

Case Study: GPC Translation and OECD Product Recall Portal



Global Product Classification (GPC) is a product classification developed and managed by GS1. GPC is a required attribute when registering product information into data pools of Global Data Synchronization Network (GDSN). As of December 2016, the development of 38 broad categories including Food/Beverage/Tobacco, Kitchen Merchandise, Beauty/Personal Care/Hygiene, Pet Care/Food have been completed and released on the GS1 website (<http://www.gs1.org/gpc>).

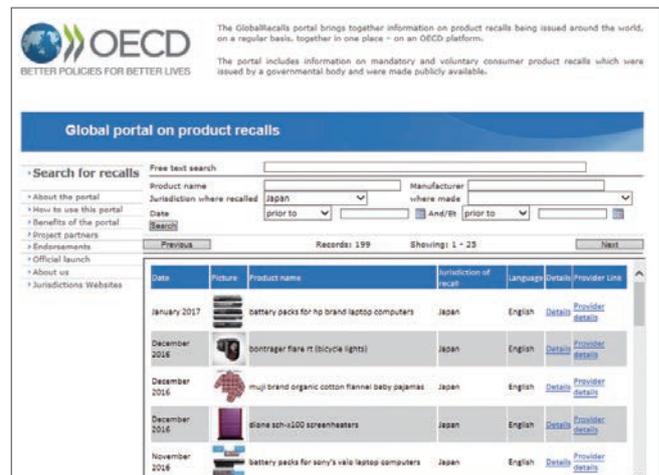
Multilingual access has been progressing, with translations into 16 languages, including Japanese, which are available for viewing on the GS1 website. Since 2005, GS1 Japan has been translating seven segments, such as Food, Beverage, Tobacco, Household Goods, Home Appliances, and Pet Items.

Recently, there has been a move to use GPC for other purposes than GDSN. The OECD- managed recall portal website has adopted GPC for its product categorization. The aim of this portal site is to facilitate efficient sharing of international product safety information in multiple languages, as a response to current trends in global trading. The portal site started operation in October 2012 in English and French with the participation of U.S., Australia, Canada, and EU countries. Japan also began participating in January 2015, providing product-recall information of Japanese products, as well as adding a link to the Japanese-language version on the top page of the site.

In response to that move, GS1 Japan translated all 38 segments of the December 2016 version of GPC into Japanese.

We expect the use of GPC to expand in the future as more OECD-member nations start providing recall information on this portal site.

Fig. 1 The GlobalRecalls portal showing Japanese products subject to recall.



Source : <http://globalrecalls.oecd.org/>



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