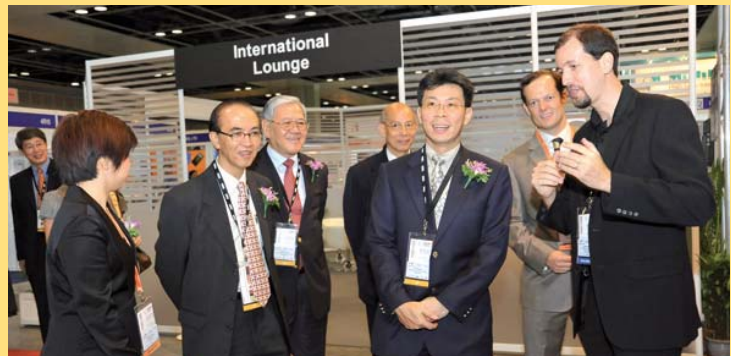


RFID World Asia Incorporating EPCglobal/RFID Singapore Summit 2009



Delegates at the RFID World Asia Incorporating EPCglobal/RFID Singapore Summit 2009.



Guest-of-Honour, Mr Lee Yi Shyan, Minister of State for Trade & Industry and Manpower was briefed on the latest RFID technologies.

Over 200 senior-level business leaders from leading organisations in the Asian region, Europe and USA attended the two-day conference "RFID World Asia Incorporating EPCglobal/RFID Singapore Summit 2009" held from 22 – 23 April 2009 at the Suntec International Convention & Exhibition Centre. The conference was co-organised by GS1 Singapore and Terrapinn Pte Ltd with the support of SMA and other industry partners.

The Guest-of-Honour, Mr Lee Yi Shyan, Minister of State for Trade & Industry and Manpower, kicked off the conference and exhibition by presenting the RFID Innovation Platform Awards to eight companies namely National University Hospital (RFID Surgical Gauze), SMRT Corporation (RFID Warehouse Management System), TC AutoClinic (Car Inventory Management and Process Optimization System), Kim Hiap Lee Pte Ltd (Supply Chain Track and Trace using EPC Gen 2 RFID and EPCIS Open Standards), National Cancer Center (Efficient Management of Patients Within the Ambulatory Treatment Unit using RFID), Honsen Printing Industries (RFID Process & Inventory Monitoring with SMART Shelves), SF Consulting (RFID File Management System) and OM Group Ultra Pure Chemicals (RFID Dip Tube Warehouse Management System).

The Deputy President of SMA, Dr Moh Chong Tau delivered the keynote address.


Mr Tan Jin Soon, Executive Director of GS1 Singapore Council and EPCglobal Singapore Council was invited to give the

keynote address on "Innovation as the key driver for adoption - Keeping ahead of the pack". Mr Tan also spoke on: "Putting EPC into business context".

The following important case studies were presented at the conference:

- RFID Implementation by New Zealand Kiwi Fruit Grower and Exporter
- The Successful Pilot Shipments of Goods using EPCglobal/RFID System (a) From Hong Kong to Japan (b) From Shanghai to Los Angeles (c) From Tokyo to the Netherlands
- EPCglobal/RFID Electronic Article Surveillance System Implemented in a large Fashion Chain in Sweden
- RFID Implementation by the largest department store in Europe involving (a) 390 million pieces to be tagged (b) Suppliers from 20 Countries including Germany, Netherlands, Belgium, Luxembourg, France, Switzerland, Austria, Poland, Czech, Hungary, Slovakia, Slovenia, Romania, Croatia, Bulgaria, Russia, Spain and Portugal.
- EPCglobal Implementation in Japan

The conference was well attended and generated a great deal of interest from the participants.

The GS1 Singapore Council is a component of 

It is the national body that formulates and implements policies relating to EAN Bar Codes.

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Editorial

In 2009, the world economy began to show some green shoots after the successfully concluded G20 meeting held in London on 2nd April 2009

The G20 meeting is now over. It must be clear that the world is still being held hostage by the health of the financial system. The current recession is brought about by the toxic assets of the banks and unless the banking system itself is fixed, the recovery will be a long drawn one.

There is however a silver lining appearing on the horizon.

The four Trillion Yuan fiscal stimulus package announced by China Premier Mr. Wen Jiabao on 5 March 2009 at the opening ceremony of second session of the 11th National People's Congress (NPC) is beginning to work through. China due to its huge market and vast population is already showing some early signs of improvements in its economy due to the government's efforts to boost domestic consumption. Sales of cars, washing machines, refrigerators had increased, driving domestic demands for electronic components. The China PMI for July 2009 rebounded to 53.3% up from 49.0% in February 2009. The index was back to the expansionary zone of higher than 50% for March 2009 and April 2009 since October last year. Output index, new orders index and purchases of inputs index were also higher than the critical level of 50% in April 2009.

On 10th April 2009, Japan launched a US\$154 billion fiscal stimulus package designed to sustain an economy in its worse slump since the Second World War. The total value of the Japan Government package has now reached US\$568 billion, with priority to stop the economy falling through the floor.

On 12 April 2009, China announced its plans to create a US\$10 billion investment cooperation fund and offered US\$15 billion in credit to its South-east Asian neighbours, extending its influence as the region attempts to weather the global financial crisis.

The investment fund will promote infrastructure development, linking China with the 10 members of the Association of Southeast Asian Nations, while the loans will be offered over three to five years.

The above measures from China may help speed recovery from the global financial crisis and benefit the Asean region.

These are opportunities for Singapore companies.

During the second quarter of 2009, the Singapore GDP showed an increase of 20.7% compared to January-March 2009. The MTI assessment of Singapore's near term prospects has not fundamentally changed despite the good second quarter results. The sharp rise during the second quarter was due to pharmaceutical outputs and electronics restocks. But the US personal consumption has not yet picked up and the US labour market remains very weak.

As at July 2009, MTI upgraded the Singapore GDP forecast to a 4% to 6% contraction for 2009. While MTI is guarded, most economists are cautiously optimistic that the economy may pick up sequentially in Q3 and Q4 if not quite as the spectacular Q2 exceptional performance.



*Tan Jin Soon
Executive Director
GS1 Singapore*

History of Gardenia

Gardenia was first established as a small family-run bakery in 1978. It soon became famous for its enriched white bread which was created by the experienced American baker, Horatio 'Sye' Slocumm, who had 35 years experience in the bakery business.

From that single product, Gardenia had evolved into a wide range of products that encompass freshly baked breads, buns, speciality breads, rustic country loaves and the new frozen range. Gardenia currently has 46 varieties that cater to every need and every occasion.

Secret of our Success

Today, Gardenia is the market leader in the bread industry with approximately 65% of the branded bread market.

The secret to Gardenia's success lies in its traditional American recipe that has been tried and tested for generations. Over time, further improvements have been made to the range of recipes and the method of processing.

Further to that, Gardenia breads are home-baked fresh daily in Singapore to ensure that the bread is of the finest quality. The delivery team works hard to distribute Gardenia breads fresh daily to 3000 distribution outlets all over Singapore so that everyone can enjoy their fresh loaf daily.

Product Innovation & Development

Product innovation and development is a key area that helps Gardenia keep up with changing consumer demand. To cater to Singaporeans' changing demands and lifestyle needs, Gardenia's marketing and R&D teams are constantly researching and exploring new product innovations.

With the increasing awareness of health and dietary needs, many people are switching to fortified variants of bread due to its additional health benefits, such as Gardenia High Calcium Milk Bread to help prevent osteoporosis, or to Gardenia High Fibre White Bread which is fortified with the soluble fibre inulin, as well as Omega 3 and Omega 6.

Gardenia range of wholemeal breads is also getting increasingly popular as people recognize the health benefits of wholemeal and grains in their diet, and many people are even upgrading from wholemeal to multigrain.

Gardenia was the 1st in Singapore to identify an unmet demand in the market for low glycemic index bread to meet the special dietary needs of diabetics as well as for weight management. Even though awareness of glycemic index and its correlation to the blood sugar level (low glycemic index foods result in slow release of sugar in the blood and is hence diabetic-friendly) is still new and considered a niche market.

New Products

Gardenia also made its first foray into frozen foods with the launch of a new range of frozen gourmet breads in 2008. They are: Garlic Bread-Walnut, Garlic Bread-Multi-Grain, Mini Ciabatta, Walnut Hard Rolls, and Baguettes.



So good... you can even eat it on its own!

To tap onto the increasing demand for artisanal bread, Gardenia's 1st fruity Country Loaf – the 'Cranberry Fruity Loaf' – was also launched in 2009.

