



## MyTRACEABILITY SDN BHD: MALAYSIA TRACEABILITY SYSTEM (MyTrace)

### Overview

- Vertical / Sector:  
Agriculture Premium Produce
- User Profile:  
MyTraceability Sdn Bhd (MTSB)

### Problem Statement

Agriculture industry faced critical challenges in:

- High occurrence of counterfeit in premium agro-product for local and export consumption;
- Expensive rollout implementation using tagging equipment or RFID; and
- Difficulty in verification of Regulator's Certification validity status.

### Technology platform

- Traceability platform (Mi-Trace)
- Data Harvesting platform (Mi-Clip)

### Description

Counterfeiting is one of the fastest growing economic crimes of modern times. On average, counterfeit activities cause business loss of 5-7% globally, equivalent to approximately US\$600 billion a year.

While it is impossible to eliminate counterfeit entirely, an effective system that can offer visibility and traceability all through the supply chain, right from the farm to the consumer, is required by Government to monitor and develop counter-measures to combat counterfeits.

### Solution Framework



### Solution Description

With the adoption of MIMOS technologies, MyTrace is the framework for MTSB to offer:

- Track and Trace – to authenticate the product's origin;
- Information sharing using GS1 standard – to enable business enterprise across the supply chain to share detailed and real time information on products with their business counterparts; and
- Status alert – to alert users on the authentication of the product and status of product's certification's validity and verification.

### Features

- User Friendly Track and Trace
- Global Standards GS1
- Security and Identity Management
- Cost Effective Tagging using QR Code/Barcode via Mobile Phone as tagging equipment for verification

### Benefits

- Reduce the occurrence of counterfeit and protect the product brand;
- Gain consumers' confidence on product's origin authentication; and
- Reduce high revenue loss of the product should the product be

contaminated.



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