## All sessions are hybrid unless noted otherwise

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|              | Digital transformation   | Retail   | Healthcare  | Other sectors  |   | Knowled                                  | dge & skills   |  |                       |
|--------------|--|--|---|--|---|--|--|--|-----------------------|
|              | GS1 is helping industry emerge stronger to meet the demands of today's<br>digital world. This track's focus is on how we are making it happen through<br>registries, Verified by GS1, GDSN and more. |  | Safer, more efficient care starts with a<br>simple scan. Learn about all the latest<br>opportunities and developments for | There are tremendous opportunities in these growing sectors. Learn<br>about the latest in government, circularity, rail, construction and<br>GS1 Global LEI Service. |   | your daily GS1 work.                     | icient and effective in<br>These sessions will help<br>ert knowledge and skills. |  | Joii                  |
| СЕТ          | MONDAY, 19 FEB   |  |   |  |   |  |  |  |                       |
| 8:00         |  |  |   |  |   |  |  |  |                       |
| 8:15         | Welcome coffee<br>Foyers, Level 0  |  |   |  |   |  |  |  |                       |
| 8:30<br>8:45 | Poyers, Level 0  |  |   |  |   |  |  |  |                       |
| 8:45<br>9:00 |  |  |   |  | Traceability in fresh foods                       | Welcome newcomers!                       | IT & cybersecurity: New  | Intro to the Global                        | Weo                   |
| 9:15         |  |  |   |  | training (MO and GO only)                         | Kelly Lerch                              | MO Interest Group kickoff  | Standards Management                       | but if                |
| 9:30         |  |  |   |  | IN-PERSON ONLY<br>Elena Tomanovich<br>2D          |  | (MO and GO only) Sachin<br>Deshpande   | Process (GSMP)<br>Andrew Hearn             | need<br>GO o<br>Poggi |
| 0.45         | Coffee Break,  |  |   |  | -   |  |  |  | 3 3                   |
|              | Foyers, Level 0  |  |   |  |   |  |  |  |                       |
| 10:00        | Elevating data excellence: Master  |  | Introduction to the world of GS1  |  |   | EDI and data sharing                     | GS1 fundamentals   |  |                       |
| 10.20        | data & GDSN - Unleashing the   |  | healthcare (MO and GO only)   |  |   | training: New training                   | Nora Kaci  |  |                       |
|              | power of data quality<br>Markus Mueller, Nicolas Collignon   |  | Elisa Zwaneveld   |  |   | materials and new                        |  |  |                       |
| 10:45        | Markus Mueller, Nicolas Collignon  |  |   |  |   | requirements<br>Piergiorgio Licciardello |  |  | _                     |
| 11:00        |  |  |   |  |   |  |  |  | _                     |
| 11:15        |  |  |   |  |   |  |  |  |                       |
| 11:30        |  |  |   |  |   |  |  |  |                       |
| 11:45        |  |  |   |  |   |  |  |  |                       |
| 12:00        | Lunch  |  |   |  |   |  |  |  |                       |
| 12:15        | Hall 1, Level -2   |  |   |  |   |  |  |  |                       |
| 12:30        | Hall 1, Level -2   |  |   |  |   |  |  |  |                       |
| 12:45        |  |  |   |  |   |  |  |  |                       |
| 13:00        |  | and the second |   |  |   |  |  |  |                       |
| 13:15        | <b>Opening &amp; healthcare plenary: Imagine</b>   | e all patients being safer with a simp   | le scan   |  |   |  |  |  |                       |
| 13:30        | Gold Hall, Level 0   |  |   |  |   |  |  |  |                       |
| 13:45        |  |  |   |  |   |  |  |  |                       |
|              |  |  |   |  |   |  |  |  |                       |
| 14:15        | Break  |  | 1   |  |   | 1  | 1  | 1  |                       |
| 14:30        | Registries and Verified by GS1:<br>Strengthening the foundation (MO  | GS1 Retail Strategy workstream -<br>Engagement, adoption and use   |   |  | Marketing work session:<br>Showcasing GS1's value |  |  | Shaping the future of<br>customer service: | What                  |
| 14:45        | Strengthening the foundation (MO<br>and GO only)   | (MO and GO ONLY) IN-PERSON   |   |  | along the customer                                |  |  | Inspiring stories from                     | Steve                 |
