

Why You Should Participate in GSMP

GSMP Needs You

GSMP is the process through which GS1 Standards are created and maintained. It is based on collaboration and driven by business need. It relies on business people like you participating and sharing their knowledge and experience. Without this participation the standards would not meet real needs and therefore would not be used.

Companies don't need to compete with each other on supply chain standards: you might compete by implementing the standards faster or better and so getting more benefit from them. But it is everyone's interests to have standards that are fit for purpose and widely recognised. Standards making is a collaborative exercise.

Influence the Standards

You believe your company has good processes, so make sure that the standards suit them. If you don't, the standards could end up reflecting sub-optimal processes. That would mean that you could be faced with the choice either to adopt standards that don't exactly match your needs or not to comply with the standards. Both options carry unnecessary cost.

The dialogues at GSMP enable you not only to challenge the industry and defend your position, but at the same time provide the environment for you to challenge yourself.

Remember that GS1 standards are always created through a global process: national and regional processes have to feed the GSMP and should not exist in isolation. Yet Europe is under-represented in GSMP, which brings the risk that European requirements will carry less weight.

Learn from Others

Companies face similar barriers to effective supply chain operation. GSMP provides the opportunity to talk to people in your discipline, who are on your wavelength, to share experiences and to learn how others have tackled the sort of problems that you face. So participation can help you to solve your business problems. This opportunity to cross-fertilise business ideas comes from regular telephone conferences, twice yearly GSMP events and e-room facilities that are the basis for GSMP's operation.





Understand your Trading Partners

If you're a retailer, meet your suppliers; if you're a manufacturer, meet your customers and suppliers. In this way you might get to understand your trading partners better and be in a better position than your competitors to get things done.

Stay Up-To Date

Being involved in the process of making standards is the best possible way to know what's going on, what the future developments are and what benefits are going to be available to your business. You might even learn about existing standards that you hadn't previously fully recognised. You can understand how to leverage new Supply Chain innovations

Project your Corporate Image

Does your company want to be perceived as a good "corporate citizen"? Contributing to community standards is a great way to convey a positive image and to be seen to be acting in the interests of industry at large.

Have Fun

It's true: standards-making can be fun and the camaraderie that exists within GSMP is an added bonus.

European Leveraged Support

There is a great deal of diverse activity in GSMP and it is important that European users' interests are expressed persuasively so that European needs are met by the standards that are developed. This requires a managed network of European GSMP participants to ensure that relevant developments are identified and that appropriate responses are co-ordinated.

In order to maximise the extent to which the functional requirements of European companies are met by GS1 standards and to improve European involvement in GSMP GS1 in Europe launched and operates the project, called European Leveraged Support in GSMP.

Contact GS1 in Europe!

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