Neelofa takes action against fake hijab makers – NST, 06/04/2016

Selangor Domestic Trade, Cooperatives and Consumerism enforcement chief Abdul Rosik Yakub with his officers and Neelofa showing the original and fake Naelofar Hijab headscarves during a press conference today. Pix by Mohd Asri Saifuddin Mamat

More than 130 held in China for vaccine scandal – AFP, 24/03/2016

A picture made available on 24 March 2016 shows a medical staff preparing a vaccine shot for a child at a health station in Rong, Guangxi Zhuang Autonomous Region, China. Media reported, more than tripling the number held.

The olive oil scandals: Italy fights back
— THE STAR, 08/04/2016

Between revelations by Italian police in December linking organised crime to 7,000 tons of counterfeit olive oil, and an estimated four-folds increase in adulterated virgin oil…With 72% of worldwide sales at stake, Italy is fighting back.

Cheaper mangoes passed off as iconic Harumanis — THE STAR, 12/05/2016

Consumers choosing mangoes at a stall in Perlis.

US FDA issues import alert on prawns from Malaysia – THE STAR, 20/04/2016

mytrace
Malaysia Traceability System

Introduction to MyTrace Traceability Platform
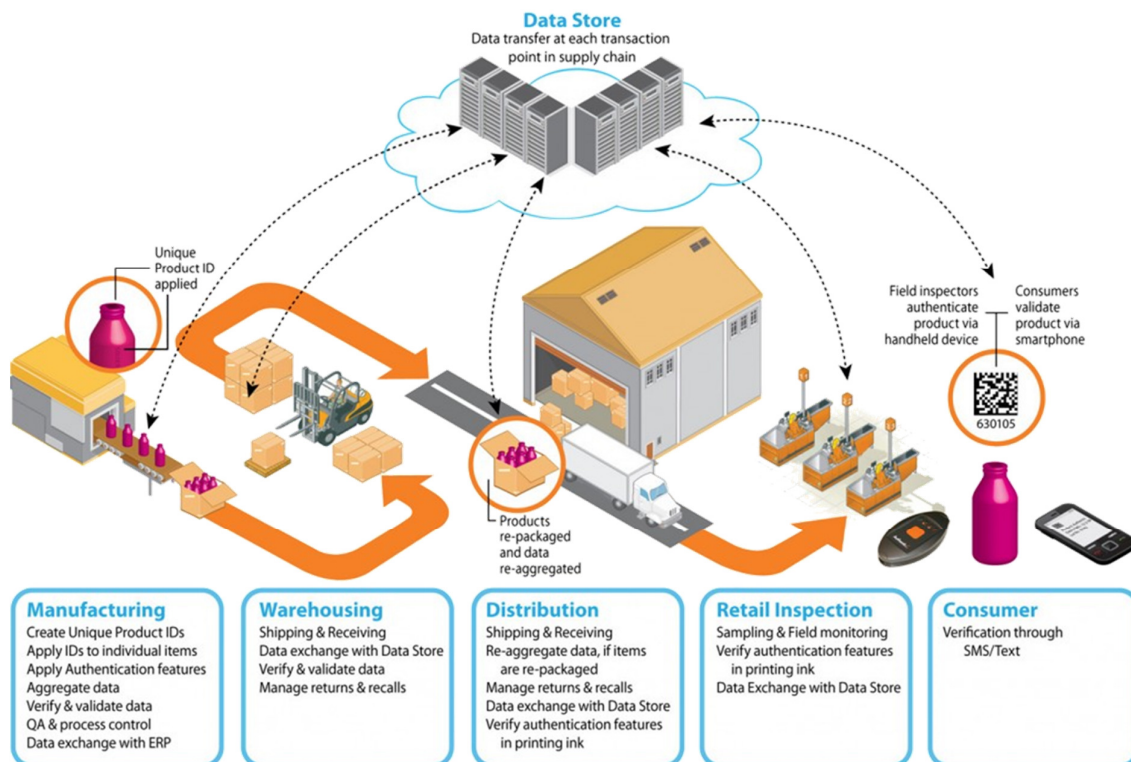(Track and Trace)
www.mytraceability.com

Vision

" To fulfill the gap of **external traceability** to address common interest issues (uplifting **product branding**, **consumer trust** and etc.) by utilizing

