

# Anti-trust caution

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- GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
  - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share.**
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full anti-trust caution is available via the link below, if you would like to read it in its entirety: <http://www.gs1.org/gs1-anti-trust-caution>.

# Statement & reminder for seeking intellectual property information

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- Relevant to the features of the specification that are being developed in this work group, if anyone has knowledge or information about intellectual property rights, such as, patents or patent applications; please promptly convey this information to the work group facilitator.
- The intellectual property rights can either be in development or owned by persons, companies or third parties within this work group or outside this work group.
- We do this under the guidance of the GS1 Intellectual Property Policy, so that GS1 can seek to avoid the uncertainty regarding intellectual property claims against the Specification.

# Meeting etiquette

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- **Meetings will begin promptly as scheduled**
- **Be present – avoid multi-tasking**
- **Avoid distracting behaviour:**
  - Place mobile devices on silent mode
  - Avoid sidebar conversations
- **Be considerate**
  - Avoid monologues
  - Keep comments concise
- **Respect work group decisions**
  - Avoid re-opening decisions unless there is a significant quality impact
- **Collaborate** in support of meeting objectives
  - Ask questions
  - Be open to alternatives
- **Be representative**
  - Avoid personal remarks
  - Do not speak for your company or community if you do not clearly understand their needs
  - Votes should reflect the needs of your company or community

# GS1 Standards Event App – How to get it

- 1 Get the App by searching your App store for "**GS1 Global Events**" (If you already have the Global App due to attendance at the Global Forum or Standards Event, you do not need to do this)
- 2 Once you have the Global App on your mobile device, type **GS1IS17** in the search box. Please click the **orange (+)** to activate the event within your application.
- 3 Login with the email address you used to register for the event:

Username: (**your registered email**)

Password: **2017**



# WiFi internet access

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- Select “Crowne-Plaza-Free-Internet” and connect
- Password: 2017



# GS1 Industry & Standards Event 2017 09-13 October 2017 – Brussels, Belgium

*Transforming business together*

Session: Traceability Lunch 'n Learn

Time: 12:30-13:30 09.10.17

Who may attend: Member Organizations and Global Office Staff

Speaker(s): Timothy MARSH



# WELCOME!



# Today's Journey

- Why Traceability?
- The Challenges – A Story
- Enabling Trust
- Making an Impact



# Why Traceability?



# The GS1 Ecosystem is a Force for Good!



# Trust!



# The Challenges



# How do we detect Counterfeits?



# Counterfeits get to consumers...

## Why?



# Enabling Trust



# How do we Enable Trust?





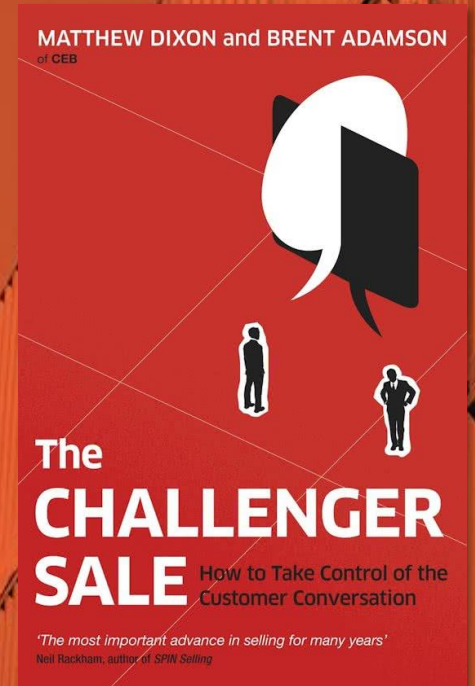
# Trust Starts with Traceability

...what is Global Office doing?



# How do you sell Complex Solutions?

Teach  
Tailor  
Take Control



# Product Portfolio Management



# Trust starts with Traceability





# Integration Strategy Collaboration Delivering Value!

# Making an Impact



A young child with light hair is smiling broadly, looking out of a window of a train. The train is moving along tracks, and the background is a bright, hazy landscape with a station platform visible in the distance. The overall mood is positive and hopeful.

