![GS1 Malaysia logo]

ANNUAL REPORT
2016/2017

The Global Language of Business

contents

Introducing

GS1 Malaysia Berhad

As a local representative member of GS1, the world's leading supply chain standards organization, GS1 Malaysia Berhad plays a leading role in promoting s the adoption of supply chain management best practices and enabling technologies, underpinned by GS1 standards, to increase the business efficiency and global-market competitiveness of local business community.

GS1 Malaysia Berhad is the only organization in Malaysia authorised to issue the GS1 identification numbers, helping its more than 6,000 members of all sizes from over 10 sectors across Malaysia to become more efficient and more competitive by adopting supply chain best practices.

GS1 is the global organization dedicated to the development and implementation of global standards and solutions for supply chain excellence.

Barcode Integrity – Safeguard Your Brand and Products

All over the world, manufacturers and retailers rely on the GS1 system. You can trust that GS1 barcode numbers issued by an authorised GS1 organisation are unique, accurate, and based on current global standards.

Here in Malaysia, GS1 Malaysia administers the GS1 system and is the only authorised source for GS1 barcode numbers and standards. For any company that is using unauthorised GS1 barcode numbers, it will suffer business losses when its products are rejected by resellers. It will also suffer monetary losses when the company needs to re-label or repackage the products.

MESSAGE FROM THE CHAIRMAN

GS1 has many key advantages, including the global penetration and reach, and dedicated user community. Our number one priority will always be to continue driving the adoption of GS1 Standards in our core sectors. Today, the work of GS1 increasingly focuses on digital. It is new world where data quality is paramount, not just for the efficient movement of goods, but for the sales of goods and that changes everything for GS1. The demand for more visibility is also growing substantially due to new regulatory requirements.

YBhg Tan Sri Datuk Yong Poh Kon
Chairman
GS1 Malaysia Board Member

With GS1 Standards, we can help business industry leverage cutting-edge technologies, engage in strategic development and develop management methods to create industry transformation change – GS1 believes in the power of Standards to transform the way we work and live. At GS1, We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets. We enable visibility through the exchange of authentic data. We empower business to grow and to improve efficiency, safety, security and sustainability.

I would like to take this opportunity to highlight some of the key initiatives that have been carried out by GS1 Malaysia to meet the exploding consumers demands:

Retail

One of the major strategic objectives of GS1 Malaysia under the year of review is the effort to enable visibility through the exchange of brand-sourced production information to meet the expectations of today's digital consumers.

GS1 Malaysia Member Product Databank, accessible by Databank Mobile App and GS1 Malaysia Product Search Portal, enables brand owners

to securely share trusted product information for use in consumer-facing digital channels by simply scanning the product barcode. It increases the product visibility and makes it easier for consumers to get authentic product information.

GS1 Malaysia Member Product Databank will be the gateway for Malaysian businesses to provide brand-authorised information to the GS1 Cloud. The GS1 Cloud, developed by GS1 Global Office, will be the largest source of trusted product information in the world, making it possible for businesses to meet the expectations of today's digital world.

Healthcare

In keeping up with Ministry of Health (MOH)'s initiative on track and trace on pharmaceutical products, GS1 Malaysia, in collaboration with Caring Pharmacy Retail Sdn Bhd and Duopharma Malaysia Sdn Bhd successfully completed a Healthcare Trial Project. The project demonstrated to all stakeholders that effective track and trace of products from the manufacturers through the distributor to the retailer by using GS1 2D Datamatrix.

Based on the survey conducted with Caring consumers at the Caring Diabetes Awareness Workshop, 100 % of the consumers responded that it is important for brand owners to provide the product information which will influence their purchase decision. With the above findings, GS1 Malaysia will further encourage the adoption of GS1 Standards and the 2D Data Matrix barcode, as part of our initiative to improve visibility and to promote traceability in the Healthcare supply chain and to meet the regulatory requirements.

Traceability & Consumer Safety

As an initiative to enhance supply chain performance, improve consumer safety, combat the risk of counterfeiting of premium products, GS1 Malaysia participated in the APEC Global Data Standards pilot project on Durian Traceability. The project has successfully demonstrated the possibility of cross-border trading traceability can be achieved by using the GS1 standards supported by the EPCIS data sharing platform to improve the Musang King Durian supply chain from Malaysia to China and Hong Kong. The results of the project has also indicated a significant improvement in the overall supply chain performance.

Additional New Services

In addition to the above key initiatives, under the year of review, GS1 Malaysia has rolled out new services and initiatives to assist our subscribers to stay competitive, adapt to new business challenges and to comply with regulatory requirements.

Last but not least, GS1 Malaysia is committed to strive and stride to prepare Malaysian businesses to improve efficiency, safety and security in the new digital era, which speed, agility and accuracy are the critical factors affecting today's business.

In conclusion, I would like to thank our subscribers and industry partners who have once again demonstrated active support to GS1 Malaysia. I would also like to thank our Board members, working committee members for their commitment and dedication to GS1 Malaysia. I would like to seek your continued support and we will continue to improve our services, achieve a sustainable competitive advantage.