GS1 Global Data Standards "

Complete Traceability Support
From Source to Consumer

Data Store
Data transfer at each transaction point in supply chain

Unique Product ID applied

Field inspectors authenticate product via handheld device

Consumers validate product via smartphone

630105

Products re-packaged and data re-aggregated

Manufacturing
Create Unique Product IDs
Apply IDs to individual items
Apply Authentication features
Aggregate data
Verify & validate data
QA & process control
Data exchange with ERP

Warehousing
Shipping & Receiving
Data exchange with Data Store
Verify & validate data
Manage returns & recalls

Distribution
Shipping & Receiving
Re-aggregate data, if items are re-packaged
Manage returns & recalls
Data exchange with Data Store
Verify authentication features in printing ink

Retail Inspection
Sampling & Field monitoring
Verify authentication features in printing ink
Data Exchange with Data Store

Consumer
Verification through SMS/Text

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MIMOS Smart Agriculture
Transforming Global Food Production

manage — Smart farming

office — Supply integration

MIMOS Solution Uniqueness:
- Cloud-based
- Decision support
- Forecasting
- Planning
- Execution

Global Market Oppor...
9.6 billion Global population by 2050
70 % Increased need for global food production
US$6.32 billion Glo... agriculture ...

Benefits of Smart Agr...
30 % Yield increase
25 % Reduction of production loss
15 % Input efficiency/ Cost savings
5 % Productivity improvement

FARM

COLLECTION & DISTRIBUTION CENTRE

MANUFACTURING PLANT

WHOLESALE CENTRE

RETAIL OULET & USER

...ction ...ing ...monitoring ...itoring ...ement

- Forecasting
- Inventory management
- Load optimisation

- Packaging
- Labelling
- Certification

- Shipment
- Vehicle tracking
- Route optimisation

- Online sales
- Store sales
- Order fulfilment

POWERED BY:
mist
MIMOS Internet of Services & Things
Open Innovation Platform

ioT MALAYSIA | Internet of Things

MIMOS

FEATURES HIGHLIGHT
Highlights of the platform features

Innovation for life ™

Feature Highlights

Product Origin & Locations

Certificate Verification

Resource Management

High Performance Architecture

Potential Risk / Fraud Detection

Product Recall

Big Data Analysis Ready

Cloud System Ready

E-Document Support

GS1 Global Data Standard

Integration Ready

Identification

9 551234 512346

Levels of Identification

Can / Box

Carton

Pallet

Container

Shipment

Levels of Traceability

Orchards

Collection Center

Processing Center

Packaging

Boxing

Ground Transport

Shipments

Returnable Assets

Shelves

Tracing Product Origin & Certificate

Retrieving Product General Information and It's Real-time Certificates Statuses

Tracking Product Movement

Event Time	Activity	Company Name	Company Type	Document(s)
12/7/2013 03:50:11 PM	Stocking	FAMA AMC JERANTUT	Processor	ⓘ
12/8/2013 03:51:55 PM	Loading	FAMA AMC JERANTUT	Processor	ⓘ 📄
12/9/2013 03:52:13 PM	Receiving	Klang North Port	Port	ⓘ
12/13/2013 03:55:42 PM	Shipping	Klang North Port	Port	ⓘ

Document Information
Supporting document link and additional information (if any) for holistic tracking view

Note:
• Data captured using EPCIS Capture Interface (from multiple type of devices, locations and read-points)

Tracking Summary View

Proximity View

Color coded location nodes (representing risk states) and arrows (represent product movement)

Factory Logistics Warehouse

Certificates information shown for the selected location

Location including transit with risks will be highlighted

Product aggregated into big packaging for shipping or distribution

Saujana Sdn Bhd
Certificate Details

TYPE: ISO
SERIAL NO: 04092012001
STATUS: APPROVED ✓

Location Risk

Event Details

RECEIVING- 9/4/2012 04:45:08 PM
AGGREGATED INTO GROUP - 95504092012112
REPACKAGING - 9/4/2012 05:46:03 PM
STORING- 9/4/2012 06:46:50 PM

