



The Global Language of Business



Annual Report

2021

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Chair's Report

“GS1 UAE is poised to take off again following the COVID-induced challenges of recent times. Going into 2022, we have a robust and astute business strategy in place.”

- Martin Rifai

If 2020 was the year of lockdowns, shutdowns, and layoffs, 2021 was defined by much-needed relief with regard to both healthcare and economics. The various COVID-19 vaccines played a major part in allowing the world to turn back to normal life while significant economic recovery was also experienced.

These are positive developments that are sure to make 2022 better than last year. The year just gone by has been one of challenge and change but also of recovery and opportunity for everyone. Through the highs and lows, the leadership and team at GS1 UAE have focused on strengthening collaboration between key players and doing their best to continue to drive innovation. As a result, our belief in the ability of quality standards to change the way we live, and work has become even stronger.

In the UAE, the GS1 was quickly recognized as a key service provider to further the country's vaccination drive.

The GS1 UAE team has worked tirelessly to support the needs of UAE's responsive and efficient health authorities and retail groups. The rapid growth in digitization and online demand has brought forward the need for new infrastructure and more standardized product data that can be utilized for multiple purposes.

As an important part of the global standards organization, GS1 UAE has deployed different initiatives to address the needs of its member organizations and the wider business community. These strategic steps have helped the local healthcare and retail industries stride towards their visions while successfully implementing globally accepted quality standards.

Looking towards the future, we want to encourage more businesses from a diverse range of industries to collaborate with us and each other. GS1 UAE is set to deliver a range of services related to education, technical training, customer care, and more – having invested heavily in upgrading its delivery systems and performance mechanisms – that will enable companies to bring more efficiency into their supply chains and the overall business.

We are at the forefront of e-commerce and supply chain management initiatives in the UAE. Our team is fully committed to helping local businesses adopt

global best practices when it comes to operational and supply chain management. The ultimate goal of GS1 UAE is to help companies ensure quick and reliable information exchange with their trading partners both at home and abroad.

Moreover, the importance of digitization can hardly be overstated in today's world. Almost every sector imaginable – from retail and transport to healthcare, logistics, and technical industries – are realizing the value of online commerce and adapting to the changing needs of their customers.

Since the onset of the novel coronavirus and its many variants, there has been a major upward spike in digital buying and selling of goods as well as services. Aside from ordering food and booking rides, online purchasing of groceries, medicines, clothes and so many other items has taken off.

Online sales reached peak levels during lockdowns. And while the trend has slowed somewhat with the world slowly opening up again, the numbers are unlikely to go back to pre-pandemic levels. This growth in online

demand has generated the need for new and improved virtual infrastructure along with more standardized product/service data that can be used for multiple purposes.

The GS1 UAE is working to encourage the implementation of world-class standards so that businesses can build transparent, agile, and automated supply chains. There is no doubt that real-time information management is crucial in the age of AI (Artificial Intelligence) and Big Data.

In the end, I want to acknowledge the GS1 UAE Board for its unrelenting pursuit of excellence and dogged determination to achieve the objectives of the organization. The entire team, under the leadership of Rami Habbal, deserves appreciation for their outstanding performance throughout the year.

Martin Rifai

Chair, GS1 UAE



CEO's Report

“ Despite many persisting challenges, 2021 was the year of recovery. And GS1 UAE made considerable progress through its game-changing initiatives and mutually beneficial partnerships with all types of businesses. ”

- Rami Habbal

The world entered 2021 when the COVID-19 pandemic was still going strong. Lockdowns were being enforced from time to time and health sectors in different countries were struggling to deal with the onslaught. The situation improved with the arrival of different COVID-19 vaccines. Economic recovery also started to gather momentum in the ensuing months.

Aside from its fair share of challenges, 2021 proved to be one of the best years for GS1 UAE in recent times with regard to growth. A huge uptake in membership saw more than 400 new members coming on board, which took the total number of GS1 UAE members to well over 1,800. The staff also increased with several new faces joining the healthcare, sales, retail, accounts, marketing, and data quality departments.

To cater to the needs of its esteemed members and partners, GS1 UAE introduced various initiatives throughout the year. Its services and innovative tech-driven programs have enabled businesses across several industries to not just meet but exceed their targets and objectives. Thanks to the work done by GS1 UAE, most of our partners and member organizations have also successfully implemented the highest globally accepted quality standards for their processes and supply chains.

The healthcare sector witnessed the implementation of key initiatives with GS1 UAE partnering with organizations such as the UAE Ministry of Health & Prevention (MOHAP) and the Dubai Health Authority (DHA). Our collaboration with the former is known as Tatmeen, a highly advanced track and trace platform for pharmaceuticals and medical products. It enables the identification and tracking of drugs sold in the UAE and ensures public health safety and the security of healthcare services at every step.

Through Tatmeen, all types of medicines sold across the Emirates will be identified, tracked, and traced from a central command center using the unique GS1 standard serialized barcodes. Inspectors will be able to scan the barcodes in stores, pharmacies, and hospitals to identify counterfeit and illegal drugs.

Tarmeez is another high-profile agreement that GS1 UAE has inked with the Dubai Health Authority (DHA). This medicine traceability project will ensure the integrity of the pharmaceutical supply chain in Dubai. DHA will utilize GS1 standards for barcoding and serialization of all pharmaceutical items to facilitate traceability.

It is now mandatory for all types of medicines and drugs sold in the UAE to carry a GS1 Global Trade Item Number (GTIN) for identification. The secondary packaging should include a GS1 DataMatrix barcode which has to be encoded with a GTIN, expiry date, batch number, and serial number. The master data must then be uploaded on to GS1 UAE's BrandSync portal, and the Global Location Number (GLN) being used for the track and trace system will be reported to GS1 UAE. The products in scope for this project include supplied

RX (recipe) drugs, supplied OTC (Over the Counter) drugs, vaccines, narcotics, food supplements, and herbal supplements.

