

The Emergence of Unique Product ID, Barcode  
條碼標籤崛起，貨品的專屬識別碼



Era 1  
時代之一

GS1 Hong Kong introduced global barcode standards (GTIN) to Hong Kong in 1989. Today, annual barcode scan in Hong Kong reaches 3.5 billion times, influencing every aspect of lives.

香港貨品編碼協會(GS1 HK)於1989年將全球貿易編碼標準(GTIN)引入香港市場。時至今日，香港每年的條碼掃描次數高達35億次，為日常生活帶來深遠影響。

### 1989

GS1 Hong Kong (formerly named Hong Kong Article Numbering Association) was founded by the Hong Kong General Chamber of Commerce.

香港貨品編碼協會(GS1 HK)由香港總商會成立。



### 1991

7-11, Circle K, Mannings, PARKnSHOP, Wellcome, Wing On were among the first group of retailers to adopt the Code of Practice for barcode scanning in retail stores to protect consumers against pricing ambiguity.



首批零售商用戶包括7-11、OK便利店、萬寧、百佳、惠康、永安等採納《零售商引進電子銷售系統操作守則》，以防消費者因產品價格不詳而招致損失。

### 2005

Officially renamed GS1 Hong Kong. 正式命名為GS1 Hong Kong。



### 2009

BarcodePlus platform launched as a cloud-based product and location information portal for B2B information exchange.

推出BarcodePlus產品及位置資訊的雲端平台，有利公司之間交流資訊。



Transforming the Data Exchange System  
改革數據交換系統



Era 2  
時代之二

GS1 HK launched ezTRADE platform using standard-based interface for paperless communication between businesses. Presently, more than 2,000 companies in retail, consumer goods, healthcare and food service in Hong Kong and China are using ezTRADE, with more than 17 million EDI transactions being processed annually.

GS1 HK推出以標準為基礎的「通商易」平台，推動商界無紙化數據交換。現時逾2,000間於中港兩地、遍佈零售、消費品、醫療保健、餐飲服務行業的公司正採用「通商易」，處理每年逾1,700萬個電子數據交易訊息。

### 1995

Launched ezTRADE in retail sector to help businesses enhance their competitiveness through electronic trading.

在零售界推出「通商易」，協助業界通過電子貿易來加強競爭力。



### 1998

Launched a web-based version of ezTRADE for SMEs in Hong Kong. 為香港中小企推出「通商易」的網上版本。



Rejuvenating Supply Chain Management  
為供應鏈管理注入新動力



Era 3  
時代之三

GS1 HK has been investing significant resources to facilitate knowledge transfer across industries, aimed at promoting supply chain strategies, technologies and best practices among local businesses.

本會投入大量資源，積極向本地社群推廣供應鏈管理策略、科技及最佳實務的有關知識，讓專業知識在各行業傳承。

### 1996

Establishment of ECR Hong Kong (formerly known as SCM Advisory Board).

ECR香港正式成立(前身為供應鏈諮詢委員會)。



### 1997

Definition of the SCM roadmap "Supply Chain Management in Global Trade" for Hong Kong's exports industries by KSA.

委託KSA為香港出口業制定供應鏈管理路線圖，主題為「全球貿易下的供應鏈管理」。

Recommendations for "ECR pallet standardization" were extended to Asia Pacific level.

「ECR貨盤標準化」倡議擴展至亞太地區。



### 1998

Opening of the SCM Resource Centre. 供應鏈管理資源中心開幕。



### 2001

Launch of the 1st SCM Summit in Hong Kong (later named "GS1 HK Summit").

第一屆供應鏈管理高峰會於香港舉辦(現稱GS1 HK高峰會)。



Unlocking the Power of Global IoT / EPC Standard  
發揮全球物聯網/EPC標準的力量



Era 4  
時代之四

GS1 HK developed ezTRACK, an EPCIS standard-based data sharing platform designed to drive global product and logistics traceability. Today, the ezTRACK users' community is globally connected, playing a key role in facilitating product-based information flow.

GS1 HK研發出「縱橫網」，一個以電子代碼訊息服務標準為基礎的數據交流平台，推動全球化產品及物流的追蹤追溯能力。時至今日，「縱橫網」的用戶連繫全球，是推動產品資訊流通的主要動力。

### 1999

Launch of the Auto-ID Centre at the Massachusetts Institute of Technology in collaboration with GS1, leading to the development of EPC.

美國麻省理工學院與GS1成立自動識別中心，中心後來研發出產品電子代碼。



### 2003

Establishment of EPCglobal Inc. under GS1's auspices to steer the continuous development of standards in RFID/EPC technology.

在GS1的大力支持下，EPCglobal Inc正式成立，旨在管理無線射頻識別/產品電子代碼技術標準的持續發展。



### 2005

Launch of a two-year multi-pilot research project funded by Innovation and Technology Commission of the HKSAR Government to test and develop the EPCIS network infrastructure in Hong Kong.