GS1 MALAYSIA BOARD MEMBERS

Chairman

YBhg Tan Sri Datuk Yong Poh Kon
Chairman
Royal Selangor International Sdn Bhd

Vice-Chairman

YBhg Dato' Dr Haminnuddin Abd Hamid
Chief Executive Officer
Ideal Healthcare Sdn Bhd

YBhg Tan Sri Albert Cheng Yong Kim
Parkson Corporation Sdn Bhd

Board Members

YBhg Tan Sri Saw Choo Boon
Advisor
Heineken Malaysia Berhad

YBhg Tan Sri Dato' Sri Lim Wee Chai
Chairman
Top Glove Sdn Bhd

YBhg Datuk Noraini Bt Soltan
Executive Director
Sipro (Malaysia) Sdn Bhd

Dr Yeoh Oon Tean
Chief Executive Officer
Federation of
Malaysian Manufacturers

GS1 MALAYSIA USER BOARD MEMBERS

Chairman

YBhg Tan Sri Datuk Yong Poh Kon
Chairman
Royal Selangor International Sdn Bhd

User Board Members

Mr Misnadi Mat Piah
Regional General Manager,
South Region
AEON BIG (M) Sdn Bhd

Mr Leonard Ariff Bin Abdul Shatar
Chief Executive Officer
Duopharma Malaysia Sdn Bhd

Mr Lai Sia Ling
Executive Director
Econsave Cash & Carry Sdn Bhd

YBhg Dato' Dr Haminnudin Abd Hamid
Chief Executive Officer
Ideal Healthcare Sdn Bhd

YBhg Datuk Seri Saw Choo Boon
Advisor
Guinness Anchor Berhad

Mr Allan Khong
Executive Director
Lam Soon Edible Oils Sdn Bhd

Mr Ariffin Buranudeen
Managing Director
Malaysian Agrifood Corporation Berhad (MAFC)

Mr Gavin Schwarzenbach
Executive Director, Supply Chain
Nestle Products Sdn Bhd

Mr Cenk Gurol
Supply Chain Director
Aeon Asia Sdn Bhd

YBhg Tan Sri Albert Cheng Yong Kim
Parkson Corporation Sdn Bhd

Mr Kenneth Chuah
Commercial Director
Tesco Stores (Malaysia) Sdn Bhd

YBhg Tan Sri Dato' Sri Lim Wee Chai
Chairman
Top Glove Sdn Bhd

Mr Francis Chok Yin Fatt, PMP
Group General Manager
(Finance & Investment)
Executive Director
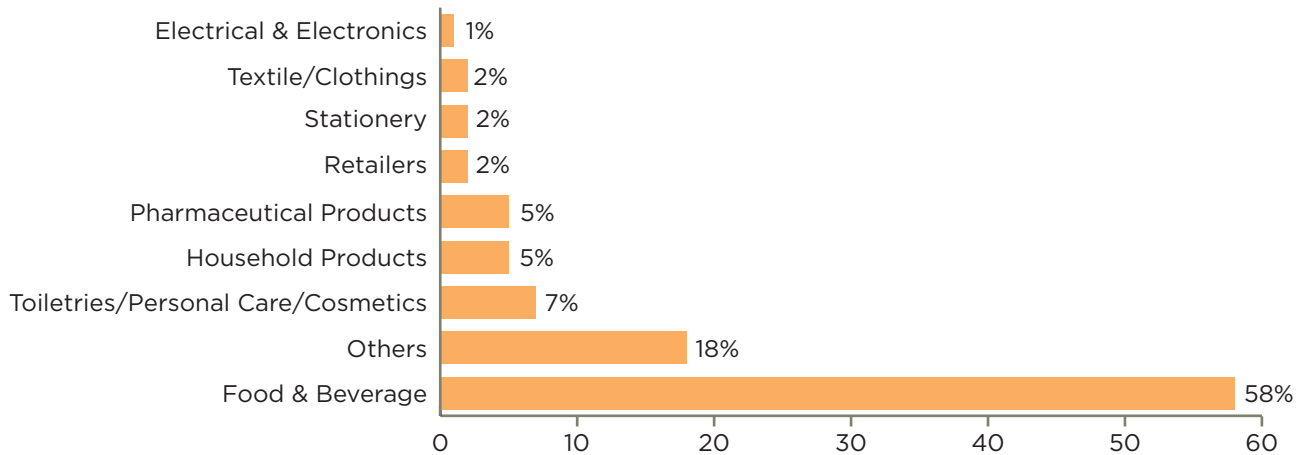Yee Lee Trading Co Sdn Bhd

GS1 MALAYSIA MEMBERSHIP OVERVIEW

GS1 Malaysia continued to promote and facilitate the implementation of GS1 standards in multiple sectors and industries in Malaysia. The number of users of the GS1 Standards in Malaysia has steadily increased since the system was introduced into Malaysia in 1988.
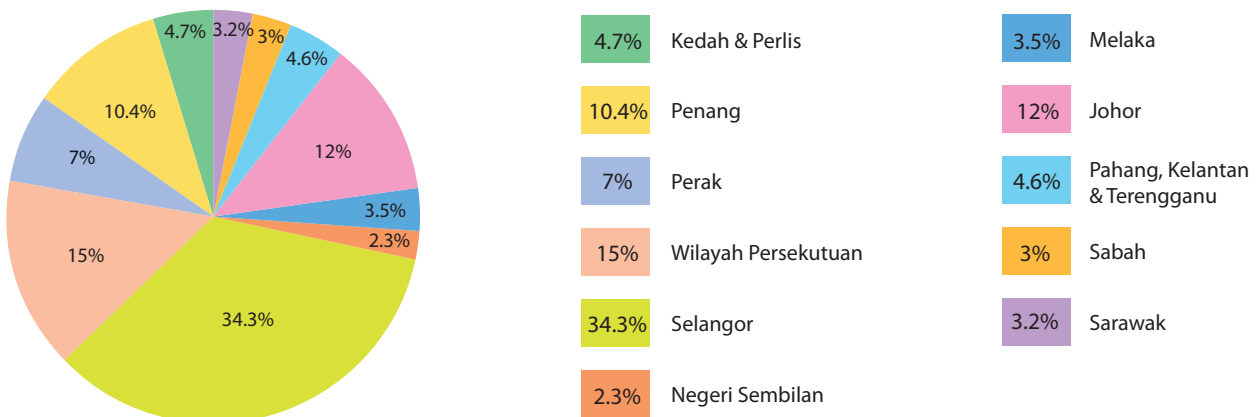
The GS1 System, although started initially for the grocery retail trade, has expanded to other sectors such as healthcare, books and publications, music, furniture, textile & apparels and many others. Currently about 7,000 companies subscribe to the GS1 System and 83% are small and medium sized companies. GS1 subscribers include manufacturers, suppliers, distributors, wholesalers, service providers and retailers.

