

**Mr Roberto Matsubayashi**



- Business Solutions Manager of GS1 Brasil, a non profit standards organization which develops standards for barcodes, RFID/EPC, EDI and Data Synchronization and best practices designed for companies' support and the improvement of the supply chain management.
- Graduated as Electronic Engineer at Escola Politécnica - USP and MBA at Fundação Getúlio Vargas. He participates in several GS1 Global Committees: GS1 Architecture Group, Traceability Group, Healthcare to name a few.
- At GS1 Brasil, he coordinates the Business Solutions Cell and has the responsibility to develop different market sectors. Currently there are more than 20 Working Groups which help companies to improve their supply chain management processes and operations.