| 15:00        | Joe Horwood  | ONLY   |   |  | journey (MO and GO only)                          |  |  | GS1 MOs Donna DiPietro,                    | Silver                |
| 15:15        |  | Patrik Jonasson, Lori Schrop   |   |  | Jennifer Gordon, Nicolas<br>Frerejean             |  |  | Sara Cavallucci                            | 2D                    |
| 15:30        |  |  |   |  | riciejean   |  |  |  |                       |
| 15:45        |  |  |   |  |   |  |  | -  |                       |
|              | Coffee Break,  | Coffee Break,  | Ч   |  |   | 1  | 1  | 1  |                       |
| 16:15        | Foyers, Level 0  | Coffee Break Foyers, Level 0 Foyers, Level 0   |   |  |   |  |  |  |                       |
| 16:20        | Bringing the "right"data to the  | Collee Bleak Poyers, Lever 0   | Healthcare, one product, one  |  | The power of PR and social                        | 1  |  | 1  |                       |
|              | registries   | GS1 Retail Strategy workshop -   | Barcode, and the GS1 Digital Link   |  | media to drive more                               |  |  |  | _                     |
|              | Paulo Barata   | the new narrative (MO and GO   | Standard  |  | business (MO and GO only)                         |  |  |  | _                     |
| 17:00        |  | only)  | Pete Alvarez  |  | Carlos Carnicero Urabayen                         |  |  |  | _                     |
| 17:15        |  | IN-PERSON ONLY   | 10  |  |   |  |  |  | -                     |
| 17:30        |  | Patrik Jonasson, Elena Tomanovich  |   |  |   |  |  |  |                       |
| 17:45        |  |  |   |  |   |  |  |  |                       |
| 18:00        |  |  |   |  |   |  |  |  |                       |
| 18:15        | Meet GS1 Peers - Virtual networking (GS1 MO  |  |   |  |   |  |  |  |                       |
|              | and GO only)   |  |   |  |   |  |  |  |                       |
| 18:45        | . /  |  |   |  |   |  |  |  |                       |
| 19:00        |  |  |   |  |   |  |  |  |                       |
| 19:15        |  |  |   |  |   |  |  | +  | -                     |
|              |  |  | 1   |  |   | 1  | 1  | 1  |                       |
| 19:30        |  |  |   |  |   |  |  |  |                       |

| Solutions & in  | novation   | Regional forums/Governance |  |  |
|---|--|----------------------------|--|--|
| explore GS1's work in tracea<br>how GS1 is preparing for a fut<br>everything makes an             | bility and innovation. Learn more<br>ure where the identification of<br>rthing possible. |                            |  |  |
|   |  |                            |  |  |
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| vays get what we want,<br>we might get what we  | []   |                            |  |  |
| we might get what we<br>ing w/SDOs (MO and  |  |                            |  |  |
| we might get what we<br>ing w/SDOs (MO and  |  |                            |  |  |
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| we might get what we ing w/SDOs (MO and   |  |                            |  |  |
| ways get what we want,<br>r we might get what we<br>ing w /SDOS (MO and<br>even Keddle, Francesca |  |                            |  |  |

| s possible in 2024 - A |  |  |
|------------------------|--|--|
| Keddie, Sophie Molle   |  |  |
|                        |  |  |
|                        |  |  |
|                        |  |  |
|                        | GS1 web standards in use:<br>Verifiable credentials,<br>verifiable knowledge |  |
|                        | vermable knowledge   |  |
|                        | Phil Archer<br>Silver Hall   |  |
|                        | Phil Archer  |  |

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|--|---|---|--|--|--|--|--|------------------|--|---|
|  | Digital tran  | stormation  | R  | etail  | Healthcare   | Other sectors  | Knowledge & ski  |                  | Solutions & innovation   | Regional forums/Governance  |
