

	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 and to "future-proof" our organisation. Join this track to hear the latest on: Verified by GS1, Global Data Model and the future of data sharing.	Retail is transforming and GS1 is there to serve the industry in meaningful ways. This track focuses on the power of GS1 to bridge the physical and digital worlds of retail.	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 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, sustainability and innovation. Learn more about how GS1 is preparing for a future where the identification of everything makes anything possible.			
<b>CET</b>	<b>MONDAY, 13 FEB</b>								
8:00									
8:15	<b>Welcome coffee</b>								
8:30	Foyers, Level 0								
8:45									
9:00	<b>GS1 Global Data Model early birds – The value story workshop! IN-PERSON ONLY</b> Markus Mueller Hall 100, Access via Level -1 near escalators		<b>GS1 Healthcare Strategy (MO/GO only)</b> Tania Snioch The Arc, Level 3		<b>Welcome newcomers!</b> Kelly Lerch, Rosalie Clemens Silver Hall, Level 0	<b>Intro to the GSMP</b> Andrew Hearn Hall 300, Level 3			
9:15									
9:30									
9:45	<b>Coffee Break</b>								
10:00	Foyers, Level 0								
10:15	<b>GS1 Registry Platform: More is better! (MO/GO only)</b> Joe Horwood and Tom Knappen Hall 100, Access via Level -1 near escalators			<b>Building the digital world of construction</b> Ildiko Lieber The Arc, Level 3		<b>GS1 Fundamentals</b> Nora Kaci Hall 300, Level 3	<b>Regional innovation updates</b> Kevin Stark Silver Hall, Level 0		
10:30									
10:45									
11:00									
11:15									
11:30									
11:45									
12:00	<b>Lunch</b>								
12:15	Hall 1, Level -2								
12:30									
12:45									
13:00									
13:15	<b>Opening Plenary: Celebrating GS1's 50th anniversary</b>								
13:30	Gold Hall, Level 0								
13:45									
14:00	<b>Break</b>								
14:15	<b>Climb the ladder of trust and product quality with Verified by GS1</b> Audrey Kelly, Chris Liu, Patrik Jonasson Hall 100, Access via Level -1 near escalators	<b>Getting ready for 2D in retail printing and scanning</b> Steven Keddie Silver Hall, Level 0			<b>Marketing workshop: Setting the stage to celebrate our 50th (MO/GO only)</b> Jennifer Gordon Hall 300, Level 3		<b>Sustainability (cross-sector session)</b> Tim Marsh The Arc, Level 3		
14:30									
14:45									
15:00									
15:15									
15:30									
15:45									
16:00	<b>Coffee Break,</b>								
16:15	Foyers, Level 0								
16:30		<b>Marketplaces at GS1</b> Darren Edels Gold Hall, Level 0	<b>How to engage your healthcare market (MO/GO only)</b> Nuran Idris Hall 300, Level 3	<b>GLN as a unique location identifier to optimise route planning for the entire supply chain</b> Thierry Grumiaux The Arc, Level 3	<b>PR &amp; social media workshop: GS1's journey to reach new audiences</b> Carlos Carnicero Urabayen Hall 100, Access via Level -1 near escalators		<b>Demystifying GS1 barcode syntaxes and 2D barcodes</b> Steve Keddie Silver Hall, Level 0		
16:45									
17:00									
17:15									
17:30			<b>Healthcare IT and interoperability training (MO/GO only)</b> Neil Piper, Hall 300, Level 3						
17:45									
18:00									
18:15	<b>Meet GS1 Peers - Virtual networking (GS1 MO and GO only)</b>								
18:30									
18:45									



