



EAN INTERNATIONAL Annual Report 2003/2004

A LOOK BACK AND A VISION FOR THE FUTURE



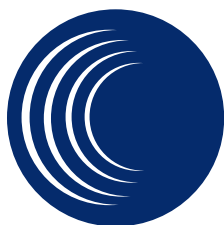
EAN International

For three decades,
the vision of global standards
has been a driving force in
the development of EAN International.

Today, with the dawn of GS1,
the nations of the world
are more closely and more powerfully
aligned with one global system
than ever before in our history.

The future of commerce is calling;
the vision is becoming the reality.

GS1





A LOOK BACK AND A VISION FOR THE FUTURE

MESSAGE FROM THE PRESIDENT

Tim Smucker **3**

MESSAGE FROM THE CEO

Miguel Angel Lopera **5**

THE GS1 VISION:

Global Launch **6**

A VISION FOR THE FUTURE

Strategic Master Plan 2004/06 **8**

THE GLOBAL STANDARDS MANAGEMENT PROCESS (GSMP):

Moving the Vision of Global Standards Forward **11**

VISION INTO REALITY:

Global Data Synchronisation **15**

VISION INTO REALITY:

Electronic Product Code **16**

A FORWARD LOOK

To Backward Traceability **18**

VISIONS IN PROGRESS:

Emerging Sectors **21**

STRATEGIC ALLIANCES **23**

WORLDVIEW OF GLOBAL EVENTS **24**

BOARD LISTINGS **26**

MEMBER ORGANISATION ADDRESSES **28**



THE KEY IS BALANCED, LONG-TERM GROWTH.

I am honoured and privileged to serve as the President of GS1 and would like to thank all of our constituents, both users and Member Organisations, throughout the world for their continuous support, cooperation and dedication. This year we articulated a new vision for the future of global standards, a future as GS1. Our new name, organisational model, mission statement and strategic plan are all significant steps for the realisation of the vision. We are changing our structure to serve our users better, foster more efficient decisions and respond to new challenges, demands and opportunities.

We have made some significant progress in our efforts to provide one, open, business-led, integrated system of identification and information transfer technology standards to enable effective supply chain management in any company, in any industry, anywhere in the world.

GS1's mission has always been to lead the design and implementation of global standards, but we have to **"act like or become one organisation"** to ensure proper implementation. The first step in that direction and the beginning of the GS1 global re-launch was bringing EAN and the Uniform Code Council (GS1 US) under a single leadership in January 2004 – when Miguel Angel Lopera was appointed as CEO of GS1 US in addition to his role as CEO of GS1.

The new organisational proposal was approved by the GS1 Management Board, the GS1 US Board of Governors and the GS1 General Assembly and consists of two phases: Phase I takes place in 2004-05 and focuses primarily on changes to GS1 and GS1 US's management team bringing them together as one global Head Office for GS1. Phase II will follow in 2005-06 and target changes to the governance model.

Organisational changes will not change our core values and principles and under our new arrangements, the GS1 Management

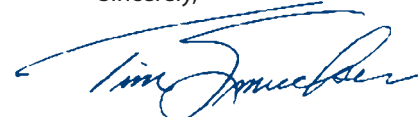
Board will continue to be a standard bearer of beliefs and values, provide leadership and strategic direction, ensure proper communication and sufficient resources. It is with global vision and our principles and beliefs in mind that the new mission statement for GS1 has been formulated: to lead the development and help the implementation of standards and systems that enable global collaborative commerce.

GS1 will continue to be a not for profit organisation, neutral from the business partners, user driven and governed, serving all companies. Our knowledge and understanding of the global marketplace has equipped us to respond to the needs of small, medium and large enterprises. We are able to respond to the innovations of the day and to envision and prepare for the evolution and challenges of tomorrow.

The key is balanced, long-term growth. What underpins that type of growth is a continuous pipeline of business building initiatives. Keeping the core business healthy, identifying new business opportunities, and continuously exploring future options.

Because of the cooperation, vision and leadership from our global network of constituents, both users and Member Organisations, we are where we are today. Our future growth depends on your continued leadership by example. We look forward to another year of working together to build and strengthen this organisation to truly become the best standards organisation in the world.

Sincerely,



Tim Smucker
President, GS1



A COMPLETE DEDICATION TO GLOBAL STANDARDS

There is an old Spanish proverb that says, "Don't speak unless you can improve on the silence." For the past fifteen months, I have kept my speeches few while I've listened intently to the sound of commerce growing on a global scale. And it's anything but silent.

My learning curve has been steep but very rewarding since I first came aboard as the CEO of GS1 and GS1 US. In my new roles, I've been honoured to meet with many user and provider organisations around the globe to hear their stories, understand their needs, and establish the kind of working relationships that make great things possible. During this phase, I have also been welcomed and supported by an exceptional group of professionals, both by the staff of the Head Office, and the leadership of the Member Organisations worldwide. To all I extend a sincere and heartfelt thank you.

As we prepare to move into a new era with a new name and organisational model, I am proud to report that we are well positioned for growth. During the past year, we have made great strides as an organisation, convincing users and non-users alike that we are dedicated to providing the business standards they need and the global reach they have long aspired to. We've also compiled a set of features that add real value to our growing membership.

The agreement, set up, and launch of EPCglobal Inc is at the top of the list. This joint venture with GS1 US is our innovative initiative to lead the drive to standardise and commercialise the Electronic Product Code (EPC). Our work to achieve the vision of EAN•UCC Business Message Standards has also made our list with the development of the Global Data Synchronisation Network (GDSN) and our integral, independent GS1 Global Registry™. All of this is being governed by GS1 Global Registry Inc., a not-for-profit wholly owned subsidiary of GS1 to be responsible for the strategic direction of the GDSN, including certification. And we've stepped up our response to the needs of our members for traceability solutions to comply with new regulatory pressures. This includes our focus on Reduced Space Symbolology (RSS) and its implementation, especially in the food and healthcare industries.

Tim Smucker, our President, has provided the insights into our exciting intention to put the EAN•UCC system under one consolidated ownership, name and organisational structure.

The first steps were taken this year with my own appointment as CEO of GS1 US in addition to my role as CEO of GS1. The planning for our global re-launch continues with our intent to formally introduce GS1 early in 2005. This will demonstrate to our worldwide users our truly global reach and our complete dedication to global standards. Gratifyingly, this acknowledges the increasing respect being shown to us and our activities throughout the world by our user community, which includes well-respected industry bodies such as the European Brands Association (AIM), the Food Business Forum (CIES), the Food Marketing Institute (FMI), Global Commerce Initiative (GCI), and the Grocery Manufacturers of America (GMA).

Perhaps our greatest challenge ahead lies in providing effective leadership. We have dedicated a great deal of time in recent months to planning our leadership strategy and organising ourselves to execute our plans as efficiently and effectively as possible. The global Head Office will be the focus for this leadership effort. We are now in the midst of reorganising the Head Office to identify, recruit, promote and otherwise expand our staffing capabilities in order to fulfil our mission. I am confident that, when complete, we will have the finest standards organisation in the world, geared to handle the challenges that the future will inevitably present.

As we enter the new financial year, I am delighted to report that our two-year strategic plan for 2004/6 has been presented and approved. We shall be implementing all the projects in our business plan for 2004/5 as the business year progresses.

In the months ahead, we have much to do. It is my resolve to complete our agenda for the next twelve months to the total satisfaction of our users and their supporting organisations and with the ongoing commitment of our staff and Member Organisations worldwide. It is also my personal resolve to continue to listen to the sounds of global commerce...moving at the speed of life.

Sincerely,



Miguel Angel Lopera
CEO, GS1

THE GS1 VISION: GLOBAL LAUNCH

THE NAME BEHIND THE VISION

The General Assembly of 2003 agreed to change the name of EAN International to GS1 to reflect fully the global reach of the organisation following its expansion in November 2002 when GS1 US, the former US partner, together with the Electronic Commerce Council of Canada (GS1 Canada) joined GS1 as Member Organisations. This agreement enabled the legal processes required by the Belgian State authorities to change the name of the organisation be initiated. Toward the end of the year, the Belgian State authorities sought changes to the organisation's statutes and the General Assembly 2004 agreed to these changes to both recognise the new name and to satisfy the Belgian State authorities.

The new name plan is to change all the GS1 names to GS1 followed by the country name, for example: GS1 US, GS1 Canada, GS1 UK, GS1 China, GS1 Brazil, GS1 Croatia, GS1 Algeria, etc., and with the Global Head Office in Brussels just taking the name GS1. The timetable for the formal introduction of the new name and its corporate identity will be geared around a global launch in early 2005.

The name change launch will provide the platform to unveil a major campaign to firmly communicate that GS1 is a single global organisation with a new expanded product portfolio of established and new standards (EPC, GDSN, Traceability, etc.) that are designed to meet the needs of business in the foreseeable future. A transition plan for full adoption of the new name by the Member



Organisations of between six months and two years is envisaged, which will depend on the awareness of the old name in each country. Cost effective, targeted solutions will be used in leveraging market interest in the new start-up products (EPC and GDSN). It is intended to promote the new name as representative of the positive attributes of the leadership role of the organisation and the innovative and beneficial nature of the new products.

A marketing plan will be devised by Head Office, which will encompass templates for stationery, events, collateral, external relations, identity and web site design.



THE ORGANISATION BEHIND THE VISION

The reorganisation of GS1 will be handled in two phases, one each in the next two years. Phase I in 2004/5 will see changes to both the GS1 and GS1 US management and Phase II in 2005/6 will see changes to the governance model.

In greater detail, Phase I of introducing GS1 requires the creation of a new global Head Office by merging together the GS1 Head Office and the GS1 US Global Standards group, a transitioning of the remainder of GS1 US with the mandate to market and

implement Global Standards and Services in the US. The global Head Office will include a new Global Support Group to support and assist local Member Organisations in formalising regional activity.

The design principles of the new organisation, will be for GS1 Head Office to lead in the design of new systems and the development of global marketing templates and help with local implementation, while country GS1s will help in the design of new systems, but lead local promotion, commercialisation and implementation.

FOR THE RECORD: CALL US GS1

For the record, specifically for this annual report, we have already adopted our new name, GS1, in place of our former name, EAN International.

In order to avoid confusion, virtually all references to our organisation from this point forward in this document use the new name GS1...even though we may be speaking of something that was technically done before our name change.

2004

2005

2006

A VISION FOR THE FUTURE

The 2003/2004 financial year anchored the vision for the most sweeping change in the history of GS1. With the addition of GS1 US and GS1 Canada as new Member Organisations, GS1 became the central voice for 101 Member Organisations representing over 1 million member companies in 155 nations around the globe.

