



The Global Language of Business

# Annual Report 2022-2023





Our vision is to create a world where every product has a unique identity, which enhances visibility in the supply chain.

# CORE VALUES



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**Marianne Timmons**  
President Community  
Engagement  
GS1 Global

“ We are grateful for GS1 India’s leadership and significant contributions to the Verified by GS1 programme. From the first days through to today, GS1 India has been instrumental to our global programme, enabling the digital transformation of organisations through the use of GS1 standards and services. GS1 India brought valuable expertise to designing the global service, drawing from their technical proficiency and insights gained with DataKart. They rank among the top 10 contributing GS1 Member Organisations with nearly 22 million GTINs uploaded (of the 400+ million GTINs in the registry today), they consistently have among the highest data quality scores of all GS1 Member Organisations and the use of the data by the GS1 India community is strong and growing. We would like to congratulate GS1 India on these achievements and thank the entire community for their continued commitment to the growth, relevance, and usage of the GS1 Registries. ”



# Message from the President

I am delighted to share with you the highlights of our achievements and initiatives in the year 2022-23. This year marked another leap of progression in terms of the adoption and fulfillment of global supply chain standards. With the rising need for digital transformation, GS1 India intends to establish and expand global standards for businesses so as to enable and make them capable of growing locally and globally.

GS1 India is moving towards its vision of enabling seamless and efficient exchange of information across supply chains. We adopted measures to the changing needs of our subscribers and ensured business continuity.

I would like to highlight how GS1 India is supporting the 'Make in India' initiative by helping businesses establish and adopt standardization throughout the supply chain to minimize the impact caused by disruptions. Over the years, GS1 India has played a key role in empowering organizations to upscale their businesses and ensuring end-to-end visibility. We have witnessed a significant increase in subscriber enrolments, reflecting the growing awareness and demand for our standards and services.

Companies are increasingly globalizing their supply chains for resilience and efficiency. India is playing an important role in creating new global supply chain ecosystems. The country has become a hub for technology innovation and start-ups. Emerging technologies like artificial intelligence, machine learning, cloud computing, and Blockchain are transforming the way businesses operate, making them more efficient, agile, data-driven, and creating digital trust.

We have also enabled access to accurate product data, which is a critical need for today's consumers and businesses, via DataKart – the national repository of product data.

The use of Fastag is getting extended beyond its original usage for toll collection. It is now being used for payment of parking fee. Its proposed extended usage can be in areas that involve a vehicle such as insurance claims, fuel refilling and others.

As the country's defence capabilities are being ramped up, there is a need for increased production. To ensure the safe and secure storage of arms and ammunition, traceability is important. GS1 India has extended support to the Indian Army to establish an RFID-based



## Message from the President

ammunition tracking system that is integrated with the ERP system run by the Computerised Inventory Control Group (CICG) of the Ordnance Services Directorate.

The National logistics policy is a significant milestone in reshaping the logistics landscape and putting India on the global stage. Our Prime Minister launched Gati Shakti - National Master Plan for Multi-modal Connectivity, essentially a digital platform to bring various Ministries including railways and roadways together for integrated planning and coordinated implementation of infrastructure connectivity projects. The multi-modal connectivity will provide integrated and seamless connectivity for the movement of people, goods, and services from one mode of transport to another. It will facilitate the last-mile connectivity of infrastructure and also reduce travel time for people. GS1 India launched a white paper on 'Unlocking the Potential of the Indian Logistics Sector'. It discussed the challenges of the logistics supply chain, initiatives taken by the Indian government to tackle those challenges and how GS1 can help improve the Indian logistics sector by eliminating data inaccuracies, lowering costs, and assisting the government in implementing the National Logistics Policy to achieve its objectives.

India is one of the largest producers and exporters of pharmaceutical drugs, GS1 India works with healthcare companies to secure patient safety via the adoption of standards and meet the global regulatory

requirements. The agriculture sector is getting empowered as farmers get genuine information and accurate product data on pesticides, fertilizers and seeds through traceability, in compliance with regulatory requirements.

Continued commitment to bring standardisation to not just large corporations but also to SME enterprises and cottage industries, I foresee immense potential in the organisation to empower industries by standardisation and contribute to the country's vision of economic growth both within the nation and also in terms of exports.

As we look ahead to our goal of becoming a \$5 trillion economy, GS1 standards are poised to play an increasingly pivotal role. The standardisation of data exchange, the interoperability between systems, and the integration of emerging technologies such as RFID, IoT and Blockchain into the GS1 ecosystem will unlock new avenues for growth and innovation. With seamless communication between businesses, regulatory authorities, and consumers in today's digital world, we are poised to create an environment that fosters trust, efficiency, and competitiveness.

The team at GS1 India led by its CEO, Mr. S. Swaminathan has been playing an active leadership role at the global front, being part of the GS1 Global Advisory Council and other leadership forums. I would like to extend my gratitude to Dr. Srikar K. Reddy, past President and the Board of Management for their continued support and guidance.

**Vipul Bansal**



# Message from the CEO

We are pleased to present you the annual report for the year 2022-23. This year was marked by a remarkable recovery of the business environment, as the global situation stabilized and the Indian economy emerged as a leader in growth and innovation. GS1 India was able to capitalize on this opportunity by leveraging its services and expanded the subscriber base substantially, demonstrating our resilience.

After 50 years of domination of one-dimensional barcodes, GS1 is ready for every-changing world and launching two-dimensional (2D) barcodes at retail point of sales, which are capable of carrying additional data. With the emergence of digitization and variable information being the key driver, there is a need for a system that can drive 2D barcodes effectively and GS1 is working towards migration to 2D, thereby escalating trust to customers. We are aspiring to read 2D barcodes at retail points of sale around the world by the end of 2027.

