



Hong Kong

2009-10 Annual Report



bringing value to  
supply chain



## Contents 目錄

06 Chairman's Statement  
主席獻辭

09 Chief Executive's Report  
總裁報告

13 Organization Structure  
協會架構

14 Board of Directors  
董事局

16 Charter and Achievements of  
Advisory Boards/Committees  
諮詢委員會憲章及成就

26

Membership  
Services at a Glance  
會員服務概況一覽

46

Knowledge Exchange  
Programs  
知識交流項目及計劃

32

Product and Service  
Updates and  
Achievements  
最新服務及成就

56

China and Global  
Projects and Initiatives  
中國及環球項目發展

38

Initiatives to  
Support Various  
Industries  
支援不同行業的項目

In today's challenging economy, global standards are more important than ever. By reducing complexity and creating a common language of business, global standards ensure enterprises do business with optimal cost and operational efficiency. Underpinned by GS1 System of Standards, GS1 Hong Kong brings value to its members by developing business solutions, such as e-commerce, traceability and EPCIS-enabled product authentication service, that effectively address their needs.

在今日的經濟環境下，全球標準更形重要。全球標準有助降低業務複雜性及締造一套共同的商業語言，藉此令企業減省運作成本，更可以提高營運效率。香港貨品編碼協會憑藉GS1系統標準，致力發展多元化的商業方案，如電子商貿、追蹤及追溯，以EPCIS為基礎的產品驗證服務，以有效回應會員的需求，為他們創優增值。





## 透明度 visibility

Through widening the connectivity of ezTRACK, the EPCIS-based RFID track-and-trace platform is now capable of providing end-to-end supply chain visibility across Greater China and Singapore, facilitating borderless trade among the Asia-Pacific trading hubs.

藉著有效擴展「縱橫網」的連繫據點，以EPCIS為基礎的RFID追蹤及追溯平台現已能為大中華地區及新加坡提供實時資訊，體現點對點供應鏈透明化，聯繫亞太地區內主要商貿樞紐，實現無邊界貿易。

## 效率 efficiency

By extending the reach of our B2B EDI platform ezTRADE across the border to Southern China and the Asia-Pacific region, we created additional value for our members in operational efficiency.

透過將EDI商業對商業電子平台「通商易」的網絡延伸至南中國及亞太地區，我們成功地為會員締造更廣泛的業務效益，進一步提升營運效率。



## 質素 quality

The launches of GENUINE Product Authentication Service and Cold Chain Management Solution backed by ezTRACK enable businesses to tackle growing concerns from consumers and tightening regulations regarding food quality and safety.

在「縱橫網」平台上，我們推出了「正貨」驗證服務及冷凍鏈管理方案，協助企業與時並進，為未來作好準備，妥善回應消費者及監管機構對食物質素安全日漸嚴格的要求。

# Organizational Information and Services Update

## 架構及服務概況

### About GS1 Hong Kong

Founded in 1989, GS1 Hong Kong (formerly the Hong Kong Article Numbering Association) is an integral part of the GS1 global community, which is dedicated to the development and implementation of global standards and solutions for supply chain excellence. As an industry-led business support organization, GS1 Hong Kong makes every effort to help companies enhance their operational efficiency, supply chain visibility and product quality assurance by driving the adoption of GS1 System of Standards, enabling technologies and best practices.

The GS1 System of Standards are the most widely used supply chain standards system in the world. Today, around one million member companies in 150 countries and economies are using GS1 standards such as Barcode as part of their daily business communications, representing over five billion scanning transactions a day. The GS1 System, utilized in over 20 sectors and industries including fast moving consumer goods (FMCG), food, healthcare, retail, transport and logistics, and many others for more than 30 years, has improved both business processes and customer services, providing benefits to companies and consumers around the world.

### Value to Members

In today's challenging economy, global standards are more important than ever. By reducing complexity and creating a common language of business, global standards ensure enterprises do business with optimal cost and operational efficiency.

Underpinned by GS1 System of Standards, GS1 Hong Kong brings value to its members by developing business solutions, such as e-commerce, traceability and EPCIS-enabled product authentication service, that effectively address their needs.

Today, we serve more than 6,000 members and users, as we continue to fulfill our mission to help the Hong Kong business community to be more responsive to market demand, work more effectively with trading partners and stay competitive in the global marketplace.

### 關於香港貨品編碼協會

香港貨品編碼協會於1989年成立，是GS1國際社群的一份子，致力開發及實施全球標準與方案，優化供應鏈管理。作為一個由行業主導的支援組織，香港貨品編碼協會一直竭盡所能，協助企業採納GS1系統標準、應用技術與最佳實務，以提升其營運效率、供應鏈透明度及增加企業對產品品質的保證。

GS1系統標準是全球廣泛採用的供應鏈標準系統。現時，約有100萬名來自150個國家及地區的企業會員使用GS1標準作為日常業務通訊的一環，例如條碼，每天透過條碼掃描進行交易的次數就已超過50億次。過去30年，全球已有20多種行業採用GS1系統，包括快速流轉消費品、食品、醫療護理、零售、運輸及物流業等。GS1標準有效優化商業流程及改善客戶服務，為全球企業及廣大消費者帶來效益。

