

GS1 Seminar: Unleash Your Revenue Potential in the Premium Quality Products and Halal e-Marketplace!

Exploring Opportunities on the Halal e-Marketplace Platform

On 9 September 2016, Aladdin Street, a B2B and B2C e-marketplace which prides itself on offering premium quality Halal products, together with GS1 Singapore held a seminar for business owners interested in venturing into the Halal e-commerce sphere.

In her welcome address, Dato Dr Grace Kong, Co-founder and President of Aladdin Street Singapore, reminded the audience that the world and the economy is changing at an exponential rate. "With disruptive technologies driving the pace of this change, we must keep up and stay ahead of the curve in order to remain competitive. And Aladdin Street, the world's first and only Halal premium quality e-market place, aims to be at the frontier of this transformation," said Dr Kong.



Dato Dr Grace Kong, giving her Welcome Speech



Dato Dr Grace & Mr Liew Wai Leong, CEO, GS1 Singapore

"Aladdin Street Singapore is just one partner in this global consortium and we have our own unique and advantageous characteristic – the Singapore brand. Our efficiency and authenticity are world renowned. Together with our merchant partners, we are able to transform business models and springboard local SMEs into the global arena," Dr Kong further emphasised. She also added that the Aladdin Group has expanded globally; reaching out to 4 billion people, with an estimated market of USD 2.6 trillion, sharing that this market is currently on the rise.

Mr Liew Wai Leong, CEO of GS1 Singapore, addressed the benefits of partnering with Aladdin Street. "There are plenty of e-market places coming up, but what makes Aladdin stand out from the rest is their clear business focus on premium quality and halal products. The Halal market has tremendous potential globally. We are not just talking about countries in South East Asia, but beyond that – think Middle East," he exclaimed.



Mr Omer Latif, Senior Sales Executive, Aladdin Street Pte Ltd shared his perspective on **“Expand Business Growth into the Regional Premium Quality Products and Halal e-Marketplace”**. According to Mr Omer, the China and US being the world’s leading e-Commerce markets will contribute to 55% of global internet retail sales in 2014. “We are expecting the China market to exceed \$1 trillion in e-Commerce sales by 2018, accounting for 40% of total worldwide e-Commerce market,” he shared.

Mr Shahlan Hairalah, CEO, Sahl International Pte Ltd spoke on **“How Do Company Get Their Products Acquainted with the Halal Certification?”**



Ms Nurul Huda, ASEAN Business Development Manager, AuthenticateIT Singapore Pte Ltd shared with the audience the benefits of Authenticateit™, an app that provides consumers and brands greater protection from the threat of illegal and unauthorised imports.



The next highlight was the panel discussion where the panel speakers combine their experiences and knowledge to share insights and discuss on **“Unleash Your Revenue Potential in the Premium Quality Products and Halal e-Marketplace!”**

It was also shared during the session that the Halal market has been the target of many business organisations as consumers and customers are no longer just Muslims. Rather, it has become a lifestyle for many non-Muslims. Furthermore, there are many positive connotations that come with being Halal-certified – hygienic and safe, to name a few.

The pull of such a platform was enough to convince Ms Tina Tan, Managing Director of Tatgu Pte Ltd, to sign as a merchant with Aladdin Street after the session. She shared with the editorial team that she has been looking at the Halal market for a while as it is one of the markets with a huge potential to be on par with e-Commerce sites like Amazon. “Aladdin (Street) has the market, the customers, and economies of scale. Putting our business on this platform will allow us to focus on our core business as they will be able to help manage the logistics matters for us,” said Ms Tan.



Another participant, Mr Dean Chan, CEO of Hot Soup Diet, a Food & Beverage business that specialises in soups, was present to find out how he could leverage on Aladdin Street to expand his business on the e-Commerce platform. “All my soups are already Halal-certified and I realised that I have not taken advantage of that. Right now, only a minority of my customers are Muslim so I should figure out how to tap further into the Halal market. I am open to the idea of working with Aladdin Street in future,” he said.