We continued our engagement with the MSME sector in the adoption of global standards through the re-introduced financial reimbursement scheme by the Ministry of MSME. GS1 India initiated outreach programs with MSME DIs across

the country through several workshops and webinars.

Traceability is another indispensable attribute which is crucial for industries to ensure product quality, safety, compliance, counterfeiting prevention and customer satisfaction. GS1 India has assisted the top 300 pharma brands to adopt GS1 QR codes on product packaging as per the regulatory guidelines to safeguard health and well-being of patients. We have been working with the API manufacturers to help them comply with the regulation and thereby converging the physical and digital worlds.

We have also collaborated with UNDP and Spices Board in the development of a Blockchain-based Traceability solution for Indian spices. End-to-end traceability is a key enabler of trust, transparency and sustainability.

Smart Consumer App has been revamped with new features that enhance the consumer experience. Now, consumers can check product availability and manage coupons with ease. Detailed information can be accessed which is not available on product packaging. This will help to attract and retain more consumers



who can make informed buying choices. It is also expected to help brand owners to market their products better and reach out to consumers directly.

Similarly, several new features were added to DataKart enhancing its capability to make further value additions for users. To name a few, it has added a new API for data sharing, and a direct printing module to make the platform smarter and future-ready. Since the scale of change is much faster we have laid the foundation of redeveloping the platform to DataKart 2.0. It will meet the needs of better performance, improved scalability and easy digital transformation for continuous and consistent growth of the organization and also our subscriber base.

Furthermore, GS1 partnered with Midas Research Lab of IIT Delhi, a leading premier research-oriented academic institute, to enhance the quality of product data in DataKart by using AI/ML-based OCR to extract product data from packaging, which will enable businesses and consumers to access reliable and accurate product data.

GS1 India and the Directorate General of Naval Armament (DGONA) have collaborated on a pilot project with the Naval Armament Depot, to explore the feasibility of ammunition tracking using barcodes. The project comprised of tracking the inward & outward movement, locating the ammunition in case of expiry, and overall visibility of the ammunition inventory.

The Organization is in process of implementing an enterprise-wide ERP and CRM system, which would result in a 360° view of lead management and other

processes, enhanced productivity, and operational efficiency. This would enable us to provide better and faster services to our subscribers.

We believe that when we invest in our people, we invest in our success. That's why we are committed to providing our teams with the best training and resources to enhance their skills and knowledge. We have conducted several workshops on soft skills to help our teams communicate, collaborate and innovate more effectively.

GS1 India commits to remaining resilient in the face of disruptions. By embracing change, and fostering collaboration, we are confident in our ability to not only withstand challenges but to emerge stronger and more adaptable than ever before.

Besides, the changes in terms of growth and development, change is inevitable in every aspect. The President and CEO of GS1 Global, Mr. Miguel Lopera stepped down from his post on 30th June 2022 after completing more than 20 years of dedicated and outstanding service to GS1 and industry communities. Wishing him the very best for his future endeavors.

Moreover, I take this opportunity to thank our past President, Dr. Srikar Reddy for his guidance and support during his tenure. I would also like to thank Mr. Vipul Bansal, our current President, GS1 India Management Board, GS1 Global office, and member organizations for their support. Last but not the least, I feel fortunate to be surrounded by an enthusiastic team that ardently puts sincere efforts to make everything possible and is the heart and spirit of GS1 India.

**S. Swaminathan**

# About GS1 India

We are affiliated to GS1 Global

We work with the Government and Indian Industry to help them bring supply chain efficiency, product visibility and consumer safety.

## Our Board Members



## Sectors in Focus:

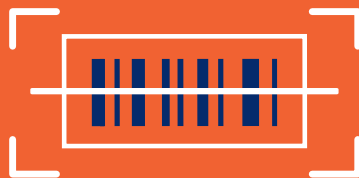


# About GS1



1 Billion  
Products Carry  
GS1 Barcodes

2+ Million  
Companies trust  
GS1 Standards



10 Billion  
Scans Everyday



116 Countries  
Working Together

Bridging the physical and digital worlds to  
improve consumer experiences and patient safety