Tracking Map View

Advance Proximity View
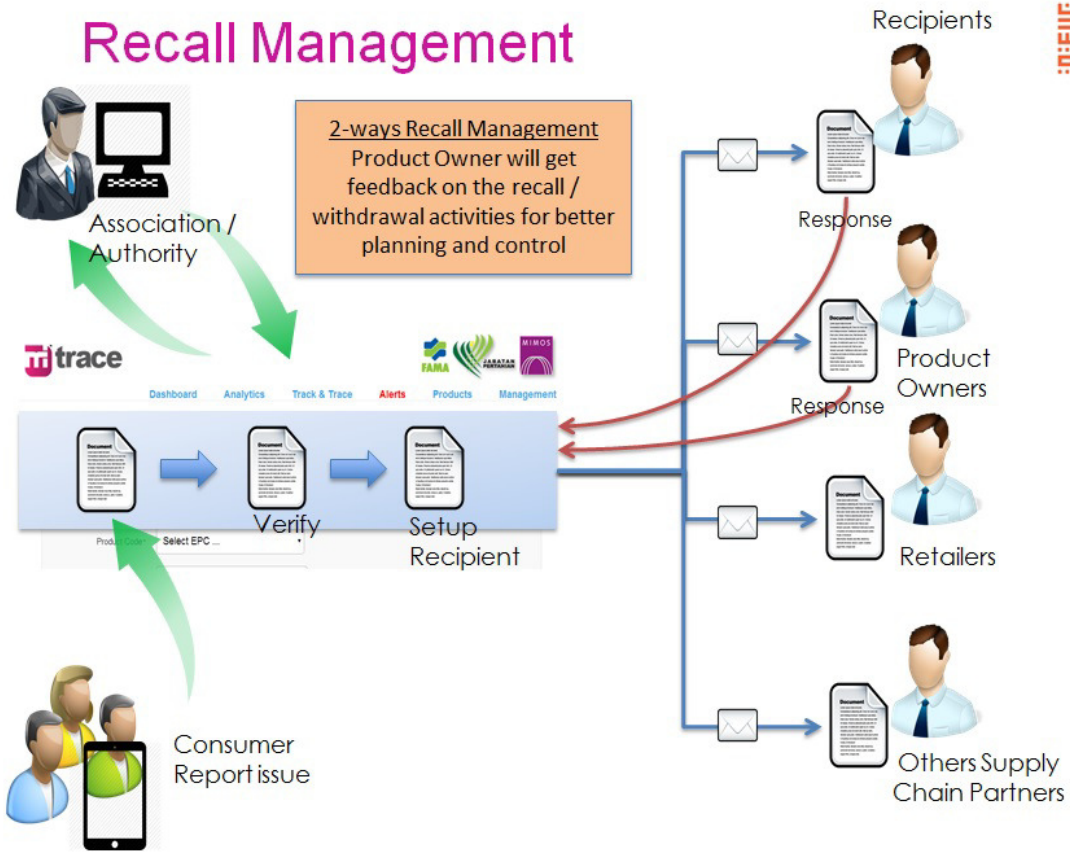
Product List
95504092012013
☑ 95504092012009

Location Tag

Drag-able Product Movement Timeline

BRILLIANT FRUIT CORDIAL SDN
BRILLIANT FRUIT CORDIAL SDN
Kesan Logistic Sdn Bhd

# Recall Management

2-ways Recall Management
Product Owner will get feedback on the recall / withdrawal activities for better planning and control

Association / Authority

Consumer Report issue

Recipients

Response

Product Owners

Response

Retailers

Others Supply Chain Partners

Verify

Setup Recipient

19

Potential Risk / Fraud Detection

Potential Risk Detection using Rules Based Engine, Decision Support System (DSS) and Peer Group Analysis (PGA)

