

## Annual Report 2018-2019



# GS1 believes in the power of standards to transform the way we work and live

**W**e create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations, and assets.

We enable visibility through the exchange of authentic product data.

We empower business to grow and to improve efficiency, safety, security and sustainability.



# Table of contents

Message from the President .....	4
Message from the CEO .....	6
GS1 India - An overview .....	9
Highlights .....	10
GS1 Standards .....	11
Our Services .....	13
Our Projects. ....	17
Our presence @ events .....	21
National Industry Forum for Retail. ....	27
Global Developments .....	29
GS1 Management Board .....	33



# Message from the President

I am pleased to present the Annual Report of GS1 India, highlighting key achievements and activities in 2018-19.

During the year, GS1 India continued to add new subscribers, exceeding targets and further deepened implementation of GS1 standards across sectors.

In an increasingly digital world, data quality is paramount, where GS1 standards have a major role to play. With omni-channel shopping becoming the norm, access to accurate product data has become critical. GS1 standards enable this through GS1 India's DataKart - the national repository of data on attributes of retailed products.

DataKart is benefitting suppliers, retail chains and online marketplaces in reaching out to their customers more efficiently with the use of trusted, quality information on consumer products.

Thousands of *kirana* shops can get ready access to this quality data through Point-of-Sale solution providers, who offer PoS hardware with product item masters, which source data directly from DataKart.



DataKart feeds data on retailed products in India with details of suppliers, etc., into GS1 Registry, which is designed to become the single source of trusted data on retailed products worldwide. GS1 India was selected as one of just two GS1 organisations worldwide to pilot and launch 'Verified by GS1' global service by virtue of its deep technical and business expertise in designing solutions, which meet diverse customer requirements.

Beyond retail, GS1 India created the need for open, global standards across other industry sectors as well, which included Healthcare, Defence, and Transport & Logistics.

An ambitious food traceability project was conceptualised for the Indian Army for efficient tracking and FIFO management of its dry and frozen rations. This is expected to get rolled out in the next year, which would act as an excellent

referral for implementing similar traceability solutions using GS1 standards across other sectors/ organisations.

Through its continued representation on the GS1 Global Advisory Council and its Global Internal Compliance Committee, GS1 India significantly contributed to the development of GS1's strategic plans, keeping priorities of emerging markets in perspective.

As a Board Member of the Global Legal Entity Identifier Foundation (GLEIF), Switzerland, CEO, GS1 India actively participated in its deliberations for extending the use of LEIs in the financial sector.

I would like to thank the Board of Management for its continued pro-active support and guidance in furthering the objectives of GS1 India and compliment the GS1 India team, led by the CEO, for its excellent performance during the year.



**Bhupinder S. Bhalla**



# Message from the CEO

**2**018-19 was another year of satisfactory performance achieved through growth in the number of subscribers for company prefix numbers & DataKart, and revenues from Consulting services.

A revolution is happening in shopping behaviour with consumers increasingly using a number of information touchpoints before making purchase decisions.

This puts the onus on brand owners and retailers to make trusted and up-to-date product information available in a standardised way to enable omni-channel shopping.

## **Data is the new oil**

Quality data is a vital part of any supply chain and fundamental to increasing efficiency and reducing costs. It is widely recognised that accurate master data sits at the core of several business processes connected with ordering, billing, logistics, etc.

GS1 India's DataKart helps brand owners share accurate and quality information on their products directly with retailers. This year, India's leading food/FMCG companies commenced sharing information on their new product introductions, product changes, promotions, etc., in real time



with key retail chains, significantly saving time/efforts associated with providing the same on one-to-one basis.

Retailers too benefitted from the above through access to a single web-based platform, which provides trusted, standardised and up-to-date information on retailed products.

### **Delivering additional services through DataKart**

In response to Industry needs, GS1 India undertook significant enhancements to DataKart by developing a track & trace service through an EPCIS-based traceability layer.

Additionally, Advance Shipment Notices (ASNs) can now be generated by brand owners and shared electronically with supply chain trading partners, ahead of receipt of supplies by them. This enables speedy inwarding of supplies and reconciliations with purchase orders.

### **GS1 India - Live on 'Verified by GS1'**

GS1 India was selected as one of the two GS1 organisations from amongst 114 to go live on GS1's 'Verified by GS1' service, from 1 July 2019. This service is designed to meet the need for correctly identifying and authenticating retailed products worldwide. This is a major requirement of The Consumer Goods Forum (CGF), which comprises of over 400 key global retailers and FMCG companies.

### **National Industry Forum for Retail (NIFR)**

In response to Industry demands, GS1 India conceptualised and created NIFR in collaboration with Reliance Retail, Metro Cash & Carry, Future Group, Walmart India, Amazon, Google, Big Basket, More Retail, Flipkart, HUL, P&G, J&J,

Godrej Consumer Products, ITC, etc.

The objective behind the forum is to address key challenges faced by the retail sector in its supply & demand chain processes through adoption of global best practices and standards.

### **Authentication of CNG cylinder test reports**

Authentication of certificates/test reports is a major issue confronting licensing authorities, regulators, and the public, at large. This impacts test reports issued for CNG cylinders as well, which severely compromise safety of vehicles and passengers. GS1 India conceptualised and implemented an innovative solution for authenticating these reports using GS1 standards for unique identification and their correlation with the license plates affixed on CNG cylinders.

