



# GS1's perspective

Henri Barthel, GS1 Global Office

2 February 2010, Brussels

---

**GRIFS**

Building the Global RFID Standards Forum



# GS1 in a nutshell

GS1 is a not-for-profit organisation that develops global standards for the identification of goods and services.



Global standards for automatic identification  
Rapid and accurate item, asset or location identification



Global standards for electronic business messaging  
Rapid, efficient & accurate business data exchange



The environment for global data synchronisation  
Standardised, reliable data for effective business transactions



Global standards for RFID-based identification  
More accurate, immediate and cost effective visibility of information

---

**GRIFS**

Building the Global RFID Standards Forum



# Global reach, local presence



■ Countries with a GS1 Member Organisation

■ Countries served on a direct basis from GS1 Global Office (Brussels)

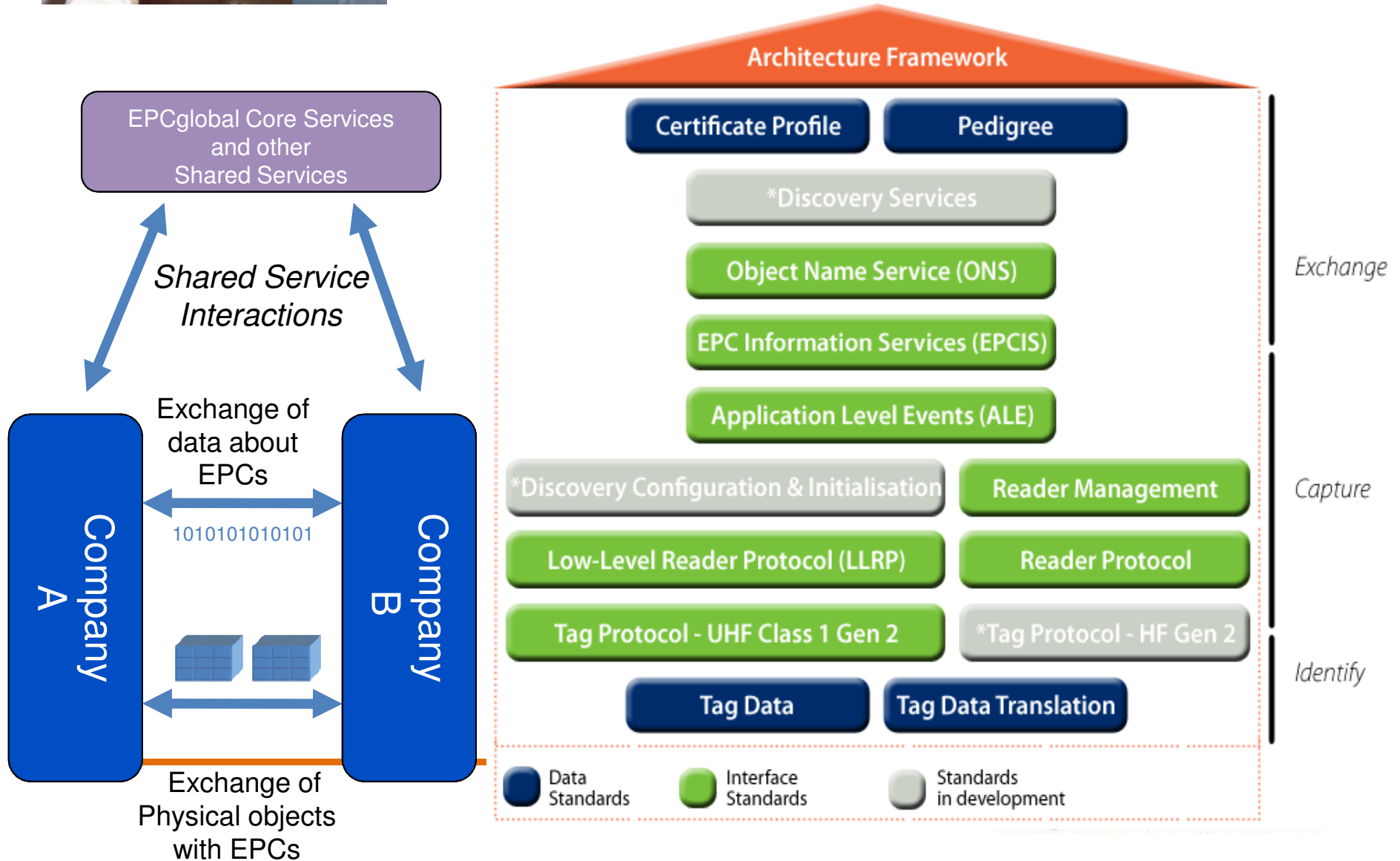
**108 Member Organisations**  
**1,2 million member companies**

**GRIFS**

Building the Global RFID Standards Forum



# EPCglobal Standards overview





## Why is GRIFS important?

- RFID (in the broadest sense) has still many opportunities for standards development
- Too many initiatives, not enough consistency
- Important to understand User requirements, cannot expect Users to attend all standards forums/activities
- A voluntary coordination effort is the optimal approach to address this issue