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**CET WEDNESDAY, 15 FEB**

7:30							
7:45	<b>Welcome coffee</b>						
8:00	Foyers, Level 0						
8:15							
8:30							
8:45							<b>Regional Forums:</b> *GS1 in EU Gold Hall, Level 0 **Asia-Pacific Hall 300, Level 3 *MEMA The Arc, Level 3  *Open to all MO and GO staff **Only GS1 MOs staff from each region
9:00							
9:15							
9:30							
9:45							
10:00	<b>Coffee Break</b>						
10:15	Foyers, Level 0						
10:30							
10:45							EU, AP and MEMA Regional Forums, continued
11:00							
11:15							
11:30							
11:45							
12:00	<b>Lunch 11:45-13:00 - Meet GS1 Peers - Virtual Networking 11:45-12:45 (MO and GO only)</b>						
12:15	Hall 1, Level -2						
12:30							
12:45							
13:00							
13:15	<b>Healthcare plenary: GS1 standards and digitisation driving better patient outcomes</b>						
13:30	Gold Hall, Level 0						
13:45							
14:00	<b>Break</b>						
14:15							
14:30	<b>All aboard - Fast track to structured data sharing</b>	<b>EPCIS 2.0 and TDS 2.0: Game changers for interoperable supply chain visibility and sustainability</b>		<b>Worldwide UDI implementation using GS1 standards (MO/GO only)</b>		<b>Executive Committee of the GS1 Management Board</b> (restricted) Not listed in the registration - by invitation only  14:30-18:30	
14:45	Markus Mueller, Mark Van Eeghem			Elisa Zwanevald			
15:00	Hall 100, Access via Level -1 near escalators	Craig Alan Repec		Hall 300, Level 3			
15:15		Silver Hall, Level 0					
15:30							
15:45							
16:00	<b>Coffee Break</b>						
16:15	Foyers, Level 0						
16:30	<b>Rethinking data quality - Best practices and innovative trends in getting data right (MO/GO only)</b>	<b>GS1 EDI Standard in action: Experiences and implementations around the world</b>		<b>Train the trainer: GS1 GTIN - Introductory pitch to marketplaces (MO/GO only)</b>			
16:45	Nicolas Collignon			Darren Edels			
17:00	Hall 100, Access via Level -1 near escalators	Piergiorgio Licciardello		The Arc, Level 3			
17:15		Hall 300, Level 3					
17:30							
17:45							
18:00							
18:15							
18:30							
18:45							
19:00							
19:15							
19:30	<b>Networking Dinner</b>						
19:45	Hall 2, Level -2						
20:00							
23:00							

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<b>CET THURSDAY, 16 FEB</b>								
8:00								
8:15	<b>Welcome coffee</b>							
8:30	Foyers, Level 0							
8:45								
9:00		<b>A fresh (foods) approach to digital transformation with GS1 standards and services (MO/GO only)</b> Elena Tomanovich Silver Hall, Level 0			<b>What is SAFE and is it right for your organisation?</b> David Holzberg Hall 300, Level 3	<b>Panel discussion: GS1 e-Academy – A learning solution for any size MO (AP, EU &amp; MEMA) (MO/GO only)</b> Jeanette McVeigh Hall 100, Access via Level -1 near escalator	<b>Pushing the limits of RFID with Gen2v3 protocol</b> Claude Tetelin The Arc, Level 3	<b>GS1 presidents &amp; CEOs session</b> Gold Hall, Level 0 (restricted)
9:15								
9:30								
9:45								
10:00								
10:15	<b>Coffee Break</b>							
10:30	Foyers, Level 0							
10:45	<b>Show me your passport please!</b> Francesca Poggiali Silver Hall, Level 0		<b>Accessing online information with the GS1 barcode (MO/GO only)</b> Pete Alvarez The Arc, Level 3	<b>Legal Entity Identifier (LEI) – Opportunities for GS1</b> Tilo Arnold Hall 300, Level 3		<b>Customer service and social media</b> Donna DiPietro, Sara Cavallucci Hall 100, Access via Level -1 near escalator		
11:00								
11:15								
11:30								
11:45								
12:00	<b>Lunch</b>							
12:15	Hall 1, Level -2							
12:30								
12:45								
13:00	<b>Closing plenary with the Everyone Makes a Difference Awards</b>							
13:15	Gold Hall, Level 0							
13:30								
13:45								
14:00	<b>Break</b>							
14:15	Foyers, Level 0							
14:30	<b>GS1 GO and MO information technology session (MO/GO only)</b> Maneesh Naganand Hall 300, Level 3		<b>Activate and healthcare validated systems requirements (MO/GO only)</b> Pete Alvarez The Arc, Level 3		<b>What is GitHub? What is ref.gs1.org? And why do you care?</b> Phil Archer, Andrew Hearn Silver Hall, Level 0		<b>GS1 Sustainability Workshop (MO/GO only) - IN-PERSON ONLY</b> Tim Marsh Hall 100, Access via Level -1 near escalators	
14:45								
15:00								
15:15								
15:30	<b>Coffee Break</b>							
15:45	Foyers, Level 0							
16:00					<b>Using project status reporting to drive plans, communications, and strategic portfolios (MO/GO only)</b> David Holzberg The Arc, Level 3	<b>Panel discussion: GS1 e-Academy – A learning solution for any size MO (Americas region) (MO/GO only)</b> Jeanette McVeigh, Hall 300, Level 3	GS1 Sustainability Workshop (MO/GO only) continued	
16:15								
16:30								
16:45								