GS1
Hong Kong

The Global Language of Business
Connecting Supply Chain with Innovations

Annual Report 2015
Propelling Omni-channel Transformation

Table of Contents
目錄

GS1 believes in the power of standards to transform the way we work and live.
GS1相信
標準的力量可以改變我們的工作及生活。

We **create** a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We **enable** visibility through the exchange of authentic data.

We **empower** business to grow and to improve efficiency, safety, security and sustainability.

透過獨有識別、準確擷取及自動分享有關產品、位置及資產的重要資訊，我們為商界**創造**共同的基礎。

透過協助企業交換真實數據，我們**賦予**透明度。

透過促進業務發展，提升效率、安全性、保安及可持續發展能力，我們**推動**企業變得更強。

We are:

• neutral and not-for-profit

• user-driven and governed

• global and local

• inclusive and collaborative

我們是:

• 中立及非牟利的組織

• 由用戶作主導的組織

• 環球及本地的組織

• 融合協作的組織

Today's GS1 Hong Kong
香港貨品編碼協會概況

Serving Hong Kong for over **25** years
服務香港逾25年

Supporting more than **7,000** corporate members
支援超過7,000名企業會員

Daily barcode scan exceeds **8** million times in Hong Kong
香港每日的條碼掃瞄次數超過8百萬次

EDI transaction reaches over **30** million a year
每年電子數據交易超過3,000萬宗

Chairman's Message
主席獻辭

Joseph Phi
Chairman

It has been an exciting year for consumer activity driven by the ubiquitous use of digital and mobile technology, granting consumers endless possibilities to search for product information, compare prices and make purchases anytime, anywhere. Companies around the world have jumped on the e-commerce bandwagon to capitalise on this new breed of technically savvy consumer base. This past year, global e-commerce increased more than 20 percent and registered a total of about $840 billion sales[1].

Amidst the impressive global e-commerce trend, China is a world-beater with its breath-taking growth in digital sales. This year, e-commerce in China reached 7.63 trillion yuan (US$1.2 trillion) in the first six months, a 30.4% increase from the previous year[2]. As Jack Ma of Alibaba noted, in other countries e-commerce is a way to shop but in China it is a lifestyle.

The seamless online and offline offering and experience has given to a new phenomenon called omni-channel retailing. The omni-channel shopping experience has created a new class of competitors and consumers with its "always-on", "always-open" mentality. This has raised the retail experience to a new level through the use of virtually every available shopping channel, making the adoption of barcodes of utmost importance. Barcodes enable businesses to gather and retrieve data from different sources on a real-time basis. Collecting consumer behaviour at physical outlets and online stores can then be evaluated forming the basis of market research. Various online shopping platforms such as Amazon, eBay and Tmall.com now require all products to be equipped with GS1 international-standard barcodes which ensures that goods sold online can be traced to sources of accurate comprehensive product information. Thus, consumers have a trusted means to access and obtain the necessary information for product authentication. Whilst a product may have different names or descriptions on different e-commerce platforms, it has only one GTIN. By embedding these unique identifiers online, products and brands can be found more easily by search engines and consumers can get the product information and reviews of one product on various platforms just with one click!

2015是精彩的一年，數碼及移動科技的廣泛使用改變了消費者的行為模式，讓他們可隨時隨地，循各種途徑搜尋產品資訊、比較價格及下訂單購物。全球各地的企業均紛紛抓緊新一代數碼消費者帶來的機遇，迎接電子商貿的浪潮。在過去一年，全球電子商貿的增長超過20％，銷售額總計約為8400億美元[1]。

電子商貿於全球各地均高速發展，而中國則是當中發展步伐最急促的經濟體。今年首六個月，中國的電子商貿交易額達76,300億人民幣（即12,000億美元），較去年上升30.4%[2]。正如阿里巴巴的馬雲所指，電子商貿在外國只是一種購物模式，在中國卻是一種生活態度。

暢通無阻的線上線下購物體驗，形成新的全渠道零售模式。而強調「隨時開放」的全渠道零售，亦產生新一代的競爭者和消費者。零售體驗現已昇華至新的層次，每一個可用的購物途徑都為商戶和消費者採用，令條碼的功能變得更為重要。條碼讓商戶可實時從不同來源取得數據，而收集得來的實體及網上商店消費者行為數據，正是市場研究的重要基礎。多個網上購物平台，例如亞馬遜、eBay及天貓均已要求所有商品採用GS1國際標準條碼。GS1條碼確保網上銷售的商品可被追溯至準確、詳細的產品資訊源頭，協助消費者以可靠方法獲取產品資訊，驗證產品真偽。一件產品在不同電子商貿平台可能會有不同的名稱或產品描述，卻只會有一個全球貿易貨品編碼。只要為網上商品加入這些獨特的識別碼，搜尋引擎就可以輕易地找到適合的產品和品牌，消費者一按滑鼠，便能參閱有關產品在不同平台上的資訊及評語。

The drive for standardisation for the use of barcodes is definitely increasing. In June 2015, more than 40 e-commerce and mobile commerce platforms in China including Alibaba, Yihaodian, JD.com and Suning released a joint proposal calling for the use of barcodes on e-platforms. The proposal requested manufacturers to comply with "Measures for Administration of the Bar Code of Commodities" to ensure product quality on e-commerce platforms and protect consumers fostering sustainable development of e-commerce.

GS1 Hong Kong has played a very active part in all these exciting market changes and developments. We have further extended our role to champion the next generation supply chain technologies with innovative services and solutions. We continue to collaborate with companies helping them navigate and thrive in both online and offline business world.

I would like to acknowledge the commitment and dedication of GS1 Hong Kong in its efforts towards the pursuit of operational excellence. Our efforts have been recognised by continuing encouragement from the government and various industry partners for which we are extremely grateful. We look forward to working with all our members and stakeholders to unveil infinite possibilities with one simple but powerful code.

現時，使用標準化條碼的企業不斷增長。2015年6月，包括阿里巴巴、一号店、京東及蘇寧在內的40多個電子及流動商貿平台發表聯合倡議書，呼籲電子平台善用條碼。倡議書要求生產商遵守《商品條碼管理辦法》，以確保電子商貿平台的產品質素，同時保障消費者權益，促進電子商貿的可持續發展。

香港貨品編碼協會一直積極參與市場的轉變及發展。本會進一步擴大服務範圍，藉著創新的服務及解決方案以推廣新一代供應鏈科技，同時與各企業通力合作，協助企業在實體與網上商業世界更創佳績。

我謹此衷心感謝香港貨品編碼協會一年來致力提供優質的服務及支援。與此同時，亦非常多謝政府以及各界的合作夥伴在過去一年大力支持本會的工作。新一年，我們期待與所有會員及持份者相互合作，利用一個簡單但具影響力的編碼締造無限可能。

Notes 註：
[1] ATKearney, Global Retail E-Commerce Keeps On Clicking - The 2015 Global Retail E-Commerce Index™
[2] China E-Commerce Research Center report (Sep 2015)

Chief Executive's Report
總裁報告

Anna Lin, JP
Chief Executive

This has been an exhilarating year for GS1 Hong Kong with exciting new challenges and developments as we continue our mission to assist enterprises improve the efficiency and quality of their operations.

Our major serving sectors have been on retail FMCG and omni-channel, food traceability and safety, logistics, and ICT. Several key initiatives have been launched in these sectors. Firstly, ECR Hong Kong and GS1 Hong Kong were honoured to host the Efficient Consumer Response (ECR) Asia Pacific Conference, a long-standing, high profile event attended by over 500 representatives from over 20 economies. GS1 has also introduced the SmartSearch standard, which is designed to help to enable an efficient seamless omni-channel shopping experience. A Food Industry Forum was held promoting food safety and traceability and we introduced the new "Quality Food Traceability Scheme."

Additionally, with staunch support from the Trade and Industry Department, we participated in a series of APEC Global Data Standards pilot projects to enhance supply chain visibility. This year, we are delighted to be appointed as the leading organiser of the Best Smart Hong Kong Award 2015 which encourages the development and adoption of advanced ICT technologies.

Our major achievements include:

Retail FMCG and omni-channel
The ever-changing retail environment requires dynamic insights to address the key elements of success. With the theme of "Collaborating for a Better Future", the 14th ECR Asia Pacific Conference & Exhibition, organised jointly by the ECR Asia Pacific Council, ECR Hong Kong, GS1 Hong Kong and co-organised by the Consumer Goods Forum, was held in March. This biennale Conference gathered industry pioneers from retail and consumer goods industries in Asia Pacific to discuss their views on the status quo and trends of regional retailing. During the Conference, ECR Asia Pacific Awards were presented to recognise the spirit of collaboration to drive the FMCG industry forward.

2015年對香港貨品編碼協會來說是鼓舞人心的一年，我們繼續秉持本會使命，協助企業提升營運效率及質素，縱遇挑戰，亦取得不少讓人振奮的新發展。

協會於本年度的工作重心包括快速消費品零售業務、食品可追溯性及安全性、物流和資訊及通訊科技，並展開了不少主要的工作項目。首先，本會及ECR香港於今年主辦了歷史悠久的快速消費者回應（ECR）亞太區會議暨展覽會，此項大型活動共雲集來自超過20個經濟體系的500位業界代表參與。GS1又推出「智慧搜尋」標準，希望為消費者塑造高效、暢通無阻的全渠道消費體驗。為推廣食品可追溯性及安全性，本會亦舉辦了食品業論壇，並推出全新的「優質食品源頭追蹤計劃」。

此外，在工業貿易署的支持下，本會參與了亞太區經濟合作組織（APEC）的一系列全球數據標準試點計劃，致力提升供應鏈透明度。本會今年亦成為最佳智慧香港獎2015的主辦機構，鼓勵各界積極發展及採用進階資訊及通訊科技。

本會今年的主要成就包括：

快速消費品零售及全渠道零售
零售市場千變萬化，必須高瞻遠矚，才能夠把握成功要訣。由ECR亞太委員會、ECR香港及香港貨品編碼協會共同主辦、零售商品論壇協辦的第十四屆快速消費者回應（ECR）亞太區會議暨展覽會以「同創美好未來」為主題，於三月順利舉行。這個兩年一度的會議雲集亞太區零售及消費品行業的先鋒領袖，共同討論對區內零售業務現況及發展趨勢的看法。會上同時頒發「ECR亞太大獎」，對推動快速消費品行業發展的合作精神予以肯定。

The ECR Asia Pacific Recognition Award was also introduced this year to recognise prominent elites of the supply chain for their demonstrated excellence in their domain expertise.

Furthermore, GS1 Hong Kong commenced to proactively assist the industry to grasp the opportunities in e-commerce so as to meet the needs of digital-savvy consumers.

This year, GS1 Hong Kong and Retail Asia Expo jointly organised the Top 10 eCommerce Website Awards 2015 to recognise companies and web portals for maintaining consistent and exemplary standards in improving user experience and promoting retail sales via digital portals or websites.

In the global perspective, GS1 has developed the SmartSearch standards in a joint effort with W3C, to realise better online search results, enhance visibility of online products and ultimately drive sales by sharing product information via consumer-facing mobile devices and websites.

Food safety and traceability
As economic connections between markets grow increasingly closer, food safety has become a priority across the region rather than being just a local focus. Accordingly, food safety in the food and food services industry is the first concern for GS1 Hong Kong.

In June, we held the GS1 Hong Kong Food Industry Forum 2015 which provided an open floor to stakeholders from food authorities, food industry and related industries. The furtherance of GS1 Quality Food Traceability ensures both product quality and consumer safety.

We also launched the "Quality Food Traceability Scheme" this year to recognise and reward local enterprises who demonstrate excellence in food traceability practices. Awards were given to 14 outstanding enterprises.

Logistics
An APEC-funded pilot on Global Data Standards (GDS) was conducted to investigate the potential and benefit of applying GDS to enable supply chain connectivity. Particular significance was to make a contribution to APEC's goal of a 10% improvement in trade efficiency through the targeting of acknowledged choke points. GS1 Hong Kong provided project management, consulting, and technical support, including ezTRACK as the supply-chain visibility platform for capturing and sharing goods movement as well as related traceability data and Key Performance Indicator (KPI).

GS1 Hong Kong, partnering with GS1 Australia, conducted a supply chain visibility pilot project with industry participants to investigate the potential value of GS1 standards in the cross-border supply chain. In the pilot, GS1 Hong Kong's ezTRACK platform was used to capture and share traceability data. The trial ran from April 2014 to February 2015, and the second phase is now under way.

「ECR亞太區嘉許獎」亦於本年增設，以獎勵在其專業領域內表現出色的供應鏈精英。

此外，香港貨品編碼協會積極協助業界把握電子商貿的商機，滿足電子世代消費者的需要。

今年，香港貨品編碼協會與亞洲零售博覽會共同籌辦了「十大電子商貿網站大獎」，以嘉許持續追求卓越，並力求改善電子平台或網站的用戶體驗，從而帶動零售業務的企業及網絡平台。

放眼全球，GS1及全球資訊網協會共同研發出「智慧搜尋」標準，使網上搜尋功能更為完善，消費者可以更輕易地搜尋到合意的網上產品。企業只要在移動裝置及網站分享產品資訊予消費者，便可有效地刺激銷售業務。

食品安全及可追溯性
各市場之間的經濟連繫日漸緊密，食品安全議題已不再局限於本土，而是成為了區域性問題，備受各界關注。有見及此，香港貨品編碼協會不斷努力協助食品及食品服務業維護食品安全。

六月舉行的「香港貨品編碼協會食品業論壇2015」成為食品機構及與食品相關的行業持份者的溝通平台。本會同時推廣GS1食品追溯標準，確保產品質素及消費者安全。

本會今年亦推出了「優質食品源頭追蹤計劃」，表揚於追溯食品源頭方面表現出色的本地企業，共有14家優秀企業獲得嘉許。

物流
為解決供應鏈的阻塞情況，達致將貿易效率提升10%的目標，由APEC資助的全球數據標準試點計劃已經完成，以了解全球數據標準對於提升供應鏈連接性的潛在效益。香港貨品編碼協會提供的服務包括項目管理、諮詢及技術支援，例如透過供應鏈可視化平台「蹤橫網」擷取及分享貨品動向資訊、相關追溯數據及關鍵績效指標。

本會又與GS1澳洲分會合作，與業界一起進行供應鏈可視化試點計劃，探索GS1標準對跨境供應鏈的潛在價值，並利用本會的「蹤橫網」平台擷取及分享追溯數據。首階段試驗計劃已於2014年4月至2015年2月期間順利完成，第二階段亦即將展開。

ICT

GS1 Hong Kong has been fuelled with the mission of promoting innovation and the adoption of IoT technologies to enable local enterprises to sharpen their competitive edge. In this respect, we organised Hong Kong Internet of Things (IoT) Awards for the first time in 2014, and became the leading organiser of the Best Smart Hong Kong Award 2015, an award scheme under Hong Kong ICT Awards, to recognise and promote outstanding IoT, Big Data or Public Sector Information applications. In addition, we advanced the development of IoT with our annual Hong Kong Internet of Things Conference in May, which gathered a strong line-up of over 20 speakers and more than 450 delegates to share information and technologies of critical elements of IoT to uplift business performance and customer satisfaction.

The Hong Kong Internet of Things Centre of Excellence, another key initiative that we introduced to promote the adoption of IoT, was initially set up at the Hong Kong Science Park in 2013. Having received over 18,000 visitors in the past two years, it has been relocated this year to GS1 Hong Kong's premises in Wanchai, to extend its reach to more industry players.

We believe these programmes will fuel up technology innovation and at the same time provide a platform for expertise exchange creating a pool of pioneering innovations with great potential commercial values.

New initiative: Training Academy

As sharing of best practices across industry can enhance the ability to replicate and broadcast relevant knowledge, we have announced the inauguration of the GS1HK Academy. This academy will provide a wide spectrum of high quality, professional, effective and comprehensive training focusing on retail operation, healthcare, food traceability and e-commerce. We believe that this new initiative will further assist industries to improve their own operations and thus enhance the efficiency across the whole supply chain.

I am deeply grateful for the contributions made by committee members and partners in making this a most successful year, and I look forward with confidence that GS1 Hong Kong will do its utmost to support and help our members and local enterprises successfully tap into broader markets with the use of global standards and practices.

資訊及通訊科技

香港貨品編碼協會以推廣創新及物聯網科技應用為己任，務求協助本地企業提升競爭力。為此，我們在2014年首度籌辦香港物聯網大獎，並於2015成為最佳智慧香港獎的主辦機構。後者屬香港資訊及通訊科技獎其中一個獎項，旨在肯定與推動傑出的物聯網、大數據或公共資料應用。此外，我們通過於五月舉行的年度香港物網聯會議，雲集超過20名講者和逾450名代表，共享有關物聯網關鍵要素的資訊和科技，以提升營運表現及客戶滿意度。

香港物聯網科技應用中心是另一項推動物聯網應用的重要計劃，本中心在2013年設於香港科學園，並在兩年裡吸引逾18,000名訪客參觀。今年，中心遷至香港貨品編碼協會的灣仔會址，以方便更多業界人士參觀。

我們相信這些計劃能促進科技創新，並同時提供一個專業知識交流平台，匯聚各具商業價值的革命性新科技。

新項目：培訓學院

為與業界共享最佳實務，推動知識交流，我們成立了GS1HK學院。學院提供一系列優質、專業、有效而全面的培訓活動，內容專注於零售運作、醫療護理、食品可追溯性和電子商貿。我們相信此項新計劃能進一步協助業界改善業務運作，提升整個供應鏈的效率。

有賴各委員和夥伴的貢獻，過去一年成果豐碩，本人深表謝意。協會於來年將繼續全力支援和協助會員和本地企業，憑藉全球標準和實務，讓他們成功拓展業務。

Congratulatory Messages
賀辭

With the staunch support and trust from the HKSAR government, industry associations and partners, GS1 Hong Kong has forged into a new era this year and continued to create business values for our members.

有賴香港政府、業界機構及合作夥伴對我們的鼎力支持與信任，香港貨品編碼協會於本年度再創高峰，繼續為各會員締造商業價值。

Prof. The Hon.
Anthony CHEUNG Bing-leung, GBS, JP
, GBS,
Secretary for Transport and Housing
The Government of HKSAR
運輸及房屋局局長
香港特別行政區政府

The Hon.
Gregory SO Kam-leung, GBS, JP
, GBS,
Secretary for Commerce and Economic
Development
The Government of HKSAR
商務及經濟發展局局長
香港特別行政區政府

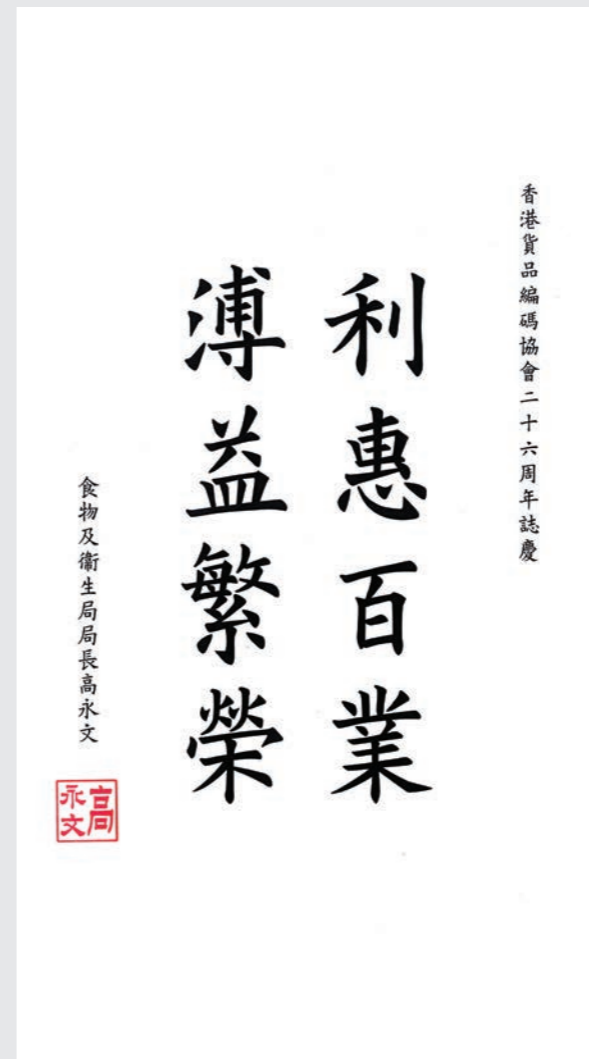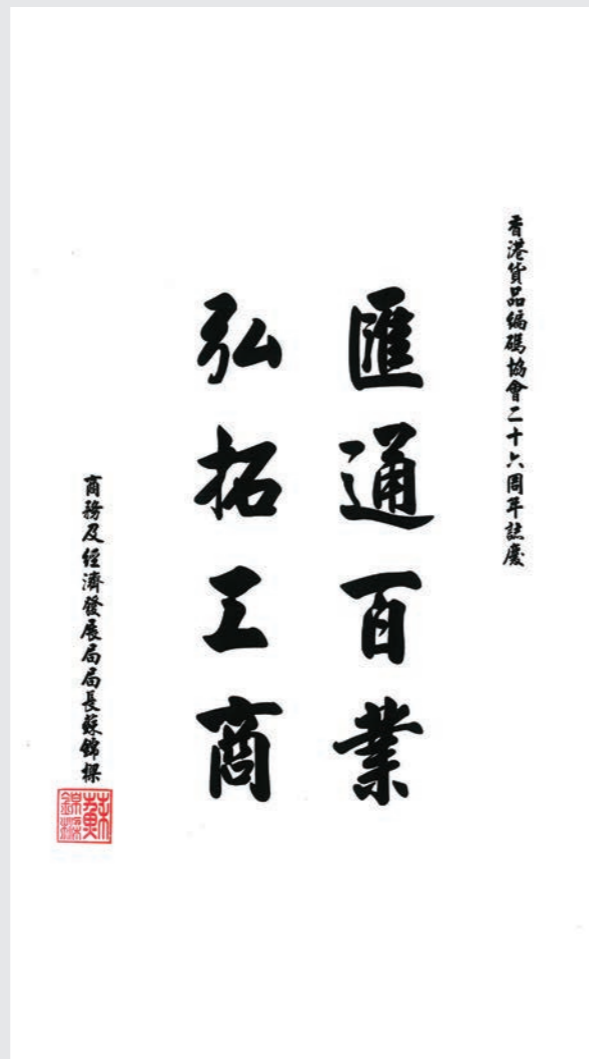Dr. The Hon.
KO Wing-man, BBS, JP
, BBS,
Secretary for Food and Health
The Government of HKSAR
食物及衞生局局長
香港特別行政區政府