| GS1 is<br>digital w                                | helping industry emerge stro<br>orld. This track's focus is on l<br>registries, Verified by | nger to meet the demands of today's<br>now we are making it happen through<br>GS1, GDSN and more. | challenges. While the retail indus<br>accelerated in the last five years the<br>sustainability initiatives, and a conco-<br>their regulatory frameworks. These<br>and urgent rate of change impact | he industry with both opportunities and<br>try's digital transformation has been<br>nere has also been a massive drive for<br>erted move by governments to develop<br>edvelopments are all driving a new<br>ting the retail-ecosystem and will be<br>the retail track. | Safer, more efficient care starts with a simple scan. Learn about all the latest | There are tremendous opportunities in these growing sectors. Learn<br>about the latest in government, circularity, rail, construction and<br>GS1 Global LEI Service. | Become more efficient and i<br>your daily GS1 work. These ses<br>you develop GS1 expert knowle | ssions will help | loin us to explore GS1's work in traceability and innovation. Learn m<br>about how GS1 is preparing for a future where the identification o<br>everything makes anything possible. |   |
|  | SDAY, 20 FI   | EB  |  |  |  |  |  |                  |  |   |
| 7:30<br>7:45 Welcom<br>8:00 Foyers, L<br>8:15      | evel 0  |   |  |  |  |  |  |                  |  |   |
| 8:30 Link to s                                     | success: Enriching GTIN   |   | Building capacity for MO   |  | Healthcare community engagement  |  | Dive into the  |                  | years of EANCOM, what comes  |   |
| 8:45 Registre                                      | records via the Links<br>(MO and GO only)<br>hler, Michael James                            |   | engagement to drive alignment<br>and progress in the CPG sector  |  | and education (MO and GO only)<br>Claire Clarke                                  |  | modernisation of product<br>identification!  |                  | xt in EDI? Artificial intelligence,<br>mantics, new methodologies  |   |
| 9:00 Birgit Ma                                     | hler, Michael James   |   | (MO and GO only)   |  |  |  | Simona Scaringi, Marie Burnay  |                  | ergiorgio Licciardello   |   |
| 9:15   |   |   | IN-PERSON ONLY, Lori Schrop 2  | D  | 1  |  |  |                  |  |   |
| 9:15<br>9:30<br>9:45                               |   |   |  |  | 1  |  |  |                  |  |   |
| 9:45   |   |   |  |  | 7  |  |  |                  |  |   |
| 10:00 Coffee B<br>10:15 Foyers, L                  | evel 0  |   |  |  |  |  |  |                  |  |   |
| 10:30  |   | 2D: How to engage business<br>level stakeholders in your sector                                   |  |  | HealthIT - Patient Demographic<br>Guideline and associated ISO                   | Legal Entity Identifier (LEI) -<br>Your chance to join!  |  |                  | 1 web standards in use: The web<br>data  |   |
| 10:45<br>11:00                                     |   | (MO and GO only)  |  |  | standards use (MO and GO only)   | Tilo Arnold  |  | Ph               | il Archer  |   |
| 11:00<br>11:15                                     |   | Tania Snioch<br>Hall 100  |  |  | Neil Piper   |  |  | Sil              | ver Hall   |   |
| 11:15<br>11:30                                     |   |   |  |  |  |  |  |                  |  |   |
| 11:30  |   |   |  |  |  |  |  |                  |  | Executive Committee<br>of the GS1 Management  |
| 12:00 Meet th<br>12:15 lunch p<br>12:30 Lerch      | rovided, in-person only   | ssions (tbd) 45 min, Boxed<br>Steve Keddie, Sophie Molle, Kelly                                   | Lunch Hall 1, Level -2   |  |  |  |  |                  |  | or the USI management<br>Board<br>(restricted)<br>Not listed in the<br>registration - by invitation<br>only |
| 13:00 GRP Dat                                      | a Protection Policy: Assess   | 5   | Marketplaces at GS1: Explore ke  | ey A fresh (foods) approach to   | Clinical trials - A new opportunity  |  |  |                  |  |   |
| 13:15 - comply                                     | y – flag (MO and GO staff   |   | uses of GS1 standards and<br>services by marketplaces  | digital transformation with GS1<br>standards and services (MO and  | for GS1 standards Tania Snioch   |  |  |                  |  | 10:30-14:30   |
| 13:30 Laura We                                     | hrle & Birgit Mahler  |   | Darren Edels   | GO only)   | 10   |  |  |                  |  |   |
| 13:45<br>14:00<br>14:15                            |   |   | Silver Hall  | Elena Tomanovich   |  |  |  |                  |  |   |
| 14:00  |   |   |  |  |  |  |  |                  |  |   |
| 14:15<br>14:30 Coffee B<br>14:45 Foyers, L         |   |   |  |  |  |  |  |                  |  |   |
| 14:45 Foyers, L                                    | evel 0  |   |  |  |  |  |  |                  |  |   |
| 15:00 Reta   | il Plenary: Fron  | n cotton to click – Th  | e future of retail t   | hrough the lens of a   | white T-shirt  |  |  |                  |  |   |