Raw Durian

Processing Plant

Packages
Number of Boxes

Containers to exports

Mi-Trace
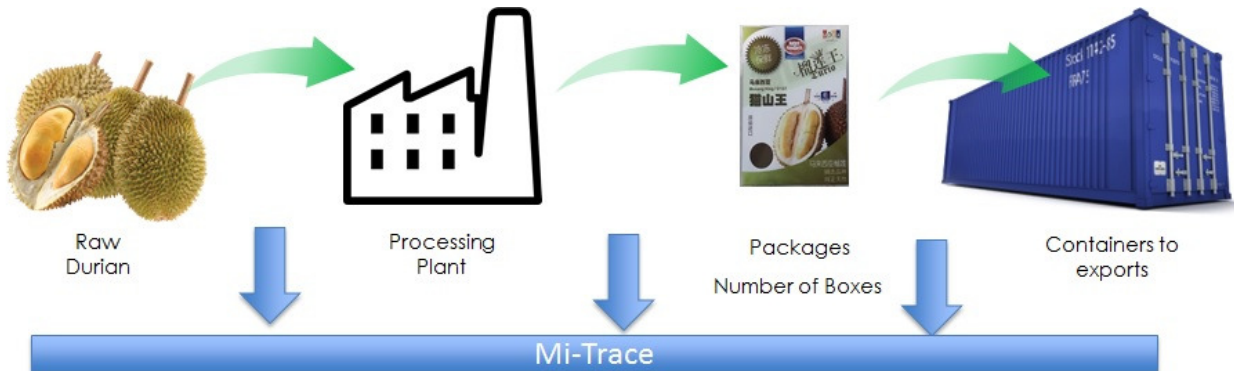
System calculate estimated yield and compare with actual yield based on Raw Durian Types, Tonnage and Boxes

[Potential Fraud Detection]

APEC PROPOSED IMPLEMENTATION

Innovation for Life™
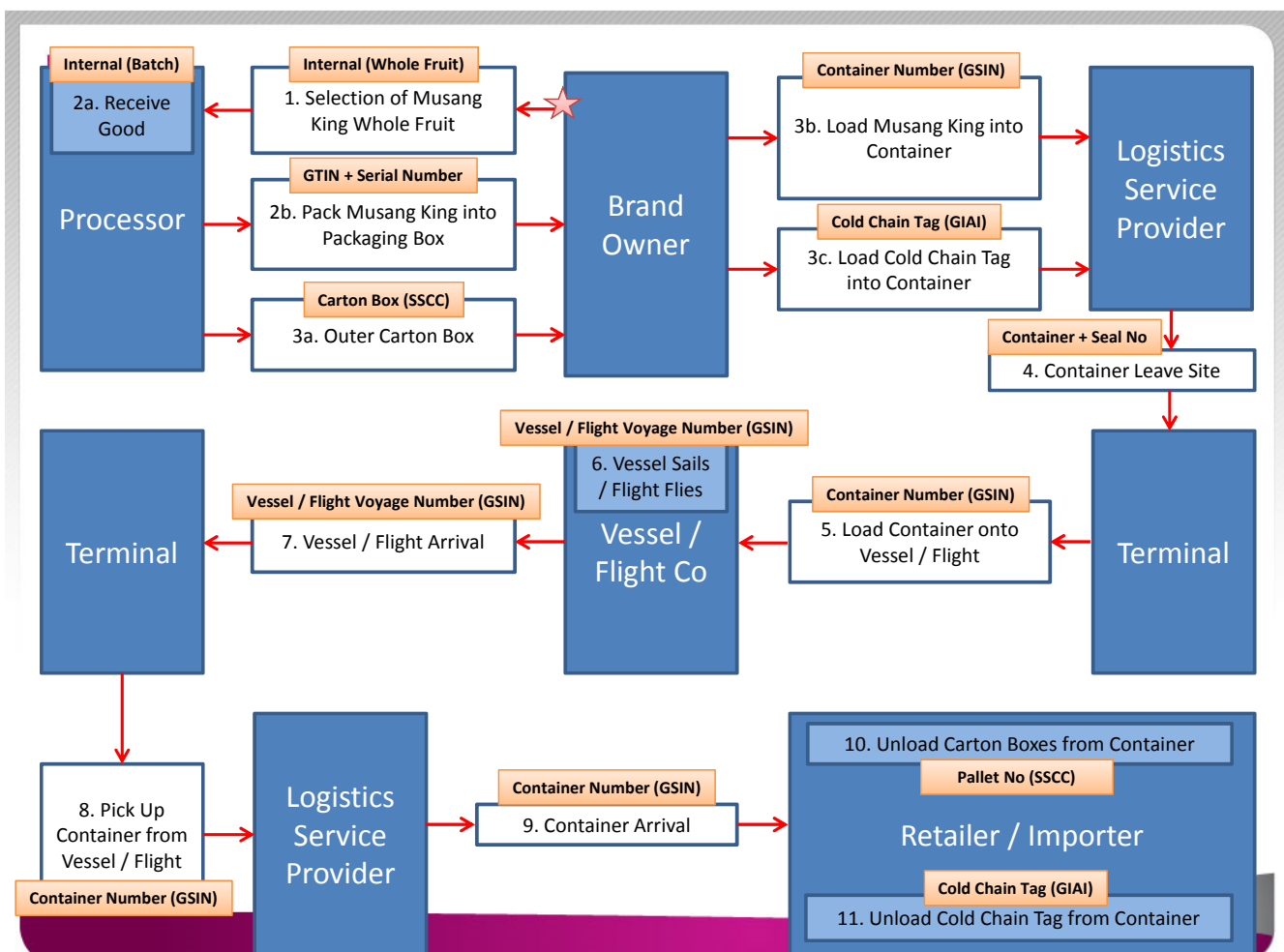
PILOT PROJECT ON FROZEN DURIAN TRACEABILITY