The Japanese-style premium white bread, Royal White Bread, was also launched at the same time to introduce consumers to the new, soft and rich buttery texture of thick slices white bread.

Corporate Social Responsibility

As a trusted household name, Gardenia believes in giving back to the community and are committed to educating and instilling healthy lifestyles in Singaporeans through various outreach programmes.

Gardenia also works with various organizations to encourage kindness, interracial harmony and family bonding so as to build a cohesive community spirit and a gracious people.

As the preferred household choice, Gardenia is proud to have provided many generations with the largest variety of healthy and nutritious breads that cater to different age groups and taste-buds, and will endeavour to do so for many more generations to come!

GS1 Bar Coding System

Gardenia Foods (S) Pte Ltd adopted the GS1 bar coding system since 1990. "The success of Gardenia is also due to the introduction of GS1 bar coding system to all Gardenia breads" said Mr Tham Chin Aik, Senior Sales Manager of Gardenia Foods (S) Pte Ltd. The system has helped Gardenia in communicating more efficiently with retailers, as the GS1 bar code has become a common code that both retailers and suppliers understand and communicate with.



Gardenia offers a variety of freshly baked breads and buns that cater to every need.

Bar Code Verification Service

Verification helps ensure that all symbols scan first time every time

GS1 Singapore provides bar code verification service to registered users of GS1 Singapore.

In order to ensure that bar codes printed on your product packaging or labels can scan first time every time, companies can send their product packaging/labels to GS1 Singapore for verification.

The fundamental reason of the GS1 Singapore bar code verification service is to provide symbol evaluation and constructive criticism, where appropriate, to ensure that manufacturers can produce consistently readable symbols to enhance retail productivity and data collection.

It is recommended that the products submitted for verification should be in their final form, which allows for more extensive testing. We will assess the size and height of bars, colour, print quality, location of the bar code on packaging and light margin area of each bar code submitted for verification. Attention is also paid to ensure the right GS1 numbers and a correctly calculated check digit had been applied to the item.

The verification process takes a few days. A 'GS1 Singapore

Symbol Verification Report' is issued in completion of testing which will provide the scan rate of the barcode and comments as to where changes need to be made to meet GS1 specifications.

If any aspect of packaging, such as colour, shape, etc, is altered it will invalidate the report for this particular product. In such circumstances the GS1 symbol would need to be resubmitted for testing.

Registered users of GS1 Singapore are entitled to five (5) free verification reports per year. Additional reports for members will be charged a fee at a rate of \$30 + GST per verification report.

Companies, which are not a registered user of GS1 Singapore, will be charged a fee at a rate of \$150 + GST per verification report.

For more information on the bar code verification service and to download the GS1 Singapore Bar Code Verification Request Form, visit our website www.gs1.org.sg or call Ms Joy Lee at tel. 68263 080.

Report of the 15th ISO/IEC JTC1/SC31 Plenary and Working Group Meetings

8 to 12 June 2009 – Sydney, Australia

By Tan Jin Soon, Executive Director of GS1 Singapore

Introduction

This is the sub-committee 31 (SC31) ISO meeting for the development of ISO Standards for Automatic Data Capture for Item Management covering AIDC and RFID including RFID Security. I attended this important ISO meeting as Singapore Head of Delegate for this meeting.

The Report

This report covered meetings from 8 to 12 June 2009. The report is in six parts as follows:-

• Part I : 8th June 2009: ISO SC31/WG4/SG5 – RFID Implementation Guidelines

At this meeting, the ISO SC31/WG4/SG5 meeting minutes in Toronto held on 4th June 2008 was approved.

Professor Toshio Nojima, Graduate School of Information Science and Technology of Hokkaido University Japan made a

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presentation regarding "Experimental evaluation method for impact distance and mitigation method of Electromagnetic Interference (EMI) from RFID interrogators on active implantable medical devices". This important research paper attracted a great deal of interests from delegates and several countries including China, European countries responded to work on a new work item to develop a Technical Reference on Effects of RFID tags and RFID readers on Medical Implants such as pace makers of heart patients.

The following resolution was approved:-

RESOLUTION 1

WG4/SG5 approves a convener report of work progress of WG4/SG5 Work Items.

- **Unanimous**

• Part II: 9th June 2009: ISO/SC3/WG4/SG7 – RFID Security Meeting

At this meeting, the TR covering air interface for RFID tags and its corresponding interrogators that have a crypto engine on board was presented and reviewed. There was a great deal of discussion on this important subject.

At the end of the meeting, the following resolutions were approved:

RESOLUTION 1

SC 31/WG 4/SG 7 creates an adhoc to develop a New Work Item (NP) to break 29167 into multiple parts and scopes to match the breakdown of ISO/IEC 18000. This work would be reviewed at the next meeting of the committee in August 2009. Following the review a decision would be made about the best way to forward the NP to SC31. The adhoc would be led by Josef Preishuber-Pflügl, with members Henk Dannenberg, Dan Kimball, Atsushi Honzawa, You Sung Kang, Guangwen Yan, and Wang Wenfeng. The first meeting would be on or before 10 July, 2009.

Unanimous

RESOLUTION 2

SC 31/WG 4/SG 7 agrees to continue the adhoc to review the timeline for the work on 29167 and create a first working draft. The adhoc would be lead by Josef Preishuber-Pfluegl and consist of You Sung Kang, Henk Dannenberg, Bertus Pretorius, Matthew Harmon, Dan Kimball, Hendrik van Eeden, Don Ferguson, Paul Chartier, Atsushi Honzawa, Rick Schuessler, Kevin Ung, and Dean Kawaguchi. The ad hoc should report its results to this committee at least thirty days prior to the next meeting in London, UK, 25-26 August 2009.

Unanimous

RESOLUTION 3

SC 31/WG 4/SG 7 plans to create an adhoc to do detailed technical security work on ISO/IEC 29167. The adhoc would meet on 17-18 November 2009 in Leuven, Belgium. Subject matter experts would be invited to this meeting. Names of subject matter experts should be sent to the SG7 convener prior to the August 2009 meeting.

Unanimous

• Part III: 10th June 2009: ISO/SC31 WG4 Plenary Meeting

This meeting chaired by Mr Henri Barthel and attended by 30 delegates from 17 countries/ organizations.

Mr Tan Jin Soon was nominated as a member of the SC31 Drafting Committee for this meeting.

The minutes of the 23rd WG4 meeting held via conference call on 12th March 2009 was confirmed. The following reports were presented:

WG4 Sub Group Reports:

SG1 - Application Interface Protocols: by Mr Rick Schuessier

SG3 - Air Interface: by Mr. Steve Halliday

SG5 - Implementation Guidelines: by Mr. Toshihiro Yoshioka

SG6 - RFID Conformance: by Mr. Preishuber - Pfluegl

SG7 - RFID Security: by Mr. D Kimball

Regulatory Items: by Mr. Preishuber – Pfluegl

The WG4 Plenary meeting ended on 10 June 2009.

• Part IV: 11th June 2009 AM: ISO/SC31/WG2 – AIDC Data Structure

This meeting was held at 9.00 am and chaired by Mr. Toshihiro Yoshioka. It was attended by 30 delegates from 12 countries/economies, including China, Finland, USA, Canada, Germany, Russia, Sweden, Singapore, South Africa, Japan, Korea,

Highlights:

1. Report on Ad Hoc team on overall structure of ISO/IEC 15459

Mr Mikael Hjalmarson introduced the work of the Ad Hoc team and led the team through the overview presentation providing the background to the work and the major proposals. Mikael stressed that the ad-hoc did not approve changes but wished to bring forward restructuring proposals to be included in a New Work Item Proposal that would progress to WG2 and National Body approval in the normal way.

The major discussion points were:

- It was noted that the inclusion of TEI (Text Element Identifiers) was an important issue but was outside of the scope of the ISO/IEC 15459 restructure ad-hoc
- Within the ISO/IEC 15459 ad-hoc a number of inconsistencies were found within the document. It was therefore suggested that there were potential inconsistencies between the WG2 standards: namely ISO/IEC 15459, ISO/IEC 15418 & ISO/IEC 15434. Although separate from the work of the ad-hoc it was stressed that WG2 should look to ensure the consistency of the each standard with respect to all others.
- The distinction between physical and logical grouping was discussed at some length. This issue was clarified by the ad-hoc team proposals
- It was questioned whether ISO/IEC 15459, Part 8 should continue to move forward given the much expected NP to restructure ISO/IEC 15459.

Following the discussion, the resolutions 1 to 3 were approved.