For the coming year, GS1 UAE wants to encourage more businesses from a diverse range of industries to collaborate with us as well as each other. In the end, I would like to commend the highly committed, capable, and passionate team of GS1 UAE. We take great pride in being able to provide the best possible services to our members and we enjoy every interaction with them. Personally, I feel privileged to work for and have the backing of a very supportive Board of Directors. I look forward to another great year to help progress the social and economic wellbeing of the UAE.

Rami Habbal

Chief Executive Officer, GS1 UAE





COVID-19 and the UAE's Journey of Recovery

The first case of COVID-19 was recorded in the UAE as early as January 2020, making the Middle Eastern business hub one of the first countries in the world to see confirmed cases. Frequent lockdowns to mitigate the spread of the virus, coupled with the global and regional economic recession, severely impacted the UAE's economy. Tourism, logistics, and retail were some of the sectors that were hit the hardest. Since then, the country has made serious strides in helping its various sectors overcome the challenges posed by the pandemic.

Stakeholders such as healthcare providers, government leaders, regulators, public health authorities, vaccine recipients and industries continue to work together to identify logistics requirements and potential bottlenecks across the end-to-end supply chain.

The world we knew before COVID-19 no longer exists with digital transformation at the helm of this change. Digital transformation, in simple terms, means using digital technology to transform businesses to do things better.



In the UAE, Tatmeen and Tarmeez, initiatives of the Ministry of Health and Prevention (MOHAP) and the Dubai Health Authority (DHA) respectively, use the unique GS1 standard serialized barcodes for the identification and tracking of drugs sold in the country. This ensures public health safety, the integrity of the pharmaceutical supply chain, and allows for traceability of the products. The UAE's vaccination program has become a beacon of success in terms of its rollout. Capitalizing on the protection of its high vaccination rate, the UAE began to re-open the country and get the economy back on track.



The global economy is undergoing a digital transformation at breakneck speed. In the UAE, the digital economy contributes 4.3 percent to the country's GDP - a number that is climbing rapidly. On the retail front, e-commerce in the country is also seeing rapid growth.

The UAE is reinforcing its position in the digital economy by improving its IT infrastructure, increase in the spread of internet services, the expansion of electronic payment systems, and overall support for the integration of digital transformation across all sectors and industries.

Some key components of the UAE's crisis management and its swift recovery from the pandemic included efficient and able governance, integrated utilization of public-private partnerships and a global workforce of excellence. As a result, the UAE now ranks among the top 10 countries worldwide for its leadership and proactive approach during the COVID-19 pandemic, according to Global Response to Infectious Diseases Index. The SWOT analysis on the response toward COVID-19 crisis management helped in critically analyzing and understanding the UAE's unified and systematic response to the pandemic, which provides developing and developed countries alike a new high standard for leadership and effective public health management.

The role of Information and Communications Technologies and digital transformation was recognized during the pandemic to continue business and learning seamlessly. A comprehensive digital transformation strategy was launched at a nationwide level with the goal of making all key services accessible from anywhere and at any time by the year 2023.

On the economic front, the Central Bank of the UAE rolled out the [Economic Support Scheme](#) worth AED 100 billion as early as March 2020 to support its banks' retail and corporate customers who were adversely affected by the pandemic. Businesses and citizens received additional stimulus packages by the Federal Government as well as by the Emirates of Abu Dhabi and Dubai. In total, the UAE approved a package of [33 initiatives](#) to provide immediate, medium, and long-term support for SMEs, the tourism, industry and manufacturing, and the digital sectors. Further stimulus is provided by The World Expo which is currently being held in Dubai.

In the fight against COVID-19, public trust is paramount. And those who achieve a strong degree of it will have successfully conveyed their transparency, leadership, and humanity. Looking towards the future, to ensure public trust and seamless delivery channels, governments and organizations will continue to rely on advanced industry collaboration across the entire value chain, embrace and promote international standards to secure the supply chain, anticipate potential challenges to the safe and effective delivery of vaccines, and use clear and transparent communication mediums to build trust and confidence.