This unprecedented global demand led to an extraordinary response to ensure that the design and implementation of standards maintains a strong and steady growth curve. GS1 and its Member Organisations are building for the future as GS1, the new name, new organisation structure, and renewed strategic direction for one, open, global approach to business standards.

A NEW MANAGEMENT BOARD; A NEW GOVERNANCE

The first step in the GS1 transition can be traced back to last year and the expansion of the GS1 Management Board. Both the size and composition of the Board was increased, as was the presence of senior executives of user companies at the level of COO, CEO and equivalent positions. At its meeting in Amsterdam, the 2003 General Assembly solidified this direction by agreeing to new governance rules for the organisation through the enlarged and more focused Management Board.

NEW STRATEGIC MASTER PLAN

The GS1 vision was further developed with the addition of a new Strategic Master Plan. During the year, a great deal of senior management time has been invested in a plan for 2004-6 that will take the organisation into a more efficient and effective position to lead the design and implementation of global standards to improve the supply and demand chain.

In order to facilitate the best, most robust business solutions in supply chain management, GS1's Master Plan has been geared to develop global, open, multi-sectoral standards, train and educate on the standards, and promote and help implement the standards around the world. The goal is powerful in its simplicity: to build a future as the number one standards organisation in the world for the management of supply and demand chains.

Strengthen

Diversify

Open

STRATEGIC MASTER PLAN 2004/6

The future of GS1 and its Member Organisations took a major development step forward during the second half of 2004 with the drafting of a two-year GS1 Strategic Master Plan. The formalised plan was submitted to the General Assembly and ratified in May 2004. As a core component of the Strategic Plan, a new Mission Statement was introduced, the organisation's Roles were redefined, and an Ultimate Objective was established in order to effectively govern the organisation's efforts and build for the future.

GS1 now moves forward with the following guidelines:

MISSION:

To lead the design and implementation of global standards to improve the supply and demand chain.

ROLES:

- Develop global, open, multi-sectoral standards
- Train and educate on the standards
- Promote and help to implement standards, thus facilitating best business solutions.

ULTIMATE OBJECTIVE:

To be the number One Standards Organisation in the world for the management of supply and demand chains.

In pursuing our ultimate objective, the organisation will adhere rigidly to both its agreed Principles & Beliefs and to its Core Values. These can be summarised as:

PRINCIPLES & BELIEFS:

GS1 is...

- a "not-for-profit" organisation
- neutral from the business partners
- user driven and user governed
- committed to serve all companies, both multinationals and SME's
- a platform for collaborative agreements between business partners

Inspirational Leadership

Passion for Delivering the Best Results

Innovation

Trust & Integrity

Team Work & Collaboration

By dedicating ourselves to our new Mission, Roles and Ultimate Objective, and by employing our Beliefs and Values universally through the organisation, GS1 will be well equipped to focus on our Strategic Master Plan for 2004/6. At the centre of the Plan are three key objectives and their related strategies and supporting activities:

1. Strengthen the core business by optimising the current portfolio of products & services and driving implementation of bar codes and e-business (EDI and XML).
2. Diversify the portfolio through the innovation of new products & services, including the launch of the Global Data Synchronisation Network (GDSN) with its inclusive GS1 Global Registry (GR) and Global Product Classification (GPC) schema. GS1 will also launch the Electronic Product Code (EPC), deliver Traceability solutions to enable users to meet the new EU and US Laws, and start a Global Upstream Supplier Initiative.
3. Open new market opportunities through expansion in the emerging markets of Healthcare & Pharmaceuticals, Apparel & Textiles and Transport & Logistics as well as entry into new markets, principally Defence and Customs Services in the Public Sector.

Concurrently, GS1 will adopt five enablers:

- Optimisation of the Global Standards Management Process (GSMP)
- Re-launch of the organisation globally as GS1
- Encouragement and consolidation of strategic alliances
- Organisational Development of GS1
- Help to Small & Medium Enterprises (SME's) by driving the wider implementation of EAN•UCC solutions

In order to ensure success, GS1 has developed a business plan that puts action items behind each of these strategic directions. These are now being put into effect.



THE GLOBAL STANDARDS MANAGEMENT PROCESS (GSMP): MOVING THE VISION OF GLOBAL STANDARDS FORWARD

Since January of 2002, the development of the EAN•UCC System has taken place in the GSMP, or Global Standards Management Process. The GSMP covers the complete cycle of events from the initial identification of a need or requirement to the implementation of the solution developed through the GSMP, and applies to EANCOM, the General EAN•UCC Specifications and the EAN•UCC XML Business Message Standards.

Since its inception, GSMP and its solutions have been guided by five foundational principles: They include:

- User driven
- Open
- Single pass
- Business-need based
- Global

The GSMP is operated through a GS1 Management Structure currently comprised of 25 countries with 189 voting members. The process involves both members and users, from the initial stage of assessment of a Change Request, through to the ultimate implementation. This ensures that EAN•UCC standards are based on real business requirements. The GSMP management has now become an integral part of the Global Head Office.

Following the success of the first GSMP World Wide Event held in Brussels in February 2003, two additional global meetings were held, one in Atlanta in October 2003 and one in Paris in April 2004. The progressive increase in numbers of active members of GSMP attending these working meetings has been a testament to the increasing focus on global commerce and the standards necessary to do it efficiently.

Global interaction is positively benefiting the standards-making activity. In Paris, over 300 attendees from five continents and over twenty countries came together to collaborate and

move EAN•UCC standards forward. In a new addition to the event, information sessions were held to progress global understanding of the progressive achievements.

GSMP's third year of operations has seen both an increase in output and a continuing refinement of the process. The users and staff developed a GSMP Business Plan www.ean-ucc.org/global_smp, which has guided the prioritisation of work and resources within GSMP. It is broken into three parts:

1. Global Projects
2. The GSMP Work Plan
3. The GSMP Continuous Improvement Initiative

By mid-year 2004, substantial progress has been achieved. Notably:

- Bringing into operation the Global Data Synchronisation Network (GDSN) by July 2004 and establishing a new GS1 Global Registry managed by GS1 Head Office.
- Application of the requirements for GDSN, Global Product Classification (Food, Beverage and Tobacco and Non Food), Item and Party master data standards, and GTIN Allocation Rules for:
 - New sectors such as Apparel and Home Fashions, General Merchandise, Do-It-Yourself and Foodservice
 - New processes such as direct-store delivery, synchronised price, and handling master data of dangerous goods
 - New regional requirements from Europe and Latin America
- Further development of critical mass of XML transactional messages for procurement, delivery, payment, and CPFR, and a Collaborative Commerce Standards presentation to explain them.
- Substantial decisions on the use of Reduced Space Symbolology, Data Matrix (2-dimensional symbol), and the Electronic Product Code.
- The Continuous Improvement Initiative, a process whereby GSMP users and staff from around the globe can collaborate to make incremental improvements in the way GSMP operates. This year, the notable achievements include:
 - An enhanced development process
 - A new provision for Industry Requirements Team to integrate industry process or sector requirements into the GSMP quickly without establishing additional permanent groups
 - The creation of a link between GSMP and the EPC standards process to assure an integrated development approach
 - Revised voting rules
- The new version of the Global Data Dictionary (GDD) was completed successfully in February 2004. By Summer 2004, the loading of core components had been completed. The new GDD enables our business process analysts (modellers) to successfully and efficiently convert users' business requirements into business process and data models that could be translated to XML, EANCOM or AIDC solutions. GDD is the foundation of the EAN•UCC Standards since it stores definitions and structure of all the elements that make up our standards. In addition, new business solutions - compliant to the GDD - can be developed and reapplied based on existing standards to various other contexts (e.g., business processes, geographic locations and industry sectors).



PHYSICAL IDENTIFICATION STANDARDS

The Global Standards Management Process (GSMP) ensures that the EAN•UCC bar code standards remain relevant to emerging business requirements. Developments approved by GSMP during the year and published within Version 5.0 of the General EAN•UCC Specifications include:

- **EPC Compatibility:** As the Electronic Product Code (EPC) continues to develop, GSMP is helping to ensure that data transmitted for bar code and EPC tags is compatible. This helps bring down the barriers to implementation. In early 2004, the first EPC Tag Data Standard was approved in conjunction with a new section in the General EAN•UCC Specifications that defines use of EAN•UCC Application Identifiers within EPC Tags.
- **Data Matrix:** A new application standard has been developed and approved under GSMP for Direct Part Marking and Very Small Healthcare Items enabling the EAN•UCC System to be used, for example, to help track and trace very small surgical items.
- **Reduced Space Symbolology (RSS):** A proposal has been made by GSMP to the Management Board of GS1 and the Board of Governors of GS1 US to solicit greater understanding of the acceptance of this new symbol technology for applying bar codes to very small items as an open standard at point-of-sale on a global basis on 1st January 2008.

ELECTRONIC DATA INTERCHANGE STANDARDS

EANCOM® is the name for GS1's Electronic Data Interchange Standard for linking business computers for transactional messaging. The standard is a subset of UN/EDIFACT standards. Despite the fact that many countries have a history of using national EDI standards, EANCOM has been increasingly adopted in many of the countries using the EAN•UCC System as it is the only recognised international EDI standard.

- **EANCOM® 2002:** The latest version of this EDI standard was released at the end of 2002 under the name EANCOM® 2002 to replace the previous version, EANCOM® 1997. EANCOM® 2002 is based on the UN/EDIFACT directory D.01B, which incorporates security messages and other additional functionality not available in the EANCOM 97 release. This latest version is also aligned with the General EAN•UCC Specifications, as it no longer employs the old terms for locations and products/services. Instead the standard now uses Global Location Number (GLN) and Global Trade Item Number (GTIN) in its lexicon.

Like all of the EAN•UCC standards, EANCOM® 2002 is being maintained through the GSMP and during the course of the year, 27 EANCOM Change Requests were accepted and the results ratified by the GS1 and GS1 US Boards.



EAN-UCC BUSINESS MESSAGE STANDARDS

- **XML:** XML, eXtensible Mark-up Language, has matured considerably during the last two years. This recently devised alternative method to EDI, which links computers for e-business messaging, has been facilitated by the growth of the Internet. As the result of intensive work by the GSMP during the course of the last year, GS1 was able to publish the EAN-UCC XML Business Message Standards (BMS) and Schemas, Version 1.3.1, which includes for the first time Global Data Synchronisation messaging including Catalogue and Trade Item Data Models.

The Business Requirement Groups of GSMP are currently focusing on the transactional messages associated with XML (Deliver, Order, Plan and Pay), which will be incorporated in the next version (Version 2.0) of EAN-UCC XML Business Message Standards (BMS). Publication of this version is planned for the end of the current calendar year and will be based on revised methodology using core components and the new Global Data Dictionary (GDD).