The Hon.
Nicholas W. YANG, JP
,
Secretary for Innovation and Technology
The Government of HKSAR
創新及科技局局長
香港特別行政區政府

香港貨品編碼協會二十六周年誌慶
匡導百業
溥惠四方
運輸及房屋局局長張炳良

香港貨品編碼協會二十六周年誌慶
匯通百業
弘拓工商
商務及經濟發展局局長蘇錦樑

香港貨品編碼協會二十六周年誌慶
利惠百業
溥益繁榮
食物及衞生局局長高永文

香港貨品編碼協會二十六周年誌慶
嘉謨迭展
鴻圖日新
創新及科技局局長楊偉雄
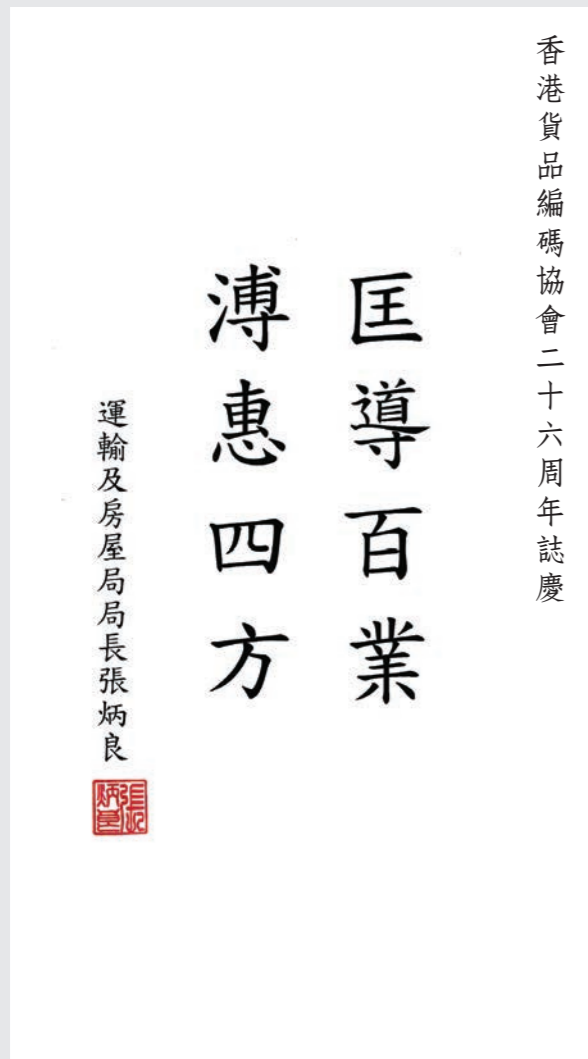
Members of the Executive Council 行政會議成員

Members of the Legislative Council 立法會議員

The Hon.
Mrs Regina IP LAU Suk-yee, GBS, JP
, GBS,

Member, Executive Council and
Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府

The Hon.
Jeffrey LAM Kin-fung, GBS, JP
, GBS,

Member, Executive Council and
Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府

The Hon.
Vincent FANG Kang, SBS, JP
, SBS,

LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府

The Hon.
Frankie YICK Chi-ming, JP
,

LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府

香港貨品編碼協會二十六周年誌慶

惠及百業
齊創繁榮

葉劉淑儀議員
GBS, 太平紳士
香港特別行政區行政會議成員暨立法會議員

香港貨品編碼協會二十六周年誌慶

匯聚英才
嘉惠工商

林健鋒
GBS, JP
香港特別行政區行政會議成員、立法會議員

香港貨品編碼協會二十六周年誌慶

團結同業
興商利群

方剛先生 敬題
香港特別行政區立法會議員

香港貨品編碼協會二十六周年誌慶

創優求進
廣拓商機

易志明太平紳士
香港特別行政區立法會議員

The Hon.
Charles Peter MOK, JP
,
LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府

Ir Dr. The Hon.
LO Wai-kwok, BBS, MH, JP
, BBS, MH,
LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府

Mr. Roy TANG Yun-kwong, JP
,
Hong Kong Customs and Excise Department
The Government of HKSAR
海關關長
香港特別行政區政府

Dr. Simon Kennedy GALPIN

Director-General of Investment Promotion
The Government of HKSAR
投資推廣署署長
香港特別行政區政府

香港貨品編碼協會二十六周年誌慶

匯聚同業
追求卓越

莫乃光議員
香港特別行政區立法會議員（工程界）

香港貨品編碼協會二十六周年誌慶

善用創意科技
拓展物流商機

盧偉國博士工程師 銀紫荊星章、太平紳士 敬賀
香港特別行政區立法會議員（工程界）

香港貨品編碼協會二十六周年誌慶

鴻才匯聚
懋績常新

海關關長鄧忍光

香港貨品編碼協會二十六周年誌慶

銳意創新
步步領先

賈沛年博士
香港特別行政區政府投資推廣署署長

Mr. Kenneth MAK Ching-yu, JP

Director-General of Trade and Industry
The Government of HKSAR
工業貿易署署長
香港特別行政區政府

Ir Allen YEUNG Tak-bun

Government Chief Information Officer
The Government of HKSAR
政府資訊科技總監
香港特別行政區政府

Dr. LEUNG Siu-fai, JP

Director of Agriculture, Fisheries and
Conservation
The Government of HKSAR
漁農自然護理署署長
香港特別行政區政府

Ms. Annie CHOI Suk-han, JP

Commissioner for Innovation and Technology
The Government of HKSAR
創新科技署署長
香港特別行政區政府

香港貨品編碼協會二十六周年誌慶
同心拓業
利商惠群
工業貿易署署長麥靖宇

香港貨品編碼協會二十六周年誌慶
革新編碼技術
鞏固企業優勢
政府資訊科技總監楊德斌

香港貨品編碼協會二十六周年誌慶
廣弘編碼
匡導工商
漁農自然護理署署長梁肇輝博士

香港貨品編碼協會二十六周年誌慶
宏興百業
廣惠群倫
香港特別行政區政府創新科技署署長
蔡淑嫻女士
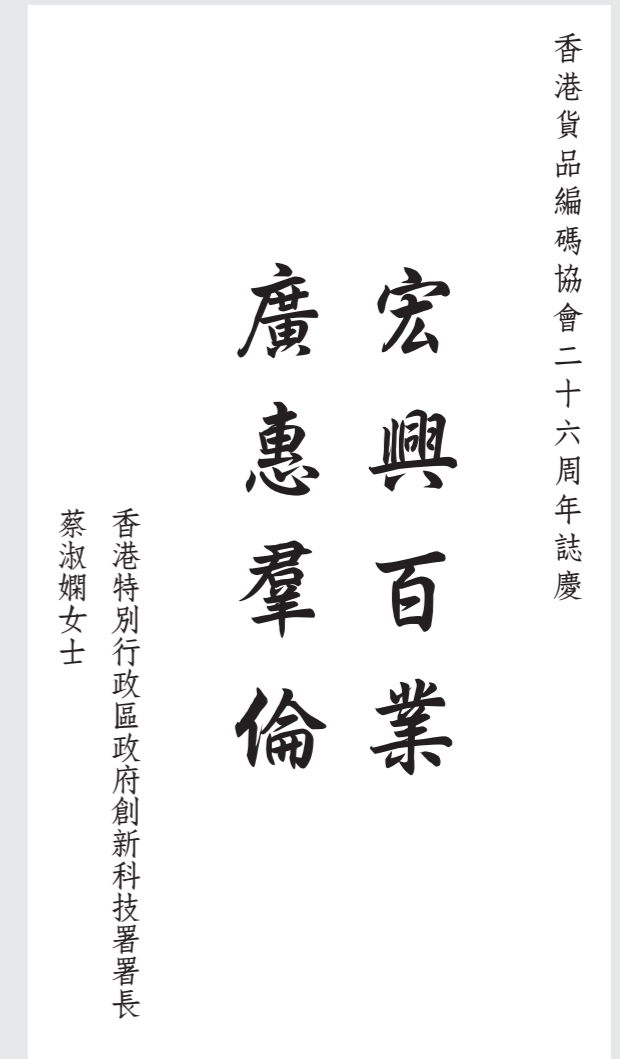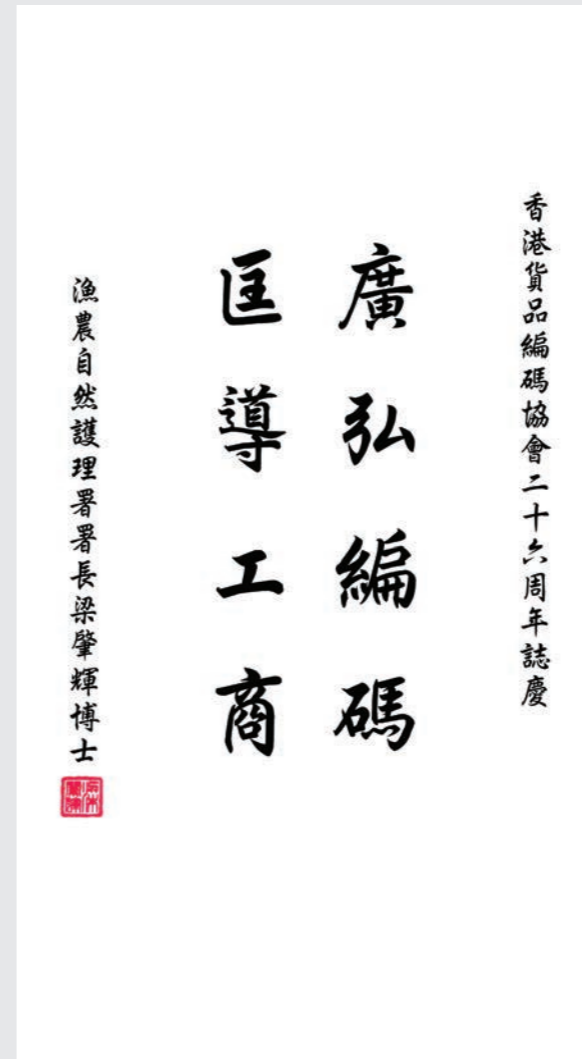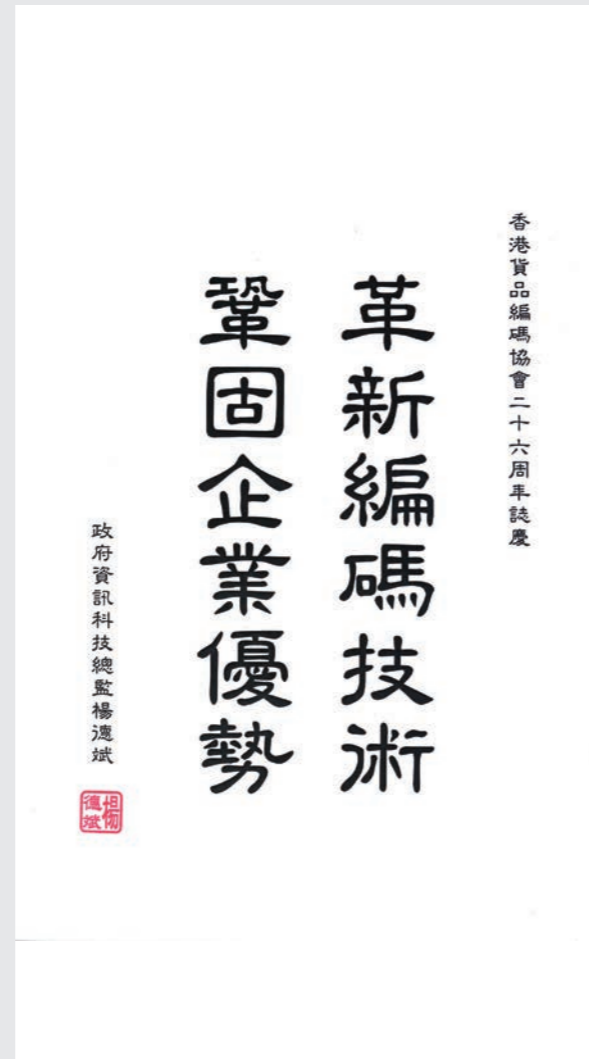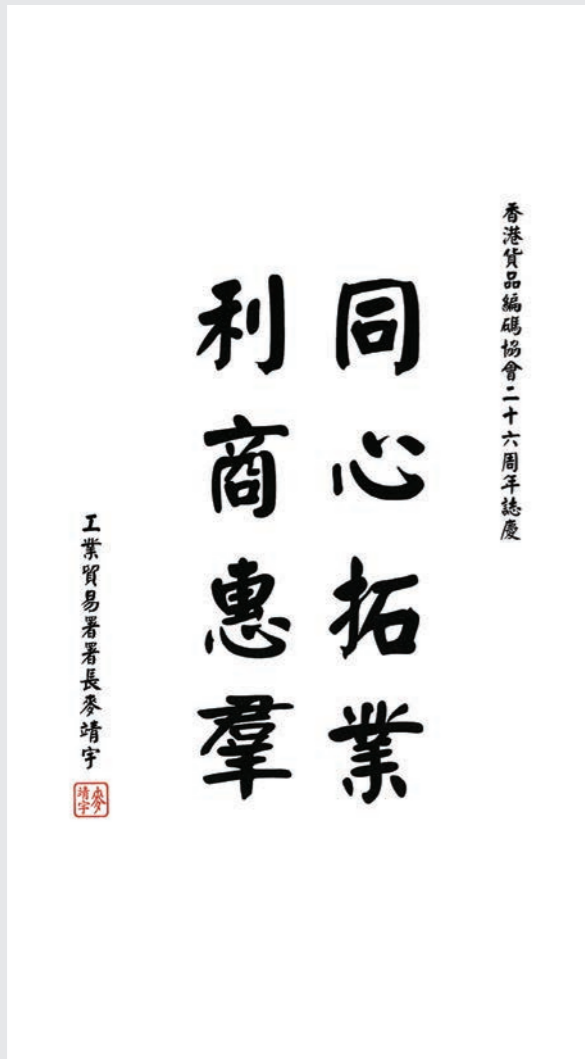
Mainland Government Officials 內地政府官員

GS1 Hong Kong Board Representative Organisations 香港貨品編碼協會董事局代表機構
The list is in alphabetical order by organisation name. 以下名單以機構英文字母次序排列。

Mr. YANG Yi

Deputy Director-General of EAD
Head of Commercial Office
Liaison Office of The Central People's
Government in The Hong Kong S.A.R.
Commercial Office of Economic Affairs
Department
經濟部副部長、貿易處負責人
中央人民政府駐香港香港特別行政區聯絡辦公室
經濟部貿易處

Mr. ZOU Sheng

Counsel
Guangdong Provincial Economic and
Informatization Commission, P.R. China
巡視員
廣東省經濟和信息化委員會

Dr. LI S H, Eddy, BBS, JP
, BBS,

President
The Chinese Manufacturers' Association of
Hong Kong
會長
香港中華廠商聯合會

Prof. Daniel M CHENG

Chairman
Federation of Hong Kong Industries
主席
香港工業總會

凝聚同業力量
共創輝煌未來

香港貨品編碼協會二十六周年誌慶

中央人民政府駐香港香港特別行政區聯絡辦公室經濟部貿易處
經濟部副部長、貿易處負責人
楊益先生

加強粵港合作，
推進兩地物聯網發展。
祝願香港貨品編碼協會
取得更大成績！

香港貨品編碼協會二十六周年誌慶

廣東省經濟及信息化委員會　巡視員
鄒生先生

繼往開來
更上層樓

香港貨品編碼協會二十六周年誌慶

香港中華廠商聯合會　會長
李秀恒博士

宏通編碼技術
開拓商貿良機

香港貨品編碼協會二十六周年誌慶

香港工業總會　主席
鄭文聰教授

Mr. Leland L SUN

Executive Committee Chairman
The Hong Kong Coalition of
Service Industries
執行委員會主席
香港服務業聯盟

