



40th GS1 Healthcare Global Conference

4-6 November 2025 | Brussels, Belgium

Official Programme

The GS1 Healthcare Conference convenes healthcare leaders, regulators, hospitals, suppliers, and solution providers from all over the world to explore how GS1 standards are shaping the future of traceability, digital health, and patient safety.

Over three days, you'll dive into expert-led plenaries, interactive breakout sessions, and real-world use cases from pharmaceutical and medical device traceability to EHR integration, online pharmacy, and global regulatory shifts. Whether you're driving innovation in hospitals or enhancing product safety in global supply chains, this is the place to connect, learn, and lead!

Please note that this is the preliminary version of the official programme. Additional session details, leads, and speakers will be updated in the coming days. For the latest information, visit the conference website at healthcareconference.gs1.org

Times are CET (Brussels).

Tuesday – 4 November

› 07:30 - 08:15

Registration and Welcome coffee

› 08:15 - 08:30

PLENARIES

Opening plenary session

Open to all attendees.

› 08:30 - 09:10

PLENARIES

Strategic Horizons: The Next Chapter in GS1 Healthcare

GS1 standards have become central to protecting patients and ensuring trust in healthcare. In this session, leaders and advocates look ahead to the next five years—exploring how global standards, trusted data and interoperability enables safer smarter healthcare.

Open to all attendees.

› 09:10 - 10:30

PLENARIES

Healthcare Future in our hands: Empowering the Next Generation of Healthcare Systems

Technology, creativity, and human-centered design are converging to reimagine what healthcare can be more predictive, more personalised, and more connected than ever before. Imagine a world where global standards, digital trust, and bold innovation empower healthier lives and safer systems for generations to come.

Open to all attendees.

› 10:30 - 11:15

Networking coffee break

› 11:15 - 12:05

Hospitals with Full Visibility: The Power of Real-Time Traceability

This session explores how digital traceability is revolutionising hospital operations by enabling real-time visibility across the entire patient pathway. Attendees will learn how seamless tracking of every patient, every product and every place contributes to smoother workflows, significant error reduction, and enhanced patient safety in today's complex healthcare ecosystems. Beyond the familiar benefits the discussion will highlight how comprehensive traceability delivers real Return On Investment and tangible impact in clinical settings.

Open to all attendees.

› 12:05 - 12:15

Introduction to conference charity: KickCancer

About KickCancer: KickCancer is a Belgian foundation dedicated to eradicating childhood cancer. By funding cutting-edge research and advocating for better treatments specifically tailored to children, KickCancer empowers families and unites researchers, policymakers, and the public in the fight against pediatric cancers. Their mission is simple yet bold: to cure every child, everywhere.

Open to all attendees.

› 12:15 - 13:30

Networking Lunch brought to you by Pfizer

› 13:30 - 14:30

The 'GS1 Healthcare Experience': A Guided Journey Through Traceability!

NEW!

Step into the 1000m² Marketplace (Redwood room) and discover how GS1 standards come to life across the entire healthcare supply chain. Join a guided tour that takes you on a storytelling journey through exhibitor booths, from manufacturing and packaging, to distribution, hospitals, pharmacies, and ultimately the patient.

Along the way, you'll see innovative solutions from companies such as Arvato, Avery Dennison, Byrd Health, Domino, EM Microelectronic, CCL Healthcare, Merck, MM Newport, SeaVision, SoftGroup, Systech International, Wipotec, or Zebra.

Each stop highlights how global standards enable safety, efficiency, and visibility at every step of the product and patient pathway. Tours are interactive, time-efficient, and designed to help you connect the dots across technologies, providers, and real-world applications.

Whether you are new to GS1 or looking to deepen your understanding, this is your chance to experience healthcare traceability in action.

› 13:30 - 14:00

MEET THE EXPERTS SESSIONS

Meet the Experts #1 with Domino: 'The Strategic Value of Serialisation Compliance'

What you'll hear about:

This presentation explores the evolving role of serialisation in the pharmaceutical and life sciences sectors, highlighting its transformation from a regulatory requirement to a strategic enabler. It outlines how serialisation supports global compliance, enhances patient safety, strengthens supply chain resilience, reduces environmental waste, and drives innovation. Through real-world examples and forward-looking insights, the session demonstrates how digital coding and traceability technologies can unlock operational efficiencies, safeguard public health, and meet the demands of Pharma 4.0. Attendees will gain a comprehensive understanding of how a unified serialisation strategy can deliver value across the entire product lifecycle.

› 14:00 - 14:30

MEET THE EXPERTS SESSIONS

Meet the Experts #2 with Osapiens: 'Let's demystify UDI registration'

What you'll hear about:

Key success in surfing is about learning how to read waves, physical preparation, selecting the right material, and practice: this ensures the surfer flies over the increasing waves instead of drowning, and gets lots of fun out of it.