### 對會員的貢獻

在今日的經濟環境下，全球標準更形重要。全球標準有助降低業務複雜性及締造一套共同的商業語言，藉此令企業減省運作成本，更可以提高營運效率。

香港貨品編碼協會憑藉GS1系統標準，致力發展多元化的商業方案，如電子商貿、追蹤及追溯，以EPCIS為基礎的產品驗證服務，以有效回應會員的需求，為他們創優增值。

現時，協會的會員及用戶數目已逾6,000名。我們將會繼續履行使命，協助香港企業迅速回應市場需求，加強他們與貿易夥伴之間的溝通，使其能在全球市場中保持競爭力。



## The Global Language of Business

### GS1 Hong Kong Standards-based Solutions: Enhancing Efficiency, Visibility and Quality

STANDARDS	FUNCTIONS	GS1 HONG KONG SERVICES	BENEFITS
	<b>Global Standards for Identification and Data Capture</b>	<p><b>GS1 BarCode numbers registration and administration</b></p> <p>Supporting local businesses with the implementation of GS1 BarCode System and the Barcode quality assurance</p> <p>A product and location information portal allowing businesses to access and share quality data using GS1 Keys like GTIN and GLN via the Internet, mobile devices and smart kiosk</p> <p><b>Global Electronic Party Information Registry (GEPIR)</b></p> <p>GEPIR is a global online directory of GS1 members, with information of over 1 million companies worldwide, creating boundless business opportunities</p>	<ul style="list-style-type: none"> <li>Enabling sharing of quality data</li> <li>Optimizing operational efficiency</li> </ul>
	<b>Global Standards for Electronic Business Messaging</b>	<p>Powered by GS1 Hong Kong</p> <p>An industry-wide B2B platform facilitating electronic transaction messaging via EDI and Web to support electronic ordering, invoicing and shipment notices</p>	<ul style="list-style-type: none"> <li>Accelerating B2B communication</li> </ul>
	<b>Global Network for Data Synchronization</b>	<p><b>GS1 HK DataPool</b></p> <p>Powered by GS1 Hong Kong</p> <p>A certified product information synchronization platform that interoperates with the GS1 Global Registry enabling exchange of synchronized, accurate and up-to-date product information between buyers and suppliers</p>	
	<b>Global Standards for RFID-based Identification</b>	<p>EPCIS-standard traceability network enabling real-time visibility of goods and information flow from point of manufacturing to point of destination</p> <ul style="list-style-type: none"> <li> <p>A product authentication solution powered by the EPCIS network enabling supply chain e-pedigree visibility</p> </li> <li> <p><b>Cold Chain Management Solution</b></p> <p>A solution powered by EPCIS network that captures real-time data including temperature, humidity, time, location of products in transit such as food and pharmaceuticals</p> </li> </ul> <p>An industry-wide platform to create the awareness, nurture the development and drive the adoption of RFID industry solutions</p>	<ul style="list-style-type: none"> <li>Achieving supply chain visibility</li> <li>Enhancing anti-counterfeiting for brand integrity</li> <li>Assuring product quality with speedy product recall</li> </ul>
Supply Chain Management Practices	<b>Industry-wide Diagnostic Tool for Supply Chain Improvement</b>	<p>The world's proven KPI-driven management model helping businesses uplift their competencies for supply chain optimization</p>	<ul style="list-style-type: none"> <li>Facilitating continuous improvement in supply chain performance</li> </ul>

# Chairman's Statement

## 主席獻辭



Joseph C. Phi 彭焜耀  
Chairman 主席

After a two-year hiatus, the global economy is slowly but surely working its way towards a steady recovery. Asia, in particular Mainland China, has led the way in a faster-than-expected economic rebound. While the worst appears to be over, there are nevertheless still a number of business challenges enterprises must contend as they now refocus on growth. These include cost efficiency, supply chain traceability and visibility, product quality and safety, and environmental sustainability. This is why supply chain management is as critical as ever to building a sustainable, competitive business.

In the year under review, one of our most important goals was to help our members create tangible business value by adopting supply chain management innovation, global standards and best practices. As always, we took on this task through a multi-faceted approach, including the development and enhancement of our range of services based upon the GS1 System of Standards and proactive engagement with government bodies and other key stakeholders.

### Building solutions that enhance product quality and safety

As a member-centric organization, we always stay in touch with our members to understand their relevant needs today and to offer solutions and services that directly address those needs. We also seek to do our level best to strengthen our existing range of services to ensure our members are well equipped to deal with the business challenges of tomorrow.

As a case in point, we launched the GENUINE Product Authentication Service to tackle the problem of rampant counterfeiting, which is a potential threat to many businesses.

環球經濟經過兩年的沉寂後，正緩緩地朝着穩定復蘇的步伐發展，而亞洲尤其中國在全球金融危機中復蘇的速度更較預期為快。雖然陰霾已過，但企業要在市場回穩之際取得更長遠的業務增長，仍要應付及面對種種挑戰，包括成本效益、供應鏈追溯及其透明度、產品質素與安全以及環境可持續性等問題。在這個環境下，供應鏈管理在協助企業建立一個可持續及具競爭力的商業體系方面擔當更重要的角色。

回顧過去一年，協會其中一個重要的工作目標，是協助會員透過利用創新的供應鏈管理應用與技術、全球標準及最佳實務，創造出有形的商業價值。一如既往，我們從多方面著手達致所訂立的目標，包括在GS1系統標準的基礎上開發及擴展一系列服務，以及積極與政府部門及其他主要持份者建立更緊密的關係。

### 建立方案 提升產品質素及安全

作為一個以會員為本的組織，香港貨品編碼協會時刻與會員保持緊密的聯繫，深入了解業界當前的需要，務求為他們提供最適切的解決方案與服務。與此同時，我們亦不斷努力強化現有的一系列服務，以確保會員有足夠能力駕馭轉變及應付未來的新挑戰。

現時，不少企業也受偽冒產品的衝擊。為了協助他們解決此問題，我們推出了「正貨」驗證服務。結合協會的識別系統、「縱橫網」及



Leveraging GS1 Hong Kong's identification system, ezTRACK track-and-trace infrastructure and BarcodePlus online product information portal, the GENUINE Product Authentication Service is a complete anti-counterfeiting solution, which enables local enterprises to protect their brands, nurture customer trust and loyalty, and track consumer behavior.

Another new service launched this year was our Cold Chain Management Solution. Building upon our ezTRACK track-and-trace platform, this EPC/RFID-based solution provides local enterprises, in particular those in the food and pharmaceutical industries, with efficient, low-cost tracking and monitoring of temperature-sensitive shipments. This timely service is aimed at helping local businesses tackle growing concerns from consumers and tightening regulations regarding food safety and quality.