Lesson Learnt

Project Background

- Started in 2010

- Stakeholders
  - Department of Agriculture (DOA)
  - Federal Agricultural Marketing Authority (FAMA)
  - Malaysia Durian Exporters Association (MDEA)

- Officially launched by Agriculture Minister, Datuk Seri Ismail Sabri on 27 Feb, 2014.

- Launched by Prime Minister's Special Envoy to China, Tan Sri Ong Ka Ting in China during Nanning International Convention and Exhibition Center on 17 Sept 2014.

- Adopted GS1-EPCIS global data standard assisted by GS1 Malaysia

- Potentially expanded to Asset Tracking, Inventory Systems and Document Tracking System.

Traceability for Premium Frozen Durian Export to China

Orchard

Transformation

Authenticated Certification
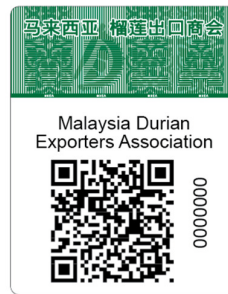
Malaysia Durian Exporters Association

Shipping History
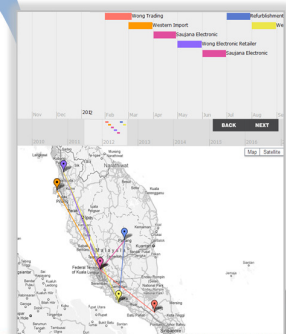
Product Events Details with additional information

Consumer Verification – Product Authenticity

Physical Verification

Visual Verification

System Verification using Mi-Trace

How to Identify Original Security Label :
Malaysian Durian Exporters Association (MDEA)

Sense of Touch Identification
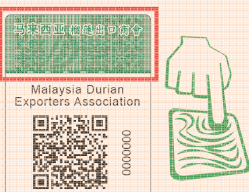
The relief feature of printing with ink bulged out of the label can be felt by touching

Visual Identification
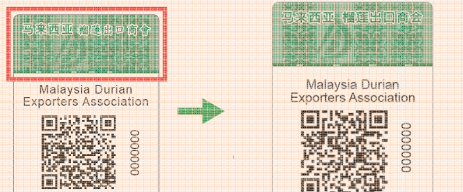
View from the top at a right angle

View in oblique angle of 15 degree. There is a hidden message 'MDEA'

Phone Verification
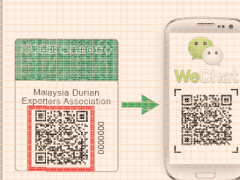
Scan QR Code using WeChat. After scanning, you will be directed to www.mitrace.my