Mr. Y K PANG

Chairman
Hong Kong General Chamber of
Commerce
主席
香港總商會

Mr. Thomson CHENG

Chairman
Hong Kong Retail Management
Association
主席
香港零售管理協會

Mr. Stanley SZETO

Chairman
Textile Council of Hong Kong
會長
香港紡織業聯會

香港貨品編碼協會二十六周年誌慶

協領同業
齊創繁榮
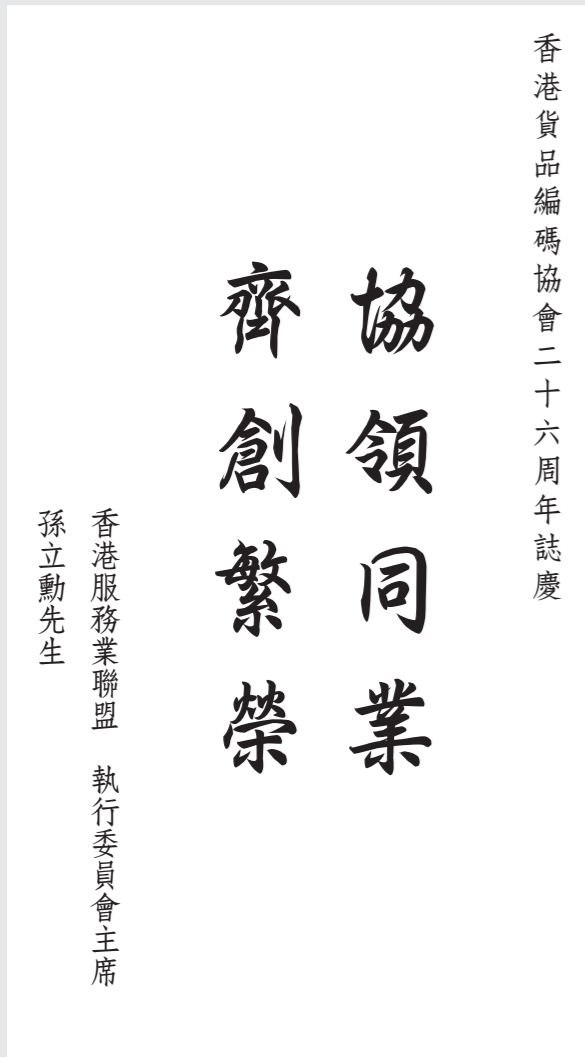
香港服務業聯盟　執行委員會主席
孫立勳先生

香港貨品編碼協會二十六周年誌慶

惠澤工商
領先亞洲
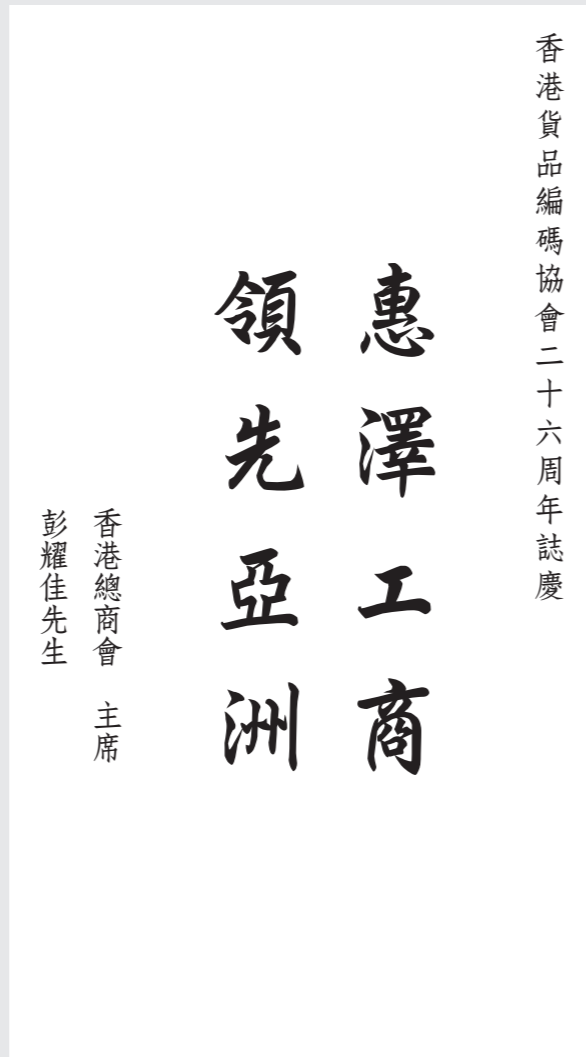
香港總商會　主席
彭耀佳先生

香港貨品編碼協會二十六周年誌慶

匯聚群商
續展輝煌
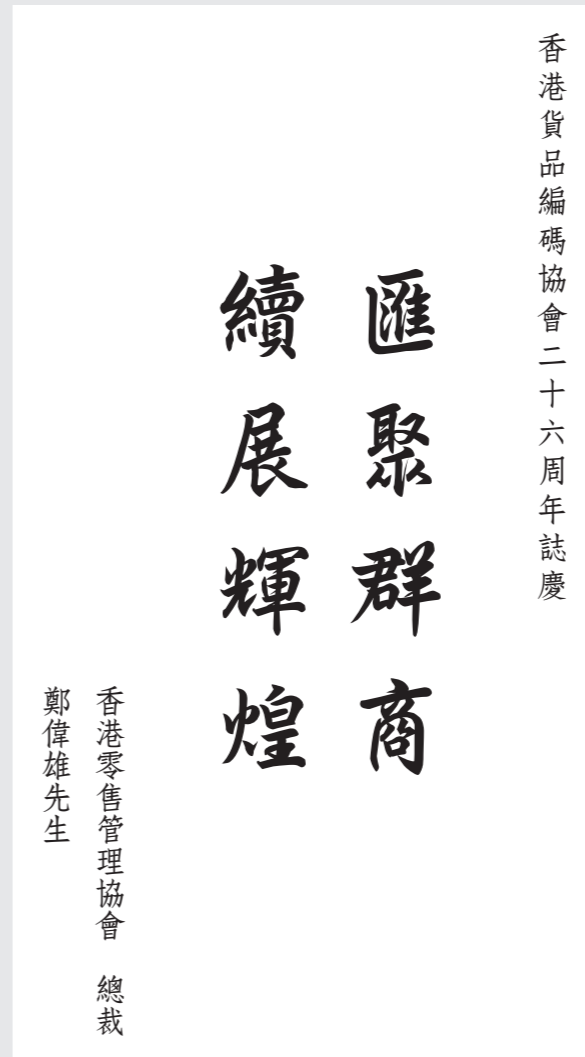
香港零售管理協會　總裁
鄭偉雄先生

香港貨品編碼協會二十六周年誌慶

與時並進
精益求精
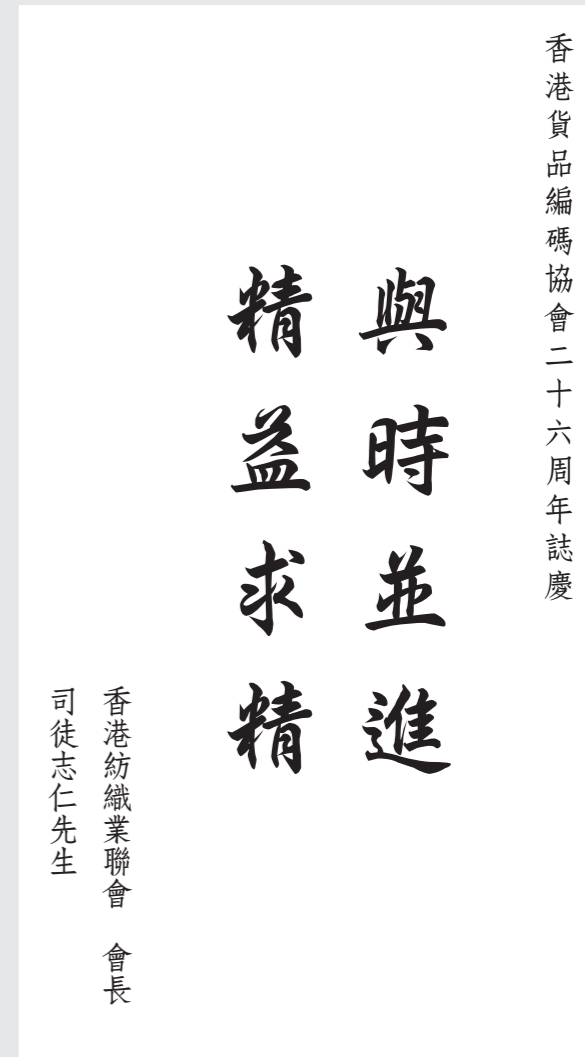
香港紡織業聯會　會長
司徒志仁先生

Partnering Organisations 合作機構
The list is in alphabetical order by organisation name. 以下名單以機構英文字母次序排列。

Mr. Fred LAM Tin-fuk, JP
Chief Executive
Airport Authority

行政總裁
機場管理局

香港貨品編碼協會二十六周年誌慶

開 拓 創 新
促 進 物 流

林天福先生, 太平紳士
行政總裁
機場管理局

Professor John CHAI
Chairman
Business Environment Council

主席
商界環保協會

香港貨品編碼協會二十六周年誌慶

推 動 數 碼 創 新
匡 導 綠 色 物 流

查逸超教授
主席
商界環保協會

Mr. Simon WONG, JP
Chairman
The Chamber of
Food and Beverage Industry of
Hong Kong

主席
香港食品及飲品行業總會

香港貨品編碼協會二十六周年誌慶

掌 握 最 新 科 技
提 升 智 能 商 貿

黃家和太平紳士
主席
香港食品及飲品行業總會

Mr. Lawrence YIP
Chairman
The Chamber of Hong Kong
Logistics Industry Ltd.

主席
香港物流商會

香港貨品編碼協會二十六周年誌慶

促 進 行 業 交 流
推 動 科 技 創 新

葉海京先生
主席
香港物流商會

Mr. Sunny HO, FCILT, JP
President
The Chartered Institute of
Logistics and Transport in Hong Kong

會長
香港運輸物流學會

香港貨品編碼協會二十六周年誌慶

繼 往 開 來
再 創 新 章

何立基太平紳士
會長
香港運輸物流學會

Dr. Charles YEUNG, SBS, JP
Chairman
The Chinese General Chamber of
Commerce

會長
香港中華總商會

香港貨品編碼協會二十六周年誌慶

求 進 創 新
共 迎 發 展

香港中華總商會會長楊釗
敬題

Mr. Stephen HO
Chairman
Communications Association of
Hong Kong

主席
香港通訊業聯會

香港貨品編碼協會二十六周年誌慶

匯聚精英
會務日進

何偉中先生
主席
香港通訊業聯會

Mr. Joseph HO
President
The Cosmetic & Perfumery
Association of Hong Kong

會長
香港化粧品同業協會

香港貨品編碼協會二十六周年誌慶

凝聚同業
共構宏圖

何紹忠先生
會長
香港化粧品同業協會

Mr. Kenneth CHAN
President
eHealth Consortium Limited

主席
電子健康聯盟

香港貨品編碼協會二十六周年誌慶

互惠互利文明經商迎萬客
樹誠樹信公平交易通八方

陳煒國先生
主席
電子健康聯盟

Mr. Cliff SULLIVAN
Chairman
Hongkong Association of
Freight Forwarding and Logistics

主席
香港貨運物流業協會

香港貨品編碼協會二十六周年誌慶

運籌有策
嘉惠工商

蘇立夫先生
主席
香港貨運物流業協會

Dr. Sian NG
President
The Hong Kong Association of
the Pharmaceutical Industry

會長
香港科研製藥聯會

香港貨品編碼協會二十六周年誌慶

群策群力
利澤人群

吳硯珊博士
主席
香港科研製藥聯會

Mr. Michael K M LEUNG
President
Hong Kong Computer Society

會長
香港電腦學會

香港貨品編碼協會二十六周年誌慶

翹楚匯聚
共創繁榮

梁建文先生
會長
香港電腦學會

Mr. Herman LAM Heung-yeung
Chief Executive Officer
Hong Kong Cyberport
Management Company Limited

行政總裁
香港數碼港管理有限公司

香港貨品編碼協會二十六周年誌慶

創 優 求 新
共 享 繁 榮

林向陽先生
行政總裁
香港數碼港管理有限公司

Ms. Carmen MAN
Chairlady
Hong Kong Food
Professionals Association

主席
香港食品專業協會

香港貨品編碼協會二十六周年誌慶

十 載 耕 耘
碩 果 累 累

文嘉敏女士
主席
香港食品專業協會

Mr. Ivan TING
Chairman
The Hong Kong Exporters'
Association

會長
香港出口商會

香港貨品編碼協會二十六周年誌慶

善 用 科 技
共 創 新 機

丁天立先生
會長
香港出口商會

Mr. LAU Oi Kwok
Chairman
Hong Kong General Chamber of
Pharmacy Ltd.

理事長
港九藥房總商會有限公司

香港貨品編碼協會二十六周年誌慶

同 業 楷 模
會 務 昌 隆

劉愛國先生
理事長
港九藥房總商會有限公司

Mr. Kenneth CHAN Kin Nin
President
The Hong Kong Food Council

會長
香港食品業總會

香港貨品編碼協會二十六周年誌慶

引 領 國 際 標 準
廣 拓 工 貿 商 機

陳建年先生
會長
香港食品業總會

Mr. Peter LAM, JP
President
The Hong Kong General Chamber
of Small and Medium Business

會長
香港中小型企業總商會

香港貨品編碼協會二十六周年誌慶

會 務 興 隆
精 益 求 精

林國良太平紳士
會長
香港中小型企業商會

Mr. Gordon YEN

Honourable Life-Chairman
The Hong Kong General
Chamber of Textiles

永遠榮譽會長
香港紡織商會

香港貨品編碼協會二十六周年誌慶

集賢匯雋
裕業興商

嚴震銘先生
永遠榮譽會長
香港紡織商會

Mr. Duncan CHIU

President
Hong Kong Information Technology
Joint Council

會長
香港資訊科技聯會

香港貨品編碼協會二十六周年誌慶

賢才薈萃專業
拓展科技里程

邱達根
會長
香港資訊科技聯會

Mr. Samson TSOI

President
Hong Kong Health Food Association Ltd.

主席
香港保健食品有限公司

香港貨品編碼協會二十六周年誌慶

大展宏圖齊發奮
喜瞻未來再攀峰

蔡節禮先生
主席
香港保健食品有限公司

Mr. Stephen CHAN

President
The Hong Kong Logistics Association

會長
香港物流協會

香港貨品編碼協會二十六周年誌慶

數碼先鋒
業界稱頌

陳鏡治先生
會長
香港物流協會

Mr. Erwin HUANG

President
Hong Kong Information
Technology Federation

會長
香港資訊科技商會

香港貨品編碼協會二十六周年誌慶

推動科技創新
貫通全球商貿

黃岳永先生
會長
香港資訊科技商會

Ir. Prof. Andros CHAN

Chairman
Hong Kong Medical and Healthcare
Device Industries Association

主席
香港醫療及保健器材行業協會

香港貨品編碼協會二十六周年誌慶

與時俱進拓商機
聯通全球創未來

陳令名教授工程師
主席
香港醫療及保健器材行業協會

Mr. LEUNG Kwok Hon, Philip
Chairman
Hong Kong PKI Forum

主席
香港公匙基建論壇

香港貨品編碼協會二十六周年誌慶

高 瞻 遠 矚
建 樹 良 多

梁光漢先生
主席
香港公匙基建論壇

Dr. Sunny CHAI
Chairman of Board of Directors
Hong Kong R&D Centre for Logistics and
Supply Chain Management Enabling
Technologies (LSCM R&D Centre)

董事局主席
香港物流及供應鏈管理應用
技術研發中心

香港貨品編碼協會二十六周年誌慶

萬 商 雲 集
共 展 潛 能

查毅超博士
董事局主席
香港物流及供應鏈管理應用技術研發中心

Mrs. Agnes MAK TANG Pik-yee, MH, JP
Executive Director
Hong Kong Productivity Council

, MH,
總裁
香港生產力促進局

香港貨品編碼協會二十六周年誌慶

創 新 物 流 科 技
廣 開 電 貿 商 機

麥鄧碧儀女士, MH, 太平紳士
總裁
香港生產力促進局

Dr. Harry LEE, SBS, JP
Chairman
The Hong Kong Research Institute of
Textiles and Apparel

, SBS,
主席
香港紡織及成衣研發中心

香港貨品編碼協會二十六周年誌慶

群 雄 宏 才
通 商 惠 工

李乃熺博士 SBS, 太平紳士
主席
香港紡織及成衣研發中心

Dr. Michael Lam
Chief Executive Officer
Hong Kong Quality Assurance Agency

總裁
香港品質保證局

香港貨品編碼協會二十六周年誌慶

與 時 並 進
惠 澤 工 商

林寶興博士
總裁
香港品質保證局

Mr. Ricky CHU
Chairman
Hong Kong Retail Technology
Industry Association

會長
香港零售科技商會

香港貨品編碼協會二十六周年誌慶

匯 集 工 商 翹 楚
推 進 業 界 發 展

朱偉傑先生
會長
香港零售科技商會

Mr. Allen MA
Chief Executive Officer
Hong Kong Science and
Technology Parks Corporation

行政總裁
香港科技園公司

香港貨品編碼協會二十六周年誌慶

迸 創 新 思 維
領 企 業 邁 前

馬錦星先生
行政總裁
香港科技園公司

Mr. David T.C. LIE, SBS, OM, JP
Chairperson
Hong Kong - Taiwan Economic and
Cultural Cooperation and Promotion Council

,   , OM,
主席
港台經濟文化合作協進會

香港貨品編碼協會二十六周年誌慶

與 國 際 接 軌
創 香 港 發 達

李大壯先生, 銀紫荊星章, OM, 太平紳士
主席
港台經濟文化合作協進會

Mr. WONG Man Sum
Chairman
Hong Kong Sea Transport and
Logistics Association

主席
香港航運物流協會

香港貨品編碼協會二十六周年誌慶

海 納 百 川
追 求 卓 越

黃文森先生
主席
香港航運物流協會

Ms. Margaret FONG
Executive Director
Hong Kong Trade Development Council

總裁
香港貿易發展局

香港貨品編碼協會二十六周年誌慶

展 猷 裕 業
建 港 惠 群

方舜文女士
總裁
香港貿易發展局

Mr. Willy LIN Sun-mo,
SBS, MBE, JP
Chairman
The Hong Kong Shippers' Council

SBS,   ,
主席
香港付貨人委員會

香港貨品編碼協會二十六周年誌慶

精 英 雲 集
共 創 商 機

林宣武先生
主席
香港付貨人委員會

Mr. Henry HO
President
Hong Kong Wine Chamber of Commerce

會長
香港葡萄酒商會

香港貨品編碼協會二十六周年誌慶

澤 被 同 業
開 拓 新 天

何耀康先生
會長
香港葡萄酒商會

Mr. Kenny YIU
Chairman
Hong Kong Wireless Technology
Industry Association

主席
香港無線科技商會

香港貨品編碼協會二十六周年誌慶

雲 集 業 界 精 英
弘 揚 創 新 科 技

香港無線科技商會主席姚金鴻
敬賀

Dr. Witman HUNG, JP
President
Internet Professional Association

,
會長
互聯網專業協會

香港貨品編碼協會二十六周年誌慶

物聯   智聯   機會聯
貨通   心通   會務通

洪為民博士, 太平紳士
會長
互聯網專業協會

Dr. LEUNG Pak Yin, JP
Chief Executive
Hospital Authority

,
行政總裁
醫院管理局

香港貨品編碼協會二十六周年誌慶

創 優 革 新
裕 業 利 群

梁栢賢醫生, 太平紳士
行政總裁
醫院管理局

Mrs. Carrie YAU, GBS, JP
Executive Director
Vocational Training Council

尤曾家麗女士, GBS, JP
執行幹事
職業訓練局

香港貨品編碼協會二十六周年誌慶

懋 揚 專 精
昌 業 益 群

尤曾家麗女士, GBS, JP
執行幹事
職業訓練局

Mrs. Becky CHEUNG
Chairperson
International Food Safety Association

主席
國際食品安全協會

香港貨品編碼協會二十六周年誌慶

正 知 正 念 正 能 量
食 味 食 好 食 心 安

張劉麗賢女士
主席
國際食品安全協會

Organisation Structure
協會架構

GS1 Hong Kong works closely with the local business community to meet the ever-increasing needs of modern business. The Board of Directors, which directs and guides GS1 Hong Kong initiatives, comprises of senior executives representing the trading, manufacturing, retail, wholesale, trading and services sectors. GS1 Hong Kong maintains strong ties with global and local industry leaders, inviting representatives of leading Hong Kong businesses and organisations to sit on different advisory boards and working committees. The GS1 Hong Kong strategy, annual operating plan and budget are determined by the Board. It brings significant value to the organisation, helping GS1 Hong Kong deliver best-of-breed solutions and services to meet the challenges faced by our members.

香港貨品編碼協會一直與本地社群緊密合作，以回應現代商業世界日益增加的新需求。董事局為本會提綱挈領，由來自貿易、製造、零售、批發以及貿易服務界的高級行政人員組成。為了維持與全球及本地業界領袖的緊密聯繫，本會同時邀請了多位香港重要企業及組織的代表，加入本會轄下的不同委員會。協會的發展策略、年度工作計劃及財政預算均由董事局制訂。董事局是本會的重要團隊，推動本會提供最優秀的解決方案及服務，協助會員迎接業務上的種種挑戰。

- Board of GS1 Hong Kong 香港貨品編碼協會董事局
- GS1 Hong Kong 香港貨品編碼協會
- GS1 Hong Kong Management 香港貨品編碼協會管理層
  - Administration 行政
  - Human Resources 人力資源
  - Marketing & Industry Engagement 市務及企業拓展
  - Membership & Customer Services 會員事務及顧客服務
  - Solutions & Professional Services 解決方案及專業服務
- Industry Advisory Boards 業界諮詢委員會
  - ECR Hong Kong ECR 香港
  - Electronic Commerce Users' Committee 電子商貿用戶委員會
  - Hong Kong IoT Industry Advisory Council 香港物聯網產業諮詢委員會
  - SMEs Advisory Board 中小型企業諮詢委員會

Structure and Governance
架構及管理

Our mission is to enable Hong Kong enterprises to have more efficient, visible and safer supply chains through the provision of global standards and a full spectrum of standards-based solutions and services, thus making possible business optimisation and value creation. We engage with communities of corporate members, partners, industry organisations and governments to understand and respond to their business needs through the adoption and implementation of global standards.

我們提供全球標準及一系列的標準方案及服務，致力為本地企業帶來更有效率、透明及安全的供應鏈，為他們的業務創優增值。同時亦透過應用全球標準，與各企業會員、合作夥伴、業界機構及政府緊密合作，以了解及回應他們的業務需要。

Board of Directors
董事局

The list is in alphabetical order by organisation name. 以下名單以機構英文字母次序排列。

Chairman
主席

Mr. Joseph PHI
彭焜燿先生

President
LF Logistics

總裁
LF Logistics

Directors
董事

Dr. David HUI
許章榮榮譽博士

Chairman
A-Fontane Group Ltd.

集團主席
雅芳婷集團有限公司

Mr. CHOO Peng Chee
朱秉志先生

Regional Director
North Asia - Food
The Dairy Farm Group

北亞區地區董事 - 食品
牛奶公司集團

Mr. Saunders TAM
譚澤生先生

Chief Executive Officer
Forewide Company (HK) Ltd.

行政總裁
福揚行(香港)有限公司

Mr. Jackson LEUNG
梁兆賢先生

Chief Executive Officer
C&C Joint Printing Co (HK) Ltd.

董事總經理
中華商務聯合印刷(香港)有限公司

Dr. Kelvin LEUNG
梁啟元博士

Chief Executive Officer,
Asia Pacific
DHL Global Forwarding(HK) Ltd.

行政總裁 (亞太區)
敦豪全球貨運物流(香港)有限公司

Ms. Shirley YUEN
袁莎妮女士

Chief Executive Officer
Hong Kong General
Chamber of Commerce

總裁
香港總商會

Ms. Caroline MAK
麥瑞瓊女士

Group Director,
Health and Beauty
The Dairy Farm Group

集團董事 - 健康及美容
牛奶公司集團

Mr. Peter LEE
李雨川先生

Chairman
Eurosia Group

主席
華寶實業集團

Mr. Sandroff MA
馬智駒先生

Director
Kingsway International
Holdings Ltd.

執行董事
港基國際集團有限公司

(Until 1 Jan 2015)
(至2015年1月1日)

Mr. Philippe GIARD
簡力宏先生

Regional Managing Director,
Greater China
PARKnSHOP

區域董事總經理 (大中華區)
百佳超級市場

(Until 1 May 2015)
(至2015年5月1日)

Mr. Glenn SMITH
史密夫先生

Chief Executive
Sims Trading Co Ltd.