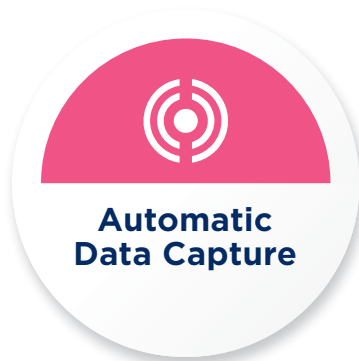




# GS1 Standards



**Unique  
Identification**



**Automatic  
Data Capture**

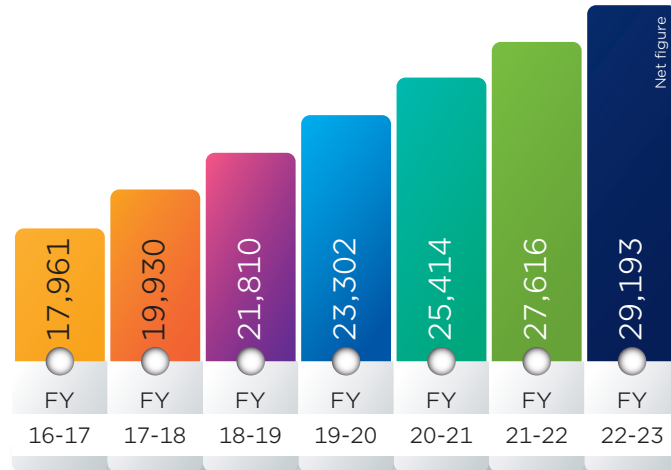


**Information  
Sharing**

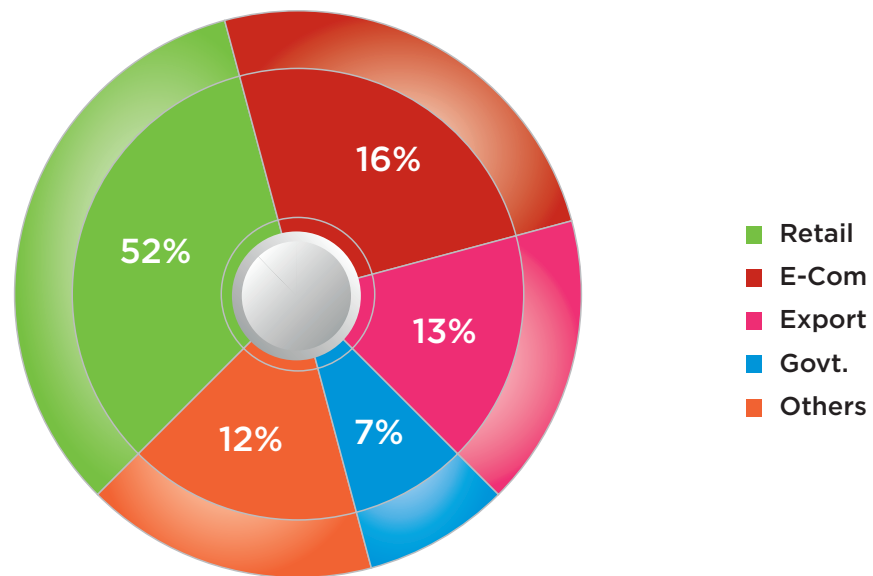
## Applications of GS1 Standards



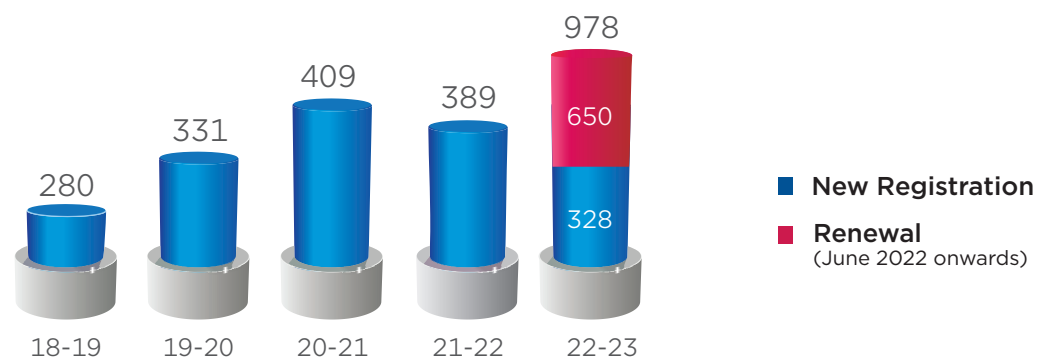
## Growth in Barcode Subscriptions



## Sectoral Contribution



## DataKart Subscriptions

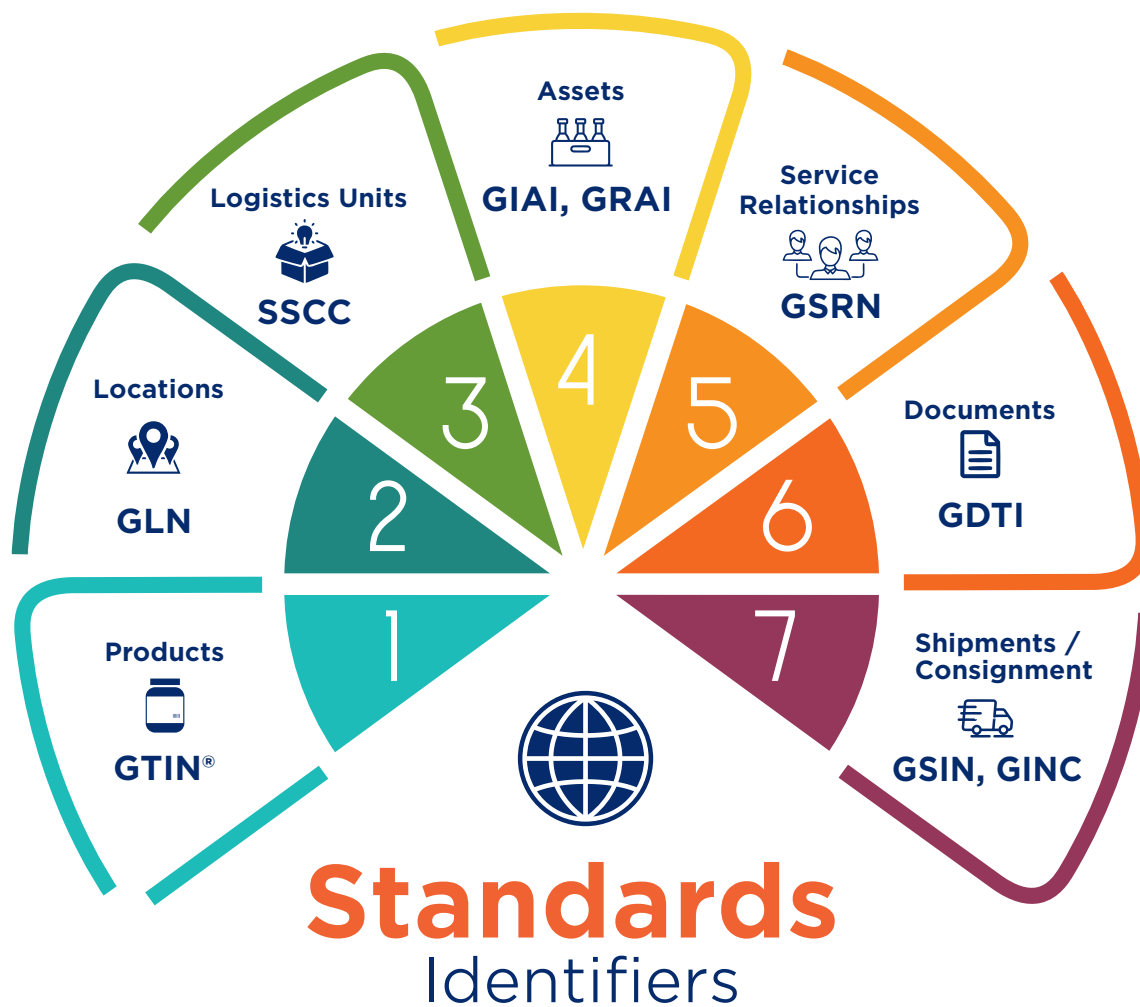


# Serv ices



# Allocation of GS1 Identifiers

GS1 India allocates unique and universal identifiers for products, assets, services, locations, documents, and more.



<b>GTIN</b>	Global Trade Item Number
<b>GLN</b>	Global Location Number
<b>SSCC</b>	Serial Shipping Container Code
<b>GIAI</b>	Global Individual Asset Identifier
<b>GRAI</b>	Global Returnable Asset Identifier

<b>GDTI</b>	Global Document Type Identifier
<b>GSRN</b>	Global Service Relation Number
<b>GINC</b>	Global Identification Number for Consignment
<b>GSIN</b>	Global Shipment Identification Number



# DataKart

## Product data management

DataKart is a repository of information on retailed products with details of each attribute (ingredients, product image(s), MRP, net content, dimensions, etc.). It enables the streamlining of product information between various departments of brand owners and enables them to share accurate, trusted, and updated SKU data with retailers and e-tailers in a consistent, structured, and standardised manner in real-time. Benefits to brand owners :-

- Address inconsistencies in product information management
- Barcoding simplified
- One-click promotional offers management
- Timely implementation support
- Customer insights at your fingertips

“

As a manufacturer, we have to upload verified data for our products on GS1 DataKart. It is a very time-consuming task to collect all the data from different stakeholders. To upload in GS1 DataKart, the GS1 team helps us a lot and guides us as we exchange data with the retailer. They have helped us upload more than 180 products on DataKart.”

**Sudhanshu Mishra**, Bikanervala Foods Pvt. Ltd.





# DataKart Services

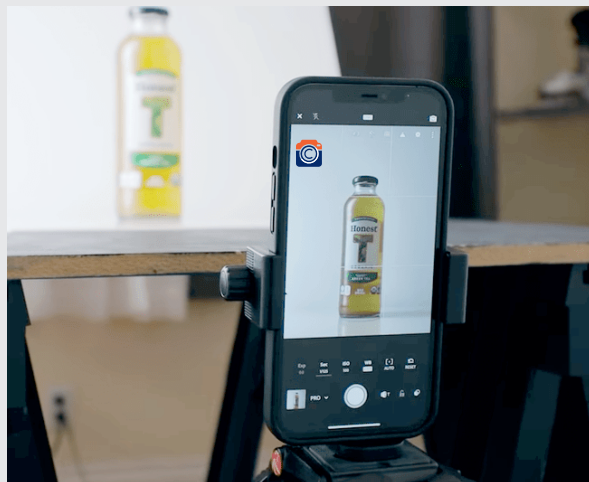


## ClickIt App

ClickIt app is an intuitive and easy-to-use photo app that enables product manufacturers to take catalogue-ready product photos and list them with online marketplaces.



Once taken, the photos get synced with the DataKart accounts of manufacturers, where they can edit them using global imaging standards.



