

Digital transformation	Retail	Healthcare	Other sectors	Knowledge & skills	Solutions & innovation	Regional forums/Governance
GS1 is helping industry emerge stronger to meet the demands of today's digital world. This track's focus is on how we are making it happen through registries, Verified by GS1, GDSN and more.	Retail is transforming, presenting the industry with both opportunities and challenges. While the retail industry's digital transformation has been accelerated in the last five years there has also been a massive drive for sustainability initiatives, and a concerted move by governments to develop their regulatory frameworks. These developments are all driving a new and urgent rate of change impacting the retail-ecosystem and will be covered in the retail track.	Safer, more efficient care starts with a simple scan. Learn about all the latest opportunities and developments for GS1 in healthcare.	There are tremendous opportunities in these growing sectors. Learn about the latest in government, circularity, rail, construction and GS1 Global LEI Service.	Become more efficient and effective in your daily GS1 work. These sessions will help you develop GS1 expert knowledge and skills.	Join us to explore GS1's work in traceability and innovation. Learn more about how GS1 is preparing for a future where the identification of everything makes anything possible.	
<b>CET MONDAY, 19 FEB</b>						
8:00						
8:15 <b>Welcome coffee</b>						
8:30 Foyers, Level 0						
8:45						
9:00						
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9:45 <b>Coffee Break,</b>						
10:00 Foyers, Level 0						
10:15 <b>Elevating data excellence: Master data &amp; GDSN - Unleashing the power of data quality</b>						
10:30 Markus Mueller, Nicolas Collignon						
11:00 Hall 100, Access via Level -1 near escalators						
11:15						
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12:00						
12:15 <b>Lunch</b>						
12:30 Hall 1, Level -2						
12:45						
13:00						
13:15 <b>Opening remarks &amp; healthcare plenary: Imagine all patients being safer with a simple scan</b>						
13:30 Gold Hall, Level 0						
13:45						
14:00						
14:15 <b>Break</b>						
14:30 <b>Registries and Verified by GS1: Strengthening the foundation (MO and GO only)</b>						
14:45 Joe Horwood						
15:15 Hall 100, Access via Level -1 near escalators						
15:30						
15:45						
16:00 <b>GS1 Global Forum live at the Square: Insights, conversations, and hot takes! (Virtual only) (GS1 MO and GO only)</b>						
16:15 <b>GS1 Retail Strategy workshop - Engagement, adoption and use</b>						
16:30 2D featured (MO and GO ONLY) IN-PERSON ONLY						
16:45 Patrik Jonasson, Lori Schrop						
17:00 Room 311+312, Level 3						
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<b>CET</b>	<b>TUESDAY, 20 FEB</b>						
7:30	Welcome coffee						
7:45	Foyers, Level 0						
8:00							
8:30	<b>Link to success: Enriching GTIN and GLN records via the Links Registry (MO and GO only)</b>	<b>Building capacity for MO engagement to drive alignment and progress in the CPG sector</b>	<b>Healthcare community engagement and education (MO and GO only)</b>		<b>Dive into the modernisation of product identification!</b>	<b>35 years of EANCOM, what comes next in EDI? Artificial intelligence, semantics, new methodologies</b>	
8:45	2D featured	2D featured	Claire Clarke		Simona Scaringi, Marie Burnay	Piergiorgio Licciardello	
9:00	Birgit Mahler, Michael James	(MO and GO only)	The Arc, Level 3		Hall 300, Level 3	Silver Hall, Level 0	
9:15	Hall 100, Access via Level -1 near escalators	<b>IN-PERSON ONLY</b> , Lori Schrop					
9:30		Rm 311+312, Level 3					
9:45							
10:00	Coffee Break						
10:15	Foyers, Level 0						
10:30	<b>2D: How to engage business level stakeholders in your sector</b>		<b>HealthIT - Patient Demographic Guideline and associated ISO standards use (MO and GO only)</b>		<b>Legal Entity Identifier (LEI) - Your chance to join!</b>	<b>GS1 web standards in use: The web of data</b>	
10:45	2D featured		Neil Piper		Tilo Arnold	Phil Archer	
11:00	(MO and GO only)		The Arc, Level 3		Hall 300, Level 3		
11:15	Tania Snioch					Hall 100, Access via Level -1 near escalators	
11:30	Silver Hall, Level 0						
11:45							
12:00	<b>Meeting the Experts Printing session "2D barcodes - printing challenges and marking technologies" warm buffet lunch provided, in-person only</b> (2D featured)	<b>Lunch</b>					<b>Executive Committee of the GS1 Management Board</b> (restricted) Not listed in the registration - by invitation only  10:30-14:30
12:15		Hall 1, Level -2					
12:30	Steve Keddie, Sophie Molle, Kelly Lerch	Rm 313 and 315					
12:45							
13:00	<b>GRP Data Protection Policy: Assess - comply - flag (MO and GO staff only)</b>	<b>Marketplaces at GS1: Explore key uses of GS1 standards and services by marketplaces</b>	<b>A fresh (foods) approach to digital transformation with GS1 standards and services</b>	<b>Clinical trials - A new opportunity for GS1 standards</b>			
13:30	2D featured	2D featured	2D featured	2D featured			
13:45	Laura Wehrle & Birgit Mahler	Darren Edels	Tania Snioch	The Arc, Level 3			
14:00	Hall 300, Level 3	Silver Hall, Level 0	(MO and GO only)				
14:15			Elena Tomanovich				
14:30			Hall 100, Access via Level -1 near escalators				
14:45							
15:00	<b>Retail plenary: From cotton to click – The future of retail through the lens of a white T-shirt</b> 2D featured						
15:15	Gold Hall, Level 0						
15:30							
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16:00	Break						
16:15							
16:30	<b>Meeting the Experts Scanning session "Scanning 2D barcodes in retail", In-person only</b>						<b>North America Regional Forum</b> (GS1 MOs from this region only) Hall 300, Level 3
16:45	2D featured						
17:00	Steve Keddie, Sophie Molle, Kelly Lerch						
17:15	Silver Hall						
17:30							
17:45							<b>Latam Regional Forum</b> (GS1 MOs from this region only) The Arc, Level 3

