

#### Welcome

Amsterdam, 4 October 2011
Paul Voordeckers, GS1 Global Office





## Standards are boring. Think again.



### Standards are fun. So are we.



# Standards are great. Should everyone have their own?



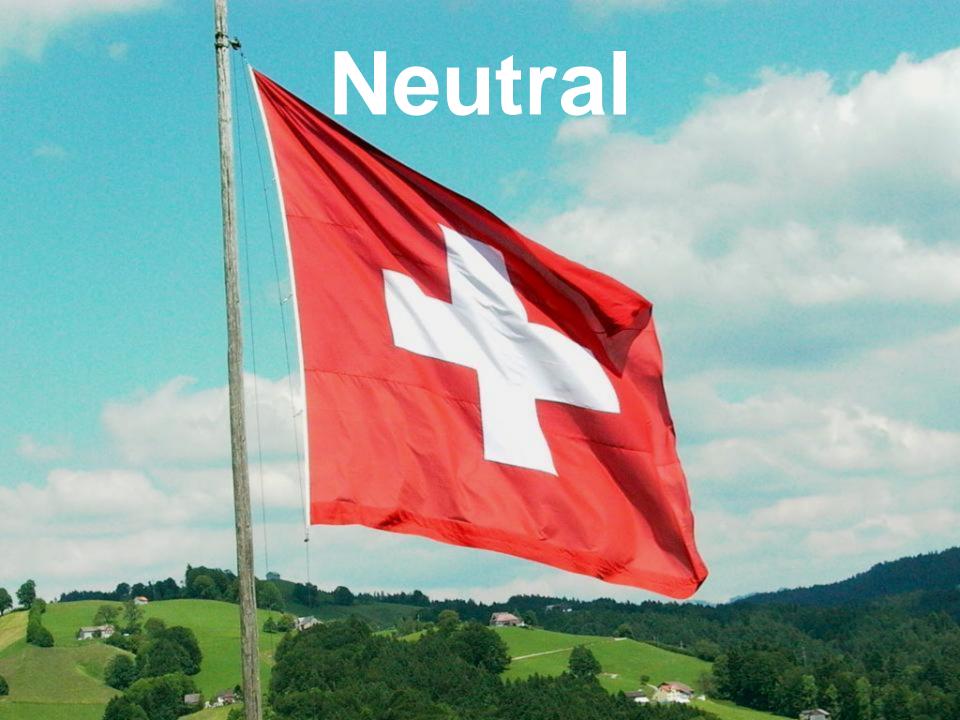


#### Not your usual organisation...









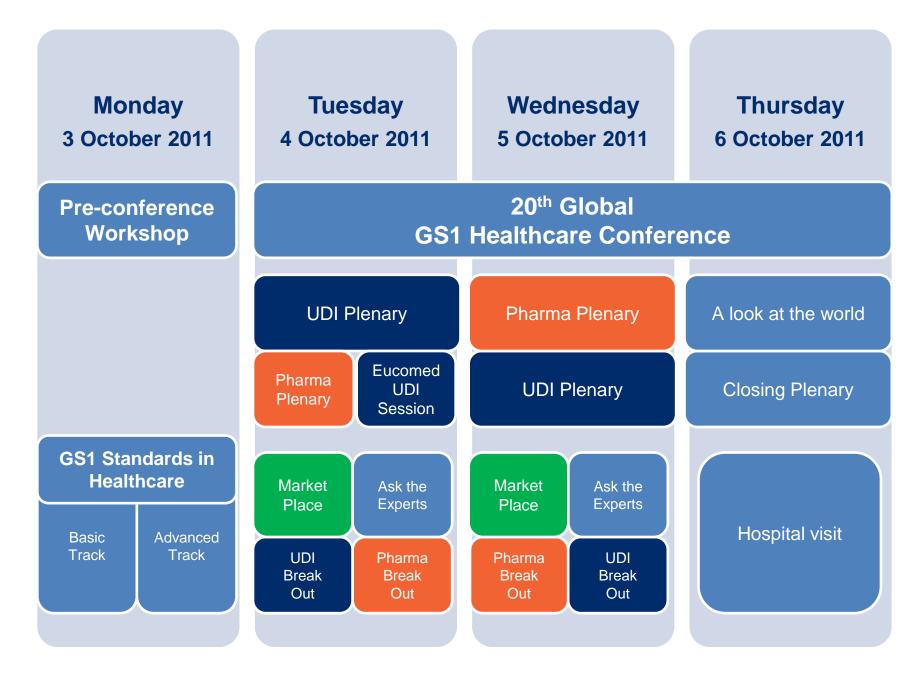




#### Not your usual conference...









### "Act as if what you do makes a difference. It does."

William James



