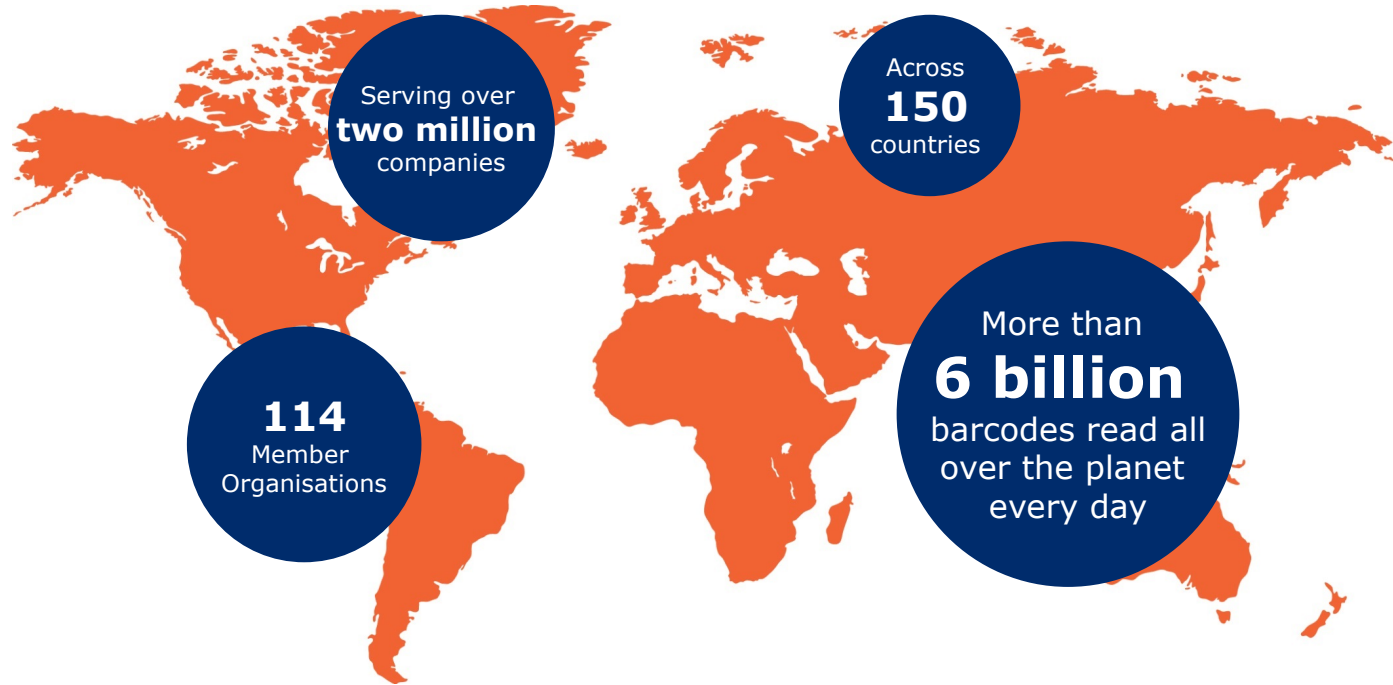
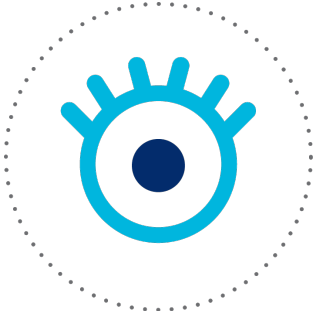




# The global language of business



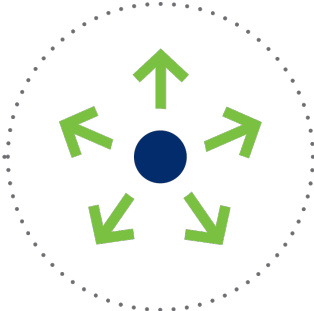
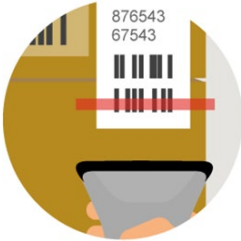
# GS1 system: set of standards & solutions



**IDENTIFY**



**CAPTURE**



**SHARE**



# Recognitions and collaborations

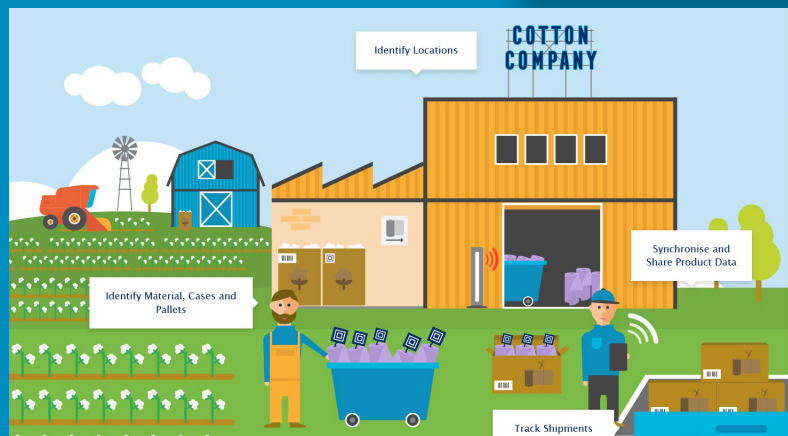




## The GS1 Discovery App

Helping users understand today's dynamic, consumer-driven supply chains.