Membership by Industry

Industry	Percentage
Electrical & Electronics	1%
Textile/Clothings	2%
Stationery	2%
Retailers	2%
Pharmaceutical Products	5%
Household Products	5%
Toiletries/Personal Care/Cosmetics	7%
Others	18%
Food & Beverage	58%

Membership by Location

%	Location	%	Location
4.7%	Kedah & Perlis	3.5%	Melaka
10.4%	Penang	12%	Johor
7%	Perak	4.6%	Pahang, Kelantan & Terengganu
15%	Wilayah Persekutuan	3%	Sabah
34.3%	Selangor	3.2%	Sarawak
2.3%	Negeri Sembilan		

INDUSTRY ENGAGEMENT

GS1 Industry Track and Trace Project with Caring and CCM

GS1 Malaysia in collaboration with Caring Pharmacy Retail Sdn Bhd and Duopharma Malaysia Sdn Bhd championed a Healthcare Trail Project to provide all the stakeholders in the supply chain full visibilityof pharmaceutical products movement.

The Project has been completed and has effectively demonstrated effective track and trace by using the GS1 2D Datamatrix with GS1 identification keys, expiry date and batch number, from the manufacturer to the retailer.

The benefits are as follows:

- Optimal control of inventory and stock

- Able to make informed management decisions based on easy & reliable information obtained

- Reduce wastages

The Healthcare Trial Project was presented to PhAMA (Pharmaceutical Association of Malaysia); MOPI (Malaysian Organisation of Pharmaceutical Industries); PSD, MOH (Pharmaceutical Services Division, Ministry of Health); NPRA, MOH (National Pharmeceutical Regulatory Agency, Ministry of Health); Caring

Pharmacy (Stakeholder – Warehouse & Retailer); CCM Duopharma (Stakeholder – Manufacturer).

The trail project was featured and published by GS1 Global and securingindustry.com, a website that covers the issues on supply chain and brand security.

APEC Demonstrator project

The objectives of the APEC Global Data Standards pilot project on Durian Traceability are to demonstrate the greater use of GS1 standards and keys to achieve better visibility and risk management processes in the international supply chain can improve Malaysian exports to China and Hong Kong. Specifically, the project aimed to:

- Improve consumer safety.

- Improve supply chain efficiency.

- Demonstrate the added value to industry, customs, health authorities/food safety authorities for multi jurisdiction product identification and visibility.

- Contributed to combat and reduce the risk of counterfeiting by enabling authentication of product by the consumers.

This pilot project has successfully demonstrated the possibility of cross-border trading traceability can be achieved by using the GS1 standards supported by the EPCIS data sharing platform to improve the Musang King Durian supply chain from Malaysia to China and Hong Kong.

In conjunction with the APEC workshop co-organised by Hong Kong, China (HKC) and New Zealand on August 23, 2017 in Ho Chi Minh City, Vietnam, an experience sharing session by stakeholders on pilot projects was organised as part of the ongoing efforts to improve supply chain connectivity in the APEC region. The Malaysian Durian project with the adoption of GS1 standards and keys was one of the GDS pilot projects shared at the workshop.

Beer Traceability Project

GS1 Malaysia had numerous discussions with Heineken Malaysia Sdn Bhd on the proposed traceability in the brewery supply chain.
The initial discussion was to propose a solution to combat smuggling, contraband and illicit liquor in retail using the unique product identifier embedded in the GS1 bar code/2D Data Matrix to assist Customs to have a greater visibility by accessing to trusted sources of product information. GS1 Malaysia was invited to collaborate with them to study the use of RFID cutting edge technologies to enhance full visibility in beer distribution. Heineken will further capitalize by expanding the existing roadmap on pallet level to include retail unit identification in near future.

Royal Malaysia Customs Beer Excise Duty Payable Solution by GS1 Malaysia

The proposed GS1 solution leverages on the GS1 DataMatrix and GS1 Standards to improve the visibility of the taxable goods supply chain. It provides the Royal Malaysia Customs Department (RMCD) with a wide range of functions, such as a method to tackle contraband and counterfeit alcoholic beverages, enhance the traceability of goods from manufacturers through wholesalers, distributors, logistic operators, and finally to the retailers. This information is useful in efficiently managing, controlling and securing legitimate supply chains. It assists enforcement authorities in identifying who has handled suspect products and where these products entered the legitimate supply chain.

All this information can be accessed by RMCD in real time and would be useful in tracking and monitoring of beer entering the marketplace. It would be of great benefit to RMCD in the collection of excise duty as well as in the monitoring and enforcement in the marketplace.