總裁
慎昌有限公司

Mr. Allen LI
李家強先生

Director & General Manager
Swire Coca-Cola HK Ltd.

董事兼總經理
太古可口可樂香港有限公司

Dr. Gordon YEN
嚴震銘博士

Managing Director
Radiant Venture Capital Ltd.

董事總經理
慧科資本有限公司

Mr. Roy NG
伍俊達先生

Chairman & CEO
Star Lite (HK) Ltd.

主席及行政總裁
暉星(香港)有限公司

Company Secretary
公司秘書

Mr. Nicholas HORVATH
鮑皓華律師

Bodnar Horvath
鮑皓華律師行

Ex-Officio Member
當然委員

Ms. Anna LIN
林潔貽女士

Chief Executive
GS1 Hong Kong

總裁
香港貨品編碼協會

GS1 Hong Kong Leadership
香港貨品編碼協會領導層

The GS1 Hong Kong leadership team is composed of the following people:
香港貨品編碼協會領導團隊由以下成員組成:

Anna Lin, JP, Chief Executive 　　　總裁 **林潔貽太平紳士**

Albert Fung, Chief Operation Officer 　　　營運總監 **馮景茂**

Angie Ling, Head of Human Resources 　　　人力資源總監 **凌秀娟**

Ken Lam, Head of Marketing & Industry Engagement 　　　市務及企業拓展總監 **林世豪**

Dominic Tong, Head of Membership & Customer Services 　　　會員事務及顧客服務總監 **唐樹權**

Nora Ho, Head of Office Administration 　　　行政總監 **何小君**

Anthony Chan, Head of Solutions & Professional Services 　　　解決方案及專業服務總監 **陳達明**

Front Row, left to right: Nora Ho, Anna Lin, Albert Fung
Back Row, left to right: Anthony Chan, Dominic Tong, Angie Ling, Ken Lam
前排由左至右: 何小君, 林潔貽太平紳士, 馮景茂
後排由左至右: 陳達明, 唐樹權, 凌秀娟, 林世豪

Industry Advisory Boards
業界諮詢委員會

GS1 Hong Kong has established various advisory boards across a number of sectors in Hong Kong, to provide strategic advice on the new and ongoing initiatives implemented by the organisation to improve industry core competencies and competitiveness.

Each of these four boards is comprised of a group of seasoned industry representatives, in addition to experts drawn from related fields of expertise, to study, review, and identify the key industry trend and challenges and, more importantly, to develop industry best practices and resolutions through innovation pilots.

By assembling these multi-disciplinary teams, GS1 Hong Kong is better positioned to foster an optimal environment to fully support the growth and business expansion of local enterprises, while helping the different industry sectors enhance their competitive advantages.

香港貨品編碼協會成立了多個諮詢委員會, 就協會推行的各項新計劃和現有計劃提供策略性建議, 以提升本港各行各業的核心能力和競爭力。

以下四個委員會均由業界代表以及相關領域的專家所組成。他們研究、檢視和識別業界的主要趨勢和挑戰。更重要的是, 他們通過創新的試點計劃, 向業界推薦最佳實務和方案。

這些跨界別團隊有助香港貨品編碼協會為本地企業營造理想的環境, 支援它們擴展業務, 再創高峰, 並協助各行各業加強競爭優勢。

Efficient Consumer Response (ECR)
Hong Kong
ECR香港

Chairman 主席
Mr. Allen Li, Director and General Manager, Swire Coca Cola HK Ltd.
太古可口可樂香港有限公司董事兼總經理李家強先生

ECR Hong Kong aims to facilitate the development of Supply Chain Management/Efficient Consumer Response (SCM/ECR) initiatives in Hong Kong and also provides a link to regional and international SCM/ECR bodies, such as ECR Asia and the Consumer Goods Forum. It serves as an industry platform for retailers, manufacturers and distributors to enhance collaboration on supply-chain-related matters. It also enables the Fast Moving Consumer Goods (FMCG) industry to increase operating efficiency and improve customer services through knowledge transfer on ECR/SCM best practices and enabling technologies.

In 2014-2015, ECR Europe, ECR Asia Pacific and the Consumer Goods Forum (CGF) are in active discussions on forming alliances with the mission is to bring together consumer goods manufacturers and retailers in pursuit of business practices for efficiency and positive change across our industry benefiting shoppers, consumers without impeding competition.

ECR香港旨在促進香港發展供應鏈管理/高效消費者響應技術, 並聯繫區內與全球的供應鏈管理/高效消費者響應組織, 例如ECR亞洲和零售商品論壇。它亦是零售、製造及分銷商的業界平台, 能推動各方就供應鏈相關議題攜手合作。它同時向快速流轉消費品(FMCG)行業進行知識轉移, 協助它們掌握高效消費者響應/供應鏈管理的最佳實務和應用技術, 從而加強營運效率, 改善顧客服務。

在2014-2015年度, 隨著ECR歐洲、ECR亞洲與消費品論壇積極探討合作聯盟, 匯集消費品製造商和零售商, 在不妨礙競爭的情況下, 透過最佳實務提升業界的效率及正面效益, 惠及消費者。

Strategic pillars set for ECR Hong Kong for 2014-15 is illustrated as Figure 1.1.

圖1.1列出ECR香港2014-15年度所定的策略。

2014 - 2015

Working together to respond to the "new consumer"
攜手合作，回應「新消費者」的訴求。

| Operation Excellence 卓越營運 | Consumer Engagement & eCommerce 顧客連繫與電子商貿 | Product & Supply Chain Traceability 產品與供應鏈可追溯性 |

Knowledge & Best Practice Sharing
知識與最佳實務共享

Figure 圖 1.1

Operation Excellence

Under the operation excellence pillar, there are two workgroups named On-Shelf-Availability (OSA) Workgroup and Supply Chain Processes Workgroup. The OSA Workgroup identified the root causes of OSA problems, provided a means of availability analysis for diagnosing a company's inventory status and put forward replenishment suggestions for maintaining an optimal inventory level. The "Synchronised Supply Chain Replenishment" (SSCR) methodology, a proven demand-driven tool designed to help companies conduct inventory health checks to achieve inventory accuracy through timely replenishments in order to attain customer fulfilment, were introduced to the workgroup participants. In 2014-15, the OSA best practice was drafted that summarising the learning and industry recommended practice on demand planning for achieving highest On-Shelf-Availability. The best practice is planned for release to industry in the first quarter of 2016.

The Supply Chain Processes Workgroup was established in 2014 in order to explore how supply chain processes from ordering to receiving could be further streamlined to support efficient replenishment. In 2014-15, the workgroup crafted out the as-is processes for four existing receiving models of retail industry and identified possible changes to improve the processes optimization.

Consumer Engagement & E-Commerce

A Consumer Engagement & E-commerce workgroup was established in 2015 studying how to engage consumers on rising digital platforms such as mobile, social media and e-commerce with an ultimate goal to enable consumers to access well trusted product information for building consumer trust. The first task of the workgroup was to conduct an industry survey with ECR HK members to identify the needs and critical enablers for Hong Kong e-commerce market.

卓越營運

卓越營運的支柱旗下設有上架貨品流通管理工作小組和供應鏈流程工作小組。上架貨品流通管理工作小組致力識別上架貨品流通管理問題的根源，並透過貨架使用率分析來評估企業的存貨狀況，繼而提出補貨建議，以維持理想的存貨水平。參與者在工作小組掌握到「同步化供應鏈補貨」的方法，這是一套已證明行之有效的需求主導工具，有助零售商進行存貨檢查，提醒它們及時補貨來提升存貨準確度，滿足顧客需求。在2014-15年度，工作小組草擬了上架貨品流通管理最佳實務，總結能達到最佳上架貨品流通的學習心得和業界推薦的需求主導實務。該等最佳實務預計將於2016年第一季向業界發佈。

供應鏈流程工作小組於2014年組成，旨在探索如何進一步精簡從訂貨到收貨的供應鏈流程，以達到高效補貨。在2014-15年度，工作小組按零售業現存的四種收貨模式，草擬了現時實行的流程，並識別可以改進之處，以優化流程。

顧客連繫與電子商貿

顧客連繫與電子商貿工作小組於2015年成立，集中研究如何在蓬勃發展的數碼平台如流動、社交媒體和電子商貿平台中連繫顧客，最終目標是確保顧客能獲得可靠的產品資訊，建立消費者信心。小組第一項任務是與ECR香港的會員進行業界調查，識別香港電子商貿市場的種種需要和關鍵成功因素。

Product & Supply Chain Traceability

Product & Supply Chain Traceability was also ranked as top priority from ECR Hong Kong and a workgroup was set up in 2015. The objective for this workgroup was to discuss how to implement supply chain standards on product and information flow for achieving efficient product traceability and safety.

Knowledge & Best Practice Sharing

In 2014-15, we continued to offer three industry specific trainings including retail planning, food traceability and healthcare supply chain. Industry seminars on eCommerce, Internet of Things and the annual Supply Chain Management Excellence Summit were also held during the year.

ECR Golden Circle Awards

ECR Hong Kong launched the first ever "ECR Golden Circle Awards" this year to recognise those industry leaders who had made great contribution as well as remarkable achievement in supply chain management. The Award was divided into 4 main categories, the "Supply Chain Leader", "E-commerce Leader", "Digital Marketing Leader" and "Technology Innovation Leader". The award presentation ceremony was held at GS1 Hong Kong Supply Chain Management Excellence Summit 2015.

產品與供應鏈可追溯性

產品與供應鏈可追溯性是ECR香港極為重視的範疇，並於2015年成立了相關的工作小組。小組的目標是探討如何在產品和資訊流中採用供應鏈標準，有效確保產品的可追溯性和安全。

知識與最佳實務共享

在2014-15年度，我們繼續提供三個針對特定產業的培訓課程，包括零售規劃、食品可追溯性和醫療護理供應鏈。年內亦舉辦了電子商貿、物聯網的研討會，以及每年一度的供應鏈管理高峰會。

高效消費者響應金環獎

ECR香港本年度首度舉辦「高效消費者響應金環獎」，嘉許對供應鏈管理貢獻良多、成就卓越的業界領袖。獎項分為四大類別：供應鏈領袖獎、電子營銷領袖獎、電子商貿領袖獎以及創新科技領袖獎。頒獎典禮於供應鏈管理高峰會中同場舉行。

Board Members

委員會成員

Board Members	委員會成員
Aeon Stores (HK) Co Ltd.	永旺（香港）有限公司
Bausch & Lomb (HK)	博士倫（香港）
CHEP Hong Kong	CHEP 香港
Circle K Convenience Stores (HK) Ltd.	OK便利店（香港）有限公司
City Super Ltd.	City Super Ltd.
Colgate Palmolive (Hong Kong) Ltd.	香港高露潔棕欖有限公司
DCH Logistics	大昌行物流
Getz Bros. & Co. (HK)	美國吉時兄弟(香港)有限公司
Hospital Authority	醫院管理局
Kimberly-Clark (HK) Ltd.	金佰利香港有限公司
Lam Soon Hong Kong Group	南順香港集團
LF Logistics	利豐物流
L'OREAL Hong Kong Ltd.	歐萊雅香港有限公司
Loscam (HK) Ltd.	路凱（香港）有限公司
Nestle Hong Kong Ltd.	雀巢香港有限公司
Power Hub Ltd.	力泓有限公司
Procter & Gamble (HK) Ltd.	寶潔（香港）有限公司
Sims Trading Co Ltd.	慎昌有限公司
Swire Motors	太古汽車
The Dairy Farm Company Ltd.	牛奶有限公司
The Wing On Department Stores (HK) Ltd.	永安百貨有限公司
Unilever HK Limited	香港聯合利華有限公司
Vitasoy International Holdings Ltd.	維他奶國際集團有限公司
Accenture	埃森哲

Electronic Commerce Users' Committee
電子商貿用戶委員會

Chairman 主席

Ms. Wendy Lam, Head of IT Services, Wellcome, The Dairy Farm Company Ltd.
牛奶有限公司惠康資訊科技主管林慧鳳小姐

Electronic Commerce Users' Committee, with the composition of key ezTRADE users representing different sectors, was set up to monitor ezTRADE service including service quality and enhancements of the standard-based and paperless "Order-to-Cash" B2B electronic commerce platform in Hong Kong. The Committee is also dedicated to provide timely and relevant feedback on the electronic commerce initiatives introduced by GS1 Hong Kong from time to time, including functional requirement and implementation roadmap.

The committee has been extending its services to a more diverse spectrum of industry sectors in addition to its core services of retail consumer goods and healthcare, such as food and catering services enterprises, to elicit more feedback from these business communities and enrich the membership composition and developments of the ezTRADE programme.

電子商貿用戶委員會由「通商易」各業界的主要用戶組成，旨在監管香港以標準為基礎的無紙化商業對商業電子商貿平台「通商易」的質素及服務提升。委員會亦致力為香港貨品編碼協會提供即時及具價值的意見，以改善有關電子商貿的新舉措，包括功能上的新要求及實施的計劃。

電子商貿用戶委員會一直以來積極邀請更多機構加入，務求涵蓋更多行業，例如餐飲服務業，以獲取相關企業的意見，使委員會的組成更多元化，從而推動「通商易」平台的發展。

Committee Members

AEON Stores (Hong Kong) Co. Ltd.
Hong Kong A.S. Watson Group
Hospital Authority
Maxim's Caterers Ltd.
Procter & Gamble Hong Kong Limited
Zuellig Pharma Ltd.

委員會成員

永旺（香港）有限公司
屈臣氏集團（香港）有限公司
醫院管理局
美心食品有限公司
香港寶潔有限公司
裕利醫藥有限公司

Hong Kong Internet of Things Industry Advisory Council
香港物聯網產業諮詢委員會

President 主席

Mr. Robert Burton
Executive Vice President, Vendor Support Services
LF Trading
利豐貿易供應商支援服務執行副總裁Robert Burton先生

Vice President (Technology) 副主席（科技）

Ms. Barbara Chiu,
Managing Director (Hong Kong & Macau)
Cisco Systems (HK) Ltd.
思科系統（香港）有限公司董事總經理（香港及澳門）
紹卓敏小姐

Vice President (Business) 副主席（商業）

Mr. Rainer Duespohl,
Chief Information Officer, Asia,
Global Business Technology
VF Asia Ltd.
威富（亞洲區）有限公司
全球商業技術亞洲區首席資訊總監
Rainer Duespohl先生

The Hong Kong Internet of Things Industry Advisory Council was established in July 2013, by like-minded companies under the auspices of GS1 Hong Kong, to promote IoT innovations and broaden their adoption to uplift the competitiveness of local enterprises, and foster an IoT ecosystem for the continuous growth of this game-changing technology in Hong Kong.

During the year of 2015, two Special Interest Groups (SIGs): Consumer Journey & Analytic SIG and eCommerce SIG were set up with the objective to promote the IoT adoption and uplift local industry competitiveness, efficiency and capabilities of the subject matters.

Serving as industry ambassadors, the board members work closely with their respective professional and business sectors to jointly promote the adoption of IoT as well as related programmes and initiatives. Collectively, they provide strategic advice to the HKSAR government on the direction of IoT developments, build linkages with mainland and international IoT bodies and organisations for technology exchanges.

香港物聯網產業諮詢委員會成立於2013年7月。在香港貨品編碼協會的支持下，多家志同道合的企業積極推廣與物聯網相關的創新意念，希望更多本港企業可藉物聯網提升自身競爭力。委員會致力於在香港建立物聯網生態體系，使這項革命性科技得以在香港茁壯成長。

2015年度，委員會成立消費者體驗分析小組和電子商貿小組，旨在鼓勵企業採用物聯網技術，提升本地產業的競爭力、效率和能力。

委員會成員擔任行業大使的角色，與其所屬的專業或商業界別緊密合作，共同推廣物聯網及相關計劃；同時集思廣益，為特區政府提供策略性意見，推動本港物聯網發展，並與內地及國際物聯網組織建立聯繫，以便進行技術交流。

A summary of major achievements in 2015

Industry knowledge exchange
To foster collaborations among ICT industry players, the Council provided advice on the discussion themes and invitation of professional delegates for the annual Hong Kong Internet of Things Conference, held on 15th May 2015.

Policy advocacy
A position paper was delivered to the Financial Secretary to support the establishment of the Information & Technology Bureau in Feb 2015. The Council is also invited to propose a solution concept to facilitate the East Kowloon Smart City initiative and a position paper is being submitted to the official highlighting how IoT can enable the Smart City with the support of ezTrack smart object traceability gateways across different applications.

Support industry recognition award
The Council provided advices to GS1 Hong Kong to lead and execute the newly introduced "Best Smart Hong Kong Award 2015" under the Hong Kong ICT Awards.

Hong Kong Internet of Things Maturity Model development
Gathering the wisdom of industry experts who define the Model and the associated matrix for industry to self-assess IoT adoption to further identify room for improvement, the Model, championed by GS1 Hong Kong, is commissioned with the objectives to:

- Assess the maturity of IoT adoption in the industry
- Benchmark enterprises' IoT adoption & corresponding business benefits
- Be a reference model for enterprises to further improve business excellence with IoT

2015年主要成果概覽

促進業界知識交流
為促進資訊及通訊科技企業之間的協作，委員會為2015月5月15日舉辦的香港物聯網會議進言，就會議的討論主題和可邀請的專業代表發表意見。

政策倡議
委員會在2015年2月向財政司長呈交了立場書，以示支持創立創新及科技局。委員會亦應邀就九龍東聰明城市計劃提出理念和方案，並呈交了立場書，闡述物聯網可如何實現聰明城市，其中「蹤橫網」的智能物件可追溯性中介軟件，能為市內不同的應用程式提供支援。

支持業界獎項
為香港貨品編碼協會領導和執行新成立的「香港資訊及通訊科技獎 — 最佳智慧香港獎2015」提供支援和建議。

「香港物聯成熟水平參考模型」的發展
本模型由香港貨品編碼協會倡導，是一眾業界專家的智慧結晶，協助業界利用相關矩陣評估自身應用物聯網的情況，藉此找出改善空間，並旨在：

- 評估業界採用物聯網的成熟程度
- 按標準衡量企業對物聯網的應用程度以及物聯網帶來的效益
- 為企業提供參考模型，鼓勵企業進一步利用物聯網技術改善營運模式

Board Members

Airport Authority Hong Kong
ADT Tyco
Avery Dennison
Bossini Enterprises Ltd.
C & C Joint Printing Co. (HK) Ltd.
Checkpoint Apparel labelling Solutions
Chow Tai Fook Jewellery Co. Ltd.
ClusterTech Ltd.
DCH Logistics
The Dairy Farm Group
Esquel
Esprit
FlexSystem Ltd.
Fukui Shell Nucleus Factory
Kerry Logistics
Leo - TH Link Ltd.
PCCW Solutions Company
RSS
SecurePro Group (Holdings) Ltd.
SML
St. Teresa's Hospital

委員會成員

香港機場管理局
ADT Tyco
艾利丹尼森
堡獅龍企業有限公司
中華商務聯合印刷(香港)有限公司
保點服飾標籤方案亞洲有限公司
周大福珠寶金行有限公司
聯科有限公司
大昌行物流
牛奶公司集團
溢達
思捷環球
FlexSystem有限公司
福井製核所
嘉里物流
利奧信領科技有限公司
電訊盈科企業方案有限公司
RSS
安寶集團（控股）有限公司
SML
聖德肋撒醫院

SMEs Advisory Board
中小企業諮詢委員會

Chairman 主席
Mr. Saunders Tam, CEO of Forewide Company (HK) Limited
福揚行(香港)有限公司行政總裁譚澤生先生

The SMEs Advisory Board aims to enhance the competitiveness and efficiency of small-and-medium enterprises through the adoption of best practices in supply chain management and e-commerce.

In 2014-2015, the "Consumer Insight Workgroup" was set up to address the needs of e-commerce and mobile marketing for SMEs to formulate the strategy targeting to better engage the digital savvy consumers. One of the initiatives was to leverage GS1 Hong Kong's "Consumer Connect" mobile app as an innovative means to help consumers instantly obtain trusted product information by scanning product barcodes. In addition, through the collaboration with professional market research companies, this app could provide consumer insights which were crucial for businesses to formulate effective marketing strategies and to meet consumers' changing needs.

中小企業諮詢委員會藉著推廣供應鏈管理和電子商貿的最佳實務，協助中小企提升競爭力及營運效率。

「消費者分析工作小組」於2014/15年度成立，以協助中小制訂電子商貿及數碼推廣策略，連繫數碼消費者。其中一項工作成果，就是利用流動應用程式「物密嘟」，讓消費者可於掃瞄條碼後即時取得可靠的產品資訊。藉著委員會與專業團體的合作及努力，「物密嘟」還可以分析消費者特性，為企業提供重要資訊，協助它們制訂有效的市場推廣策略及滿足消費者的需要。

Board Members

Angel Cosmetics International Ltd.
Harmonic Health Pharmaceutical Co Ltd.
Kui Fat Yuen Ltd
Mekim Ltd.
Morita Biotech (HK) Co Ltd.
Royal Medic (Holdings) Ltd.
Wai Yuen Tong Medicine Co Ltd.
Wan Ho Holdings Inc.
Woods Pharmacy
World-Link Roadway System Co Ltd
Yummy House International Ltd.
Zenith Cosmetics Trading Co Ltd.