### Extending our reach to drive borderless trade, efficiency and visibility

Developing standard-based solutions that enable our members and local enterprises to connect and collaborate closely and efficiently with trade partners in Mainland China and throughout the world has always been an important goal for us. At GS1 Hong Kong, we believe such solutions hold the key to sustaining and strengthening Hong Kong's position as one of the Asia-Pacific region's key logistics centres and trading hubs. In this respect, we made significant progress on two fronts in 2009-2010 by extending the reach of both our ezTRADE EDI (Electronic Data Interchange) platform and our ezTRACK track-and-trace platform.

By extending the reach of ezTRADE EDI platform across the border to Southern China and throughout the Asia-Pacific region, we created additional value for our members. Two leading retailers are already deriving benefits from the expansion of this service through more efficient collaboration with their suppliers and trading partners in Mainland China, the Asia-Pacific and other regions.

This year, we also extended the coverage of ezTRACK through new strategic alliances with other organizations in the region. Our EPCIS-based RFID track-and-trace platform is now capable of providing end-to-end supply chain intelligence and visibility across Greater China, including Hong Kong, Guangdong and Taiwan, as well as Singapore, facilitating borderless trade for local enterprises through four key Asia-Pacific trading hubs. Looking ahead, the platform will be extended to Europe and Latin America.

BarcodePlus 產品品質資訊網站，「正貨」驗證服務提供一套有效打擊盜版的防偽方案。此項服務除協助本地企業保護自身品牌、強化客戶對品牌的信任及忠誠外，更可用作了解消費者的消費行為與模式。

冷凍鏈管理方案是我們今年推出的另一項新服務。這套建基於「縱橫網」平台、以EPC/RFID為基礎的解決方案，旨在為本地企業，特別是食品及製藥業提供高效率及低成本的追蹤服務，協助監察容易受溫度影響的貨品。隨着消費者對食品及藥物品質的關注日增，港府積極加強對食品安全及品質的規管，此項適時推出的服務將有助本地企業應對上述的挑戰。

### 推動無邊界貿易 提升效率及透明度

一直以來，本會全力開發以標準為本的解決方案，讓會員及本地企業與國內以至全球貿易夥伴保持緊密聯繫及有效率的協作。我們深信，要維持及加強香港作為亞太地區主要物流中心及貿易樞紐的地位，此等方案實在不可或缺。因此，在2009-2010年度內，我們進一步擴展了「通商易」EDI（電子數據聯通）及「縱橫網」兩大平台。

我們把「通商易」EDI平台擴展到南中國以至整個亞洲地區，為會員創優增值。目前，兩家主要的零售商已透過這項服務加強與其國內、亞太區以至其他地區的供應商及商業夥伴的協作，令商貿往來更具效率。

今年，我們在區內達成與不同策略夥伴的結盟合作，大大擴展了「縱橫網」的覆蓋範圍。協會以EPCIS為本的RFID追蹤及追溯平台現時已能夠在全中國，包括香港、廣東、台灣，以及新加坡提供點對點供應鏈服務及透明度。這項服務有助本地企業通過亞太區內四個主要貿易樞紐進行無邊界的貿易活動。稍後，我們會將此平台擴展至歐洲及拉丁美洲。

## Working together

Engagement and collaboration with our members, industry associations, alliance partners and public sector agencies represent a significant component of our work in helping Hong Kong enterprises establish the supply chain capabilities they need to compete globally. In the past year, we have been very active in establishing industry engagement programs with various organizations across a broad range of business sectors, including retail, food, healthcare and logistics.

Across the retail and food fronts, our initiatives included the launch of the On-shelf Availability Committee as well as the development of the Unsafe Product Prevention pilot program aimed at enhancing supply chain responsiveness.

In the healthcare area, our initiatives included collaboration with the Hong Kong SAR government to organize the GS1 Global Healthcare Conference and the launch of a pilot procurement project for the Hospital Authority aimed at achieving healthcare supply chain modernization.

With regard to the logistics space, we worked with the Chamber of Hong Kong Logistics Industry Limited in the development of the RFID Enabling Engine with the funding support of the Trade and Industry Department, HKSAR Government. The initiative aims to empower the Hong Kong logistics industry with a ready-to-use tool to improve the visibility of shipments, a trend that many APEC countries have been actively exploring.

## The year ahead

GS1 Hong Kong has been committed to assisting local enterprises in becoming more competitive and efficient through infrastructure development, professional services and knowledge exchange for two decades. In the coming year, we aim to continue serving our members with the same relentless commitment.

To succeed, we must be able to anticipate and identify emerging business trends, so that we can provide our members and local industries with the innovative, timely services and solutions they need to overcome their challenges and seize new opportunities. I am confident we can continue to add values to businesses through the further enhancement of our range of solutions, as well as the strengthening of our alliances with various public and industry organizations.

I would like to thank our members for their continued support, our board members for their dedication in overseeing our work as well as the GS1 Hong Kong team for another year of excellent results.

## 與各行各業一同努力

本會另一項主要工作是要加強會員、業界組織、合作夥伴及公共機構之間的聯繫和合作，從而協助香港企業加強供應鏈管理，提升其競爭力，使之能夠立足國際市場。因此，過去一年我們積極主動與各行各業的公司機構合辦活動及推出多項計劃，藉以提升行業水平，加強他們的競爭優勢，當中包括有零售業、食品業、醫療護理業及物流業。

在零售和食品業方面，我們成立了「上架貨品流通率管理委員會」，並且發展「防預不安全產品」試點計劃，以加強供應鏈的回應能力。

至於醫療護理方面，本會與香港特區政府合辦了「GS1全球醫療護理會議」，以及與醫院管理局攜手進行一項試驗性的採購計劃，以推進醫療護理行業的供應鏈現代化。

針對物流業，我們在香港特區政府屬下工業貿易署的資助下，與香港物流商會共同開發無線射頻識別應用引擎。不少亞太經合會國家早已積極探索這類技術，運用這套現成的工具，物流業將可提升追蹤貨件的能力及增加產品與資訊流向的透明度。

## 來年展望

過去20年，本會一直致力於基礎設施的開發，並且通過專業服務及知識交流提升本地企業的競爭力和效率。來年我們將竭盡所能，繼續努力不懈地為會員提供更優質的服務與方案。

當環球市場繼續復蘇之際，要取得成功，我們必須有效洞悉及掌握新興的商業趨勢，方能為會員及本地各行各業提供創新、適時的服務及方案，助他們抓緊新的機遇。我深信通過協會廣泛而全面的解決方案，以及與各公共機構及業界組織緊密合作，我們將繼續為不同的行業增值。

