



| Monday, 22 September |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
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| CET                  | Community Engagement                                                                |                                                                                                                                                                     | Public Policy                                                                           | Standards Development                                                   |  |
| 13:00                | Opening plenary: How GS1 is meeting industry needs today                            |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 13:15                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 13:30                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 13:45                | Break                                                                               |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 14:00                | 2D implementation in retail - Business and technical considerations<br>Tania Snioch |                                                                                                                                                                     |                                                                                         | New GS1 Intellectual Property Policy and what to expect<br>Andrew Hearn |  |
| 14:15                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 14:30                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 14:45                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 15:00                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
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| 15:45                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 16:00                |                                                                                     | Customer service in the age of artificial intelligence: Chatbots and virtual assistants transforming engagement<br>Simona Scaringi, Donna DiPietro, Sara Cavallucci | Governmentally driven standardisation strategies (MO and GO only)<br>Francesca Poggiali |                                                                         |  |
| 16:15                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 16:30                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 16:45                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 17:00                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |
| 17:15                |                                                                                     |                                                                                                                                                                     |                                                                                         |                                                                         |  |



| Tuesday, 23 September |                                                                      |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
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| CET                   | Community Engagement                                                 |                                                                                                                         | Public Policy                                                                              | Standards Development                                                                                      |                                                                                                             |
| 11:00                 |                                                                      |                                                                                                                         | DPP and CEN-CENELEC standard development: What your MO needs to know<br>Francesca Poggiali | Introduction to the Global Standards Management Process (GSMP)<br>Andrew Hearn, Bernard Faibella, John Ryu |                                                                                                             |
| 11:15                 |                                                                      |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
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| 12:30                 | Break                                                                |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
| 12:45                 |                                                                      |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
| 13:00                 |                                                                      |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
| 13:15                 | Plenary: How GS1 is meeting industry needs in the future             |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
| 13:30                 |                                                                      |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
| 13:45                 | Break                                                                |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
| 14:00                 |                                                                      | Ready, set, go sustainable! Preparing for the EU Deforestation-free Products Regulation<br>Tasha Wiehe, Patrik Jonasson |                                                                                            |                                                                                                            | GSMP Healthcare GTIN Allocation Rules updates MSWG (Opted-in only)<br>Greg Rowe                             |
| 14:15                 |                                                                      |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
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| 15:30                 | Break                                                                |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
| 15:45                 |                                                                      |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
| 16:00                 | Mission: Standardisation - Digitise. Build. Repeat.<br>Ildiko Lieber |                                                                                                                         |                                                                                            | Branch out! GSMP Deforestation - European Union Deforestation Regulation MSWG (Opt-in only)<br>Tasha Wiehe | GSMP Global Product Classification (GPC) Mission-specific Work Group (MSWG) (Opt-in only)<br>Eileen Harpell |
| 16:15                 |                                                                      |                                                                                                                         |                                                                                            |                                                                                                            |                                                                                                             |
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| Wednesday, 24 September |                                                                   |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
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| CET                     | Community Engagement                                              |                                                                                                                    | Public Policy                                                   | Standards Development                                                                                               |                                                                                                                  |
| 11:00                   | From seed to sprout: Growing GS1's opportunities upstream         |                                                                                                                    | When regulations drive standards adoption<br>Francesca Poggiali | GSMP Electronic Data Interchange (EDI) Standards Maintenance Group (SMG) (Opt-in only)<br>David Buckley             |                                                                                                                  |
| 11:15                   |                                                                   |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
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| 12:30                   | Break                                                             |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
| 12:45                   |                                                                   |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
| 13:00                   | GS1 Registries Interest Group (MO and GO only)<br>Naoki Van Acker | The Sustainability Programme<br>Patrik Jonasson (MO and GO only)                                                   |                                                                 | GSMP Images, Digital & Electronic Assets (IDEAs) Standards Maintenance Group (SMG) (Opted-in only)<br>David Buckley |                                                                                                                  |
| 13:15                   |                                                                   |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
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| 14:30                   | Break                                                             |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
| 14:45                   |                                                                   |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
| 15:00                   |                                                                   | Applied Artificial Intelligence Network - Kick off (MO and GO only)<br>Birgit Mahler, Joe Horwood, Simona Scaringi |                                                                 | GSMP Circularity Digital Product Passport Mission-specific Work Group (MSWG) (Opt-in only)<br>John Ryu              |                                                                                                                  |
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| 16:30                   |                                                                   |                                                                                                                    |                                                                 |                                                                                                                     | GSMP Co-chairs Meeting (Group members or by invitation only)<br>Andrew Hearn, Renaud de Barbuat, Robert Beideman |
| 16:45                   |                                                                   |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
| 17:00                   |                                                                   |                                                                                                                    |                                                                 |                                                                                                                     |                                                                                                                  |
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| Thursday, 25 September |                                                                                              |                                                                                  |                                                                                                                   |                                                                            |  |
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| CET                    | Community Engagement                                                                         |                                                                                  | Public Policy                                                                                                     | Standards Development                                                      |  |
| 10:30                  | Trusted identification and verifiable credentials: Moving towards Vision 2030<br>Phil Archer |                                                                                  |                                                                                                                   |                                                                            |  |
| 10:45                  |                                                                                              |                                                                                  |                                                                                                                   |                                                                            |  |
| 11:00                  |                                                                                              |                                                                                  | The role of trade and industry associations in driving standards adoption<br>Francesca Poggiali<br>1.5 hr. mid am |                                                                            |  |
| 11:15                  |                                                                                              |                                                                                  |                                                                                                                   |                                                                            |  |
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| 12:30                  | Break                                                                                        |                                                                                  |                                                                                                                   |                                                                            |  |
| 12:45                  |                                                                                              |                                                                                  |                                                                                                                   |                                                                            |  |
| 13:00                  | Global Data Synchronisation Network (GDSN) User Group Meeting<br>Nadja Minich                | GS1 Global Training Network (MO and GO only)<br>Simona Scaringi, Sara Cavallucci |                                                                                                                   | GSMP ID-AIDC Standards Maintenance Group (SMG) (Opted-in only)<br>John Ryu |  |
| 13:15                  |                                                                                              |                                                                                  |                                                                                                                   |                                                                            |  |
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| 15:00                  | Break                                                                                        |                                                                                  |                                                                                                                   |                                                                            |  |
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| 15:45                  |                                                                                              |                                                                                  |                                                                                                                   |                                                                            |  |
| 16:00                  | Closing plenary with the Ken Traub Awards                                                    |                                                                                  |                                                                                                                   |                                                                            |  |
| 16:15                  |                                                                                              |                                                                                  |                                                                                                                   |                                                                            |  |

Register: <https://standards-event.gs1.org>