About GS1 UAE

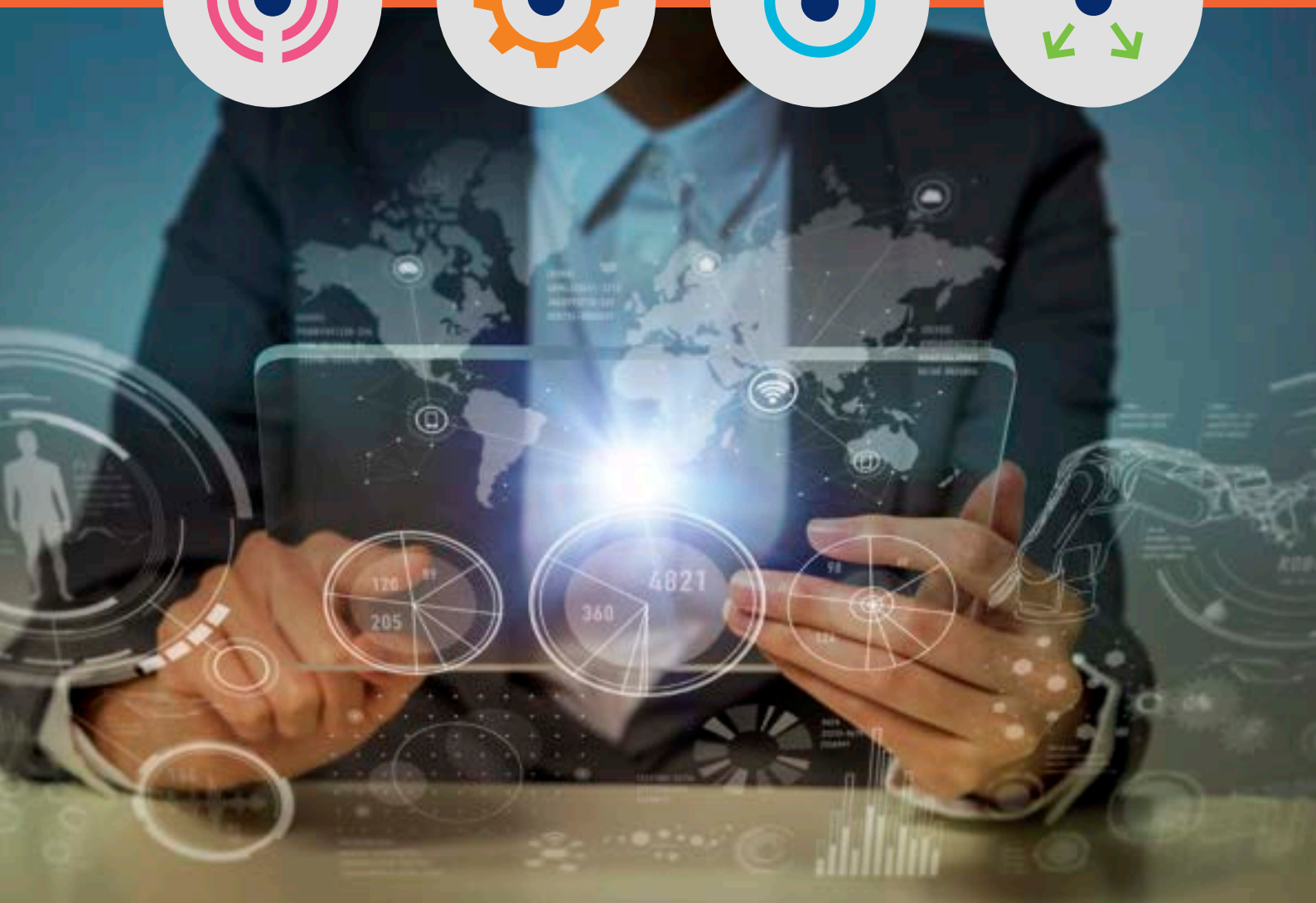
GS1® UAE is a not-for-profit organization that works with industry, for industry, providing global standards and technology-neutral services and solutions to help solve the business challenges of today and tomorrow.

GS1 develops and maintains the most widely used global standards for efficient business communication. It is best known for the barcode, named by the BBC as one of “the 50 things that made the world economy.”

GS1 standards and services improve the efficiency, safety, and visibility of supply chains across physical and digital channels in 25 sectors. With offices in 115 countries, 2 million companies, and 6 billion transactions every day, GS1 standards create a common language that supports systems and processes across the globe.

GS1 UAE brings businesses, associations, and industries together. This blended community comes to GS1 UAE for advice, networking, and solutions to their supply chain challenges. GS1 UAE supports more than 2000 companies of all sizes in all industry sectors across the country.

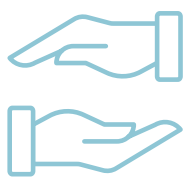
GS1 UAE is driven and governed by its members. The organization collaborates with its local stakeholder communities to develop and implement a robust system of standards that enable the unique identification, accurate capture, and automatic sharing of authentic information about products, locations, and events.



The Global Language of Business



116 Member Organisations



Neutral &
Not-for-Profit



User-driven
& Governed



Global &
Local



Inclusive &
Collaborative

**GS1 believes in the power of standards
to transform the way we work and live.**

Key industries served



Healthcare



Retail



Marketplaces



General Merchandise



Apparel



CPG



Fresh Foods



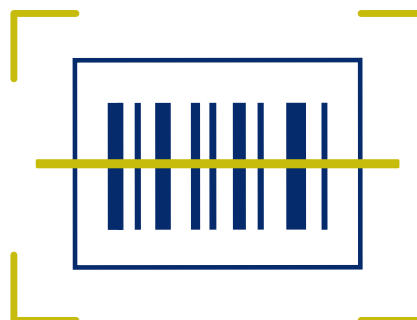
Transport & Logistics



Foodservice



Technical Industries



6 billion
GS1 barcodes scanned daily



More than 100 million
products carry GS1 barcodes



More than 2 million
companies use GS1 standards



Our Mission Vision & Belief





-
- A horizontal collage of various colorful icons representing different elements of supply chain management. The icons include a globe, several interlocking gears of different sizes and colors (blue, yellow, purple, orange, grey), a blue truck, a purple cargo ship, a red factory building, a green person carrying a black bag with signal waves, a laptop with a barcode on its screen, a smartphone, a yellow fish, a blue syringe, a red apple with a barcode, a green box, a blue forklift, a red open box, a blue pill, a blue airplane, a purple shoe, a pie chart, and a barcode. The background is white.



- [illegible]



Belief

- GS1 believes in the power of standards to transform the way we work and live.



GS1 UAE Membership Report

As per the trend in the past few years, the number of new members joining GS1 UAE is seeing a year-on-year increase.

The below chart details total memberships from 2017 to 2021.



Retail

34.2%



Healthcare

14.57%



Transport & Logistics

5.85%



Foodservice

20.15%



Technical

16.84%



Other

8.39%

These are our membership numbers from 2017 to 2021 as per industry sectors.



Retail Projects and Partnerships

Marketplaces:

Amazon



Retail sector projects and partnerships

The retail industry is quickly responding to the changing habits of consumers, who switch seamlessly between in-store and e-commerce channels while expecting a consistent shopping experience. GS1 standards are helping the retail sector integrate store operations, delivery, and inventory management to meet the challenges of the new omnichannel marketplace and satisfy the expectations of consumers before, during, and after their purchase.





Amazon Makes Use of the GS1 GTINs Compulsory for Every Seller

Amazon AE has mandated all sellers to have the GS1 GTIN for every product being listed and sold on Amazon. Retailers have been using GS1 GTINs to uniquely identify their products for 40 years now. Barcodes for Amazon AE are no different and can be used to uniquely identify all the information about each product listed on the retailers' sites.

