## Plenary schedule

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Title</th>
<th>Speaker</th>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td>9:00 – 11:00</td>
<td>Introduction</td>
<td>Andrew Hearn, GS1 Global</td>
<td>5 min</td>
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<tr>
<td>9:00 – 11:00</td>
<td>GS1 US remarks</td>
<td>Carrie Wilkie, GS1 US</td>
<td>5 min</td>
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<tr>
<td>9:00 – 11:00</td>
<td>State of the Business</td>
<td>Miguel Lopera, GS1 Global</td>
<td>10 min</td>
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<tr>
<td>9:00 – 11:00</td>
<td>Global Standards Management Process Update</td>
<td>Andrew Hearn, GS1 Global</td>
<td>10 min</td>
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<tr>
<td>9:00 – 11:00</td>
<td>TBD</td>
<td>Barry Rellaford, Keynote Speaker</td>
<td>60 min</td>
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<tr>
<td>9:00 – 11:00</td>
<td>Audience Q &amp; A</td>
<td>Barry Rellaford, Keynote Speaker</td>
<td>10 min</td>
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<tr>
<td>9:00 – 11:00</td>
<td>Standards Awards</td>
<td>Miguel Lopera, GS1 Global</td>
<td>10 min</td>
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<tr>
<td>9:00 – 11:00</td>
<td>Closing</td>
<td>Andrew Hearn, GS1 Global</td>
<td>5 min</td>
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GS1 Standards Event 2018
Building standards to deliver business value

Plenary

Jersey City, New Jersey, USA

Tuesday, 20 March 2018
Welcome to Jersey City!

206 attendees
52 Newcomers
22 countries
Building standards to deliver business value

Thank you for joining us!

39 sessions, 2 Lunch & Learns, and...
2 evening networking events!

This week we will:

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

Key topics we will cover:

- Global Traceability Standard (GTS2)
- Standards Development Certification Programme
- Uniform Resource Identifier
- Mobile Ready Hero Images
- GS1 Cloud
- Consumer Product Variant into GDSN
- GDSN Validation Rules
- GS1 Activate
Plenary agenda

• The week ahead
• Welcome from our host, GS1 US
• GS1 CEO “State of the Business”
• Global Standards Management Process update
• Keynote: Barry Rellaford, The Speed of Trust
• GS1 Ken Traub Standards Awards
• Closing remarks
Special thanks to our host, GS1 US!
About GS1 US

GS1 US serves more than 300,000 businesses across 25 industries in the United States.

- Leading industry initiatives in Apparel and General Merchandise, Foodservice, Healthcare, and Retail Grocery
- Administering the GS1 System of Standards
- Providing support services, tools, education, and training
- Connecting communities through events and online forums

GS1 US® is the pioneer of the Universal Product Code (U.P.C.) and the Electronic Product Code (EPC®).
GS1 US 2017-2019 Strategy on a Page

<table>
<thead>
<tr>
<th>VISION</th>
<th>The Global Language of Business</th>
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<tbody>
<tr>
<td>MISSION</td>
<td>GS1 Standards as a key component of business processes deliver lower costs and higher revenue for industry</td>
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<tr>
<td>STRATEGY</td>
<td>What: Relevance and Retention</td>
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<td></td>
<td>How: Strengthen the Platform – Network Effect</td>
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<tr>
<td></td>
<td>a) Refine and Improve the Core</td>
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<td>b) Innovate for the Future</td>
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**BUSINESS OPPORTUNITY FOCUS**
- Information Management
- Transaction Management
- Inventory Management
- Risk Mitigation

**STRATEGIC PILLARS**
- Community Focus
- Industry Engagement 2.0
- External Services
- Innovation

**OBJECTIVES**
- Expand Engagement and Use in and beyond Supply Chain
- Demonstrated ROI for Industry
- Standards Relevance for Existing / Emerging Platforms
- Quality Data
GS1 State of the business

Miguel Lopera, GS1
President and Chief Executive Officer
## Long term strategy – our strategic priorities

