
POST EVENT REPORT

ENABLING SMES FORUM 2015 – MEMBERS ENGAGEMENT DAY 28 January 2015 (9am – 1pm)

BIZ MATCHED MEETINGS EVENT 2015 28-January-2015 (1.30pm – 5.30pm)

1) ABOUT THE EVENTS

- a) The inaugural **“Enabling SMEs Forum – A Members Engagement”** activity was held on 28-January from 9am to 12pm and hosted about 80 participants at the SMF Auditorium. The half-day event included a forum, a table-top showcase by participating GS1 solution partners and networking lunch. A keynote on the key drivers and restraints behind market dynamics and competitive developments was delivered by Mr. Matthew TEO, Assistant Director – Logistics, Manufacturing & Retail of IDA Singapore. There were also some case-studies sharing by select GS1 including Cortex Pte Ltd, Expedite Solutions Pte Ltd, Infolog Pte Ltd, Mastec Marking Products and ZNO International Pte Ltd.
- b) The first-time hosted **GS1 Biz Matched Meeting Events 2015** took place on the afternoon of 28-January at the SMF Auditorium. The event was an ideal platform to facilitate meetings and discussions between GS1 member companies and solution partners. It was designed specifically to drive CFCs projects (Call-For-Collaborations) for member companies looking for solutions aligned to GS1 standards to enhance and improve their workflow processes such as inventory management, warehouse management, manufacturing solutions, etc. Over 20 companies participated in the 1:1 Biz Matched Meetings resulting in a total of 63 meetings over a 3-hours session.

2) EVENT OBJECTIVES

- a) **GS1 Members’ Engagement Day event was tailored to:**
 - Engage existing members
 - Recruit potential members
 - Provide a platform for GS1 to interact with members
 - Run concurrently to “Biz Matched Meetings” (Call-For-Collaboration) to facilitate meetings between GS1 members and GS1 Solution Partners
- b) **GS1 Biz Matched Meeting Event 2015 was specifically designed to:**
 - Run together with “Members’ Engagement Day”
 - Facilitate meetings and discussions between GS1 Members and Solution Partners
 - Networking platform for GS1 members and GS1 solution partners
 - Drive CFCs (Call-For-Collaborations)

3) KEY FACTS & STATISTICS

Enabling SMEs Forum 2015 (Members Engagement)	Attended	No-Show	Total Registered
BOD/Council Member	2		2
CCL		1	1
e2i	2		2
Member	38	6	44
Non-Member	13	5	18
SiPi		1	1
Speaker	3		3
Speaker/Sponsor	5		5
Sponsor	5		5
Grand Total	68	13	81

Biz Matched Meetings	Attended	Remarks
Solution Partners (Sponsors, 1k each)	5	<ul style="list-style-type: none"> • Cortex PL • Expedite Solutions PL • Infolog PL • Mastec Marking Products • ZNO International PL
Solution Partners (Non-Sponsors)	4	<ul style="list-style-type: none"> • Kenetics Innovation PL • One Champion PL • Singapore Communications (Wavex) PL • Zebra Technology PL
Event Partners / Others	1	<ul style="list-style-type: none"> • e2i • SMF CCL Centre • SMF SME Centre
CFC Companies (Members)	8	<ul style="list-style-type: none"> • NSP Tech PL • SIS 88 PL • Freshen Group PL • Pin Si Kitchen PL • Aquares Technology PL • Jitta Trading PL • Dolford Food Manufacturing PL • Kidforte PL
CFC Companies (Non-Members)	4	<ul style="list-style-type: none"> • 2x Converting to Members (Alphamed + Natural Colloids) • 1x via e2i (J-Logistics) • 1x Non-Member (National Library)
Grand Total :	24	

