

## Briefing: Business Growth with GS1

Learn how to overcome industry challenges and grow your business using the GS1 standards



### Topics Covered

- Challenges faced by industry
- Overview of GS1
- Tesco Project for Outer Case Carton (OCC)
- Tesco Project for packaging levels
- Retail unit identification (EAN-13)
- Inner and Outer case identification (ITF-14, GS1-128)
- GS1 Application Identifiers
- GLN, ISBN, ISSN
- GS1 Malaysia Services
- GS1 Malaysia Member Product Databank
- GS1 Malaysia Databank Mobile App
- GS1 Malaysia Verification Services
- GS1 Malaysia Consumer Safety & GTC Programme
- GS1 Malaysia Professional Consultancy Services
- GS1 in e-Commerce
- Barcode number allocation rules
- Track & Trace
- Authentication

### Did you know?

- Your products are at **risk of rejection by retailers** if you use unregistered, incorrect, or non-standard barcodes
- Retailers such as **Tesco** are requiring their suppliers to have **proper packaging levels and barcoding of inner and outer cartons**
- **Consumer confidence** in a product decreases if its barcode fails to comply to industry standards
- Consumers are **increasingly concerned** about the authenticity and origin of the products they purchase

### Briefing Dates 2017

<b>JANUARY</b> <b>19</b> 2017 THURSDAY	<b>MARCH</b> <b>08</b> 2017 WEDNESDAY	<b>MAY</b> <b>17</b> 2017 WEDNESDAY	<b>JULY</b> <b>12</b> 2017 WEDNESDAY	<b>SEPTEMBER</b> <b>13</b> 2017 WEDNESDAY	<b>NOVEMBER</b> <b>08</b> 2017 WEDNESDAY
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### Who should attend?

- ✓ New GS1 Malaysia members
- ✓ Managers & Executives in charge of Logistics, or Product, or Operations, or Marketing
- ✓ Persons responsible for item identification, traceability, authentication and barcoding

**Active GS1 members get a special discount on registration fees!**

**Register online** at [www.gs1my.org/briefing](http://www.gs1my.org/briefing)

Secure your seat today!

## Registration Fees

Non-Member (RM)	GS1 Malaysia Member (RM)	GS1 Malaysia Member with VAP (RM)
150 + 6% GST per person	120 + 6% GST per person	60 + 6% GST per person

### Venue

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

### Time

9am - 1pm (lunch included)

## Contact Us

### Customised in-house briefing available upon request. Please contact:

Ms Tan Wei Ru (wei\_ru@gs1my.org) or  
Ms Liew Wai Mei (mei@gs1my.org)

### For any further enquiries, please contact:

Pn. Nor Iza (iza@gs1my.org) or  
Pn. Rosilah (rosilah@gs1my.org)

## Registration Form

Register online at [www.gs1my.org/briefing](http://www.gs1my.org/briefing) or through fax or email

Date	Jan 19, 2017	Mar 08, 2017	May 17, 2017	Jul 12, 2017	Sep 13, 2017	Nov 08, 2017
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Please register the following participant(s) for the briefing:						
	<b>Name</b>		<b>Position</b>			
1	_____		_____			
2	_____		_____			
3	_____		_____			
4	_____		_____			
5	_____		_____			
Enclosed is our cheque/bank-draft No. _____ for the amount of RM _____ made payable to <b>"Federation of Malaysian Manufacturers"</b> .						
<b>Submitted by:</b>						
Name: _____			Position: _____			
Company: _____			Address: _____			
_____						
Phone: _____			Fax: _____		Email: _____	
<i>Attendance is by prior registration only. Registration form and correct payment must be received by GS1 Malaysia 7 days before the day of the programme; otherwise the registration will be void. All cancellations must be made in writing. There will be no refund for cancellation within 2 working days prior to the programme. 50% refund for cancellation between 3-6 working days and full refund for cancellation 7 working days prior to the programme. However, replacement of participant can be accepted at no additional cost. GS1 Malaysia reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. If invoice is required for payment, please contact GS1 Malaysia.</i>						

### GS1 Malaysia

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