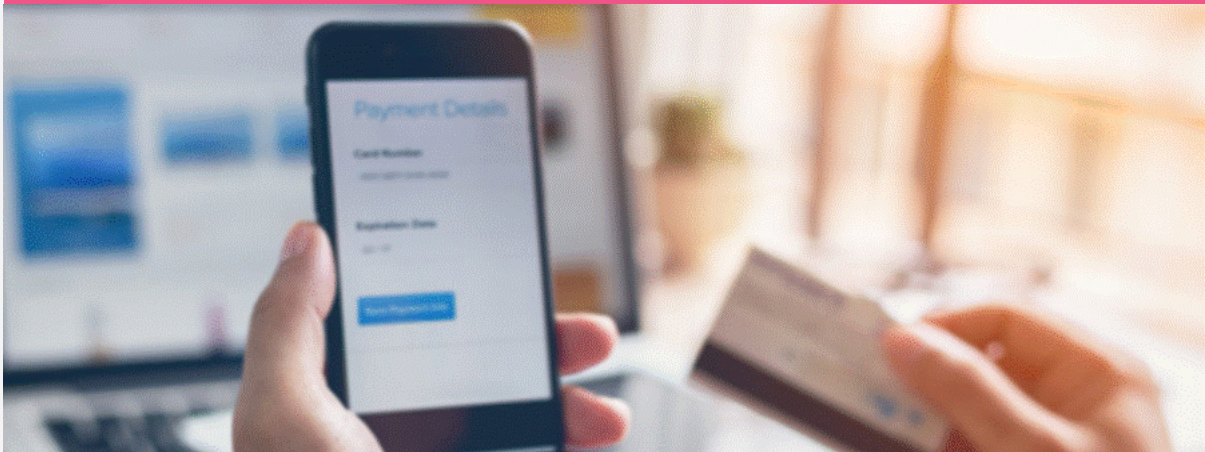




Online Marketplaces Industry News

December 2020



GS1 Australia Online Marketplaces Industry News is specially designed for businesses selling through online channels such as Amazon, eBay and Google. The newsletter contains useful and often authentic information sourced from trusted partners in the exciting world of digital retail.

Millions shop online during record-shattering weekend

Australians shopped online like never before as 2.2 million households around the country clicked 'add to cart' and bagged a bargain in the four days to Cyber Monday.



[Read more](#)



APEC trade modernisation and cross border customs reform

Cross border trading is as challenging as ever, especially for companies selling products that are faced with high levels of scrutiny by customs authorities. A one day delay at the border is equivalent to a 1% loss in export value and reduction in trade competition.

[Read more](#)



COVID-19 driving B2B growth

"Brands are increasingly doing assortment expansion via third-party sellers—COVID-19 accelerated this trend because of the demand disruption it caused," says Joe Cicman, Senior Analyst, Forrester Research.

[Read more](#)



Online Retail Industry Awards

Online Retail Industry Awards (ORIAS) 2020 winners and finalists have been announced with GS1 Australia sponsoring finalists, JasonL, Shorty's Liquor and Total Tools and the winner of Best B2B Online Retailer category - Congratulations to ICCONS.

[Find out more](#)

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Amazon, AliExpress, Catch and eBay sign safety pledge

Four of Australia's largest online players have signed onto the ACCC's new Australian Product Safety Pledge to protect consumers from unsafe goods.

[Find out more](#)



Free webinar - Transforming user experience through global standards

Register for this free webinar on 8 December and hear from industry experts Leandro Oliveira - Johnson & Johnson, Simon Jones - Everything and Marcel Sieira - GS1 Australia. Find out how web-enabling traditional barcodes deliver real improvements to the way we live; and explore some of the possibilities they hold for the future.

[Register now](#)



Scan4Transport standards released

This new global standard encodes transport data on a freight label. The standard supports companies across the transport process including first mile, sortation and last mile activities and enables them to keep pace with the growing needs of their customers.

Call for pilot participants!

If you'd like to take part in a pilot program implementing these standards [contact us](#).

[Find out more](#)

Supporting your business

GS1 Australia members have access to a range of services, at significantly reduced rates.

- Check the accuracy of your barcode
- Capture all information about your product, including label content
- Product photographs for print and online marketing
- Managing and sharing your product data and photographs with your trading partners
- Being better prepared for product recalls and decreasing risk to your brand

Contact our [Service Engagement Team](#) on [1300 227 263](#).



Barcode Check



Consult



LocatorNet



National Product Catalogue



Photography



Product Launch



Recall



Smart Media

Need help?

Contact GS1 Australia [Online Marketplaces team](#) or phone [1300 227 263](#).

Join the mailing list. [Enter your details here.](#)



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GS1 Australia

8 Nexus Court
Mulgrave VIC 3170
1300 BARCODE
www.gs1au.org

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