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MEDIA RELEASE

Transforming Businesses through GS1 Standards

7 October 2015 – GS1 Singapore, a member organisation of GS1 Global and one of the Centres of Excellence under the Singapore Manufacturing Federation (SMF), hosted the 2015 GS1 Asia Pacific Forum in conjunction with Singapore’s Jubilee.

Minister of State for Manpower, Teo Ser Luck, attended the event as Guest-of-Honour. Other notable speakers included Mr Seah Kian Peng, Chief Executive of NTUC Fairprice Co-operative Ltd, and Professor Toh Chai Keong, Assistant Chief Executive (Engineering & Technology) of Infocomm Development Authority of Singapore (IDA). *(Please refer to Appendix C for speaker profiles)*

Supported by multiple agencies and organisations from local public and private sectors, the forum highlighted the growing importance of GS1 standards to help businesses and organisations increase operational efficiencies and visibility of supply chains, particularly in areas of healthcare, retail, e-commerce, and logistics.

In light of the emerging markets in the Asia Pacific region, new challenges will arise across industries. For example, in the healthcare sector, counterfeiting, high costs of compliance to regulatory requirements in terms of drugs and medical devices, and occurrence of human error in the absence of technology are some challenges that affect healthcare costs and patient safety. In such cases, adoption of GS1 standards along the supply chain will aid in the ease of data capturing and sharing, which will in turn mitigate these challenges.

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More than 100 representatives and Chief Executives (CEOs) from over 17 GS1 Asia Pacific regional member organisations convened at Movenpick Heritage Hotel Sentosa for the two-day forum packed with back-to-back seminars and technical training workshops on the implementation of GS1 standards in different sectors. *(Please refer to Appendix B for the programme details)*

With the theme “Transform to Perform”, the forum also provided an ideal platform for GS1 Member Organisations to provide updates on the Asia Pacific Economic Cooperation (APEC) Global Data Standards Initiative. Recognising how global data standards can enhance supply chain efficiency, the Global Data Standards Initiative allows officials to explore what more could be done to facilitate mutual compatibility amongst data standards frameworks, and the compatibility of economies’ frameworks with the use of global data standards. In developing pilot projects in accordance with their own domestic circumstances, delegates from Australia, New Zealand, Hong Kong and Malaysia convened at the forum to share their learning points. *(Refer to Appendix D for more details on the APEC pilot projects)*

GS1 Singapore to develop new product authentication and traceability app for consumers and businesses

At the forum, GS1 Singapore also announced its collaboration with AuthenticateIT (AIT), an Australian tech firm, to launch a new authentication and traceability solution for GS1 members and businesses in Singapore. The solution comes with an easy-to-use smart device app that allows consumers to access a product’s detailed information – such as recall status, product ingredients, and product origin – and verify the product’s supply source and authenticity prior to purchase. The new solution is an answer to the increasing demand in the industry for higher safety and quality checks. As such, this new initiative will help to build a win-win situation between the consumers and brand owners, as it will help to increase

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consumer trust, brand protection, as well as boost traceability and visibility along the product supply chain.

The new GS1 authenticating and traceability solution, will be particularly useful for healthcare industry stakeholders, retailers, and brand owners including luxury goods and food manufacturers, allowing such businesses to take their engagement with customers and consumers to a new level. *(Please refer to Appendix F for more information on AuthenticateIT)*

Mr Liew Wai Leong, CEO of GS1 Singapore said, “This solution will benefit brand owners and consumers alike – consumers will be assured of the authenticity and supply traceability of the product, and brand owners can ride on this faith to build consumer trust and further boost their brand image. The solution also helps businesses better engage its customers and ties in with the advent of the digital age wherein savvy consumers are increasingly desiring readily accessible product information - made possible by the escalation of smart device ownership.”

“The Asia Pacific Forum is a good platform to share the latest trends in various industries and delve into particular cases in standards, technology development and implementation. Participants can tap on the expertise of trainers and speakers for comprehensive insights into issues surrounding current and emerging markets,” concluded Mr Patrick Chang, Chairman of GS1 Singapore.

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About Singapore Manufacturing Federation (SMF)

<http://www.smfederation.org.sg>

Established since 1932, SMF represents the interest of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and 6 Centres of Excellence, SMF enhances the competitiveness of the industry by encouraging capacity development and capability building, innovation and productivity.

It provides opportunities for companies to collaborate, network; and to grow and expand both locally and internationally. Current membership stands at more than 3,000 corporate members ranging from SMEs to MNCs.

