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## GS1 Singapore Seminar: Enhancing Business through e-Commerce

They browsed, they clicked, they bought. The staggering \$14.3 billion of sales generated during China's recent Singles' Day online shopping festival, and the impressive online shopping spree occurred during the Black Friday weekend are the results of a powerful global e-commerce industry in the making. Here in Singapore, consumers too are changing the way they shop, and are increasingly relying on online and mobile channels to make informed and seamless purchases.

With the e-commerce industry quickly growing and challenging traditional retail landscape, more and more retailers are eager to jump onto the online shopping bandwagon. The key to thrive in an e-commerce environment, however, is "to ensure the product speak the search engine language", as put by Mr Andy Siow, one of the speakers at the GS1 Singapore Seminar held on 4 December 2015. By doing so, it will enhance a product's positioning on the digital shelf and allow shoppers to obtain consistent and reliable search results.

The seminar was part of GS1 Singapore's efforts to help local companies launch their e-commerce businesses. After highlighting the promising online market, Mr Siow then proceeded to introduce to over 60 participants from 30 organisations at the event to the benefits of GS1 Standards and how they could better help customers find, evaluate, and purchase products online with ease. With GS1 Standards endorsed by online giants such as Alibaba and Suning.com, they could become a powerful tool for companies to boost their businesses.



**The seminar held at Singapore Manufacturing Federation**

Aside from the informative talk on GS1 Standards, participants also enjoyed two presentations by local online solutions provider Shang Commerce Pte Ltd and online shopping company GoBuyLah Group Pte Ltd. Mr Clement Burghart, Senior Manager, Business Development of Shang Commerce, gave a talk on e-commerce and omni-channels for businesses, highlighting the value of the omniscient customer experience. This was followed by Mr Mike Loo, CEO of GoBuyLah Group, who illuminated ways to use e-commerce to expand into regional marketplaces.

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Another gem during the seminar was the presentation on AuthenticateIT, a new authentication and traceability solution for GS1 members and businesses in Singapore. The solutions comes with an easy-to-use smart device app that empowers consumers to better make informed decisions, by allowing them to access a product's detailed information such as recall status and product origin. This way, AuthenticateIT provides a check against counterfeit products floating in the market, as consumers are able to verify the product's authenticity prior to purchase.

To wrap up the event, a representative from SME Centre@SMF, one of the Centres of Excellence under Singapore Manufacturing Federation (SMF), presented on the various government grants that local companies could leverage on in their venture into the e-commerce business.

The talks received positive feedback from the participants. Dr Khin Sandar Lynn of OZ Primitive Bioscience Pte Ltd said: "We tried to move into e-commerce a few years ago but did not succeed. This time, we would like to find out more about GS1 Standards and how they can help our products to international platforms. The presentation by Shang Commerce also provided a lot of relevant and useful information."

Another participant, Mr James Lee, Business Development Director of Vet Pharm Laboratories (S) Pte Ltd, said: "e-commerce is still an unfamiliar topic for us. We attended the seminar today to learn more knowledge in this area, as we have developed new products for online sales. The seminar has been very informative and useful. We would like to attend more such events where we could build connections with various SMEs."



**Big smiles on the faces of the speakers and GS1 Singapore team at the end of the successful event**