Item Implementation Guideline
- Human Readable Interpretation Guideline
- EPCIS & CBV 2.0
- EDI XML Release 3.4
- GS1 General Specifications Release 19
- Global Product Classification (GPC) Release December 2018

In Process

- Clinical Trials Processes
- Fighting Illicit Trade
- GDSN Maintenance Release 3.1.8
- Messaging for Verification of Pharmaceutical Saleable Returns
- Digital Link – Phase 2
- Mobile Ready Hero Images – Phase 2
- Global Fish, Seafood and Aquaculture Guideline
- Core Business Vocabulary Standard
- GUDID Guideline
- Global Fish, Seafood and Aquaculture Guideline
- Logistics Interoperability Model Application Standard
- GDSN Maintenance Release 3.1.7
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- EDI XML Release 3.4
- GS1 General Specifications Release 19
- Global Product Classification (GPC) Release December 2018

…and more!
A new generation of GS1 standards

GS1 Digital Link Standard & Mobile Ready Hero Image Guideline
At the speed of business

After operational improvements

50% reduction

To deliver new GS1 standards
Who’s in the room?

<table>
<thead>
<tr>
<th>Interest category</th>
<th>Q2 2017</th>
<th>Q2 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academia</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Associations</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Central Bank</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Distributor/Group Purchasing</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>GS1 MO</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>Hospital</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Logistics Provider</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>87</td>
<td>131</td>
</tr>
<tr>
<td>Regulatory Bodies and Government Agencies</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Retailer</td>
<td>36</td>
<td>45</td>
</tr>
<tr>
<td>Solution Provider</td>
<td>106</td>
<td>151</td>
</tr>
<tr>
<td>Total</td>
<td>333</td>
<td>444</td>
</tr>
</tbody>
</table>

- Middle East & Africa: 3%
- Asia Pacific: 5%
- Europe: 34%
- North America: 55%
- Latin America: 3%
GSMP member satisfaction

Staff satisfaction
Overall satisfaction
Process satisfaction

2014: 73, 57, 39
2015: 66, 57, 43
2016: 81, 64, 50
2017: 76, 71, 50
2018: 90, 81, 67
GS1 Organisational update

Miguel Lopera, CEO
GS1 Key Global Priorities 2018-2019

**Sectors**
- Healthcare
- Retail/Marketplaces
- Transport & Logistics
- Technical Industries

**Standards**
- GS1 Digital Link
- GS1 Mobile Ready Hero Image
- Clinical Trials Processes

**Services**
- Identification/Verification (GS1 Cloud, Verified by GS1)
- GS1 Data Quality
- GS1 Global LEI Service

**Solutions**
- Traceability/Sustainability
- Fighting Illicit Trade / Anti-Counterfeit

**Innovation**
- Consumer Internet of Things
- Blockchain

**Organisation**
- Big Picture Implementation

The Global Language of Business

© GS1 2018
Expand the offer
Standards + Services
GS1 Cloud: Platform and Services

Activate (BETA) Allocate GTIN online
Check (BETA) Confirm product GTIN
View Source product information
Explore Find new products
Other services To be developed

Activate database → GTIN registry → GCP registry

Platform management utilities: security, user administration, performance monitoring, analytics & reporting, etc.
What we have achieved together so far

Check Dashboard

MO Feedback Provided
33

Last Update: 9/7/18

166,832,258
Check Queries Total

3,308,383
License Total via PROD

73,147,917
GTIN Total via PROD

Count of MO Check Queries

Count of MO Licenses in PROD

Count of MO GTIN in PROD

© GS1 2018
More than ever, data quality...

...is mission critical!
Great job, but ... we must continue climbing!
When we add the passion that is in all of us...
...nothing is impossible!
Michael Carey

Executive Chairman, East Coast Bakehouse
‘An Embarrassment of Opportunities’

Michael Carey
Executive Chairman

GS1 Conference, Dublin. 11th Sept 2018
Topics:

- Background and Journey
- Establishing ECB
- 8 Lessons Learned
- Q & A
Corporate Career Path 1984-2001

Marketing Assistant
Marketing Manager
Marketing Director
Managing Director


Logos: Kellogg's, Fox's, Danone, Jacobs, Batchelors
Entrepreneur/Investor Career Path
2001 - Date

- **Shona Foods Ltd.**
- **Fruitfield Food Group**
- **Jacob Fruitfield Food Group**
- **valeoFOODS**

Scale: Annual Revenue
- Nil
- €25m
- €100m
- €1b

Date:
- 2001
- 2002
- 2004
- 2011
- 2016
Entrepreneur/Investor Career Path
2001 - Date

Scale: Annual Revenue

Nil
€25m
€100m
€1b

EAST COAST BAKEHOUSE
Baking Better Biscuits
To create a new Irish producer of food, competitively providing good tasting products, using great ingredients in local world class sustainable facilities.
Group Development Steps

1. Step 1. Establish ECB
   Create a sustainable profitable biscuit/cookie business East Coast Bakehouse (ECB)

2. Step 2. ECB Capability
   Second stage investment at ECB to address additional opportunities (beyond current plan)

   Seek opportunities for strategic partnerships or acquisitions
Original Co-Founders (2015)
Evolving Senior Leadership Team
Funding - €20m
Built a Long ‘Cash Burn’ Runway
......But Still Needed an Extension
Accreditations, Global Standards and Awards
Commercial Strategy: Three Sources of Business

- **Brand**
  - Domestic
  - UK
  - ROW Export

- **Private Label**
  - Domestic
  - UK
  - ROW Export

- **Contract Manufacture**
  - Domestic
  - UK
  - ROW Export
Commercial Strategy: Three Sources of Business