Inventory Optimisation

In striving to meet the stock optimisation of each store operations through supply chain visibility and efficiency, GS1 Malaysia continues to collaborate with the major retailers to improve its stock efficiency by implementing GS1 barcoding system on all logistic units to modernise and redefine its distribution operations.

Collaboration with MIMOS and P&G on Palm Oil Sustainability and Farm Registry

Initiated by the Sustainability Network Initiative, GS1 Malaysia had connected to the P&G Palm Oil Sustainability team to assist the program embarked by P&G on the Palm Oil traceability. Together with MIMOS and MEOMA (Malaysia Edible Oil Manufacturers Association), GS1 Malaysia had submitted a proposal of the implementation to P&G after a meeting with the P&G Palm Oil Sustainability Team Lead.

This is to explore the possible collaboration with P&G on palm oil upstream sustainability initiative using GS1 Standards for effective track and trace. The objective is to assist P&G to ensure their suppliers (planters) are in compliance with the requirements of Roundtable on Sustainable Palm Oil.

Collaboration with MOH

From the participation of YBhg Dato' Dr Haminnuddin and Dr. Ramli from MOH at the GS1 Healthcare Conference in Berlin in April 2017, it had created better understanding to MOH how GS1 Standards and keys could add value to the track and track in Healthcare Industry. With that, MOH had consulted GS1 Malaysia on the Terms of Reference of National Track and Trace Committee in preparation for the National Track and Trace Healthcare Initiative. GS1 Malaysia had provided the TOR and implementation steps to MOH for their study.

ADDITIONAL VALUE AND SERVICES TO SUBSCRIBERS

GS1 Member Product Databank and Malaysia Databank App

Moving forwards and to capitalise the existing GS1 Malaysia Member Product Databank, GS1 Malaysia has developed a GS1 Mobile App for consumers/retailers/brand owner to verify authentic product information.

The Mobile App will enable access to product and brand owner information by scanning the GS1 barcode on the product.

The purpose of this app is to provide trusted and genuine product information to the consumer with the accurate information provided by brand owner of the product. This will provide more visibility and authentication of any products scanned. This is also to support the requirements of e-marketplace platform.

GS1 Malaysia Member Product Databank will be the pre-requisite platform to provide brand-authorised information to the GS1 Cloud. The GS1 Cloud will be the largest source of trusted product information in the world, making it possible for businesses to meet the expectations of today's digital world.

User Retrieved Product Information via GS1 Mobile App

GS1 Malaysia Member Product Databank Host (Online)

Specific information to be shared extracted from the local database server will be upload to the cloud server.

Product lists submitted will be inserted into the local database server after review.

Members' Product List Submissions

GS1 Malaysia Member Product Databank Host (Offline)
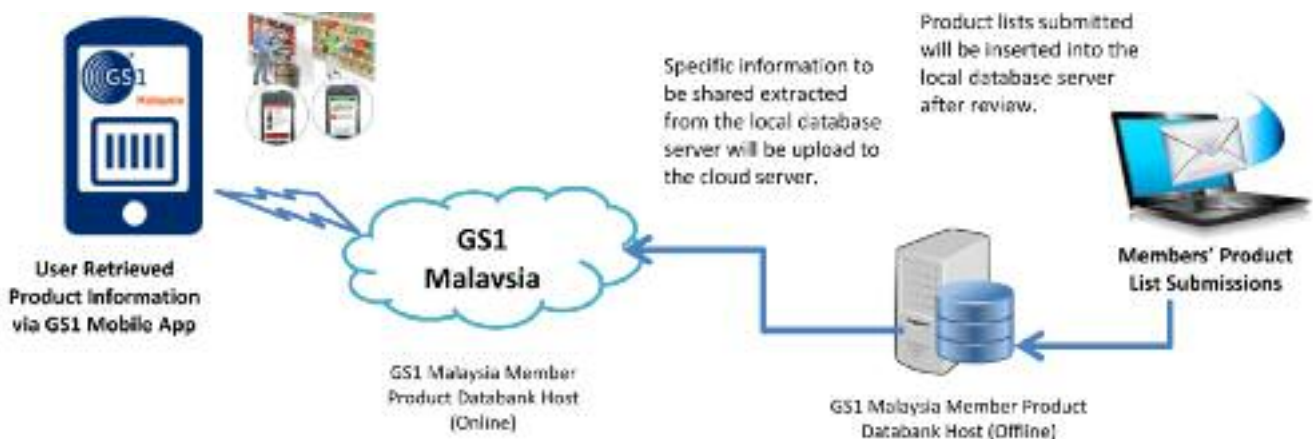
Online GS1 Member Application Platform

GS1 Malaysia has implemented online application submission on July 15, 2016.

The benefits of using the online application is to process the application efficiently and effectively by enforce the payments, compulsory information and documents are submitted.

It can also ensure the information submitted by the subscribers are clear compared to the hand written form submitted manually.

