

GS1 Malaysia e-Newsletter Apr-Jun 2017



Your Preliminary Batch-level Track & Trace Platform

GS1 Malaysia MyTrack is a centralised platform to capture and share the Supply Chain / Logistic Data within the company's internal processes to improve inventory management. It allows businesses to capture and share information on internal processes about the movement and status of products & logistic units using GS1 Keys and data carriers such as GS1-128 or GS1 DataMatrix embedded with Batch Number, Production Date and Expiry Date.



A Centralised platform to Capture and Share the Supply chain/ logistic data within the company's internal processes to improve inventory management.

Contact Mr Aaron/Mr Yeap at 03-62867200
for more information



GS1 Malaysia Barcode Verification Service for 2D Barcodes

GS1 Malaysia has extended its barcode verification service to include 2D DataMatrix. 2D DataMatrix coding contains much more information and allows better traceability than a classic linear barcode symbol. It is also the preferred 2D matrix coding symbology that efficiently meets all the needs, especially in the pharmaceutical and medical device industry.

The verification service will assist our members & non-members in assessing the accuracy of a symbol's structure and its readability. Before our members & non-members distribute their products, they will have the chance to fix any issues with the barcode printing. In addition, our members & non-members will be able to ascertain if the 2D DataMatrix coding they are using is in accordance with GS1 standards.

The 2 new services above are included in the [GS1 Malaysia Member Value-Add Pack \(VAP\)](#)



Survey at Caring Pharmacy HQ, 16th of April, 2017, Caring Pharmacy HQ, Jalan 222

GS1 Malaysia Berhad was invited to participate in the Caring Diabetes Awareness Workshop on April 15, 2017, to conduct a survey with Caring consumers. The objective of the survey was to understand consumer concerns on product information before making purchase decisions.

By analyzing the results of the survey, 100 % of those interviewed responded that it is important for brand owners to provide product information as it will influence their purchase decision. Furthermore, it was noted that 100% of those interviewed agreed that additional information about a product, displayed in an easy to read format, is required, as consumers will want to compare ingredients, side effects and such, before making a purchasing decision.

As part of the survey, GS1 Malaysia demonstrated the use of the GS1 Malaysia Databank Mobile App. By using their mobile devices to scan the GS1 2D DataMatrix on products, consumers are able to obtain detailed product information at their fingertips with ease.

With the above findings, GS1 Malaysia Berhad will further encourage the adoption of GS1 Standards and the 2D Data Matrix barcode, as part of our initiative to improve visibility and to promote traceability in the Healthcare supply chain.



GS1 Malaysia Healthcare Product Databank

In preparation for the industry stakeholders and consumers to access critical products and logistic information to authenticate the unique identity of the products through trusted source, GS1 Malaysia introduced the GS1 Malaysia Healthcare Product Databank with extended attributes to gather relevant information about the pharmaceutical company and its products, such as active ingredients, usage, warnings & precautions, etc. This would provide the ability to track and trace all pharmaceutical products.

[Find out More](#)



Johnson & Johnson Speaks on Embracing Change to Transform Healthcare Supply Chains

In a recent opinion piece published at [Supply Chain Dive](#), Kathryn Wengel, Worldwide VP and Chief Supply Chain Officer at Johnson & Johnson speaks about how the Healthcare Industry needs to innovate and embrace change to maintain a competitive edge.

She reveals her findings that innovation begins with a company's people and culture what Johnson & Johnson has been doing to promote the right culture for innovation.

[Read Full Opinion Piece at Supply Chain Dive](#)



GS1 Malaysia Member Benefits Orientation: Now Available in Mandarin

GS1 Malaysia Berhad has launched a Mandarin version of our Member Benefits Orientation briefing, in response to feedback from our members. This is to let more people learn about GS1 Malaysia Berhad and how GS1 Standards & Keys can help them grow their business.

The briefing schedule can be found in our training calendar in our website.

[Training Calendar](#)



GS1 Malaysia Food Safety Forum 2017

GS1 Malaysia organised a seminar on Food Safety on 13 June 2017 entitled "GS1 Malaysia Food Safety Forum 2017 – Food Safety as a Competitive Advantage". The seminar allowed participants to:

- discover how GS1 standards & keys help with food safety standards compliance

- be updated on food safety issues and technologies in the global market
- explore food safety assurance and halal traceability
- get updates on Malaysian food safety regulations and best practices

The speakers for the seminar were colleagues from GS1 Global as well as GS1 Malaysia, government agencies; FAMA and FSQ-MOH, as well as a Certified Halal Trainer and Consultant.

The participants were updated on global food safety regulations and trends, local support for SMEs in implementing food safety practices, halal traceability, GPL regulations and finally how they all tie in to GS1's GTC programme.