This is something that Amazon needs from each seller so that they can improve the quality of their product catalog. By doing this correctly, and by assigning barcodes for Amazon, sellers can help maintain the high-quality shopping experience buyers have come to expect from the Amazon marketplace.

Why GS1 GTINs?

All the leading online marketplaces mandate sellers to use the GS1 GTIN as a marker of trust and authenticity. There is a myriad of benefits and reasons why brand owners should use a GS1 GTIN for their products.

- The GS1 GTIN has been used for more than 40 years as a global reference point for product identification across numerous industries.
- Each GTIN code uniquely records three data points: the country where a product was licensed, the company, and the product itself.
- Everyone in the supply chain uses one interoperable system and this compatibility efficiently facilitates tracking.
- The GTIN and accompanying barcode can be scanned and recognized anywhere in the world.
- Brand owners receive an official GS1 certificate to underscore product authenticity and each number is unique.
- Businesses can manage their numbers online and be up and running in minutes. By using My Numberbank, brands can help create, store, and manage all of their GS1 numbers (GTINs) for all of their products. Once they sign up online, they are able to start assigning GTINs within minutes.
- The GS1 barcode numbers (GTINs) are valid across all major marketplaces such as Amazon and several others.
- The GS1 UAE support team is available to assist businesses in every possible way as they grow.
- GS1 UAE's online training resources help businesses learn more, faster.





Healthcare Projects and Partnerships

Government Authorities:

**Ministry of Health and
Prevention:** Tatmeen

Hospitals:

Dubai Health Authority:
Tarmeez



Healthcare Projects and Partnerships

In 2022, Tatmeen and Tarmeez will remain under focus as our priority healthcare projects in partnership with the Ministry of Health and Prevention (MOHAP) and the Dubai Health Authority (DHA) respectively. Both projects will enable the correct identification and tracking of drugs sold throughout the country and ensure a fully protected and transparent supply chain for medicines and pharmaceutical supplies.



Tatmeen

Tatmeen is a highly advanced track and trace platform by the Ministry of Health and Prevention in the UAE for pharmaceuticals and medical products that enables the identification and tracking of drugs sold in the UAE and ensures public health safety and the security of healthcare services at every step.



The drug tracking system will allow the identification and tracking of drugs sold in the UAE from a central command center using the unique GS1 standard serialized barcodes. Inspectors will be able to scan barcodes in stores, pharmacies, and hospitals, identify counterfeit and illegal drugs and service providers, and the public will be able to validate their medications using customized mobility solutions. The system will also enable supply chain stakeholders to track the movement of medicines.

Benefits

- Improve visibility, security, safety, and reliability of the pharmaceutical supply chain, reducing counterfeits and substandard medicines.
- Offer government-approved entities visibility of all products, movements, approvals, and supply levels.
- Provide real-time data and reports of pharmaceutical movements, non-authorized/expired drugs, and the ability to recall medicines, along with stock levels against strategic stock levels and forecasting trends.
- Position the UAE as a world leader in pharmaceutical serialization and supply chain innovation.
- Meet GS1 global serialization standards and provide interoperability with other governments.

The Role of GS1 UAE

- All secondary packing sold, imported, produced and supplied to the UAE must be serialized. Secondary packaging must have the following data elements on the packaging and encoded in a GS1 DataMatrix:
 1. Global Trade Item Number (GTIN)
 2. Randomized Serial Number
 3. Expiry Date
 4. Batch or Lot Number
- The marketing authorization holder, brand owner, manufacturer, or their subsidiaries shall register and upload the required product master data on GS1 UAE's platform (BrandSync).
- All supply chain actors located in the UAE must obtain a GLN (Global Location Number) from GS1 UAE to identify their organization, location, and other required information.



Tarmeez

DHA is working to create an integrated data platform to improve the recording and verification mechanism of DHA materials from the time that they are ordered to the time that they are received. Automating this process will ensure the health and safety of patients, safeguard material quality, and enable tracking of items throughout the supply chain from the manufacturer to the end users. The Tarmeez initiative streamlines the management of drugs and medical and non-medical material supplies. The project aims to build and activate a unified central repository for all material supplies in DHA's information systems and automate a smart receiving and issuing mechanism. This will eventually lead to happier and healthier communities and the establishment of an effective decision support system.



All pharmaceutical drugs sold in Dubai must have a GS1 Global Trade Item Number (GTIN) in order to be identified, and all pharmaceutical drugs must have a GS1 DataMatrix barcode on the secondary packaging that is encoded with the following Application Identifiers: a GTIN, Expiry Date, Batch Number, and Serial Number. The master data must then be uploaded on GS1 UAE's BrandSync portal, and the Global Location Number (GLN) you will be using for the track and trace system will be reported to GS1 UAE.

The products in scope for this project include supplied Rx drugs, supplied OTC drugs, vaccines, narcotics, food supplements, and herbal supplements.

Objectives

- Automate the ordering and receiving of drugs, medical devices, and non-medical devices supplied to DHA.
- Track items from manufacturers throughout its touchpoints till they reach the end-users.
- Build a central repository and sharing of master data on Brandsync for superior efficiency and credibility.
- Ensure better patient safety.
- Unique barcoding for better identification of all products.

Benefits

- Accurate information will result in safety and reduction of errors while ensuring efficient supply to DHA.
- All items supplied to DHA will now be uniquely identified.

The Role of GS1 UAE

- Provide barcodes for products and inform suppliers and manufacturers about following GS1 standards.
- Provide a platform where manufacturers can share their product details with suppliers and the Dubai Health Authority (DHA).
- Ensure the quality of data and be the single source of truth for all product master data supplied to the Dubai Health Authority (DHA).



Government Projects and Partnerships

Federal Tax Authority



Government Projects and Partnerships

GS1 standards are playing a crucial role in powering government projects in the UAE, one of the most notable ones being the Digital Tax Stamps (DTS) project by the Federal Tax Authority in the United Arab Emirates. The partnership was officiated in a bid to regulate the trading, traceability, and distribution of tobacco goods in the country.



