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Summary of requests from industry shared by GS1 New Zealand through the review

Recommendations to Government from the Industry Statement	Reflected in review process and outcomes	Comment
1. 'Government action is needed to establish a clear regulatory framework to enable digital labelling that benefits businesses and consumers'	Yes	Government positioning enablement of digital labels as a default setting for new or revised regulations.
2. 'We recommend the use of globally recognised digital labelling standards to provide for supply chain interoperability'	Likely – process to be determined	Supporting Standards New Zealand to adopt a New Zealand standard for digital labelling recognises the important role of global standards
3. 'Phase any implementation recommendations to align with the industry's global transition timeline for digital labelling'	Yes	Allowing a two-year window before the next review roughly aligns with the current transition underway in industry and recognises that implementation will take time
4. 'Align New Zealand requirements with global best practices to avoid trade barriers... decisions on physical and digital label content must reflect global trends to avoid trade barriers.'	Unclear	This remains to be seen and will likely depend on the implementation by regulators.
5. 'Provide education and capability-building initiatives to support adoption'	Underway	Supporting MBIE and Standards New Zealand is a positive step towards capability building.