**Introducing
GS1
Standards
to SMEs**

Sembang-Sembang Bisnes with Maybank

A series of 'Building Capacity & Capability for SME' seminars, themed 'Sembang-Sembang Bisnes with Maybank' are being held nationwide throughout 2017. GS1 Malaysia Berhad was invited to speak at this event to introduce GS1 Standards & Keys, as well as to highlight how we are integrated in an e-commerce environment. Our partner in this engagement is AladdinStreet.com.my.

Exhibitors included Maybank's financing arm (Maybank SME, Maybank2U), Etiqa, MARTRADE, CGC, AladdinStreet.com.my, and GS1 Malaysia Berhad.



Event in Taiping on 16th May 2017



Event at Setiawan, 17th May 2017



GS1 Malaysia Summit 2017 - Shaping Success in Retail Through Collaboration & Innovation

Global supply chains have become increasingly complex; making product visibility and tracking difficult to manage due to rising pressure from competition, consumer expectations, and increasingly complex patterns of customer demand. Traditional traceability practices are no longer sufficient to provide product visibility whilst reducing the increased risks that organisations face in the rapidly changing global environment.

The theme of the conference is "Shaping Success in Retail Through Collaboration & Innovation" around which state of the art information on Trends driving the future of retail, Healthcare Supply chain visibility, Importance of Track & Trace in ensuring Product & Consumer Safety will be presented.

We are honoured to have keynote speakers from Omni-Channel and eCommerce to the Transport & Logistic industry with an expected 200 delegates attending the conference. The panel discussion topics on Healthcare/Pharmaceutical Track n' Trace Roadmap & Omni Channel / O2O Commerce Landscape and Fulfillment, together with AIDC technology solution showcase will be another dazzling addition to this year's conference.

The GS1 Malaysia Summit 2017 will be held on 16th November, Thursday 8:30am – 5:30pm at Concorde Hotel, Shah Alam.

GS1 Malaysia Summit 2017

Shaping Success in Retail Through Collaboration & Innovation

16th November, Thursday 8:30am – 5:30pm, Concorde Hotel, Shah Alam



European Committee for Standardisation chooses GS1 SSCC to help Transform Cross-border Parcel Deliveries

Members of the European Committee for Standardisation (CEN) published the Technical Specification (TS 17073) for Postal Services – Interfaces for cross-border parcels.

This achievement is the result of a collaborative effort by representatives from postal organisations, online retailers, couriers, express and parcel service providers. It is part of the European Commission's strategy, "Digital Single Market: Bringing down barriers to unlock online opportunities."

"This is a major step forward to truly innovate cross-border parcel delivery services in Europe. One of the main causes of difficulties in parcel delivery is closed standards, leading to proprietary networks and resulting in unfavourable market conditions for online merchants," explains Walter Trezek, co-chairman of the e-Logistics Working Group of Ecommerce Europe and leader of CEN's work on the standardised label.

[Find out More](#)



What industries can benefit from traceability solutions?

Research and Markets has announced the addition of the "[Track and Trace Solutions Market 2014 – 2025](#)" report to their offering.

The global track and trace solutions market size is expected to reach USD 5.2 billion by 2025.

The track and trace solutions market is anticipated to witness a high growth during the forecast period from 2016 to 2025. The high growth is attributed to a majority of factors, such as the increasing focus of pharmaceutical & bio-pharmaceutical companies on ensuring brand protection. The pharmaceuticals & medical devices manufacturers encounter a major threat from counterfeit products and theft. The deployment of track and trace solution helps manufacturers enhance distribution channel efficiency and reduces the frequency of counterfeit products.

With all the advances made in track and trace technology today, it is not surprising for businesses to adopt a traceability solution. Let's explore the compliance requirements for traceability, and some of the more unique applications to address which industries could benefit from traceability.

What is traceability?

Traceability is a system that provides information on the origin of an item, usually encoded in a barcode. The barcode is entered into an automated system, which logs data at every step of handling along the manufacturing and production processes—like batch numbers, registration points, and quality control checkpoints.

How is it used and why is it important?

In food production for instance; we can use those barcode labels to trace a pint of berries to the farm where they were harvested, and even the day, time, and picker. Manufacturing uses traceability to identify where individual parts and components of a larger product originated. This type of traceability is essential in the event of a product recall. The cost of a single product recall can soar up to millions of dollars in a matter of days, potentially crippling a company. With an effective traceability solution in place, recall management is simplified, narrowing the field to only those items impacted, which enables faster mitigation.



Traceability solutions can bring the following benefits:

1. Reduce production faults and waste by identifying rejects sooner in the process.
2. Improve supply chain visibility.
3. Eliminate batch process errors.
4. Improve operational efficiency.
5. Decrease inventory costs with faster turns.