### **Plans ahead**

GS1 India is selected as the host GS1 Organisation for the 36<sup>th</sup> Global GS1 Healthcare Conference to be held on 5-7 November 2019, for the first time in India. This is a prestigious healthcare event that will bring together Indian and international Regulators, Hospitals, drug and device manufacturers, to deliberate on how to enhance patient safety and deliver quality healthcare through improved operational efficiency.

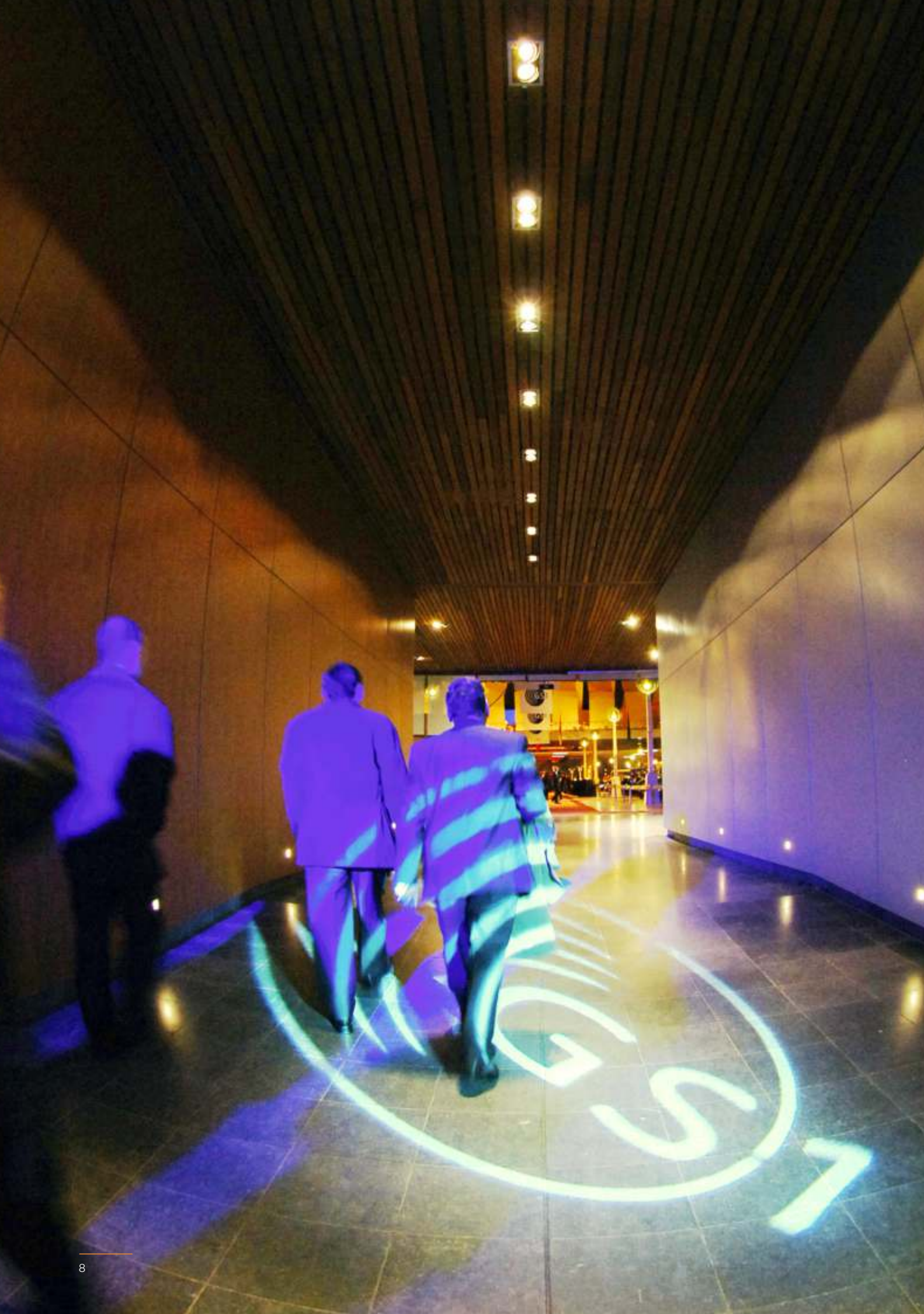
The focus would also remain on further deepening the adoption and implementation of GS1 standards across sectors, and establishing DataKart as a de-facto standard for the Indian Retail Industry.

We received excellent support and guidance from GS1 India Management Board under the leadership of our President Shri Bhupinder S. Bhalla.



**Ravi Mathur**







# GS1 India – An Overview

**G**S1 India is a Standards body, founded in 1996 by the Ministry of Commerce and Industry, Government of India, CII, FICCI, ASSOCHAM, FIEO, IMC, APEDA, Spices Board, IIP, and BIS.

It is affiliated to GS1, a global standards organisation headquartered at Brussels.

Our mission is to improve the efficiency and visibility of supply chains across physical and digital channels through the use of global GS1 standards.

## About GS1

GS1 is an industry-led global organisation, which oversees operations of 114 GS1 organisations across the world.

