浙江省市场监督管理局
Zhejiang Provincial Administration for Market Regulation

Zhejiang AMR, GS1 & GS1 China

Global Migration to 2D Project Joint Announcement

浙江省市场监督管理局 国际物品编码组织 中国物品编码中心

全球二维码迁移计划联合声明

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With the ambition to advance retail barcode systems to unlock new business and consumer opportunities, drive digital transformation and promote economic globalisation, GS1 has launched the Global Migration to 2D (GM2D), an international project to lead industry sectors around the world to transition the retail landscape from 1D barcodes to 2D barcodes.

为致力于推进零售条码系统升级，从而开启新的商业消费者机会，促进数字转型，推动经济全球化，国际物品编码组织（GS1）发起了全球二维码迁移计划（Global Migration to 2D，以下简称"GM2D"）。GM2D是一个能够引领全球行业领域在零售端将一维条码过渡到二维码的国际项目。

1D barcodes continue to support the complexity of modern global business, simplifying numerous supply chain processes where data flows quickly, efficiently, and securely in almost every sector around the world. However, as consumers and regulators demand more and better product information, it is time to bring barcodes to the next level.

一维条码仍然可以支撑复杂的现代全球业务，简化繁琐的供应链流程，使得当中几乎遍布全球各行各业的数据都能传递迅速、高效、安全。但随着消费者与监管方对更多更好的产品信息需求增加，是时候将条码提升到新的水平。

GS1 China is responding to this challenge. The quick and effective response aims to build a leading position in compliance with the international standards and promote the innovative development of digital economy.

中国物品编码中心随即应对这一挑战。这一迅速有效的响应有助于中国率先与国际标准接轨，推动数字经济创新发展。

GS1, GS1 China and the Zhejiang Provincial Administration for Market Regulation (abbreviated as Zhejiang AMR) will work together to set up the GM2D Project in Zhejiang Province. This project will play an important role in digital innovation, and push forward Zhejiang Province to become GM2D demonstration area.

国际物品编码组织，中国物品编码中心和浙江省市场监督管理局将共同在浙江省开展GM2D推广应用项目。这一项目将在数字变革中发挥重要作用，推动浙江成为全球GM2D示范区域。

Zhejiang AMR is an agency under the leadership of the Zhejiang Provincial Government, responsible for the comprehensive coordination of food safety supervision and management in the province. Zhejiang food safety traceability closed-loop management system (the "Zhejiang Food Traceability Chain") was launched successfully online by Zhejiang AMR in 2021.

浙江省市场监督管理局是浙江省人民政府直属机构，负责全省食品安全监督管理，2021年开发上线了全省食品安全追溯闭环管理系统（以下简称"浙食链"）。

"Zhejiang Food Traceability Chain" integrates the GS1 coding rules and innovatively proposes digitalization standards such as food source management, product in circulation, social co-governance, government supervision and trade settlement, overturning the traditional model for governance in food safety supervision and speeding up the modernization process of food safety governance system and capabilities. So far, Zhejiang Food Traceability Chain has 187,000 registered users and 61,000 active daily users. Moreover, the application of Zhejiang Food Traceability Chain has covered a large geographical area of 90 counties (including cities and districts) in Zhejiang Province, with complete coverage in all food production enterprises, agricultural wholesale markets, large commercial supermarkets and traceable supply chains of imported fruits, pork, etc. The coding rules, standards and technical solutions used in "Zhejiang Food Traceability Chain" are highly consistent with GS1 Standard for GM2D. GS1 hopes that Zhejiang Province takes the lead in the construction of one important GM2D demonstration areas around the world. The GM2D Project in Zhejiang Province will be divided into 3 phases:

"浙食链"融合GS1国际编码规则，创新性的提出食品源头管理、产品流通、社会共治、政府监管和贸易结算等数字化标准规范，颠覆了传统食品安全监管治理模式，加快了食品安全治理体系和治理能力现代化的进程。截至目前，"浙食链"共有注册用户18.7万家，日活跃用户数6.1万家，已实现浙江省90个县（市、区）应用全覆盖，在产食品生产企业全覆盖，所有农批市场全覆盖，所有大型商超全覆盖，进口水果、猪肉等重点品种追溯全链条覆盖。浙食链中的编码规则、标准和技术方案与GM2D中GS1标准高度一致。国际物品编码组织希望浙江省在全球范围内率先开展GM2D示范区建设，计划分为3个阶段：

In phase 1 (scheduled for the end of 2022), more than 7,000 food production companies in Zhejiang will register in the "Zhejiang Food Traceability Chain" system. For half of the food product enterprises, 50% of their products will have a 2D barcode printed on the package, together with the existing 1D barcode. System upgrades will take place in more than 200 stores of the largest merchandise retail chain in Zhejiang Province to realize POS checkout from 2D barcodes.