## E-Cataloguing

GS1 India's e-Cataloguing and Imaging service offers a convenient, one-stop solution to meet various product cataloguing and imaging needs for selling products online, in stores, or both. The captured digital images and product attribute information conform to GS1 standards and guidelines, which are used by leading retailers and online shopping sites worldwide.



## GTIN Validation

GTIN validation enables online marketplaces, retailers, and content aggregators to validate GTINs and product barcode numbers along with core data attributes of products. This service is powered by DataKart, the national product data repository, and verified by GS1, a global solution for verifying the identity of products.



Some of the  
brands  
onboarded  
on DataKart  
in 2022-23



## DataKart Trace



DataKart Trace is based on Global Traceability Standards (GTS) that enable the tracking and tracing of goods in the

supply chain across trading partners. It fully integrates with the ERP/SAP system to provide complete visibility of products across the supply chain, ensuring better expiry management, a reduction in pilferages, and meeting regulatory requirements such as FSSAI recall requirements, etc.

### Sectors in DataKart



“We are very happy with the QR code generated from the GS1 India DataKart platform. The platform is easy to use, even for non-technical users. The QR codes are clear and easy to scan, even on small devices. We have found the platform to be very helpful in our business, as it allows us to quickly and easily create and print QR codes for our products and services. We would definitely recommend the DataKart platform to others.”

**Mr. K. R. Gavish Kumar**, Kemicides Crop Protection Private Limited



## DataKart Centre of Excellence - A collaboration between GS1 India and MIDAS Lab



GS1 India has partnered with a leading research lab to enhance product data quality.

A Memorandum of Understanding (MoU) with Midas Research Lab of Indraprastha Institute of Information Technology (IIIT) Delhi, a leading premier research-oriented academic institute, was signed to create the DataKart Centre of Excellence (DCoE).

The objective of the creation of DCoE is to apply artificial intelligence, machine learning, and other futuristic

technologies to develop tools for image compression, attribute extraction, and improving the quality of product data in DataKart (the National Product Data Repository).