2. Project Editor Update ISO/IEC 29162 (Guidelines for using data structures in AIDC media)

Mr Craig Harmon introduced the initial proposal of the Project Editors and led the team through the main items with a presentation. He also noted a meeting had taken place the night before between a several experts in this area. These included both Mr Rick Schuessler and Mr Sprague Ackley who made a presentation. Although the main discussion points are summarised by the presentations it was stressed that the proposal for ISO/IEC 29162 did not raise any IP (Intellectual Property) issue around the use of Packed Objects.

3. Update on WG 2 work-plan:

It was noted that each published standard was due for revision after 5 years from publication (or when an NP was submitted to make a change).

3a) Project Editor Update ISO/IEC 15418

ISO/IEC 15418, Revision 2 had been published in January 2009.

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GS1 DataBar Sunrise Dates

In the late 1990's at the request of retailer and supplier members and industries needing a new smaller bar code which could carry more data; GS1 US (UCC) formed a group of users representing retailers, suppliers, technology firms, trade associations and consultants to design and agree upon potential solutions; the outcome was the GS1 DataBar (then RSS) family of symbols. One of the industries involved in this new bar code development was the produce industry which recognized the opportunity to move from commodity level identification to item specific identification; other factors include the increase in self checkouts and the need to correctly identify conventional and organic produce. U.S. retailers promoting the use of GS1 DataBar on produce include Walmart, Kroger, Winn-Dixie, Publix and others. Beyond loose produce items; retailers are advising the suppliers of bagged items such as grapes and cherries to plan to use either GS1 DataBar and / or UPC-A on the bags to enable specific product identification.

GS1 DataBar represents a new capability at retail point-of-sale (POS) which is already witnessing wide scale implementation in North American groceries, piloting in Europe and Asia, and can be found on loose produce shipping all over the world. GS1 DataBar permits marking on small, hard to mark items like loose produce and can provide new bar code information like weight, price, or date codes.

In 2006, the Management Board and General Assembly agreed to monitor Top 100 retailer readiness to use the technology and make management adjustments as necessary. Based on the market readiness report conducted in 2008, the GS1 Advisory Council and Executive Committee of the GS1 Management Board agreed to a new plan for GS1 DataBar adoption that was announced at the GS1 Global Forum in Brussels.

In summary:

- By 2010 GS1 DataBar standards will be available for bilateral agreement between trading partners for all trade items. The specific focus will be on Fresh Products scanned at retail POS.
- By the target date of 2014 GS1 DataBar standards, including attribute information (using AIs), can be used by all trading partners in an open environment. At a minimum, retailers should be able to scan a GS1 DataBar and process GTIN to the database.
- GS1 Member Organisations will assist adoption through education and support of users and report retailer readiness annually to the Global Office

Practical consequences of the new plan:

- Retailers who are ready by 2010 can conduct bilateral trading with their trading partners.

- Retailers who have started GS1 DataBar programs, especially fresh food pilots, continue with no interruption. Nothing needs to change for them.

- Member Organisations who have been educating and marketing the Sunrise 2010 Date, do not change your message. Specific focus is on Fresh products scanned at POS.

- Member Organizations should work with their retail community to determine when GS1 DataBar will be used in open trade (any trade item) between the years of 2010 and 2014 and report this to Global Office

- 2014 is the date when GS1 DataBar can be used globally in an open trade (on any product).

- MOs need to educate all retailers about GS1 DataBar used in all trade item environments. This includes retailers from Grocery, DIY, General Merchandise, Electronics, Pharmacy / Drug, Convenience Store/Gas & Go and any other outlets where both omni-directional and hand held scanning devices are used, including general distribution scanning (e.g., back of the store, warehouse, distribution centers).

Benefits of the new plan:

- Allows early adopter nations to move ahead but provides up to 4 more years for adoption in all nations (to other countries)

- Allows each Member Organisation to develop national GS1 DataBar Sunrise Date rationale (e.g., small symbol, fresh foods, coupon, more data) while preserving, but delaying the common requirement to support GS1 DataBar scanning and Application Identifier processing at POS.

- Supports a balance between the need of medium-large retailers to benefit from GS1 DataBar investments and small-medium retailers who may require more time to make the transition

- Informs brand managers to know when they can use GS1 DataBar on their products in a country or countries where cross-border trade takes place.

Next Steps:

- MOs should update their retailers about the change of timing

- Update their communication material/brochures/websites.. etc

- GS1 Global Office will conduct a series of Webinars to train and educate MOs on GS1 DataBar Sunrise Strategy and how to develop national Sunrise dates with retailers

- MOs will report when their retailers agree to use GS1 DataBar with a minimum of GTIN in open trade within your market. Reporting will set National Sunrise dates between 2010 and 2014.

Detailed Adoption Timeline by Application

Application	Business Opportunity	Adoption Timeline
<p>Loose Produce</p> <p>GS1 DataBar Stacked Omnidirectional</p> 	<p>GS1 DataBar encodes GTIN providing brand identification, shrink management, category management, and reduced out-of-stocks for loose produce items.</p>	<p>Implementation is underway within major retailers globally. Labels should contain both GS1 DataBar and the human readable PLU. This allows early adopters to use GS1 DataBar without causing disruption to other grocers. By 2010 GS1 DataBar standards will be available for bilateral agreement between trading partners for all trade items.</p>
<p>Variable Measure Trade Items</p> <p>GS1 DataBar Expanded and Expanded Stacked</p> 	<p>GS1 DataBar can carry GTIN + additional information such as weight and lot number on variable measure fresh food products to provide brand identification, shrink management, category management, and traceability</p>	<p>Pilots are planned within major retailers globally. As these products are typically labeled in-store or by bilateral agreement, retailers can implement when they and/or their trading partners are ready. Global application standards are under development in 2009.</p>
<p>Small Products</p> <p>GS1 DataBar Omnidirectional or GS1 DataBar Stacked Omnidirectional</p> 	<p>GS1 DataBar can be used where the product size is too small to carry a full size EAN/UPC such as jewelry or hardware products. It enables manufacturers to get back space on their packages in order to provide more information about their product.</p>	<p>Based on regional divergence of equipment readiness, GS1 Member Organizations will be working with local retailers to determine what year is the right time for open supply chain use. Manufacturer packaging managers can use these local adoption dates to make decisions about label changes based on countries which can support GS1 DataBar.</p>
<p>Coupon (USA)</p> <p>GS1 DataBar Expanded and Expanded Stacked</p> 	<p>GS1 US and the Joint Industry Coupon Committee recommendation to use GS1 DataBar to resolve technical issues with the current USA Coupon System and to enhance its functionality.</p>	<p>Phase 1 rollout is currently underway in the USA using EAN/UPC and GS1 DataBar (see insert picture); Phase 2 rollout with GS1 DataBar exclusively (no EAN/UPC bar code) is planned for 2010.</p>
<p>Hardware and Software</p> 	<p>Purchasing new bar code hardware and software equipment today enables retailers to get the same benefits in fresh foods as they do today with Fast Moving Consumer Goods. In addition, scanning and processing GTIN plus additional data enables new fresh food benefits such as shrink control, and traceability.</p>	<p>GS1 Member Organizations should advise retail members all hardware and software purchases MUST be GS1 DataBar ready. This includes bar code scanning, design, printing or verification equipment. Do not buy aftermarket equipment that will not work. By 2010 GS1 DataBar standards will be available for bilateral agreement between trading partners for all trade items. By the target date of 2014 GS1 DataBar standards, including attribute information (using AIs), can be used by all trading partners in an open environment. At a minimum, retailers should be able to scan a GS1 DataBar and process GTIN to the database.</p>

Continued from Pg 5

3b) Project Editor Update ISO/IEC 15434

ISO/IEC 15434 was currently published as Revision 3 dated from October 2006.

3c) Project Editor Update ISO/IEC 15459 Parts 1 to 6 and 8

The current published status was reported.

A BRM for ISO/IEC 15459 Information technology - Unique identifiers: Part 8: Grouping of Transport Units had been held on 28 April 2009 and had resolved to submit to FDIS ballot. As the ballot was still open, this work item was not discussed.

4. Agreement of Future Meeting schedule (including Ballot Resolution Meetings)

The following future meeting dates were noted:

- Telecom BRM for ISO/IEC 29162 followed by WG2 meeting on 7 December 2009, USA Eastern Time 09:00 to 12:00
- Telecom BRM for ISO/IEC 15459 on 18 January 2010, USA Eastern Time 17:00 – 21:00. This would allow attendees of the WG1 & WG3 meetings taking place in Seattle (USA) to attend the BRM together.
- The next Face-to-face meeting of WG2 would take place the week of the SC31 Plenary meetings in Beijing (China) in 2010. The exact date of this meeting would be determined as the SC31 level

5. Approval of Resolutions

The meeting ended with the following Resolutions approved:

Resolution 1 - SC31/WG2 accepted the final report of the ad-hoc team led by Mikael Hjalmarson and resolved to close the group.

