

TOPIC 1: REGULATORY FULFILMENT - Global**Subject Line: Is your product ready for China, Amazon, and the world?****Dear Valued GS1 Malaysia Member,**

If you're selling across borders — or planning to — your barcode isn't just a local requirement. It's your passport.

GS1 standards are recognised by regulators, platforms, and trading partners around the world. And in several key markets, they're not just recognised — they're expected.

Did you know?

- **WHO** recognises GS1 as a global family of standards for medical products traceability implementation.
- **China-bound products** are expected to carry GS1 identifiers and barcodes for Single-Window declaration reporting.
- **Amazon** expects valid GS1-issued barcodes on products sold on its platform.

If your product is heading to any of these markets, your GS1 membership is more than a compliance requirement. It's a commercial advantage.

WHO Recognised	China Ready	Amazon Compliant	Globally Accepted
GS1 is recognised by WHO as a global family of standards for medical products traceability.	GS1 identifiers and barcodes are expected on China-bound products for Single-Window declaration.	Valid GS1-issued barcodes are expected on products sold on Amazon.	GS1 community spans the globe — brand owners, retailers, marketplaces, distributors, regulators, and solution partners.

GS1 Malaysia Knowledge Bytes: 4 Ways GS1 Empowers & Protects Your Business

Active GS1 membership provides globally recognized identifiers and trusted data infrastructure that safeguard brand identity, streamline customs procedures, meet e-commerce standards, and connect businesses to the international trading ecosystem.



Global Family of Standards for Product Traceability

GS1 is recognized by WHO as a global standard for medical and product traceability.





Single-Window Declaration for China-Bound Products

GS1 identifiers and barcodes are expected for seamless China Customs (GACC) clearance.





Valid Barcodes Required for E-Commerce Marketplaces

Valid GS1-issued GTINs ensure authentic product listings and prevent marketplace rejection.





Connected Network Across International Supply Chains

Spans brand owners, retailers, marketplaces, distributors, regulators, and solution partners globally.



Gemini Notebook

Why this matters to your business

Regulatory compliance isn't just about avoiding penalties. It's about unlocking markets.

A valid GS1 barcode tells regulators, platforms, and trading partners that your product is:

- **Uniquely identified** — no ambiguity
- **Standards-compliant** — meets global expectations
- **Trade-ready** — can move across borders smoothly

Without it, your product may face delays, rejections, or missed opportunities. With it, your product is ready for the world.

This Week's Business Check

Take 3 minutes to review your GS1 Membership records:

Question	Yes	No
Does your product carry a valid GS1-issued barcode?	☐	☐
Are you aware of WHO's recognition of GS1 standards?	☐	☐
If exporting to China, is your product Single-Window ready?	☐	☐
If selling on Amazon, does your product meet GS1 barcode requirements?	☐	☐
Is your product ready for international trade?	☐	☐

Your Score

● 5/5 – Global Ready

Your product is positioned for international success.

● 3–4/5 – Review & Improve

There may be gaps in your product's global readiness.

● 0–2/5 – Action Required

Your product may not be ready for cross-border trade.

Continue Learning with GS1 Malaysia

Join our complimentary weekly sharing session to discover how GS1 standards support your business growth, strengthen product identity and build trust across the supply chain.

Zoom Register Link: <https://us06web.zoom.us/j/89614519211>

**Why GS1 Matters:
Turning Compliance into Trust**

EVERY WEDNESDAY | 3:00 PM – 4:00 PM (1 HOUR) | ONLINE VIA ZOOM

WHAT YOU WILL LEARN

- MARKET ACCESS
- REGULATORY COMPLIANCE
- CONSUMER TRUST & EXPERIENCE
- RETAILERS & MARKETPLACE ENGAGEMENT
- SUSTAINABILITY & CIRCULARITY
- BRAND PROTECTION
- GS1 COMMUNITY
- DIGITAL TRANSFORMATION

GS1 KNOWLEDGE BYTES

Contact GS1 Malaysia

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Thank you for being part of the GS1 Malaysia community.

Protecting your Products. Protecting your Brand. Strengthening your Business.