委員會成員

天使化妝品國際有限公司
康和堂藥業有限公司
鉅發源有限公司
美儉有限公司
森田藥粧(香港)有限公司
御藥堂(控股)有限公司
位元堂藥業控股有限公司
運豪集團
活士藥房
環宇貨業有限公司
美味棧國際有限公司
新力化粧品有限公司

GS1 Hong Kong continues to facilitate the application of GS1 Systems of Standards in multiple sectors and industries in Hong Kong. During the year in review, we strived to enhance our services and strengthen communication with our members through a wide range of various activities. These initiatives included forming user groups, organizing our annual member gathering, a series of informative seminars and industry-related workshops. Our dedicated efforts have resulted in 6.8% increment for GCP (Global Company Prefix) Barcode membership in 2014/2015.
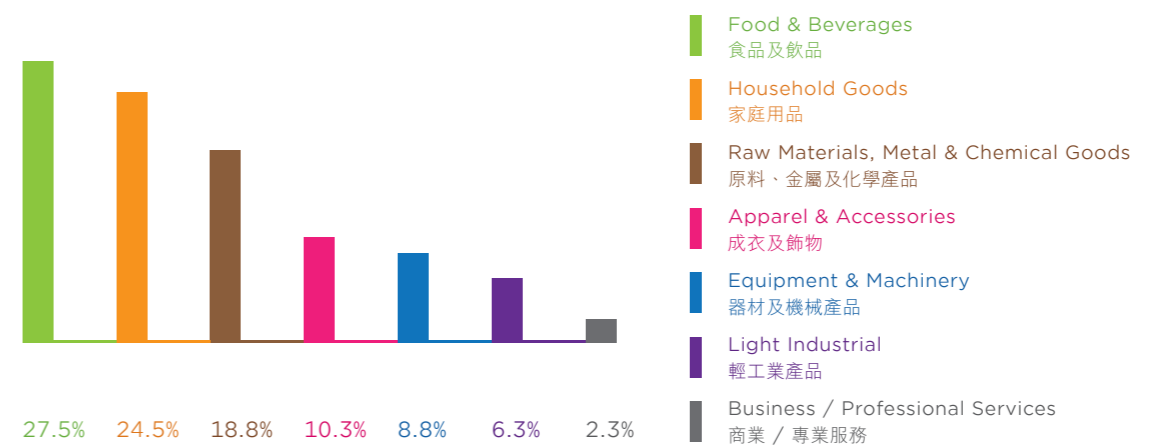
香港貨品編碼協會一直努力不懈，於本港不同界別及行業推動應用GS1標準。在過去一年，我們特別著力擴展服務範圍及加強會員之間的溝通，並且透過各種活動拉近會員與協會之間的距離。這些活動包括組織用戶小組、舉辦會員年會，還有一系列與業界需要有關、內容豐富的研討會和工作坊。經過不斷努力，在2014/2015年度的GCP(全球公司前置碼)條碼會員數目上升了6.8%。

Membership Profile
會員概覽

The biggest asset of GS1 Hong Kong is its thriving membership. Collaboration and interaction with our members is the core of successfully achieving our mission. This is the driving force which gives us motivation to enhance business development and involve industry with new technology which is constantly changing. New members are our life blood and we are continually extending our reach to attract new enrolments. Our membership has seen an increase of 6.8% in the past as a result of our active engagement programmes.

會員基礎日益壯大，已成為我們最重要的資產。與各位會員的合作和交流不但對於達成本會使命起著關鍵作用，更是我們工作的動力，鼓勵我們努力推動商業發展，協助業界善用日新月異的科技技術及產品。新會員是本會的原動力，因此我們不斷積極擴展版圖，務求吸納更多新會員。我們積極推出推廣及連繫活動，會員數目亦因此顯著上升6.8%。

GCP Barcode Membership Distribution by Product Classification (as of August 31, 2015)
GCP條碼會員分佈 (以產品類型劃分) (截至2015年8月31日止)

Food & Beverages
食品及飲品

Household Goods
家庭用品

Raw Materials, Metal & Chemical Goods
原料、金屬及化學產品

Apparel & Accessories
成衣及飾物

Equipment & Machinery
器材及機械產品

Light Industrial
輕工業產品

Business / Professional Services
商業 / 專業服務

27.5%   24.5%   18.8%   10.3%   8.8%   6.3%   2.3%

GCP Barcode Membership Distribution by Major Market Location (as of August 31, 2015)
GCP條碼會員分佈 (以主要銷售市場劃分) (截至2015年8月31日止)

32.4% Hong Kong 香港

21.8% Mainland China 中國內地

15.2% USA/Canada 美國/加拿大

14.3% Europe 歐洲

12%   Asia 亞洲

2.8%   Australia/New Zealand 澳洲/新西蘭

1.5%   South America 南美洲

Apparel and Footwear
成衣及鞋履

Realising high inventory visibility with RFID
利用無線射頻識別實現庫存高透明度

Our Industries
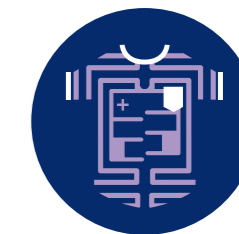# 我們服務的行業

Strategy and planning is essential for sustaining business and developing new markets. We formulate comprehensive and integrated marketing strategies to communicate the value and benefit of our services and solutions to industry and the public. We have achieved this during the past year by holding a series of programmes, conferences, knowledge transfer sessions to engage key industry players from various sectors such as food & food services, retail, healthcare and e-commerce.

策略及規劃對於維持業務穩定及拓展新市場十分重要。我們制定了全面的市場推廣策略，向業界及公眾宣傳推廣本會服務及解決方案的價值和功效。在過去一年裡，我們舉辦了一系列計劃、會議及知識交流活動，加強與飲食、食品服務、零售、醫療及電子商貿等各界潛在顧客的溝通和連繫，成功使本會的工作更加廣為人知。

For decades, the apparel industry has been facing several challenges, such as excessive stock, frequent markdowns, low inventory turn-arounds, wrong mix of product types, unhappy customers who can't find what they want etc.

A demand-driven approach on forecast and replenishment is an essential way for manufacturers and retailers to have the right mix of products and types in the right location at the right time so as to reduce markdowns.

GS1 Hong Kong has been working closely with industry players to provide faster delivery, better customer services and minimise out-of-stock situations and markdowns, all of which will help them to meet consumers' expectations and realise higher profitability. There are numerous use cases pointing to RFID as an enabler of omni-channel strategies. RFID helps to ensure that the right goods are available, in the right place, at the right time. It improves the efficiency, precision and reliability of the whole supply chain. Numerous retailers around the globe are improving inventory accuracy, decreasing out-of-stocks (OOS), improving loss detection and getting more products into customers' hands than ever before.

RFID-enabled systems help companies:
• Improve inventory accuracy and customer service
• Increase on-shelf stock levels and improve loss detection
• Raise inventory accuracy from an average of 63% to 95%
• Increase inventory count rates from 250 to 20,000+ items per hour
• Cut out-of-stock at retail by up to 50%
• Increase item availability to boost sales from 2% to 20%
• Improve inventory labor productivity by 96%
• Reduce cycle count time by 96%

多年來，服裝零售商面對著這諸多挑戰，如庫存過剩、經常性減價、庫存周轉率低、產品錯配、消費者由於找不到理想產品而不滿意等等。

在預測和補貨方面利用基於需求驅動的方法，對製造商和零售商在正確的時間地點提供正確的產品以減少割價情況，至關重要。

香港貨品編碼協會與業界緊密合作，務求加快送貨速度、改善客戶服務質素，並把缺貨及須割價促銷的情況減到最少，從而協助業界滿足消費者的需要，增加企業利潤。已有許多例子證明RFID是實現全渠道零售中的重要一環。RFID讓貨物出現在正確的時間和地點。它提高了整個供應鏈的效率、準確性和可靠性。全球多個零售商正在提高庫存準確度，減少缺貨率，提高損失檢測能力，將更多的產品送到消費者手中。

RFID協助企業：
• 提高庫存準確度和客戶服務
• 提升現貨庫存水平、損失檢測
• 倉存準確度由 63% 提升達 95%
• 盤點效率由每小時250件提升至超過20,000件
• 將零售缺貨率減少50%
• 銷售額由2%增加至20%
• 提高倉庫工人生產力96%
• 存貨週期盤點時間減少96%

> " We are happy to see that so many retailers are now committed to an RFID direction—helping us establish production lines for a retailer's private label products and for sourcing products for their suppliers. As adoption grows and standards mature, there will be both efficiency gains and cost reduction benefits for all.
>
> 我們樂見諸多零售商開始應用RFID，幫我們為零售商的自有品牌建立生產線，為他們的供應商採購產品。由於越來越地使用RFID，標準也日益成熟，為各方帶來效益、降低成本。"
>
> Mr. Robert Burton, Executive VP, Vendor Support Services, LF Trading
> 利豐貿易供應商支援服務執行副總裁Robert Burton先生

> " The reach of RFID is far beyond just inventory control. It is just the starting point. RFID's ability to help provide visibility—throughout the whole supply chain through to the retail point-of-purchase — to create value for the consumer, has endless possibilities.*"
>
> RFID的作用並不止於庫存管理，這只是起點而已。RFID能夠協助公司透視整個供應鏈至零售點，為消費者增值，具有極大潛力。"
>
> Mr. Jay Craft, Jay Craft, Vice President, Product Development, VF Jeanswear, VF Corporation
> 威富公司牛仔褲產品發展副總裁Jay Craft先生

Key initiative 2014/2015:

• RFID Training & Certification

GS1 HK was appointed by C&A Germany as the Programme Manager to co-develop and roll out EPC Item Level Tagging (ILT) Training for their apparel suppliers in Asia. During the year, a total of 4 supplier training sessions were conducted for about 20 representatives of C&A and their suppliers. In addition, GS1 Hong Kong conducted Apparel ILT training for over 30 apparel industry professionals to equip them with the necessary knowledge to support manufacturers and suppliers to be ILT ready to serve the marketplace.

In serving the aim of GS1 Hong Kong's partner community to promote RFID and IoT technology, a total of 23 industry partners coming from 13 local IoT-related technology companies were also trained with the basic level of Internet of Things Maturity Model in 2014.

2014/15年度主要舉措:

• 無線射頻識別（RFID）科技培訓及認證課程

香港貨品編碼協會榮獲C&A Germany 委任為項目經理，共同為C&A的亞洲成衣供應商策劃及進行產品電子代碼（EPC）RFID單品標籤培訓。過去一年，本會共為20名來自C&A及其供應商的代表進行了四次供應商培訓。此外，本會更為超過30位成衣業界專業人士提供成衣單品標籤培訓，傳授單品標籤的必要知識，從而協助生產商及供應商做好準備，在市場裡應用單品標籤。

為滿足本會合作夥伴的需要，推廣RFID及物聯網科技，本會於2014年亦為13家業務與物聯網相關的本地科技企業、共23名業界夥伴提供培訓，教授有關物聯網成熟水平參考模型的基礎知識。

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽:
www.gs1hk.org/our-industries/apparel-footwear

FMCG and Omni-channel Retail
快速消費品及全渠道零售

Capturing e-commerce opportunities
把握電子商貿機遇

To create a seamless consumer experience during and after purchasing, retailers and brands must have visible, accurate and interconnected information about products at all times. The retail landscape is changing and the industry is quickly responding to the changing habits of consumers who switch between bricks-and-clicks. With the growth of e-commerce and mobile technology, consumers are more empowered than ever before and have increasingly high expectations of product information, product availability and buying experience.

零售市場的面貌正在革新，消費者的習慣逐漸改變，越來越多人會同時光顧實體及網上商店，業界亦迅速回應這個趨勢。隨著電子商貿及移動科技不斷發展，消費者不再陷於被動，對產品資訊、貨品供應及購物體驗的要求亦相應提高。

Key initiatives 2014/2015:

• Efficient Consumer Response Asia Pacific Conference & Exhibition 2015

Organised by the ECR Asia Pacific Council, ECR Hong Kong and GS1 Hong Kong and co-organised by The Consumer Goods Forum, the conference was successfully held on 24-25 March 2015 in Hong Kong. Over 500 delegates from the retail and consumer goods industry, 40 thought leaders and senior executives from over 20 economies around the globe gathered to discuss about their views on the status quo and trends of regional retailing. During the Conference, ECR Asia Pacific Awards were presented to recognise the spirit of collaboration to drive the FMCG industry forward. In addition, a new award scheme, the ECR Asia Pacific Recognition Awards, was also introduced to recognise the prominent elite of the supply chain for their demonstrated excellence in their particular areas of expertise.

2014/15年度主要舉措:

• 快速消費者回應（ECR）亞太區會議暨展覽會2015

由ECR亞太區協會、ECR香港及香港貨品編碼協會主辦，消費者商品論壇協辦，第14屆高效消費者相應（ECR）亞太會議於2015年3月24-25日在香港舉行。來自全球20多個經濟體的零售和消費行業的逾500名與會者、40多名業界領袖和高層聚集一處，討論區域內零售業的現狀和趨勢。在大會期間亦頒發了ECR亞太獎，鼓勵合作推動快速消費品行業的精英。此外，大會推出新的獎項——ECR認可大獎，表揚在自身領域做出卓越貢獻，推動供應鏈進步的精英。

> " In the past few years, the retail sector in Asia Pacific has seen rapid tremendous change, and industry players can only achieve success through innovation and cooperation. This event is the aggregation of collective effort of the ECR practitioners who share a common belief that by working together and sharing best practices, we can bring transformational change to our industry that benefits our shoppers and consumers.
>
> 過去幾年，亞太區的零售業快速轉變，業內人士必須透過合作和創新才能取得成功。這次活動是志同道合的ECR從業者共同努力的成果，他們堅信，只有合作和分享最佳方案，才能給行業帶來巨大轉變，令消費者受益。"
>
> Ms. Joy Rice and Mr. Anthony Rose, Co-Chairs of ECP AP Council
> ECR亞太區協會主席Joy Rice女士和Anthony Rose先生

• Top 10 eCommerce Website Awards 2015

Jointly organised by GS1 Hong Kong and Retail Asia Expo, the Top 10 eCommerce Websites Awards reward digital portals or websites for maintaining consistent and exemplary standards in improving user experience and promoting retail sales via e-platforms. This year's Awards received entries from over 30 renowned companies and the top 10 winners were honoured at the Retail Asia Expo 2015 Gala Dinner on 9th June 2015.

• 十大電子商務網站大獎

十大電子商務網站大獎由香港貨品編碼協會與亞洲零售博覽會共同籌辦，嘉許力求通過電子平台改善用戶體驗的網站。它們持續追求卓越，堪稱業界楷模。本年度共有30名參賽代表，均來自知名企業，最終選出十個優秀網站，並於2015年6月9日舉辦的亞洲零售博覽會2015周年晚宴進行頒獎。

• E-commerce Highway Seminar Series

A total of three seminars were held in the year of 2014/15 to enhance the knowledge of SMEs through best practices sharing and latest technologies showcases in order to establish a seamless consumer journey in the e-commerce world.

• 電子商貿高速公路講座系列

2014/15年度共舉辦了三次講座，透過分享最佳實務及展覽最新科技，加深中小型企業對電子商貿的認識，協助企業在電子世界創造暢通無阻的消費者體驗。

• **Consumer Caring Scheme 2015**

Organised by GS1 Hong Kong to recognise outstanding members that demonstrate excellence in consumer care and in implementing Efficient Consumer Response (ECR) best practices, the Scheme endorsed a total of 79 local enterprises as a "Consumer Caring Company" in 2015.

• **貼心企業嘉許計劃**

「貼心企業嘉許計劃」由香港貨品編碼協會主辦，旨在嘉許關愛消費者需要，並實行快速消費者回應（ECR）最佳實務的優秀企業。2015年，共有79家本地企業獲本計劃認可成為「貼心企業」。

> 3M Hong Kong is attentive to the needs of customers, and provides them with a range of innovative and practical merchandise. We are honored to receive the title of 'Consumer Caring Company' from GS1 Hong Kong. We will continue to address our customers' needs and create new products and solutions, helping them to meet the challenges and grasp opportunities*.
>
> 3M香港有限公司細心聆聽顧客所需，為他們提供多元化、先進和實用的產品。我們十分榮幸獲得GS1 Hong Kong頒發的「貼心企業」嘉許，我們會繼續細心聆聽顧客的需要，並且創造、開發新產品和解決方案，協助他們面對挑戰、掌握機遇*。"
>
> Mr. Barry Liao, Managing Director of 3M Hong Kong Ltd.
> 3M香港有限公司董事總經理廖家俊先生

> Colgate Palmolive (HK) Ltd is a leading consumer product company in Hong Kong which focuses on providing quality products in Oral Care and Personal/Home Care categories. We are very honored to be awarded as "Consumer Caring Company" by GS1 Hong Kong again, recognising contribution and values from Colgate Palmolive Hong Kong and all our staff*.
>
> 作為香港領導性消費者產品企業，香港高露潔棕櫚有限公司致力提供優質的口腔,個人和家居護理產品予全港市民及來臨香港的旅客。我們很高興獲得香港貨品編碼協會「貼心企業」的殊榮，這是對我們公司的認同和鼓勵*。"
>
> Ms. May Chung, General Manager of Colgate-Palmolive (HK) Ltd.
> 香港高露潔棕櫚有限公司總經理鍾美玲女士

• **Unsafe Product Prevention Programme (UPPP)**

UPPP is an industry-wide collaborative initiative to prevent defective and unsafe products being sold in the market so as to ensure consumer safety. The Centre for Food Safety (CFS) under the HKSAR Government has added GS1 Barcodes into its Rapid Alert System Form to enable traders to identify affected products efficiently and effectively and take swift, proper action to prevent the sale of unsafe products in the market. In 2014/15, GS1 Hong Kong supported over 500 local retail chains to tie in with the UPPP and kept communicating with CFS to ensure accurate capture of GTIN barcode in Food Alert System.

• **防預不安全產品計劃**

防預不安全產品計劃是一項業界合作項目，目標是防止有缺陷和不安全的產品在市面出售，從而保障消費者安全。GS1條碼已獲香港政府食品安全中心加入其「快速警報系統表格」，讓貿易商可以有效率地識別受影響產品，迅速採取適當行動，防止不安全產品流入市面。香港貨品編碼協會於2014/15年度協助超過500家本地零售企業加入此計劃，並與食品安全中心緊密聯繫，確保食物警報系統可準確擷取全球貿易貨品編碼。

• **Synchronised Supply Chain Replenishment (SSCR) Workshop**

GS1 Hong Kong held a 2-day SSCR workshop to equip the users with hands-on knowledge on the implementation of Rapid Demand-Driven Replenishment, together with an approach to overcome the challenges and maximise availability without excessive inventory.

• **同步供應鏈補貨工作坊**

由香港貨品編碼協會主辦的同步供應鏈補貨兩天工作坊，傳授多項實用知識，除了介紹需求主導的快速補貨方法外，亦教導企業如何克服挑戰，提高貨品流通量，同時避免過量庫存。

• **Digital Marketing Workshop**

As today's consumers are increasingly digital-savvy, GS1 Hong Kong organised the workshop to assist members to develop strategic marketing plan on optimising sales and engaging online consumers through appropriate tools and channels.

• **數碼營銷策略工作坊**

有見消費者越來越擅長使用電子科技，香港貨品編碼協會特別籌辦「數碼營銷策略工作坊」，協助會員規劃數碼營銷策略以促進營業額，並透過適合的工具和渠道與網上消費者建立連繫。

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽：
www.gs1hk.org/our-industries/retail-and-fmcg

*Source 來源 : Consumer Caring Scheme official website

Food and Food Services
食品及餐飲服務

Uplifting brand image through food traceability
加強食品追溯 提升品牌形象

Nowadays the rapid expansion of international trading and modern food supply chain provides more diversified, lower-cost and convenient food to consumers. However, hidden food safety risks also emerge from these globalised food supply activities, requiring greater collaboration between regulators and industry stakeholders at all levels around the world to protect people's health and safety.

GS1 Hong Kong helps to drive and optimise the business efficiency and performance of Hong Kong food companies through the provision of world-class supply chain standards, technologies and knowledge. GS1 Hong Kong works closely with various stakeholders to ensure food quality and consumer safety.

In 2014/15, GS1 Hong Kong has organised new projects and events to enhance food traceability management and practices in the industry to uphold high global standards of food quality and safety.

