GS1 Joins Advisory Board of the International Chamber of Commerce to support the Digital Standards Initiative

The initiative brings together 30 international leading stakeholders to support a globally harmonised, digitalised trade environment

Brussels 25 August 2021 – GS1 has been appointed to the [Industry Advisory Board of the International Chamber of Commerce (ICC)](#) to support the Digital Standards Initiative (DSI), the global program working to establish a harmonised, digitalised trade environment. GS1 is represented on the new board by **Miguel Lopera, President & CEO of GS1**.

After participating in the first meeting of the Advisory Board, **Miguel Lopera** said: "GS1 is working hard on improving international trade flows and supporting digital supply chains, something closely aligned with the objectives of the DSI. We believe that GS1 standards and services can add great value as the initiative develops and progresses."

As Industry Advisory Board member, GS1 is part of a group of global and regional bodies working on different aspects of global commerce and business communication, including **FIATA, SWIFT, GLEIF and WCO.** The DSI was launched in 2020 by the International Chamber of Commerce in partnership with the Asian Development Bank and the Government of Singapore.

Acknowledging the need to partner with other leading global actors to ensure a successfully digitalised framework, **Lopera** added: "We look forward to working together with both public and private sector

stakeholders participating in this crucial effort. The pandemic has accelerated digitalisation on all fronts, and we need to make sure that technology and global data standards are applied seamlessly for the benefit of more efficient trade and more resilient supply chains".

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About GS1 - GS1 is a neutral, non-profit organisation that provides global standards for efficient business communication. We are best known for the barcode, named in 2016 by the BBC as one of "the 50 things that made the world economy." GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. We enable organisations of all types and sizes to identify, capture and share information seamlessly. Our scale and reach – local Member Organisations in 115 countries, 1.5 million user companies and 5 billion transactions every day – help ensure that GS1 standards create a common language that supports systems and processes across the globe. Find out more at www.gs1.org.