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Saphety participates in the GS1 Global Forum 2018

Saphety attended the leading event on best practices in the supply chain that took place in Brussels, the GS1 Global Forum 2018.

Saphety attended the GS1 Global Forum 2018, an event that is considered to be the most notorious event regarding the best practices in the multiple levels of the supply chain, at both sectoral as process and technology levels. This event took place in Brussels, from February 26th to March 2nd, and was organized by GS1 - Global Standards One (gs1.org). Saphety was one of the sponsors and a participating company with its Data Synchronization - SaphetySync (digital asset management and master data synchronization) solution.

The GS1 Global Forum had more than 800 participants from 90 countries. This year's edition focused on topics such as traceability in the health and consumer products sectors, the quality of the information provided and the different needs of the multiple distribution channels, where the *omnichannel* and the *ecommerce* currently appear as the most priority areas. It continues to be an event based on the discussion of ideas about the state of the value chain in its several aspects, future trends and the specific realities of each country.

In this year's edition, we highlight the presentation of the first *proof of concept* using technologies supported in blockchain and the strategy to be followed by GS1 to complement the Global Data Synchronization Network (GDSN) with the introduction of the GS1 Cloud. This was, above all, a barrier-free meeting between all the stakeholders who participate, in some way, in the several steps that compose the supply chain, from producers and manufacturers, to distributors, technology providers (such as Saphety) and even entities that represent the consumer.

Regarding Saphety's presence at the GS1 Global Forum, in which it was represented by Fernando Pereira, director of Saphety's Data Synchronization unit and Nuno Fernandes, responsible for the international business development, Nuno Fernandes states that "as Saphety is one of the product data synchronization technology world's leading providers between producers and retailers (MDM - Master Data Management) and digital asset management (DAM) in full compliance with the standards defined by GS1, it is essential that we are represented, not only to follow the trends, but also to contribute with our experience in its development".

"The GS1 Global Forum is a privileged showcase to present Saphety's vision on the next steps regarding MDM and DAM technology, taking into account the GS1 standards, to all *stakeholders*, but also to consolidate the relationship with Saphety's customers in this business area, such as Brandbank Nielsen, ECR Russia, Global Halal Data Pool, GS1 Colombia, GS1 Finland, GS1 Greece, GS1 Mexico, GS1 Portugal, GS1 Sweden, among others", the executive added.

GS1 is a global organization formed by 111 Member Organizations, which together represent more than 1 million companies in more than 150 countries and with more than 5 billion bar codes read daily around the world.

About Saphety

Saphety (saphety.com) is a leading company in solutions for electronic documents exchange, electronic invoicing and data synchronization amongst companies. Currently, its client portfolio has over 3800 companies and over 140 thousand users throughout more than 37 countries.