- Unanimous

Resolution 2 - SC31/WG2 resolves that the ad-hoc established to consider the content of the entire 15459 series led by Mikael Hjalmarson submitted its final proposal by 1 May 2009 to allow detailed discussion at the 11 June 2009 SC31/WG 2 meeting. The final report addressed the issue of Data Carrier independence.

- Unanimous

Resolution 3 - SC31/WG2 resolves to support the submission of a NP for the restructuring of all parts of ISO/IEC 15459 in line with the proposals of the ad-hoc team updated in line with the discussion at the SC31/WG2 meeting of 11 June 2009, to include all existing functionality of product packaging and Groupings of Transport Units in the parts as follows:

- Part 1: Individual transport units;
- Part 2: Registration procedures;
- Part 3: Common rules;
- Part 4: Individual products and product packages
- Part 5: Individual returnable transport items (RTIs);
- Part 6: Groups
- Unanimous

Resolution 4 - The Senior Project Editor and support Project Editors are instructed to prepare a Working Draft Technical Report for ISO/IEC 29162 (Guidelines for using data structures in AIDC media) by 15 July 2009 at the latest. All comment must be submitted on the appropriate 13b form within 14-days. This would facilitate a PDTR ballot for submission no later than 7 August 2009.

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• Part V: 11th June 2009 PM: ISO SC31 Head of Delegates Meeting

This meeting was chaired by Mr. Charles E. Biss and attended by 28 Head of delegates. The major subjects raised at this meeting were:

1. It was decided not to use the Skype system for SC31 Conference calls. This is because some ISO country National Bodies prohibits the use of Skype system.
2. The status of SC31 Liaison representatives on the ISO Ballots: It was clarified that SC31 Liaison representatives are only allowed to provide comments on ISO Ballots and are not allowed to cast positive or negative to ISO Ballots.
3. GRIFS (Global RFID Interoperability Forum for Standards MOU): The meeting decided that SC31 needs to find out more on the benefits of signing MOU with GRIFS which is funded by EU. It directed Mr. Craig Harmon to report back to SC31 in the areas of interests and participation requirements of SC31 on or before 1.8.2009.
4. Artifacts requirement for new work items.
5. JTC1 Ad Hoc on Sensor Networks
6. SC31 Plenary meeting frequency: It was agreed to be held only one physical plenary meeting for SC31 per year.
7. The numbering of ISO/IEC projects under JTC1/SC31 - It was agreed that for SC31 standards multiple parts should be adopted in order to reduce the number of pages of the ISO/IEC Standard; eg the ISO/IEC 18000-6C Standard has now grown to 513 pages with amendments.
8. JTC1 Directives:
 - 90 days required to post Documents for face to face Ballot Resolution Meetings
9. Future SC31 Plenary meetings:
 - 2010: May 24th to 28th May 2010
 - 2011: Austria
 - 2012: USA or Canada
 - 2013: Asia-Pacific
 - 2014: Europe

• Part VI: 12th June 2009 - ISO/SC31 Plenary Meeting

This meeting was chaired by Mr. Charles E. Biss and attended by 45 delegates from 17 countries/organizations. The meeting was addressed by Mr. Adrian O'Connell, the General Manager of Operation of Standard Australia. Mr. O'Connell stressed the importance of achieving maximum benefits for the population in standards implementation. IT standards are the foundation of standardization and that it is important to participate in International Standard Development work.

Mr Tan Jin Soon was appointed as a member of the drafting committee for SC31 Plenary meeting together with the following members: Mr. Don Ferguson (Canada), Mr. Mikael Hjalmarson (Sweden), Mr. Bertus Pretorius (South Africa), and

Mr. Steve Halliday (USA).

The meeting confirmed the re-appointment of Mr. Charles E Biss as the Chairman of SC31 for an additional three-year Term. It also approved the establishment of a new SC31 Working Group 7 to address the standards required for Security for AIDC standards. The meeting also accepted the reports of the following Working Groups:

- WG1: Data Carrier: Mr Sprague Ackley
- WG2: Data Structure: Mr. Toshihiro Yoshioka
- WG3: Conformance: Mr. Craig Harmon reported on behalf
- WG4: RFID for Item Management: Mr. Henri Barthel
- WG5: Real Time Location System: Mr. Craig Harmon reported on behalf
- WG6: Mobile Item Identification and Management: Mr. Craig Harmon
- Vocabulary: Mr Craig Harmon
- Ad-Hoc Committee on Ultra Wideband

The meeting ended with the approval of the following resolutions:

ISO/IEC JTC 1/SC 31 Chairman

1. Noting the support of the US National Body and of the members of SC 31, ISO/IEC JTC 1/SC 31 endorses Mr. Charles E. Biss' appointment as Chairman of SC 31 for an additional three-year term and recommends to JTC 1 that it approve this appointment at its October 2009 Plenary in Tel Aviv, Israel.

UNANIMOUS

ISO/IEC JTC 1/SC 31/WG 1 Convener

2. Noting the support of the US National Body and of the members of SC 31, ISO/IEC JTC 1/SC 31 endorses Mr. Sprague Ackley's appointment as Convener of SC 31/WG 1 for an additional three-year term.

UNANIMOUS

Establishment of a New Working Group

3. ISO/IEC JTC 1/SC 31 resolves to support the proposal of SC 31/WG 4 and with the support of WG 5 and WG 6 to create a SC 31 Working Group on Security for Item Management (SC 31/WG 7) and resolves to support the Terms of Reference as contained in the SC 31/WG 4 Convener's report, and appoint Mr. Dan Kimball as convener. SC 31 notes that WI 29167 should be given the highest priority of the Working Group.

VOTE APPROVED (11 YES, 2 NO (China and The Netherlands), and 4 ABSTAIN (Austria, Finland, Germany, and Sweden))

IEC CD 62507 Ed. 1

4. ISO/IEC JTC 1/SC 31 requests its Secretariat to restate our concern to the JTC 1 Secretariat regarding IEC CD 62507 Ed. 1, "Requirements for identification systems enabling unambiguous information interchange – Part 1: Principles and methods." The draft involves recommendations for supply chain identification application which duplicates and conflicts with the work of SC 31 and other JTC 1/SCs and ISO TCs.

UNANIMOUS

Ad-hoc group on ISO/IEC 15459

5. ISO/IEC JTC 1/SC 31 wishes to express its gratitude towards the SC 31/WG 2 ad hoc group's work on ISO/IEC 15459's structure and supports the submission of additional New Work Item proposals for the revision of the 6 published parts of ISO/IEC 15459 by the National Body of Canada in order to move forward on this important work.

UNANIMOUS

ISO/IEC 19762 Standard

6. ISO/IEC JTC 1/SC 31, upon the recommendation of its Vocabulary Rapporteur, resolves that the next revision of ISO/IEC 19762 should be in the form of a single document of one part, with all terms incorporated into that one document.

UNANIMOUS

Translation of the ISO/IEC 19762 Standard

7. ISO/IEC JTC 1/SC 31, upon the recommendation of the JTC 1 IT Vocabulary Maintenance Team (ITVMT), requests the National Body of France to provide a volunteer to translate the five parts of ISO/IEC 19762 into French.

UNANIMOUS

JTC 1/SC 27 Liaison

8. SC 31/WG 6 requests ISO/IEC JTC 1/SC 31 to validate the existing formal internal liaison relationship with SC 27 (IT Security Techniques). If a liaison establishment with SC 27 is not active, SC 31 is to establish a formal internal liaison relationship with SC 27. WG 6 offers the following individual to serve as the liaison officer from SC 31 to SC 27: Matthew J. Harmon, GSEC, Technical Advisor, Security & Standards, Q.E.D. Systems, (M): +1 612.987.0115, (E): matthew.harmon@qed.org.

UNANIMOUS

Acceptance of Business Plan (2009-2010)

9. ISO/IEC JTC 1/SC 31 accepts the changes to the Business Plan contained in SC031-N-2842, prepared by the Business Plan Ad Hoc. SC 31 requests that the SC 31 Secretariat forward this Business Plan to the JTC 1 Secretariat for the JTC 1 Plenary in October 2009.