Take the journey home.  
<http://discover.gs1.org/>



# Global initiatives



# What is the Global Data Model?

---

Define a globally-agreed set of attributes that brand owners need to provide to retailers—in order to verify, list/order, move/store and sell products digitally and physically.

**Simplifying and harmonising the content (master data) we exchange.**



# Why does it matter?

---

- Brand owners spend time and resources customising their data to meet individual retailer needs
- Data models are national
- Data exchange is complex

**As a result, retailers often receive lower quality or incomplete data that lead to listing delays.**





# How are we doing this?

---

## Working collaboratively with industry:

- 60 Industry representatives
- 35 GS1 Member Organisations

## Two tracks

- Global Data Model: specifying which attributes are needed globally for all products and for selected product categories.
- Attribute Definitions for Business: providing business friendly attribute names and definitions for each attribute



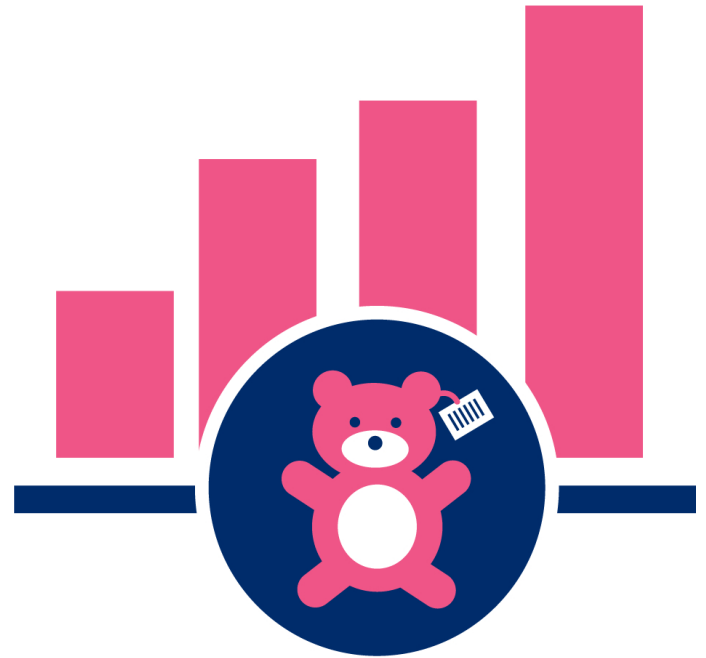
# What is the result?

---

A simplified and harmonised single global data model that will enable:

- Greater efficiency
- Reduced costs
- Increase quality & completeness

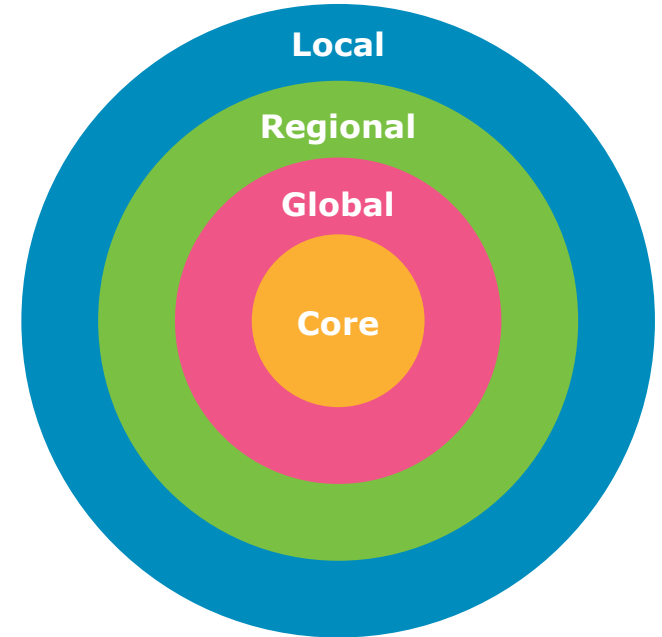
**Ultimately leading to improved consumer experience and increased sales.**



# How does it work?



- Global mandatory attributes**
  - Net content
  - Image
- Global category specific conditional/mandatory**
  - Ingredients
  - Nutritional facts
- Regional category specific conditional/mandatory**
  - Package material
  - Allergen statement
- Local conditional/mandatory or optional**
  - Order quantity minimum



# Our recommendations

# Our recommendations

- **Ensure interoperability**
- **Use what already exists**
- **Do not reinvent the wheel**
- **Make sure you speak the same language**