獲香港特區政府創新科技署資助，啟動為期兩年的多重試點研發計劃，在港測試和開發產品電子代碼訊息服務網絡的基建。

### 2007

Establishment of the Supply Chain Innovation Centre (SCIC), later revamped and renamed Hong Kong RFID Centre in 2008, then Hong Kong Internet of Things Centre of Excellence in 2013.

成立供應鏈創科中心，並於2008年翻新及更名為香港RFID中心，其後2013年重新命名為香港物聯網科技應用中心。

### 2008

Launch of ezTRACK™, a globalized track-and-trace platform based on EPCIS standard, enabling enterprises to gain real-time visibility of goods and product information and extending their connectivity to trading partners from other countries.

推出「縱橫網」，一個以產品電子代碼訊息服務標準為基礎的追蹤追溯平台，讓企業實時獲取貨品和產品資訊，加強透明度，並把資訊網絡擴展至其他國家。

Propelling Seamless Omni-channel Commerce  
促進完善全方位商務



Era 5  
時代之五

With the boom of e-commerce and increasing importance of omni-channel retailing, barcodes continue to pave the way for the next retail revolution.

電子商務蓬勃，全方位零售變成業務重心，條碼將繼續為新一輪零售革命鋪路。

### 2015

Introduced GS1 SmartSearch standard to create structured data about a product which can then be used by search engines, smartphone apps, etc.

引入GS1智慧搜尋標準，旨在於網上建立結構化的產品數據，方便網絡搜尋器或智能手機應用程式使用。



### 2016

GS1 barcode standard (GTIN) was adopted by major online market platforms like Amazon, Alibaba, eBay, Google, Walmart, etc. to ensure product authenticity and improve searchability.

GS1條碼標準GTIN獲得各大電商採用，如亞馬遜、亞里巴巴、eBay、Google、Walmart等，確保產品真偽及改善搜尋能力。



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### 2011

GS1 and Open Mobile Alliance (OMA) collaboratively enabled barcode scanning features to be built directly into mobile devices to allow users scan and access trusted content.

GS1與開放移動聯盟(OMA)合作，為流動裝置加設掃描條碼功能，用家可以掃描並讀取可靠的資訊。



### 2013

GS1 announced extension of GTIN to the semantic web.

GS1宣佈全球貿易貨品編碼(GTIN)拓展至語意網絡。



### 2017

Ministry of Commerce and Ministry of Finance, PRC, jointly announced the adoption of GS1 Standards to increase the level of supply chain standardisation and digitalisation in China.

國家商務部及財政部共同宣佈採用GS1標準，提升國家供應鏈標準化及數碼化水平。



### 2018

Embarked on "GS1 Registry Platform" initiative, expect to be the largest source of trusted product information in the world.

啟動「GS1註冊平台」，預期成為全球最龐大的可靠產品資訊數據庫。

Transforming the Data Exchange System  
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Era 2  
時代之二

### 2008

rolled out ezTRADE services to Mainland China, to facilitate electronic trading across the borders.

於中國內地推出「通商易」，便利內地與本地的跨境電子貿易。



### 2013

The Hospital Authority of Hong Kong adopted GS1 Barcodes and ezTRADE for its 42 hospitals with their major pharmaceutical suppliers.

香港醫院管理局旗下42所醫院以及其主要藥物供應商均採用GS1條碼和「通商易」。



### 2014

ezTRADE implementation in food services sector including Hong Kong Maxim's Group and Café de Coral.

「通商易」於食品服務業界推展，獲香港美心集團及大家樂等採用。



### 2015

Developed a mobile-ready ezTRADE interface for SMEs to conduct business anytime, anywhere.

推出手機版「通商易」介面，讓中小企隨時隨地處理業務。



### 2019

Offered LEI (Legal Entity Identifier) issuance service, helping deliver transparency and security of entity identification among financial parties, enabling traceability of the transactions.

提供法律實體識別編碼簽發服務，有助識別不同金融機構單位時提供透明度及安全性，實現金融交易的可追溯性。



Rejuvenating Supply Chain Management  
為供應鏈管理注入新動力



Era 3  
時代之三

### 2005

Introduced Supply Chain Management Maturity Programme (SCMM) to help SMEs achieve SCM best practices.

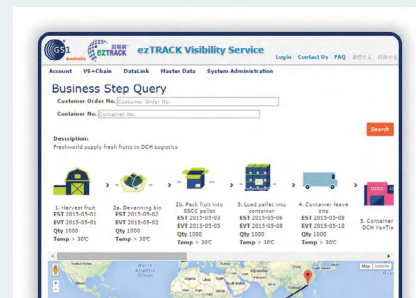
發佈供應鏈完善程度參考模型，助中小企達到供應鏈最佳實務。



### 2006

Global traceability standard launched to improve the ability to track movement of products along stages of the supply chain.

