



Organiser



Employability Partner



SME Business Forum 2017

Getting the Most out of your '888' Prefixed Barcode in Volatile Times!

1 March | 1.30pm - 4.30pm

Venue: Devan Nair Institute for Employment and Employability
Address: 80 Jurong East Street 21, Level 2, S609607



SYNOPSIS

Singapore is renowned internationally for her strict safety standards and distinguished product quality when it comes to product manufacturing. The **“888” prefixed barcode** is a Singapore hallmark that helps companies to facilitate operations, boost brand value and consumer confidence, supporting Singapore companies to embark on their supply chain journey.

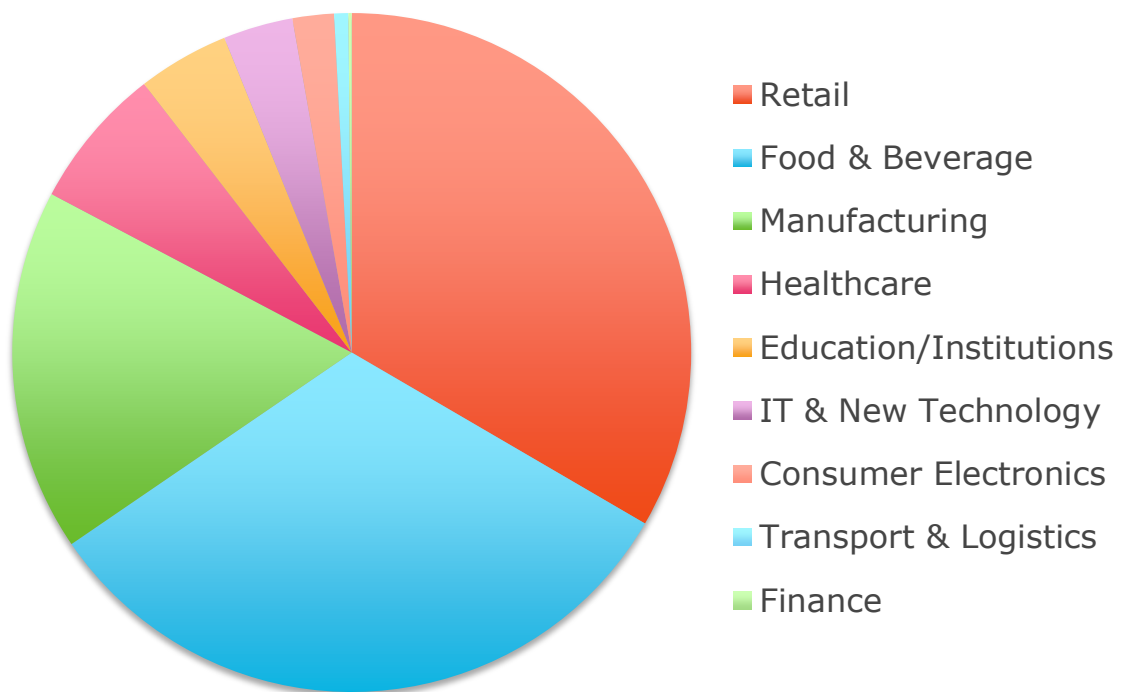
A **cost-efficient yet robust supply chain management strategy** goes a long way for small and medium enterprises. With the adoption of GS1 standards, an integrated supply chain can drive remarkable changes in business processes and work with positive results in better quality services, cost reduction and efficiency.

TARGET AUDIENCE

This forum is specially tailored for SMEs who are both GS1 Singapore members and non-members.

Target job designation:

Management, Supply Chain managers, Operations managers, IT managers



GS1 Singapore Member Demographics (1995 members as of December 2016)

PROGRAMME

Time	Programme
1.30pm - 1.35pm	Opening Address
Understanding The Market Sentiment & Changing Customer Landscape	
1.35pm - 1.50pm	Maximising the Power of the '888' Prefixed Barcode Speaker: GS1 Singapore Limited
1.50pm - 2.15pm	Snapshots of the Unique Behaviours, Attitudes and Spending Patterns of Consumers in Singapore Speaker: Euromonitor International
2.15pm - 2.40pm	GS1 Member's Story: Innovating and Thinking out-of-the Box to Engage Your Customers Speaker: PengWine
2.40pm - 3.00pm	Tea-break Networking and Exhibition
Solutions Sharing Session	
3.00pm - 3.15pm	Enhance Your Brand Reputation & Start Engaging Your Customers Directly via Mobile Technology Speaker: Authenticateit Singapore Pte Ltd
3.15pm - 3.30pm	Digital Print Solution can Translate to Better Productivity and Lower Cost of Ownership for SME Customers Speaker: VIPColor Technologies Pte Ltd
3.30pm - 3.45pm	Coding and Marking Solution for the Future - Serialisation Speaker: Videojet Technologies (S) Pte. Ltd.
3.45pm - 4.05pm	Q&A Session
Networking and Exhibition	
End Of Forum	

PAST EVENTS

GS1 Singapore Food Safety Forum 2016: Focus on Traceability 28 July 2016



GS1 Singapore Food Safety Forum 2016: Focus on Traceability Today's global food supply chain has origin, ingredients and their attributes, it is also hard to ensure food safety along the supply chain from the farm through to food processing, retail and finally to the consumer. While this dynamic 'food supply web' appears daunting, having a traceability standard can help track and monitor the multiple threads of this enormous web, hence improving public safety and boosting consumer trust. This was the key takeaway for more than 80 participants who attended the GS1

Singapore Food Safety Forum 2016 held on 28 July at the SMF House. With the theme "Gaining Consumer Trust through Traceability in the Food Supply Chain", this forum, which was organised by GS1 Singapore, aimed to provide a platform for food industry professionals to learn insights from industry experts on different facets of traceability and food safety.

ECR Singapore Forum 2016 25 May 2016

If a packed NTUC Fairprice Auditorium was anything to go by, the 2016 ECR Singapore CEO Forum held on 25th May was clearly well-received and hugely successful. Some 160 brand-owners, retailers, manufacturers and suppliers attended this year's ECR Singapore CEO forum, co-organised by ECR Singapore and GS1 Singapore. They were all keen to learn about the latest trends and the best industry practices that will enhance consumer shopping experiences, consumer safety and operational efficiency.



With the theme "Sustainability – Safety – Success", the forum featured five speakers each bringing different perspectives of the retail industry, including a keynote presentation by Mr Seah Kian Peng, CEO, NTUC Fairprice Co-operative Limited. Mr Alain Ong, Co-Chair, ECR Singapore and CEO of Pokka International Pte Ltd gave the opening address.

Visit www.gs1.org.sg for more past events' information.



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