# Can You Make a Difference?



Let's Go!





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# GS1 Xchange: Where collaboration meets community

**GS1 Xchange** is your new home for a variety of existing and future GS1 user communities.

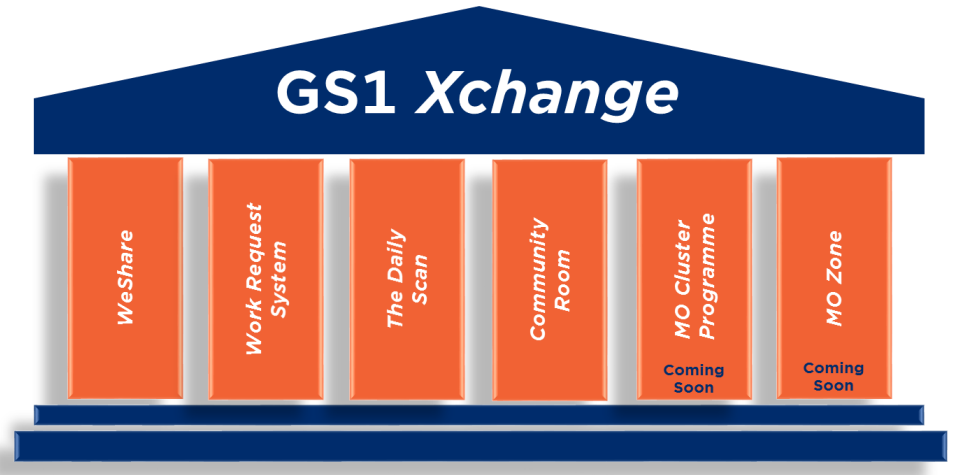
This new meeting space includes established communities such as the *GS1 Community Room* and *GS1 WeShare* portals, as well as new communities like the *GS1 Daily Scan*—your fresh source for up-to-date recent GS1 news and industry information.

## User benefits include:

- Single sign-on
- Easy navigation between different communities
- Improved experience

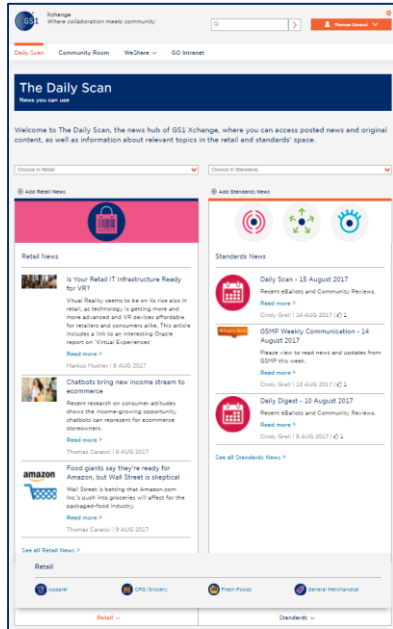
**Join today!**

**[Xchange.gs1.org](https://Xchange.gs1.org)**



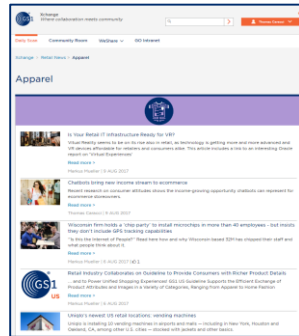
# The Daily Scan: News you can use

**Did you know?** The Daily Scan is the new welcome page on the GS1 Xchange platform, providing you with up-to-date GS1 news and information.



**Join us!** Experience this modern approach to news, with cutting-edge features such as:

- Timely retail & standards' news for GS1 members
- Quick access to your GS1 portals
- News sorted & tagged by category
- Shareable & downloadable content through social media
- Translation function
- Weekly digest...and more!



**Xchange.gs1.org**