- **Brand**
  - Domestic
  - UK
  - ROW
  - Export

- **Private Label**
  - Domestic
  - UK
  - ROW
  - Export

- **Contract Manufacture**
  - Domestic
  - UK
  - ROW
  - Export
Business Segment: Brand
Brand – Domestic Market

Tesco Ireland
SuperValu
ALDI
Dunnes Stores
Lidl
Mace
Londis
AppleGreen
Circle K
Aer Lingus
Brand – UK Retail

Unique brand range (5 SKUs) in all 491 Morrisons stores from June 2018.
Orders dispatched to 18 countries:

- USA
- Nigeria
- Kenya
- Israel
- Cyprus
- Saudi Arabia
- Bahamas
- St Kitts & Nevis
- Grenada

Distribution in 24 further counties currently in negotiation:

- Malta
- Portugal
- France
- Russian Fed
- China
- Canary Islands
- Lithuania
- Faro Islands
- Iceland
Nigeria

USA

Northern Cyprus

Iceland

Faroe Island
Brand Social Responsibility
Business Segment: Private Label
Business Segment: Contract Manufacturing
Currently manufacturing for 4 owners of biscuit brands, offering:

- Innovation
- Efficient Scale of Production
- Brexit Risk Mitigation
## ECB SKU’s in One Major Retailer

<table>
<thead>
<tr>
<th>Range</th>
<th>Number of SKU’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Coast Bakehouse Brand</td>
<td>8</td>
</tr>
<tr>
<td>Retail Private Label</td>
<td>15</td>
</tr>
<tr>
<td>Contract 1</td>
<td>9</td>
</tr>
<tr>
<td>Contract 2</td>
<td>2</td>
</tr>
<tr>
<td>Contract 3</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>36</strong></td>
</tr>
</tbody>
</table>
## Current ECB Business Plan – P&L

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>257</td>
<td>1,163</td>
<td>6,374</td>
<td>13,435</td>
<td>14,000</td>
<td>21,000</td>
<td>26,750</td>
</tr>
<tr>
<td>EBITDA</td>
<td>(2,068)</td>
<td>(1,769)</td>
<td>(0)</td>
<td>1,894</td>
<td>1,886</td>
<td>3,754</td>
<td>5,207</td>
</tr>
<tr>
<td>EBITDA %</td>
<td>(805%)</td>
<td>(152%)</td>
<td>B/E</td>
<td>14%</td>
<td>13%</td>
<td>18%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Note: Optimising the use of current manufacturing assets only (STEP 1)
EIGHT LESSONS LEARNED:
Lesson 1. AT ‘GO’: ALL THE KETTLES NEED TO BOIL AT THE SAME TIME.
Lesson 2. “NO BATTLE PLAN EVER SURVIVES THE FIRST ENCOUNTER WITH THE ENEMY.”

German military strategist Helmuth von Moltke 1871
Lesson 3. THE TEAM MATTERS ....WITH A HIGH ‘TEAM ADVERSITY QUOTIENT’.

EAST COAST BAKEHOUSE

Baking Better Biscuits
Lesson 4. THE GUY WHO WRITES THE BANK ADVERTS ISN’T THE SAME GUY WHO LENDS THE MONEY.
Lesson 5. REPUTATION IS CRUCIAL: FOR AN ENTREPRENEUR/TEAM, A BRAND AND A COUNTRY.
Lesson 6. WATCH OUT FOR THE SALAMI EFFECT – QUALITY MATTERS.
Lesson 7. FOOD INDUSTRY OFFERS AN EMBARRASSMENT OF OPPORTUNITIES.
Lesson 8. THE WORST DAY AS AN ENTREPRENEUR IS BETTER THAN THE BEST DAY WORKING FOR A BIG COMPANY.
THANKS FOR LISTENING!

@eastcoastbake
@careyonfood
GS1 Ken Traub Standards Awards

Recognising outstanding people behind the process
GS1 Annual Standards Awards

Award Criteria
A GS1 community member who:

• has made a significant impact in the development and/or adoption of GS1 standards
• is a generous source of knowledge and leadership to GS1
• has promoted the benefits of GS1 Standards
• has participated in multiple GS1 groups

Note: GS1 GO staff are not eligible.

We are announcing two winners:
• 1 person from industry
• 1 Member Organisation (MO) representative
The Global Language of Business
GS1 Ken Traub Standards Award Winner

- A dedicated contributor to GS1 and the GSMP process since 2011
- Active member of the GS1 Architecture Group (AG)
- Ensures that work of the AG is meaningful for end users
- Valuable contributor to many GSMP work groups, especially DigitalLink & Consumer Product Variant

Sylvia Rubio Alegren
ICA Sweden
The Global Language of Business
GS1 Ken Traub Standards Award Winner

- A dedicated contributor to GS1 and the GSMP process since 2011
- Co-chair of EPCIS 1.2 and 2.0
- Active member of the GS1 Architecture Group (AG)
- Driving force behind multiple industry standards including: identification of apparel components, RFID Item Level Guideline
- Very knowledgeable in Apparel & General Merchandise sector
- Calm, diplomatic approach to standards development

Ralph Troeger
GS1 Germany
The Global Language of Business
Transforming business together

Thank you for joining us!

This week we will:

• **Inform, learn and share** best practices
• **Network and strengthen** our working relationships
• **Help define the future of global business standards**

60 sessions  4 Lunch & Learns  2 evening networking events!
GS1 Industry and Standards Event 2018
Transforming business together

Plenary & Awards

Dublin, Ireland

Tuesday, 11 September 2018