In 2019, the Federal Tax Authority (FTA) of the United Arab Emirates introduced Digital Tax Stamps (DTS) to regulate the trade of tobacco products within the country in a bid to control and measure excisable goods. The FTA chose to adopt GS1 standards to achieve their goals for traceability. As a result, the UAE became one of the first countries in the world

to implement traceability to detect and control the distribution of tobacco products. Before FTA's adoption of GS1 standards, traceability and control of consumption and distribution of excisable products in the UAE faced several issues. They extended to the tobacco trade as well as the registration of all the products in scope.



Benefits

- GS1's global standards for identification, capturing, and data sharing enable transparency, efficiency in supply chain, interoperability, and an enhanced understanding of the level of regulatory compliance.
- Enhanced traceability and control of consumption and distribution of excisable products in the UAE.

The Role of GS1 UAE

- The FTA is now utilizing the GS1 system of standards that include Global Trade Item Number (GTIN), Serialized Global Trade Item Number (SGTIN), Global Location Number (GLN), Serial Shipping Container Code (SSCC), and Global Individual Asset Identifier (GIAI).
- The FTA is also leveraging the Electronic Product Code Information Services (EPCIS) for the tracking of events through the supply chain.
- The FTA requirements include the unique identification of the unit pack, the carton, the master case, and the logistic unit. The serialized identification for the carton and master case is found through the SGTIN, and identification for the logistic unit is obtained through the SSCC.
- Manufacturers, importers, and distributors are required to obtain a GLN for their identification as the operator or legal entity and their locations within the supply chain. The GIAI can be used to identify production lines. The FTA also require GS1 barcodes for the capturing of the necessary data, specifically the GS1 DataMatrix or GS1-128 for the carton and master case, and the GS1-128 for the logistic unit.
- The Federal Tax Authority has also chosen to use BrandSync, GS1 UAE's subsidiary, as the online portal on which all products are to be registered with the FTA as part of their scheme to regulate the consumption of excisable products sold in the UAE. These excisable products include tobacco and tobacco products, electronic smoking devices and the liquids used in them, sweetened drinks, carbonated drinks, and energy drinks.



Strategic Projects

Digital Passport

GS1 Activate

Verified by GS1

Migration to 2D Barcodes



Strategic Projects

The projects seek to completely revamp the way business is done in the healthcare and retail sectors and will bring more transparency and rapid supply chain protection across the board. This will ensure that buyers and consumers have a lot more confidence in the products they buy and access to high-quality, authentic, and verified information both inside and outside of the stores.



Digital Passport

We are living in a world where consumers and the trading community constantly need better information on products. At the same time, the market is proliferated with a multitude of approaches to data exchange. This has resulted in a decline in product data quality and has increased costs for both retailers and brand owners. At the end of the day, inferior product data is impacting sales with customers losing trust, particularly when it comes to e-commerce. The inconsistencies in product data and information are more prevalent in products found online.



GS1 UAE is part of a global drive led by GS1 Global and The Consumer Goods Forum to address weaknesses in data exchange processes. This would ensure that products have accurate and complete data in the digital world and consumers, retailers, and marketplaces have access to it.

This will result in simplified product listings, greater transparency, and reduced time-to-market for new or updated products, and a rapid reduction in counterfeit items. Customers and brands want to buy and sell with confidence. The pandemic has shown us just how important this is.

In March 2020, when the UAE went into lockdown, a major boom in online shopping was expected. People with allergies, compromised immune systems, food sensitivities, and the elderly were ordering food, medication, and more, online and needed protection. The significance of access to detailed and accurate information complete with photos, descriptions, and information on nutrition, allergens, ingredients, and producer claims really came to the fore during this time. To ensure that consumers have access to high-quality and reliable data online, Digital Passport is one of the key initiatives to remain under focus for 2022. The project has two sub-categories. These include Verified by GS1 and Activate.



GS1 Activate

Activate is a service that makes it easy for brands to put a unique barcode on each of their products. Whether they are selling in retail or other sectors, Activate helps businesses get their products listed fast. This results in more sales. Activate helps brands and businesses get barcode numbers for their products, generate barcode symbols, and share product data globally for retailers and marketplaces to access. Users have access to a personalised dashboard where they can add, view, and edit all of their products in one place.



Getting barcode numbers for the products

Barcode numbers (also called GTINs) identify each product uniquely and enable them to be sold anywhere in the world.

Generate barcode symbols

Once a barcode number is acquired, users can generate the barcode symbol to print on product packaging and also receive advice on how to print and place the barcode so it scans well first time.

Share your product data

The product data added to GS1 Activate will be made available globally so that retailers and marketplaces can view it.

Verified by GS1

E-commerce websites offer millions of products to consumers—and billions of barcodes are scanned in physical stores every day. Many retailers and marketplaces cannot confidently verify the products they sell using a single source of trusted product information. Now with Verified by GS1 buyers can feel confident about the products they are purchasing. By registering a GTIN with a minimum set of basic product information, brands can create an 'ID Card' for each of their products. Retailers and marketplaces can use this information to verify the identity of a product and gain faster, simplified access to brand-sourced, high-quality, and consistent product data.



Efficiency for brand owners

- Simplified data sharing process and faster time-to-market.
- Higher brand integrity by increasing data quality, visibility, and gaining market insights.

Efficiency for retailers

- Reduced time and costs to gather and verify data and lower risks of GTIN misuse.
- Faster listing and overall optimized business processes.

Trust for consumers

- More reliable product information and richer experiences.
- Increased satisfaction and fewer returns.

How Verified by GS1 works

With Verified by GS1, any GS1 member can access the basic brand-sourced product data and have the foundation they need to deliver trusted information to their consumers. All companies across the commerce ecosystem will benefit as access to accurate, consistent product data becomes seamless and more efficient.