Over two million companies, across 25 industry sectors such as Retail, Healthcare, Transport & Logistics, use GS1 standards.

---

**GS1 standards are endorsed and referenced in ISO standards.**

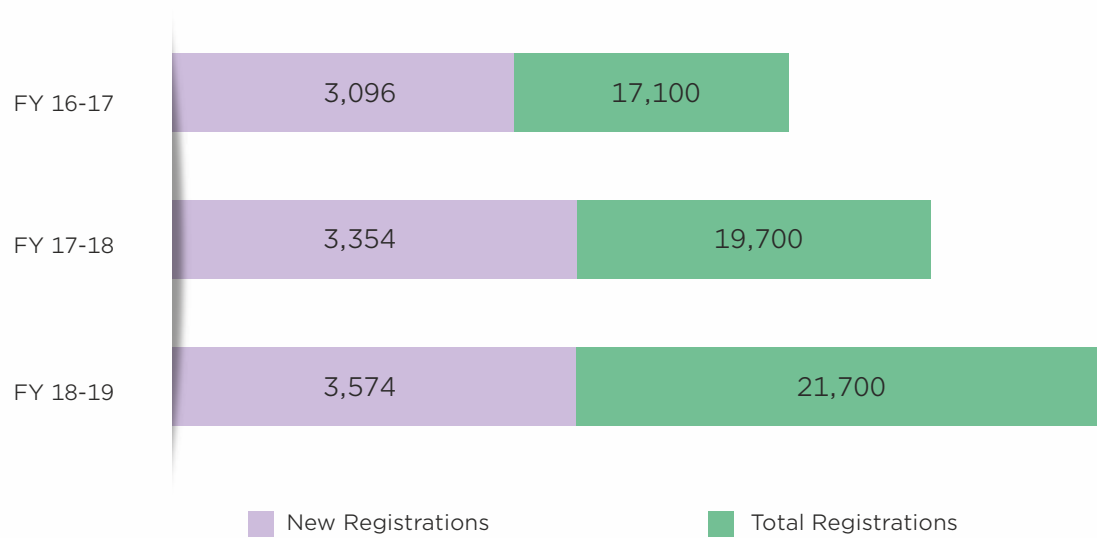
---

GS1 helps everyone involved in making, moving, and trading goods to automate and standardise their supply chain processes using the common language of GS1 global standards.

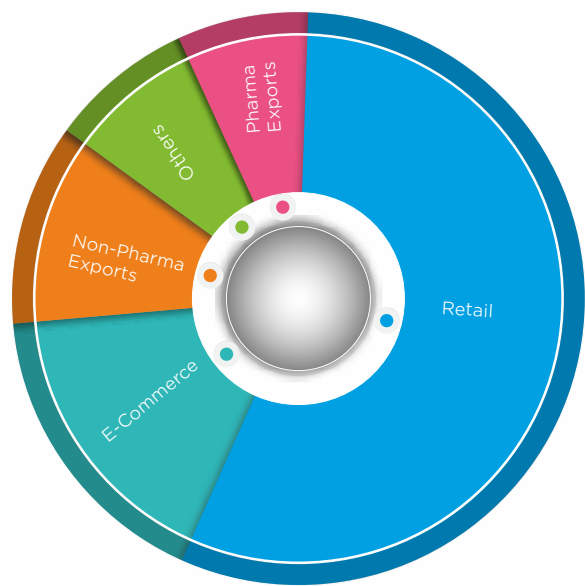
GS1 started with the barcode, which was first scanned in 1974 at a Supermarket in Ohio. From then, GS1 standards have evolved to enhance efficiency, safety, and visibility across industry sectors.