About GS1 Singapore

<http://apforum2015.gs1.org.sg/>

GS1 Singapore Limited is part of the international, neutral, not-for-profit GS1 organisation based in Brussels, Belgium, with 111 member organisations worldwide. GS1 Singapore was established in 1987 to implement and administer the global multi-industry GS1 standards-

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based system of automatic identification and communication for products, services, assets and locations.

GS1 Singapore facilitates collaboration amongst trading partners, organisations and technology providers, in order to solve business challenges that leverage standards and to ensure visibility along the entire supply chain.

GS1 develops the most widely used supply chain standards system in the world serving close to two million companies doing business across 150 countries in multiple sectors and industries.

About GS1 Standards

GS1 standards give a common language to identify, capture and share supply chain data—ensuring important information is accessible, accurate and easy to understand. GS1 Standards are the world’s most widely used standards for supply chain management serving over two million companies globally. Our standards leverage on technology tools such as RFID, Barcoding, Electronic data interchange (eDI) to facilitate interoperability and provide structure to many industries and sectors.

In today’s supply chain, many trading partners are faced with different business processes and data interchanges with their logistics service providers (LSP). The GS1 System continues to develop as necessary to meet the evolution of transport & logistics requirements.

By implementing GS1 Standards, businesses can achieve the following:

Traceability: A visibility of products and their histories along the global supply chain

Interoperability: A standards-based system that enables business to work seamlessly across industries

Efficiency: Enable businesses to make quicker decisions, improve product management, speed products through inventory and delivery management and reduce cost

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Security: Businesses are empowered with the right information for better risk management

Safety: Enable businesses to facilitate the authentication of genuine products, thereby reducing the risk of harmful counterfeit products and ensuring an increase of IP protection

GS1 has established a global product recall standard, along with an implementation guide for multi-jurisdictional recall notifications. This new standard serves as a practical blueprint enabling all supply chain stakeholders to implement more effective product recall processes and notifications. The standard is part of GS1's solution for product and consumer safety. It complements and extends the existing GS1 Traceability Standard that provides companies with a well-defined traceability process to meet regulatory requirements, building upon existing GS1 standards that are widely used in most supply chains around the world.

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Appendix A

Background on GS1 Singapore Asia Pacific Forum

GS1 Singapore was borne out of a successful tie-up between the Singapore Manufacturing Federation (SMF) and Global Standards 1 (GS1) organisation based in Brussels with offices in 112 countries.

As a key affiliate of SMF, GS1 Singapore has close to 2000 member companies across multiple sectors and is working with organisations and public agencies such as SPRING Singapore, iDA, CUSTOMS, HSA, MOHH, e2i to promote and drive adoption of standards to help Singapore companies improve their competitiveness, operational efficiencies including Productivity, Safety, Security and Sustainability.

In celebration of SG50 Jubilee, GS1 Singapore has the honour to host the 2015 GS1 Asia Pacific Forum from 7 to 8 October 2015. Aptly themed “Transform to Perform”, this exclusive event will welcome more than 100 CEOs and participants from 17 GS1 Asia Pacific (AP) member organisations to learn and share latest trends, best practices, case projects in standards and technology development and implementation.

A platform to bring together the AP Member Organisations (MOs) to meet to discuss the status of regional projects and to better respond to future challenges in the region.

The 2015 GS1 Asia Pacific Forum is a two-day event with a pre-forum CEOs’ networking session, followed by the official opening ceremony; the CEO forum and training & education tracks to enable MOs to continue to grow successfully.

Local and overseas speakers are engaged to provide insights on implementing the GS1 Standards and how they have been able to benefit, value-add and to better serve the industries.