引進GS1全球追溯標準，提升在供應鏈上追蹤產品的能力。



### 2011

Launch of Consumer Caring Scheme to honor companies that abide by ECR best practices.

推出「貼心企業嘉許計劃」，表揚達致ECR最佳實務守則的公司。



### 2012

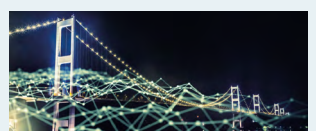
Launch of the Synchronized Supply Chain Replenishment solution (SSCR), a best practice on demand-driven inventory replenishment for consumer packaged goods sector.

介紹同步供應鏈補貨方案模式，助消費性用品業界管理供應鏈中需求預測與供應量的差異。

### 2019

Launch of Supply Chain 4.0 training to advise on automation and standardisation of supply chain.

推出供應鏈4.0課程，講解供應鏈自動化及標準化的建議。



Unlocking the Power of Global IoT / EPC Standard  
發揮全球物聯網/EPC標準的力量



Era 4  
時代之四



### 2013

Signing of MOU between GS1 HK and Guangdong RFID Technology Service Centre to foster a global product traceability platform.

GS1 HK與廣東無線射頻識別科技服務中心簽署諒解備忘錄，建立環球產品可追溯性平台。



### 2013

Formation of the HK IoT Industry Advisory Council and launch of the first Hong Kong IoT Conference.

設立香港物聯網產業諮詢委員會及籌辦首屆香港物聯網會議。



### 2015

Inauguration of Quality Food Traceability Scheme to recongise companies which demonstrated excellence in food traceability practices, as well as initiating the Food Safety Forum.

創辦優質食品源頭追蹤計劃，表彰在食品可追溯性實踐上表現卓越的本地企業，並籌辦食品安全論壇。



### 2015-17

APEC commissioned GS1 HK to carry out Global Data Standard (GDS) Projects, with the use of ezTRACK, to facilitate trade and enhance cross-border supply chain connectivity across 7 markets.

亞太經合組織委託GS1 HK進行全球數據標準先導計劃，利用「縱橫網」便利貿易及提升7個市場之間的跨境供應鏈連繫。



### 2018

Participated as technology enabler in the APMEN (Asia Pacific Model E-Port Network) Visualisation of Sea Freight Logistics Phase I project to improve the visibility, integrity and transparency of cross-border trade in the Asia-Pacific region.

以科技顧問身份參與亞太示範電子口岸網絡的海運物流能見度第一期項目，推動亞太地區跨境貿易的能見度、合規性和透明度。



Propelling Seamless Omni-channel Commerce  
促進完善全方位商務



Era 5  
時代之五

### 2016

Launched "WeChat Connect" to let consumers scan GS1 HK barcodes using WeChat to strengthen consumer engagement.

推出「微信連繫」，讓消費者以微信掃描GS1 HK產品條碼，增進與消費者連繫。



### 2017

Introduced GS1 HK e-marketplace platforms on JD.com and Taobao.

在京東全球購及淘寶創立「信心港商城」平台。



### 2018

Launched "REAL Visibility" solution to empower consumers with instant product authentication and traceability, while enabling brand owners with real-time visibility on scan activities.

推出REAL Visibility解決方案，讓消費者能進行實時產品真偽認證及追蹤追溯，並讓品牌商獲得即時的产品掃描活動。




### 2019

Introduced Smart Kiosk to enable business to capture and understand consumer buying behavior and enable targeted marketing, anytime and anywhere.

發佈Smart Kiosk，讓業界能隨時隨地捕捉及理解消費者購物行為，作出目標營銷。





## Future and Beyond 未來創見

In future, we believe the greatest opportunities that stand before us are those from the Greater Bay Area and the Belt and Road Initiatives. To facilitate trade and foster logistics and information flow in the areas, standardisation and digitalisation of products and systems are necessary. GS1 is well positioned to contribute to the Initiatives with our global standards. GS1's neutral, open and trusted standards can effectively serve as the common business language in facilitating information connectivity and enabling supply chain visibility in the Bay Area and along the Belt and Road countries.

GS1 HK will seize future opportunities with continuous innovations and constantly cultivate expertise exchanges with industry leaders, with One Code.

我們相信粵港澳大灣區及一帶一路倡議在未來具備無窮潛力。要連繫大灣區內的物流及資訊流以促進貿易，區內須引入產品標準化的制度及系統和數碼化標準。GS1的全球標準能對這些發展作出貢獻。GS1標準具備中立、開放和值得信賴的條件，是商業的共通語言，有效促進信息連繫和推動大灣區及一帶一路供應鏈的透明度。

GS1 HK將繼續推陳出新，抓緊未來機遇，並持續與業界翹楚交流，發揮條碼的無限潛能。