Once released, Version 2.0 will contain over 42 messages to support:

- Master data alignment of trade item and party information
- Global Data Synchronisation
- Procurement
- Distribution and transportation
- Payment
- CPFR

LOOKING AHEAD

2005 will be a big year for GSMP.

With the launch of the GS1 Global Registry, the further development of the Global Data Dictionary and the Global Product Classification will be important enablers to the expansion of the GDSN Community. New technologies like Web Services and EPC will affect the user community and must be developed in a strategic manner to maximise benefit and minimise migration hurdles. Finally, as the solution provider community continues to see EAN-UCC emerge as the pre-eminent solution in the B2B arena, standards-based software and hardware solutions will be the tools to enable all trading partners to participate in standards-based collaborative commerce. The GSMP will drive these developments.



VISION INTO REALITY: GLOBAL DATA SYNCHRONISATION

During the past year, the Global Data Synchronisation Network (GDSN) has been developed through the GSMP to optimise the accuracy, speed and flow of electronic commerce. A set of standards-compliant and certified data pools, linked by the GS1 Global Registry, now provides network support to the seamless electronic flow of party and product information between trading partners. The GDSN is based on the principles of one point of entry and cost for the data source, one point of collection and cost for the data recipient, and data flows between data pools at no extra charge to the user community.

At the year end, work is nearing completion on the rules governing the compliance of Data Pools and the requirements for their certification and detailed work is nearing completion on the process by which certification will be given.

APPROVAL OF THE GS1 GLOBAL REGISTRY™

The focal point of the GDSN is the new GS1 Global Registry Service. Launched in August 2004 with the endorsement of the Global Commerce Initiative (GCI), the GS1 Registry Service provides a level of global validation for certain core attributes, as well as acting as a pointer to a product's home data pool and supporting the publication/subscription activity that drives data synchronisation.

The GS1 Registry Service serves as the central repository for standardised item information. Both the actual registration of products and the Registry search function are provided through a company's home data pool where the product information resides or where the search is initiated. The only access to the GS1 Global Registry Service is through a home data pool.

THE GDSN GOVERNANCE

With the launch of GS1 Global Registry, Inc. as a wholly-owned subsidiary of GS1, the former Oversight Committee is now transitioning to GS1 Global Registry Board of Directors. The new subsidiary Board reports to full GS1 Management Board.

GLOBAL PRODUCT CLASSIFICATION (GPC)

GPC is a key enabler of the GDSN. This year, the target is to provide the necessary classification components to GDSN. Based on extensive industry input and cooperation between ACNielsen and UDEX, the GPC Task Group has developed important classifications for the Consumer Product Goods industry, including:

- Food, Beverage and Tobacco
- Hardlines
- Clothing, Footwear and Personal Care
- Home Furnishings
- Entertainment

ELECTRONIC PRODUCT CODE



In 2003, the GS1 organisation was selected by the MIT Auto-ID Center to standardise and commercialise the Electronic Product Code (EPC), its breakthrough supply chain technology. Utilising the Internet and Radio Frequency Identification (RFID), EPC is strategically poised to help companies improve supply chain practices, enhance product identification capabilities, and provide greater consumer convenience and safety.

To support the worldwide deployment of this technology, GS1 and GS1 US, the joint partners in this initiative, established a new not-for-profit company called EPCglobal Inc. to pursue the development of global standards and drive worldwide, multi-industry adoption of the EPC concept. The organization is supported by an internationally-diverse EPCglobal Board of Governors, with senior-level representation from a broad range of companies and key industries including consumer product manufacturing and retailing, healthcare, high tech, logistics, and defence.

Working closely with users from a variety of industries, the EPCglobal organisation made great progress in 2004, moving the technology from the research phase into real-world pilots and implementations. The standards are linked to the GSMP to ensure that user needs form the basis for the eventual deployment of the standards.

2004 ACCOMPLISHMENTS

Since its inception in September, 2003, EPCglobal has achieved key milestones to support the global commercialisation of EPC technology, including:

- The approval of Class 0/Class 1 standards for tags and readers
- The announcement of a clearly-defined Intellectual Property Policy to ensure that necessary EPC technology is available and free of restrictions
- The announcement of an Object Naming Service (ONS) which will form the core of the EPCglobal Network
- The establishment of a global Public Policy Steering Committee to proactively address important public policy issues such as privacy
- The formation of the first EPC working groups, specifically focused on software, hardware, and business applications
- The development of a comprehensive certification programme to ensure the timely availability of EPC-compliant hardware, software, and related solutions

A GROWING, GLOBAL COMMUNITY

Currently, there are nearly 400 EPCglobal subscribers worldwide, including leading retailers, manufacturers, and solution providers. Over 1,200 executives around the world participate in EPC standards development activities. Another example of the growth of the EPCglobal community has been the increasing participation from key vertical industries, which include healthcare, pharmaceuticals, consumer package goods, automotive, apparel, and high-technology.

STRONG INDUSTRY SUPPORT

A key measure of the growth of the EPC concept has been the establishment of a broad range of multi-industry programmes to promote EPC adoption.

- The Metro Group, one of the world's leading grocery retailers, has made EPC implementation the foundation of its ambitious "future store" initiative
- Wal-Mart and the U.S. Department of Defense established Implementation Programmes for its top suppliers, with a January 2005 target date
- In July, 2004, the automotive industry embraced RFID and expanded efforts to determine the best ways to utilise the technology
- Other major retailers, including Albertson's, Best Buy, Target, and Tesco announced Implementation EPC Programmes with their top suppliers

NEW PRESIDENT OF EPCglobal INC

In July, the Board of Governors of EPCglobal Inc appointed Chris Adcock as its President. The appointment was also approved by the respective Boards of GS1 and GS1 US, which are co-partners in the joint venture.

Mr. Adcock, a UK resident, will divide his time between London, at GS1 UK, and Lawrenceville, New Jersey, at the headquarters of EPCglobal US.

A FORWARD LOOK TO BACKWARD TRACEABILITY



New European Union and United States regulations require businesses to account for the origin of their products and to track them throughout the supply chain. Because of the importance to its customers, GS1 is playing a leading role in delivering traceability solutions to agriculture, food, and other industries.

The overall aim of GS1's activity in the area of traceability is to enable member companies to implement traceability using EAN•UCC standards and expand their user-base upstream to their suppliers and intermediaries, while contributing added value to partners involved, as well as to consumers.

- **CIES-THE FOOD BUSINESS FORUM AND THE GLOBAL FOOD SAFETY INITIATIVE**

GS1 was a member of the CIES Traceability Task Force set up to deliver the "Implementing Traceability in the Food Chain" document. It describes the potential impact of the implementation of a traceability system and provided recommendations on how to use EAN•UCC standards.

In addition, CIES facilitated the Global Food Safety Initiative (GFSI), which has developed a Guidance Document, against which retail food safety standards for manufacturing can be benchmarked.

- **EFFICIENT CONSUMER RESPONSE (ECR) EUROPE**

GS1 co-authored the ECR Blue Book "Using Traceability in the Supply Chain to meet Consumer Safety Expectations". It describes EAN•UCC standards for the use of unique trade item and partner identities, data standards, bar code labelling, and electronic data interchange as best practice for product traceability. The recommendation provides guidance on the organisation required to support an effective traceability process, product withdrawal or recall, and incident/crisis management.

- **TRACEABILITY OF FRUIT AND VEGETABLES**

Freshfel – The Forum for the Fresh Produce Industry and GS1 jointly established an expert group which has become a leading global forum for fresh produce traceability. The group is supported by both a large participation of companies of all sizes, and a number of produce industry organisations, including EUREPGAP.

GS1 also initiated a working group together with Bonita, Chiquita, Del Monte, Dole and Fyffes with the aim of customising its Fresh Produce Traceability Guidelines for adoption by the banana supply chain, which includes sea transport, stevedores and ripening companies. The group is developing a supply chain model and guideline to serve as a road map for migration from proprietary to EAN•UCC identification and bar coding standards.

- **WINE TRACEABILITY WORKING GROUP**

A working group of key wine industry players agreed that a common approach to the implementation of traceability in the supply chain for wine by means of an internationally accepted identification and bar coding system – the EAN•UCC System – was necessary. The aim of the working group is to provide a report on its findings, as well as recommendations for an EAN•UCC application guideline to be released by GS1 at the year end.

- **TRACEABILITY OF BEEF**

The Traceability of Beef Guidelines outlined the EAN•UCC solution for the identification and bar coding of beef products to comply with requirements for their tracking and tracing. The eBmeat 1 project was established to address specific needs for electronic transfer of beef product traceability data. This project delivered the beef supply chain traceability requirements in a syntax neutral fashion. Further to its successful conclusion, broader meat-specific documentation for the electronic transfer of meat-relevant data was delivered via a follow-up project – eBmeat 2. The outcome of this project will be published as a guideline for EDI implementation in the beef supply chain (EAN•UCC XML and EANCOM®) in late 2004.