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Appendix B

Programme List

Day 1 CEO Forum Track Programme

Wednesday 7 Oct			
Time	Event	Attendees	Venue/Speaker
8.30am - 8.50am	Registration	All Delegates	Basement 1 - Heritage Wing, Heritage Ballroom
9.00am - 9.05am	Video Screening Smart Nation, Better Living	All Delegates	Basement 1 - Heritage Wing, Heritage Ballroom
9.05am - 9.10am	Welcome Address	All Delegates	Mr Liew Wai Leong, GS1 Singapore, CEO
9.10am - 9.15am	Opening Speech	All Delegates	Mr Patrick Chang, GS1 Singapore, Chairman
9.15am - 9.25am	Opening Message	All Delegates	Mr Miguel A. Lopera, GS1, President and CEO
9.25am - 9.35am	Guest of Honour Speech	All Delegates	Mr Teo Ser Luck, Minister of State, Ministry of Manpower
9.35am - 10.00am	Keynote Presentation Singapore - Smart Nation	All Delegates	Dr Toh Chai Keong, IDA, Chief Engineering and Technology Officer Assistant Chief Executive (Engineering and Technology)
10.00am – GS1 AP Forum, Class of 2015 Photo Taking @ Heritage Ballroom			
10.30am - 10.50am – Networking Tea Break @ Heritage Ballroom			
10.50am - 11.50am	APEC Global Data Standards Initiative Update	All Delegates	Mr Akhmad Bayhaqi, APEC Policy Support Unit (PSU), Senior Analyst Ms Rose Elphick, Victoria University, Consultant
11.50am - 12.20pm	Panel Discussion APEC Global Data Standards Pilot Project Implementation – Challenges and Opportunities	All Delegates	Moderator: Mr Patrik Jonasson, GS1, Director, Public Policy Asia-Pacific Panelists: Ms Anna Lin, GS1 Hong Kong Mr Goh Chiang Fein, GS1 Malaysia Mr Mark Fuller, GS1 Australia Mr Peter Stevens, GS1 New Zealand
12.20pm – 1.15pm Networking Lunch @ Level 1 Tablescape			
1.15pm - 2.15pm	Global Office Updates	MOs Only	Heritage Ballroom
2.15pm - 2.40pm	Guest Speaker Success Factors for Future Retail	All Delegates	Mr Seah Kian Peng, NTUC Fairprice Co-operative Limited, CEO
2.40pm - 3.00pm – Networking Tea Break @ Heritage Ballroom			
3.00pm - 5.30pm – Depart Hotel for Learning Journey (off-site)			
6.00pm – Beer-to-Chill Dinner @ Asia Pacific Breweries (APB) Singapore			
9.00pm – Back to Mövenpick Heritage Hotel			

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Day 2 CEO Forum Track Programme

Thursday 8 Oct

Time	Event	Attendees	Venue/Speaker
8.50am - 9.00am	Admin Briefing	All Delegates	Basement 1 - Heritage Wing, Heritage Ballroom
9.00am - 9.25am	Managing Uncertainty Preparing for a Change	All Delegates	Mr Paul Prendergast, Accenture Pte Ltd, Managing Director, ASEAN Consumer Goods
9.25am - 9.50am	Enabling e-Commerce	All Delegates	Mr New Soon Tee, IDA, Director, Logistics Manufacturing and Retail Sector
9.50am - 10.20am – Networking Tea Break @ Heritage Ballroom			
10.20am - 10.45am	Food Safety Requires a Culture of “Shared Responsibility”	All Delegates	Ms Chong Nyet Chin, NTUC Fairprice Co-operative Limited, Director, Food Safety and Quality
10.45am - 11.10am	Singapore Drug Dictionary and the Use of Barcodes in Healthcare	All Delegates	Ms Priscilla Chua, MOH Holdings Pte Ltd, Senior Clinical Architect, Standards Information Systems Division
11.10am - 12.00pm	Panel Discussion	All Delegates	Moderator: Peter Stevens, GS1 New Zealand, CEO Panelists: Mr Paul Prendergast Mr New Soon Tee Ms Chong Nyet Chin Ms Priscilla Chua
12.00pm - 1.30pm – Networking Lunch @ Level 1 Tablescape			
1.30pm - 3.30pm	GS1 MO Presentations	All Delegates	Heritage Ballroom
3.30pm - 4.00pm – Networking Tea Break @ Heritage Ballroom			
4.00pm - 4.30pm	Implementing Innovation	All Delegates	Ms Erin Entrekin, Think Place Consulting, Executive Director
4.30pm - 4.40pm	AP Forum 2016 – Host Nation GS1 Thailand	All Delegates	Mr Pravith Chotiprayanakul, GS1 Thailand, CEO
4.40pm - 4.50pm	Closing of AP Forum	All Delegates	Mr Liew Wai Leong, GS1 Singapore, CEO
4.50pm - 5.00pm	Closing Message	All Delegates	Mr Miguel A. Lopera, GS1, President and CEO
6.00pm - 10.00pm – Farewell Dinner @ Mövenpick Hotel; Level 1 Heritage Wing, The World of Whisky (The WoW)			

