
From Paper to Web: GS1 Workshop on e-Commerce

The e-commerce sector is a growing market. With the latest statistics from Paypal, the revenue of Singapore's e-commerce sector was estimated to hit approximately US\$3 billion by end-2014 with year-to-year growth rate of 38% to 65% between 2011 and 2014. Amidst rising labour costs and high rental, e-commerce presents a viable business platform for companies to thrive without these cost restraints. On the other hand, e-commerce companies, be it B2B or B2C, must be well-versed in the e-commerce technology and standards, so as to optimise their business operation efficiency and fully reap the opportunities available.

In response to the rising e-commerce trend, GS1 Singapore, a Centre of Excellence of Singapore Manufacturing Federation (SMF) and part of the GS1 Global, organised a half-day workshop on the implementation of GS1 eCom Standards for Electronic Data Interchange (EDI). EDI refers to the computer-to-computer exchange of business documents, such as invoices and purchase orders, in a standardised format between business partners.

Held on 26 June 2015, the workshop saw the attendance of a small but niche group of participants, including solution providers, retailers, and distributors, who were eager to learn more about the supply chain management and integration through GS1 standards.



More than 30 participants attended the workshop on EDI and GS1 Standards

The knowledge sharing session featured Mr. Anders Grangard, Director of eCom, GS1 Global. He gave an insightful presentation on EDI and its benefits, as well as the general trends in the e-commerce sector. In the second half of the workshop, Mr. Grangard also presented some notable case studies on EDI implementation, for participants to gain a better understanding on how GS1 standards can be used in retail "order-to-cash" process.



Keynote Speaker Mr. Anders Grangard gave a comprehensive presentation on EDI

One of the emerging trends in e-commerce mentioned during Mr. Grangard's session was the increase of involvement from authorities – a spot-on observation as the workshop welcomed representatives from government agencies as well as e2i and NTUC Fairprice.

"It is a good workshop as it drives more awareness on the standards in the B2B sector. From the IDA's perspective, it allows us to get closer to the industry and find out how to facilitate them to leverage on these standards," said Manager of Infocomm Development Authority of Singapore (IDA) Ms. Eunice Tan, SME Infocomm Enabler.

"Many companies have difficulty in finding the right e-commerce solution to apply to their businesses. Hence, such workshops are useful in showing them what the solutions they can implement are, and the help that is available to implement the solutions," said Mr. Andy Ling, Principal Specialist, Transport and Logistics, e2i.

To wrap up the successful workshop, the event sponsor, Open Text Corporation, also gave a short presentation on enhancing customer experience through supply chain automation. With 30 years of history and the largest EDI platform in the world, Open Text was one of the many industry partners of GS1 Singapore.



Mr. Liew Wai Leong, Chief Executive Officer of GS1 Singapore, presented a token and certificate of appreciation to the keynote speaker and sponsor of the event respectively