

**GS1 Singapore and Trustana sign MoU to boost sales for businesses via product data management best practices**



*Memorandum of Understanding (MoU) signed between GS1 Singapore CEO, Christopher Ang (right) and Rebecca Xing, CEO of Trustana Singapore (left)*

SINGAPORE, September 7, 2023 – GS1 Singapore, a not-for-profit organization at the forefront of creating a common foundation for business via a set of global standards and Trustana, a leading provider of product data management technologies, have signed an MoU. The collaboration aims to support businesses in increasing sales and efficiency by providing digital solutions and education towards creating consistent, high-quality product data. By combining GS1 Singapore's internationally-recognized standards and Trustana's innovative digital product identity solution, the organizations look forward to driving growth for retailers, distributors, and brand owners.

The MoU provides a framework for cooperation:

- Offering general and specialized resources, including knowledge-sharing and digital solutions, to the customers and members of both organizations
- Joint technical partnership, leveraging GS1's Global Data Synchronisation Network (GDSN) initiative
- A future-focused approach to creating innovative trade solutions, including trade documentation

Christopher Ang, CEO of GS1 Singapore, expressed, "This alliance with Trustana underscores a shared vision. Together, we are poised to bolster the uptake of our globally recognized GS1 standards via Trustana's solution. This endeavour aims to empower local businesses, ensuring they optimize their product information efficiently and adopt GS1 standards as the global language of business that will enhance traceability and interoperability. Additionally, our collaboration opens exciting prospects for future initiatives in 2D in retail: next-generation barcodes."



"Trustana is committed to supporting business growth in Asia and beyond by creating portable digital product identities that drive superior customer experience. We are delighted to be collaborating with GS1 Singapore to bring best practices to our collective customers. Through this partnership, we will be able to not only bring global expertise to our customers, but also offer additional connectivity into trade partners via GS1 Singapore's GDSN initiative," said Rebecca Xing, CEO of Trustana.

For more information, please contact: [contact@gs1.org.sg](mailto:contact@gs1.org.sg); [media@trustana.com](mailto:media@trustana.com)

#### **About GS1 Singapore**

GS1 Singapore is a not-for-profit organisation established in 1987 to implement and administer the global multi-industry GS1 standards-based system of automatic identification (using barcodes, 2D-codes, and RFID - radio frequency identification) and communication for products, services, assets, and locations.

#### **About Trustana**

Founded in 2020 by Temasek, Trustana focuses on helping retailers, distributors and brand owners generate interoperable and enriched digital product identities, making it easier to provide superior buying experiences for customers, manage data internally, and share securely with trade partners. We help businesses securely collect, store, manage, share, and monetize their product information for better commercial outcomes.

---