隨著國際貿易及現代食品供應鏈急速擴張，消費者亦可享受更多樣化、廉宜及方便食用的食品。然而，全球化的食品供應鏈亦暗藏不少食品安全危機，因此世界各地的監管者及行業持份者必須在所有層面更緊密地合作，以保障消費者的健康和安全。

為協助本港的食品公司提升營運效率，改善業績，香港貨品編碼協會致力為這些企業提供世界級的供應鏈標準及科技，亦努力傳授相關知識，並與不同持分者緊密合作，共同守護食品質素，保障消費者安全。

香港貨品編碼協會於2014/15年度策劃了多個新項目及活動，以改善業界針對食品可追溯性的管理水平及相關措施，恪守食品質素及安全的全球最高標準。

Key initiatives 2014/2015:
• **Quality Food Traceability Scheme 2015**

First launched in Jan 2015, the Scheme aims to recognise enterprises that demonstrate excellence in food traceability practices, including the effective adoption of international standards and technology for its food management systems with the ultimate goal in serving better and safer food to consumers. A total of ten Gold Enterprise Awards and four Silver Enterprise Awards were presented to honour those outstanding enterprises, which demonstrated a high level of traceability in their food supply chain or management systems.

2014/15年度主要舉措：
• **優質食品源頭追蹤計劃2015**

本計劃於2015年1月推出，旨在嘉許食品源頭追溯措施表現優異的企業。得獎企業成功把國際標準及科技有效地應用於其食品管理系統，提高食品可追溯性，從而達到為消費者提供更優質服務及更安全食品的最終目標。計劃一共頒發十個金企業獎和四個銀企業獎，獲獎企業的食品供應鏈或管理系統均達到高水平的可追溯性。

> Food traceability is very important in food risk management system. It underpins consumer trust in food quality, safety and health as well as improves the industry's efficiency. We will continue to adopt international standards as well as technologies on our food management system in order to enable a high level of food traceability and ensure the quality, safety and consistency of our products*.
>
> 食品可追溯性是食品風險管理系統中極為重要的一環，不但可以鞏固消費者對食品質素、安全及健康的信心，亦有助提升業界的營運效率。本公司將繼續採納國際標準及科技，以確保食品管理系統維持高度的可追溯性，同時保障產品的質素、安全及一致性*。"
>
> Mr. Patrick Wu, Loading & Warehouse Manager, Swire Coca-Cola HK Ltd.
> 太古可口可樂香港有限公司貨倉及起卸經理鄔志衡先生

> Food safety has increasingly become consumers' concern, and it is not very easy for them to track and trace everything. It's good for us, as a manufacturer, to have a traceability system as it can help enhance consumers' confidence in our product quality and safety. We need a third party to prove that we are doing the right things in the right way to ensure that people can buy safe food*.
>
> 當今消費者越來越重視食品安全，卻無法輕易地追蹤及追溯所有食品的來源。作為製造商，我們設立追溯系統的好處，就是提升消費者對於食品安全的信心。我們需要由第三者證明本公司以正確的模式運作，以確保顧客購買到安全的食品*。"
>
> Mr. Charles Kui, Director, HK Kids Food Factory Ltd.
> 香港兒童食品製造有限公司（養記）董事翟全生先生

* Source 來源 : GS1 Hong Kong Business Casebook 2015

Voice from food industry stakeholder 食品業持份者分享

❝ Logistics providers must comply with the 'first in first out' principle in all processes, including manufacturing, transportation, storage and distribution, in order to control food storage temperature, and store the food in a clean and hygiene environment*.

在製造、運輸、儲存及配送各個環節中，物流供應商必須恪守『先入先出，先到期先出』的原則，並掌握儲存食物的溫度和濕度要求，讓食物存放在乾淨和衛生的環境中*。❞

Mr. Stephen Chan, Managing Director, Power Hub Ltd
力泓有限公司董事總經理陳鏡治

• **Food Traceability Training Workshop**
The Workshop helps enterprises enhance food safety and traceability through applying global traceability standards, technologies and implementation strategies.

• **Food Industry Forum 2015**
Themed "Building Trust and Confidence in Today's Food System", the Forum was held on 18 June 2015 and served as a platform for industry experts to exchange best practices of food traceability standards adoption and insights in three key areas, including the latest Government policy and trends, consumer trust with high food traceability and visibility, and industry growth with automation and global standards.

• **"Knowledge Sharing of Hong Kong Food Supply Chain Best Practices" Project**
Organised by the Hong Kong Food Council, implemented by GS1 Hong Kong with the Trade and Industry Department's funding, the Project was launched to provide updated information and supply chain best practices to the local food sector. A total of 3 seminars, 6 workshops and an "Asia Food Safety and Product Quality Forum" were held during the project period from Oct 2013 to Oct 2014.

• **食品追溯培訓課程**
課程協助企業善用全球追溯標準以及相關科技和策略，從而提升食品安全及可追溯性。

• **食品業論壇2015**
論壇以「建立食品系統的信任和信心」為主題，於2015年6月18日順利舉行，為一眾業界專家提供交流平台，互相分享食品追溯標準最佳實務的採納過程，並交換彼此對三大重點議題的看法，包括最新的政府政策和趨勢、以食品可追溯性及供應鏈透明度加強消費者信心，以及透過自動化和全球標準推動業界發展。

• **智「食」相傳 — 香港中小企食品供應鏈最佳實務**
本項目由香港食品業總會主辦、香港貨品編碼協會執行、工業貿易署撥款資助，旨在協助本地食品業界了解最新業界資訊及供應鏈最佳實務。2013年10月至2014年10月期間，本項目共籌辦了三個講座、六個工作坊以及一次「亞洲食品安全及產品質量論壇」。

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽:
www.gs1hk.org/our-industries/food-and-food-services

Healthcare
醫療護理

Enhancing patient safety with standards
採納標準提升病人安全

Healthcare systems around the globe are facing challenges that affect the entire supply chain, from pharmaceutical to medical device suppliers, manufacturers, wholesalers, distributors, group purchasing organisations and healthcare service providers. Two main issues are of primary concern: increasing supply chain efficiency and more importantly, ensuring patient safety.

Also, the regulatory landscape continues to evolve and new regulations make further impact on the healthcare supply chain, e.g. requiring operators to implement automatic identification technologies, electronic catalogues, serialisation (a unique number on each package or product, where appropriate) and/or traceability systems.

GS1 Hong Kong is committed to enabling the local healthcare sector to implement global standards to create a more efficient and cohesive supply chain with the objectives of enhancing patient safety, achieving greater regulatory compliance and increasing operational efficiency.

In 2014/15, GS1 Hong Kong launched new initiatives to foster industry collaboration in fulfilling the new requirement of drug written order as well as healthcare products and processes management.

Key initiatives 2014/2015:

• **New Requirement of Written Order in Drug Distribution**
The pharmaceutical industry in Hong Kong is required, under a new Code of Practice for Holder of Wholesale Dealer License, that all orders for drugs should have written records. The new requirement, due to come into effect in October this year, followed public concerns over an incident involving inappropriate verbal orders for drugs with serious and fatal consequences. In the initial stage of implementation, relevant licenced drug traders should obtain an order in writing from the purchaser before completion of a sale of Part I poisons, dangerous drugs or antibiotics in order to avoid ambiguity or miscommunication which might otherwise lead to wrongful delivery. Written orders in paper format or by means of an electronic message such as email were acceptable.

全球醫療體系正在面對不少挑戰，供應鏈的所有持份者，包括藥物及醫療設備的供應商、生產商、批發商、分銷商和團購組織，以及醫療服務機構，都深受這些挑戰影響。持份者最關注的議題有二：如何提升供應鏈效率，以及如何保障病人安全。

與此同時，醫療監管機制不斷演變，推出的新規例亦影響著醫療供應鏈的運作，不少企業都開始被要求採用自動識別科技、電子產品目錄、貨品序號（即按情況為每組或每件產品編配序號）及/ 或源頭追溯系統等最新技術。

香港貨品編碼協會致力協助本港醫療業引入全球通用標準，打造更有效率及更緊密合作的供應鏈，從而為病人提供更周全的保障，進一步配合監管規例，並提升醫療機構的營運效率。

2014/15年度，香港貨品編碼協會創辦多項新活動，加強業界協作，以符合藥物書面訂單以及醫療產品和流程管理的新要求。

2014/15年度主要舉措:

• **藥物批發書面訂單的新規定**
根據新制訂的《批發商牌照持有人執業守則》，香港藥劑業的所有藥物訂單均必須備有文字記錄。此項新規定於本年10月實施，事緣曾有不適當的口頭訂單，造成嚴重以至致命後果，事件引起公眾關注。在初步實施階段，相關的持牌藥商須於完成銷售第I類毒藥、危險藥物和抗生素前，取得購買人發出的書面訂單，以避免因歧義或溝通出錯而可能引致送貨出現錯誤。以紙張形式或透過電子媒介（如電郵）所作的書面訂單均可被接受。

*Source 來源 : Food Supply Chain Best Practices Guideline

❝ The Hospital Authority has successfully implemented a modernized supply chain model over the recent years through adopting the GS1 standards, introducing barcode technology applications and establishing its own Electronic Data Interchange network. These initiatives have not only improved its operational efficiency and product traceability from its pharmaceutical supplies, but have also reduced service risks and enhanced patient safety in the public hospitals**.

醫管局近年採用GS1標準，成功落實現代化的供應鏈模型，並應用條碼科技和建立了電子數據聯通網絡。那不僅改善了藥品供應的追溯能力和營運效率，還減少了服務風險，從而加強保障公立醫院的病人安全**。❞

Dr. W L CHEUNG, Director (Cluster Services) of the Hospital Authority
醫院管理局聯網服務總監張偉麟醫生

❝ The SCM, through the GS1 Standards, is a successful initiative which enabled the automation in the pharmaceutical procurement process and track-and-trace capability in the supply chain process in our hospitals. This is essential for the achievement of medication safety, supply chain efficiency, and traceability.*

供應鏈現代化計劃採用了 GS1 標準，並證實是近期推行的其中一項成功的醫療系統改進措施。自此，醫院供應鏈流程的藥物採購，以及追蹤及追溯工作均能自動化，那對加強藥物安全、提升供應鏈效率及藥品的可追溯性至關重要*。❞

Ms. S.C. Chiang, Ex-Senior Pharmacist, Chief Pharmacist's Office, Hospital Authority Hong Kong
香港醫院管理局總藥劑師辦事處前高級藥劑師蔣秀珠女士

To fulfill the new requirement, ezTRADE, a standard-based B2B e-commerce platform that facilitates paperless trading in exchanging electronic ordering, invoicing and shipment notices among the trading partners, is the appropriate solution. It ensured efficient and accurate transmission of commercial documents to trading partners along the supply chain adopting the EDI messaging formats. GS1 Hong Kong would actively work with the drug retailers, distributors and suppliers in the next step of moving forward.

GS1以標準為基礎的電子商貿平台「通商易」正能派上用場。它能促進無紙貿易，協助貿易夥伴交換電子訂單、發票及貨運通知。採用電子數據聯通的交換資料格式，就能確保準確和有效率地傳送商業文件給供應鏈上的貿易夥伴。香港貨品編碼協會將積極與藥物零售商、批發商和供應商合作，實行下一步計劃。

• **Healthcare Supply Chain Management Training**
The training covers the benefits of implementing global traceability standards in healthcare products and processes, shares tactics in adopting standards and enabling technologies across the entire supply chain to tackle the diversified healthcare challenges.

• **醫療供應鏈管理工作坊**
工作坊涵蓋在醫療護理產品和流程中採納全球可追溯性標準的益處，分享在整個供應鏈採納標準和應用技術的策略，以應付種種醫療護理上的挑戰。

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽：
www.gs1hk.org/our-industries/healthcare

Information and Communications Technology
資訊及通訊科技

Developing eco-system to drive technology innovations
建立良好生態系統 推動科技創新

Information and Communications Technology (ICT) is not only a key enabler underpinning Hong Kong's thriving economy; it is also taking shape as an economic sector in its own right. Recent radical and fast developments in Internet of Things (IoT) have reshaped many industries, business models and the interaction between people, businesses and governments. Hong Kong has an excellent hard and soft infrastructure and a population with a strong global and regional reputation for trade and financial business acumen. The opportunities arising from physical and cultural proximity to Mainland China combined with the next generation of technology like IoT provides potential for Hong Kong to thrive among other competitive economies.

Responding to the Government's policy and measures, GS1 Hong Kong, with a large member base, has been proactively building a healthy and sustainable ecosystem to promote the development of ICT by serving as a bridge between ICT solution providers and users.

資訊及通訊科技行業除了是支撐香港蓬勃經濟的重要支柱，本身也是一個獨立的經濟產業。物聯網近年發展迅猛，不但革新了不少行業和商業模型的面貌，還改寫了個人、企業和政府之間的溝通模式。香港軟硬件配套俱佳，高質素的貿易及金融人才更加享譽亞洲甚至全球。此外，香港與中國內地在地理及文化上均相近，加上物聯網新世代科技的支援，令本港在競爭激烈的環球市場中仍能穩守一席之地。

為響應政府的政策及措施，香港貨品編碼協會充分利用其廣大會員基礎，積極建設資訊及通訊科技解決方案供應商及使用者之間的橋樑，為資訊及通訊科技構築健康、可持續的發展環境。

Key initiatives 2014/2015:

• **Hong Kong Internet of Things Awards 2014 and Hong Kong U21 Internet of Things Awards 2014**
Divided into two award streams, the award programme aims to bring recognition to outstanding enterprises and creative young talents, which/who were committed to innovating and developing new IoT applications or technological products to address business issues and problems of daily lives.

• **Hong Kong ICT Awards - Best Smart Hong Kong Award 2015**
Uplifting the success of the former Hong Kong RFID Awards and Hong Kong IoT Awards from 2008-2014, GS1 Hong Kong was appointed as the leading organiser for the newly introduced Best Smart Hong Kong Award 2015 under the Hong Kong ICT Awards, which is an award programme steered by OGCIO, HKSAR Government. Featuring three award streams namely "Internet of Things Application", "Big Data Application" and "Public Sector Information Application", the award aims to fuel the ICT industry with innovations and creativity to realise smarter business and better life, while at the same time, serves as a platform for expertise exchange. In 2015, the Award was well received by the industry with 45 nominations received and 13 awards presented.

2014/15年度主要舉措：

• **香港物聯網大獎2014及香港U-21物聯網大獎2014**
本獎項分為兩個獎項，設立目的是嘉許致力研發嶄新物聯網應用程式或科技產品的傑出企業和年輕才俊，他們的創意成果不但協助企業解決商務問題，還能為市民的日常生活紓困。

• **香港資訊及通訊科技獎 — 最佳智慧香港獎2015**
2008至2014年間，香港RFID大獎及香港物聯網大獎皆大獲成功，香港貨品編碼協會因此榮獲委任為全新獎勵計劃 — 最佳智慧香港獎2015的主辦機構。最佳智慧香港獎由香港特區政府資訊科技總監辦公室發起，是香港資訊及通訊科技獎的其中一個獎項，當中共有三個類別：「物聯網應用」、「大數據應用」及「公共資料應用」。該獎項不但能為業界提供專業知識交流平台，亦希望鼓勵資訊及通訊科技業積極創新，成就更智能化的商業模式，提高市民生活質素。2015年，最佳智慧香港獎獲業界積極響應，共收到45宗提名申請，並頒發13個獎項。

Transport and Logistics
運輸及物流

Achieving cross-border supply chain visibility with standards
利用標準達至跨境供應鏈可視化

• Hong Kong Internet of Things Conference 2015
To further raise the awareness and promote the adoption of IoT, GS1 Hong Kong, supported by a group of ICT partners, organised the annual conference on 15 May 2015. The Conference was attended by over 400 industry participants.

• Vendor Partnership Programme
The Programme creates a business solution network which can provide the best-of-breed solutions accommodating the growth drivers of our corporate members. GS1 Hong Kong promotes the application and development of ICT by matching those partners who provide ICT-related solutions to our members. The Vendor Partner community comprises 44 partners, in which ClusterTech, Infotoo and PCCW are our new strategic partners this year.

• 香港物聯網會議2015
為鼓勵各界認識及採用物聯網科技，香港貨品編碼協會在一眾資訊及通訊科技業界合作夥伴的支援下，於2015年5月15日舉辦每年一度的「香港物聯網會議」，共有超過400位業界代表出席。

• 合作夥伴計劃
本計劃的宗旨是創造商業解決方案網絡，為本會會員提供配合其業務增長的最佳解決方案。香港貨品編碼協會透過配對資訊及通訊科技業界夥伴和本會會員，推廣有關科技的應用和發展。現時社群合共有四十四間合作夥伴，當中三間新的策略夥伴於本年度加入計劃，包括聯科集團、因富通及電訊盈科。

> **GS1 has been a long term global partner with Avery Dennison RBIS in establishing outstanding contributions in the apparel and footwear industry, logistics industry, retail industry, supporting customers to realize and benefit from the business values of RFID and other automated identification solutions. Avery Dennison RBIS looks forward to working more closely with GS1 in creating thought-leadership and positive ROI through technologies to the industry.**
> GS1是艾利丹尼森零售品牌和資訊解決方案的長期合作夥伴，在成衣及鞋履業、物流業、零售業支援客戶，利用RFID及其他自動識別的解決方案實現商業價值和效益。我們期待與GS1加強合作，透過科技為業界創造領導及更佳的投資回報。"
>
> Mr. William Toney, Head of Global RFID Market Development, Avery Dennison RBIS
> 艾利丹尼森零售品牌和資訊解決方案全球RFID市場開發首領William Toney先生

> **The Program creates an excellent platform for us to promote innovative technologies and meet with the market's dynamic needs. We anticipate working closely with GS1 Hong Kong in the future to create infinite possibilities.**
> 該計劃建立一個良好的平台，讓我們推動創新技術以滿足瞬息萬變的市場需求。未來，我們期待與香港貨品編碼協會更緊密合作，創造無限的可能性。"
>
> Mr. Patrick Lau, Managing Director, Infotoo
> 因富通董事總經理劉德偉先生

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽：
www.gs1hk.org/our-industries/information-and-communication-technology

---

The transport and logistics industry forms the backbone of global supply chains. It provides critical links in the global economy, connecting the supply chains of countless retailers and manufacturers, serving many industries in different countries. As goods move from points of origin to points of sale, logistics services providers, freight transporters and their customers need to know precisely where shipments are at all times to make informed business decisions.

GS1 standards provide a framework that allows products, services, and information about them to move efficiently and securely for the benefit of businesses. The use of GS1 standards and solutions by supply chain stakeholders will facilitate interoperability between systems and processes for enhanced supply chain visibility, security and sustainability. Further, it will result in increased efficiencies in shipping and receiving as well as better warehouse, transport and asset management. GS1 Hong Kong helps the logistics industry to foster global supply chain visibility through the provision of global standards and a full spectrum of standards-based solutions and services.

In 2014/15, GS1 Hong Kong devoted efforts in pilot projects and organised events to facilitate trading through enhancing supply chain connectivity with GS1 global standards and platforms.

Key initiatives 2014/2015:

• APEC-Funded Pilots on Global Data Standards
The project was conducted under the auspices of the APEC Business Advisory Council (ABAC) and sought to contribute to APEC's goal of a 10% improvement in trade efficiency through the targeting of acknowledged choke points.

The aim of the pilot was to investigate the potential and benefit of applying Global Data Standards to enable supply chain efficiency with participants including major manufacturer, distributor, logistics provider and importer with support from Government and other industry bodies. GS1 Hong Kong would provide project management, consulting, and technical support, including ezTRACK as the supply-chain visibility platform for capturing and sharing of the goods movement as well as related traceability data and Key Performance Indicator (KPI). The Hong Kong/Australia Wine and Australia/US boxed beef pilots commenced in Q3 2015, Other pilots will be commenced in 2016.