承蒙各會員一直以來的信賴，董事局成員不吝賜教與鼎力支持，本人謹此致以衷心謝意，同時感激協會全體員工，因為他們的努力，使協會在過去一年再次取得輝煌成績。

# Chief Executive's Report

## 總裁報告



Anna Lin 林潔貽  
Chief Executive 總裁

Amid a gradual recovery in the economic conditions, the past year presented further opportunities for the local business community, government and industry organizations to pull together to cement Hong Kong's position as a leading regional trade, logistics and information hub. As an industry-led business support organization, GS1 Hong Kong worked to facilitate this coming together and promote the adoption of more informed, responsive and intelligent supply chains, which have become crucial to Hong Kong's overall competitiveness.

Our core focus during the year was to assist our members and the Hong Kong business community in creating value through more efficient business processes, improved supply chain visibility and enhanced product quality and safety. In fulfilling our mission, we made significant enhancements to the service offerings we provide across our three core global standards-based business-enabling platforms, and collaborated with various industries on a number of breakthrough initiatives.

### Enabling efficient trade through industry-wide B2B Platform

Our industry-wide B2B e-commerce platform ezTRADE has proven to be a great success. Designed to facilitate efficient business collaboration between retailers and suppliers, the Electronic Data Interchange service presently handles more than 1.8 million transactions per year and is used by more than 2,000 members in Hong Kong and Mainland China. During the past year, apart from extending this service to Mainland China, we also helped our members connect to their suppliers in Asia and Europe via ezTRADE.

去年，經濟正在復蘇之際，企業、政府及工商組織有更多機會攜手合作，鞏固香港作為領先的區域貿易、物流及資訊中心的地位。作為一家行業主導的企業支援組織，香港貨品編碼協會去年積極促進三方的合作，並且鼓勵各方締造具智慧與資訊、反應迅速的全球供應鏈，以提升香港整體的競爭力。

過去一年，我們致力協助會員及本地企業改善商業流程效率、提升供應鏈透明度、產品品質及產品安全水平，為他們創優增值。為了履行使命，去年我們大大加強了三個以全球標準為基礎的主要業務促進平台，擴展及提供服務內容，並且聯同各行業推出了一系列突破性的計劃。

### 通過全行業商業對商業平台 提升貿易效率

我們的商業對商業 (B2B) 電子商貿平台「通商易」已取得重大成功。這項電子數據聯通服務旨在提升零售商與供應商之間的協作，現時已有逾2,000名香港及國內的會員採用，每年處理的交易超過180萬宗。去年，我們除了把這項服務擴展到國內之外，還把平台擴展到亞洲及歐洲，加強會員與亞洲及歐洲供應商的聯繫。

Another major ezTRADE initiative was a pilot project implemented in collaboration with the Hospital Authority for healthcare supply chain modernization. Leveraging the GS1 standards including GTIN and SSCC coupled with ezTRADE, the project aims to demonstrate the value of GS1 standards for enhancing the efficiency of pharmaceutical procurement, inventory management and traceability processes.

## Enhancing supply chain visibility via traceability platform

Helping Hong Kong reinforce its competitive edge in the region as a major logistics hub is one of our goals. In an effort to do this, we focused strongly on building up the connectivity of our EPCIS-based network, ezTRACK, during the year. Following the development of the Guangdong-Hong Kong RFID Platform, our EPCIS network was further extended to other regions, including Taiwan and Singapore, through the GS1 Discovery Service. The network will soon be further linked to other parts of the world, including Europe and Latin America, as we aim to enable full supply chain visibility across the world.

To provide one-stop-shop industry solutions to our members, we embarked on strategic alliances with various business application providers. The new Cold Chain Management solution, powered by our ezTRACK infrastructure, was a notable example. Enabling real-time monitoring of temperature-controlled shipments, the solution has already been adopted by several leading brand owners and logistics services providers.

Another logistics supply chain tool launched during the year was the RFID enabling engine project funded by the SME Development Fund of the Trade and Industry Department of the HKSAR government. The initiative, which aims to enhance the competitiveness of the logistics industry through RFID technology, includes the development of an open-source EPC-compliant RFID enabling engine. This ready-to-use tool enables technology solution providers to easily develop applications, such as warehouse management, cargo tracking, and proof of delivery systems.

## Enhance product quality and safety through online information platform

In recent years, product quality and safety has been an increasingly important subject for consumers, businesses and regulatory authorities alike. Our product information portal, BarcodePlus, was created to assist business in upholding product quality and safety standards by sharing quality data. More than two million product records have been uploaded to the portal since its launch. In addition, we have assisted various brands, including organic food product companies such as Greendotdot

另一項關於「通商易」的主要計劃，就是與醫院管理局合作進行的試點項目，以推進醫療護理行業的供應鏈現代化。試點項目的主要目的，乃藉著GTIN及SSCC等GS1標準與「通商易」平台，以展示GS1標準有助提升醫藥採購、倉庫管理及追溯流程的效率。

## 通過追溯平台提升供應鏈透明度

協會的目標之一，是要加強香港作為區內主要物流樞紐的競爭力。為此，去年我們擴展了以EPCIS為基礎的「縱橫網」的覆蓋範圍。繼成功開發「廣東—香港無線射頻識別平台」後，藉著GS1搜尋服務，我們進一步把EPCIS網絡的覆蓋範圍擴展到台灣及新加坡。不久將來，我們還會把網絡擴展至地球的另一端，包括歐洲和拉丁美洲，藉此達成我們矢志建立一個全透明的環球供應鏈之目的。

為了提供一站式行業方案予協會會員，去年我們與不同的商業應用系統供應商締結策略聯盟，在「縱橫網」基礎上開發的冷凍鏈管理方案便是其中一個實例。該方案能夠即時監察容易受溫度影響貨品的運送情況。現時已有多家領先的企業和物流服務供應商採用了這套方案。