| 15:30 Gold Ha                                      | all, Level 0  |   |  |  |  |  |  |                  |  |   |
| 15:45  |   |   |  |  |  |  |  |                  |  |   |
| 15:15<br>15:30<br>15:45<br>16:00<br>16:15<br>Break |   |   |  |  |  |  |  |                  |  |   |
| 16:30 Meet th                                      | a average an an area and an   | ssions (tbd) 45 min, (TBC) IN-  |  |  |  |  |  |                  |  | North America Regional Latam Regional Forum   |
| 17:00 Steve Ke                                     |   | Lerch   |  |  |  |  |  |                  |  | Forum   |
| 17-15  |   |   |  |  |  |  |  |                  |  | (GS1 MOs from this region<br>only)  |
| 17:30<br>17:45                                     |   |   |  |  |  |  |  |                  |  | only) The Arc, Level 3  |
| 17:45  |   |   |  |  |  |  |  |                  |  |   |
|  |   |   |  |  |  | · · · · · ·  |  |                  |  |   |

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| Digital transformation  | Digital transformation Retail   |        | Healthcare Other sectors  |  | Knowledge & skills   |   |  | Solutions & innovation   | Regional forums/Governance   |   |
|---|---|--------|---|--|--|---|--|--|--|---|
| 551 is helping industry emerge stronger to meet the dema<br>gital world. This track's focus is on how we are making it h<br>registries, Verified by GS1, GDSN and more.                           | L is helping industry emerge stronger to meet the demands of today's<br>al world. This track's focus is on how we are making it happen through<br>registries, Verified by GS1, GDSN and more.<br>Recall is transforming, presenting the industry's digital transformation has been<br>scclearated in the last five years there has also been a massive drive for<br>sustainability initiatives, and a concerted move by governments to develop<br>their regulatory frameworks. These developments are all driving a new<br>and urgent rate of change impacting the retail-ecosystem and will be<br>covered in the retail track. |        | Safer, more efficient care starts with a<br>simple scan. Learn about all the latest<br>opportunities and developments for<br>GS1 in healthcare. | There are tremendous opportunities i<br>about the latest in government, circ<br>GS1 Global LEI   | n these growing sectors. Learn<br>cularity, rail, construction and<br>Service. | Become more efficient and effective in<br>your daily GS1 work. These sessions will help<br>you develop GS1 expert knowledge and skills. |  | Join us to explore GS1's work in traceability and innovat<br>about how GS1 is preparing for a future where the id<br>everything makes anything possible. |  |   |
| WEDNESDAY, 21 FEB   |   |        |   |  |  |   |  |  |  |   |
| lecome coffee<br>ivers, Level 0   |   |        |   |  |  |   |  |  |  |   |
|   |   |        |   |  |  |   |  |  |  | Kegional Forums:<br>*GS1 in EU Gold Hall, Level 0<br>**Asia-Pacific Hall 300, Level 3<br>*MEMA The Arc, Level 3 |
|   |   |        |   |  |  |   |  |  |  | *Open to all MO and GO staff<br>**Only GS1 MOs staff from each regio  |
| offee Break<br>oyers, Level 0   |   |        |   |  |  |   |  |  |  | f   |
|   |   |        |   |  |  |   |  |  |  | EU, AP and MEMA Regional Forums, conti  |
|   |   |        |   |  |  |   |  |  |  |   |
| low industry is realising the GS  |   | ession |   |  | 1  |   |  | · · ·  |  |   |
| unch 11:45-13:00 - Meet GS1 Peers - Virtual Net<br>all 1, Level -2<br>Now industry is realising the GS<br>teven Keddie, Sophie Molle helpers: Phil, Dan<br>ponsors Expo - Networking time         |   | ession |   |  |  |   | ·  |  |  |   |
| low industry is realising the GS<br>teven Keddie, Sophie Molle helpers: Phil, Dan<br>ponsors Expo - Networking time   | 1 system - A sponsored se   | ession |   | Why companies invest in  |  | Global Training Network   | Do you know what your  |  | GS1 tool shopping: SME tools   |   |
| low industry is realising the GS<br>teven Keddie, Sophie Molle helpers: Phil, Dan   | 1 system - A sponsored se   | ession |   | Why companies invest in<br>circularity? And will the DPP<br>heip?<br>Francesca Poggiali  |  | Global Training Network<br>(MO and GO only)<br>Simona Scaringi, Sara<br>Cavallucci  | Do you know what your<br>cybersecurity posture is?<br>(MO and GO only)**<br>David Holzberg |  | GS1 tool shopping: SME tools<br>designed for MOs and industry<br>Steven Keddie<br>2D |   |