UNANIMOUS

Appointment of the Business Plan Ad Hoc (2010 - 2011)

10. ISO/IEC JTC 1/SC 31 appoints Ken Laing (Chair), Heinrich Oehlmann (Germany), Akira Shibata (Japan), Richard Rees (UK), Mikael Hjalmarson (Sweden), Dan Mullen (US) and all the WG Conveners to serve on the Business Plan Ad Hoc for the next plenary period. This group is requested to present a revised Business Plan prior to the next plenary meeting of SC 31. The revised draft would be posted 60 days prior to the 2010 Plenary meeting.

UNANIMOUS

Secretariat of SC 31/WG 5

11. ISO/IEC JTC 1/SC 31 resolves to support the appointment Mr. Tim Harrington as the new Secretariat of SC 31/WG 5, "Real Time Locating Systems (RTLS)".

UNANIMOUS

ISO/IEC 24769 Standard

12. ISO/IEC JTC 1/SC 31 approves the WG 5 request to convert ISO/IEC 24769 into a multipart standard and further

Continue on Pg 12

GS1 Global

The GS1 Global Forum is held each year in February in Brussels. It is held to present to CEOs of GS1 Member Organisations (MOs) on the Policy, Strategic Plans, Budget, Governance and Workplan for review and comments before submission to General Assembly in May 2009.



Delegates from 82 different countries gathered in Brussels for a week of work and information-exchange

A total of 515 participants from 82 countries attended this event which was full of information-exchange and learning activities.

The GS1 Global Forum was held from 16 to 20 February 2009 in Brussels. Details of highlights were as follows:-

GS1 Asia Pacific Regional Meeting

This meeting began at 7.00am on 16th January 2009. This was the breakfast meeting of the Ad hoc group of CEOs of GS1 Asia Pacific MOs to decide whether Asia Pacific Region wants to establish a formal GS1 Regional Organisation structure for Asia Pacific Region similar to GS1 Europe. This meeting was attended by CEOs of nine MOs of Australia, Hong Kong, India, Japan, Korea, Singapore, Malaysia, Philippines and Russia.

The meeting concluded that Asia Pacific Region due to its diverse geography and culture does not require the establishment of a formal organization known as GS1 Asia Pacific. It recommended the following:

1. To continue with the current practice of communication by emails and focus on the development of the single voice for Asia Pacific Region for dialogue with Global Office and other GS1 regions.
2. To organize three physical meetings for all Asia Pacific (AP) CEOs one day prior to global meetings including GS1 Global Forum (February), GA (May) and AP Forum (October/November). All AP CEOs are expected to attend these meetings.

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Mr Tan Jin Soon, Executive Director of GS1 Singapore at one of the plenary sessions.

3. To establish an AP Regional Executive Group (proposed name: APREG).
 - (a) 12 Membership comprising GS1 Advisory Council (AC) members (Australia, China, HK, India, Japan, New Zealand, Russia and Singapore) plus Korea, Malaysia, Philippines and Thailand.
 - (b) Attend conference call one week prior to every AC meetings.
4. Organise joint physical meetings with Europe and Latin America during two global meetings – GS1 Global Forum (February) and GA (May).
5. Secretariat – whoever hosts the AP Forum Meeting in October/November would act as the secretariat for the year, including meeting minutes, organizing meetings and calls.

Highlights of GS1 Global Forum 2009

Welcome & Introduction: Mr Miguel Lopera, GS1 President & CEO

Mr Miguel Lopera opened the GS1 Global Forum 2009 by thanking everyone for making the effort to travel to Brussels despite the distance and the economic crisis. He was pleased to report the attendance this year was practically the same as last year.

He thanked everyone for their contributions across 2008. The key message for this Forum, said Mr Lopera is that 2009 is going to be a year of important change for GS1.

He spoke about all the Breakthrough Projects and that the Organisational Effectiveness Study and the Sustainable Financial Model would be voted at the meeting.

Forum 2009

Mr Lopera presented the schedule for the week, including the proposals that would be presented at the General Assembly in May 2009, including the request for approval on the Where-to-Play and the MO/GO Relations Breakthrough Projects.



Mr Miguel Lopera, President & CEO of GS1 addressing the delegates with welcome & introductory speech

Mr Lopera quickly presented the major accomplishments of GS1 Global Office of the past year, product by product, solution by solution, service by service.

He gave a summary of the results of MIT's work:

- GS1 is a very successful organisation
- GS1 is well positioned to address the future needs of our users
- Right now, the core is about standards, identification, retail and consumer goods and B2B
- The future is about standardised services, standardisation and visibility, multi-sectorial activities and B2C
- How things will likely change for GS1, between 2009 and 2020 as follows:

2009	2020
• Standards	• Standards, Services and Solutions
• Identification	• Identification and Visibility
• Retail/Consumer Goods	• Multi-Sectorial
• B2B	• B2B and B2C

Message by Mr Bob McDonald, the Chairman of GS1

Leading Change in Challenging Times

Mr Bob McDonald began by saying that he spent 6 years in Japan and 10 years in Asia, and enjoyed studying Asian ways of thinking and working.

He showed an image of the Chinese ideogram for "crisis" (wei-ji) which is composed of 2 symbols that, taken individually, are said to mean "danger" and "opportunity."



Mr Bob McDonald, Chairman of GS1 making his presentation at the closing plenary

"The Chinese have 'crisis' figured out," said Mr McDonald. "It's a combination of danger and opportunity. We mustn't neglect the danger, but we must find the opportunity in it. It was great to hear you speak in the sessions this week about the opportunities you are finding in the current crisis."

Mr McDonald says that as an organisation, we must be able lead change in challenging times. He feels the way to do that is to focus on agility, fundamentals, and opportunity.

The power of agility:

- Be in touch with our users and with each other, and be in touch with the external landscape. Stay close during difficult times. Character is the most important trait of a leader.



At the Market Place exhibition, delegates have the opportunity to share their learnings on initiatives underway in their organizations.

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Continued from Pg 9

designate the existing ISO/IEC 24769 standard as ISO/IEC 24769-2 in order to align this standard with the associated parts of the multipart standard in ISO/IEC 24730.

UNANIMOUS

Liaison Representatives IEEE 802.15.4

13. ISO/IEC JTC 1/SC 31 approves the WG 5 request to appoint Mr. George Cavage and Mr. Corné van Puijenbroek as liaison representatives both to and from SC 31 and IEEE 802.15.4 respectively.

UNANIMOUS

ITU-R WRC-11

14. ISO/IEC JTC 1/SC 31 resolves to consider the request by the ITU Liaison Representative and SC 31/WG 4 and directs the Secretariat to issue a poll to consider the area of activity within ITU-R for JTC 1/SC 31 work. Subsequent to the results of the poll the Secretariat is directed to advise SC 31 NBs to request support from their local radio administrations to support the recommendation of the SC 31 poll. The Secretariat is assigned to work closely with the ITU-R Liaison Representative, Mr. Craig Harmon on this communication.

UNANIMOUS

Liaison to ITU-T SG16

15. ISO/IEC JTC 1/SC 31 approves SC 31/WG 6's request to the SC 31 Secretariat to send a liaison statement and a Call for Participation to ITU-T SG16, identifying Mr. Sangkeun Yoo as the SC 31/WG 6 liaison officer.

UNANIMOUS

Liaison to ITU-T SG17

16. ISO/IEC JTC 1/SC 31 approves SC 31/WG 6's request to the SC 31 Secretariat to send a liaison statement and a Call for Participation to ITU-T SG17, identifying Mr. Yong-Woon Kim and Mr. You Sung Kang as the SC 31/WG 6 liaison officers.

UNANIMOUS

Merge of SC 31/WG 1 and SC 31/WG 3

17. ISO/IEC JTC 1/SC 31 approves the proposal submitted by SC 31/WG 3 to merge SC 31/WG 1 (Data Carriers) with SC 31/WG 3 (Conformance). The SC 31 Secretariat is instructed to reassign the work of SC 31/WG 3 to SC 31/WG 1. Upon the completion of the reassignment of the work, SC 31/WG 3 is dissolved.

UNANIMOUS

Working Group 1 & Working Group 3 Secretariat

18. With the approval of Resolution 17, ISO/IEC JTC 1/SC 31 approves the nomination of Mr. Dan Kimball to be secretary of SC 31/WG 1.

UNANIMOUS

Project Extensions of the SC 31 Program of Work

19. ISO/IEC JTC 1/SC 31 approves the 12-month extension for ISO/IEC 18047-3: Radio frequency identification device conformance test methods -- Part 3: Test methods for air interface communications at 13,56 MHz.