「RFID應用引擎」是我們去年推出的另一項物流供應鏈工具。這項研究是由香港特區政府工業貿易署「中小企業發展支援基金」撥款資助，目的是要通過RFID技術提升物流業的競爭力。項目包括開發開放源碼的EPC/RFID應用引擎。有了這套現成的工具，技術方案供應商便可以輕易地開發如貨倉管理、貨物追蹤、貨物付運證明等新的應用系統。

## 通過網上資訊平台 提升產品質素及安全水平

近年，產品品質及安全的問題已漸成消費者、企業及監管機構的關注點。我們構建的產品資訊平台BarcodePlus，旨為協助企業通過分享品質資訊及數據，提升產品品質及安全標準。自推出以來，至今已有超過200萬條產品紀錄上載到該平台。此外，我們亦於年內，利用BarcodePlus平台協助不同品牌如有機食品公司「点点綠」向消費者提供產品延伸性包裝資訊，為他們帶來更優質的購物體驗。來年，我們將把這項服計劃進一步推廣至其他「綠機會」成員。

enhance their consumer shopping experience through the provision of extended product information via BarcodePlus during the year. This service will be extended to other members of GO@L in the coming year.

In terms of new initiatives launched in this area during the year, we developed the "GENUINE" Product Authentication Service, a reliable anti-counterfeiting solution leveraging barcode and RFID technology. Using ezTRACK to provide e-pedigree information and BarcodePlus for the consumer interface, the service enables companies to protect their brand integrity and build trust with consumers through a transparent supply chain. We have been very encouraged to see the solution adopted by a variety of businesses, including one of the world's leading nail lacquer producers and a high-end food manufacturer with sizable business interests in Hong Kong and Mainland China, since its debut.

## Driving technological innovation and knowledge exchange

It is often said that knowledge is power. At GS1 Hong Kong, we seek to empower our members and industry through knowledge transfer programs, which provide the inspirational thinking, real-world experience and practical knowledge they need to achieve sustainable business success. During the year, we significantly increased both the breadth and depth of these knowledge transfer programs. Among the many programs we started, the following few are particularly noteworthy:

**New Advanced Barcode Workshop.** A new advanced level barcode workshop was launched to ensure our members can get the most out of the various latest applications of GS1 BarCode System.

**Hong Kong RFID Centre.** The Hong Kong RFID Centre, which demonstrates the concept of Internet of Things, has installed new displays in the past year to illustrate the applications of RFID technology in various industries, including food, fashion, healthcare and consumer electronics. Acting as a bridge between technology providers and industry users, the Centre is helping to nurture the development and adoption of RFID, as evidenced by the 20,000-plus local and overseas visitors, which it has attracted from the commercial, public and academic sectors.

**Hong Kong RFID Awards.** Thanks to the support of the industry and the HKSAR government, the Hong Kong RFID Awards has become one of the most prestigious industry award schemes in Hong Kong for recognizing outstanding RFID technology innovation and implementation among both enterprises and universities. The 2010 awards received more than 30 entries, which is an encouraging result for such a young industry award.

**Hong Kong Smart City+ Forum.** We were honored to be appointed by the HKSAR Government to co-organize the Smart City+ Forum with the Hong Kong Public Key Infrastructure Forum

除了上述的新項目，去年我們還推出一項可靠的防偽服務——「正貨」驗證服務。憑藉條碼及RFID技術，利用「蹤橫網」提供產品履歷追蹤資料，並以BarcodePlus作為消費者介面，成功透過提升供應鏈透明度，協助企業保護其品牌信譽，及加強客戶對品牌的信心和擁戴。自推出以來此服務已獲不同行業的企業採用，包括全球領先的指甲塗料生產商及高端食品製造商，協會的努力備受肯定。

## 推動技術創新 鼓勵知識交流

常言道：「知識就是力量」。因此，本會一直致力通過知識轉移計劃，激發會員及業界的思維，讓彼此分享維持業務成功的實際經驗及實用知識。去年，我們更大大提升了知識轉移計劃的寬度和深度，重點計劃包括：

**新的進階條碼技術工作坊：**全新的高級程度條碼工作坊，旨在協助會員掌握各種最新的GS1條碼應用技術。

**香港RFID中心：**去年，我們在展示「物聯網」概念的香港RFID中心增設了一些新的展覽項目，包括RFID於食品、時裝、醫療護理及消費電子產品等行業的應用。香港RFID中心作為技術供應商與業界用戶之間的橋樑，在推動RFID的發展及應用上不遺餘力，中心在過去接待了逾二萬名本地及海外商界、學界及公眾人士，已是其努力的佐證。

**香港無線射頻識別大獎：**感謝業界及香港特區政府對香港無線射頻識別大獎的支持，使該獎項成為香港最負盛名的業界獎項之一。獎項的目的乃表揚一眾企業及大專院校在RFID技術創新及應用上的卓越表現。2010年大會共收到超過30份參賽作品，該獎項成立日子尚短，取得如此佳績，實在是可喜可賀。

**香港智能城市論壇：**我們十分榮幸獲香港特區政府委託，於「上海世界博覽會」期間舉行的「香港周」，與香港公匙基建論壇聯合舉辦「香港智能城市論壇」。該論壇乃香港展館一項主要項目，為來自香港及上海逾300位專家、企業家及學術界人士提供一個寶貴的機會，就RFID及智能卡技術的發展及採納交流意見。

at Hong Kong Week during the Shanghai World Expo. The Forum, which represented a major part of Hong Kong's Expo program, provided a rare opportunity for over 300 experts, entrepreneurs and academics from both Hong Kong and Shanghai to exchange views and ideas about the development and adoption of RFID and smart card technologies.

**GS1 Hong Kong Industry Solution Days.** In order to introduce the latest supply chain solutions tailored for different industries namely retail, food, and logistics to our members and other enterprises, we organized the first solution day in April for the logistics industry followed by another one for food and retail in July. These industry-focused events proved a great success and generated interest from more than 170 technology and supply chain practitioners.