- **CODEX ALIMENTARIUS COMMISSION (CODEX)**

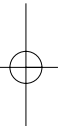
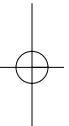
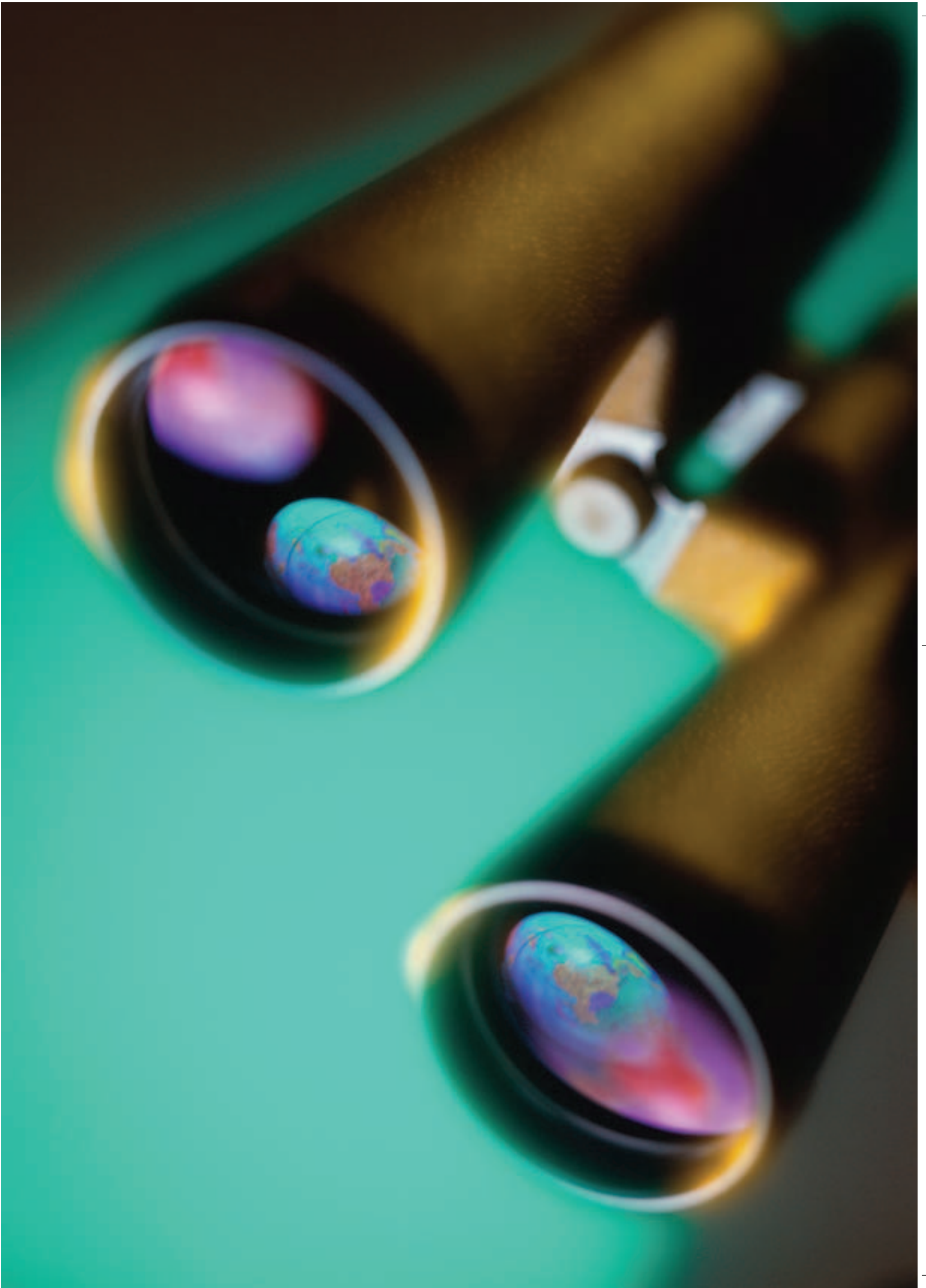
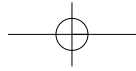
GS1 has observer status membership with Codex. Its Committee on General Principles established an electronic working group to draft and propose the Codex definition of traceability/product tracing of foodstuffs.

The Codex definition of traceability/product tracing will have an impact on EAN•UCC System users because it will be “the” internationally recognised definition of traceability within the context of food safety, and as such, may have precedence over all other definitions of traceability. This may require GS1 to take it into account and eventually migrate from the current use of ISO definitions of traceability to the new Codex definition.

- **INTERNATIONAL STANDARDS ORGANISATION (ISO)**

The ISO Work Group on General Principles for Design and Development of Traceability Systems in the Food Chain has established a liaison with GS1 (ISO/TC34/WG9). Its aim is to define the principles and specify the requirements to establish the elements of a traceability system without introducing a binding uniformity among traceability systems.

GS1’s objective is to first develop a linkage between the ISO standard and application of AIDC and EDI technologies, and then to establish a link between them and the EAN•UCC System.



VISIONS IN PROGRESS: EMERGING SECTORS

GLOBAL UPSTREAM SUPPLY INITIATIVE

Building on the success of GS1's Packaging Supply Chain Project, and its contribution made to the ECR project on Integrated Suppliers, GS1 assisted a group of leading consumer packaged goods manufacturers in carrying out an investigation into approaches that could help drive upstream supply chain improvements on a global basis. The findings were published in a report entitled "The Upstream Integration Model – A Foundation for Global Upstream Supply Chain Improvements".

The group concluded that significant business benefits could be achieved by implementing new processes and electronic integration with upstream suppliers. At the same time, it realised that the individual approaches on processes and messages were increasingly presenting a challenge to adoption by their suppliers. From their own perspective, the consulted suppliers also saw benefits, and were concerned about rising costs and complexity arising from the lack of commonality and standards being used by the manufacturers.

The participating companies decided to work together to remove the barriers that existed in gaining pervasive benefits for all manufacturers and suppliers on a global basis. Under the banner of the Global Upstream Supply Initiative (GUSI), they agreed to the following actions:

- Creation of a common framework of business processes and e-messages needed to establish integration of supply chain processes with suppliers via the Upstream Integration Model (UIM) working group.
- Working with GS1 within the Global Standards Management Process (GSMP) to ensure that CPG industry standards are created or modified to reflect the business requirements for upstream and to leverage existing standards downstream.

Building awareness and support in the broader community of manufacturers, suppliers and service providers by linking the GUSI Advisory Board to the Global Commerce Initiative (GCI) via a GCI Upstream Working Group.

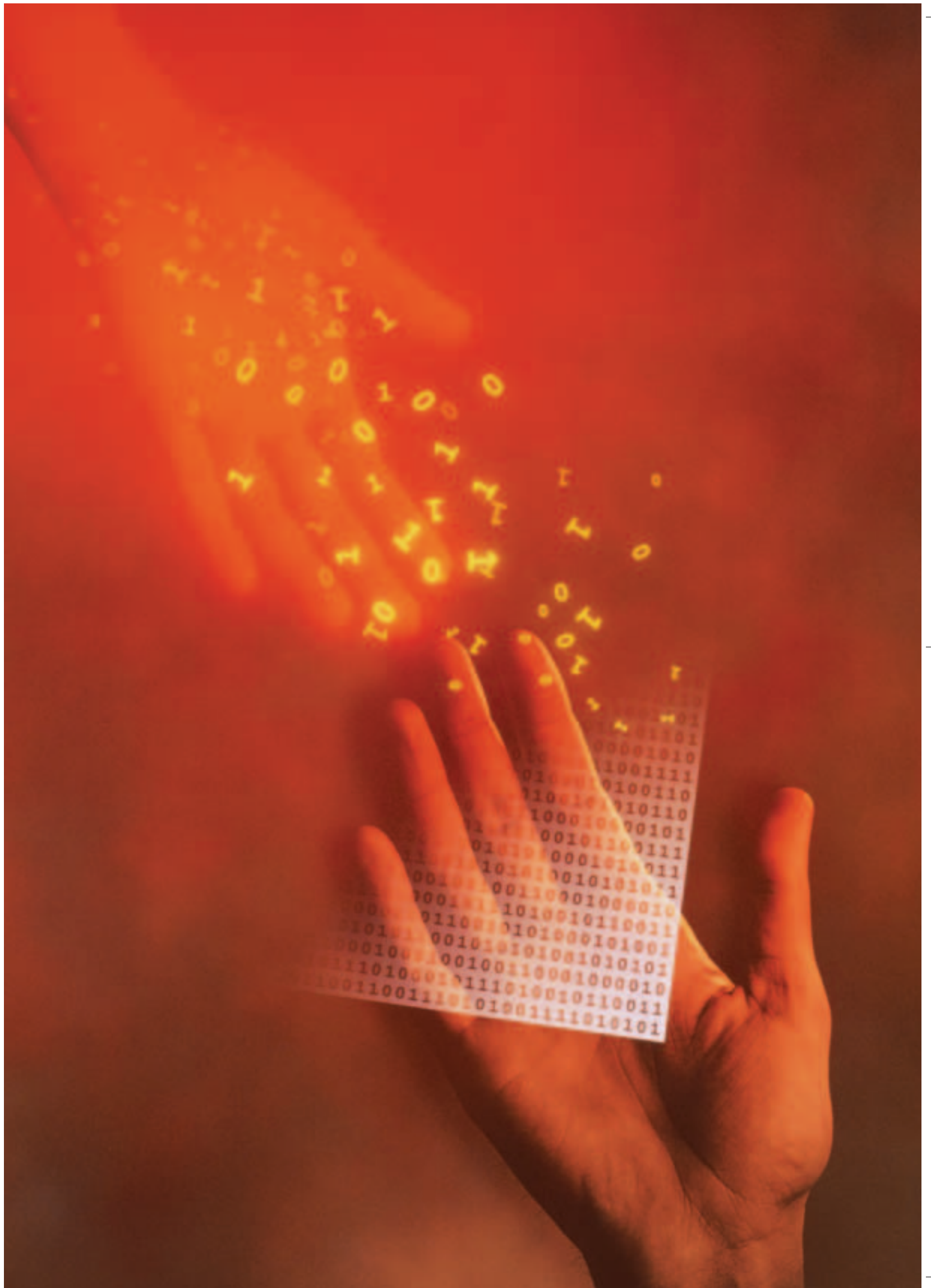
HEALTHCARE

GS1 released an Implementation Guideline for the Healthcare Sector. This document provides guidance on how to use the EAN•UCC System for numerous applications of bar coding and electronic data interchange technologies in the pharmaceutical and hospital supply chains. Its aim is to assist users and Member Organisations in implementing EAN•UCC standards and solutions. The guideline also outlines the use of EAN•UCC Reduced Space Symbology (RSS) and Composite Symbology (CS), which has been developed to enable the coding of supplementary data required for the traceability of very small healthcare items.

WORLD CUSTOMS ORGANISATION

The World Customs Organisation (WCO) adopted a revised "Recommendation on the Unique Consignment Reference (UCR)" that endorses the ISO 15459 licence plate concept, which includes the Serial Shipping Container Code (SSCC). The UCR is a reference number for Customs use and that may be required to be reported at any point during a Customs procedure.

GS1 is promoting the implementation of this concept by means of the EAN•UCC System in conjunction with Customs administrations and GS1 Member Organisations. The WCO and GS1 pledged to initiate a pilot implementation on the basis of the Australian Meat Project involving traceability of shipments from Australia to the USA using EAN•UCC standards.



STRATEGIC ALLIANCES

In its quest to protect, deepen and expand the user base of EAN•UCC standards in global Supply Chains across sectors based on user requirements and perceived benefits to them, GS1 has been developing strategic alliances with industry and user groups through which it can realise its goals faster, more efficiently and more widely than it has done in the past. It has begun pursuing these alliances vigorously in order to gain wider acceptance, greater visibility and greater recognition of our standards worldwide. This programme is also seen as the best way to protect the organisation in the dynamic, competitive global environment in which we operate today where competing standards emerge, which can threaten the relevance and survival of our own system in the future.

GS1 has many differing relationships with many organisations, but Strategic Alliances in this context refer to the establishment of alliances between GS1 and other organisations or groups of organisations in order to pursue specific, single-focused business objectives and are an essential element of our long term strategy to become the Number One Standards Organisation in the world for the management of supply and demand chains.

GLOBAL CEO FORUM

During the year the senior management of the organisation had the opportunity to participate in the Global CEO Forum. A significant portion of the agenda was dedicated to e-commerce and global standards.