As at today, the online submission is receptive by the industry. 90% of the daily submissions are through online submission. All subscribers documents are stored in electronic form for easy retrieval of information and data.
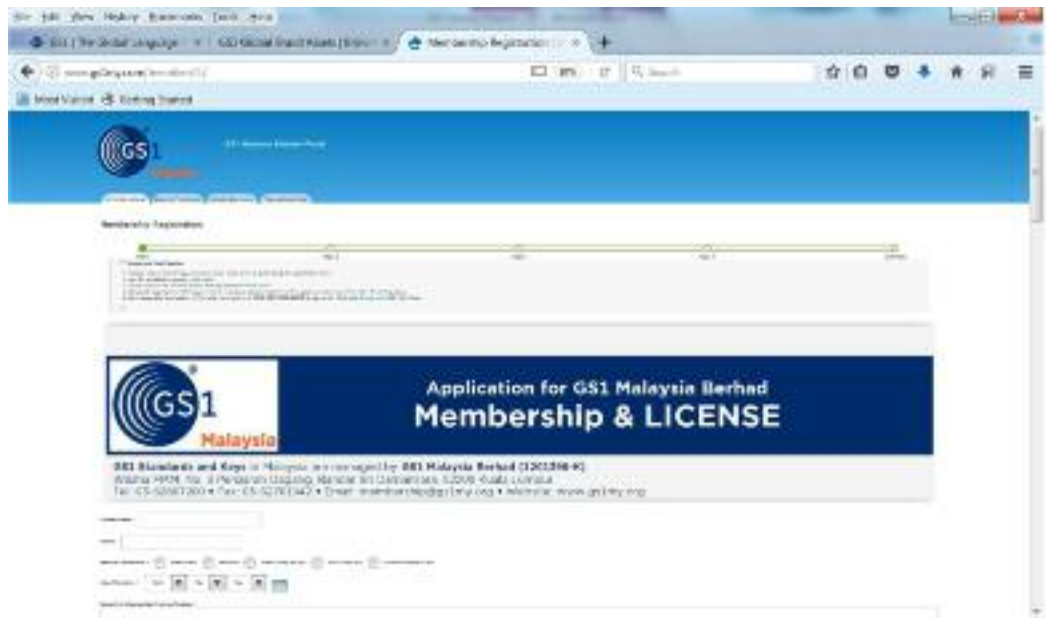
GS1 Strategic Partners Programme

GS1 Malaysia has launched GS1 strategic partners programme to facilitate GS1 consulting and advisory services to GS1 subscribers and industry. The strategic partners programme offers opportunities for solutions providers to showcase/introduce their products and services to subscribers in GS1 conferences, briefings, website, newsletters and insertion of brochures in mailing, advertising opportunities on GS1 Malaysia website.

Consulting Services

The Consulting Services provide cost effective advisory services and specialized in-house training to assist companies to get the best value from GS1 by partnering with GS1 Strategic Partner.

Extended Customers Support Team – Members Support and Consultation Services

GS1 Malaysia expanded its Customers Support Team – Members Support and Consultation Services to provide guidance and advice efficiently to subscribers on implementation of GS1 standards & keys, new services and support their requirements as well as solving problems.

e-Advertisement

GS1 Malaysia provided GS1 subscribers the advertisement opportunities on GS1 Malaysia website. This will provide a platform for the subscribers to tap into a captive and highly relevant audience for business matching and increasing awareness of brand owners' products and services.

GS1 Malaysia MyTrack

A centralized platform to capture and share the Supply Chain/Logistic Data within the company's internal processes to improve inventory management. It allows businesses to capture and share information on the movement and status of products & logistics units using GS1 Keys and data carrier such as

GS1-128 or GS1 Data Matrix embedded with Batch No., Production Date and Expiry Date.

Some MOs have indicated their interest to collaborate with GS1 Malaysia to utilize the platform for their subscribers. GS1 Malaysia will draw up a business model for the possible collaboration.

Malaysia Healthcare Product Databank

In preparation for the industry stakeholders and consumers to access critical products and logistic information to authenticate the unique identity of the products through trusted source, GS1 Malaysia introduced the GS1 Healthcare Product Databank with extended

GS1 Malaysia MyTrack

Process Flow and Stages of Data Capturing
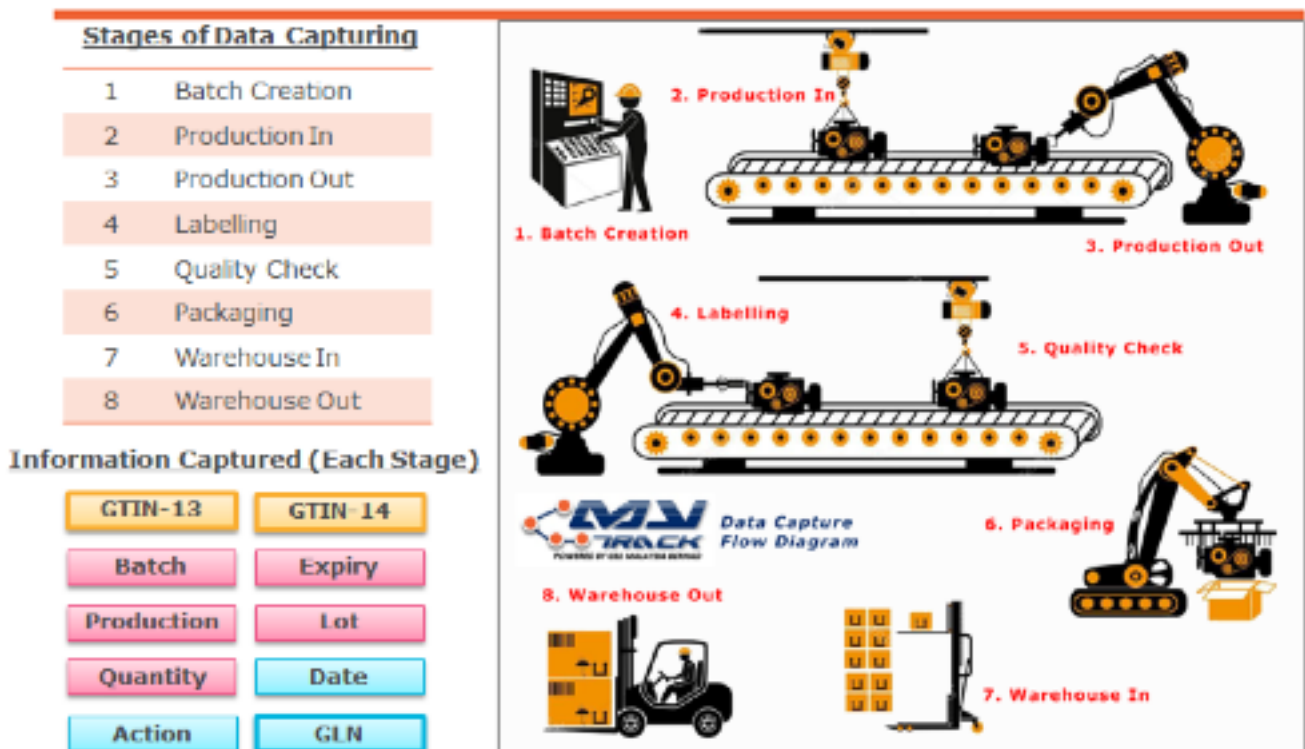
attributes to gather relevant information about the pharmaceutical company and its products, such as active ingredients, usage, warnings & precautions, etc. This would provide the ability to track and trace all pharmaceutical products.

