



## TRUSTED DATA SUSTAINABLE FUTURE

FRANKFURT, GERMANY | 24 JUNE 2026

Across Europe, companies are increasingly seeking opportunities to connect, benchmark, and collaborate as new EU legislation drives the need for harmonised data, transparency, and efficient digital processes.

Managing reliable product data across complex value chains is now both critical and challenging.

GS1 InterACT 2026, GS1 in Europe's flagship event, brings together leading brands, retailers, regulators, and solution providers to explore how GS1 standards and digital labelling can turn compliance into efficiency, transparency, and competitive advantage.

Through real-world success stories and networking, the event highlights best practices in sustainability, digital product passports, traceability, and next-generation barcodes.

### Programme

10:00 - 11:00 **Welcome & Strategic Framing:  
How Sustainability Is Reshaping Business**

11:00 - 11:30 **Coffee Break**

11:30 - 12:30 **Showcasing Sustainable Practices**

12:30 - 13:45 **Networking Lunch**

13:45 - 14:45 **Trusted Identification and Trusted Data:  
The Future of Data Sharing and AI Enablement**

14:45 - 15:00 **Coffee Break**

15:00 - 16:00 **Data Sharing in Action:  
Key Insights & What's Next**

### EVENT X-RAY

24 JUNE 2026 | 10:00 - 16:00 CEST | HYBRID EVENT

Online

**Nestlé Headquarters**  
Frankfurt

**800+ Attendees**

100+ in-person  
700+ online