The collaboration will enable the development of cutting-edge technologies to make DataKart more robust and dependable. This will provide accessibility to quality product data businesses (retailers, online marketplaces, point-of-sale providers, and aggregators) and end-consumers.

# Smart Consumer Mobile App



Smart Consumer mobile app connects brands with consumers directly. It is a one-stop platform for brand owners to promote products better and empower billions of consumers with digital product information. It enables consumers to access accurate, updated, and complete product information,

including product availability, discounts, coupons, consumer reviews, consumer care details, etc.

The app is powered by DataKart, India's national product data repository, with the objective of empowering consumers to make the right choice every time.







# GS1 Standards Development

*Standards created by the industry, for the industry.*

**T**he GSMP (Global Standards Management Process) is a community-based forum for businesses facing similar problems to work together and develop standards-based solutions.

A neutral participant, GS1 facilitates dialogue and the development of standards-based solutions among business and technical people from nearly sixty countries. Industries represented include retail and consumer goods, fresh foods, healthcare, transport and logistics, governments and many more.

Large or small, all members share a seat at the table to ensure that their business challenges are heard and taken into account while shaping the future of industry





# Proj ects





## UNDP Accelerator Lab India and the Spices Board India are working together to develop a traceability platform for **Indian Spices**

India is a global leader when it comes to the production, consumption, and export of spices. India exported spices and spice products worth US \$4 billion successively during the years 2020-21 and 2021-22.

The requirements of the global spice supply chain, especially the evolving food safety regulations across importing countries, are presenting challenges on food safety, sustainability, traceability, etc., which are guiding and driving Indian spice traders and producers to retain their global leadership in spice exports.

With the rising demands of a rapidly growing population and industries, India needs another revolution in agriculture. Enabling farmers to adopt

best agricultural practices, establishing farm-level traceability, enabling market access for farmers, and providing better-quality produce for traders are essential to bringing visibility, transparency, accountability, and sustainability to the spice value chain. To address these critical challenges, UNDP Accelerator Lab India and the Spices Board India have planned to jointly develop a traceability platform for Indian spices.

The application of blockchain is expected to increase transparency and accountability across the spice value chain, enhance quality assurance of agricultural export commodities, and thereby increase demand and profit margins for farmers, processors, and other key stakeholders.





## QR Code Implementation on Pharma Brands

As per G.S.R. 823(E) dated November 17, 2022, the Ministry of Health and Family Welfare has directed the top 300 pharmaceutical brands in India to apply the barcode or QR code on the product packaging (drugs or medicines).

The notification specifies, “The manufacturers of drug formulation products as specified in Schedule H2 shall print or affix a bar code or quick response code [QR code] on their primary packaging label or, in cases of inadequate space in the primary package label, on the secondary package label that stores data or information legible with a software

application to facilitate authentication.

When consumers scan the Barcode/QR code, the following information should be made available for verification:

Unique product identification code

Proper and generic name of the drug

Brand Name

Name and address of the manufacturer

Batch number

# Implementation of QR Code for API Traceability

The traceability application framework is designed based on the objectives set by the notification and existing supply chain practices of the pharmaceutical industry. The fundamental requirements of any traceability application are unique identification of all components or stakeholders in the supply chain, like product (API), consignment, and warehouse location, ensuring interoperability and visibility.

Components of global traceability standards, such as the Global Trade Item Number (GTIN) for unique and universal identification of products (API) and the Serial Shipping Container Code (SSCC) for unique and universal identification of logistic units (cartons), have been used as building blocks in the development of traceability applications.

Upon scanning the unique serial number, or SSCC encoded in QR code, the traceability application will be able to fetch details of the API, starting from the manufacturing point to the point of consumption by the formulation companies.



“We have been utilising the GS1 India API traceability services since the commencement of compliance. The user-friendly application interface, designed with utmost simplicity and intuition, has made it remarkably easy to integrate into our operations. DataKart Trace, in its current form, perfectly aligns with our immediate requirements and exhibits the potential for seamless scalability as we broaden our traceability ambitions. The GS1 India implementation team has proven to be an indispensable partner, facilitating our timely adherence to regulatory obligations.”

**Mr. Dinesh Bana**, Badrivishal Chemicals & Pharmaceuticals



# Goal setting meeting



GS1 India had organized a three days long goal setting meet which was held from 16th - 18th March 2023.

Core objective of the workshop was to bring alignment between various departments towards 'Services', which is organization's added focal point. It helped them envision, plan and prepare for next year's goals of the organization in terms of services. Team leaders across departments presented the plan of action.

Emphasis was laid on need to have the power of GS1 brand reflected in the

subscriber experiences thereby improving trust and retention. The CEO highlighted the need to spot emerging trends and change as per dynamic market needs.

Discussions revolved around creation and implementation of strategies leading to promotion of services like DataKart Trace, product master data management and consulting and advisory services.





# Training & Events

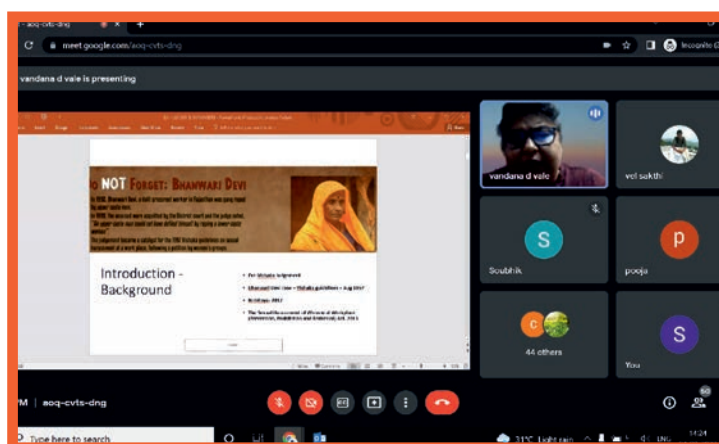


# GS1 India Events

## Internal Events

### POSH Training

Was conducted by Ms. Vandana D Vale, for employees to ensure prevention, prohibition, and protection against sexual harassment at the workplace.