Brand owners (data providers) prepare and upload core product attributes

The 7 core product attributes in scope for Verified by GS1 are: GTIN, brand name, product description, product image URL, global product classification code, net content, and unit of measure, countries of sale. The product data should be complete, accurate, and ready to upload.

Experience has shown that this requires broad commitment from organizations that goes beyond the supply chain. This means involvement from all functions in the product lifecycle.

Data recipients (retailers, marketplaces, solution providers, data pools, etc.) start retrieving data

All GS1 members can have access to the global GS1 Registry Platform through any participating GS1 office, using Verified by GS1 to query GTINs. Different capabilities are also available for querying the registry such as single GTIN query (via web interface), batch querying, or API connection.

Benefits of Verified by GS1:

By sharing GTINs and product attribute information through Verified by GS1, brand owners provide a single place for retailers and marketplaces to verify the presence of core attributes for product listings. Here are some of the common challenges around unique product identity that Verified by GS1 addresses:

- Different product versions share GTINs: Some brand owners use the same GTIN for several variations of a product, making product tracking almost impossible. For example, a product may come in multiple colors, but all of them would share the same GTIN, causing unnecessary overlap and confusion with retailers, marketplaces, and ultimately with the (online) customer.
- Recycled GTINs: Some brand owners reuse the same GTIN for every iteration of a product. For example, both new and old product models could share the same GTIN—even if the features and functions have changed entirely.
- GTIN use without ownership: Some brand owners accidentally use GTINs licensed to another company.
- Same product with multiple GTINs: This is caused both by brand owners who do not know their product does not need a new GTIN and/or who identify the same item multiple times to improve visibility and search placement.

Migration to 2D Barcodes

Migration to 2D barcodes is an ambitious long-term project that largely enables the future of the UAE's consumer goods industries. The project entails transitioning product packaging and point-of-sale scanners from legacy barcodes to smarter, more capable, and next-generation barcodes. GTIN or the GS1 Global Trade Item Number was a result of a group of people from the retail industry agreeing to collaborate, think big, and innovate to find a way to globally identify products. In 1971, their work resulted in the universal product code (UPC) which later became known as GTIN. The ubiquitous beep that is heard across retail chains and supermarkets is the sound of a GTIN being scanned.



However, consumers today have new and different expectations. They want to have more information on the products they purchase. That has led to a significant increase in the number of different barcodes on product packaging, causing confusion and wasting precious label space. GS1 is leading with industry toward a better solution: modern barcodes (such as QR codes and GS1 DataMatrix codes) that can hold more information than traditional barcodes. One scan of these next-generation barcodes can connect people up and down the supply chain to the information they need for inventory management, traceability programmes, sustainability initiatives, consumer engagement actions, and more.

The 2D barcode is a promise to unlock a full dimension of capabilities that will enable and usher in a new era of efficiencies and smarter buying and selling. Unlike legacy barcodes that mostly served the requirements of retailers, the revamped 2D barcodes will serve the entire supply chain from manufacturers to retailers, logistics providers, solution partners, and consumers. Over 50 years ago when GTINs were created, they transformed the world of global commerce forever. We believe it's now time for the next generation of barcodes to once again revamp the industry for the better and meet the challenges of the new century.

Why evolve to 2D now?

Current 1D barcodes are limited in their ability to meet new consumer requirements. 2D codes, which include QR Code and Data Matrix, are already appearing on product packages in addition to EAN/UPC barcodes. Yet today these codes are often put on packaging to address only a single use case. By leveraging GS1 standards, a single 2D barcode with a GS1 GTIN inside can serve multiple purposes simultaneously. It can enable limitless opportunities such as providing consumers with the information they need and powering a global supply chain.



Does that mean the end of 1D barcodes?

1D barcodes (EAN/UPC barcodes) will coexist with 2D for as long as there are uses for them. All Manufacturers and Brands need to include, at a minimum, the Global Trade Item Number (GTIN®) in every barcode on pack to provide a foundation where 2D codes can enable new opportunities.

All scanners will be able to read any barcode

The 2D future will ensure flexibility and choice of barcode for brands and retailers. Scanning systems (including mobile phones) must be able to read and process the desired data from any standard barcodes that may appear on a product. GS1 is conducting global, consistent, and impartial testing to ensure that scanner systems can process and ingest the right information regardless of which (and how many) barcodes are on a product. The goal of this work is to unlock new capabilities for consumers and the industry.

Ambition for 2027

The companies of the GS1 Board have agreed to align on the ambitious goal of transitioning from legacy linear 1D barcodes to new, more capable 2D barcodes on pack with an initial goal of Retail POS scanners globally capable of reading and processing both old and new barcodes by the end of 2027.

Value for all stakeholders

Consumers use their powerful smartphones to learn about products inside and outside of the store. Brand manufacturers will be able to integrate their supply chain and consumer engagement goals into one barcode strategy. Retailers will realize a variety of benefits including improved inventory management. Solution providers will also benefit by providing systems and tools to enable the new 2D world.

Technology is advancing across the world

How capable are retail POS scanners at processing 2D barcodes? Projections anticipate that more than 50% of global retailers will be 2D capable by 2023. Global retailers continue to upgrade their fixed and hand-held scanners with 2D capable scanners at a rapid rate. Additionally, every smartphone camera is able to instantly read some 2D codes. We expect that 2D scanning adoption will grow at different rates around the world, but one thing for sure: those that accelerate through this transformation fastest will be best positioned to unlock valuable new capabilities.



Services

BrandSync

My Numberbank

Professional Advisory Services

Trainings

BrandSync

Brandsync is a smart, collaborative, and efficient product information and management hub. The intuitive technology transforms and simplifies the way businesses manage product content across their multiple channels.