運輸及物流業是全球供應鏈賴以運作的根基，為全球經濟提供極為重要的聯繫，接通了無數零售商和製造商的供應鏈，服務對象遍及各個國家的各行各業。當貨品從原產地運送至銷售點時，物流服務供應商、貨運公司及其客戶均有需要隨時掌握貨品的精確位置，以便作出正確的商業決定。

GS1標準為產品、服務及相關訊息提供高效而安全的傳送模式，從而便利商業運作。透過使用GS1標準和解決方案，供應鏈持分者可以促進不同系統與運作流程之間的互動合作，藉此加強供應鏈的透明度、安全性和可持續性，還可以改善貨品收發的效率，提升倉存、運輸及資產管理水平。為協助物流業改善全球供應鏈的透明度，香港貨品編碼協會致力推動全球標準的應用，亦提供各式各樣以GS1標準為基礎的解決方案及相關服務。

2014/15年度，香港貨品編碼協會推出多項試行計劃，並籌辦不同活動，致力透過GS1全球標準及平台強化供應鏈連結，促進貿易活動。

2014/15年度主要舉措：

• 亞太區經濟合作組織（APEC）資助全球數據標準試行計劃
本項目由APEC商貿諮詢理事會資助，旨在解決已被發現的供應鏈阻塞情況，達致APEC將貿易效率提升10%的目標。

試行計劃的目標是調查全球數據標準對於提升供應鏈效率的潛在效益，參加者包括大型生產商、批發商、物流服務供應商和進口商，亦獲政府及其他業界組織支持。香港貨品編碼協會為參加者提供項目管理、諮詢及技術支援服務，包括透過供應鏈可視化平台「蹤橫網」擷取及分享貨品動向資訊、相關追溯數據及關鍵績效指標。香港至澳洲紅酒試驗計劃及澳洲至美國盒裝牛肉試驗計劃均已於2015年第三季展開，其他試行計劃即將於2016年展開。

> Following the 22nd APEC Economic Leaders' Declaration, the agenda to further strengthen the connectivity between our markets and develop supportive infrastructure to form a 'single window' – through which we can improve supply chain visibility – will be crucial for Hong Kong to move in lock-step with the rapidly evolving e-commerce landscape and remain competitive*.
>
> 根據第二十二屆亞太經濟合作組織經濟領袖會議宣言，進一步加強我們各個市場之間的聯通並發展支援基建以建立『單一窗口』，藉以提升供應鏈透明化的舉措刻不容緩。這將對香港能否緊貼急速演變的電子商貿形勢和保持競爭力起著關鍵的作用*。"
>
> Mr. Chee-chen Tung, SBS, JP,
> Chairman of Sub-committee on Infrastructural Support,
> LOGSCOUNCIL and Chairman, President & CEO,
> Orient Overseas (International) Ltd.
> 香港物流發展局基建支援小組主席小組主席暨東方海外 (國際) 有限公司總裁兼行政總監董建成，SBS，JP

• Cross-border Supply Chain Visibility Project

The "Feasibility Study on Cross Border Supply Chain Visibility (SCV) Across Guangdong, Hong Kong and Asia" conducted by GS1 Hong Kong, in collaboration with the Asian Institute of Supply Chains & Logistics of the Chinese University of Hong Kong and sponsored by The Hong Kong Logistics Development Council (LOGSCOUNCIL). The Study was completed in Nov 2014. Based on the cross-border pilot cases amongst Mainland China, Hong Kong and Chinese Taipei, two core values of SCV were concluded: 1/ the abilities to provide advance cargo information and 2/ monitor cargo movement status and security.

• E-logistics Forum 2014

At the Supply Chain E-Logistics Forum held on 19 November 2014, it was revealed that the key to Hong Kong retaining its position as an Asian logistics hub lies in improving cross-border Supply Chain Visibility (SCV). The forum received overwhelming support from industry stakeholders, including government representatives, logistics service providers and e-logistics industry players. Hundreds of attendees gathered at the forum to share their insights and discuss how trade harmonisation and connectivity could be achieved.

• 跨境供應鏈可視化項目

「廣東、香港及亞洲間跨境供應鏈可視化之可行性研究」由香港貨品編碼協會和香港中文大學亞洲供應鏈及物流研究所共同進行，香港物流發展局提供贊助。研究於2014年11月完成，中國內地、香港及台北之間的跨境試驗個案顯示，供應鏈透明化包含兩大核心效益，除了有助提供詳細貨櫃資訊，還有助監察貨櫃的移動及保安狀態。

• 電子物流論壇2014

於2014年11月19日舉行的電子物流論壇揭示了香港必須積極提升跨境供應鏈透明化，方能保持亞洲物流樞紐地位。該論壇獲得數百位政府代表、物流服務供應商和電子物流業人士的熱烈支持，他們濟濟一堂分享真知灼見，並探討貿易夥伴如何互相協調，達致資訊聯通。

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽：
www.gs1hk.org/our-industries/transport-and-logistics

Our Services & Solutions
我們的服務及解決方案

Today's fast changing business world means we have to keep alert to new situations and be well prepared on behalf of our membership to meet the technological developments that arise constantly. In order to keep our members up to speed with trends, we continually enhance and roll out new services and solutions. We believe taking the initiative to embrace new realities, new challenges and new opportunities is essential to achieve success.

當今商業世界瞬息萬變，意味著我們要時刻把握最新形勢，做好準備，幫助會員迎接不斷湧現的科技發展。為協助會員適應新趨勢，本會不斷提升及推出新的服務和解決方案。我們相信，主動踏出第一步去抓緊新景象、新挑戰和新機遇，就是成功的關鍵。

Our **13** services and solutions in **8** categories
我們提供**八**大類別共**13**項服務

⑧ Consumer brand boosting
提升消費品品牌

① Product information management
產品信息管理

⑦ Professional services
專業服務

② Digital services
數碼服務

⑥ Apparel service
成衣服務

⑤ Food Safety and Traceability
食品安全及追溯

④ Order-to-cash
訂單到現金

③ Supply chain traceability
供應鏈追溯性

Standards
標準

Consumer Caring Scheme
Barcode
BarcodePlus
Value+
Consumer Connect mobile app
GS1 SmartSearch
Global Traceability Standards
ezTRADE
ezTRACK Visibility Cloud
Food Traceability Scheme
Cold Chain Management Solution
Item Level Tagging
Training and Consultancy

Product information management 產品信息管理

Barcode 條碼
Barcode (technically called "GTIN" or "Global Trade Item Number") not only helps automate data input process in order to eliminate human error and streamline procedures, but also connects all the parties along the supply chain. A barcode is a number represented in vertical lines of varying widths printed on labels to uniquely identify items enabling the rapid and un-ambiguous identification of products, assets, and documents to people using a scanner.
條碼（亦即GTIN或國際貨品編碼）不僅能使數據輸入流程自動化，以減少人手出錯和精簡程序；亦能連繫供應鏈上的所有夥伴。它是一個由不同闊度的垂直線所代表，並印在標籤上用作識別貨件的編碼。透過掃瞄條碼，人們能夠迅速及準確地識別任何貨品、資產、文件和個人身份。

BARCODES
4 891668 326689

BarcodePlus
A trusted source of quality product information for brand awareness and Integrity with more than 3 million of our members' product records stored, BarcodePlus is a product and location information portal that provides companies, brand owners in particular, with a B2B information exchange tool. This keeps their trading partners updated about new product information in an accurate and cost effective way. It also offers a one-stop solution for businesses to enhance product data visibility to consumers for stronger brand awareness and integrity.
可靠的產品質資訊，能保障品牌誠信。BarcodePlus建基於香港貨品編碼協會會員逾300萬項產品紀錄，是一個產品及位置資訊門戶，能為企業——尤其品牌持有人——提供一套B2B訊息交換工具。透過BarcodePlus，貿易夥伴可隨時獲得有關產品的最新準確資訊，成本效益甚高。本平台同時可為企業提供一站式解決方案，提升產品訊息面對消費者的透明度，加強消費者對品牌的認知及信心。

BARCODE PLUS

Digital services 數碼服務

Value+
A solution to allow customers to verify product authenticity – including sales status, location and whether it is authorised for sale in a particular market prior to purchase. Through the Value+ solution, brand owners and retailers can also connect with customers easily to strengthen customer loyalty. By implementing Value+, industry stakeholders can track the status of all their product items at any given location and time, throughout the supply chain.
此項解決方案讓消費者在購買物品之前驗證產品真偽，所提供的資料包括銷售狀態、位置，以及該產品是否已獲授權在特定市場出售。品牌持有者及零售商均可透過「Value+」解決方案輕鬆連繫消費者，鞏固客戶忠誠度。透過「Value+」，業界持分者亦可以隨時隨地追蹤及追溯其產品於供應鏈中的狀態。

Value+

Consumer Connect Mobile App 物密嘟流動應用程式
The mobile app serves as a direct mobile communications platform to help brand owners and retailers deliver the trusted product information and brand values in just one simple barcode scan. Not only does it lead to a new way of consumer engagement and interaction, but also becomes the key mobility component enabling the Value+ brand protection solution.
本手機應用程式是一個直接流動通訊平台，只須輕輕一掃條碼，便能協助品牌持有者及零售商發放可靠的產品資訊並宣揚品牌價值。「物密嘟」不但革新了企業與消費者聯繫交流的模式，還成為Value+品牌保障解決方案的重要流動性元素。

物密嘟

GS1 SmartSearch GS1智慧搜尋
GS1 SmartSearch standard and implementation guideline allows businesses to benefit from better search results for consumers to find the products and information they need, greater visibility of their products in online searches, and improved online product information. The GS1 SmartSearch achieves these benefits by making it possible to create structured data about a product and relate this data to its GTIN.
GS1網絡全球貿易貨品編碼標準及實踐指引能改善搜尋結果，助消費者找出他們所需的產品和資訊，提高產品在網上搜尋的透明度，並改良產品的網上資訊，最終使企業受惠。GS1網絡全球貿易貨品編碼能為產品建立結構化數據，並連繫到產品的全球貿易貨品編碼，從而達到以上功效。

Supply chain traceability 供應鏈追溯性

Global Traceability Standards 全球追溯標準
A business process standard that improves the ability to track forward movement of products along stages(s) of the supply chain to trace backward the history, application or location of products. It maximises the use of globally established and implemented GS1 System tools that uniquely identify any "traceable item", describe the creation of accurate records of transactions, and provide fast data communication about the traceable item between trading partners.
這項商業流程標準能改善企業的供應鏈追溯能力。透過追蹤產品於供應鏈各階段的動向，GS1全球追溯標準可以追溯該產品的動向記錄、應用情況或位置。它最大化地利用全球廣泛應用的GS1系統工具，識別所有可追溯的物件，並為貿易夥伴記錄準確交易資料，提供快速的數據通訊服務。

ezTRACK eZTRACK Built on EPCIS 蹤橫網®

ezTRACK™ 蹤橫網™
An Electronic Product Code Information Services (EPCIS) standard-based, globalised track and trace platform that enables real-time visibility of goods and information from the production floor and warehouse via logistics to retail shops. Manufacturers, logistic providers and retailers are able to track and trace real-time information from manufacturing to the consumer.
這個以電子代碼訊息服務標準為基礎的全球化追蹤追溯平台，實時體現由廠房、倉庫、配送以至零售店舖的貨品及資訊。製造商、物流供應商和零售商可以追蹤和追溯從製造到消費者的產品實時信息。

ezTRADE 通商易
A global standard-based e-commerce platform facilitating paperless trading and helping enterprises achieve greater efficiency under GS1 Keys using Electronic Data Interchange (EDI) messaging formats.
這個以標準為基礎的電子商貿平台可促進無紙化交易，並透過電子數據聯通的標準交換商業文件，提升營運效率。

Quality Food Traceability Scheme 優質食品源頭追蹤計劃
GS1 Hong Kong Quality Food Traceability Scheme is designed to recognise local enterprises, which demonstrate excellence in food traceability practices. Participating in the Scheme, companies will be supported to effectively adopt international standards and technology for food management systems, enabling them to serve better and safer food to consumers. Supported by a team of professionals who have diverse and extensive experience, scheme participants will receive a full report on their strengths and areas for improvement to develop a roadmap for better food safety and traceability management.
此計劃嘉許於食品安全表現卓越的本地企業。每間參加企業將由經驗豐富的專業評審團隊評估。各企業將收到一份全面的評估報告，列明企業的優勢及可改進之處，以協助企業建立更完善的食品追溯管理系統。

Cold Chain Management Solution 冷凍鏈管理方案
The RFID-based solution is an effective and reliable tool to help stakeholders in the supply chain to optimise logistics management. Empowered by the global traceability platform ezTRACK and RFID sensor tags embedded in logistics units, full traceability and temperature condition can be achieved to assure product quality and safety during the whole logistics process.
此項方案建基於無線射頻識別（RFID），是一項有效而可靠的工具，能協助供應鏈持份者優化物流管理工作。透過全球追溯平台「縱橫網」及內嵌於物流單位的RFID感應標籤，掌握本方案的企業能夠全面追溯產品動向及監控食品儲存溫度，於整個物流過程中確保產品的質素及安全。

Apparel Item Level Tagging 單品標籤項目
The Item Level Tagging (ILT) Supplier Support Programme equips apparel suppliers of Hong Kong and Asia Region with the expertise and tools they need to comply with Electronic Product Code (EPC) standards from source to store. The objective is to enable industry players to provide faster delivery, better customer services and minimize out-of-stock situations and markdowns, all of which will help them to meet consumers' expectations and realize higher profitability.
單品標籤供應商支援計劃為香港及亞太區的成衣供應商提供專業建議及工具，以協助它們把產品電子代碼標準應用到從源頭至商店的整個供應鏈流程。計劃目標是協助業界持分者提供更快捷的送貨方式和更優質的客戶服務，並把缺貨和割價促銷的情況減至最少，從而在回應消費者的期望之餘，亦提升企業的盈利能力。

Training and consultancy services 培訓及諮詢服務
Supply Chain Management (SCM) Professional Consultancy Services leverage a network of experts and global knowledge with local implementation experience, GS1 Hong Kong assist companies in different size to adopt industry best practices for SCM and robust solutions using GS1 standards.
供應鏈管理專業顧問服務由環球專家網絡支援，結合他們的環球供應鏈管理知識，以及本會的本地實踐經驗，能協助大小企業採納供應鏈業界的最佳實踐以及建基GS1標準的完善解決方案。

Consumer Caring Scheme 「貼心企業」嘉許計劃
This scheme recognises GS1 Hong Kong members who demonstrate excellence in consumer care through innovation and practice of consumer value-related strategies to uplift industry's capabilities to deliver customer service.
此計劃旨在表揚通過資訊科技應用、實踐與消費者價值相關策略，並以消費者為先的香港貨品編碼協會會員企業，以提升行業的產品及服務水平。

For more information
詳細內容

BarcodePlus

BarcodePlus is a cloud-based product and location information portal allowing users to track and trace products, assets, locations and logistics units throughout the supply chain process, based on unique GS1 keys, such as GTIN, GLN and SSCC, assigned to each of these objects. Facilitating product data and inventory management, it allows businesses to access and share product information with their trading partners.

At the same time, extended product information can be obtained by customers using GS1 BarCodes via the internet, mobile phones and smart kiosks. Simply by scanning the barcodes on the products with a smart device, customers can access comprehensive product information from a trusted data source. This offers them the product assurance they need to accelerate their purchase decisions.

As of August 2015, nearly 5 million GTINs had been registered under the BarcodePlus product registry in the local market.

BarcodePlus是以雲端技術為基礎的產品及位置資訊門戶網站。由於每件在供應鏈中流通的貨品、資產及物流單位都擁有各自的GS1識別碼，例如GTIN(全球貿易貨品編碼)、GLN(全球位置編碼)和SSCC(貨運容器序號)等，因此BarcodePlus可讓用戶追蹤及追溯這些物品的位置。BarcodePlus有利於產品資訊及倉存管理，企業不但可以透過網站查閱產品資訊，還可與貿易夥伴分享有關訊息。

與此同時，消費者亦可透過互聯網、手提電話及智能資訊站，利用GS1條碼獲取產品的詳細資訊。消費者只需使用智能裝置掃瞄產品上的條碼，便能從可靠的來源獲取全面的產品資訊，這份保障有助消費者加快購物決定。

截至2015年8月，本地市場已有接近500萬個全球貿易貨品編碼經BarcodePlus產品註冊獲得編發。

ezTRADE
通商易

ezTRADE is a leading standard-based B2B industry platform for Hong Kong Retail Consumer Goods and Healthcare sectors as well as their trading partners in South China. With about 2,000 companies are connected through the platform and over 30 million Electronic Data Interchange (EDI) transactions are being processed annually, it facilitates paperless trading exchanging electronic orders, invoices and shipment notices among trading parties, enabling enterprises to achieve greater efficiency.

To meet the ever changing needs and growing demands of the industry, GS1 Hong Kong has been working with the ezTRADE end-users' committee to enhance the features and functions of ezTRADE. Released in Nov 2015, ezTRADE offers the web users a new web application ("NextGen ezTRADE") built on the latest java technology that provides a more user-friendly interface and new functional enhancements.

Rollout of EDI in Food and Food Service industry in 2014
Besides the new web application, ezTRADE services has expanded into a new market segment, namely Food and Food Service industry, in order to address the operational challenges (e.g. need for traceability data) of the industry by EDI. Maxim's Group has decided to adopt ezTRADE to advance its procurement system in 2014. This implementation has been shifting the industry to the paperless procurement process with electronic Purchase Orders (POs) since Nov 2014. All data is delivered in a standard format to all suppliers, dramatically improved the data exchange accuracy and efficiency.

「通商易」是香港零售消費品和醫護行業中，以及在南中國的貿易夥伴的領先商業對商業平台。至今已獲約2,000家企業採用，而每年透過平台處理的電子數據聯通交易超過3,000萬宗。該平台促進貿易夥伴間的無紙化電子訂單、發票和發貨通知傳送，助企業提升效率。

為回應業界日新月異的需要及持續上升的需求，香港貨品編碼協會一直與「通商易」終端用戶委員會合作，致力改善「通商易」的功能。於2015年11月，「通商易」為網上用戶提供全新的網上應用平台（「新一代通商易」）。「新一代通商易」建基於最新的java技術，介面更為易用，並新設其他功能。

電子數據聯通於2014年推出至食品及餐飲服務行業
除了網上應用平台外，「通商易」的服務亦延伸至食品及餐飲服務市場，透過電子數據聯通解決業內營運上的挑戰，例如對追溯數據的需求。2014年，美心集團決定採用「通商易」服務，提高採購系統。此項目的啟動2014年11月將行業轉變為利用電子採購訂單的無紙化採購系統。所有的信息透過標準格式傳遞給所有的供應商，極大地提高了數據交換的準確度和效率。
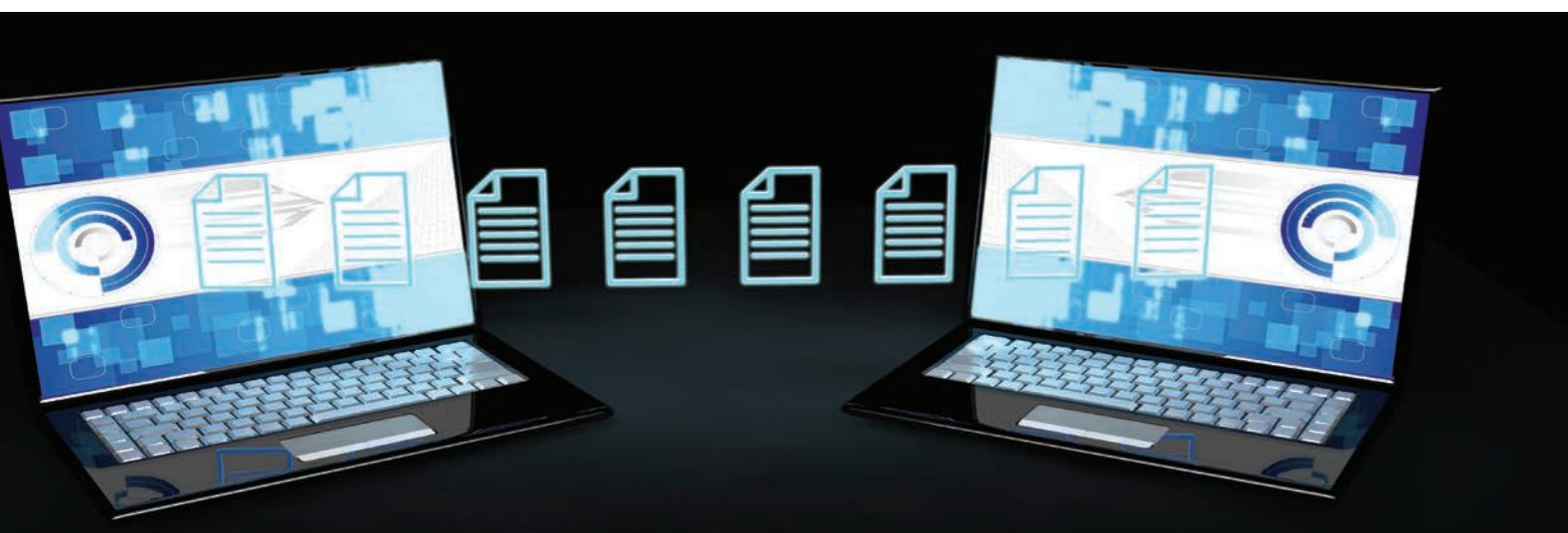
ezTRACK™
蹤橫網™

Developed by GS1 Hong Kong, ezTRACK is an EPCIS standard-based visibility platform that resulted from the commercialisation of a project funded by Innovation and Technology Commission of the HKSAR Government. This platform enables global track-and-trace of products throughout the supply chain from source to destinations, offering real-time information visibility along the entire process on mobile devices anytime, anywhere, and enabling stakeholders to achieve business goals based on event-based information. Today, the ezTRACK users' community is globally connected and accessible from Australia, Italy, Malaysia, New Zealand, Singapore, Taiwan, the United States as well as Hong Kong and Guangdong China, playing a key role in facilitating product-based information flow.

GS1 Hong Kong has also developed and integrated vertical solutions in ezTRACK to serve industry users, including:

a) Cold Chain Management Solution
GS1 Hong Kong's Cold Chain Management Solution is developed for improving supply chain performances and achieving end-to-end cold chain visibility and traceability on a real-time basis. Industry stakeholders can monitor temperature changes along the supply chain and track-and-trace shipment events along the logistics process on a single portal.

b) EPC-enabled RFID Item Level Tagging (ILT) Serialisation Management & Tag Verification
Nowadays, ILT has emerged as the latest trend in various industries for high-efficiency inventory management. It is enjoying higher popularity in the United States and Europe, with a wider adoption among businesses engaged in the apparel industry. Several American and European apparel retailers have already launched ILT to support their omni-channel retailing and marketing strategies and facilitate the sales of apparel products at retail outlet, GS1 Hong Kong has been working with those major retailer and partners on training enablement and certification program for their suppliers in Asia Region on EPC-enabled RFID Item Level Tagging management.