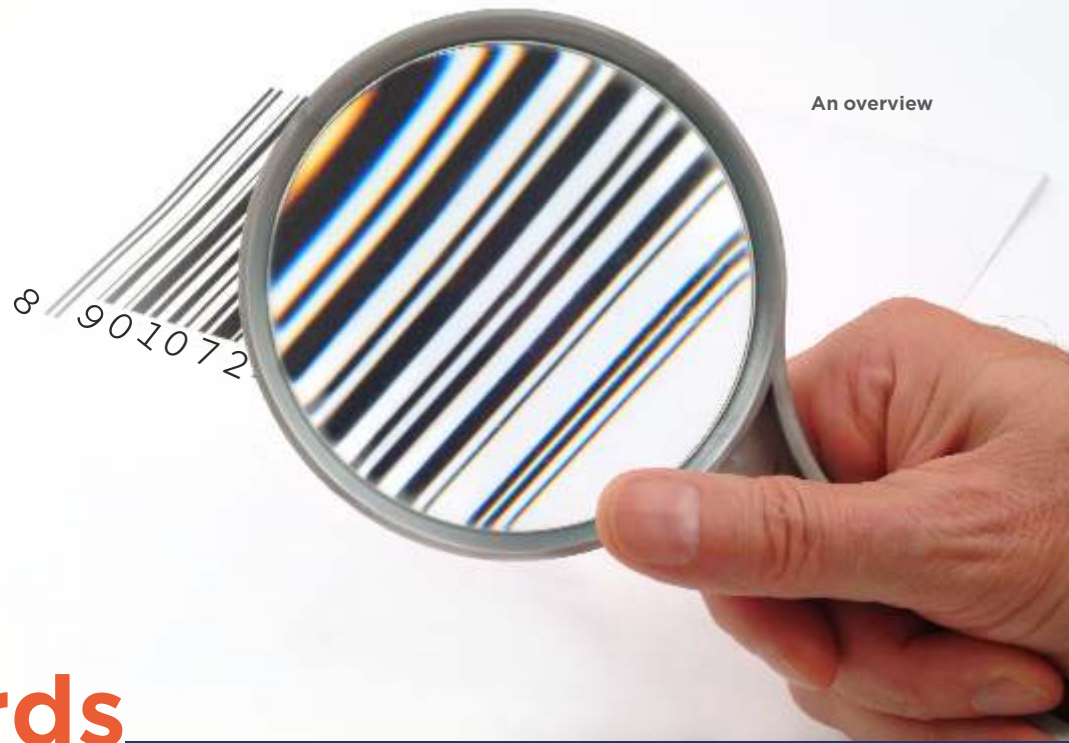


Growth in GS1 India subscriptions



Sector-wise distribution of registrations in 2018-19:






# Our Standards


**G** S1 System of Standards create a common foundation for business by uniquely identifying, accurately capturing, and automatically sharing important information on products, locations, assets, and more. GS1 standards make it possible for companies to speak the same language, connect with each other, and enable visibility in the supply chain, irrespective of their geographic locations.

GS1 standards are open, interoperable, user driven, and extensively used in supply & demand chain management. Open standards enable interoperability, flexibility, and vendor independence, which result in reduction of the costs of end-products to businesses and consumers. Flow of physical supplies and data sharing/querying also become faster, more accurate and seamless across multiple trading partners in supply chains.




### Identify


- Companies & locations (GLN)
- Products (GTIN, SGTIN)
- Logistic units & shipments (SSCC, GSIN, GINC)
- Assets (GIAI, GRAI)
- Documents (GDTI)
- Others



### Capture

Barcoding & RFID





### Share

**Master Data**


- Global Data Synchronisation
- GS1 Smart Search

**Transaction data**

  - XML
  - EANCOM

**Event data**

    - EPCIS



### Use

**Enable:**

- Track & Trace
- Authentication & Counterfeit Detection
- Product Recall
- Inventory Management









## Our Services

---

GS1 India services enable implementation of GS1 standards and solutions in a seamless manner across big & small companies and Industry sectors.

*GS1 India's DataKart provides information on over 8 million consumer products across 40 product categories from over 14,000 companies that use GS1 standards.*



Single source of reliable product data



GS1 India's DataKart is the national repository of data on retailed products, which is directly populated by brand owners/ manufacturers. It provides structured and standardised information on various product attributes, which is quality checked for consistency, etc., before allowing it to be published.

DataKart also provides reliable, up-to-date and complete product information, which is extensively used by retail chains, Point-of-Sale solution providers and online marketplaces for feeding into their product item masters. This is used for various operations connected with listing products, product code validation/authentication, placing orders, facilitating supplies receipts/despatches, invoicing, etc.

Brand owners/manufacturers are able to share their SKU information and regular updates on them at one go, with multiple retailers/online marketplaces by just uploading once in DataKart.

Being a web-based service, different functions /departments within retailers and online marketplaces get simultaneous visibility to product data from one single source.

DataKart is designed to perform multiple functions, which include generation and management of unique

& universal GS1 codes for SKUs (GTINs), cartons (SSCCs), creation of barcode artworks, besides enabling several other applications connected with traceability, product validation/authentication, product recalls, etc.

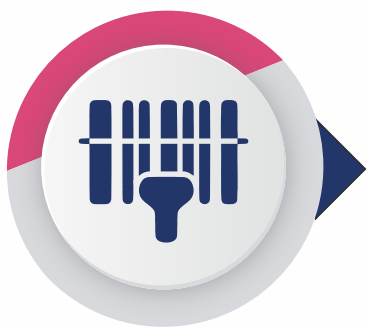
### Traceability

GS1 India developed an EPCIS-based traceability application layer over its DataKart service. Supply chain trading partners can now track and trace goods from source/origin till the point of sale using GS1 Global Traceability Standard (GTS). This enables real-time visibility and targeted product recalls, if required.

### Document Authentication

DataKart also enables generation of unique document identifiers (GDTIs), which in turn enable authentication of documents, such as certificates, licences, reports, etc.

Documents are printed with GS1 barcodes encoding GDTI, which are scanned using mobile phones and authenticated through access to online data repositories of document issuing authorities.



## GTIN Validation

An important requirement of retailers and online marketplaces is validating and authenticating the ownership of GS1 barcode numbers used on retailed products. This helps in differentiating with non-genuine suppliers/sellers and protecting retailers/online marketplaces from potential legal/financial liabilities arising from selling counterfeit products. DataKart enables this through the GTIN validation service offered by GS1 India.

In the last financial year, Amazon global and Amazon India have availed of this service.



## Consulting & Advisory

GS1 India offers Consulting and Advisory services to Industry for enhancing their supply and demand chain efficiency & security using GS1 standards and enabling compliance with various regulatory requirements connected with consumer safety, etc.