THE GLOBAL COMMERCE INITIATIVE

Throughout the year the senior management also improved the organisation's alliance with The Global Commerce Initiative (GCI). GS1 was a founding sponsor of the GCI, since it was first set up as a voluntary platform in October 1999 to improve the performance of the international supply chain for consumer goods through the collaborative development and endorsement of recommended standards and key business processes. GCI has acknowledged the benefit of developing EAN•UCC standards through the GSMP and has declared its support by encouraging its members to populate the working groups of GSMP with its own experts. Equally GCI is playing an active role in supporting the implementation of EAN•UCC Global Standards and Best Practices. To encourage the industry to follow the path of implementation, GCI has announced that for 2004 it is focusing its support on the following areas that it declares are key: Global Data Synchronisation (GDS) including data pools and the EAN•UCC Global Product Classification (GPC); Electronic Product Code (EPC); Implementation and use of key Identifiers and Business Message Communication.

ECR

The organisation has also increased its involvement with ECR, the Efficient Consumer Response movement, promoted by the food industry and characterised by the emergence of new principles of collaborative management along the supply chain

appreciating that companies can serve consumers better, faster and at less cost by working together with trading partners. At the ECR Europe Annual Conference, held in Brussels earlier this year and in addition to taking its own customary stand in the "Market Place" (exhibition section) GS1 encouraged the conference organisers to devote a major section of the Market Place to an EPC Village, which was arranged on behalf of EPCglobal. In 2003, GS1 also had a major presence at the ECR Latin America convention (CECRAL) held in Argentina in July and organised by EAN Argentina. Similarly it had a major presence at the Annual ECR Asia conference that was held in October in Thailand.

SOLUTION PROVIDERS

As a first step to a full alliance GS1 has taken steps to strengthen its relationship with solution providers in order to improve their knowledge and understanding of EAN•UCC standards, which encourages the proper deployment of EAN•UCC compliant solutions and diminishes the danger of proprietary standards from surfacing and posing threats to the adoption of EAN•UCC standards. The initial aim has been to encourage solution providers to embed EAN•UCC standards into their products. An initial and well-attended meeting was held in Brussels in October 2003, which resulted in helpful exchanges of views and is leading to plans to strengthen the alliance.

WORLDVIEW OF GLOBAL EVENTS

MEMBER ORGANISATIONS MANAGERS MEETING (MOMM)

The annual GS1 Member Organisations Managers Meeting (MOMM) was held in Brussels over a full week commencing on Monday 23rd February. The participants of this event were the Chief Executive Officers (CEOs) of the 101 GS1 Member Organisations (MOs) from all over the world as well as some of their Executive staff. Over 320 senior managers representing over 80 countries and members of the GS1 Management Board attended. The event comprised a series of sessions and workshops that discussed and debated new EAN•UCC products and services as well as receiving management updates on global activities. This year all the sessions were focused on the theme of "Building the Future", and the meeting opened with a full day dedicated to the new EPC presented by Industry experts and the senior management of EPCglobal Inc.

Although most of the event remains closed to external participants, the Market Place composed of dedicated stands/booths arranged in exhibition style was opened to sponsors along with the Head Office and Member Organisations who were able to participate and promote topics, ranging from electronic commerce applications to up-to-date information on new innovative services. This offers a unique opportunity to reach the entire GS1 Community on a one-to-one basis. This event is always well received and participants reported this year that the event had proved to be a real platform for being updated with "live" information and learning openly of the activities and achievements of fellow participants.

For more information regarding this annual event contact Head Office.

GLOBAL STANDARDS MANAGEMENT PROCESS (GSMP)

The Spring Global Standards Management Process (GSMP) Worldwide Event 2004 was held in Paris from the 26th to 29th April 2004. These events provided the platform for the more than 250 user companies and GS1 MO representatives from all

A truly global presence of delegates from over 30 countries was represented in more than 30 scheduled working sessions that advanced the development of EAN•UCC standards and the Collaborate Commerce Model as well as sharing the implementation of best practices. Additionally, 14 information sessions were held ranging from topics for newcomers to the highly



around the world who participate actively in GSMP and willingly share their business and technical expertise with the whole EAN•UCC community. This meeting's forum proved to be the largest and most successful to date of these twice-yearly GSMP events.

technical, including Collaborative Commerce steps 1-6, Electronic Product Code, Global Data Synchronisation Network (GDSN) and AS2 (EDINT) Roundtable.

The GSMP events are open to all parties interested in participating to the Global Standards Management Process. More information can be found on www.mygsmp.org.

GENERAL ASSEMBLY

This year's GS1 General Assembly Event was held in Chiang Mai, Thailand from the 10th to 12th May 2004. GS1 is a user-driven and user-governed Organisation and the annual General Assembly, which is hosted by the GS1 Member Organisation from a different country each year, is the organisation's

GS1 was honoured to welcome Thailand's Deputy Prime Minister, Mr. Suchart Jaovisidha, to open this most important event in its annual calendar. The opening address was followed by a series of eminent papers presented by leading figures that covered the future of the organisation's core business, the Electronic Product Code and Global Data Synchronisation.

Governors participated in a panel discussion moderated by Dick Cantwell, Vice-President, Auto-ID, The Gillette Company. The panel focused on leading the future in e-business practices.

The delegates left the event appreciating that the innovative proposals for a new organisation and financial model that they had approved would become a landmark in GS1's continuing history.



ultimate decision-making body. In view of its key role in the governance procedure charged with both formulating the organisation's strategic direction and monitoring its global performance, the event, which had as its overall theme, "Leading the Future", was attended by key industry players and key global decision makers within the GS1 Community from over 70 countries.

Key industry leaders such as Manly Molpus, President and CEO of Grocery Manufacturers of America (GMA); Hugh Roberts, President, International Commercial of Kraft Foods, Inc.; Tim Smucker, Chairman and co-CEO of the J.M. Smucker Company and President of GS1; Dr. Sanjay Sarma, Chairman of Research and co-founder of the Auto-ID Center of MIT; and Danny Wegman, President of Wegmans Food Markets and Chair of the GS1 US Board of

NEW EAN MEMBERS

During the course of the year membership applications from Cambodia and Mongolia were approved. These additions bring the total number of Member Organisations up to 101 that are actively promoting and implementing the EAN•UCC standards in 103 countries directly.

At the close of 2003, GS1's global membership of companies around the world enjoying the business benefits accruing from using the EAN•UCC standards had broken through the noteworthy one million mark, at 1,020,736. This impressive and important step in our continuing and steadily accelerating increase in our membership is up from 981,723 at the end of 2002, and signifies a creditable expansion of 4.0% over the year. The membership is based in more than 155 countries and signifies a truly global spread in the industrialised world.

GS1 MANAGEMENT BOARD

Timothy Smucker
(President, GS1)
Chairman and Co-CEO
The J.M. Smucker Company

Seung-Han Lee
(Vice President, GS1)
President & CEO
Samsung Tesco Co. Ltd

Juan Antonio Sanfeliu
(Vice President, GS1)
Chief Executive Officer
Manufacturas Antonio Gassol

José A. Albert
President & Chairman
GS1 Philippines, Inc.

Wanderlei Saraiva Costa
Executive Director
Grupo Mogiana Alimentos

Michael Di Yeso
President and COO
Uniform Code Council, Inc./GS1 US

Michel Eeckhout
Senior Vice President and
Chief Information Officer
Delhaize Group

Peter Gietelink
Chief Executive Officer
EAN Nederland/GS1 The Netherlands

William (Bill) Grize
President & CEO
Ahold USA, Inc.

Ms Elzbieta Halas
Chief Executive Officer
EAN Poland/GS1 Poland - The Institute of
Logistics and Warehousing

Craig Herkert
CEO of the Americas
Wal*Mart International

Chris Johnson
Deputy Executive Vice President
Nestec S.A.

Jamal Abdel H. Khaddam
Chairman, Managing Director & Founder
J.K. GROUP

Rudy Markham
Financial Director
Unilever PLC

Zygmunt Mierdorf
CIO and Vice President Human Resources and
Member of the Board of Management
Metro AG

Hugh H. Roberts
President International Commercial
Kraft Foods

Hiroshi Sakai
CEO & Senior Executive Director
DCC (The Distribution Code Centre) -
EAN Japan/GS1 Japan

Erhard Schoewel
Executive Vice-President Western Europe
Reckitt Benckiser, plc

Enrique Vitale
General Manager
EAN Argentina/GS1 Argentina – CODIGO

Walter Westphal
Chief Executive Officer
Farmacias Benavides

**GS1 GLOBAL REGISTRY
BOARD OF DIRECTORS**

Neil Cameron
(Chairman, GS1 Global Registry Board)
Chairman, Global CIO
Unilever plc

Lori Bigler
Manager, Business Technical Standards
The J.M. Smucker Company

Colin Cobain
UK IT Director
Tesco

Matt Deeter
VP, Merchandising Operations
Lowe's Companies Inc.

Mike Di Yeso
President & COO,
Uniform Code Council Inc./GS1 US

Michael Eeckhout
Senior Vice President and
Chief Information Officer
Delhaize Group

Rafael Florez
Executive Director
EAN Colombia/GS1 Colombia

Pierre Georget
CEO
Gencod EAN France/GS1 France

Tahira Hassan
SVP, Strategic Supply Chain
Nestlé S.A.

David Hutchings
Senior Director, Global B2B
Kraft Foods

Jurgen Pahl
Member of the Board
MGB Metro Group Buying GmbH

Maria Palazzolo
CEO
EAN Australia/GS1 Australia

Joerg Pretzel
CEO
CCG/GS1 Germany

Randy Salley
VP, Applications Development
Wal-Mart Stores, Inc.

