

## GS1 Singapore SME Business Forum 2017: Learning how to leverage on the '888' prefixed barcode

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.

This was exactly the insights GS1 Singapore provided to the participants of the SME Business Forum 2017 held on the 1<sup>st</sup> of March. Organised in partnership with the Employment and Employability Institute (e2i), the forum was successfully held and concluded at their premises – the Devan Nair Institute of Employment and Employability.

More than 80 participants from 43 different organisations attended the forum, keen on learning how to leverage on the GS1 Standards & Systems, to achieve an integrated supply chain that can help drive remarkable changes in their business processes and services, driving cost reduction, interoperability and efficiency in the long run. The forum also featured exhibitors from Authenticateit Pte Ltd, Videojet Technologies (S) Pte Ltd and VIPColor Technologies Pte Ltd, bringing with them technical solutions and services that are specially catered to help companies improve their business processes and services.



**Participants at the forum listening to insights shared by the speakers**

The forum featured two exciting sections to its programme, with the first section focusing on **"Understanding the Market Sentiment & Changing Customer Landscape"** and the second section focusing on **"Solutions Sharing"**. Each section featured 3 speakers, bringing their own individual valuable knowledge and different perspectives of the barcode in the local consumer market. All these were enough to provide Mr Kunako Takakura, Marketing Manager from Nissin Foods Singapore on how barcodes are more than just numbers on a product. "I can now understand how barcodes have the potential to be used for marketing as well." he said.

Representatives from Lam Soon Singapore Pte Ltd, NTUC Fairprice Co-Operative, Owl International Pte Ltd and Procter & Gamble Singapore Pte Ltd also left the forum with new acquired knowledge on how barcodes can be more efficiently used to achieve a more cost-efficient yet robust supply chain.



**The speakers posing for a photo after receiving their tokens of appreciation**

**From left:**

**Mr Gennady Volchek, Founder & CEO, Authenticateit Pty Ltd;  
Ms Kerry Neo, Sales Team Leader Singapore, Videojet Technologies (S) Pte Ltd;  
Mr Leister Fong, Senior Account Manager, Euromonitor International  
Mr Liew Wai Leong, CEO, GS1 Singapore Limited;  
Mr Alfred Au, Regional Director, Business Development (Asia Pacific), VIPColor Technologies Pte Ltd  
Mr Chris Milliken, CEO & Founder, PengWine International Pte Ltd**