Day 1 Training & Education Track - Understanding Market Dynamics

Wednesday 7 Oct

Time	Event	Attendees	Venue/Speaker
8.30am - 8.50am	Registration	All Delegates	Basement 1 - Heritage Wing, Heritage Ballroom
9.00am - 9.05am	Video Screen Smart Nation, Better Living	All Delegates	Basement 1 - Heritage Wing, Heritage Ballroom
9.05am - 9.10am	Welcome Address	All Delegates	Mr Liew Wai Leong, GS1 Singapore, CEO
9.10am - 9.15am	Opening Speech	All Delegates	Mr Patrick Chang, GS1 Singapore, Chairman
9.15am - 9.25am	Opening Message	All Delegates	Mr Miguel A. Lopera, GS1, President and CEO
9.25am - 9.35am	Guest of Honour Speech	All Delegates	Mr Teo Ser Luck, Minister of State, Ministry of Manpower
9.35am - 10.00am	Keynote Presentation Singapore - Smart Nation	All Delegates	Dr Toh Chai Keong IDA, Chief Engineering and Technology Officer Assistant Chief Executive (Engineering and Technology)
10.00am – GS1 AP Forum, Class of 2015 Photo Taking @ Heritage Ballroom			
10.30am - 10.50am – Networking Tea Break @ Heritage Ballroom			
10.50am - 11.40am	Topic 1: Master Data Management Practices for GS1 MOs	Registered T&E Delegates Only	Mr Steven Pereira, GS1 Australia, Chief Information Officer and Head of GS1 Institute
11.40am - 12.20pm	Topic 2: Elements of Transformation Leadership for a GS1 Asia Pacific MO	Registered T&E Delegates Only	Mr Steven Pereira, GS1 Australia, Chief Information Officer and Head of GS1 Institute
12.20pm - 1.15pm – Networking Lunch @ Level 1 Tablescape			
1.15pm - 2.40pm	GS1 Retail: Omni-Channel Relevancy in the Transforming Retail Landscape	Registered T&E Delegates Only	Ms Marianne Timmons, GS1, President, Industry Engagement
2.40pm - 3.00pm – Networking Tea Break @ Angsana Room			
3.00pm - 5.30pm – Depart Hotel for Learning Journey (off-site)			
6.00pm – Beer-to-Chill Dinner @ Asia Pacific Breweries (APB) Singapore			
9.00pm – Back to Mövenpick Heritage Hotel			

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Day 2 Training & Education Track - Technical Training

Thursday 8 Oct

Time	Event	Attendees	Venue/Speaker
8.30am - 10.00am	AIDC in Healthcare (Part 1) - Healthcare AIDC Application Standards Module - AIDC Aspects of "UDI" Module - GS1 AIDC for Pharma & Med Device Track & Trace Module - Mobile AIDC Application (B2C) in Healthcare Module - New ISO Standards on Patient ID and Pharma ID	Registered T&E Delegates Only	Mr Charles Biss, GS1, Senior Director, AIDC Healthcare
10.00am - 10.20am – Networking Tea Break @ Angsana Room			
10.20am - 12.00pm	Anti-Counterfeiting and Traceability in Healthcare (Part 2) - Understanding of the Common Drivers for Traceability in the Healthcare Supply Chain - GS1 Global Traceability Standards for Healthcare (GTSH) and GTSH Implementation Guidelines - GS1 Standards to Fight Counterfeiting	Registered T&E Delegates Only	Mr Charles Biss, GS1, Senior Director, AIDC Healthcare
12.00pm - 1.00pm – Networking Lunch @ Level 1 Tablescape			
1.00pm - 2.40pm	GS1 2D – Datamatrix & QR Code - Application Areas, Basic Properties, Scanners and Types - Sectors (Healthcare, Direct Part Marking, Publishing) - Verification	Registered T&E Delegates Only	Mr Charles Biss, GS1, Senior Director, AIDC Healthcare
2.40pm - 3.40pm	Panel Discussion Questions & Answers Session	Registered T&E Delegates Only	Moderator: Mr Steven Pereira, GS1 Australia, Chief Information Officer and Head of GS1 Institute Panelists: GS1 Hong Kong GS1 India GS1 New Zealand GS1 Singapore
3.40pm - 4.00pm – Networking Tea Break @ Angsana Room			
4.00pm - 4.30pm	Implementing Innovation	All Delegates	Ms Erin Entrekin, Think Place Consulting, Executive Director
4.30pm - 4.40pm	AP Forum 2016 – Host Nation GS1 Thailand	All Delegates	Mr Pravith Chotiprayanakul, GS1 Thailand, CEO
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4.50pm - 5.00pm	Closing Message	All Delegates	Mr Miguel A. Lopera, GS1, President and CEO
6.00pm - 10.00pm – Farewell Dinner @ Mövenpick Hotel; Level 1 Heritage Wing, The World of Whisky (The WoW)			