### Town Hall Meeting



A town hall meeting was conducted for employees to communicate important updates on various policies and organisational plans. It also provided employees with the option of asking questions and providing feedback and suggestions. Mr. Vinay Gupta was facilitated on the occasion of his completion of 25 years with GS1 India.



## External Events

## Conference on “Harmonisation of 2D Barcodes on Pharmaceutical Drugs”



GS1 India organised a conference on “Harmonisation of 2D Barcodes on Pharmaceutical Drugs” at the India Habitat Center, New Delhi, on January 12, 2023, to provide guidance to the pharmaceutical manufacturers and help them comply with the regulation related to barcoding issued by the Ministry of Health and Family Welfare.

The conference was attended by 150+ delegates from the top 300 brands who needed to comply with the guidelines.





## 13<sup>th</sup> CII Award for Food Safety



The 13th Food Safety Award ceremony was organised on January 19, 2023, in Delhi to recognise role models and best-in-class food business operators for food safety excellence and provide a framework for continual improvement.

Mr. S. Swaminathan CEO GS1 India, as a jury member, emphasised in his address the importance of upstream and downstream traceability, the use of digital initiatives, and emerging technologies such as blockchain, IoT, and AI to improve food safety standards.

He mentioned that food safety is the responsibility of all stakeholders, and the need for greater visibility and transparency is due to changing consumer buying behaviour and emerging e-commerce.

## Retail Strategy Meet

A strategy meet was held from Feb 09-10 2023 organized by GS1 Global to shape the retail strategy document. Based on the inputs gathered from the industry through interviews, the collated data was split into groups to identify trends, opportunities and challenges. Each group submitted its feedback, which was collated to form the strategy taking into consideration consumer/regulatory needs, visibility and efficiency of supply chain bringing about end-to-end visibility of supply chain and cost reduction.





## Knowledge Sessions

Conducted by **GS1 India**

### **March 2023 -**

Webinar on the “Role of global standards towards ensuring a safer and secure supply chain”

### **January 2023 -**

Webinar on “MSME Financial Assistance on Barcodes”.

### **November 2022 -**

Webinar on “The adaptation of the GS1 barcode was held with MSME-Balangir, Odisha.”

### **October 2022 -**

Webinar on “Learn QR code implementation on pesticides”.

### **September 2022 -**

Webinar on “Learn to Comply with API Notification”.

### **September 2022 -**

Webinar on “QR code implementation by pesticide manufacturers based in Rajasthan”.

### **September 2022 -**

Awareness session on “Supply chain standards for accredited members of NABCB”.

### **July 2022-**

Webinar was organised along with the Dept. of Agriculture, Govt. of Kerala, for pesticide manufacturers in the state.

### **May 2022-**

Webinar on “Improve Key Business Processes Leveraging GS1 Standards”.



# Awards & Recognition

**S**ervice award is a badge of honour that employers give to outstanding employees to recognise their exceptional efforts. GS1 India deeply values the contribution of team members towards furthering the goals of the organisation.

Mr. Pramod Chaudhari, DGM- Industry Engagement, was awarded the Employee of the Year 2022 for his contribution to the growth of services.



*Congratulations*

Awards were given to employees for the completion of serving 5,10,25 years of service in the organisation.



# Global Develop ments





## GS1 is working towards empowering the retail sector's digital transformation

Whether in consumer-packaged goods, fresh foods, apparel, or general merchandise, in physical stores or online, GS1 is committed to supporting the retail sector's digital transformation. We are working to enable ubiquitous, verifiable product identity with accurate, complete, and harmonised digital product information.

This is the foundation for an efficient, resilient, and transparent supply chain. It will also help actors across any retail sub-sector meet regulatory requirements, deploy traceability programmes, and meet sustainability goals.





# Paving the way for a global migration to 2D Barcodes

The retail industry has begun a global evolution from classic barcodes to two-dimensional QR codes at the point of sale. 2D barcodes can hold more data in a smaller footprint than the 1D barcodes currently used. Additional information (e.g., batch or lot number, expiration date, serial number, best

before date) is required to support critical use cases in retail around inventory management, traceability, safety, sustainability, and more.

Currently, at a pilot stage, GS1 anticipates a global rollout of 2D barcodes at the retail point of sale by the end of 2027.





# Leveraging **GS1 Standards** and services in marketplaces

**M**arketplaces across the globe need access to trusted product identification. This allows them to perform a wide range of tasks, which in turn enables them to build better product catalogues and provide a better and safer consumer experience.

The GS1 Marketplaces programme has been designed to address the product

identification needs shared by marketplaces, integrators, and sellers, with the main focus being the removal of GTIN duplicates and preventing GTIN overuse.

The fundamental goal is to have marketplaces better understand and communicate the added value of global identification, in particular by recommending that sellers use GTINs to list products.



# Miguel A. Lopera

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Miguel A. Lopera joined GS1 as its President and Chief Executive Officer from Procter & Gamble in 2003. His remarkable leadership and unwavering dedication have played a pivotal role in shaping GS1 into the globally recognised organisation it is today.

Miguel's visionary approach was evident from the very beginning, as he spearheaded the successful merger of EAN International and UCC, leading to the establishment of GS1. This monumental achievement laid the foundation for a unified global standard in supply chain management and data synchronisation.

Under his guidance, GS1 witnessed significant milestones, including the creation of new standards for RFID and data sharing. These ground-breaking initiatives have revolutionised the industry, enabling seamless product data exchange through the Global Data

Synchronisation Network. Furthermore, his instrumental role in launching GS1 Global Healthcare has had a profound impact on patient safety and supply chain efficiency.