Specific areas covered under these services include trucking optimisation, FIFO management, optimised planogramming, efficient warehousing, upstream & downstream traceability, product authentication and counterfeit detection, EDI, product recall management, etc.

In 2018-19, GS1 India provided Consulting & Advisory services to several organisations, which included Indian Railways, Central Ammunition Depot (Indian Army), Bureau of Energy Efficiency, Tata Global Beverages Ltd., etc.



## e-Cataloguing & Imaging

In response to Industry needs for capturing and representing product data in a uniform and GS1 standards' compliant manner, GS1 India has been offering a product e-Cataloguing & Imaging service to its subscribers.

Product data including label information, product images, package dimensions is captured in-house using sophisticated measuring equipment & digital cameras, and checked for conformance with GS1 Product Image Specification Standards & GS1 Package Measurement Rules.



## Barcode verification

GS1 India offers a comprehensive barcode verification service for 1-D and 2-D GS1 barcodes. Barcodes submitted by subscriber companies are verified to ensure scanning under different environments and for conformance with GS1 barcode scanning standards.

Products/packaging samples incorporating GS1 barcodes are rigorously tested on several criteria, such as size, colour, print quality, quiet zone, check digit, and barcode placement. Subscribers receive a detailed barcode verification report for each barcode along with recommendations for modification, if any.







## Our Projects

---

GS1 India projects enable implementation of key applications connected with authentication, traceability, and seamless product/information flow in supply chains, using GS1 global standards.

**Suresh Chaudhary**  
Director  
Jiolat Auto Gas Industries

*“With increasing cases of injuries/fatalities reported due to fake reports of cylinders that have not undergone safety tests, it is important to establish that compliance reports are genuine. We have implemented best-in-class solution from GS1 India using GS1 QR codes on test reports as assurance of authenticity.”*



## Authentication of CNG cylinder test reports

With the automotive sector increasingly switching to use of CNG, a need has been felt for authenticating the test report issued for each cylinder used in a vehicle. This has happened on account of increasing incidences of fake test reports, which compromise safety of vehicles and passengers.

Five authorised tests centres in the country have started issuing cylinder test reports using GS1 QR codes encoding GDTI (Global Document Type Identifier), linked with each cylinder compliance plate.

The use of GS1 global standards enables test report scanning and authentication by multiple stakeholders, which include the test centre, vehicle owner, gas station, enforcement authorities, etc.

Till end March 2019, 8,000 test reports had been generated for over 12,000 cylinders using GS1 QR codes.

## Smart Consumer mobile app empowers consumers with digital product information

Powered by GS1 India's DataKart, the 'Smart Consumer' mobile app of the Department of Consumer Affairs, Government of India, gives consumers ready access to product information on

scanning of barcodes on consumer products using their mobile phones.

Access to this marking/labelling information through the app becomes especially important when labelling information on a consumer pack is difficult to read due to its small font size. Consumers can also use the app to verify the company/product information printed on the label and to connect with brands for providing feedback on their products.

## Indian Army to use GS1 standards for tracing their food supplies

Indian Army directed its suppliers to implement traceability of all food products, based on FSSAI's guidelines on product recall and traceability, using



GS1 standards.

To enable this, GS1 India developed a web-based traceability solution over its DataKart service, which requires suppliers to affix GS1 barcodes on primary and secondary packaging of food products, capturing information related to product identification, batch numbers, etc.

Data related to movement of food products is captured, through the scan of barcodes on secondary packaging by all trading partners in the supply chain. Real-time visibility of supplies is thus enabled, which facilitates product recalls in event of contamination in food supplies at any point in the supply chain.

Traceability across food production, processing, and distribution gets maintained in the supply chain through the above.

Once fully executed, this project will serve as an important referral for other organisations in the

country to implement traceability in their supply chains using GS1 standards.

### Medicines supplied under Jan Aushadhi to carry GS1 barcodes

Jan Aushadhi is a government initiative that aims to provide generic medicines at affordable prices. Since, these generic medicines are procured in large quantities and from multiple manufacturers, Bureau of Pharma PSUs of India (BPPI) mandated manufacturers to identify their supplies at primary, secondary and tertiary levels using GS1 standards (GTIN and SSCC). These global identification keys are encoded in GS1 barcodes, along with other attribute information, which includes batch number, expiry and manufacturing dates, quantity, etc.

Jan Aushadi currently operates with over 5,000 outlets across the country.











## Our **Presence @ Events**

---

GS1 India participated in several national and international events, and organised workshops for different industry sectors to promote use of GS1 standards.

## Our presence @ events

### MoU with Government e-Marketplace (GeM)



GS1 India signed a Memorandum of Understanding (MoU) with GeM, which is extensively used by Central/State bodies for e-procurement of a wide range of office supplies, equipment, etc.

Through this agreement, GeM portal would access accurate, complete, and up-to-date information on hundreds of products available in GS1 India's DataKart, enabling better informed purchase decisions.