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Appendix C

Speakers Profile

Professor Toh Chai Keong, Assistant Chief Executive – ACE (Engineering & Technology) and the Chief Engineering & Technology Officer (CETO) of Infocomm Development Authority of Singapore (IDA)



ACE Toh is a Singaporean with more than two decades of senior leadership experiences across multiple countries. Prior to returning to Singapore, he was the Senior Director and Chief Technology Advisor at ALICO Systems in California where he worked on R&D and product development. Earlier on he was with TRW Systems as Director of Corporate Research, a scientist at Hughes Research Labs, and a lead architect for various companies in the states.

Academically, ACE Toh was a Chair Professor in Computer Science at various universities including the University of London, Technical University of Valencia, National Tsinghua University Taiwan and a visiting faculty at Princeton, Yale, and Stanford.

ACE Toh has been recognised with 6 Society Fellowships (IEEE Fellow and AAAS Fellow), and 2 medals from IEEE and IET for pioneering technical contributions in wireless networks and internet protocols. His research citations exceed 13,000. He is also a Chartered Engineer and Chartered IT Professional.

ACE Toh graduated from the University of Manchester with a first class EE degree and a PhD in Computer Science from Cambridge University, UK.

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Seah Kian Peng, Chief Executive Officer , NTUC Fairprice Co-operative Limited



Mr Seah Kian Peng is the Chief Executive Officer (Singapore) of NTUC Fairprice Co-operative.

Mr Seah has been with NTUC FairPrice since January 2001. During this period, he has worked with the team to transform NTUC FairPrice into a multi format retailer, and increased its market share and social impact whilst strengthening NTUC FairPrice’s brand equity. FairPrice group has a chain of over 290 stores, employs over 10,000 staff and an annual turnover of over S\$3.2 billion. Fairprice was recently rated by Interbrand as the most valuable retail brand in South-East Asia and the 6th top retail brand in Asia Pacific.

Mr Seah is also the Deputy Speaker of Parliament and a Member of Parliament. First elected in May 2006, he was re-elected in May 2011.

Mr Seah did his undergraduate studies in Australia under the Colombo Plan Scholarship. He is a Fellow of the Chartered Institute of Marketing and also a Fellow of the Singapore Institute of Directors. He is the Chairman of the Harvard Business School Club of Singapore.

Mr Seah is also active on the community front. He is Chairman of the Marine Parade Leadership Foundation, Vice Chairman of the South East Community Development Council and a Director of Singapore Centre for Social Enterprises. He is also on the Board of the Singapore Olympic Foundation, National Parks Board and International Co-operatives Alliance [ICA], the global board of the co-operatives movement.

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Appendix D

APEC-Supported Pilot Projects for Wider Replication in Asia-Pacific

SINGAPORE – The Asia Pacific Economic Cooperation (APEC) is supporting the wider use of Global Data Standards in Asia-Pacific supply chains. Currently a number of pilot projects measuring the efficiency improvements in the international supply chains of key products are being prepared.

In any international transaction of goods a range of information needs to be exchanged between trading partners as the goods move along supply chains. APEC Leaders and Ministers have recognized that the wider use of interoperable data standards, or so called Global Data Standards can improve supply chain performance in the APEC region.

APEC has committed to test out the use of Global Data Standards with international pilot projects focusing on a range of key products traded between APEC countries, such as meat, fruit, wine, vegetables and seafood. These pilot projects aim to address chokepoints in the supply chains relating to efficiency, verification of integrity, transparency of supply chain processes and how use of new innovative technologies can utilize information through smart supply chain processes.

The pilot projects will incorporate low-cost features such as barcoding as well as innovative RFID systems and data sharing platforms for supply chain visibility. It is also foreseen that the projects will train officers and industry users.

When completed in early 2016, the overall outcome of these pilot projects will be assessed by APEC, and a set of policy-based principles or recommendations which could provide guidance for future implementation in the APEC region will be issued.

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The international non-profit organisation GS1 is involved in a number of the pilot projects, as a knowledge partner advising on use of barcoding, RFID and visibility platform systems. The organisation is currently having its Asia-Pacific regional meeting in Singapore. APEC, with its secretariat based in Singapore, is dedicated to improving supply chain efficiencies by 2015 in Asia - Pacific through regional integration.