Mobile Workforce

Products aren't the only assets that command a traceability system. With stronger safety and security protocols, many industries have implemented track and trace for employees and visitors. A mobile workforce can be managed through a traceability solution. Direct store delivery and emergency and field service personnel can easily be dispatched and rerouted as needed. Common hardware for field service traceability includes mobile computers and printers.



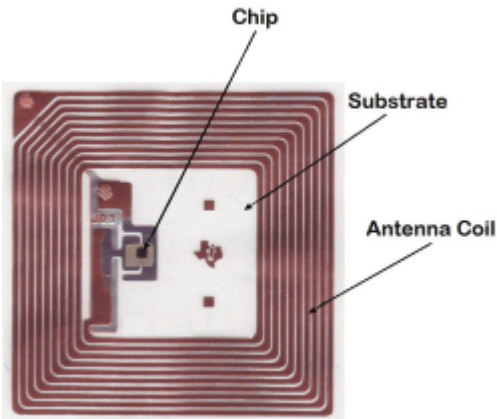
Healthcare

Right asset tracking provides a healthy ROI. Healthcare industries are utilizing RFID tracking on new born babies umbilical cord clips or ankles to identify their parents and the baby's location at any given time. Common healthcare traceability hardware will be the mobile computers, scanners and wristband printers.



Law Enforcement

Industries like law enforcement that rely on chain of evidence and documentation utilize barcode labels & RFID (Radio Frequency Identification) to track the movement of materials that are critical to an investigation and court case.



Traceability also serves an array of other functions in **manufacturing, warehousing, retail, and distribution.**

GS1 standards are designed to improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Over a million businesses are a part of GS1 today — from international household names to small, local businesses.

We are the global language of business that identifies, captures and shares key information to improve the flow of products, people, locations, assets and more. Talk to us today and let's work together to improve the supply chain visibility that will lead to increased safety, insight, and profitability.

GS1 Malaysia Services

MORE THAN JUST BARCODES...

- **GS1 Malaysia Member Product Databank**
Enable Authentication of Product Information and Ownership
- **GS1 Malaysia Databank Mobile App**
Providing Trusted and Genuine Product Information
- **MyTrack - Powered by GS1 Malaysia Berhad**
Your Preliminary Batch-level Track & Trace Platform
- **GS1 Malaysia Consumer Safety & GTC Programme**
Enhance Brand Integrity by Ensuring Consumer Safety
- **GS1 Malaysia Verification Services**
Ensure Your Barcodes Scan First Time, Every Time
- **GS1 Malaysia Professional Consultancy Services**
Cost-Effective and Customisable to Get the Best Value out of your GS1 Membership

GS1 Malaysia Briefings July - September 2017

JULY 2017

- **05 July 2017 (Wednesday)**
9:30am - Member Benefits Orientation: Standards & Services Overview @ FMM KL (conducted in English and Chinese)
- **12 July 2017 (Wednesday)**
9:00am - Business Growth with GS1
- **18 July 2017 (Tuesday)**
9:00am - How GS1 can Track & Trace and Increase Visibility in Healthcare
- **20 July 2017 (Thursday)**
9:00am - Improving Your Business via Traceability
- **25 July 2017 (Tuesday)**
9:00am - Enhancing Supply Chain Efficiency Through Product Data Visibility

AUGUST 2017

- **02 August 2017 (Wednesday)**
9:30am - Member Benefits Orientation: Standards & Services Overview @ FMM KL (conducted in English and Chinese)
- **09 August 2017 (Wednesday)**
9:30am - Improving your Solutions with GS1
- **16 August 2017 (Wednesday)**
9:00am - Improving Your Business via Traceability
- **23 August 2017 (Wednesday)**
9:00am - Enhancing Supply Chain Efficiency Through Product Data Visibility
- **30 August 2017 (Wednesday)**
9:00am - How GS1 can Track & Trace and Increase Visibility in Healthcare

SEPTEMBER 2017

- **06 September 2017 (Wednesday)**
9:30am - [Member Benefits Orientation: Standards & Services Overview @ FMM KL \(conducted in English and Chinese\)](#)
 - **07 September 2017 (Thursday)**
9:00am - [Improving Your Business via Traceability](#)
 - **13 September 2017 (Wednesday)**
9:00am - [Business Growth with GS1](#)
 - **20 September 2017 (Wednesday)**
9:00am - [Enhancing Supply Chain Efficiency Through Product Data Visibility](#)
 - **27 September 2017 (Wednesday)**
9:00am - [How GS1 can Track & Trace and Increase Visibility in Healthcare](#)
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