*MoU signed by Additional CEO, GeM, K Suresh Kumar (right), and CEO, GS1 India, Ravi Mathur (left), in presence of CEO, GeM, Radha Chauhan (Centre) and other officials.*

### GS1 India at Global GS1 Healthcare Conference

As the host for the next Global GS1 Healthcare Conference in November 2019 at New Delhi, Mr. Ravi Mathur, CEO, GS1 India, extended an invite to delegates of the Healthcare Conference in Noordwijk-Amsterdam, March 2019. He informed that the conference in New Delhi would have special sessions on delivering affordable healthcare to millions of people, use of blockchain technology, traceability and authentication implementations in India, etc.



### GS1 India at Global Forum 2019



Global Forum 2019 was held between 18-22 February, in Brussels, Belgium. The event was a great success with record-breaking 936 attendees from 99 countries, 295 newcomers, 6 workshop tracks of 65 sessions and 45 industry-leading speakers.



## GS1 Asia-Pacific Regional Forum 2018



The Asia-Pacific Forum witnessed strong participation from 16 GS1 organisations and GS1 Global Office. The forum was held with special focus on global initiatives, which included GS1 Registry, traceability, and EU's 'Fighting Illicit Trade' regulation.

## GS1 India at International Trade Centre (ITC), Geneva

GS1 India participated in the 5<sup>th</sup> T4SD (Trade for Sustainable Development) Forum that discussed SDG 12 "Responsible Consumption and Production" and its relationship with sustainable trade in global value chains, at ITC headquarters in Geneva on 1-3 October 2018.

SDG 12 aims at "doing more and better with less", by promoting a more resource efficient economy and encouraging industries, companies and consumers to move towards more sustainable patterns of consumption. For global value chains, shifting towards greener production practices demands collaboration among all actors from producers to consumers.





### Workshop for Developing Countries Vaccine Manufacturers Network

A workshop for Developing Countries Vaccine Manufacturers Network (DCVMN) was held in Hyderabad on 10 May 2018. It was attended by 40 participants from 14 companies and 5 countries, including China, Cuba, Vietnam, Bangladesh & India. GS1 India presented on 'Supply Chain Integrity: Barcode & serialisation'.

### Workshops conducted to help pharma companies meet DGFT's compliance

GS1 India team conducted 20 trainings for 454 companies and over 900 participants, on how to implement DGFT's track and trace requirements for traceability of exported pharmaceutical drugs and detection of counterfeits.

### Prevention of Sexual Harrasment

Workshop on POSH (Prevention of Sexual Harassment) was organised by GS1 India to sensitise its staff on the law. During the year, no complaints were received related to sexual harassment.

### Indian Seeds Congress 2019

GS1 India presented on 'The need of GS1 Global Traceability System (GTS) for seed traceability' at the Indian Seeds Congress 2019, which was organised by National Seeds Association of India (NSAI). The session was well attended by over 200 participants.





## OTHER EVENTS



GS1 India presented on 'The need for GS1 standards in Modern Trade Retail' at the Women Entrepreneurship Development Program organised by Walmart India on 10 January 2019.



FICCI roundtable on 'Drug serialisation & Traceability in India' held on 5 October 2018



Chairing the masterclass on 'Tracking & Tracing with Blockchain Technology' at the CII summit on Food Safety 2018



GS1 India presented the keynote address at the Pharma CXO Summit, held on 28 February 2019 at Hyderabad.





# National Industry Forum for **Retail (NIFR)**

**G**SI India created the National Industry Forum for Retail (NIFR) in early 2019 with the support of key Industry leaders, including Reliance Retail, Metro Cash & Carry, Future Group, Walmart India, Amazon, Google, Big Basket, More Retail, FlipKart, HUL, P&G, J&J, Godrej Consumer Products, ITC, etc.

*The objective behind this forum is to collaboratively address challenges faced by brand owners, retailers and etailers in their supply & demand chain processes, using global best practices and standards.*



Activities undertaken by the Forum are expected to significantly enhance the operational efficiencies of the FMCG and retail sectors and improve their productivity/profitability while benefitting consumers/shoppers at large.

Three workstreams have been created on best practices & standards adoption, logistics standardisation, and enabling seamless consumer experience in omnichannel retailing.







# Global Developments

---

GS1 organisations are venturing into new sectors to help solve Industry problems through the use of GS1 standards

*“Interoperability between blockchain ecosystems will demand a solid foundation built on: Globally unique, persistent identification for organisations, locations and things; a standardised language for supply chain events; a scalable network governance model that crosses ecosystems.”*



**Ramesh Gopinath**  
Vice President, Blockchain  
Solutions and Research, IBM

## Verified by GS1

This is a business solution that enables industry to confirm the unique identification of any retailed product worldwide. It has been developed with industry leaders and The Consumer Goods Forum to confirm the identity of a product by querying the GS1 Registry platform.

Verified by GS1 helps protect brands and makes it easier for brand owners to get their products listed in stores and online. Retailers and online marketplaces will also save time and resources by having clean product catalogues with correct information and no duplicates. Consumers would benefit from a smoother, better shopping experience.

*Verified by GS1 will be initially launched between July and November 2019 in eight countries, including India*

Verified by GS1 will be initially launched in Belgium, Brazil, France, Germany, India, Mexico, the Netherlands and the US, with the support of multinational brand owners and retailers including Carrefour, Johnson & Johnson, Metro AG, Nestlé, Procter & Gamble, and Walmart.