UNANIMOUS

Liaison officer with JTC 1/SC 17

20. ISO/IEC JTC 1/SC 31 approves SC 31/WG 4's request to the SC 31 Secretariat, identifying Mr. Henk Dannenberg as the

SC 31/WG 4 liaison officer to SC 17/WG 8.

UNANIMOUS

ISO/IEC/IEEE 1451 Standards

21. In reference to Resolution 6 of the SC 31/WG 4 meeting on 10-June 2009, ISO/IEC JTC 1/SC 31 approves the assignment of 1451.0, 1451.1, 1451.2, 1451.4, and 1451.7 to SC 31/WG 6 for development.

UNANIMOUS

Standing Document on Conference Call Etiquette

22. ISO/IEC JTC 1/SC 31 instructs the Secretariat to prepare a standing document for implementation on conference call etiquette per the Secretariat's Report to the 2009 Plenary. This standing document shall be posted to the LiveLink site and distributed to the SC 31 National Bodies.

UNANIMOUS

Ad hoc on New Work Item, Artifact Demonstration, and Conformance Tests

23. SC 31, after a discussion of the issues related to artifact demonstration requirements, as covered in document WG4/SG6N0026, on request of SC 31/WG 4 recognized that the requirements of a NWIP and the schedule and requirements of artifact demonstrations and test methods should be generalized to apply to all SC 31 work. SC 31 agrees to form an ad hoc to draft a report recommending requirements for a NWIP and the schedule and requirements of artifact demonstrations and test methods for SC 31 work. The ad hoc shall be lead by Josef Preishuber-Pfluegl and consists of all WG and SG conveners and any other volunteers from national bodies. The ad hoc shall have their first meeting by conference call on or before 12 July 2009. The ad hoc shall report results to the Chair of SC 31 on or before 12 October 2009 for distribution to SC 31.

Approved, 1 Abstention (Finland)

GRIFS MoU Kick off Meeting

24. ISO/IEC JTC 1/SC 31 requests Mr. Craig Harmon to report back to JTC 1/SC 31 in the areas of interest and participation requirements of SC 31 on or before 1-August 2009.

UNANIMOUS

Next Meeting

25. JTC 1/SC 31 accepts with pleasure the offer of the National Body of China to host the next plenary meeting in Beijing, China during the week of 24-28 May 2010.

UNANIMOUS

Appreciations

A. ISO/IEC JTC 1/SC 31 expresses its sincere appreciation to Standards Australia for hosting the 15th meeting of JTC 1/SC 31 Plenary in Sydney, Australia.

Acclamation

B. ISO/IEC JTC 1/SC 31 expresses its sincere appreciation to Mr. Andrew McKay for arranging the 15th meeting of the JTC 1/SC 31 Plenary in Sydney, Australia and his gracious hospitality.

Acclamation

C. ISO/IEC JTC 1/SC 31 expresses its appreciation to, Mr. Ken Laing from Magellan Technology for sponsoring the National Body of Australia to host the meeting and the Thursday

evening reception.

Acclamation

D. ISO/IEC JTC 1/SC 31 expresses its sincere appreciation to Mr. Adrian O'Connell for his inspiring welcome message to the fifteenth meeting of the JTC 1/SC 31 Plenary in Sydney, Australia.

Acclamation

E. ISO/IEC JTC 1/SC 31 expresses its sincere appreciation to Mr. Andrew McKay, Ms. Eliza Young and Mr. Sharon Whittle for their logistical planning and support to the entire week and specifically for the fifteenth meeting of the JTC 1/SC 31 Plenary in Sydney, Australia.

Acclamation

F. ISO/IEC JTC 1/SC 31 expresses its appreciation to the drafting committee, Mr. Don Ferguson, Mr. Tan Jin Soon, Mr. Mikael Hjalmarson, Mr. Bertus Pretorius, and Mr. Steve Halliday for their assistance in the preparation and delivery of the meeting resolutions.

Acclamation

G. ISO/IEC JTC 1/SC 31 expresses its appreciation to the members of the Ad Hoc group on the Business Plan, Mr. Dan Mullen, Mr. Bertus Pretorius, Mr. Steve Halliday, Mr. Ken Laing, Mr. Mikael Hjalmarson and all the Working Group Conveners and Secretaries for their assistance in preparing the 2009 SC 31 Business Plan.

Acclamation

H. ISO/IEC JTC 1/SC 31 expresses its appreciation to the Conveners of its Working Groups and subgroups, Mr. Sprague Ackley (USA), Mr. Toshihiro Yoshioka (Japan), Ms. Tina Barkan (USA), Mr. Henri Barthel (GS1), Mrs. Marsha Harmon (USA) as well as its Vocabulary Rapporteur, Mr. Craig Harmon (USA), Mr. Josef Preishuber-Pflügl (Austria), Mr. Rick Schuessler (USA), Mr. Steve Halliday (USA), and Mr. Dan Kimball (USA) for the leadership, enthusiasm, and continuous effort they provided during the last Plenary period.

Acclamation

I. ISO/IEC JTC 1/SC 31 expresses its appreciation to its Chairman, Mr. Chuck Biss, for his excellent leadership of the meeting, for his tremendous support within the last year and for his continued efforts in bringing about another successful SC 31 Plenary meeting.

Acclamation

J. ISO/IEC JTC 1/SC 31 expresses its appreciation to its Secretariat, Mr. Ray Delnicki for organizing the information for the meeting to ensure the smooth flow of work.

Acclamation

K. ISO/IEC JTC 1/SC 31 expresses its appreciation to its Secretariat support team of Mr Frank Sharkey and Mr. James Chronowski for their assistance in ensuring the smooth flow of work.

Acclamation

Continued from Pg 11

- Lead change. Communicate this idea with your offices back home.
- Operate with discipline. We must be able to deliver on our promises.

Excellent execution of fundamentals:

- The agility to pick a few important things and drive them to completion.
- Organisational effectiveness, sustainable financial model: The definitions of success for these models will set us up for the future!

Turn crisis into opportunity: Understanding that a crisis is danger+opportunity

- Act with urgency
- Embrace change
- Let's work together as an interdependent federation, a global organisation that meeting both global and local user needs for standards that enable global commerce

"Thank you for showing leadership," Mr McDonald said in conclusion. "And remember that leaders need to be agile in times of crisis."

Closing of GS1 Global Forum 2009

Mr Miguel Lopera began by reviewing what have been accomplished during the week.

- We strengthened our working relationship so we are one Global organisation: "See One Vision, Speak with One Voice, Act as One Organisation"
- We approved two fundamental Breakthrough Projects:
 - Organisational Effectiveness
 - Sustainable Financial Model
- We now better understand "Where to Play: GS1 in 2020"
- We now better understand the importance of becoming an interdependent Federation
- We learnt and shared our Best Business Practices
- We got ready for General Assembly 2009

Mr Lopera then shared the global priorities for 2009-2010:

Convert the economic crisis into a growth opportunity:

- Continue expanding our Core: Identification
- Invest in new Services and Solutions
- Be very strict on Cost Control

Implement Breakthrough Projects

- Organisational Effectiveness Study
- Sustainable Financial Model

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Global Pilots Demonstration by EPCglobal Transport and Logistics Service IAG

At the RFID World Asia incorporating EPCglobal/RFID Singapore Summit 2009 held on 23 April 2009, Mr. Naotaka Ishizawa, Co-Chair of EPCglobal TLS (Senior Technology Officer, MTI) and Dr. Shinichi Ishii, Leadership member of EPCglobal TLS (Senior Consultant, NRI) made a joint presentation on the successful pilots on the following three shipments using EPCglobal system and EPCIS:

- (a) Shipment from China, Hong Kong to Tokyo
- (b) Air and sea shipment from Shanghai and LA Long Beach Port, USA
- (c) Sea containers from Tokyo to Amsterdam Port

The purpose of these pilots are as follows:-

1. The GS1 EPCglobal TLS IAG (Transport and Logistics Service Industry Action Group) RFID Pilot Program was launched to review existing global standards against "real life" transportation and logistics services processes. A primary focus of this activity was to determine if the standards support business objectives as defined by multiple industry participants utilizing the Electronic Product Code (EPC) and Radio Frequency Identification (RFID) to create value through increased visibility across stakeholders, countries, and continents.

