



Brasil

Excellence and Value

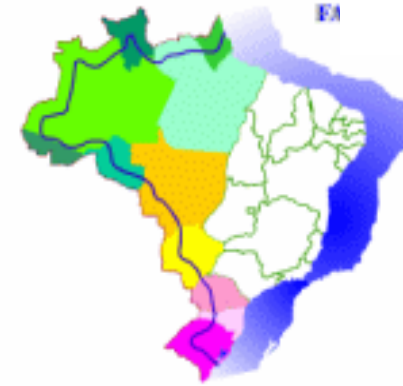
# EPC Advances in Brazil Bogota – September 2006

Sergio Ribinik

The global language of business

[www.gs1brasil.org.br](http://www.gs1brasil.org.br)

# Brazil



- 1,5 MILLION RETAIL STORES
- 70,000 DRUGSTORES
- 72,800 SUPERMKT STORES





# Agenda

- ❖ Brazil and GS1 Brasil highlights
- ❖ Efforts on EPC Adoption





# Latin America

<b>Region</b>	<b>GDP (US\$)</b>	<b>Population</b>	<b>Income Per Capita (US\$)</b>	<b>Internet Users</b>	<b>GS1 Members</b>
<b>LATIN AMERICA</b> (20 countries)	2.4 trillion	559 million	4,290	56 millions	<b>110,000</b> (10% GS1)
<b>BRASIL</b>	800 billion (33%)	184 million (32%)	4,350	26 millions	<b>48,000</b>
<b>USA</b>	12.4 trillion	296 million	42,100	204 millions	<b>200,000</b>



# Retailers - Details

## Highlights:

**Number of Stores: 73,000**

**Checkouts: 170,000**

**Employment: 800,000**

**Total Sales: 50 Billion US\$**

**6,0% of Brazilian GNP**





# GS1 Brasil Highlights

Present	Future	How to Achieve
<b>Lean Organization:</b> No Operational Layers	<b>Performance Cells:</b> Teams of Voluntary participation to discuss and decide all subjects	<b>Voluntary Dialog Groups every week</b>
<b>Process Managers:</b> KPI's – BSC – 6Sigma		



## Evolution with processes and 6 sigma

<b>Item</b>	<b>From</b>	<b>To</b>
<b>Bar Code tests / year</b>	<b>500</b>	<b>10,000</b>
<b>Time to respond a test</b>	<b>3 days</b>	<b>3 hours</b>
<b>Phone Calls / month</b>	<b>6,000</b>	<b>18,000</b>
<b>Web Site Visits / day</b>	<b>200</b>	<b>1,700</b>
<b>Events / year</b>	<b>60</b>	<b>300</b>
<b># of Courses</b>	<b>3</b>	<b>18</b>
<b>Participants</b>	<b>400</b>	<b>3000</b>
<b>Time to affiliate new member</b>	<b>3 days</b>	<b>3 hours</b>
<b>Phone Call transferred</b>	<b>65%</b>	<b>&lt; 1%</b>
<b>Agreements with Universities</b>	<b>0</b>	<b>13</b>
<b>Media Insertions / year</b>	<b>290</b>	<b>1080</b>