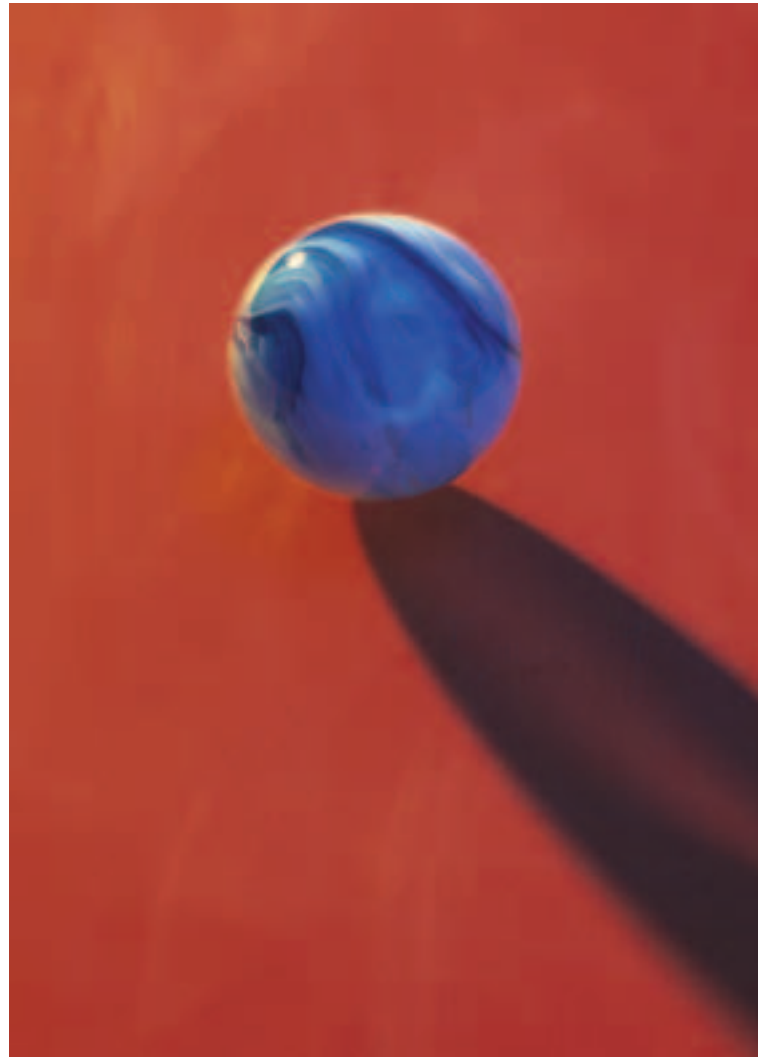
Marianne Timmons
Director, B2B
Wegmans Food Markets

Milan Turk
Director, Global e-Business
The Procter & Gamble Company

Ruud van der Pluijm
VP, B2B E-Commerce
Royal Ahold

EPCglobal BOARD OF GOVERNORS

EPCglobal BOARD OF GOVERNORS

Richard Cantwell
(Chairman, EPCglobal Board)*Vice President, Auto ID*
The Gillette Company**Chris Adcock***President of EPCglobal Inc***Steve Coussins***Chief Executive Officer*
e centre uk**Stephen N. David***Chief Information Officer and*
Business to Business Officer
The Procter & Gamble Company**Linda Dillman***Executive Vice President and Chief*
Information Officer
Wal*Mart Stores, Inc.**Alan Estevez***Assistant Deputy Under Secretary*
of Defense – Supply Chain Integration
Office of the Secretary of Defense**Claus Garbisch***Sector Head Consumer/Retail*
DHL Logistics GmbH, BU DHL Solutions**Richard Lampman***Senior Vice President Research, Director*
Hewlett-Packard**Zygmunt Mierdorf***CIO and Vice President Human Resources and*
Member of the Board of Management
METRO AG**Mohsen Moazami***Vice President & Global Managing Director,*
Retail Consumer Products-Transportation
and Public Sector
Cisco Systems, Inc.**Sergio Ribinik***CEO*
EAN Brasil/GS1 Brasil**Pat J. Rizzotto***Vice President, Global Customer Initiatives*
Johnson & Johnson**Hiroshi Sakai***CEO & Senior Executive Director*
DCC (The Distribution Code Centre) –
EAN Japan/GS1 Japan**Sanjay Sarma***Associate Professor*
Massachusetts Institute of Technology

MEMBER ORGANISATION ADDRESSES

ALGERIA

1994

EAN ALGÉRIE - Organisation
Algérienne de Codification des Articles
GS1 Algeria
Route Nationale 5,
El Alia, Bab Ezzouar,
BP 285 Hacen Badi - El Harrach
T> 213 21 243099
F> 213 21 244512
eanalgerie@wissal.dz

ARGENTINA

1985

EAN ARGENTINA - CODIGO
(Asociación Argentina de Codificación
de Productos Comerciales)
GS1 Argentina
Viamonte 340/342, Piso 1,
1053 Buenos Aires
T> 5411 4510 1700
F> 5411 4510 1740
info@codigo.org.ar
www.codigo.org.ar

ARMENIA

1996

EAN ARMENIA
GS1 Armenia
64/15 Baghramian Avenue,
375033 Yerevan
T> 374 1 272 622
F> 374 1 271 186
eanarm@arminco.com
www.ean.am

AUSTRALIA

1979

EAN AUSTRALIA Ltd
GS1 Australia
Axxess Corporate Park, Unit
100/45 Gilby Road
3149 Mt Waverley, Victoria
T> 61 3 9558 9559
F> 61 3 9558 9551
eanaust@ean.com.au
www.ean.com.au

AUSTRIA

1977

EAN-AUSTRIA GmbH
GS1 Austria
Mayerhofgasse 1/15
1040 Vienna
T> 43-1-505 86 01-0
F> 43-1-505 86 01-22
office@ean.co.at
www.ean.co.at

AZERBAIJAN

1999

EAN AZERBAIJAN
GS1 Azerbaijan
41, Uz.Hadjibekov Str,
app.62-63
AZ1010 Baku
T> 99412 987405
99412 984722
F> 99412 981058
99412 985761
info@ean-az.org
www.ean-az.org

BAHRAIN

2001

EAN BAHRAIN
GS1 Bahrain
Building 123
Flat 42
Block 304
Manama
T> 973 17 211 477
F> 973 17 227 577
ean@samahiji.com
raed1@batelco.com.bh

BELARUS

1997

EAN BELARUS
GS1 Belarus
22 Sydmalis Street
220033 Minsk
T> 375 17 229 06 60
F> 375 17 230 89 52
ean@bas-net.by
www.ean.by

BELGIUM

1977

EAN BELGIUM-LUXEMBOURG
GS1 Belgium/Lux
rue Royale, 29
B-1000 Brussels
T> 32 2 229 18 80
F> 32 2 217 43 47
info@eanbelgilux.be
www.eanbelgilux.be

BOLIVIA

1994

EAN BOLIVIA -
Instituto de Codificación Comercial
GS1 Bolivia
Av. Las Americas N°7
Torre CAINCO, Piso 6
Santa Cruz de la Sierra
T> 591 3 3334555
F> 591 3 3342353
ean.bolivia@caainco.org.bo
www.cainco.org.bo

BOSNIA-HERZEGOVINA

1995

EAN BOSNIA-HERZEGOVINA
GS1 Bosnia-Herzegovina
Branislava Djurdjeva 10
71000 Sarajevo
T> 387 33 66 36 34
F> 387 33 66 36 34
ean-bih@komorabih.com
www.komorabih.com

BRAZIL

1985

EAN BRASIL -
Associação Brasileira de Automação
GS1 Brasil
Alameda Santos, 2441
10. Andar
01419-002
São Paulo
T> 55 11 3068 6207
F> 55 11 3064 3275
ean@eanbrasil.org.br
www.eanbrasil.org.br

BULGARIA

1991

BCCI (Bulgarian Chamber of Commerce and
Industry) - EAN BULGARIA
GS1 Bulgaria
42, P. Partchevitch Street
1058 Sofia
T> 359 2 988 31 39
F> 359 2 987 32 09
eanbg@bccci.
www.bccci.bg

CAMBODIA

2003

GS1 Cambodia
C/o Cambodia
Chamber of Commerce
Office Villa No. 7B
The corner of road No. 81 & 109
S/K Boeung Raing
Khan Daun Penh
Phnom Penh
T> 855 23 212265
F> 855 23 212270
ppcc@online.com.kh

CANADA

1980

ECCC - Electronic Commerce
Council of Canada
GS1 Canada
885 Don Mills Rd
Suite 222 Toronto
Ontario M3C 1V9
T> 1 416 510 8039
F> 1 416 510 1619
info@eccc.org
www.eccc.org

CHILE

1989

EAN CHILE -
Centro de Comercio Electrónico
GS1 Chile
Merced 230
Santiago Centro
T> 56 2 3654000
F> 56 2 3654222
eanchile@eanchile.cl
www.eanchile.cl

CHINA

1991

ANCC - Article Numbering
Centre Of China
GS1 China
East Gate of No.46,
Yuzhong XiLi De Wai
Xicheng District
Beijing 100029
T> 86 10 62024533
F> 86 10 82029374
ancc@public3.bta.net.cn
info@ancc.org.cn
www.ancc.org.cn

COLOMBIA**1989**

IAC COLOMBIA - Instituto Colombiano De
Codificacion Y Automatizacion Comercial
GS1 Colombia
Avenida El Dorado 70
16 Oreja Nororiental
Bogota
T> 57 1 4 27 09 99
F> 57 1 4270212
57 1 4270201
iaccol@attglobal.net
www.iaccolombia.org

COSTA RICA**1998**

EAN COSTA RICA
De la Pops de Curridabat
GS1 Costa Rica
25 M Al Este
Ed. Galerias Del Este
Piso 1, Oficina 7
11892-1000 San José
T> 506 224 3255
F> 506 224 4722
informacion@eancostarica.or.cr
www.eancostarica.or.cr

CROATIA**1992**

EAN CROATIA
GS1 Croatia
Tuskanac 14
10000 Zagreb
T> 385 1 48 95 000
T> 385 1 48 95 001
ean-croatia@ean-croatia.hr
www.ean-croatia.hr

CUBA**1990**

EAN CUBA-Cámara de Comercio
de la República de Cuba
GS1 Cuba
Calle 21No.661
esquina A,Vedado
10400 Ciudad de La Habana
T> 537 832 2693
F> 537 33 3042
eancuba@camara.com.cu
www.camaracuba.com.cu

CYPRUS**1985**

EAN CYPRUS
GS1 Cyprus
38, Grivas Dhigenis Ave
& 3 Deligiorgis str
1509 Nicosia
T> 357 22 889860
F> 357 22 669048
357 22 665685
ean@ccci.org.cy
andand@ccci.org.cy
www.ccci.org.cy

CZECH REPUBLIC**1983**

EAN CZECH REPUBLIC
GS1 Czech Republic
Na Pankraci 30
140 00 Prague
T> 420 234 633 145
F> 420 234 633 147
info@ean.cz
www.ean.cz

DENMARK**1977**

EAN DANMARK
GS1 Denmark
Hammershusgade 17
2100 Copenhagen
T> 45 39 27 85 27
F> 45 39 27 85 10
info@ean.dk
www.ean.dk

DOMINICAN REPUBLIC**1995**

EAN REPÚBLICA DOMINICANA
GS1 Dominican Republic
Ave. John F. Kennedy
Edif. Plaza Compostela
Suite 3-I-5, Ens. Paraiso
Santo Domingo
T> 809 683 4727
F> 809 683 4842
ean_rd@eanrd.org.do
www.eanrd.org.do