2. Last three years, EPCglobal TLS Pilots Program focused on testing out the use of EPCIS to track the progress of physical products in cartons, pallets and containers across the international supply chain

3. The trade lanes were, (1) Hong Kong - Tokyo, (2) Shanghai - Los Angeles, and (3) Tokyo - Amsterdam

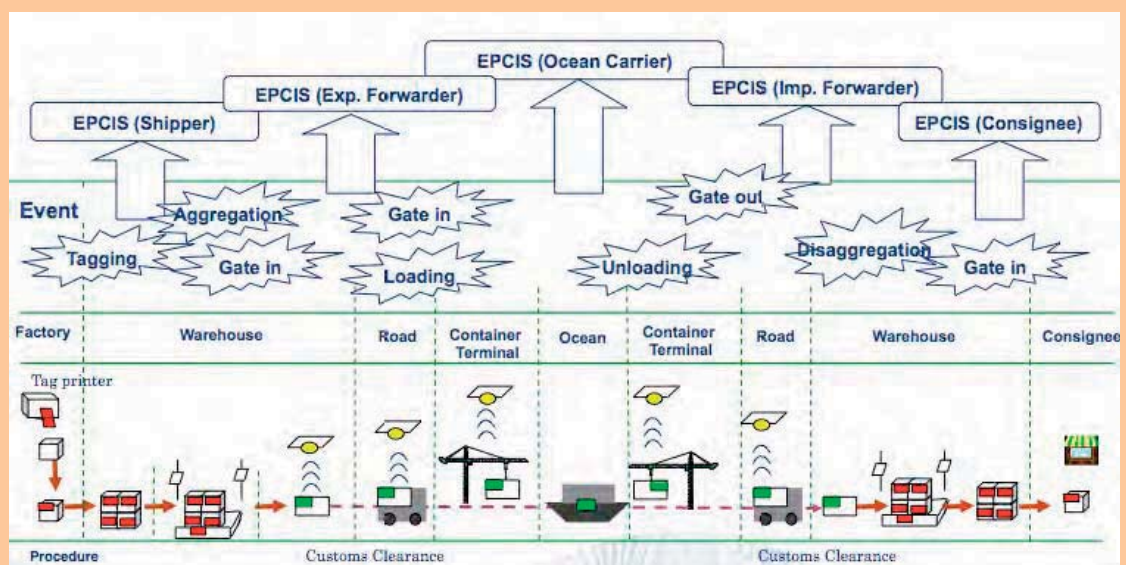
4. In the first pilot, active tagging for ocean container and passive tagging for carton using three EPCISs were demonstrated. The three EPCISs were successfully connected each other between Hong Kong and Japan to testify interoperability.

5. In the second pilot, active tagging and passive tagging for both air transport and maritime transport were successfully demonstrated.



6. The challenges for the third pilot were fully automated data capturing system and the involvement of Customs authorities. 'The GS1 GSIN' as the Unique Consignment Reference Number was used in order to comply with customs identification requirements for shipments.

7. The use of active EPC/RFID (Extended Conveyance Asset Tag (XCAT)) and e-seal tags on sea containers as well as the application of active tags on pallet level were tested within the framework of the third Pilot Program.



8. These three successful pilots are currently being analysed for purpose of developing opportunity for the next step. Some of the highlights are as follows:-

Phase 1 (2007): Hong Kong → Japan

- Footwear via ship
- Handheld readers
- Connect EPCIS's in several countries

Phase 2 (2008): China → US

- PC's via air
- Handheld readers
- Hibernating active tags in plane
- Connect EPCIS's in several countries between different industries

Phase 3 (2008): Japan → Netherlands

- Ink cartridges via ship
- Fully automated reading of tags (fixed readers)
- Parties involved are AEO (Authorised Economic Operator)
- Involvement of Customs (Use of UCR; draft of green lane")

EPCIS events were captured at the TLS Read Points:

- WHAT: Container EPC1, EPC2,..., etc. (GIAI)
- WHERE: Ceres Paragon container Yard (SGLN)
- WHEN : 17.02.2008 08:46:00UTC +1
- WHY : Arriving

Business benefit to all involved:

- Gain experience from "learning by doing"

Business benefits to the shipper:

- Improve control of stock in transit
- Link logistical information with transactional (commercial) information
- Comply with AEO requirements and take advantage of this
- Improve compliance with customs clearance requirements
- Improve information to consignee / customer

Business benefits to the consignee:

- Improve stock control by better knowing when ordered goods will arrive

Business benefits to the Logistical Service Provider ("3PL):

- Provide visibility of cargo to shipper and consignee
- Improve quality of service while reducing time needed
- Improve compliance with customs clearance requirements
- Improve management of transport assets (container, pallet)

Business benefits to (Dutch) Customs:

- Test applicability of GS1 codes as UCR
- Explore green lane concept (procedures

of simplified customs control), to improve customs clearance (faster with higher reliability)

Business benefits to Solution providers:

- Test concepts, hard & software
- Be known

Business benefits to the Port of Amsterdam:

- Enhance logistical service profile (speed & quality)
- Explore green lane concept (faster transit with higher reliability)
- Get input for design of PortInfoNet
- Get ideas for multimodal co-operation with air (Schiphol airport), inland water (rivers to "hinterland") and road transport



...all are recorded as an EPCIS Event.

Retrieval of EPCIS event data gives stakeholders in the supply chain transparency and allows them to know the current status of their orders and shipments. It is a very powerful and useful tool.

Continued from Pg 13

Move to be more Interdependent

He said the priorities for each sector are as follows:

Priorities for Retail

- GDSN adoption (Etoile)
- Electronic Article Surveillance (EAS)
- Extended Packaging (MobileCom)
- Auto-ID Fresh Food

Priorities for Healthcare

- Auto-ID in Healthcare
- GDSN in Healthcare
- Global Traceability Standards and Services for in Healthcare

Priorities for Transport and Logistics

- Transport and Logistics Standards Development (including World Customs Organisation)

Priorities for infrastructure and our foundation

- Identification: Authentication Service, Serialisation Strategy
- Carriers: Users' Guidelines, Technical Development
- Classification Strategy
- GS1 EPCIS: Discovery Services
- GS1 Integrated Architecture

Priorities for Finances

- Do more for Less
- Implement New Sustainable Financial Model
- Lead a relentless drive to improve processes to be more effective and reduce costs

Priorities for Organisational Effectiveness

- Implement New Organisational Effectiveness Study: Better service to MOs, better service to Users
- Create a great place to work

Mr Lopera then said he wanted to take a few minutes to speak about the importance of becoming an interdependent organisation.

Interdependency...

- It's about continuing being **independent** organisations
- It's about **sharing** a common vision and sense of community
- It's about **trusting** each other
- It's **NOT** about introducing a hierarchy!

He said that his goal for 2020 is that GS1 is the most interdependent organisation of the world.

Mr Lopera shared a metaphor to describe the interdependent organisation: geese

Lesson 1 from geese:

People who share a common direction and sense of

community can get where they are going quicker and faster because they are travelling on the thrust and trust of one another.

Lesson 2:

If we have as much sense as a goose, we will stay in formation with those who are headed where we want to go and be willing to accept their help as well as give ours to the others.

Lesson 3:

It pays to take turns doing the hard tasks and sharing leadership. With people, as with geese, we are interdependent on each other.

Lesson 4:

If we have as much sense as geese, we too will stand by each other in difficult times as well as when we are strong.

Lesson 5:

We need to make sure our honking from behind is encouraging and not something else.

Miguel sent a special message to MO CEOs:

- Firstly, aim at being an interdependent organisation
- Develop a complete disregard for where you are today, your limitations
- If you think you're unable of change your organisation, make that your aim
- Make your vision of where you want to be a reality
- Nothing is impossible!

In conclusion, Mr Lopera thanked everyone and wished everyone a safe trip home.

Conclusion

This is a very successful GS1 Global Forum. More than 70 presentations were made by experts from GS1 MOs and GS1 Global Office staff. This is an excellent platform to share successful case studies and best practices on GS1 DataBar, Authentication, GDSN, Reliable Product and Location Data Save Lives, GS1 Healthcare, GS1 Traceability, Product Recall, GEPIR Services, EPCIS Implementations, RFID implementation by Kiwi Grower and Exporter, EPCglobal implementation for shipment of goods from Hong Kong, Japan, China, USA and Netherlands, EPCglobal for Electronic Article Surveillance, GS1 MobileCom, Future Value Chains and Asia GS1 EPC initiatives. There was also a Marketplace with exhibitions on GS1 and EPCglobal implementations. This important GS1 Global summit has also enable members of GS1 MOs to understand their counterparts better and also GS1 Global Office's business plan.