**GS1 Hong Kong Supply Chain Management Excellence Summit.** The Summit remains our flagship event, providing a unique platform for businesses, supply chain and technology leaders to keep abreast of industry trends, exchange views and network. Last year's Summit, which formed the cornerstone of our organization's 20th anniversary program, attracted more than 550 delegates. This year's Summit, which represented an important milestone being the 10th year the event has been held, attained a record high attendance of 570 participants.

## Looking ahead

In the coming year, we will continue to focus on helping our members and the Hong Kong business community achieve a sustainable competitive edge through supply chain excellence, in particular we plan to roll out initiatives that enable smarter businesses and ultimately better the quality of life for Hong Kong people. Our efforts will be devoted to serving local enterprises in the following directions:

1. Delivering greater value and support to our members and users via extended and enhanced services portfolio.
2. Championing technological innovation, which enables improvements in supply chain visibility, efficiency, and product safety and quality.
3. Reinforcing GS1 Hong Kong's position as the Asian hub for RFID innovation, implementation and collaboration by developing an RFID ecosystem to engage key industry stakeholders and foster cross-border collaboration.

As a trusted partner to the local business community for supply chain knowledge, expertise and solutions, we will continue to devote our best efforts to helping Hong Kong industry tackle challenging times by creating agile, responsive and collaborative supply chains.

**香港貨品編碼協會行業方案日：**為了向會員及其他企業推廣及介紹專為零售、食品及物流業等行業而設的最新供應鏈方案，我們特別在四月為物流業舉辦了首場方案開放日，隨後於七月亦為食品及零售業舉辦了一場方案日，共吸引了超過170位從事技術行業及供應鏈管理的專業人士參與，足證該活動極其成功。

**「香港貨品編碼協會供應鏈管理高峰會」：**作為本會每年的重點活動，此高峰會提供獨一無二的平台，讓企業、供應鏈及技術供應商能掌握最新的行業趨勢、交流意見及建立商貿網絡。去年高峰會作為本會20周年紀念的重點活動，吸引逾550名人士參加。今年的高峰會正藉該活動創立十周年誌慶，與會者更高達570名。

## 未來展望

來年，協會將繼續致力協助會員及香港企業通過優化供應鏈以保持競爭力，本會將積極推出更多計劃，提升業務效率，冀能為港人締造更優質的生活。來年，我們將專注於下列範疇：

1. 提升服務及加強服務組合，為會員及用戶進一步創優增值；
2. 倡導技術創新，藉以提升供應鏈透明度、效率、產品安全及質素；
3. 發展RFID生態系統，以配合各行業的需求，並透過推動跨境協作，加強香港貨品編碼協會作為亞洲區內RFID創新、應用及協作的樞紐地位。

一直以來，本會都是本地企業的可靠夥伴，為他們提供供應鏈知識、專業意見及方案。協會將繼續全力協助香港企業面對充滿挑戰的時刻，創造出靈活、反應迅速及具協同效應的供應鏈。

# Organization Structure

## 協會架構



# Board of Directors

## 董事局

2009/2010

Chairman  
主席



**Mr Joseph C. Phi**

*President & Executive Director*  
IDS Group

**彭焜耀先生**

總裁及執行董事  
利和經銷集團

Directors  
董事



**Dr David Hui**

*Chairman*  
A-Fontane Group  
Ltd

**許章榮榮譽博士**

集團主席  
雅芳婷集團有限公司



**Dr Kelvin Leung**

*Chief Executive Officer*  
North Asia Pacific  
DHL Global Forwarding  
(Hong Kong) Ltd

**梁啟元博士**

行政總裁(北亞太區)  
敦豪全球貨運物流  
(香港)有限公司

Directors  
董事



**Mr Peter Lee**

*Chairman*  
Eurosia Group

**李雨川先生**

主席  
華實實業集團



**Mr Saunders Tam**

*Chief Executive Officer*  
Forewide Company  
(HK) Ltd

**譚澤生先生**

行政總裁  
福揚行(香港)  
有限公司



**Dr Gordon Yen**

*Executive Director*  
Fountain Set  
(Holdings) Ltd

**嚴震銘博士**

執行董事  
福田實業(集團)  
有限公司



**Mr Alex Fong**

*Chief Executive Officer*  
Hong Kong General  
Chamber of  
Commerce

**方志偉先生**

總裁  
香港總商會



**Mr Simon Wong, JP**

*Group Chairman*  
Kampery Group

**黃家和太平紳士**

集團主席  
金百加集團



**Directors**  
董事



**Ms Robin Moriarty**  
*Managing Director*  
Kimberly-Clark (HK) Ltd  
**莫麗緹女士**  
董事總經理  
金佰利(香港)  
有限公司



**Mr Sandroff Ma**  
*Director*  
Kingsway International  
Holdings Ltd  
**馬智駒先生**  
執行董事  
港基國際集團有限  
公司



**Mr Thomas Burkhalter**  
*Finance Director*  
MGB METRO Group  
Buying HK Ltd  
**傅多瑪先生**  
*Finance Director*  
MGB METRO Group  
Buying HK Ltd



**Mr Philippe Giard**  
*Regional Managing  
Director*  
Greater China (Food Retail)  
PARKnSHOP  
**簡力宏先生**  
區域董事總經理  
(大中華區食品零售)  
百佳超級市場



**Mr K C Tsui**  
*Managing Director*  
Shun Sang  
Holdings Ltd  
**徐國才先生**  
董事總經理  
信生集團有限公司



**Mr Glenn Smith**  
*Chief Executive*  
Sims Trading Co Ltd  
**史密夫先生**  
總裁  
慎昌有限公司

**Directors**  
董事



**Mr Roy Ng**  
*Chief Executive Officer*  
Star Lite (HK) Limited  
**伍俊達先生**  
行政總裁  
暉星(香港)有限公司



**Mr Derrick Chan**  
*Executive Director,  
Supply Chain*  
Swire Beverages Ltd  
**陳世傑先生**  
執行董事 — 供應鏈  
太古飲料有限公司



**Ms Caroline Mak**  
*Regional Director,  
North Asia & CEO,  
Dairy Farm China*  
The Dairy Farm Group  
**麥瑞琮女士**  
北亞區地區董事兼  
中國行政總裁  
牛奶公司集團