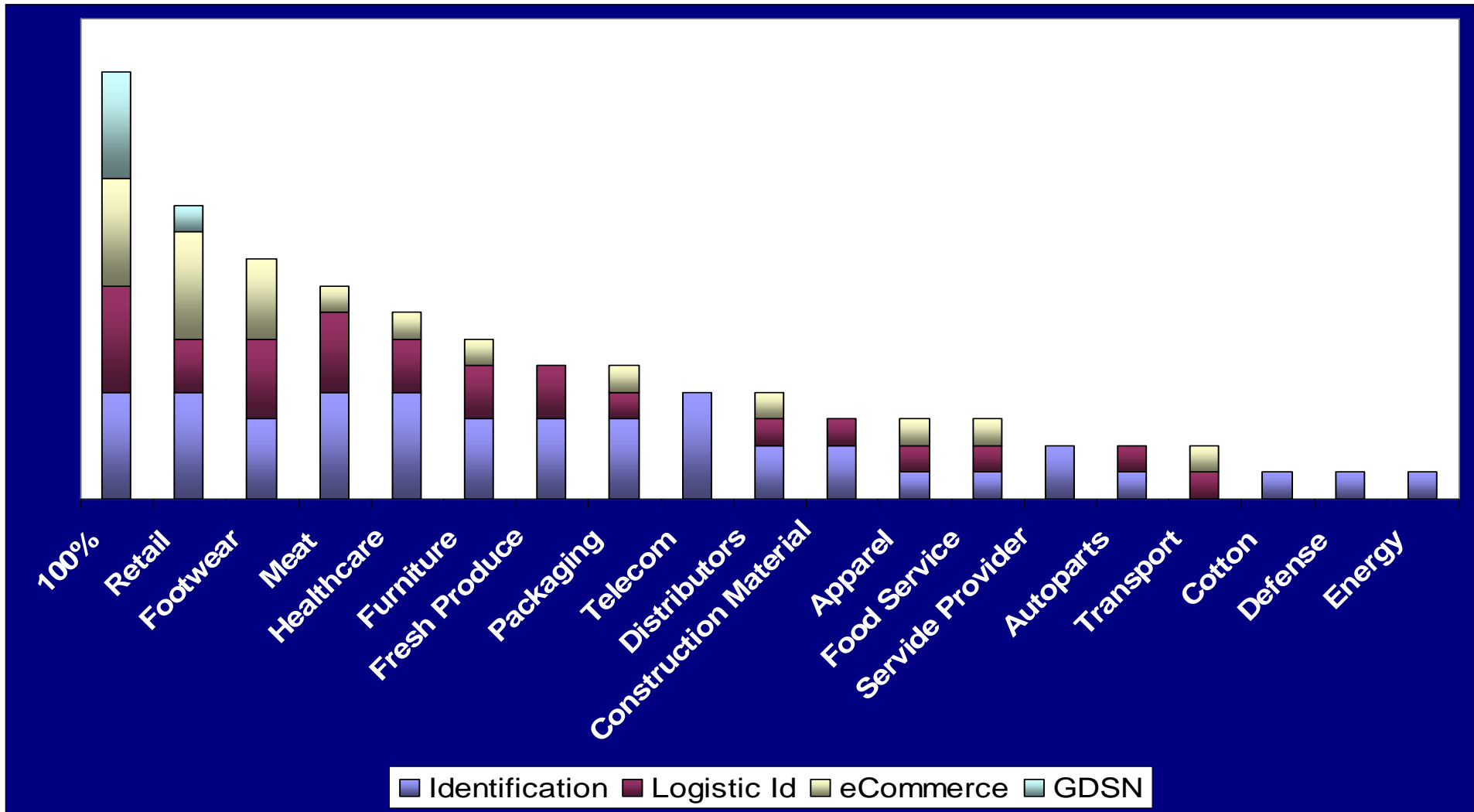


## Evolution with processes and 6 sigma

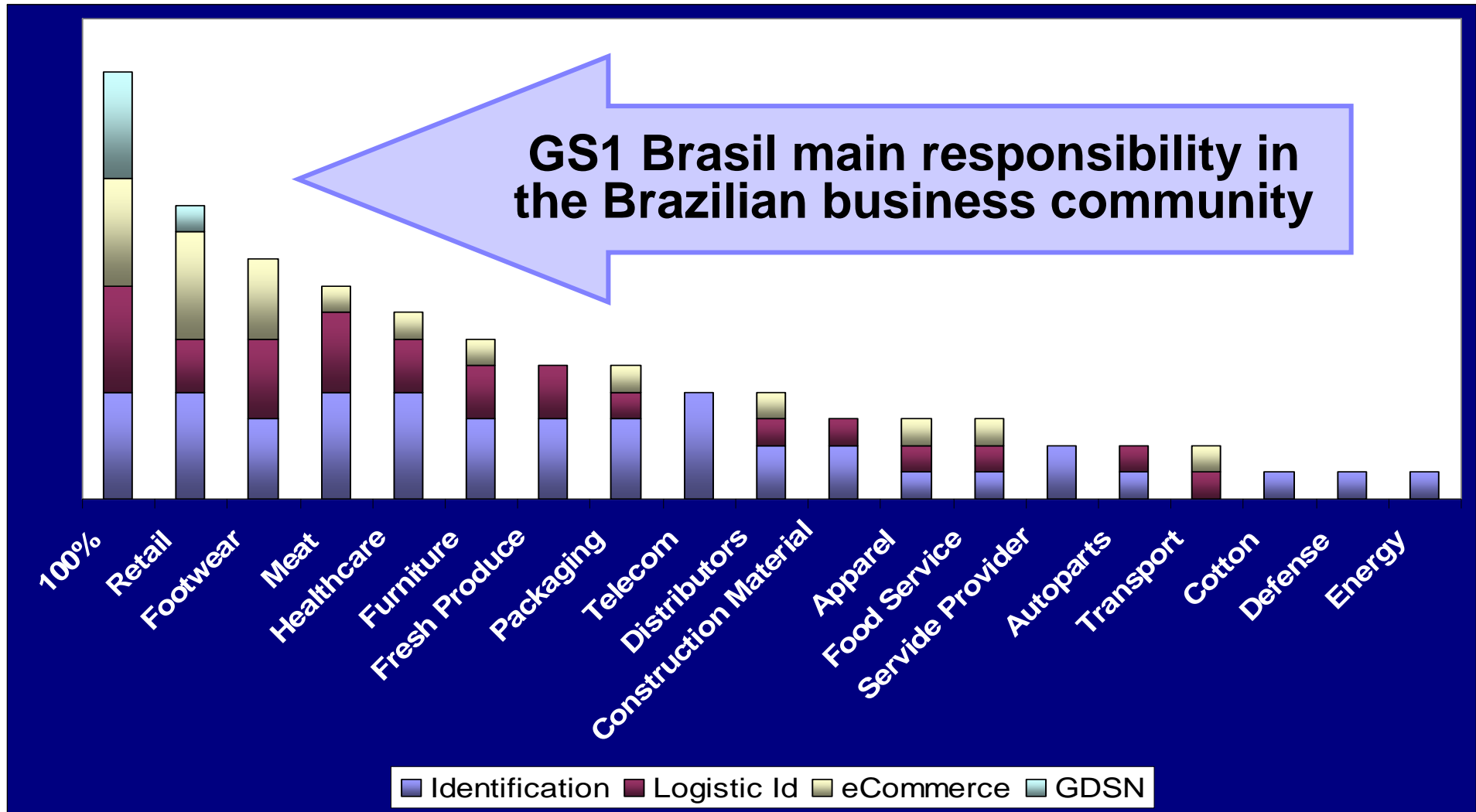
Item	From	To
Bar Code tests / year	500	10,000
Time to respond a test	3 days	3 hours
Phone Calls / month	6.000	18.000
<b>No addition in Headcount (55)</b> <b>Quality Level: 100% Excellent or Good</b>		
Time to affiliate new member	3 days	3 hours
Phone Call transferred	65%	< 1%
Agreements with Universities	0	13
Media Insertions / year	290	1080