This is not fundamentally different from being successful in navigating around the UDI regulations proliferating globally. With EUDAMED being mandatory in 2026 for UDI and Vigilance, and other jurisdictions currently implementing their own UDI databases in Australia, Switzerland, Great-Britain, Brazil, Colombia or Egypt, Regulatory Affairs people must familiarize themselves with the laws, but also ensure their companies implement a global vision and strategies to efficiently handle those proliferating requirements and select the right tools to support them.

This session, together with our customer bioMérieux, a leading IVD manufacturer worldwide, is your opportunity to learn from concrete examples how successful companies tackle this increasing challenge and what skills and processes you need to develop to be ahead of the curve list the successful surfers.

Key topics include:

- Comparison between key UDI regulations worldwide
- Analysis of corporate strategies to handle UDI globally
- Technical requirements to support regulatory compliance.

› 14:30 - 15:20

BREAKOUT SESSION

Online Pharmacies & Digital Traceability

As e-pharmacy grows, authenticity, safe fulfilment and trusted product information are paramount. This session explores how GS1 standards can verify and secure online pharmaceutical supply chains—deterring falsified medicines, enabling consistent cross-border processes, and linking on-pack codes to reliable digital content.

Open to all attendees.

From Aid to Ownership: Building Self-Sustaining Systems

Africa is at a pivotal moment in shaping the future of standards and verification solutions. Moving from aid dependency to local ownership requires new models that harness innovation, financing, and the region's freedom from legacy systems. This session brings together voices from government, industry and development partners, to explore how sustainable business models and partnerships can catalyse this transition. Together, we'll discuss practical pathways for building resilient, locally driven solutions that move Africa from aid to ownership.

Open to all attendees.

› 15:20 - 15:50

Networking coffee break

› 15:50 - 16:40

BREAKOUT SESSION

Standardised Patient Identification at Point of Care

With the increase in GS1 patient demographic identifiers, this session explores how GS1 identifiers are used to support the verification of patient identification for the purposes of positive patient identification.

Open to all attendees.

From Intent to Action: Country Journeys Toward Verification and Traceability in Health Supply Chains

Verification and traceability are reshaping health supply chains—reducing falsified-product risk, improving visibility, and enabling data-driven decisions. This session brings together country perspectives from Africa at different stages of implementation to share what worked, what didn't and what's next, highlighting pragmatic adoption paths and the critical role of global data standards in building sustainable, interoperable systems.

Open to all attendees.

› 17:00 - 18:00

BREAKOUT SESSION

International Government Healthcare Supply Chain ThinkTank

Invitation only.

› 18:00 - 19:00

Welcome drinks & Networking Reception at the Marketplace brought to you by Merck

Wednesday – 5 November

› 08:00 - 08:30

Welcome coffee

› 08:30 - 09:30

BREAKOUT SESSION

Digital Labeling Opportunities: Future-ready solutions for compliance and efficiency

This session will explore how digital labelling is advancing globally and what this means for global alignment. How can GS1 standards support compliance, reduce complexity and improve efficiency across the supply chain? The session will show how that transparent, accessible product information can empowers patients.

Open to all attendees.

› 08:30 - 09:30

BREAKOUT SESSION

Optimising Master Data Sharing for Better Healthcare Outcomes

Reliable, standardised product master data is critical for safe and efficient care. In this session, we will explore how hospitals and supply chain partners are streamlining internal systems, enhancing collaboration with suppliers, and implementing national strategies. Real-world insights will highlight both the impact and the challenges of making trusted data flow across the healthcare ecosystem.

Open to all attendees.

› 09:30 - 10:25

PLENARY SESSION

Advancing Healthcare Through Global Standards Collaboration

This session highlights the essential role GS1 plays in advancing digital health by fostering global collaboration on standards. Attendees will learn how GS1 contributes to the development of system compatibility frameworks that enable seamless data exchange, interoperability, and integration across diverse digital health platforms. By uniting stakeholders worldwide, GS1 standards help build a more connected, efficient digital health ecosystem, supporting innovation and improving healthcare outcomes on a global scale.

Open to all attendees. | Session chair & speakers to be confirmed soon.

› 10:25 - 11:15

PLENARIES

Scanning the Future: Opportunities for GS1 in Healthcare

Explore how GS1 identifiers are transforming healthcare from unlocking seamless access to digital product information, to tracing personalised therapies or scaling global vaccine delivery. This plenary will explore real-world use cases and future scenarios where standards act as powerful enablers of impact.

Open to all attendees.

› 11:15 - 11:55

Networking coffee break

› 12:00 - 13:00

BREAKOUT SESSIONS

UDI-based Traceability in Clinical and Operational Workflows

From reliable product data to real-time action. This session showcases how hospitals apply UDI and GS1 standards across clinical and operational workflows closing the loop, reducing waste and supporting compliance.

Open to all attendees.

Global Pharma Regulatory Landscape: Stay Compliant, Stay Ahead

In this session we will delve into international regulatory requirements and initiatives for pharmaceuticals.

Open to all attendees.