ECUADOR**1992**

Asociacion Ecuatoriana
De Código De Producto, ECOP
GS1 Ecuador
Ruiz De Castilla,
763 Y Andagoya, Quito
T> 593 2 2507580
F> 593 2507580
ecop@uio.telconet.net
www.ecop-eanecuador.com

EGYPT**1996**

EAN EGYPT
GS1 Egypt
35 Hadayek
El Obour Bldg
Salah Salem
Cairo
T> 20 2 4026623
F> 20 2 2627617
info@eanegypt.com
www.eanegypt.com

EL SALVADOR**1999**

EAN EL SALVADOR
GS1 El Salvador
9a. Ave. Norte
y 5a. Calle Pte
San Salvador
T> 503 244 7000
F> 503 244 7070
eansal@diescoean.com.sv
www.diescoean.com.sv

ESTONIA**1993**

EAN EESTI
GS1 Estonia
Tulika 19,
10613 Tallinn
T> 372 6505063
F> 372 6505093
info@ean.ee
www.ean.ee

FINLAND**1977**

EAN FINLAND Oy
GS1 Finland
World Trade Center
Aleksanterinkatu 17
FIN-00101 Helsinki
T> 358 9 69 69 69
F> 358 9 65 03 03
eaninfo@wtc.fi
www.ean-finland.fi

FRANCE**1977**

GENCOD EAN FRANCE
GS1 France
2 rue Maurice Hartmann
92137 Issy Les Moulineaux cedex
T> 33 1 40 95 54 10
F> 33 1 40 95 54 49
infos@gencod-ean.fr
www.EANnet-france.org

GEORGIA**1996**

EAN GEORGIA
GS1 Georgia
11 Chavchavadze avenue
179 Tbilisi
T> 995 32 29 47 24
F> 995 32 23 57 60
ean@kheta.ge info@ean.ge
www.ean.ge

GERMANY**1977**

CCG - Centrale für
Coorganisation GmbH
GS1 Germany
Maarweg 133
D-50825 Köln
T> 49 221 947140
F> 49 221 94714990
info@ccg.de
www.ccg.de

GREECE**1985**

HELL.C.A.N. - EAN HELLAS
GS1 Greece
5 Ag. Dimitriou Square
Kifissia
14562 Athens
T> 30 21 0808 3931
F> 30 21 0801 9156
info@ean.gr
www.ean.gr

GUATEMALA**1998**

EAN GUATEMALA
GS1 Guatemala
Ruta 6, 9-21 Zona 4
Nivel 5
1004 Guatemala
T> 502 362 5375
F> 502 332 6658
eanguatemala@eanguatemala.org.gt
www.eanguatemala.org.gt

HONDURAS**1999**

DISELCO - EAN HONDURAS
GS1 Honduras
Boulevard Centro America
edificio Camara de Comercio
M. D. C. Tegucigalpa
T> 504 235 77 93
F> 504 235 77 92
diselco@eanhonduras.org
www.eanhonduras.org

HONG KONG**1989**

Hong Kong Article Numbering Association -
EAN HONG KONG
GS1 Hong Kong
22/F OTB Building
160 Gloucester Road
Wanchai
T> 852 2861 2819
F> 852 2861 2423
info@hkana.org
www.hkana.org
www.epcglobal.org.hk

HUNGARY**1984**

EAN HUNGARY
GS1 Hungary
FÁY 1/b II. floor
1139 BUDAPEST
T> 36 1 412 3940
F> 36 1 412 3949
info@ean.hu
www.ean.hu

ICELAND**1984**

EAN ICELAND
GS1 Iceland
Borgartún 35
IS-105 Reykjavík
T> 354 511 3011
F> 354 511 3001
ean@ean.is
www.ean.is

INDIA**1995**

EAN INDIA
GS1 India
502-503, 5th Floor
Arunachal Building
19 Barakhamba Road
T> 91 11 23719638
91 11 23731638
91 11 23713117
91 11 23713112
F> 91 11 23719626
ean@nda.vsnl.net.in
www.eanindia.com

INDONESIA**1993**

GS1 Indonesia
Jalan R.P. Suroso 26
C/o Codex Universalis Noko Foundation
10350 Jakarta
T> 62 21 31925800
F> 62 21 3103357
info@gs1.or.id
www.gs1.or.id

IRAN

EAN IRAN
GS1 Iran
Shahid Abdollahzadeh Street
Keshavarz Blvd 19
5965 Tehran
T> 98 21 897 0964
98 21 896 4744
98 21 8970 149
F> 98 21 896 3425
eaniran@irtp.com
www.eaniran.com

IRELAND

EAN IRELAND
GS1 Ireland
Confederation House
84/86 Lower Baggot Street
Dublin 2
T> 353 1 605 1539
F> 353 1 638 1539
info@ean.ie
www.ean.ie

ISRAEL

EAN ISRAEL - Israeli
Barcode Association
GS1 Israel
29 Hamered St.
Industry House
Tel Aviv 61500
T> 972 3 5198839
F> 972 3 5162082
sigalb@industry.org.il

ITALY

INDICOD-ECR
GS1 Italy
via Serbelloni 5
20122 Milan
T> 39 02 7772121
F> 39 02 784373
indicod@indicod.it
www.indicod-ecr.it

JAPAN

The Distribution Systems
Research Institute
DCC-JAPAN
(Distribution Code Center) - EAN JAPAN
GS1 Japan
Place Canada 3F
7-3-37 Akasaka
Minato-ku
Tokyo 107-0052
T> 81 3 5414 8505
F> 81 3 5414 8514
jan@dsri-dcc.jp
www.dsri-dcc.jp

JORDAN

Jordan Numbering Association -
EAN JORDAN
GS1 Jordan
Akrama Al Qurashi St
Amman 11190
T> 962 6 5620038
962 6 5620039
F> 962 6 5620035
ean@jedco.gov.jo
www.ean.jedco.gov.jo

1996**KAZAKHSTAN****1996**

EAN KAZAKHSTAN Association
GS1 Kazakhstan
47, Mynbayev str
480008 Almaty
T> 7 3272 756578
F> 7 3272 755932
7 3272 479348
info@ean.kz
www.ean.kz

KENYA**1999**

EAN KENYA Ltd
GS1 Kenya
Protection House,
7th floor, suite W.O.1
Hellie Sellasie Av./Parliament Road
PO Box 70083 Nairobi
T> 254 20 313 206
F> 254 20 219 755
info@eankenya.com

KUWAIT**2000**

EAN KUWAIT -
The Independent Agent Corporation
GS1 Kuwait
c/o Mr. Ahmad Subhi
Al Khatib
The Independent Agent Corporation
Area 1, Block 1
Bldg 245, Ardiya Industrial Area
Ardiya
PO box 26332 Safat 13124
T> 965 4313129
965 4315264
965 4317862
965 4335438
965 4331464
965 4318290
F> 965 4336246
info@century21fglobal.com
proteins@kuwait.net

KYRGYZSTAN**2002**

EAN KYRGYZSTAN -
Article Numbering Association
GS1 Kyrgystan
106, Chui prospect
room 427
Bishkek 720002
T> 996 312 661 918
F> 996 312 663 136
ean-kg@elcat.kg

LATVIA**1994**

EAN LATVIA - Bureau of the Latvian Chamber of
Commerce and Industry
GS1 Latvia
K. Valdemara 35
Riga LV-1010
T> 371 7333227
F> 371 7332276
ean@chamber.lv
www.chamber.lv/ean/

LEBANON 1996

EAN LEBANON
GS1 Lebanon
Justinian Street
Beirut Chamber of Commerce Bldg. Sanayeh
PO Box 11
1801 Beirut
T> 961 1 744774
961 1 744764
F> 961 1 743377
info@ean-lebanon.org.lb
www.ean-lebanon.org.lb

LIBYA 2000

EAN LIBYA
Libyan Association for Numbering
GS1 Libya
PO Box 6991 Tripoli
T> 218 21 477 2320
F> 218 21 369 0028
info@eanlibya.org
hadi@eanlibya.org
www.eanlibya.org

LITHUANIA 1994

EAN LITHUANIA -
Association of Lithuanian Chambers of
Commerce, Industry and Crafts
GS1 Lithuania
J.Tumo-Vaizganto, 9/1 63A
2001 Vilnius
T> 370 5 2614532
F> 370 5 2621403
ean@chambers.lt
www.chambers.lt

MACAU 1999

EAN MACAU
GS1 Macau
Rua de Xangai No.175
Edf. ACM, 6-Andar
Macau
T> 853 782385
F> 853 780748
eanmacau@cpttm.org.mo
www.ean-macau.org.mo

MACEDONIA 1994

EAN MAC
GS1 Macedonia
Dimitrie Cupovski 13
1000 Skopje
T> 389 2 3237 425
F> 389 2 3116 210
ean@ic.mchamber.org.mk
www.mchamber.org.mk

MALAYSIA 1988

EAN MALAYSIA
GS1 Malaysia
No 3, Persiaran Dagang
PJU9
Bandar Sri Damansara
52200 Kuala Lumpur
T> 603 627 61211
F> 603 627 61042
eanmalaysia@fmm.org.my
eanmalaysia.com.my

MALTA 1992

EAN MALTA
GS1 Malta
69/3 Ta' Xbiex Seafront
Ta' Xbiex MSD12
T> 356 21 337 225
356 21 337 228
F> 356 21 332 336
info@eanmalta.org.mt
www.eanmalta.org.mt

MAURITIUS 1994

EAN MAURITIUS
GS1 Mauritius
3 Royal Road
Port Louis
T> 230 208 3301
F> 230 2080076
mcci@intnet.mu
www.mcci.org

MEXICO 1987

AMECE - Asociación
Mexicana de Estándares para el Comercio
Electrónico
GS1 Mexico
Blvd. Manuel Ávila
Camacho No. 139-9°
Piso
Col. Lomas de Chapultepec
11000 México, D.F.
T> 52 55 5249 5200
F> 52 55 5249 5229
info@amece.org.mx
www.amece.org.mx

MOLDOVA 1995

EAN MOLDOVA - National Association
of the Automatic Identification
GS1 Moldova
63, M.Kogalniceanu
Street, Of. 52
2009 Chisinau
T> 373 22 24 1669
T> 373 22 24 1669
info@ean.md
www.ean.md

MONGOLIA 2003

GS1 Mongolia
J. Sambuu Street 11
Ulaanbaatar 38
T> 976 11 327 176
976 11 312 501
976 11 312 371
F> 976 11 324 620
gsp@mongolchamber.mn
www.mongolchamber.mn

MOROCCO 1993

EAN MAROC
GS1 Morocco
207, Bd Mohamed Zerkouni
Appt 30
20100 Casablanca
T> 212 22 39 19 13
F> 212 22 39 19 14
ean@ean.ma
www.ean.ma