# Evolutionary Stages by Technology



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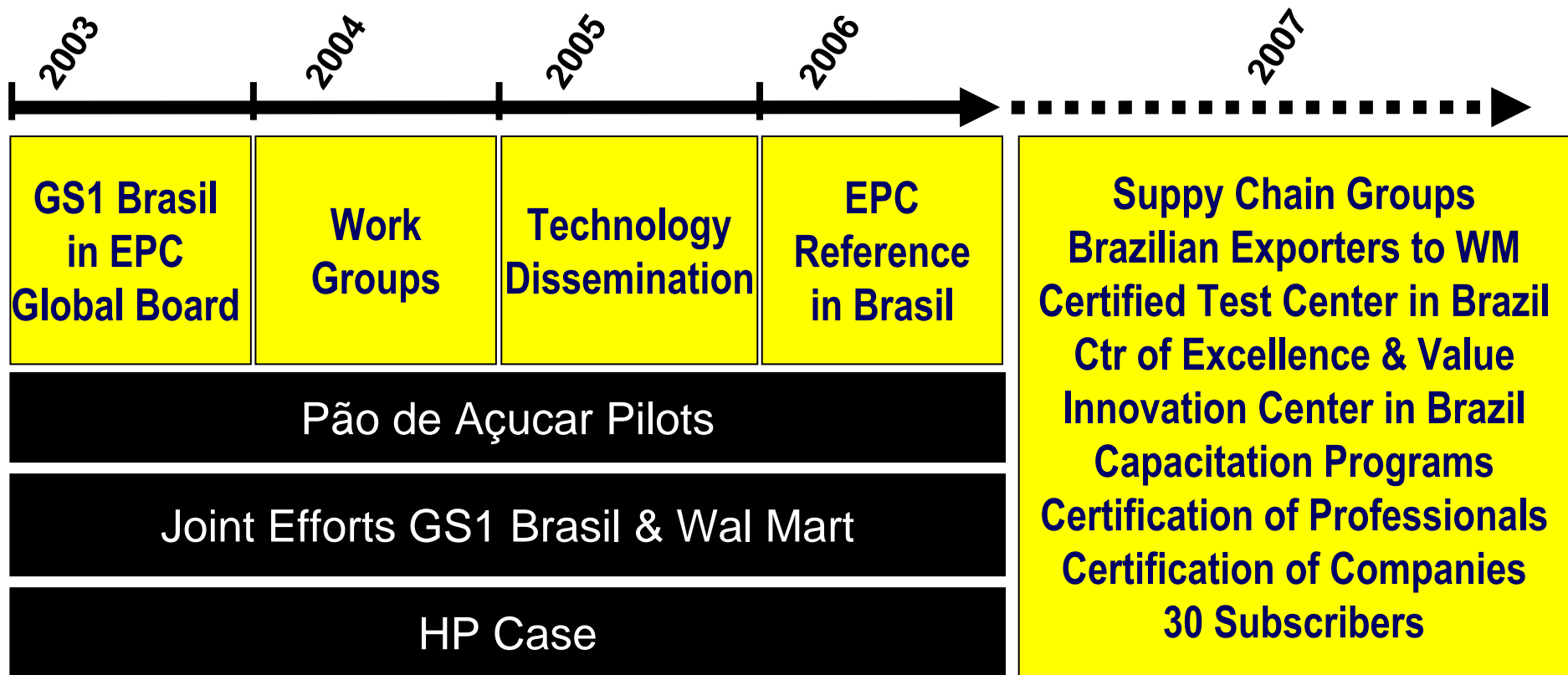
# Adoption Groups GS1 Brasil

<b>GROUPS</b>	<b>SPECIFIC OBJECTIVES</b>
<b>EXPORTERS</b>	Give support to Brazilian exporters concerning knowledge and implementation to attend the demands of global retailers
<b>RETAIL AND DISTRIBUTION</b>	Provide understanding of technology stimulating the adoption in the Brazilian Retail and Distribution segments.
<b>HIGH VALUE PRODUCTS</b>	Add more value to product and logistics businesses
<b>LOGISTIC OPERATORS</b>	Support companies in the knowledge field, application and implementation of technology in their operations
<b>SOLUTIONS PROVIDER</b>	Insert Solutions Providers in the context of groups expanding participation opportunities and offering products and services, developing the Brazilian market





# Efforts on Data Synchronization





# EPC Members

	<b>EPC Members</b>	<b>% p/ Area</b>
<b>Asia</b>	<b>174</b>	<b>20%</b>
<b>North America</b>	<b>507</b>	<b>57%</b>
<b>Europe</b>	<b>170</b>	<b>19%</b>
<b>ME &amp; Africa</b>	<b>13</b>	<b>1%</b>
<b>Latin America</b>	<b>26</b>	<b>3%</b>
<b>Total</b>	<b>890</b>	<b>100%</b>

**Brazil = 14**





GRUPO PÃO DE AÇÚCAR



ETIQUETAS



## Invitation

**Visit our site: (also in Spanish)**  
**Participate of our E-Learning Courses**  
**Participate of our E-Rooms**

**[www.gs1brasil.org.br](http://www.gs1brasil.org.br)**





# THANKS!!!

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