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Appendix E

AuthenticateIT

AuthenticateIT is a smartphone application that empowers consumers with a fast and convenient way to check an item's authenticity before purchase, effectively removing the threat of purchasing a counterfeit product.

The comprehensive brand protection solution is built with an advance track-and-trace system at the back end, whilst the front end of the Authenticateit system is a smartphone application that provides consumers with a free, easy way to check an item's authenticity prior to purchase. The entire Authenticateit system utilises the GS1 barcode technology as identifiers.

The smartphone application is free to download and can be used by consumers to authenticate the goods of participating brands in retail and online situations.

How AuthenticateIT Works

AuthenticateIT works by linking serialised barcodes to physical locations, which naturally cannot be replicated. As an object cannot exist in multiple locations at the same time, this helps form an unbreakable link in the authentication process.

As the product moves through the supply chain, the product's location is updated in the database. Consumers are therefore able to use AuthenticateIT before making a purchase, and can reject products if the product's reference data does not correspond with its serialised barcodes.

This simple check provides consumers and brands complete confidence in the authenticity of each transaction, and ultimately stops the sale of illegitimate goods at the most critical point in the supply chain.

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About Authenticateit Pty Ltd

Authenticateit Pty Ltd is an Australian company created by a team of experts in intellectual property, trademark protection, retail, media broadcasting, e-commerce, logistics and IT.

Alarmed by the growing sophistication of counterfeiters in legitimate retail situations, coupled with the burgeoning problems in online retail, the team developed AuthenticateIT to provide consumers and brands greater protection from the threat of illegal and unauthorised imports.

The team has extensive experience working in Eastern Europe, Asia, North America and Australia, adding countless hours to research and develop the AuthenticateIT platform.

The result is a complete, effectively foolproof system that is simple to use, but offers a powerful disincentive for counterfeiters around the globe.

To find out more about Authenticateit visit www.authenticateit.com

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Appendix F

OPENING ADDRESS BY MR PATRICK CHANG
CHAIRMAN OF GS1 SINGAPORE & VICE PRESIDENT OF SMF
AT THE GS1 ASIA PACIFIC FORUM 2015
AT MÖVENPICK HERITAGE HOTEL, 9:10AM ON 7 OCTOBER 2015, WEDNESDAY

Mr Teo Ser Luck, Minister of State for Manpower,

Mr. Miguel Lopera President & Chief Executive of GS1 Global,

Distinguished Guests,

Colleagues & Participants,

Ladies and Gentlemen,

Good morning everyone.

1. It is my great pleasure to join you at this year's GS1 Asia Pacific Forum, organised by GS1 Singapore. First and foremost, I would like to extend my warmest welcome to our Guest-of-Honour Minister Teo Ser Luck. Mr. Teo, thank you for accepting our invitation. Your presence has certainly added significance to our event.
2. This annual event underscores the importance of GS1 Member Organisations (MOs) around the world. This forum features more than 17 industry leaders from Singapore and the Asia Pacific region. I very much look forward to learning from the speakers, who will touch on the emerging and pertinent issues across industries. Their presentations will allow us to gain a more comprehensive understanding of the current market situations and how to react accordingly.

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3. As the Chairman of GS1 Singapore since 2013, my journey with the organisation has been a fruitful and rewarding one. I am fortunate to be supported by a strong and capable team led by the CEO Mr Liew Wai Leong.
4. I have learned a lot from GS1 and the wonders of its standards. GS1 has created a universal barcoding system in helping the retailers, distributors, and suppliers to increase their supply chain efficiency. With innovation and technology, the barcodes system is able to reach a new level. Take for instance the self-checkout kiosks that we see in supermarkets. It is because of the barcodes that consumers can enjoy the convenience of a speedy and accurate checkout.
5. Such evolving business processes and data interchanges using GS1 standards can be seen across all industries and sectors. The use of GS1 standards must continue to transform so as to meet the needs of our members and consumers alike.
6. As such, the theme of “Transform to Perform” is not just applicable to us helping businesses transform their supply chains. It is also about GS1 undergoing its own transformation to stay relevant to the industries.
7. I am hence greatly heartened by the good turnout today. I am confident that this forum will provide a most stimulating learning experience, as well as allow us to foster relationships that will strengthen in future years to come. I hope that in doing so, we can assist our respective Member Organisation to Transform to Perform – and even to OUTPERFORM.

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8. Lastly, I would like to extend my sincere appreciation to all the participating GS1 MOs for your support and attendance. I wish everyone a fulfilling day ahead. Thank you.

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