Miguel's tireless efforts to foster a vibrant GS1 community have been truly commendable. Through his leadership, he has nurtured an environment of collaboration and innovation, empowering organisations across the globe to achieve operational excellence. His commitment to digital transformation has been instrumental in driving the adoption of 2D barcodes, revolutionising variable data to achieve visibility.

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*"Miguel led this organisation for more than 20 years and ensured laying new initiatives at the forefront of identification and also for long-term growth of the organization."*

Mr. S. Swaminathan, CEO GS1 India

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Miguel A. Lopera's legacy at GS1 will continue to inspire us as we strive to build upon the strong foundation he has laid. We are immensely grateful for his invaluable contributions and unwavering dedication.





# GS1 Management Board

**Kathryn Wengel (Chair)**

Executive VP & Chief Technical Operations  
& Risk Officer, Johnson & Johnson

**Mark Batenic (Vice-Chair)**

Chairman, IGA, Inc.

**Laura Becker (Vice-Chair)**

President – Global Business Services,  
Procter & Gamble

**Renaud de Barbuat**

President & CEO, GS1 Global Office  
Ex-officio

**Bruno Aceto**

CEO, GS1 Italy

**Rocco Braeuniger**

VP, Country Manager Germany, Amazon

**Mike Byrne**

CEO, GS1 Ireland

**Bob Carpenter**

President & CEO, GS1 US

**Kurt Droeshout**

COO & Group VP Operations, Abudawood  
Group

**Ahmed ElKalla**

CEO, GS1 Egypt

**Thomas Fell**

CEO, GS1 Germany

**Miguel Angel Gonzalez Gisbert**

Global Chief Technology and Data Officer,  
Carrefour

**Béatrice Guillaume-Grabisch**

Executive VP & Global Head HR & Business  
Services, Nestlé S.A.