Features and benefits

- With its product information management feature, Brandsync stores and organizes all product data in one central location, allowing businesses to manage it in a hassle-free way.
- Its digital asset management feature helps businesses consolidate their data and provides them with a purpose-built location to sort their digital assets. It also automatically maps uploaded files to corresponding product information, thereby saving valuable time and minimizing errors.
- Brandsync makes product content distribution simpler and more systematized. It's consistent format and single source program allows users to easily locate the information they need.
- The platform allows for easy and smart collaboration between brands and retailers where they can store, share, enrich and manage product data and digital assets in one place.
- The platform ensures excellent quality product data and reduces errors.
- Brandsync has been specifically designed to address the challenges that brands face in distributing their product information to multiple retailers in different formats.

A screenshot of the BrandSync Product Catalog interface. The interface has a purple header bar with the BrandSync logo and navigation links. Below the header, there's a search bar and a filter section. The main area displays a table of product data. The table has columns for Product ID, Product Name, Product Type, Brand, Status, and Actions. The data rows show various products, including smartphones and accessories, with their respective details and status indicators.

Product ID	Product Name	Product Type	Brand	Status	Actions
1000000001	Apple iPhone 12 Pro (128GB) - Space Gray	Smartphone	Apple	Active	View Details
1000000002	Apple iPhone 12 Pro (128GB) - Silver	Smartphone	Apple	Active	View Details
1000000003	Apple iPhone 12 Pro (128GB) - Blue	Smartphone	Apple	Active	View Details
1000000004	Apple iPhone 12 Pro (128GB) - Red	Smartphone	Apple	Active	View Details
1000000005	Apple iPhone 12 Pro (128GB) - Green	Smartphone	Apple	Active	View Details
1000000006	Apple iPhone 12 Pro (128GB) - Purple	Smartphone	Apple	Active	View Details
1000000007	Apple iPhone 12 Pro (128GB) - Yellow	Smartphone	Apple	Active	View Details
1000000008	Apple iPhone 12 Pro (128GB) - Orange	Smartphone	Apple	Active	View Details
1000000009	Apple iPhone 12 Pro (128GB) - Pink	Smartphone	Apple	Active	View Details
1000000010	Apple iPhone 12 Pro (128GB) - White	Smartphone	Apple	Active	View Details
1000000011	Apple iPhone 12 Pro (128GB) - Black	Smartphone	Apple	Active	View Details
1000000012	Apple iPhone 12 Pro (128GB) - Gray	Smartphone	Apple	Active	View Details
1000000013	Apple iPhone 12 Pro (128GB) - Silver	Smartphone	Apple	Active	View Details
1000000014	Apple iPhone 12 Pro (128GB) - Blue	Smartphone	Apple	Active	View Details
1000000015	Apple iPhone 12 Pro (128GB) - Red	Smartphone	Apple	Active	View Details
1000000016	Apple iPhone 12 Pro (128GB) - Green	Smartphone	Apple	Active	View Details
1000000017	Apple iPhone 12 Pro (128GB) - Purple	Smartphone	Apple	Active	View Details
1000000018	Apple iPhone 12 Pro (128GB) - Yellow	Smartphone	Apple	Active	View Details
1000000019	Apple iPhone 12 Pro (128GB) - Orange	Smartphone	Apple	Active	View Details
1000000020	Apple iPhone 12 Pro (128GB) - Pink	Smartphone	Apple	Active	View Details
1000000021	Apple iPhone 12 Pro (128GB) - White	Smartphone	Apple	Active	View Details
1000000022	Apple iPhone 12 Pro (128GB) - Black	Smartphone	Apple	Active	View Details
1000000023	Apple iPhone 12 Pro (128GB) - Gray	Smartphone	Apple	Active	View Details
1000000024	Apple iPhone 12 Pro (128GB) - Silver	Smartphone	Apple	Active	View Details
1000000025	Apple iPhone 12 Pro (128GB) - Blue	Smartphone	Apple	Active	View Details
1000000026	Apple iPhone 12 Pro (128GB) - Red	Smartphone	Apple	Active	View Details
1000000027	Apple iPhone 12 Pro (128GB) - Green	Smartphone	Apple	Active	View Details
1000000028	Apple iPhone 12 Pro (128GB) - Purple	Smartphone	Apple	Active	View Details
1000000029	Apple iPhone 12 Pro (128GB) - Yellow	Smartphone	Apple	Active	View Details
1000000030	Apple iPhone 12 Pro (128GB) - Orange	Smartphone	Apple	Active	View Details
1000000031	Apple iPhone 12 Pro (128GB) - Pink	Smartphone	Apple	Active	View Details
1000000032	Apple iPhone 12 Pro (128GB) - White	Smartphone	Apple	Active	View Details
1000000033	Apple iPhone 12 Pro (128GB) - Black	Smartphone	Apple	Active	View Details
1000000034	Apple iPhone 12 Pro (128GB) - Gray	Smartphone	Apple	Active	View Details
1000000035	Apple iPhone 12 Pro (128GB) - Silver	Smartphone	Apple	Active	View Details
1000000036	Apple iPhone 12 Pro (128GB) - Blue	Smartphone	Apple	Active	View Details
1000000037	Apple iPhone 12 Pro (128GB) - Red	Smartphone	Apple	Active	View Details
1000000038	Apple iPhone 12 Pro (128GB) - Green	Smartphone	Apple	Active	View Details
1000000039	Apple iPhone 12 Pro (128GB) - Purple	Smartphone	Apple	Active	View Details
1000000040	Apple iPhone 12 Pro (128GB) - Yellow	Smartphone	Apple	Active	View Details
1000000041	Apple iPhone 12 Pro (128GB) - Orange	Smartphone	Apple	Active	View Details
1000000042	Apple iPhone 12 Pro (128GB) - Pink	Smartphone	Apple	Active	View Details
1000000043	Apple iPhone 12 Pro (128GB) - White	Smartphone	Apple	Active	View Details
1000000044	Apple iPhone 12 Pro (128GB) - Black	Smartphone	Apple	Active	View Details
1000000045	Apple iPhone 12 Pro (128GB) - Gray	Smartphone	Apple	Active	View Details
1000000046	Apple iPhone 12 Pro (128GB) - Silver	Smartphone	Apple	Active	View Details
1000000047	Apple iPhone 12 Pro (128GB) - Blue	Smartphone	Apple	Active	View Details
1000000048	Apple iPhone 12 Pro (128GB) - Red	Smartphone	Apple	Active	View Details
1000000049	Apple iPhone 12 Pro (128GB) - Green	Smartphone	Apple	Active	View Details
1000000050	Apple iPhone 12 Pro (128GB) - Purple	Smartphone	Apple	Active	View Details