**Mr Choo Peng Chee**  
*Chief Executive Officer –  
Wellcome Hong Kong*  
The Dairy Farm  
Company Ltd  
**朱秉志先生**  
總裁 — 香港惠康  
牛奶有限公司



**Mr Nicholas Horvath**  
*Sole Proprietor*  
Bodnar Horvath  
**鮑皓華律師**  
鮑皓華律師行



**Ms Anna Lin**  
*Chief Executive*  
GS1 Hong Kong  
**林潔貽女士**  
總裁  
香港貨品編碼協會

**Company Secretary**  
公司秘書

**Ex-Officio Member**  
當然委員

Note: The Board of Directors list is in alphabetical order by organization name. 註：以上董事局名單以機構英文字母次序排列。

# Charter and Achievements of Advisory Boards/Committees

## 諮詢委員會憲章及成就

### ECR Hong Kong

Established in 1996 and hosted by GS1 Hong Kong, ECR Hong Kong is a joint forum comprising local retailers, distributors, traders, manufacturers and industry organizations. Its primary aim is to drive collaboration within the Fast Moving Consumer Goods (FMCG) industry.

As a member of ECR Asia, the missions of ECR Hong Kong are to:

- facilitate the development and adoption of global Efficient Consumer Response (ECR) concepts in Hong Kong;
- assist the FMCG sector to enhance competitiveness in domestic and international trade through the use of ECR techniques and enable the sector, as a whole, to be more responsive to consumer demand;
- promote supply chain management (SCM) development and provide links to other regional and international SCM/ECR bodies.

### Accomplishments

- An annual ECR Hong Kong Training Workshop themed *"Promote operation efficiency. Improve product quality. Sustain your business"* was conducted. The 4-day training program, which included workshops, a guided tour of Hong Kong RFID Centre and site visits, was designed to keep Hong Kong businesses abreast of the latest technology and best practices.
- In a bid to help industry stakeholders reduce Out-of-Stock (OOS) occurrences along the supply chain, ECR Hong Kong in collaboration with GS1 Hong Kong set up the On Shelf Availability (OSA) workgroup in 2010. ECR Hong Kong also undertook a role in the OSA/OSS Asia Pacific Sub-Committee and is currently working with ECR Singapore, Malaysia, Thailand and Russia to align the best practices of OSA control throughout the region.
- A Sharing of Sales & Inventory Data workgroup was formed to drive supply chain visibility through data sharing among suppliers and retailers which will ultimately help industry players increase sales and reduce inventory costs.

### ECR 香港

由香港貨品編碼協會主持的ECR香港，成立於1996年，由本地零售商、分銷商、進出口商、製造商及工商組織組成，旨在推動快速流轉消費品 (FMCG) 行業的協作。

作為ECR亞洲成員之一，ECR香港的使命是：

- 促進本港發展及採納全球性高效消費響應 (ECR) 概念；
- 協助快速流轉消費品行業透過使用高效消費者響應技術，迅速回應消費者的需求，從而提升該行業在本地及國際貿易市場的競爭能力；
- 推動供應鏈管理 (SCM) 發展，協助企業與其他地區及國際性的SCM/ECR團體建立聯繫。

### 主要成就

- 舉辦一年一度的ECR香港培訓工作坊，主題為「提升營運效率 改善產品質素 持續業務發展」。為期四天的培訓課程，內容涵蓋工作坊、參觀香港RFID中心及實地考察，旨在讓香港企業掌握最新技術及最佳實務。
- 為了協助業界減少缺貨情況 (OOS)，ECR香港聯同香港貨品編碼協會於2010成立了「上架貨品流通率管理」(OSA) 委員會。與此同時，ECR亦為OSA/OSS亞太區委員會成員，與ECR新加坡、馬來西亞、泰國及俄羅斯共同整合區內上架貨品流通率管理的最佳實務。
- 此外，委員會成立了「銷售及庫存數據共享」委員會，通過供應商與零售商分享數據，提升供應鏈管理的透明度，最終協助業界促進業務增長及減少庫存成本。

- ECR Hong Kong actively participated in the Supply Chain Capability Development (SCCD) scholarship program, an online training program jointly run by ECR Asia Pacific and Accenture aimed at raising participants' decision-making capabilities by providing foundation concepts and skills in key supply chain areas. Two companies in the ECR Hong Kong Board were granted the scholarship this year.
- ECR香港亦積極參與供應鏈管理能力發展(SCCD)獎學金計劃。該計劃是聯同ECR亞洲及埃森哲共同籌辦，旨在為參與者提供基礎供應鏈管理概念及技術，藉以提升其決策能力。今年共有兩家公司獲得ECR香港委員會頒發獎學金。