Extended Barcode Verification Service on 2D Barcode

With the adoption of GS1 2D Datamatrix as data carrier in healthcare industry and some of the subscribers experienced challenges on wrong format and printing quality, GS1 Malaysia has extended its barcode verification service to include 2D Datamatrix. The verification services will assist our subscribers & non-subscribers in assessing the accuracy of a symbol's structure; its readability and

to ascertain if the 2D Datamatrix coding they are using is in accordance with GS1 standards.

GS1 Membership Guidelines Update – OEM

GS1 Malaysia has strongly encouraged brand owners to register directly with GS1 to adopt GS1 Standards and keys, and to protect their brand and have their product details safely backed up on GS1 Malaysia trusted database. However, many of the brand owners outsource their products to OEM and requested the OEM to register as GS1 member. As an added service, registration fee will be waived for all new membership applications by OME who are existing GS1 subscribers.
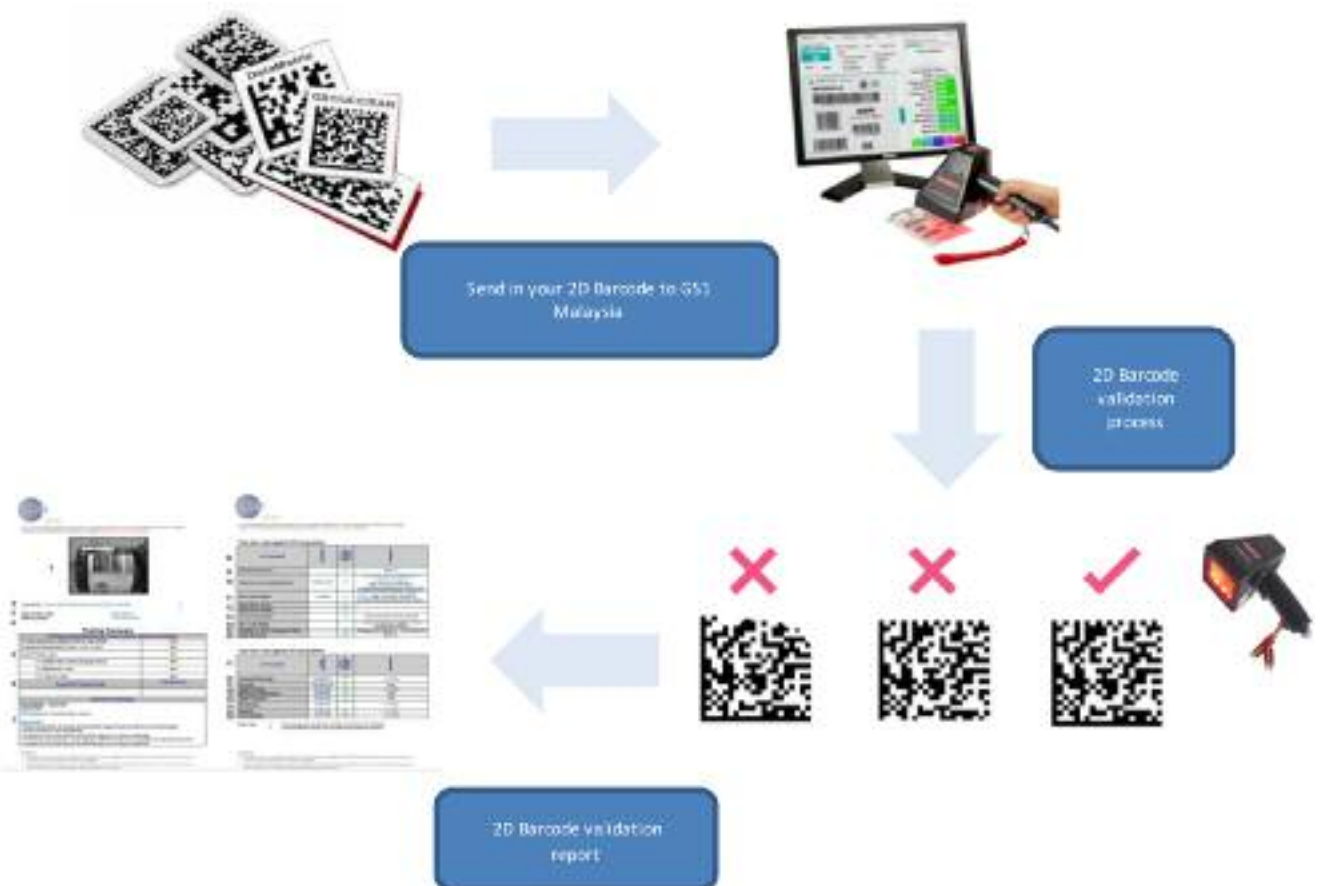
Barcode Inspection Service