My Numberbank

My Numberbank allows GS1 members to manage their barcodes, GS1 numbers, and product information in one place. It is the official database that enables users in the UAE to assign Global Trade Item Numbers (GTINs) and product data. With the Numberbank, users can also create and manage other GS1 numbers such as Global Location Numbers (GLNs) and GTIN-14s while creating barcodes for their products and packaging.

Why use My Numberbank?

Creating GTINs in My Numberbank means all of a brands' products are registered in a single secure location. It's important to do this because it means an official, globally recognized record is created – associating brands with all their products. This record is used by the business' customers to authenticate GTINs before making the product available to end-users.

Features and benefits

- Users can find and allocate product identifiers to each of their products. This ensures that they stay within their licensed GS1 UAE Company Prefix capacity. It also shows users how many GTINs they have assigned and how many they have left.
- It allows for safe and secure product information and captures data against each product identifier in a single place. This means users can work more efficiently knowing their product data is automatically organized. It also eliminates the need to create and use multiple spreadsheets to manage product information which can result in erroneous data entries. My numberbank also backs up users' product information in a secure and password-protected online location.
- Users can get real time access to their product identifiers and data any time and from anywhere. Users can download and upload data in .csv format which they can then easily share with trading partners and online platforms.
- My numberbank is a service that diminishes and eradicates mistakes and maintains data integrity of product identifiers and products both online and offline. Customers can easily create, manage, and share GTINs and barcodes. My Numberbank automatically incorporates the GS1 Company Prefix and calculates the entire GTIN for customers. Users can also feel confident that GTINs and barcodes that they create are properly formatted and follow GS1 standards. This means customers can enjoy brand control through their online product data. By 2023, the NumberBank will have newer, more enhanced features.

Professional Advisory Services

Fully leveraging GS1 Standards to optimize supply chain requires a keen understanding of GS1 Standards and deep knowledge of industry best practices for applying those standards to specific business processes. Due to this, customers may encounter technical or business challenges within their organisations. This is where the GS1 Advisory Services team can become their collaborative partner and enable them to overcome these obstacles.

GS1 UAE® is uniquely qualified to support you. We have the right mix of technical and business expertise and a proven track record of applying global standards to maximize supply chain efficiencies.

How we help?

- GS1 UAE's Professional Advisory Services helps customers assess opportunities to improve their data quality and identify solutions to get there.
- The Advisory helps expedite the implementation or deployment of GS1 Standards into a customer's business processes.
- The Advisory enables preparation for regulatory requirements.
- The team also provides virtual and on-site training on several topics including GS1 Standards fundamentals, GS1 Standards for traceability, Global Trade Item Number (GTIN) Management Standards, Data quality assessment and data governance, and opportunities to offer especially curated training opportunities to meet each business's unique requirements.

Advisory Services industry expertise

Though GS1 Standards are universal, some industries face distinct challenges and opportunities. GS1 UAE delivers advisory services tailored to these sectors, including:

Retail

- Development of supplier on-boarding processes requiring integration of GS1 Standards.
- Readiness assessments, targeted pilot, or implementation planning and support.
- Process improvements to support supply chain efficiency.

Foodservice/ Retail Grocery

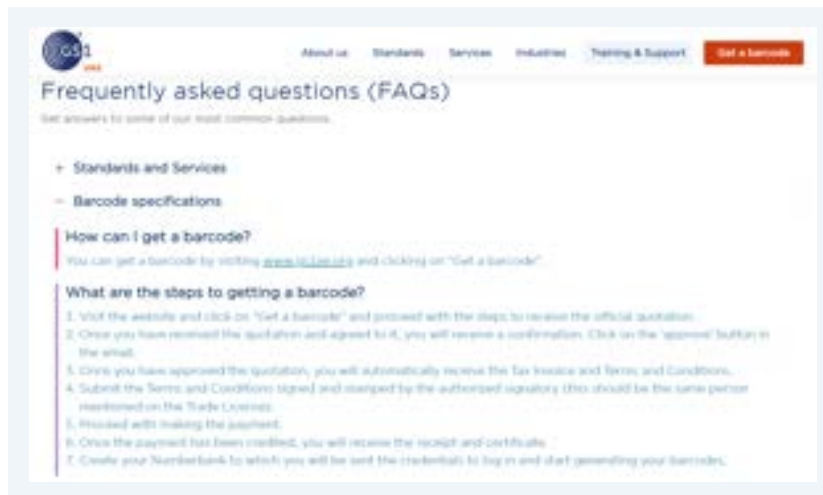
- Business process mapping to maximize the benefits of GS1 Standards.
- Data governance assessments, data quality guidance, and training.
- Traceability solutions for improved supply chain visibility and food safety.
- Customised product data management support.

Healthcare

- Implementation readiness for preparing to address regulatory requirements
- GS1 Standards education and resources
- Business process mapping and gap analysis to facilitate enterprise-wide use of GS1 Standards

Trainings

Online, classroom, and in-company training course options are also available for those interested. Course catalogs are available on the GS1 UAE website and cover GS1 standards, solutions, and services in detail. A variety of detailed guides are also available on the website on barcoding along with detailed FAQs. GS1 UAE also provides trainings via phone calls and is available for in-person trainings.



GS1 UAE: An Ever-Growing Family

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