

**Call to action: Publish Item Master Data Across All ECHO Markets**

Dear supplier,

We are writing to you collectively on behalf of all [ECHO](#) (Initiative of GS1 in Europe - Extending the Collaboration of Healthcare Organizations) countries to strengthen our partnership and align on a key shared objective: ensuring accessibility of item master data.

The ECHO initiative relies on consistent and reliable master data and product information to ensure that products and services can be effectively accessed and utilized across all participating markets.

To support this goal, we encourage companies to share their data with healthcare organizations, so they can use the data in their internal processes. This way they can phase out the inefficient and error-prone exchange of data via Excel and PDF documents. We kindly request that you publish your relevant item master data in all ECHO markets where you operate.

***A complete list of ECHO countries is provided on page 2 of this letter.***

Publishing item master data across markets will:

- Enhance visibility and accessibility for stakeholders in every market.
- Improve efficiency by reducing duplicate requests and administrative workload.
- Strengthen trust and collaboration between suppliers and ECHO stakeholders.
- Ensure alignment with global best practices for efficiency and accountability.

If you would like to share data with an ECHO country, please contact your local GS1 and your GDSN data pool for support.

**Steps to share data with ECHO Countries:**

- Action 1: Publish your data to specific GLN(s) or target market of ECHO countries.
- Action 2: Reach out to relevant contacts of ECHO countries that can be found on the next page.

Thank you for your continued collaboration and commitment. We look forward to working together to enhance efficiency and strengthen our collective impact across all ECHO markets.

Sincerely,



## List of ECHO Countries and Supplier Contacts

The following is a comprehensive list of all countries participating in the ECHO initiative. Suppliers operating in these markets are encouraged to publish their relevant data via GDSN to ensure visibility and accessibility across all ECHO markets.

ECHO Country	Publication / Action	Please contact:
Austria	Publish to GLN 905432188905 Austrian Healthcare Sector	Barbara Wendelin <a href="mailto:wendelin@gs1.at">wendelin@gs1.at</a> GS1SYNC HC - GS1 Austria
Belgium/Luxembourg	Contact GS1 Belgilux for publication settings	Jonathan Van Herpe <a href="mailto:healthcare@gs1belu.org">healthcare@gs1belu.org</a> GS1 My Product Manager
Czech Republic	Contact GS1 Czech Republic for information on GLN numbers	Lenka Vondrová <a href="mailto:zdravotnictvi@gs1cz.org">zdravotnictvi@gs1cz.org</a> SYNFONY - GS1 Czech Republic
Denmark	Contact GS1 Denmark for information on GLN numbers	Camilla Aabye Jensen <a href="mailto:caa@gs1.dk">caa@gs1.dk</a> GS1 Trade Sync
Finland	Contact GS1 Finland for information on GLN numbers.	Member service <a href="mailto:Asiakaspalvelu@gs1.fi">Asiakaspalvelu@gs1.fi</a> Synkka, GS1 Data
The Netherlands	Publish to GLN 8712345013257 GS1 Netherlands Healthcare	Sietse Houtman <a href="mailto:healthcare@gs1.nl">healthcare@gs1.nl</a> GS1 Data Source
Sweden	Contact GS1 Sweden for information on GLN numbers	Olivia Karringner <a href="mailto:olivia.karringner@gs1.se">olivia.karringner@gs1.se</a> GS1 Sweden
Switzerland	Publish to GLN 7612345000374 Swiss Healthcare Sector	<a href="#">Contact form</a> firstbase - GS1 Switzerland

### Further information

Visit the "[About ECHO – GS1 in Europe](#)" page or scan the QR code to access further information, guidelines, and supplier resources.

