

Press release
29 May 2019

EuroCommerce and GS1 in Europe agree to strengthen cooperation

EuroCommerce and GS1 in Europe have today signed a Memorandum of Understanding (MoU) to work more intensively together in the field of supply chain cooperation, standards, and technologies. The MoU foresees effective and regular exchanges on matters of common interest like product identification, traceability and sustainability, data capture and sharing, and supply chain management. Both organisations highlighted that a number of their respective member associations and companies are already working together at national and global level.

EuroCommerce Director-General, Christian Verschueren commented:

“The MoU recognises GS1’s long experience in supply chain communication and standard-setting. Common voluntary standards are a central element of supply chain security, international and European trade facilitation, and implementation of European regulations at national level. The MoU will help us identify, develop and implement programmes and projects with a clear benefit for the retail and wholesale sector.”

François Deprey, Chairman of GS1 in Europe and CEO GS1 France, affirmed:

“GS1 in Europe is the natural place where companies of all sizes meet and find common solutions based on open standards to solve data issues to meet legislative requirements and/or consumers’ needs of industrial decisions. Industry 4.0 and the circular economy are perfect examples on why companies need to develop digital twins at the benefit of consumers, partners and institutions. Joining forces with EuroCommerce, the principal EU organisation for the retail and wholesale sector, will provide GS1 in Europe the content and directions needed to achieve those goals.”

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[EuroCommerce](#) is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 31 countries and 5.4 million companies, both leading global players such as Carrefour, Ikea, Metro and Tesco, and many small businesses. Retail and wholesale provide a link between producers and 500 million European consumers over a billion times a day. It generates 1 in 7 jobs, providing a varied career for 29 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.

[GS1 in Europe](#) is a leading organisation dedicated to the implementation of GS1 global standards, services and solutions to improve the efficiency and visibility of products and locations internationally and across sectors in Europe. With its 48 National Member Organisations, GS1 in Europe creates a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets; it enables visibility through the exchange of accurate and reliable data. GS1 in Europe empowers business to grow and improve their efficiency, safety, security and sustainability.