New Registered Users

GS1 Singapore extends a warm welcome to the following new registered users

A P NUTRIPHARM PTE LTD Tel :6775 2811 Fax :6775 2811	HVX ENTERPRISE Tel : 6560 6762 Fax : 65615762	REPUBLIC POLYTECHNIC Tel : 6319 3442 Fax : 6415 1310
ACER COMPUTER (SINGAPORE) PTE LTD Tel : 6895 6275 Fax : 6895 6406	HYGEIAN MEDICAL SUPPLIES PTE LTD Tel : 66270 2993 Fax : 6339 5034	SEA UNION S L PTE LTD Tel : 6778 6188 Fax : 6778 4688
ADORE MARKETING Tel : 6256 2235 Fax : 6256 7698	INFOCOMM ASIA HOLDINGS PTE LTD Tel : 6388 8881 Fax : 6898 8881	SEAGER INC PTE LTD Tel : 6534 2262 Fax : 6538 7417
ASIATIC MART HOLDING PTE LTD Tel : 6476 6447 Fax : 6472 2182	ISMART MANUFACTURING PTE LTD Tel : 6353 7767 Fax : 6353 7747	SEO ENG JOO FROZEN FOOD PTE LTD Tel : 6862 3788 Fax : 6862 3988
AUDREI TRADERS PTE LTD Tel : 9273 2595 Fax : 6846 1162	JC MARKETING Tel : 9455 9300 Fax : 6742 8272	SHANGHAI FACHEE MEDICAL HALL Tel : 6288 5812 Fax : 6289 4398
BIZ ONE Tel : 6256 0868 Fax : 6256 0868	JIA SENG TRADING PTE LTD Tel : 6458 6282 Fax : 6455 1631	SLIX TECH PTE LTD Tel : 6788 0050 Fax : 6788 0010
CAPITAL MARKETING (S) PTE LTD Tel : 6288 9190 Fax : 6288 5869	KARSTEL FASHION PTE LTD Tel : 6271 9166 Fax : 6275 4593	SUPER Q INTERNATIONAL PTE LTD Tel : 9879 2361 Fax : 6757 4829
CLASSIS MARKETING Tel : 6746 6865 Fax : 6748 1707	LEO STAR TRADING PTE LTD Tel : 6362 1849 Fax : 6363 1416	SYNTAX OLEVIA (FAR EAST) PTE LTD Tel : 6741 9878 Fax : 6741 8628
DRAGON GAMES DISTRIBUTION PTE LTD Tel : 6276 1411 Fax : 6272 1411	MAPPIN SINGAPORE PTE LTD Tel : 6456 1117 Fax : 6457 9215	SY Y PTE LTD Tel : 65369555 Fax : 65382220
E-CHAN INDUSTRIES PTE LTD Tel : 6287 0066 Fax : 6284 5562	MCGILL BROS. ENTERPRISE Tel : 6842 6070 Fax : 6842 7679	TAI JI HEALTH CARE CENTRE Tel : 6276 2082 Fax : 6276 2082
FONG EE INDUSTRIAL PTE LTD Tel : 67430786 Fax : 67431830	MEDIPEARL PTE LTD Tel : 6265 9788 Fax : 6265 8722	TAN SENG KEE FOODS PTE LTD Tel : 6445 2320 Fax : 6445 2918
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Asia's first RFID/EPC Live Test in Global Logistics



A momentous kick off ceremony was officiated by (from left to right) Mr. Naotaka Ishizawa, Co-chair of EPCglobal TLS IAG, Mr. E. Anthony Tan, CEO, HKSTP, Mr. Joseph Phi, Chairman of GS1 Hong Kong, Dr. Samson Tam, JP, Legislative Councilor (Information Technology), Mr. Francis Ho, JP, Permanent Secretary for Transport, Ms. Miriam Lau, JP, Legislative Councilor (Transport), Mr. Eddy Chan, JP, Commissioner for Innovation and Technology and Ms. Anna Lin, Chief Executive of GS1 Hong Kong.

GS1 Hong Kong and the EPCglobal Transportation & Logistics Industry Action Group (TLS IAG) initiated Asia's first "RFID/EPC Technology Live Test in Global Logistics Event" on February 26 to 27, 2009 at the Hong Kong Science Park. This event focused on the collective experiences on the multi-phase global Transportation and Logistics Pilot initiatives. This successful event attracted 270 key stakeholders comprising manufacturers, shippers, technology and solution vendors, terminal operators; logistics services providers, consignees, user companies across industries, and government bodies from China, Japan, Korea, Singapore, Malaysia, USA and

Europe.

Program Highlights:

The two-day information-packed event included live test cases, solution exhibitions, forums and site visits to the Hong Kong RFID Centre (SCIC).

"Harnessing the Power of RFID/EPC Technology in Modern Logistics" Forum

At the Forum entitled "Harnessing the Power of RFID/EPC Technology in Modern Logistics", guests and speakers from different sectors including government agencies and the transportation and logistics industries were invited to discuss the vision and the latest development of RFID technology in transportation and logistics industry, as well as to share their insights into how the industry can benefit from the standard-based RFID technology in modern logistics.

RFID/EPC Technology in Action - Five Thematic Test Cases

With the support of 20 global and local logistics and technology companies, five different RFID/EPC



Touring the Hong Kong RFID Centre

live tests simulating different scenarios in business operations were showcased on the second day of the event.

These scenarios covering RFID/EPC deployment in global logistics, with passive tagging, at container level, for container tracking and through enabled-sensors, demonstrated global inter-operability and connectivity along supply chains with the technology. Through the inspiring live demonstrations, participants learned to perform container and pallet tracking with RFID/EPC in real-life operations. Besides, they were shown how to conduct active pallet tagging and passive carton tagging to create business values, and the way to comply with the evolving container tracking requirements, specifically for Conveyance Asset Tag (CAT) and Extended Asset Tag (XCAT) effectively and profitability.

The live demonstration series are able to help empower the transportation and logistics industry with the knowledge, tools and skills required to

enable real-time visibility of information and goods flow using the standard based RFID technology with the ultimate goal to help the industry achieve efficiency, transparency and security along the global supply chain, which are factors critical to the success of modern logistics.

Conclusion

Mr Tan Jin Soon, Executive Director and Mr Andy Siow, Executive of GS1 Singapore represented GS1 Singapore / EPCglobal Singapore at this event. The following successful pilot shipments presented at this event would be very useful for RFID cross boarder implementations from Singapore to overseas ports: -

- (a) Pilot shipment from China / Hong Kong to Japan
- (b) Pilot shipment from Shanghai to Long Beach Port of USA
- (c) Pilot shipment from Japan to Amsterdam

Global Traceability Standard for Healthcare Approved

We have good news!

GS1 Global Office has announced the approval by the GS1 Global Healthcare User Group of the Global Traceability Standard for Healthcare (GTSH).

The GTSH provides a foundational framework which describes the traceability process and defines the minimum requirements for all stakeholders, independent from technologies, organization size or operational sophistication. The GTSH will enable maximum interoperability between traceability systems across the healthcare supply chain and across borders.

Security, traceability and efficiency in healthcare are currently at the forefront of government regulations and industry concerns around the world: some key related issues include counterfeiting, product recalls, adverse event reporting, medication errors, and efficient logistics management. Unfortunately, many proprietary and often irreconcilably incompatible solutions are being (or have already been) proposed to national and international supply

chain stakeholders. Global and open standards provide an effective and efficient way to properly meet these diverse demands. As a global open standard, the Global Traceability Standard for Healthcare (GTSH) was defined and adopted to counter such costly and inefficient non-standard solutions.

More than 100 representatives from all stakeholder groups hailing from more than 30 different countries worked on the GTSH since the Traceability in Healthcare Work Team was established in December 2007. The work team was co-chaired by Frédérique Frémont (C.H.I. Robert Ballanger Hospital, France) and Tim Marsh (Pfizer) and facilitated by GS1 Global Office.

Now that they have successfully approved the GTSH via the GS1 Global Standards Management Process (GSMP), the work team is currently developing implementation guidelines to assist users in the implementation of traceability across healthcare supply chains.



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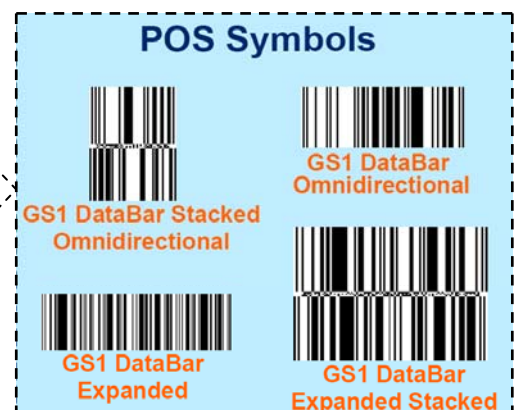
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