| low industry is realising the GS<br>teven Keddie, Sophie Molle helpers: Phil, Dan<br>ponsors Expo - Networking time<br>2D workshop: Enga<br>brand marketers (D<br>only) IN-PERS (D                | 1 system - A sponsored se   | ession |   | help?  |  | (MO and GO only)<br>Simona Scaringi, Sara   | cybersecurity posture is?<br>(MO and GO only)**  |  | Steven Keddie  |   |
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| tow industry is realising the GS<br>teven Keddie, Sophie Molle helpers: Phil, Dan<br>ponsors Expo - Networking time<br>2D workshop: Enga<br>brand marketers (b<br>only) IN-PERSON<br>Tania Snioch | 1 system - A sponsored set<br>ing retail<br>invitation<br>Mastering marketplaces:   |        |   | help?<br>Francesca Poggiali  |  | (MO and GO only)<br>Simona Scaringi, Sara<br>Cavallucci<br>Train the trainer  | cybersecurity posture is?<br>(MO and GO only)**  | Key ingredients of<br>leadership @ GS1<br>Robyn Burke, Patricia Alhadeff<br>Hall 300   | Steven Keddie  |   |
| tow industry is realising the GS<br>teven Keddie, Sophie Molle helpers: Phil, Dan<br>ponsors Expo - Networking time<br>2D workshop: Enga<br>brand marketers (b<br>only) IN-PERSON<br>Tania Snioch | 1 system - A sponsored se   |        |   | help?<br>Francesca Poggiali<br>Taking GS1 2D messages to the<br>next level in your MO for<br>governmets' essential use<br>cases<br>Elizabeth Board |  | (MO and GO only)<br>Simona Scaringi, Sara<br>Cavallucci<br>Train the trainer<br>techniques IN-PERSON<br>ONLY (MO and GO only)           | cybersecurity posture is?<br>(MO and GO only)**  | leadership @ GS1<br>Robyn Burke, Patricia Alhadeff   | Steven Keddie 2D RFID + QR in action Claude Tetelin Silver Hall                      |   |
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| Digital transformation   | Retail  | Healthcare   | Other                                      | sectors  |  | Knowledge & skills  |  | Solutions & innovation   | Regional forums/Governa          |
|--|---|--|--|--|--|---|--|--|----------------------------------|
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| IURSDAY, 22 FEB  |   |  |  |  | 1  |   |  |  | L                                |
| ome coffee   |   |  |  |  |  |   |  |  |                                  |
| ome coffee<br>s, Level 0   |   |  |  |  |  |   |  |  |                                  |
| al Assets - Master class on  | GS1 never goes out of style:  | T  | GS1 standards in rail make the             |  | Learn how to leverage you                        |   |  |  |                                  |
| ict images and other digital   | ther digital Enabling apparel transparency  |  | industry more digital, safer an            | d  | marketplace sellers'                             | Training, GTTP modules 11   |  |  | ┤                                |
| s<br>raz, David Buckley  | through holistic standards  |  | more efficient<br>Thorsten Kirschner       | GS1 registries - What is the   | journey  | & 12 (Certified Traceability<br>Analysts only) IN-PERSON  |  |  | GS1 presidents & CEOs<br>session |
|  | 2D  |  | morsten kirschner                          | value proposition for  | Wauters  | ONLY  |  |  | Gold Hall, Level 0               |
|  |   |  | -  | governments and NGOs? A<br>Public Policy Workshop IN-                  |  | Diane Taillard  |  |  | (restricted)                     |
| e Break  |   |  |  | PERSON (BY INVITATION<br>ONLY) Elizabeth Board                         |  |   |  |  |                                  |
| s, Level 0   |   |  |  | ONLT) Elizabetti Board   |  |   |  |  |                                  |
|  | 1-2-3, Apparel Traceability!<br>Leveraging the GS1 Global   |  | Construction sector session<br>(title tbd) |  | GS1 employer brand 2.0                           | Panel discussion: GS1 e-<br>Academy - A learning  |  |  |                                  |
|  | Traceability Trace & Train  |  | (title tbd)<br>Ildikó Lieber               |  | (MO and GO only)<br>Patricia Alhadeff, Christine | solution for any size MO  |  |  |                                  |
|  | Program (MO & GO only) Nellie   |  |  |  | Hutchinson, Sebastien                            | (MO and GO only) Jeanette   |  |  |                                  |
|  | Gayle 2D  |  | _  |  | Germain  | McVeigh   |  |  |                                  |
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| , Level -2   |   |  |  |  |  |   |  |  |                                  |
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| Level -2<br>sing plenary with the Everyone   |   |  |  |  |  |   |  |  |                                  |

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