



Gregor Herzog – GS1 in Europe Chair

Gregor has led GS1 Austria as CEO since 2009 and is Chair of GS1 in Europe. He leads GS1 in Europe's support of the European Commission's 'Green Deal' policy and the development of regulations for sustainable products and digital product passports. In his previous role, he was Head of Strategy and Chief Information Officer at the Austrian Federal Economic Chamber. At GS1 Austria, Gregor leads a team supporting over 10,000 Austrian businesses and government agencies utilising GS1 standards to digitise business processes. GS1 Austria's work with the Austrian government includes supporting the use of GS1 standards in e-government, waste management and the identification of companies, similar to the New Zealand Business Number.

What is GS1 in Europe?

GS1 in Europe is a federation of 49 GS1 member organisations (MOs) from the region. It was formed over a decade ago to support individual GS1 MOs in Europe in their collaboration with the European Commission and other relevant pan-European institutions and bodies. Today, GS1 in Europe MOs have a membership of over 1 million companies and a collective revenue that exceeds €200 million euro.