**GS1 Global Forum 2024 | Programme overview**

All sessions are hybrid unless noted otherwise

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<b>CET WEDNESDAY, 21 FEB</b>						
7:30						
7:45 <b>Welcome coffee</b>						
8:00 Foyers, Level 0						
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10:00 <b>Coffee Break</b>						
10:15 Foyers, Level 0						
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12:00 <b>Lunch 11:45-13:00</b>   <b>GS1 Global Forum live at the Square: Insights, conversations, and hot takes! (Virtual only) (GS1 MO and GO only) 12:15-12:45 (MO and GO only)</b>						
12:15 Hall 1, Level -2						
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13:15 <b>How industry is realising the GS1 system - A sponsored session - 2D featured</b>						
13:30 Steven Keddle, Sophie Molle <b>Silver Hall</b>						
13:45 <b>Sponsors Expo - Networking time</b>						
14:00 Foyers						
14:15						
14:30 <b>2D workshop: Engaging retail brand marketers</b>						
14:45 <b>2D featured (by invitation only) IN-PERSON</b>						
15:00 Tania Snioch						
15:15 Rm 311+312, Level 3						
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16:00 <b>Coffee break</b>						
16:15						
16:30 <b>Mastering marketplaces: Discover the 8 steps to better engagement (MO and GO only)</b>						
16:45 Arnaud Bonnefoy						
17:00 Hall 300, Level 3						
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19:30 <b>Networking dinner – A sparkling night of fun &amp; camaraderie</b>						
19:45 Hall 2, Level -2						
20:00						
23:00						

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CET THURSDAY, 22 FEB										
8:00										
8:15	<b>Welcome coffee</b>									
8:30	Foyers, Level 0									
8:45										
9:00	<b>Digital Assets - Master class on product images and other digital assets</b>	<b>GS1 never goes out of style: Enabling apparel transparency through holistic standards</b>		<b>GS1 standards in rail make the industry more digital, safer and more efficient</b>		<b>Marketplace sellers' journey: understanding and resolving marketplace issues</b>	<b>Traceability Practitioner Training, GTP modules 11 &amp; 12 (Certified Traceability Analysts only) IN-PERSON ONLY</b>			
9:15	Elsa Braz, David Buckley	2D featured		Thorsten Kirschner		Simona Scaringi, Julie Wauters	Diane Taillard			GS1 presidents & CEOs session Gold Hall, Level 0 (restricted)
9:30	Silver Hall, Level 0	Hall 100, Access via Level -1 near escalators		Hall 300, Level 3		The Arc, Level 3	Rm 313+315, Level 3			
9:45					<b>GS1 registries - What is the value proposition for governments and NGOs? A Public Policy Workshop IN-PERSON (BY INVITATION ONLY)</b>					
10:00					Elizabeth Board					
10:15	<b>Coffee Break</b>									
10:30	Foyers, Level 0									
10:45		<b>1-2-3, Apparel Traceability! Leveraging the GS1 Global Traceability Trace &amp; Train Program 2D featured (MO &amp; GO only)</b>		<b>Blueprint for the future: Building up the modern construction landscape with the help of standards 2D featured</b>		<b>GS1 employer brand 2.0 (MO and GO only)</b>	<b>Panel discussion: GS1 e-Academy - A learning solution for any size MO (MO and GO only)</b>			
11:00		Nellie Gayle		Ildikó Lieber -		Patricia Alhadef, Christine Hutchinson, Sebastien Germain	Jeanette McVeigh			
11:15		Hall 100, Access via Level -1 near escalators		Silver Hall, Level 0		Hall 300, Level 3	The Arc, Level 3			
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12:00	<b>Lunch</b>									
12:15	Hall 1, Level -2									
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13:15	<b>Closing plenary with the Everyone Makes a Difference Awards</b>									
13:30	Gold Hall, Level 0									
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