GS1 Malaysia e-Newsletter Jan-Mar 2017

GS1 Malaysia Demonstrated Traceability through the Healthcare Trial Project with Duopharma & Caring Pharmacy

GS1 Malaysia successfully completed a Healthcare Trial Project and demonstrated to the stakeholders the effectiveness of tracking & tracing products in their supply chain.

The trial project, themed "**Pharmaceutical Products Authentication and Getting Started with Track and Trace: Manufacturer to Distributor to Retailer**", made full use of the **GS1 2D DataMatrix**'s ability to provide product visibility, authentication and verification, as it can contain dynamic information such as batch number and expiry date.

The trial project also made use of **GS1 Malaysia's Member Product Databank**, which contains trusted product information, and **GS1 Malaysia's Databank Mobile App**, which displays information stored in the Databank, and the DataMatrix in an easy to read format.

This pilot was done in collaboration with Caring Pharmacy and Duopharma Malaysia, as a way to demonstrate to all the stakeholders the benefits of having full visibility in the movement of pharmaceutical products in their supply chain.

Alibaba Group Pushes for Adoption of GS1 Standards

The **Alibaba Group** has requested that all its users adopt **GS1 Standards & Keys** on all products being traded online. As the world's largest online and mobile trading market, Alibaba Group is now working with **GS1 Global** & **GS1 China** to push for the adoption of product information standardisation, under the **Global Data Synchronisation Network (GDSN)** initiative.

To ensure that all of its users benefit from this collaboration, Alibaba Group is implementing GDSN in stages. Currently, only **Health food, Maternal and Child, Beauty and Make-up, and Personal Care** industries are approached to join this project.

Standardised product information directly from product owners would greatly benefit all stakeholders by facilitating speed to market, engenders trust in a product, and optimises inventory management.

GS1 Malaysia Member Product Databank - Advocating Brand Protection and Product Data Visibility

Many industries have long recognized that accurate & genuine product data is critical in driving consumer buying decisions. There is therefore a real need for manufacturers and retailers to review their data governance processes, and to

make improvements to data quality at the source. This is not only to meet the growing customer need for information but also to remain competitive in a crowded marketplace.

GS1's unique product identifiers are important across the supply chain, and are now even more so as retailers, both local & international, are mandating that their suppliers provide non-retail / outer case carton identifiers on their cartons/logistic units, in an effort to streamline and improve their logistical processes.

Recognizing these needs, GS1 Malaysia has introduced the **GS1 Malaysia Member Product Databank**, that serves as a repository of accurate & trusted product information that retailers, and very soon consumers, can refer to in order to check the validity of GS1 members' product barcodes and assist in verifying product authenticity. This can only happen because the information is directly from the brand owners.

Find out More

APEC GDS Pilot Project - Durian Traceability

The objectives of the APEC Global Data Standards pilot project on Durian Traceability are to demonstrate that 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.

Find out More

GS1 Malaysia Food Safety Initiative - Food Tasting Event on 15 February 2017

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 would be shipped via the Naha Airport at Naha, Okinawa.

If they adopt the GS1 standards and keys, full traceability of all the products shipped would 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.

EU Parliament in Support of Enforcing Tougher Food Inspections

In response to consumer concerns regarding food safety after the horse meat scandal of 2013, the EU parliament has recently adopted **plans** to tighten up

official food inspections across the supply chain. These plans aim to **improve food traceability, combat fraud and restore consumer trust in the integrity of the food chain.**

The legislation will provide a comprehensive, integrated and more effective control system in the areas of food and feed safety rules, veterinary and plant health requirements, organic production and protected geographical indication rules.

The agreement negotiated between MEPs and the Council of Ministers provides for:

- a comprehensive scope, encompassing the whole agri-food chain: controls on food, feed, plant health, pesticides, animal welfare, geographical indications, organic farming,
- unannounced, risk-based controls in all sectors,
- better enforcement against fraudulent or deceptive practices,
- import conditions for animals and products imported from third world countries, and
- European Commission controls in EU member states and in third world countries.

As part of this supply chain, Malaysian food exporters to the EU will also be affected by these new regulations. Malaysian food manufacturers are highly encouraged to look at their existing operations through the **Global Traceability Conformance (GTC) programme** in order to ensure compliance and conformance to local and international consumer and product safety regulations.

In-house Training with ITL Biomedical (also known as ITL Asia Pacific Sdn Bhd), 16th of March, 2017, in Batu Gajah, Perak

ITL Biomedical is a medical device company that specializes in innovative design and production of biological sampling systems. As they also export their medical instruments to the USA, their products are required to comply with US FDA UDI regulations. To ensure that their employees are updated on how to comply with the regulation, they engaged GS1 Malaysia Berhad's professional consultancy team to conduct an in-house training on the adoption of GS1 standards in their supply chain operations.