**Simon Han**

Vice President Head of Platform  
Ecosystem, JD.com

**Gregor Herzog**

CEO, GS1 Austria

**John Inwright**

Chairman, GS1 US

**Xiao An Ji**

Chairman, Beijing Hualian Group

**Peter de Jong**

Chairman of the board and CEO, Brocacef  
Groep NV

**Toyofumi Kashi**

Director, DX Promotion General Manager,  
AEON Co. Ltd

**Stéphane Lannuzel**

Operations Chief Digital Officer, L'Oréal

**José G. Loaiza Herrera**

VP of International Business & Digital  
Strategy, Grupo Exito

**Meinrad Lugan**

Member of the Management Board, B. Braun Melsungen

**Eileen MacDonald**

President & CEO, GS1 Canada

**Laura Martinez Magdaleno**

Global Director of Commercial Innovation and Transformation, Grupo Bimbo

**Susan Moffatt-Bruce**

CEO, Lahey Hospital & Medical Center

**Bertrand Mothe**

CPO, METRO AG

**Zuzar Nafar**

Senior Director of Engineering, Google

**Maria Palazzolo**

Executive Director and CEO, GS1 Australia

**Oscar Rubiani**

CEO, GS1 Paraguay

**Julia Sabin**

VP Government Relations, The J.M. Smucker Co

**Prashant Singh**

Head of Data Products, Costa Coffee

**Greg Smith**

EVP, Global Operations and Supply Chain, Medtronic

**Per Thau**

Executive VP, COO, COOP Denmark

**Ozgur Tort**

CEO, Migros Ticaret

**Andrea Turner**

VP, Global Customer Service & Logistics, Mondelez International

**Didier Veloso**

CEO, GS1 France

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**Chenghai Zhang**

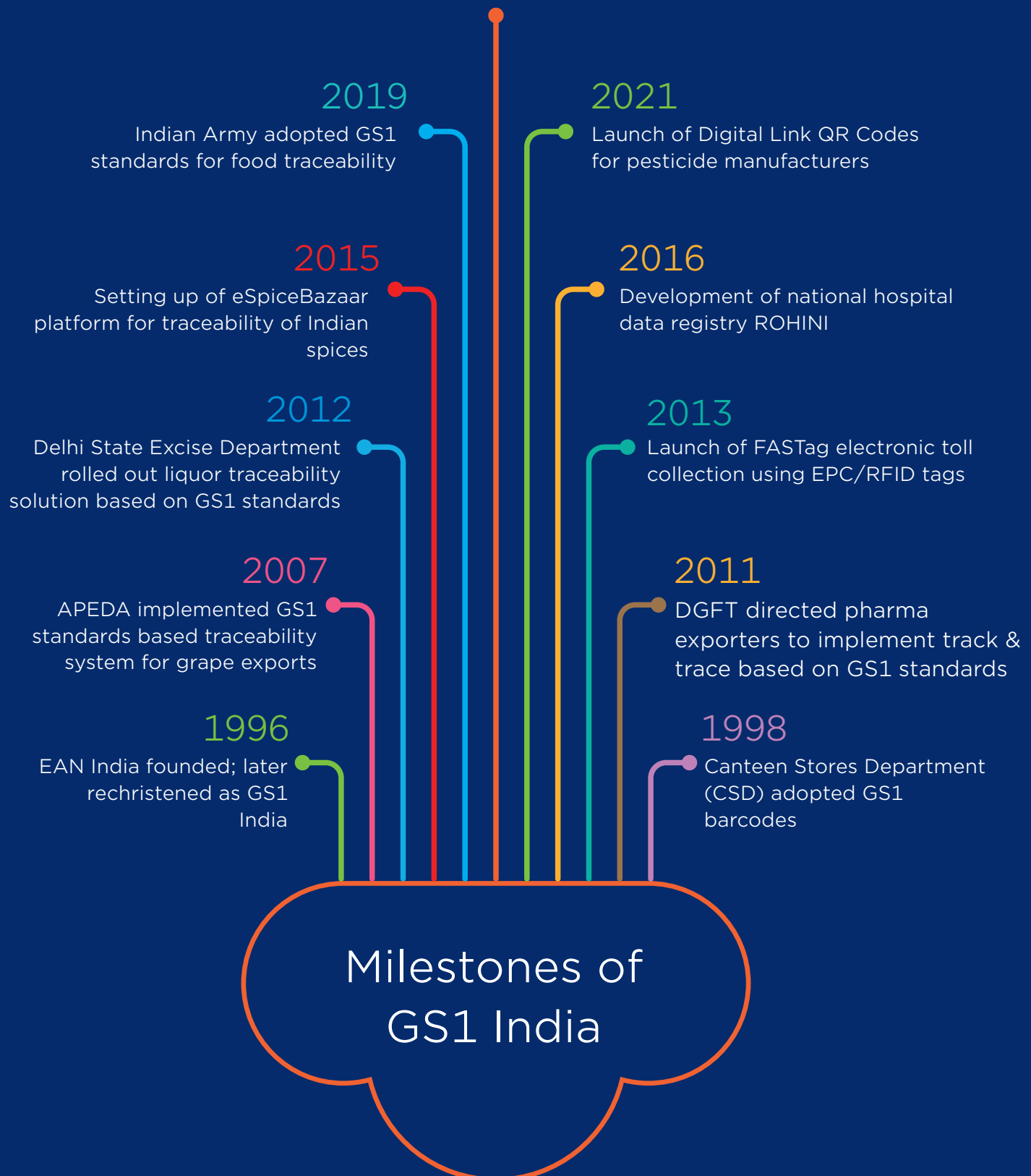
CEO, GS1 China

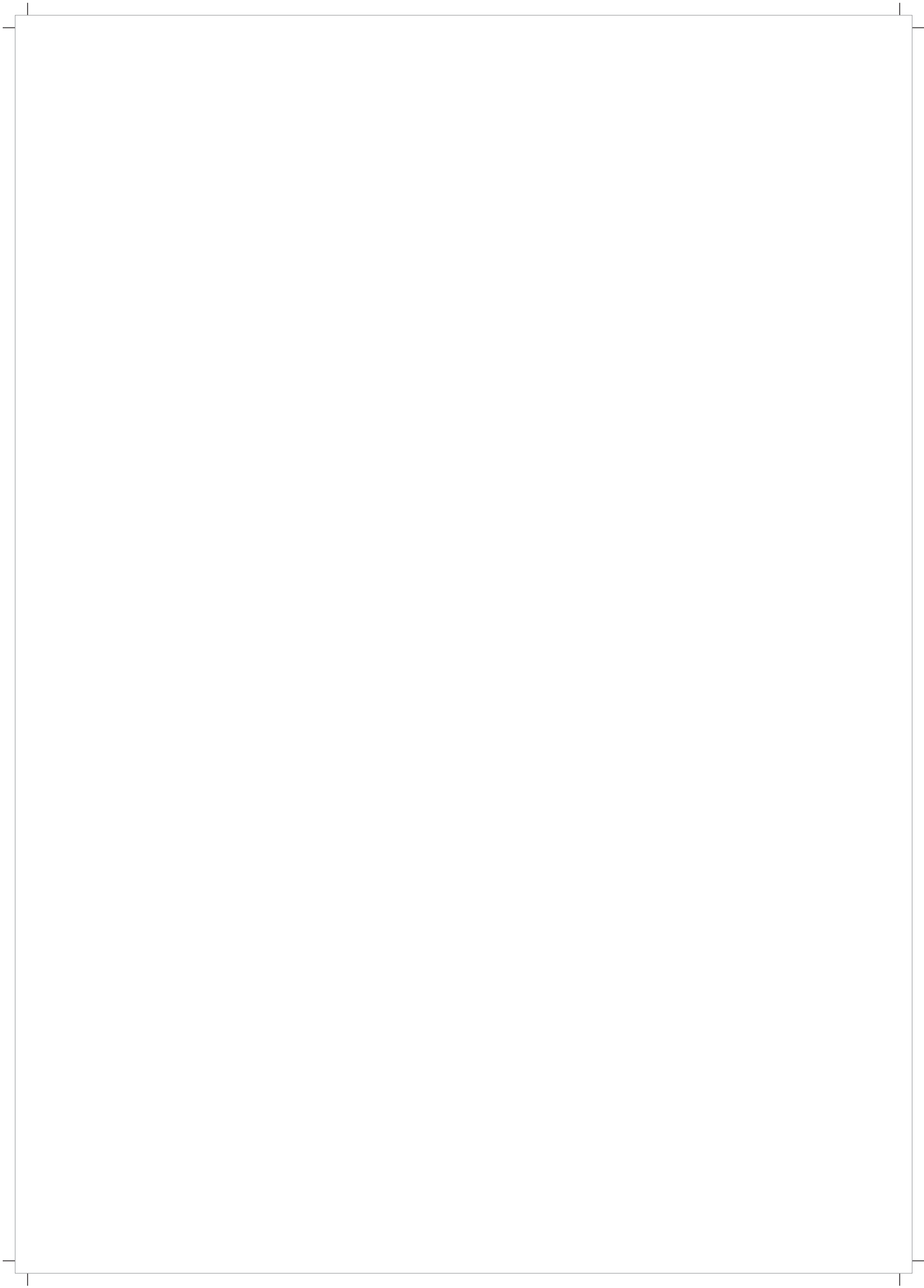




# 2022

DataKart Centre of Excellence - A collaboration between GS1 India and MIDAS Lab







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