



Press Release

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GS1 General Assembly 2013 and Global Leadership Summit mark GS1 40th anniversary and great opportunities for the 40 years to come

Brussels, June 3, 2013 – GS1 held an inaugural Global Leadership Summit with this year’s annual GS1 General Assembly to mark the 40th anniversary of industry leaders coming together to select a single standard for product identification, known today as the GS1 bar code.

With this historical milestone in mind, GS1 has selected “Learning from the Past, Focusing on the Future” as the theme of the combined meeting, which has been held in Los Angeles, California from May 20-23 at the Beverly Wilshire Hotel. The General Assembly and Global Leadership Summit programmes celebrated GS1’s first 40 years and look ahead to how GS1 can position industry and customers for growth and continued success in the next 40 years.

As many as 260 international leaders, an exclusive group of C-Suite executives, CEOs and other top-level decision makers from GS1 Member Organisations in more than 80 countries attended the four days of dynamic presentations and meetings. Attendees also had the opportunity to take optional industry-specific field trips and participate in networking outings.

“The celebration of the 40th anniversary of the GS1 bar code, which officially began with the bar code’s birthday on April 3 and continues in Los Angeles and throughout the year, is a reminder that the value GS1 brings to global business is that we support and trust each other and See One Vision, Speak with One Voice and Act as One Organisation,” said Miguel Lopera, President and CEO of GS1. *“This fundamental principle is behind all that we do. The Global Leadership Summit and General Assembly give GS1 Member Organisations an opportunity not only to celebrate GS1’s first 40 years but also to challenge ourselves to meet the goals of the next 40 years, especially as we focus on digital and mobile technologies.”*

Both of the events in Los Angeles were kicked off with an opening night reception on Monday May 20 on the hotel’s Rodeo Terrace where representatives from over 90 countries around the world gathered and networked with major multinational top executives.

The Global Leadership Summit was held on Tuesday May, 21 and focused on the future success of businesses and industries around the world. GS1 has identified five focus areas it sees as the cornerstones of this continued growth and has lined up an elite group of world-class speakers to address each industry focus area. The topics and session leaders were:

- **Innovation:** Sir Ken Robinson, best-selling author and renowned public speaker.

- **Globalization:** Noreena Hertz, best-selling author and acclaimed economist.
- **Leadership:** Dr. Marshall Goldsmith, best-selling author and management expert.
- **Emerging Opportunity:** Gary Kovacs, CEO of Mozilla Corporation.
- **Interdependency:** Sandy Douglas, Global Chief Customer Officer of The Coca-Cola Company, and Rollin Ford, Executive Vice President and CAO of Walmart.

The event was also the opportunity to provide visibility for GS1 new Management Board members. Ed Steinike Vice President & CIO The Coca Cola Company, Joe Crafton CEO Crossmark, Mark Wagner President of Operations & Community Management Walgreens and Doug Herrington VP Consumables Amazon participated and highlighted how their company has been exposed to the world economy in the last couple of years. They also shared their vision on the challenges and opportunities that companies are facing today and how GS1 and innovation can help them become even more competitive.

The Gala Dinner held on Tuesday May, 21 was the emotional peak of the event when GS1 current leaders rewarded key contributors to the growing success of GS1 standards and solutions implementation around the world. GS1 has honored Tim Smucker, chairman of the board, The J. M. Smucker Company, and Danny Wegman, CEO, Wegmans Food Markets, with GS1 Lifetime Achievement Awards for their outstanding contributions to the advancement and adoption of GS1 standards and solutions globally. Read more in GS1 US press release at <http://www.gs1us.org/about-gs1-us/media-center/gs1-us-press-releases/lifetime-achievement-awards>.

The representatives of all GS1 Member Organisations worldwide took part in a comprehensive business planning meeting (official General Assembly) held on Wednesday, May 22 that focused on determining and ratifying the organisation's strategic direction and rewarding Member Organisations. Key industry leaders from global and multinational companies who are on the GS1 Management Boards did participate in the meeting. Companies represented include Tesco, P&G, Unilever, Nestlé, Safeway, The J.M. Smucker Co., Walmart, Bright Food Group, Carrefour, Cisco, Coca Cola, Aeon, B. Braun, Daimler, Kroger, Future Group, Johnson & Johnson, Kraft Foods, Kimberly-Clark, Kroger, Li & Fung, Metro, PepsiCo, Sara Lee, McCain, Merck and others.

Several presentations in the afternoon highlighted the future challenges and opportunities of business for GS1. They included presentations by McKinsey & Company on digital strategy and Sanjay Sarma, MIT's first director of digital learning, on "Where To Play for the Next 40 Years". Miguel Lopera, who has been at the helm of GS1 since 2003, concluded the event with a focus on the future vision for GS1.

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About GS1

GS1 is a neutral, not-for-profit, international organisation that develops global standards and solutions to improve the efficiency and visibility of supply chains across industries. It engages a global community of trading partners, industry organisations and technology providers to understand their business needs and develops global standards in response to those needs. GS1 is driven by close to two million user organisations, in over 20 industries including retail & consumer goods, healthcare, transport & logistics, and more. Today, the GS1 System of standards is the most widely used supply chain standards system in the world. GS1 has local Member Organisations in over 110 countries and its head office is in Brussels. For more information, visit www.gs1.org.

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<http://www.gs1.org/services/publications/online>

Read more about the 40th Anniversary at:
www.gs1.org/40thanniversary