To facilitate GS1 subscribers to fulfil retailer requirements for product identification, to meet Regulatory compliance and to facilitate cross border trading requirements, GS1 Malaysia has introduced full barcode inspection and compliance service in July 2017. All barcodes submitted to GS1 Malaysia for inspection is subjected to Verification, Validation and Decoding exercises. A Barcode Compliance Certificate denoting a successful inspection will be issued to the subscriber.

EVENTS ORGANISED

GS1 Malaysia Supply Chain Summit 2016

The GS1 Malaysia Supply Chain Summit 2016 with the theme "Enriching Consumer Lifestyle" was held on November 10, 2016 at Concorde Shah Alam Hotel on Food Safety, Healthcare and Omni channel. The successful Summit was attended by 200 participants from the retail, food and beverage, e-market place and healthcare industries. Retailers and healthcare authorities and other government agencies were also part of the attendees.

GS1 Malaysia Food Safety Initiative

GS1 Malaysia, together with Namura Research Institute (NRI) & the Japanese Ministry of Agriculture, Forestry & Fishery (MAFF) organised a Food Tasting Event at Kampachi Japanese Restaurant, Plaza33 on 15 February 2017.

The objective of the event was to introduce Japanese food products to potential importers in the Malaysian market, which will be shipped via the Naha Airport at Naha, Okinawa.

If they adopt the GS1 standards and keys, full traceability of all the products shipped will then be possible due to the use of GS1 keys & standards throughout the supply chain. Importers would be able to make informed decisions on the products when they arrive.

GS1 Malaysia Food Safety Forum 2017 – Food Safety as a Competitive Advantage

GS1 Malaysia organised a seminar on Food Safety on 13 June 2017 entitled "GS1 Malaysia Food Safety Forum 2017 – Food Safety as a Competitive Advantage" to create greater awareness on how GS1 standards & keys are instrumental to food safety, to provide a platform for subscribers and non-subscribers to learn more about food safety in Malaysia, and to drive adoption of GS1 standards & keys. The speakers for the seminar were colleagues from GS1 Global as well as GS1 Malaysia, government agencies; FAMA and FSQ-MOH, as well as a Certified Halal Trainer and Consultant. The participants were updated on global food safety regulations and trends, local support for SMEs in implementing food safety practices, halal traceability.

Capacity Building through working collaboratively with Government Agencies and other Trade Organisation

GS1 Malaysia has been actively participated in governmental agencies as well as local trade & business associations' event in order to deliver the value & benefits of the GS1 standards and keys to the Malaysia industry.

In-house Training Programmes to specific industries

To provide in-house training programme to address industry's unique GS1 standards implementation challenges and suit subscribers' needs.

Organiser	Date	Venue
Unit Perancang Ekonomi Negeri Selangor (UPEN)	7 Oct 2016	Selangor
Dewan Perniagaan Melayu Malaysia Negeri Sembilan	15 Oct 2016	Negeri Sembilan
Dewan Perniagaan Melayu Malaysia WP Putrajaya	19 Oct 2016	Cyberjaya
Dewan Perniagaan Melayu Malaysia Pulau Pinang	22 Oct 2016	Penang
Unit Perancang Ekonomi Negeri Selangor (UPEN)	2 Nov 2016	Selangor

Date	Company/Organisation	Subject Matter Covered
2 Aug 2016	Bioinfinity (M) Sdn Bhd	UDI and Implementation of GS1 in Healthcare Industry
26 Sep 2016	Vigilenz Medical Devices Sdn Bhd	UDI and Implementation of GS1 in Healthcare Industry
11 Oct 2016	Dynavest Food Industries Sdn Bhd	Efficiency of stock control in warehouse
20 Oct 2016	Yee Lee Trading Co	GS1 standards, benefits and services
17 Nov 2016	Duopharma Malaysia Sdn Bhd	Retail & non-retail identification, GS1 2D DataMatrix, GS1 in Healthcare Industry
24 Nov 2016	MATRADE	Retail and Outer Case Carton identification
6 Dec 2016	MATRADE	Retail and Outer Case Carton identification
16 Mar 2017	ITL Biomedical (also known as ITL Asia Pacific Sdn Bhd)	Creation of UDI codes using GS1 identification keys to comply with USFDA regulations
8 Aug 2017	Pharmaniaga	Track & Trace by using GS1 Standards

GS1 Trainings and Briefings

As part of the efforts to enhance the adoption of the GS1 standards and keys and its benefits, GS1 Malaysia has developed several new trainings to facilitate the adoption and implementation of GS1 Standards & Keys, to increase business efficiency, productivity and profitability.

The briefings cover topics ranging from overviews of different sections of the GS1 Standards & Keys, industry-related briefings such as the Healthcare Awareness Programme, the Product Traceability Conformance Programme, as well as briefings on Brand Protection and Product Data Visibility.