第一阶段：2022年底，实现浙江省7000多家食品生产企业全部接入浙食链系统；实现50%在产食品生产企业的50%在产品种在包装上实体赋码，一维条码和商品二维码并存；试点1家超市集团的200家以上门店实施系统改造，实现POS端商品二维码结算。

For phase 2 (end of 2023), all products of 80% of all food companies in Zhejiang Province are set to have 2D barcodes printed on the package, with 1D and 2D still co-existing during this transition period.

第二阶段：2023年底，实现全省80%在产食品生产企业的全部在产品种在包装上实体赋码，一维条码和商品二维码并存。

For phase 3 (end of 2025), large supermarkets in Zhejiang Province will finish improving the software and hardware of their POS systems to adopt 2D barcode reading; furthermore, the application of 2D for FMCG industries will be gradually promoted beyond food products.

第三阶段：2025年底，实现浙江省流通领域大型商超完成POS端软硬件系统全改造从而可采取二维码读取结算；逐步推进二维码应用到食品产品外的其它快消品领域。

GS1, a neutral, not-for-profit organisation with 116 Member Organisations around the world, is responsible for the design and implementation of the most widely used global standards and solutions to improve efficiency and visibility in the supply and demand chains across sectors.

国际物品编码组织是中立的、非营利性的组织，在全球有116个成员组织，负责开发设计用于提高跨国供应链的效率和可视性的全球标准和解决方案。

GS1 launched GM2D at the end of 2020 and over 20 countries and districts including China, US, Australia and Brazil have participated in this project until now. GS1 fully supports GS1 China, Zhejiang AMR and their ground-breaking work in the GM2D Project in the province of Zhejiang, which implements international standards and facilitates international exchange activities.. An evaluation will be timely performed to promote the "Zhejiang Food Traceability Chain" project as a successful case to be shared around the world in the future.

2020年底，国际物品编码组织发起了GM2D，目前已经有中、美、澳、巴西等全球20多个国家和地区加入该项目。国际物品编码组织将全力支持中国物品编码中心和浙江省市场监督管理局推进具有开创性意义的浙江GM2D推广工作，包括实施国际标准和推进国际间交流活动。适时评估项目效果，并将"浙食链"推广项目作为GM2D标准案例向全球推介。

GS1 China is in charge of organising, coordinating and administrating article numbering and AIDC (Automatic Identification and Data Capture) work throughout China, dedicated to promoting the GS1 System of standards, the globally-adopted, open and cross-industry standard for supply chain management. GS1 China also provides public service platforms and standardised solutions to the society.

中国物品编码中心统一组织、协调、管理中国商品条码、物品编码与自动识别技术，致力推广国际通用的、开放的、跨行业的全球统一编码标识系统和供应链管理标准，向社会提供公共服务平台和标准化解决方案。

In 2021 GS1 China started to promote GM2D in China and 20 major key branches, including the Zhejiang Branch of GS1 China (Zhejiang Institute of Standardisation) have joined the project. Based on the significant size of the consumer market in Zhejiang Province and the extensive adoption of the Zhejiang Food Traceability Chain system, GS1 China, Zhejiang AMR and the Zhejiang Branch of GS1 China will set up a specialized working group to support relevant parties and mutually facilitate the GM2D Project in Zhejiang Province.

2021年，中国物品编码中心开始在中国全面推进GM2D，已有包括中国物品编码中心浙江分中心（浙江省标准化研究院）在内的20个重要省市分中心加入该项目。基于浙江省庞大的消费市场及"浙食链"系统的广泛采用，中国物品编码中心与浙江省市场监督管理局，以及中国物品编码中心浙江分中心（浙江省标准化研究院）将成立专题工作组，全面支持各相关方参与并共同推动GM2D在浙江推广落地。

We look forward to the active participation of all relevant parties in GM2D!

我们期待各相关方积极加入GM2D！

For more details of GM2D in China, please contact: zhijk@ancc.org.cn, dingk@zis.org.cn

如您想了解更多GM2D项目情况，请联系: zhijk@ancc.org.cn, dingk@zis.org.cn

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