

PRESS RELEASE

A new partnership between GS1 Italy and Alibaba Italia

A joint initiative of GS1 Italy and Alibaba Italia to encourage Italian brand owners to adopt GS1 standards. The mission: helping consumers find, compare and buy products more easily.

Milan, 27 March 2017 - **GS1 Italy** and **Alibaba Italia** have joined forces to encourage Italian companies to adopt GS1 standards, which allow master data and product information to be aligned, thus enabling the supply chain to be managed in an efficient and secure way, as well as assuring guaranteed purchases, without any inconveniences, for 443 million Chinese consumers.

GS1 Italy and Alibaba Italia have signed a collaboration agreement to inform the Italian brands active on the Chinese e-commerce portal about the benefits of adopting GS1 standards and to support them throughout the implementation stage.

This initiative represents another important step of a more general agreement that was signed last September between **Alibaba Group, GS1** and **GS1 China**, in which the Chinese e-commerce leader adhered to the GS1 **Global Trade Item Number (GTIN)** and **Global Data Synchronization Network - GDSN®** standards, suggesting brands owners to do the same, so that their products sold worldwide through e-commerce can have a single, common "ID card", and to share all product information online.

"The partnership between GS1 Italy and Alibaba Italia," said **Bruno Aceto**, CEO of GS1 Italy and Chairman of GS1 in Europe "originates from our desire to promote the standardisation of product information and to support Italian companies who are active on this important portal, providing them with the tools they need to supply Chinese consumers with complete and accurate information on their products."

Rodrigo Cipriani Foresio, Managing Director of Alibaba for Southern Europe, commented: "We are delighted to have signed this agreement with GS1, which strengthens our dedication to supporting all Italian companies who want to enter the Chinese market through Alibaba. Today, more than 1,000 Italian brands can already be found on our platforms and approximately 150 Italian companies have opened a

flagship store on Tmall or Tmall Global. We are confident that this agreement will further boost trading with the Chinese market, which will lead to greater business opportunities for the over 440 million buyers who, every year, use our platforms. As a matter of fact, Chinese consumers are becoming increasingly demanding and are more and more interested in international products, especially Italian ones, which stand for quality and authenticity: this collaboration in promoting the use of GS1 standards will allow them to purchase our products in an even more secure and transparent way.”

A series of communication and marketing initiatives will be organised by GS1 Italy and Alibaba Italia with the aim to increase awareness among Italian companies of the GS1 solutions adopted by the Chinese portal: the **GTIN** (Global Trade Item Number), which allows each product to be identified uniquely, the **GS1 GDSN® - Global Data Synchronization Network**, the standard behind **Allineo** - GS1 Italy's data pool service that enables product information to be aligned between manufacturers and retailers - and **Immagineo** - the *digital brand content management* service created by GS1 Italy, which allows product images and full, detailed product information to be exchanged online.

The benefits

Using the GS1 GTIN means:

- Ensuring the proper identification and traceability of products all over the world.
- Avoiding errors in logistics processes (order, shipment, managing returns, etc.).
- Allowing products to be marketed in all the sales channels, also online, of all Italian and international suppliers.
- Making sure your products are visible to consumers when searching the Web.

Joining the GS1 GDSN means:

- Efficiently managing your supply chain.
- Providing the information required for compliance with laws and regulations.
- Responding to consumers' requests for information and transparency.
- Providing consumers with quality information on products.
- Having the opportunity to check information relating to brands/manufacturers.
- Enhancing the image and integrity of your brands internationally.
- Improving the e-commerce buying experience globally.



The Global Language of Business

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GS1 Italy is the Italian non-profit association gathering 35 thousand manufacturers and retailers in the fast moving consumer goods industry. It aims to facilitate beneficial dialogue and cooperation between companies, associations and institutions in order to create value, efficiency, innovation, to give more impetus to businesses and more benefits to the consumer. GS1 Italy offers concrete solutions such as the GS1 system of standards to promote visibility and efficiency of the value chain. The best known is the barcode, used in Italy and in over 150 countries in the world, it allows for the exchange of information between manufacturers and retailers with clarity, simplicity and without error. It also offers techniques, tools and business strategies: these are the shared ECR processes.

web: gs1it.org - tendenzeonline.info

twitter: [@GS1Italy](https://twitter.com/GS1Italy) - [@tendenzeonline](https://twitter.com/tendenzeonline)

Alibaba Group - Alibaba Group's mission is to make it easy to do business anywhere. Alibaba is the largest retail commerce company in the world in terms of GMV in the twelve months ended March 31, 2016. Founded in 1999, the company provides the fundamental technology infrastructure and marketing reach to help merchants, brands and other businesses that provide products, services and digital content to leverage the power of the Internet to engage with their users and customers.