

GS1 Malaysia Industry Talk

Enhancing Brand Integrity by Ensuring Consumer Safety



Did you know?

- **Consumers** around the world are becoming **increasingly critical** of the products they consume
- A **company's response to any food or consumer safety scare** can have a big and lasting **impact on consumer trust and loyalty - both good and bad**
- Business best practices **focusing on improving consumer safety can also improve efficiency and lower costs**. Eg.
 - Improved stock accuracy
 - Increased supply chain visibility
 - Traceable origin and pedigree of product
 - Quick and efficient product recall

Programme

9:30am	Registration
9:45am	Challenges faced by brands worldwide
10:45am	Tea Break
11:00am	Ensuring Consumer Safety by using GS1 Standards
12:00pm	End of Programme

Who should attend

- ✓ Chief Executive Officers, Managing Directors
- ✓ QA Managers, Logistics Managers, Brand and Marketing Managers
- ✓ Brand owners of food and consumer products
- ✓ Brand owners that plan to trade or are trading overseas

Registration Fees

~FREE~

Venue

Wisma FMM, No. 3,
Persiaran Dagang, PJU 9,
Bandar Sri Damansara, 52200 KL

Dates

23 Feb (Thurs), 2017	19 July (Wed), 2017
23 Mar (Thurs), 2017	23 Aug (Wed), 2017
20 Apr (Thurs), 2017	20 Sep (Wed), 2017
25 May (Thurs), 2017	25 Oct (Wed), 2017
21 Jun (Wed), 2017	23 Nov (Thurs), 2017

Contact Us

For further enquiries and registration, please contact:

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