Please insist to have this label for original when you purchase

System Verification – Consumer Scanning QR-Code

1 Consumer point their smartphone with QR-code scanner application at the QR-code label on the box

2 Upon scanning, it will redirect consumer to www.mitrace.my portal with the unique scanned product ID
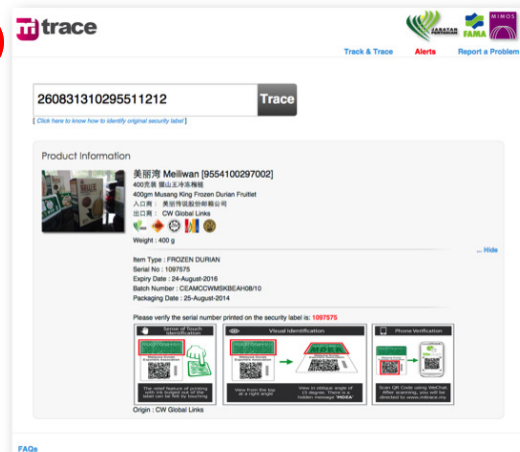
3 If the unique number (QR-code) is <u>valid</u>, the portal will show the product page (1st point validation) together with its dedicated <u>serialized number</u> - the exact same number printed on box (2nd point validation)

GOOGLE ANALYTICS

Google Reports on Website Traffics

Innovation forLife™

2014 & 2015 – China Drill Down

2015 have larger coverage compare to 2014 mainly due to growing distribution network of Durian Exporters. Place with launching of Mi-Trace will have much more concentrated (deep blue) scans.

2014

2015

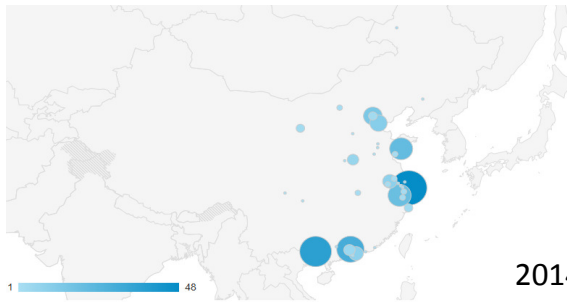|	City	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		6,133 % of Total: 42.53% (14,419)	98.22% Avg for View: 88.04% (11.56%)	6,024 % of Total: 47.45% (12,695)	29.55% Avg for View: 45.69% (-35.34%)	3.06 Avg for View: 3.03 (0.81%)	00:00:25 Avg for View: 00:01:09 (-64.09%)
1.	Guangzhou	1,204 (19.63%)	99.17%	1,194 (19.82%)	11.30%	3.59	00:00:28
2.	Beijing	992 (16.17%)	98.89%	981 (16.28%)	13.31%	3.56	00:00:20
3.	Shanghai	987 (16.09%)	97.57%	963 (15.99%)	46.81%	2.55	00:00:27
4.	Xi'an	583 (9.51%)	100.00%	583 (9.68%)	7.38%	3.74	00:00:24
5.	Taiyuan	145 (2.36%)	99.31%	144 (2.39%)	4.83%	3.85	00:00:12
6.	Nanjing	101 (1.65%)	97.03%	98 (1.63%)	74.26%	2.32	00:00:46
7.	Chongqing	98 (1.60%)	100.00%	98 (1.63%)	23.47%	3.22	00:00:23
8.	Nanning	88 (1.43%)	72.73%	64 (1.06%)	56.82%	2.23	00:00:53
9.	Hangzhou	86 (1.40%)	100.00%	86 (1.43%)	79.07%	1.56	00:00:16
10.	Suzhou	83 (1.35%)	93.98%	78 (1.29%)	77.11%	1.53	00:00:21