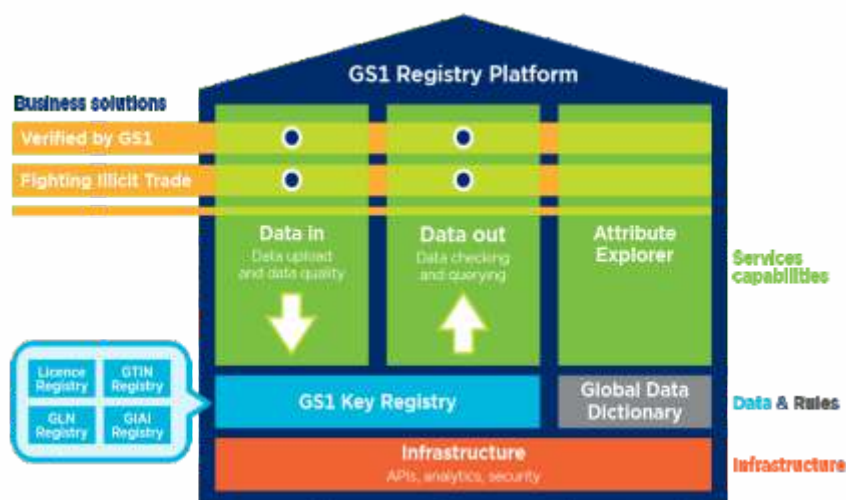


## GS1 Registry

GS1 Registry platform is an integrated, interoperable global platform housing one single data set that enables retailers, manufacturers and sellers to work more efficiently.

GS1 Registry platform was launched as a web-based repository of GS1 Identification Keys, each accompanied by a few descriptive attributes.

Brand owners/manufacturers upload the basic information (a GTIN and six other core attributes) about each product they wish to include to the GS1 Registry platform. On the demand side, retailers can send a query to check on basic information about the company that owns a product, and attributes of the product.



The architectural framework of GS1 Registry platform is built to ensure scalability and extensibility. This could result in offering solutions for product traceability, dynamic fulfilment, pedigree, content management, content quality and authentication.

## buildingSMART and GS1 sign MoU to advance global standards in the construction sector



Building SMART International (BSI), the vendor-neutral and not-for-profit body that leads the development of open digital information flows across the built asset economy, has signed a Memorandum of Understanding (MoU) with GS1 to enable the construction industry benefit from the combined expertise of both organisations through the use of

standards and services they deliver.

This agreement further strengthens the benefits of open standards-based interoperability throughout the building and infrastructure value chain and lifecycle, and the broader application of digital product information.

## Sweden's construction sector chooses GS1 GTIN

Sweden's largest construction companies, in collaboration with some of the sector's industry associations, now require GTINs to identify building products.

Increasing demand in the sector and from society for digitalisation, sustainability and traceability are behind this initiative.

The Swedish construction sector did not have a common way to identify building products, which means that today, a lot of time is spent manually searching for items in different databases. GTIN was chosen as the solution for this since it also enables traceability.



## Connected Parcels - UPU and Correios adopt EPC/RFID

Correios (Brazil Post) in partnership with the UPU (Universal Postal Union) began work on the third stage of the Global Monitoring System (GMS) project. The project aimed that all international objects (parcels, letters, packages) destined for Brazil will be identified with SSCC key as the ID

key stored in the EPC/RFID label, to enable their traceability throughout

the national territory. In addition, it was also defined that the project would be extended to all Brazilian domestic flow parcels. The EPCIS was chosen as event data recording standard.

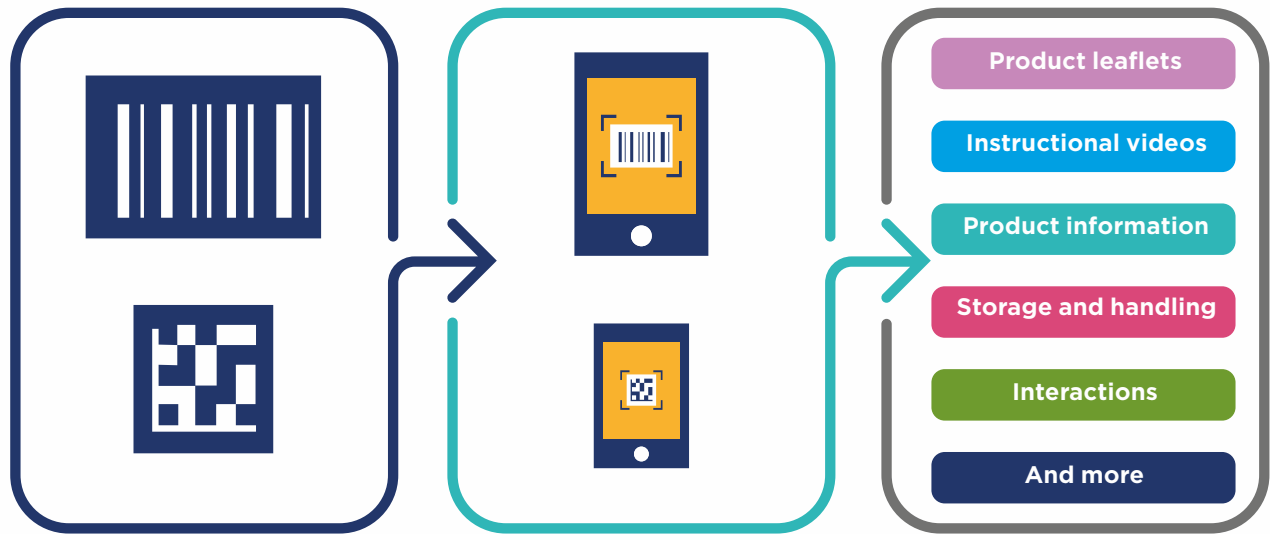
The project is expected to be completed by 2021 with 100% of traceable items labeled with EPC/RFID tags, an estimate total of 461 million to meet the full demand.