A total of 19 employees were present for the in-house training. General feedback collected from the participants was that the experience and knowledge sharing during the in-house training gave them a greater understanding of GS1 standards and Keys, the proper usage of GS1 barcode symbology, and its benefits. The difference between identification of retail and non-retail items and its corresponding GS1 barcode symbols was seen as a desirable part of the training.

During the training, they had the opportunity to further enhance their knowledge on UDI using GS1 standards, which led to a better understanding on how traceability systems help their operations for proper shelf control and good inventory management practices.

GS1 Malaysia Berhad offers **Customisable In-house Training** for members as well as non-members at very competitive rates. Please **contact us** at **03-62867200** to find out more.

Kick-Start Your Business Through E-Commerce

Aladdin Group (AladdinStreet.com.my) together with MATRADE had jointly organised a seminar to promote the e-Commerce platform for SMEs who are looking for the opportunity to export their products.

GS1 Malaysia was invited to brief the participants on the roles of GS1 in e-Commerce sector and demonstrate the importance of GS1 by providing e-Commerce through trusted product information and authentication.

The seminar, themed "Kick-Start Your Business Through E-Commerce", was held at MATRADE seminar room on November 22, 2016 and February 14, 2017.

GS1 Malaysia Annual Summit 2017
16 November 2017, Thursday 9am - 5pm
Concorde Hotel, Shah Alam
GS1 MALAYSIA'S PREMIER EVENT OF THE YEAR IS COMING SOON!

GS1 Malaysia Services

MORE THAN JUST BARCODES...

- **GS1 Malaysia Member Product Databank**
  Enable Authentication of Product Information and Ownership
- **GS1 Malaysia Databank Mobile App**
  Providing Trusted and Genuine Product Information
- **GS1 Malaysia Consumer Safety & GTC Programme**
  Enhance Brand Integrity by Ensuring Consumer Safety
- **GS1 Malaysia Verification Services**
  Ensure Your Barcodes Scan First Time, Every Time

- **GS1 Malaysia Professional Consultancy Services**
  Cost-Effective and Customisable to Get the Best Value out of your GS1 Membership

GS1 Malaysia Briefings April - June 2017

APRIL 2017

- **05 April 2017 (Wednesday)**
  9:30am - Member Benefits Orientation: Standards & Services Overview @ FMM KL (conducted in English and Chinese)
- **19 April 2017 (Wednesday)**
  9:30am - Ensuring Compliance with Retailer Requirements & Improved Logistics Efficiency
  2:00pm - Enabling Brand Protection and Product Data Visibility
- **20 April 2017 (Thursday)**
  9:30am - Enhancing Brand Integrity by Ensuring Consumer Safety
- **26 April 2017 (Wednesday)**
  9:00am - How GS1 can Enable Authentication and Increase Efficiency in Healthcare

MAY 2017

- **03 May 2017 (Wednesday)**
  9:30am - Member Benefits Orientation: Standards & Services Overview @ FMM KL (conducted in English and Chinese)
- **11 May 2017 (Thursday)**
  9:30am - Ensuring Consumer Safety through Global Traceability Conformance
- **17 May 2017 (Wednesday)**
  9:00am - Business Growth with GS1
- **18 May 2017 (Thursday)**
  9:30am - Ensuring Compliance with Retailer Requirements & Improved Logistics Efficiency
  2:00pm - Enabling Brand Protection and Product Data Visibility
- **24 May 2017 (Wednesday)**
  9:30am - Improving Your Solutions with GS1
- **25 May 2017 (Thursday)**
  9:30am - Ensuring Consumer Safety through Global Traceability Conformance

JUNE 2017

- **07 June 2017 (Wednesday)**
  9:30am - Member Benefits Orientation: Standards & Services Overview @ FMM KL (conducted in English and Chinese)
- **08 June 2017 (Thursday)**
  9:30am - Ensuring Consumer Safety through Global Traceability Conformance
- **14 June 2017 (Wednesday)**
  9:30am - Ensuring Compliance with Retailer Requirements & Improved Logistics Efficiency
  2:00pm - Enabling Brand Protection and Product Data Visibility

- **15 June 2017 (Thursday)**
  9:00am - How GS1 can Enable Authentication and Increase Efficiency in Healthcare
- **21 June 2017 (Wednesday)**
  9:30am - Ensuring Consumer Safety through Global Traceability Conformance

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