› 13:00 - 14:00

Networking Lunch brought to you by Pfizer

› 14:00 - 15:00

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› 14:00 - 14:30

MEET THE EXPERTS SESSIONS

Meet the Experts #3 with Avery Dennison

Join specialists from Avery Dennison to discover how innovative labeling and materials solutions can enhance product security, sustainability, and supply chain transparency. This session provides an opportunity to engage directly with experts, explore real-world applications in healthcare, and gain practical insights into how smart labeling supports compliance and patient safety.

› 14:30 - 15:00

MEET THE EXPERTS SESSIONS

Meet the Experts #4 with Arvato

Join industry experts from Arvato for an interactive session designed to answer your questions and share practical insights on digital supply chain solutions. Discover how innovative approaches to serialization, traceability, and data management can help your organization address compliance requirements and unlock greater efficiency across the healthcare ecosystem.

› 15:00 - 15:40

PLENARIES

The Empowered Patient: How standards enable safer, smarter, more personalised care

This session highlights how patient-centred innovation makes healthcare safer, more efficient, and truly tailored to individual needs. Join us to discover practical strategies for embedding patient empowerment at the heart of healthcare transformation.

Open to all attendees.

› 15:40 - 16:20

PLENARIES

Local Innovation with Global Impact

This session showcases how grassroots initiatives in low- and middle-income countries, such as barcode scanning for patient safety and community-level traceability, can leverage GS1 standards to deliver meaningful results. We explore the journey from local pilot projects to influencing global frameworks, highlighting the crucial role of collaboration and shared learning.

Open to all attendees.

› 16:20 - 16:50

Networking coffee break

› 16:50 - 17:50

BREAKOUT SESSIONS

Global Medical Devices Regulatory Landscape

This session will examine the evolving global regulatory landscape for medical devices, distilling current frameworks, principal challenges, and the most relevant emerging trends.

Open to all attendees.

A Hospital's Journey to Full Barcode Scanning Adoption

Achieving full barcode scanning adoption in a hospital setting can be very challenging. In this session we will learn from hospitals in different moments of this journey, and hear how they began using GS1 barcodes in one department and successfully expanded adoption across other departments. Focus will be given to the strategy behind this expansion, how the team secured leadership buy-in, overcame internal barriers, and built momentum.

Open to all attendees.

› 19:00 - 23:00

Networking gala dinner and Healthcare Providers Awards

Network, celebrate and make memories at our signature gala dinner!

As part of this special 40th edition, we will host an extraordinary gala evening. More than just a dinner, this celebration is a chance to unwind, enjoy fine cuisine, and engage with fellow healthcare leaders, regulators, and innovators in a relaxed, elegant setting.

It's the perfect moment to build new relationships, strengthen partnerships, and celebrate two decades of global collaboration, with a few surprises in store to make the night truly unforgettable.

More details to come, stay tuned and don't forget to register!

Thursday – 6 November

› 8:00 - 9:00

Welcome coffee

› 9:00 - 10:00

PLENARIES

One Product, One Barcode: Creating a Single Source of Truth for Global Healthcare

In a world of increasingly complex healthcare supply chains and digital ecosystems, the need for trusted, consistent product data has never been greater. This session explores the transformative vision of «One Product, One Barcode», a global approach to uniquely identify medical products using a single, standardised barcode. By aligning manufacturers, regulators, and healthcare providers around one global identifier, we can ensure accurate product information, reduce risk, and streamline traceability across every point of care. Join us to understand how this initiative supports global harmonisation, improves patient safety, and drives digital health innovation through a single source of truth.

Open to all attendees.

› 10:00 - 10:30

Networking coffee break

› 10:30 - 11:30

PLENARIES

From One Barcode to One Patient Record

From digital patient records to safer treatments, from interoperable systems to real-time insights, this session brings together thought leaders in healthcare data and digital health to explore what becomes possible when one barcode connects products, people, and outcomes. Building on the «One Product, One Barcode» vision, the discussion will highlight how standardisation enables trusted data flow across the global healthcare ecosystem, supporting everything from digital supply chains to patient-facing information.

Open to all attendees.

› 11:30 - 12:10

Special Guest & Keynote Speaker: Visionary insights from Mark Neuenschwander

Mark Neuenschwander (Founder, The Neuenschwander Company, USA) is a healthcare visionary and internationally recognised thought leader on medication-use safety. Known as “The Barcode Guy,” he has been at the forefront of promoting barcode point-of-care systems and advancing patient safety through digital transformation in healthcare for more than 25 years.

Don't miss this exclusive opportunity to hear Mark's keynote and gain first-hand insights that will inspire the future of healthcare!

Open to all attendees.

› 12:15 - 12:30

PLENARIES

Closing Remarks & Invitation to the next GS1 Healthcare Global Healthcare Conference

Open to all attendees.

Stay tuned...!

For the most current schedule and full speaker lineup across all sessions, please check our conference website a healthcareconference.gs1.org/programme

Our sponsors