The project Brazil will later be made available to more than 200 UPU member countries.





## Digital Link



GS1 Digital Link “web-enables” barcodes by providing a simple, standards-based structure for the data encoded in barcodes.

GS1 Digital Link delivers rules for developing apps and websites, translating both old and new barcodes into connections that help users access digital content anywhere in the world.

With GS1 Digital Link, patients and healthcare professionals will be able to scan a single GS1 barcode on a medical product or pack to access a wealth of digital information about the product.

## Bridging Blockchains

As trading partners rapidly explore and begin to implement distributed ledger technology, best practices are beginning to emerge. Research and engagement with industry have identified continued collaboration on standards as essential to realise the expected business benefits of blockchain-based enterprise implementations. The use of GS1 standards as a foundation for

identifying products, locations and assets and for structuring data about movements of goods is also emerging as an industry best practice.

Interoperability between blockchain ecosystems demands globally unique, persistent identification for organisations, locations and things that cross ecosystems. GS1 standards enable the same by providing a global language of business.



# GS1 Management Board



- **Kathryn Wengel** (Chair)  
Executive Vice President & Chief Global Supply Chain Officer, **Johnson & Johnson**
- **Julio Nemeth** (Vice-Chair)  
President Global Business Services, Procter & Gamble
- **Renaud de Barbuat** (Vice-Chair)  
Chief Information Officer France, **Carrefour**
- **Bruno Aceto**  
CEO, **GS1 Italy**
- **Mark Batenic**  
CEO, **IGA, Inc.**
- **David Calleja Urry**  
CEO, **GS1 Malta**
- **Rubén Calónico**  
CEO, **GS1 Argentina**
- **Bob Carpenter**  
President & CEO, **GS1 US**
- **François Deprey**  
CEO, **GS1 France**
- **Béatrice Guillaume-Grabisch**  
Executive Vice President & Global Head Human Resources & Business Services, **Nestlé S.A.**
- **Doug Gurr**  
Vice President Country Manager, **Amazon UK**
- **Samir Ramzy Ishak**  
Group Vice President of Operations, **Abudawood**
- **Xiao An Ji**  
Chairman, **Beijing Hualian Group**
- **Stéphane Lannuzel**  
Operations Chief Digital Officer, **L'Oréal**
- **Anna Lin**  
CEO, **GS1 Hong Kong**
- **José G. Loaiza Herrera**  
Vice President of International Business, **Grupo Exito**
- **Miguel A. Lopera** (Ex-officio)  
President & CEO, **GS1 Global Office**

- **Meinrad Lugan**  
Member of the Board of Management,  
**B. Braun Melsungen**
- **Gary Lynch**  
CEO, **GS1 UK**
- **Susan Moffatt-Bruce**  
Executive Director, University Hospital;  
Professor of Surgery & of Biomedical  
Informatics, **The Ohio State University**  
**Wexner Medical Center**
- **Daniel Myers**  
Executive Vice President Global Integrated  
Supply Chain, **Mondelēz International**
- **Bhanu Narasimhan**  
Director, Product Management, **Google Inc**
- **Hidenori Osano**  
Vice President & Executive Officer, Senior  
Chief Officer of IT Innovation, **AEON Co.,  
Ltd.**
- **Maria Palazzolo**  
Executive Director & CEO, **GS1 Australia**
- **Kerry Pauling**  
Senior Vice President & Chief Technology  
Officer, **Walmart International**
- **Joseph Phi**  
President, **LF Logistics**
- **Martin Reintjes**  
Member of the International Executive Board  
of Dr. Oetker Nahrungsmittel KG,  
**Dr Oetker**
- **Chris Resweber**  
Senior Vice President of Industry &  
Government Affairs, **The J.M. Smucker Co.**
- **Timo Salzsieder**  
CSO & CIO at METRO AG and Member of the  
Metro Cash & Carry Operating Boards, **METRO  
AG**
- **Steve Schuckenbrock**  
CEO, **CROSSMARK**
- **Joseph Sheridan**  
President & CEO, **Wakefern Food Corp.**
- **Arthur Smith**  
CEO, **GS1 Canada**
- **Lin Wan**  
Senior Vice President, **Cainiao (Alibaba  
Group)**
- **Chenghai Zhang**  
CEO, **GS1 China**





9900009550510



330, C-Wing, August Kranti Bhawan,  
Bhikaji Cama Place, New Delhi-110066

**T:** +91 (11) 42890 890

**E:** [info@gs1india.org](mailto:info@gs1india.org)

**W:** [www.gs1india.org](http://www.gs1india.org)



*All content copyright @ GS1 India*