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<thead>
<tr>
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<th>Mission/Vision</th>
<th>Execution Quality</th>
<th>Sector Focus</th>
<th>Digital</th>
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<tbody>
<tr>
<td>1</td>
<td>• Purpose &amp; beliefs</td>
<td>• Best-in-class GSMP</td>
<td>• Drive adoption and GS1 system use across core sectors: Retail/Omni-channel, Healthcare, T&amp;L</td>
<td>• Develop the GS1 system to be seamlessly relevant across physical and digital domains</td>
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<td>• Common global brand system</td>
<td>• Data strategy (GS1 Cloud)</td>
<td>• Identify opportunities for growth based on successful MO initiatives</td>
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<td></td>
<td></td>
<td>• Data quality</td>
<td>• Evaluate viable industries</td>
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<td>3</td>
<td><strong>Innovation</strong></td>
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<td>• Creating an innovative culture that continuously explores technology and business opportunities relevant to GS1</td>
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<td>4</td>
<td><strong>Organisation</strong></td>
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<td>• The Big Picture</td>
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<td>• MO clusters</td>
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<td>• MO governance (independent legal entities)</td>
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<td></td>
<td>• Common trademark agreement</td>
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<td></td>
<td>• GS1 organisational culture</td>
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GS1 key global priorities 2017-2018

**Sectors**
- Retail/Omni-channel
- Healthcare
- Technical Industries
- Transport & Logistics

**Standards**
- GS1 UniqueID
- Traceability GTS2
- Global Model Number (BUDI-DI)

**Services**
- GS1 Global Data Services (GS1 Cloud, GDSN Simplification)
- GS1 Global LEI Service

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

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

**Organisation**
- Big Picture Implementation
Great job, but …

we must continue climbing!
More than ever, data quality...
In the Big Picture we are working to develop the capabilities, services and culture to deliver excellence
Expand the offer
Standards + Services
Our culture values people
THE NEW GS1 WORLD
When we add the passion that is in all of us ...
The GS1 Passion

...nothing is impossible!
Global Standards Management Process update

Andrew Hearn, GS1
Vice President, GSMP
It's not about the pieces but how they work together.
The GSMP Community makes the difference

It really is about YOU...
The GSMP CommUNITY makes the difference

#IAM GSMP

The Global Language of Business
...and THIS is the result!

- Ratified
  - Tagged Item Performance Protocol
  - Seafood & Aquaculture Traceability
  - MRO Rail Phase II
  - GPC Standard Dec 2017
  - General Specifications v18.0
  - GDS Maintenance Release 3.1.4
- In Process
  - URI Structure
  - Global Data Sync MR 3.1.5&6
  - EPCIS & CBV V2 2.0
  - Temperature Sensor Monitoring
  - Fighting Illicit Trade
  - Mobile Ready Hero Images
  - Consumer Product Variant into GDSN
  - GPC Standard Jun 2018

... and more!
Trust binds us together
Keynote Barry Rellaford

Barry Rellaford, *The Speed of Trust®*
March 20, 2018
GS1 Ken Traub Standards Awards

Recognising outstanding people behind the process
GS1 Ken Traub 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 GS1 Member Organisation (MO) representative
GS1 Ken Traub Standards Award Winner

- Passionate and dedicated member of the new GSMP community since 2010
- Co-Chair of GS1 Architecture Group
- Has extensive knowledge and belief in the GS1 system
- Proactive in providing user perspective on implementation of our standards

Vera Feuerstein
Nestlé
The Global Language of Business
GS1 Ken Traub Standards Award Winner

- A 20 year contributor to GS1
- Instrumental in the creation and development of GS1 standards
- Key contributor to RFID, EPCIS/CBV, GDSN and LEI, and more
- Mentor and friend to the global community of GS1 MOs and end users

Bernie Hogan
GS1 US
The Global Language of Business
Tonight! Networking Dinner – “Celebrate the City”

Join us in the Manhattan Ballroom, 9th floor at 18:00
Enjoy delicious cuisine from various ethnic neighborhoods in Manhattan!
Save the date!

GS1 Industry and Standards Event

10–14 September 2018
in Dublin, Ireland
This week... Ask questions. Share experiences. Seek new ideas. Enjoy!
To all of you:
for your passion
for sharing your knowledge
for your time and dedication
for making this a memorable event