由香港貨品編碼協會開發的「蹤橫網」，是一個以EPCIS標準為基礎的資訊透明化平台。它是香港特區政府創新科技署把資助項目商業化的成果，讓持份者在環球供應鏈上從源頭到終端追蹤及追溯產品，在整個流程裡擷取實時透明化的資訊，並可按個別事件收取資訊，達成業務目標。時至今天，「蹤橫網」社群平台已貫通全球，連結了澳洲、意大利、馬來西亞、紐西蘭、新加坡、台灣、美國、香港及中國廣東，大大促進了產品的資訊流。

協會亦積極開發新應用，並將之整合於不同行業的垂直解決方案，為業界帶來更完善的服務。當中包括：

a) 冷凍鏈管理方案
香港貨品編碼協會的冷凍鏈管理方案，是專為改善供應鏈表現、實現點對點冷凍鏈透明度和實時追溯效能而開發。業界持份者能監控供應鏈的溫度變化，並可透過單一的門戶網站，追蹤和追溯物流過程中的付運活動。

b) 以產品電子代碼驅動的無線射頻識別單品標籤序號化管理及標籤驗證
時至今天，單品無線射頻識別已是講求高效存貨管理的行業的最新趨勢。它在歐美廣獲採用，特別在成衣業蔚然成風。目前有好幾家美國成衣零售商，已推行了單品無線射頻識別標籤計劃，從而支援全方位渠道營銷策略，並協助旗下零售商店銷售成衣產品。香港貨品編碼協會亦一直與主要的零售商及夥伴合作，提供培訓及認證計劃予他們的亞洲供應商，管理以EPC為基礎的無線射頻識別單品標籤技術。

c) ezTRACK Solution Certification Program

With an objective to serve our members community and to promote the value of ezTRACK Solution and latest RFID technology, GS1 Hong Kong continues to provide training to our industry partners in 2015 to equip them with the necessary EPCIS standard know-hows and provide value added solutions to their customers under the ezTRACK Solution Certification Program.

c)「蹤橫網」方案認證計劃

為服務我們的會員社群，並推廣「蹤橫網」方案及最新的無線射頻識別技術的價值，香港貨品編碼協會的「『蹤橫網』方案認證計劃」於本年度繼續為合作夥伴提供培訓，讓他們取得EPCIS標準的知識，以提供增值方案予他們的客戶。

Value+

Building Brand Protection and Consumer Loyalty with Innovations

Consumers are now more digital-savvy and flooded with information about competitors' products, prices and promotions. They also favour a more personalised shopping experience, in addition to price discounts and promotional offers. The rise of e-commerce seems to have unveiled numerous opportunities for legitimate brands, but at the same time, counterfeiters are also taking huge advantage of the online eco-system to expand their business. The International Chamber of Commerce (ICC) estimates that counterfeiting accounts for an estimated $600 billion a year and expects the value of counterfeit goods globally to exceed USD 1.7 trillion by 2015, that's over 2% of the world's total current economic output: one in six products sold online is identified as counterfeit.

GS1 Hong Kong has launched Value+, an innovative dual factor security brand protection and consumer loyalty solution, combining an authentication code printed on QR code label and validated by the trusted GS1 Hong Kong mobile app, namely "Consumer Connect", with the integration of the ezTrack cloud-based traceability platform. It aims at enabling brand owners, distributors and retailers to protect their brand equity against counterfeits and parallel imports while enhancing customer loyalty.

Product Authentication: Combating counterfeits to protect brand equity

Value+ solution allows customers to verify product authenticity – including sales status, location and whether it is authorised for sale in a particular market prior to purchase. They can do this just by scanning the QR code with a smart phone. In 2015, this solution has been applied to a total of over one million product items from cosmetics to consumer electronics, as well as food and health-food sectors. Offering one-stop value-added services for brand owners and retailers to serve their customers better, ezTRACK allows consumers to obtain extended product information, including product features and other content beyond those printed on the packaging, just by scanning the product barcode or QR code via smart phones.

創新技術保護品牌及建立客戶忠誠

現今的消費者較以往更擅長使用電子產品，亦較以往更常接收到來自市場競爭對手的產品、價格及推廣資訊。除了折扣和推廣優惠，他們也希望享有更個人化的消費體驗。電子商貿的崛起似乎為企業創造了不少新商機，但盜版商人同樣深諳網上生態之道，藉此大張旗鼓。據國際商會（ICC）估計，每年盜版貨品貿易總額高達6,000億美元，而全球盜版貨品的總價值更將於2015年突破17,000億美元，即目前世界總產出量的2%以上——每六件網上商品之中，就有一件被識別為盜版商品。

有見及此，香港貨品編碼協會推出「Value+」，此為一項同時提供品牌保障及客戶忠誠度解決方案的創新雙因素技術。利用結合「蹤橫網」雲端追溯平台的「物密嘟」流動應用程式，消費者便可掃瞄正貨標籤上QR碼，認證產品。「Value+」旨在協助品牌持有人、批發商及零售商保障其品牌誠信，打擊盜版及水貨活動，同時增強客戶忠誠度。

產品驗證：打擊假貨　保障品牌誠信

「Value+」解決方案讓消費者可以在購買物品之前驗證產品真偽——所提供的資料包括銷售狀態、位置，以及該產品是否已獲授權在特定市場出售。消費者只須以智能手機輕輕掃瞄QR碼，所有資訊便一目了然。直至2015年，這項解決方案共應用於超過一百萬件產品，包括化妝品、電子消費品，以至食品和健康保健食品等。「蹤橫網」為品牌持有人及零售商提供一站式增值服務，讓消費者只須用智能電話掃描產品條碼或QR碼，便可獲得額外的產品資訊，包括產品特色以及包裝招紙以外的內容訊息。

Strengthening customer loyalty

Through Value+ solution, brand owners and retailers can connect with customers easily. By scanning the product's QR code, customers can obtain unique product features and creative content from the packaging. They can even fill in a simple customer service online form to activate their product warranties and enjoy promotional offers. As a cost-effective tool for brand enhancement, these features can be customized to an individual company's marketing as well as promotional strategies.

Enhancing channel management via product route visibility

By implementing Value+, industry stakeholders can track the status of all their product items at any given location and time, throughout the supply chain. Participating companies will also be alerted to sales of their products in any unauthorised markets or outlets.

加強客戶忠誠度

品牌持有人及零售商均可透過「Value+」解決方案輕鬆連繫消費者。消費者只須掃瞄產品包裝上的QR碼，便可了解該產品的特色及創新賣點。消費者亦可以在網上填妥一份簡單的客戶服務調查，立即登記產品保養及享用推廣優惠。該方案是極具成本效益的品牌推廣工具，相關功能更可按個別企業的需要作出改動，以配合企業的市場推廣及宣傳策略。

運送路線透明化，改善產品銷售渠道管理

業界持分者可透過「Value+」隨時隨地追蹤及追溯其產品於供應鏈中的狀態，更可於其產品在任何未經授權的市場或商店中出售時獲得通知。

GS1 Digital: Consumer Connect
GS1數碼服務：物密嘟

By harnessing the power of mobile technology, GS1 Hong Kong offers the "Consumer Connect" mobile application developed from a program sponsored by the Office of the Government Chief Information under the Sector-specific Programme for the wholesale/retail sector.

This B2B2C mobile application helps GS1 Hong Kong members to reach consumers through mobile marketing and promote their brand images and product values. Members only need to follow simple procedures to upload product information to "BarcodePlus" cloud-based portal where consumers can authenticate and retrieve trusted product data on Consumer Connect with a simple scan of GS1 Barcodes as well as interact directly in multimedia marketing campaigns via their smart phones.

Plans are underway to strengthen the marketing features of Consumer Connect, to help GS1 members reach out to a wider group of consumers, through initiatives such as social media integration and instant interaction with customers to meet their product and other needs in the fast-paced digital era.

香港貨品編碼協會發揮流動科技的力量，推出全新的「物密嘟」。此項目獲政府資訊科技總監辦公室的2011至2012年批發／零售業電子商務推廣計劃贊助。

此商業對商業對顧客的流動應用程式讓本會會員可以透過流動營銷接觸更多消費者，藉此宣揚品牌形象和產品價值。會員只需執行幾個簡單程序，便可以把資訊上載到BarcodePlus雲端平台，令消費者只需使用智能裝置掃描GS1條碼，便可通過「物密嘟」擷取可靠的產品資訊，亦可透過多媒體市場推廣活動直接與顧客互動。

「物密嘟」未來計劃加強營銷功能，讓會員接觸更廣泛的消費群。這包括整合至社交媒體以及與消費者即時交流，務求在瞬息萬變的數碼年代迎合他們對產品和其他方面的需求。

GS1 Digital: GS1 SmartSearch
GS1數碼服務: GS1智慧搜尋

With the growth in the diversification of on-line sales channels and platforms, consumers or even search engines are challenged to determine whether two web pages about a product are actually referring to the same one, due to the frequent variations of product naming on different on-line sales platforms.

Working collectively with global GS1 members, standards organisations (W3C) and search engine companies to make it easier to discover and describe products on the web, the GS1 SmartSearch project is intended to lay a foundation to make it easier to discover products and understand information about them on the Web. GS1 Web Vocabulary Standard and an implementation guideline have been developed to show how to use GS1 Global Trade Item Number (GTIN) for structured data used in web page development to facilitate more efficient and accurate web searches.

The objective of providing structured web data is to enable e-commerce players who are selling products on-line to achieve:

• Machine Readability – Using structured data online helps search engines to better understand their products

• Higher Rankings – Search engines prioritize the web-content they understand, placing the product page into a higher ranking

• Enhanced Search Results - Structured data helps search engines provide consumers with more concise and relevant results

• Communicating Authentic Information – Search engines deliver more reliable search results using trusted information from brand owners

• Improved sales strategies - Structured and accurate data helps merchants differentiate their content, drive traffic and grow sales

隨著網上銷售渠道及平台漸趨多樣，消費者甚至搜尋引擎都難以確認各網上銷售平台上的產品名稱。 他們面臨同一項挑戰：如何辨別兩個網頁所描述的是同一件產品？

有見及此，GS1各分會與標準機構全球資訊網協會(W3C)及搜尋引擎公司合作，推出「GS1智慧搜尋」計劃，希望降低用戶在網上搜尋產品，及理解相關資訊的難度。GS1開發GS1網絡詞彙標準及其使用指引，説明業界在開發網頁時，如何利用GS1全球貿易貨品編碼（GTIN），建立結構化數據，以便搜尋引擎讀取網頁內容，使網絡搜尋更有效率、更加準確。

結構化網絡數據有助電子商貿賣家實踐以下目標：

• 機器可讀性 – 於網頁中使用結構化數據，有助搜尋引擎更加了解賣家的產品

• 更高的搜尋排名 – 搜尋引擎會優先考慮易於理解的網頁內容，並將該頁面置於搜索結果的較前位置

• 更佳搜尋結果 - 利用結構化數據，搜尋引擎可為消費者提供更簡潔、更符合搜索要求的搜尋結果

• 交流真確的資訊 – 搜尋引擎傳遞來自品牌持有人的真確資訊，搜尋結果更可靠

• 改善銷售策略 - 準確的結構化數據有助商戶突出網頁內容，提升點擊率及銷售額

GS1HK Academy
GS1HK 學院

Established in November 2015, the GS1HK Academy strives to provide a wide spectrum of high-quality, professional, training from operational methodology to implementation strategies to help industry sectors in:

1 Uplifting supply chain efficiency and traceability with and within trading partners

2 Capacity building on leadership and talent development

3 Complying with global standards and technologies

4 Achieving supply chain optimisation and service excellence

A series of training and workshops focusing on 5 main areas are designed for our members:

GS1HK學院於2015年11月正式成立，旨在提供優秀、專業、高效的多元化綜合培訓課程，內容涵蓋基礎知識、方法原則及實戰策略，以協助業界：

1 改善與貿易夥伴之間以及自身供應鏈的效率及可追溯性

2 訓練領袖及人才

3 符合全球標準及技術

4 優化供應鏈，提升服務質素

學院為本會會員提供一系列培訓及工作坊，主要針對五大範疇：

Retail & E-commerce

To provide metrics and tactics for brands and retailers to design effective strategies in tapping the evolving market trends and engaging new millennial consumers, as well as how to maximise the inventory management process.

• **Strategic Retail Planning & Modelling**
• **Synchronised Supply Chain Replenishment**
• **Sales & Operations Planning Workshop**
• **E-commerce Strategy and implementation tactics**
• **Digital Marketing Strategy**

零售及電子商貿

為了品牌和零售商提供指標和技巧，以制定有效的策略，以迎合不斷變化的市場趨勢，連繫新一代的消費者，並優化庫存管理。

• **策略性零售規劃及應用課程**
• **同步供應鏈補貨工作坊**
• **銷售及營運規劃工作坊**
• **電子商貿策略及實施技巧**
• **數碼營銷策略課程**

Food & Food Services

To share practical guideline in empowering food safety, quality and traceability, thereby uplifting consumer confidence.

• **Food Traceability Training**

食品及餐飲服務

分享實用指南，以加強食品安全、質量和可追溯性，從而提升消費者信心。

• **食品追溯培訓課程**

Healthcare

To illustrate the concept to implementation in enhancing healthcare traceability for patient, medical device and even medical devices, ensuring patient safety.

• **Healthcare Supply Chain Management Training**

醫療護理

闡釋在提升病人、醫療器械及設備可追溯性的應用概念，以確保病人安全。

• **醫療供應鏈管理工作坊**

Supply Chain Management

To provide methodology with international best practices and supply chain performance indicators for optimising process management and enabling continuous improvement.

• **Supply Chain Maturity Model Training**

供應鏈管理

提供國際最佳實務及供應鏈表現的指標，以優化流程管理及提供進一步的改善方法

• **供應鏈完善程度培訓課程**

Technology Applications

To cover from directory introduction to deployment methodology in evaluating, designing and implementing RFID technology in different industries and how to maximise the operational efficiency.

• **RFID Implementation Training**

科技應用

從簡介到實施，培訓涵蓋在不同行業如何評估、設計和應用RFID科技，達至最高運營效率。

• **無線射頻識別應用培訓**

Professional Consultancy Services
專業諮詢服務

GS1 Hong Kong actively brings in industry expertise, global standards, best practices and industry tools to support improvements and transformation of supply-chain processes at every critical stage. In addition, it is dedicated to offering professional consultancy and training for GS1 members to facilitate their business operations and Barcode/RFID implementation.

GS1 Hong Kong Supply China Management (SCM) Professional Consultancy Services leverages on a worldwide network of global expertise and standard-based infrastructure framework, coupled with local implementation experience, to help Hong Kong enterprises adopt best practices in SCM and offer them robust solutions using GS1 standards and latest RFID/IoT technologies in meeting the evolving needs of their business processes. Through the adoption of world-class SCM & RFID practices, GS1 Hong Kong Professional Services team helps companies across a range of industries to understand the business opportunity and operational challenge they are facing, remove supply chain barriers and bottlenecks, lower business costs, incorporate SCM best practices and optimize their supply chain operations.

SCMPS
Supply Chain Management
Professional Services

香港貨品編號協會積極提供行業專業知識、全球標準、最佳實務和解決方案，以支援供應鏈每個關鍵步驟的升級轉型工程。此外，我們還致力力為會員提供專業的顧問及培訓服務，助其提升業務營運效率及條碼/無線射頻識別應用。

香港貨品編碼協會供應鏈管理專業諮詢服務善用全球專家網絡、環球知識、標準化的基建和本地實踐經驗，協助香港企業在供應鏈管理上採用最佳實踐，為它們提供以GS1標準為基礎的健全方案及最新的無線射頻識別/物聯網科技，以配合他們的商業流程裡日新月異的需求。通過採用世界級的供應鏈管理及無線射頻識別實踐，香港貨品編碼協會幫助多個行業的企業，了解問題根源，對症下藥，移除供應鏈上的障礙和瓶頸，減省商業成本，並採納供應鏈最佳實踐和優化供應鏈運作。

New Hong Kong IoT Centre of Excellence
香港物聯網科技應用中心新面貌

To further instill industry innovation, GS1 Hong Kong has relocated the Hong Kong Internet of Things Centre of Excellence (IoT Centre) to our Wanchai office this year to make it more accessible to industry players. The new IoT Centre not only features the new thematic zones, but also showcases the latest technologies and innovative applications.

為進一步啟發行業創新，香港貨品編碼協會將香港物聯網科技應用中心搬遷至位於灣仔的辦公室，方便更多業界人士到訪。中心內除了新增主題區，更展示最新的科技及創新應用。

香港物聯網科技應用中心新面貌

Boosting innovative technologies adoption
推動創新科技應用

The IoT Centre was initially set up by GS1 Hong Kong at the Hong Kong Science Park in 2013 with backing from the Innovation and Technology Commission of the HKSAR Government together with a strong pool of industry partners which championed IoT. It has received tremendous positive feedback and interest from industry and has attracted more than 18,000 visitors in the last two years.

香港貨碼編碼協會於2013年在香港科學園創設香港物聯網科技應用中心（下稱「物聯網中心」），並獲得香港特別行政區創新科技署及一眾業界伙伴的支持，並於過去兩年吸引逾一萬八千人蒞臨參觀。

To further reach out to industry players more effectively, the IoT Centre has been moved to GS1 Hong Kong's premises in November, 2015. The design of the new centre is based on the concept of embedding the latest state-of-the-art IoT technologies with the objective to inspire innovations and sparkle IoT deployments. The new centre consists of six thematic zones, in which visitors can touch and experience the power of IoT technologies in various industries.

為方便更多的業內人士參觀，物聯網中心於2015年11月遷至香港貨品編碼協會會址。中心的新設計中加入最先進的物聯網技術，旨在啟發並促進物聯網的技術創新及應用。中心內共分為六個主題區域，讓參觀人士親身體驗物聯網科技於各行業的影響力。

The six thematic zones include:

Smart Retail & Omni-channel
Revealing how IoT technologies create a seamless consumer journey and facilitate a successful omni-channel strategy. It also demonstrates how business decision makers can create consumer insight based on the Big Data derived from consumer interactions.

智慧零售及全渠道零售
展示物聯網科技如何創造暢通無阻的消費體驗，並有助成功的全渠道策略。展區亦展示企業決策者如何能夠從與消費者互動而產生的大數據，作消費分析。

Smart Healthcare
Illustrating how IoT technologies ensure patient safety and quality service by enabling traceability and also boosting of operational efficiency by healthcare modernisation.

智慧醫療護理
展示物聯網技術如何透過醫護現代化，提高可追溯性及運作效率，確保病人安全及高質素服務。

Smart Consumer Trust
Showcasing how food safety can be empowered by origin and quality visibility to the hands of the consumer through IoT technologies.

智慧消費信心
展示物聯網技術如何可做到產品驗證及提升供應鏈的透明度，提高消費者的信心。

六個主題區域包括:

Smart Logistics
Demonstrating how RFID and IoT technologies can create business values by enabling supply chain visibility and also facilitating e-commerce fulfilment efficiency.

智慧物流
展示RFID及物聯網技術如何透過提升供應鏈的透明度，以及改善電子商貿配送的效率，創造商業價值。

Smart Food Safety
Showcasing how food safety can be empowered by origin and quality visibility to the hands of the consumer through IoT technologies.

智慧食品安全
展示物聯網技術如何可以通過讓食品產地和質量的資訊更透明，以保障消費者安全。

Smart City
Exhibiting the pioneering archive of the award winning innovative IoT applications designed in Hong Kong.

智慧城市
展出本地設計的創新物聯網應用獲獎項目。

About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, global supply chain standards organisation headquartered in Brussels, Belgium, with over 110 national chapters in 150 countries. GS1 Hong Kong's mission is to enable Hong Kong enterprises to have more efficient, visible and safer supply chains through the provision of global standards and a full spectrum of standards-based solutions and services, thus making possible business optimisation and value creation. It engages with communities of trading partners, industry organisations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

關於 GS1 Hong Kong

GS1 Hong Kong 於1989年由香港總商會成立,是GS1社群的成員組織之一,也是一間積極開發和實施全球供應鏈標準的非牟利機構。GS1總部位於比利時的首都布魯塞爾,擁有超過110個成員組織,遍及全球150個國家。憑藉全球供應鏈標準和以標準為本的解決方案及服務,GS1 Hong Kong 讓香港企業享用更有效率、更高透明度和更安全的供應鏈,以優化業務及創優增值。透過採用全球供應鏈標準,GS1 Hong Kong 與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係,助他們了解行業需要並作出回應。

GS1 Hong Kong

22/F, OTB Building,
160 Gloucester Road,
Wanchai, Hong Kong
T +852 2861 2819
E info@gs1hk.org

www.gs1hk.org

4 891668 000701