Devices – 2014 – China Drilldown

	Mobile Device Info	Acquisition			Behavior			Conversions	
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Go Compl
		514 % of Total: 31.53% (1,630)	66.93% Avg for View: 54.05% (23.82%)	344 % of Total: 39.05% (881)	80.93% Avg for View: 61.78% (31.01%)	1.56 Avg for View: 3.95 (-60.54%)	00:01:14 Avg for View: 00:03:59 (-69.11%)	0.00% Avg for View: 0.00% (0.00%)	% 0.
☐ 1.	Hisense EG906	135 (26.26%)	100.00%	135 (39.24%)	100.00%	1.00	00:00:00	0.00%	0
☐ 2.	Apple iPhone	123 (23.93%)	67.48%	83 (24.13%)	80.49%	1.66	00:01:08	0.00%	0
☐ 3.	(not set)	60 (11.67%)	43.33%	26 (7.56%)	66.67%	2.03	00:02:24	0.00%	0
☐ 4.	Samsung SM-N9005 Galaxy Note 3	36 (7.00%)	22.22%	8 (2.33%)	63.89%	2.53	00:01:35	0.00%	0
☐ 5.	Apple iPad	28 (5.45%)	39.29%	11 (3.20%)	67.86%	1.75	00:01:14	0.00%	0
☐ 6.	Samsung GT-N7100 Galaxy Note II	23 (4.47%)	43.48%	10 (2.91%)	86.96%	1.22	00:00:09	0.00%	0
☐ 7.	Samsung GT-N7000 Galaxy Note	12 (2.33%)	58.33%	7 (2.03%)	83.33%	1.42	00:00:13	0.00%	0
☐ 8.	Lenovo K900	6 (1.17%)	66.67%	4 (1.16%)	83.33%	1.17	00:02:43	0.00%	0
☐ 9.	Oppo X9006	6 (1.17%)	0.00%	0 (0.00%)	66.67%	1.50	00:01:01	0.00%	0
☐ 10.	Samsung GT-I9100G Galaxy S II	6 (1.17%)	50.00%	3 (0.87%)	66.67%	1.67	00:05:28	0.00%	0

* Hisense is Chinese electronic brand. We have not seen their mobile phone officially selling in Malaysia

Devices – 2015 – China Drilldown

Mobile Device Info	Acquisition			Behavior			Conversions	
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Go Comp
	979 % of Total: 27.47% (3,564)	**87.84%** Avg for View: 89.06% (-1.36%)	**860** % of Total: 27.10% (3,174)	**86.31%** Avg for View: 81.73% (5.60%)	**1.32** Avg for View: 1.58 (-16.57%)	**00:00:32** Avg for View: 00:00:54 (-40.30%)	**0.00%** Avg for View: 0.00% (0.00%)	**%** 0.
1. Apple iPhone	498 (50.87%)	93.17%	464 (53.95%)	86.95%	1.26	00:00:26	0.00%	0
2. Hisense EG906	161 (16.45%)	100.00%	161 (18.72%)	100.00%	1.00	00:00:00	0.00%	0
3. (not set)	98 (10.01%)	86.73%	85 (9.88%)	81.63%	1.34	00:00:38	0.00%	0
4. LG F460S G3 Cat 6	33 (3.37%)	3.03%	1 (0.12%)	75.76%	1.52	00:02:11	0.00%	0
5. Apple iPad	16 (1.63%)	75.00%	12 (1.40%)	56.25%	2.06	00:02:08	0.00%	0
6. OPPO X9006	13 (1.33%)	15.38%	2 (0.23%)	30.77%	3.85	00:02:52	0.00%	0
7. Samsung GT-I9500 Galaxy S IV	10 (1.02%)	90.00%	9 (1.05%)	100.00%	1.00	00:00:00	0.00%	0
8. Samsung SM-N9005 Galaxy Note 3	7 (0.72%)	71.43%	5 (0.58%)	71.43%	3.86	00:00:38	0.00%	0
9. Samsung SM-N9006 Galaxy Note 3	7 (0.72%)	100.00%	7 (0.81%)	85.71%	1.43	00:00:06	0.00%	0
10. Lenovo A536	5 (0.51%)	20.00%	1 (0.12%)	100.00%	1.00	00:00:00	0.00%	0

* Hisense is Chinese electronic brand. We have not seen their mobile phone officially selling in Malaysia

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Global Market Realities

① **Korea**
- Korean consumers are generally willing to pay a **39%** premium for traceable imported beef. Lee et al. (2011)

② **China**
- Chinese consumers willing to pay **9%-12%** more for traceable produce and about **50%** expects higher prices. Zhao et al. (2010)

③ **Japan**
- **Top 3** traceable data needed; Harvest date; Production method; Production method certification. Jin et al. (2014)

④ **Europe**
- **Directive 178/2002** requires mandatory traceability for all food and feed products sold
- within European Union (EU) countries.

⑤ **USA**
- **Drug Quality Security Act (DQSA)** aims to create and establish an electronic traceability system for pharmaceutical drugs.

THANK YOU

mytrace

Malaysia Traceability System
EMPOWERING CONSUMER

MY TRACEABILITY SDN BHD
✉ info@mytraceability.com