Companies who have participated included Top Glove Corporation Berhad, Pharmaniaga Berhad, Celcom Axiata Berhad.

PARTNER COLLABORATIONS

Survey Conducted with Caring Pharmacy Customers

GS1 Malaysia was invited to participate in the Caring Diabetes Awareness Workshop on 15 April 2017, to conduct a survey with Caring customers. The objective of the survey was to understand customers' concern on product information before making purchase decisions. Based on the survey conducted, 100% of the respondents agreed that it is important for brand owners to provide product information which will influence their purchase decision. With the above findings, GS1 Malaysia will further encourage the adoption of GS1 standards and GS1 2D DataMatrix to capture large amounts of data and information in the healthcare industry.
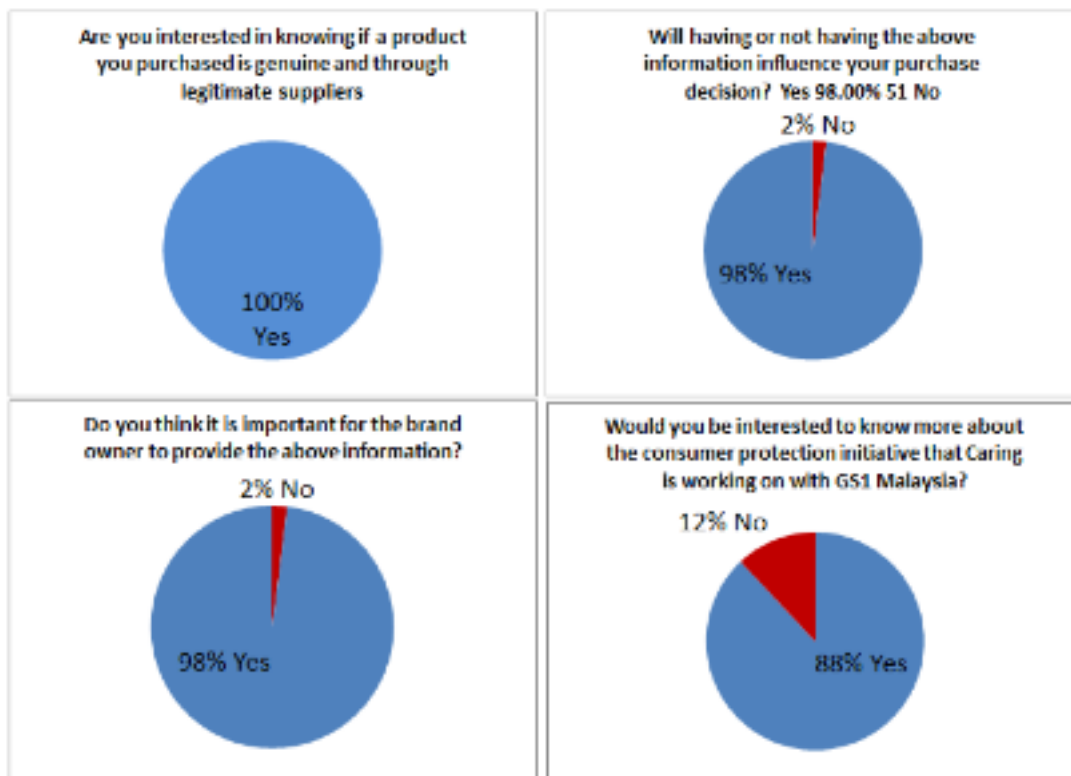
E-Commerce with Alibaba.com

GS1 Malaysia met with Alibaba on assisting local SMEs to export their products via e-Marketplace by providing accurate and authentic brand owner product information through the trusted data maintained in the GS1 Malaysia Member Product Databank.

"Internet of Things – Disruptive Technology" Seminar

GS1 Malaysia jointly organised the seminar with Intel Malaysia and MCMC on 26 July 2016 at MCMC, Cyberjaya. The focus of the seminar was on Industrial, Energy and Smart Buildings.

Survey Conducted

Are you interested in knowing if a product you purchased is genuine and through legitimate suppliers — 100% Yes

Will having or not having the above information influence your purchase decision? Yes 98.00% 51 No — 2% No, 98% Yes

Do you think it is important for the brand owner to provide the above information? — 2% No, 98% Yes

Would you be interested to know more about the consumer protection initiative that Caring is working on with GS1 Malaysia? — 12% No, 88% Yes

SME Conference

GS1 Malaysia and MIMOS presented the local Mi-Trace EPCIS platform and the APEC GDS Durian Pilot Project at the SME Conference organised by FMM and MITI at MITI Conference Hall on 16 November 2016.

Brand Security Sustainability Seminar

GS1 Malaysia was invited as a guest speaker to the Brand Security Sustainability Seminar organised by one of the Strategic Alliance Partners of GS1 Malaysia, VeriTrack Inc on 27 April 2017 at Empire Hotel, Subang Jaya.

e-Commerce Seminar – Kick-Start Your Business through e-Commerce

Aladdin Group (AladdinStreet. com.my) together with GS1 Malaysia and MATRADE jointly organised a seminar on 22 November 2016 and 14 February 2017 to promote e-Commerce platforms to SMEs to expand trade opportunities through e-Marketplace.

Maybank-AladdinStreet SME Talk

GS1 Malaysia was invited as a guest speaker to brief Maybank SME members on GS1 Standards & Keys at one of the SME Talk organised by Maybank and AladdinStreet.com. GS1 Malaysia will be the guest speaker to the series of SME Talk in other states.