4) KEY HIGHLIGHTS

MEMBERS ENGAGEMENT DAY 2015 28 January 2015 (Wed, 9am – 1pm) @ SMF Auditorium	
8.30am	Registration and Welcome Morning Refreshments
9.00am	Opening Address Mr. LIEW Wai Leong: CEO – GS1 Singapore Limited
9.15am	Key Drivers And Restraints Behind Market Dynamics And Competitive Developments <ul style="list-style-type: none"> Technologies To Drive Sustainability And Innovation IOT: Emerging Reality Or A Technology Bubble eCommerce As A Business Extension Mr. Matthew TEO, Assistant Director – Logistics, Manufacturing & Retail, IDA Singapore
9.45am	Optimising And Streamlining Manufacturing Challenges <ul style="list-style-type: none"> Aligning Business Strategy To Workflow Processes Emerging Manufacturing Trends: Automation/Robotics, 3D Printing, etc Mr. Jack TOH: Consultant, ZNO International (GS1 SP)
10.15am	Refreshment Break
10.30am	Overview of Government Grants For SMEs Ms. Cindia TAN: Employability Coach - e2i (Employment & Employability Institute PL) Ms. Sharmaine TAY: Executive – SME Development, SMF SME Centre
11.00am	Case-Study Sharing by GS1 Solution Partners Mr. TC CHONG: Regional Sales Director, Cortex Pte Ltd Mr. Kelvin CHIA: Division Director, Expedite Solutions Pte Ltd Mr. Richard GOH: Managing Director, Infolog Pte Ltd Mr. Richard WONG: Managing Director, Mastec Marking Products
12.00pm	Networking Lunch
1.00pm	Wrap of Event

BIZ MATCHED MEETING EVENT 2015 28 January 2015 (Wed, 1pm – 5pm) @ SMF Auditorium	
12.00pm	Registration
1.00pm	Welcome Address <ul style="list-style-type: none"> Mr. LIEW Wai Leong: CEO – GS1 Singapore Limited
1.10pm – 5.30pm	1:1 Biz Matched Meetings with GS1 Solution Partners in the area of: <ul style="list-style-type: none"> RFID Barcode EDI Integrators Other Categories
5.30pm	Wrap of Event

5) **MARKETING EFFORTS**

- GS1 SG Website
- SMF Connect
- GS1 Connect
- GS1 Members' Email Blast
- GS1 Past Events' Attendees' Email Blast
- SMF Email Blast
- SME Centre Email Blast
- e2i Email Blast
- SimTECH Email Blast
- Phone Call & Personal Email Follow-Ups

6) **OBSERVATIONS**

- GS1 members seemingly are unfamiliar with “members’ engagement activities” and some even appear sceptical that GS1 was organising no-charge forums/activities for members.
- However, point taken that both events were inaugural and a first for both GS1 Singapore internally and GS1 Singapore member companies, the response and attendance was still encouraging and similar activities can be mapped out over a 1-year period to drive more interaction and connectivity opportunities with members.
- The afternoon’s biz matched meeting event, however, resulted in a more positive outcome of driving a potential 12x CFCs compared to the annual 2 on average month.
- GS1 solution partners were also satisfied with the refreshing platforms presented by GS1 providing them with enhanced opportunities for lead generation with GS1 members and have indicated support for future similar “hosted buyer programmes” like these.
- Half-day for both events were sufficient.

7) **RECOMMENDATIONS**

- From GS1’s perspective, it was two events worth the ROIs as the events created renewed interaction channels between GS1 and member companies.
- In addition, we had the opportunity to showcase and reach out to potential members who are evaluating membership
- For the biz matched meeting, we collected 12x potential CFCs vs a regular 2 per month covering 1-year’s potential through one single event.
- As this was the first time both events were organised, it was a deliberate effort to host both events together to leverage synergies of attendance numbers. Moving forward, it is recommended to host both events separate for better focus and control.
- Registration staff had to ensure collection of attendees (especially when they are walk-ins or replacement of actual registrants).

8) **ANY OTHER MATTERS**

- GS1’s members’ database needs to be more regularly “cleaned up” as marketing efforts for both events became a database cleaning exercise.

The post-event report is prepared for GS1 / SMF only by.

Prepared by

A handwritten signature in blue ink, appearing to read "Serene TAY".

Serene TAY
Manager – Industry Engagement
GS1 Singapore Limited