NETHERLANDS 1977

EAN NETHERLANDS
GS1 Netherlands
Tourniairestraat 3
PO Box 90445
1065 BK Amsterdam
T> 31 20 5113820
F> 31 20 5113830
info@ean.nl
www.ean.nl

NEW ZEALAND 1981

EAN NEW ZEALAND Incorporated
GS1 New Zealand
Level 2, Mainzeal House,
181 Vivian Street
6034 Wellington
T> 64 4 801 0833
F> 64 4 801 0830
ean.nz@ean.co.nz
www.ean.co.nz

NICARAGUA 1998

EAN NICARAGUA
GS1 Nicaragua
Rotonda EL Gueguense
300 mts sur
Edificio CADIN
Managua
T> 505 266 9810
F> 505 266 9810
eannicaragua@eannicaragua.org.ni
www.eannicaragua.org.ni

NORTH KOREA 1999

EAN D P R KOREA
GS1 North Korea
Inhung, Morabong Street
Pyongyang
T> 850 2 181111
(ext, 381-8989)
F> 850 2 381 4480
850 2 381 4410
saqm@co.chesin.com

NORWAY 1977

EAN NORGE
GS1 Norway
Spireaveien 6
Postboks 454 Økern
0513 Oslo
T> 47 22 97 13 20
F> 47 22 65 56 21
firmapost@ean.no
www.ean.no

PANAMA 1998

EAN PANAMA
GS1 Panama
Via Ricardo J. Alfaro
Sun Tower Mall
Primer Piso
Oficina 33
Panama
T> 507 236 7907
507 236 8622
507 236 5228
507 236 8120
F> 507 236 5493
info@eanpanama.org
www.eanpanama.org

PARAGUAY**1994**

EAN PARAGUAY
GS1 Paraguay
Rca. de Siria 350
c/ Ayala Velázquez
1er. Piso
1441 Asunción
T> 595 21 202518
F> 595 21 202518
ean@ean.com.py
www.ean.com.py

PERU**1989**

EAN PERU
GS1 Peru
Av. Javier prado oeste 2150
San Isidro
Lima 27
T> 511-2211000
F> 511-4400270
eanperu@eanperu.org.pe
www.eanperu.org

PHILIPPINES**1993**

PANC
GS1 Philippines
20 San Rafael St.
Bo. Kapitolyo
1603 Pasig City
Metro Manila
T> 63 2 6370897-98
F> 63 2 6314631
pancsrvr@panc.org.ph
www.panc.org.ph

POLAND**1990**

EAN POLAND -
Institute of Logistics and Warehousing
GS1 Poland
Ul. Estkowskiego 6
61-755 Poznan
T> 48 61 852 76 81
F> 48 61 852 63 76
ckk@ilim.poznan.pl
www.ean.pl

PORTUGAL**1986**

CODIPOR - Associação Portuguesa
Para a Identificação e Codificação
De Produtos Rua Prof.
GS1 Portugal
Fernando da Fonseca 16
Escritorio II
1600-618 Lisboa
T> 35 1 21 752 07 40
F> 35 1 21 752 07 41
codipor@codipor.pt
www.codipor.pt

ROMANIA**1994**

EAN ROMANIA
GS1 Romania
Bvd Aviatorilor, No.50 A
11864 Bucharest
T> 40 212 30 1302
F> 40 212 30 1467
ean@ean.ro
www.ean.ro

RUSSIA**1986**

UNISCAN/EAN RUSSIA -
Automatic Identification Association
GS1 Russia
53, Prospekt Vernadskogo - Floor 9
119415 Moscow
T> 7095 730 7103
7095 785 7656
F> 7095 785 2748
info@ean.ru
www.ean.ru

SAUDI ARABIA**1999**

EAN SAUDI ARABIA
GS1 Saudi Arabia
Chamber of Commerce & Industry Bdlg
Dabab Street
PO Box 16683
Riyadh 11474
T> 966 1 4053200
F> 966 1 4024747
council@saudichambers.org.sa
www.saudichambers.org.sa

SERBIA MONTENEGRO**1982**

EAN YU - Yugoslav
Numbering Association
GS1 Serbia & Montenegro
Knez Mihailova 10
11000 Beograd
T> 381.11.3285.001
381.11.3285.002
381.11.3248.392
F> 381.11.3285.002
381.11.2621.434
yana@EUnet.yu
www.ean.org.yu

SINGAPORE**1987**

SANC - Singapore Article Number Council
GS1 Singapore
No. 1 Science Centre Road
The Enterprise #02-02
Singapore 609077
T> 65 68263 089
F> 65 68228 318
jin_soon.tan_sanc@smaffederation.org.sg
http://www.sanc.org.sg

SLOVAKIA**1994**

EAN SLOVAKIA
GS1 Slovakia
Nanterska 23
010 08 Zilina
T> 421 41 5651185
F> 421 41 5651186
inform@ean.sk
www.ean.sk

SLOVENIA**1982**

EAN SLOVENIJA
GS1 Slovenia
Dimiceva 13
SI-1504 Ljubljana
T> 386 1 5898321
F> 386 1 5898323
ean@gzs.si
www.ean.atnet.si

SOUTH AFRICA**1982**

CGCSA
GS1 South Africa
PO Box 41417
2024 Craighall
T> 27 11 789 5777
F> 27 11 886 4966
info@cgcsa.co.za
www.ean.co.za

SOUTH KOREA**1988**

EAN KOREA
GS1 South Korea
Gateway Tower 6F
Dongja-dong 12
Yongsan-gu
Seoul 140-709
T> 82 2 311 1432
82 2 311 1433
F> 82 2 311 1452
82 2 311 1450
admin@eankorea.or.kr
www.eankorea.or.kr

SPAIN**1978**

AECOC - Asociación Española
de Codificación Comercial
GS1 Spain
Ronda General Mitre 10
8017 Barcelona
T> 34 93 252 39 00
F> 34 93 280 21 35
info@aecoc.es
www.aecoc.es

SRI LANKA**1995**

EAN SRI LANKA
GS1 Sri Lanka
C/o The Ceylon Chamber
of Commerce 50,
Navam Mawatha
Colombo 2
T> 94 1 326096
F> 94 1 449352
chamber2@sri.lanka.net
ayoni@chamber.lk
www.chamber.lk

SWEDEN**1977**

EAN SWEDEN AB
GS1 Sweden
PO Box 1178
111 91 Stockholm
T> 46 8 50 10 10 00
F> 46 8 50 10 10 01
info@ean.se
www.ean.se

SWITZERLAND**1977**

EAN (Switzerland)
GS1 Switzerland
Dornacherstrasse 230
CH-4053 Basel
T> 41 61 338 70 00
F> 41 61 338 70 99
mail@ean.ch
www.ean.ch

SYRIA

EAN SYRIA
GS1 Syria
c/o Syrian Computer Institute
76, Lazaristes Building
Bab Touma
Damascus
> 963 11 5427 909
> 963 11 5427 909
ean-syria@net.sy
www.trust-info.net

TAIWAN

EAN TAIWAN
GS1 Taiwan
4th Floor,
10, Lin-Shen South Road
100 Taipei
T> 886 2 2393 9145
F> 886 2 2391 3171
eantwn@eantaiwan.org.tw
www.eantaiwan.org.tw

THAILAND

EAN THAILAND INSTITUTE
GS1 Thailand
Queen Sirikit National Convention Center
Zone 3rd fl.
60 New Rachadapisek Rd.
Klongtoey
Bangkok 10110
T> 66 2229 4255
F> 66 2229 4939
66 2229 5918
info@eanthai.org
www.eanthai.org

TUNISIA

TUNICODE - Société
Tunisienne de Codification
Immeuble Ennour
GS1 Tunisia
Zone Urbaine Nord
6ème étage
1082 Tunis
T> 216 71 231122
F> 216 71 751437
tunicode.eantunis@gnet.tn
www.tunicode.com.tn

TURKEY

EAN TURKEY - TOBB
GS1 Turkey
Ataturk Bulvari No:149
Bakanliklar
6640 Ankara
T> 90 312 413 80 00
F> 90 312 425 48 54
eanturkey@tobb.org.tr
http://www.tobb.org.tr/ean

UKRAINE

EAN UKRAINE - Article
Numbering Association of Ukraine
GS1 Ukraine
Artema Street, 26
4053 Kyiv
T> 380 44 216 0734
380 44 246 8521
F> 380 44 246 8515
ean@ean.ua
www.ean.ua

1998

1985

1988

1992

1988

1994

UNITED ARAB EMIRATES

EAN EMIRATES
GS1 United Arab Emirates
Corniche Road
Al Reem Plaza
Flat N°405
PO Box 33269 Sharjah
T> 971 6 57 222 83
F> 971 6 57 222 86
ean_uae@emirates.net.ae

UNITED KINGDOM

e.centre - Association for Standards
and Practices in Electronic Trade-
EAN UK Ltd
GS1 UK
10 Maltravers Street
London
WC2R 3BX
T> 44 20 7655 9000
T> 44 20 7681 2287
info@e-centre.org.uk
www.e-centre.org.uk

UNITED STATES

Uniform Code Council, Inc - UCC
GS1 US
Princeton Pike Corporate Center
1009 Lenox Drive
Suite 202
Lawrenceville NJ 08648
T> 1 609 6200 200
F> 1 609 6201 200
info@uc-council.org
www.uc-council.org

URUGUAY

EAN URUGUAY
GS1 Uruguay
Jose Ellauri 885
11300 Montevideo
T> 598 2 7123360
F> 598 2 7123360
info@eanuruguay.org
www.eanuruguay.org

UZBEKISTAN

EAN UZBEKISTAN
GS1 Uzbekistan
Street Bukhoro, 6
700047 Tashkent
T> 998 71 1367131
F> 998 71 1367946
ean@sarkor.uz
www.ean.uz

VENEZUELA

EAN VENEZUELA
GS1 Venezuela
Av. F. de Miranda c/c Los Laboratorios
Centro Empresarial Quorum Piso 1
Oficina J. y K. Los Ruices
Caracas 1071
T> 58 212 2378777
58 212 2377381
58 212 2379520
F> 58 212 2377250
info@eanve.org
www.eanve.org

2000

1977

1972

1989

1998

1987

VIETNAM

EAN VIETNAM
GS1 Vietnam
Vietnam Article Numbering
and Barcoding Organization
8 Hoang Quoc Viet Street
Cau Giay District
Hanoi 844
T> 84 4 836 1463
F> 84 4 836 1771
84 4 756 2444
eanvn@fpt.vn
http://www.vsc.org.vn

1995



**NEW HEAD
OFFICE AS OF
2ND NOVEMBER
2004:**

Avenue Louise 326
1050 Brussels
Belgium

33

GS1

EAN International



www.GS1.org