Chairman		主席	
<b>Mr Keith Bartlett</b>	<i>Director – Group IT &amp; Logistics</i> A.S. Watson Group	<b>鮑卓祺先生</b>	集團資訊科技及物流總監 屈臣氏集團
Vice Chairman		副主席	
<b>Mr Derrick Chan</b>	<i>Executive Director – Supply Chain</i> Swire Beverages Limited	<b>陳世傑先生</b>	執行董事 — 供應鏈 太古飲料有限公司
Members		委員	
<b>Mr Fred Lemoine</b>	<i>Supply Chain Manager</i> A.S. Watson Group	<b>Mr Fred Lemoine</b>	<i>Supply Chain Manager</i> 屈臣氏集團
<b>Mr Michael Yee</b>	<i>Managing Partner, Retail Group, Asia Pacific Products Group, Greater China</i> Accenture	<b>余炳祥先生</b>	董事總經理 — 亞太區零售業及 大中華區產品製造事務部 埃森哲
<b>Mr Paul Sanger</b>	<i>General Manager – HK/Macau</i> British American Tobacco Co. (HK) Limited	<b>Mr Paul Sanger</b>	總經理 — 香港及澳門 英美煙草(香港)有限公司
<b>Mr Rocky Wong</b>	<i>Business Development Manager (South China and HK)</i> CHEP Hong Kong	<b>黃銘先生</b>	南中國及香港區域業務發展經理 集保香港
<b>Mr Alan Law</b>	<i>Division Manager – Supply Chain Management &amp; Logistics Division</i> Circle K Convenience Stores (H.K.) Limited	<b>羅炳倫先生</b>	供應鏈後勤支援部部門經理 OK便利店
<b>Mr K.C. Ling</b>	<i>Distribution Manager</i> Citrus Growers International A member of A.S. Watson Group	<b>凌家祥先生</b>	營運經理 時鮮果汁國際 (屈臣氏集團屬下機構)
<b>Ms Carmen Chan</b>	<i>Associate Director, Customers Services &amp; ECR, Greater Asia Division</i> Colgate Palmolive Limited	<b>陳詠媛女士</b>	客戶服務部副總監，大亞洲地區 高露潔棕欖有限公司
<b>Mr Philip Ho</b>	<i>Commercial Director, General Sales Division</i> Getz Bros. & Co (HK) Ltd	<b>何文錦先生</b>	消費品部商務總監 美國吉時兄弟(香港)有限公司
<b>Mr Benjamin Lee</b>	<i>Senior Manager (Support Services Development)</i> Hospital Authority	<b>李祥美先生</b>	高級行政經理(支援服務發展) 醫院管理局
<b>Mr Noel Bautista</b>	<i>Managing Director, Logistics – Hong Kong &amp; South China</i> IDS Group Management Limited	<b>Mr Noel Bautista</b>	董事總經理，物流香港及華南 利和經銷管理有限公司
<b>Ms Iris Lam</b>	<i>Customer Development Director – Greater China</i> Johnson & Johnson (HK) Limited	<b>林逸陶女士</b>	營業總監 強生香港有限公司

Note: The Advisory Boards list is in alphabetical order by organization name. 註：以上諮詢委員會名單以機構英文名母次序排列。

## Charter and Achievements of Advisory Boards/Committees

### 諮詢委員會憲章及成就

Members		委員	
<b>Ms May Chung</b>	<i>Customer Business Director</i> Kimberly-Clark (HK) Limited	<b>鍾美玲女士</b>	<i>客戶業務總監</i> 金佰利(香港)有限公司
<b>Mr Eric Chow</b>	<i>General Manager – Group Supply Chain</i> Lam Soon Hong Kong Group	<b>周昭揚先生</b>	<i>集團供應鏈總經理</i> 南順香港集團
<b>Mr Tony Cheung</b>	<i>Customer Care Manager</i> L'ORÉAL Hong Kong Limited	<b>張兆華先生</b>	<i>Customer Care Manager</i> 歐萊雅香港有限公司
<b>Mr Patrick Chan</b>	<i>Country Sales Manager – Greater China &amp; HK</i> LOSCAM (HK) Limited	<b>陳偉光先生</b>	<i>全國銷售經理 — 大中華地區及香港</i> LOSCAM(香港)有限公司
<b>Mr Richard Li</b>	<i>Customer Services / MIS Manager</i> Nestle Hong Kong Limited	<b>李志明先生</b>	<i>Customer Services/MIS Manager</i> 雀巢香港有限公司
<b>Mr Stephen Chan</b>	<i>Managing Director</i> Power Hub Limited	<b>陳鏡洽先生</b>	<i>董事總經理</i> 力泓有限公司
<b>Mr Teddy Che</b>	<i>HK&amp;TW Integrated Business Planning Leader &amp; HK MDO PS Leader, Product Supply</i> Procter & Gamble (HK) Limited	<b>徐偉文先生</b>	<i>HK&amp;TW Integrated Business Planning Leader &amp; HK MDO PS Leader, Product Supply</i> 香港寶潔有限公司
<b>Mr Glenn Smith</b>	<i>Chief Executive</i> Sims Trading Company Limited	<b>史密夫先生</b>	<i>總裁</i> 慎昌有限公司
<b>Mr Nelson Law</b>	<i>Supply Chain Director</i> Swire Coca Cola HK Limited	<b>羅逸強先生</b>	<i>物流總監</i> 太古可口可樂香港有限公司
<b>Mr David Bound</b>	<i>Fresh Food and Business Development Director</i> The Dairy Farm Company Limited	<b>鮑大衛先生</b>	<i>新鮮食品及業務發展董事</i> 牛奶有限公司
<b>Mr Dallas Choi</b>	<i>Logistics Director</i> The Dairy Farm Company Limited	<b>蔡述洲先生</b>	<i>供應鏈總監</i> 牛奶有限公司
<b>Ms Maria Bong</b>	<i>Director and General Manager, Merchandising &amp; Concession Administration Division</i> The Wing On Department Stores (HK) Ltd	<b>黃貴敏女士</b>	<i>董事兼總經理(貨務及專櫃管理處)</i> 永安百貨有限公司
<b>Mr Jones Leung</b>	<i>Head of Customer Development</i> Unilever HK Limited	<b>梁健宗先生</b>	<i>Head of Customer Development</i> 香港聯合利華有限公司
<b>Mr Marco Wong</b>	<i>Senior Manager, Supply Chain</i> Vitasoy International Holdings Limited	<b>黃國雄先生</b>	<i>高級經理(供應鏈營運)</i> 維他奶國際集團有限公司

## Electronic Commerce Users' Committee (ECUC)

The Electronic Commerce Users' Committee (ECUC) was set up to monitor ezTRADE service, including service quality and features' enhancements, and promote the use of electronic commerce in Hong Kong. The Committee also serves to endorse and prioritize future ezTRADE requirements and provide feedback on GS1 Hong Kong's electronic commerce initiatives.

### Accomplishments

- Facilitated industry B2B implementation through the provision of advisory services and technical support to enterprises in the adoption of e-commerce.
- A system upgrade on ezTRADE will be carried out in 2011. In order to better understand users' requirements and needs, the Committee organized 13 requirement gathering sessions to discuss adding necessary features to the system.

## 電子商貿用戶委員會 (ECUC)

電子商貿用戶委員會 (ECUC) 成立的主要目的，乃監督「通商易」服務，包括其服務質素以及功能上的改進，並致力促進電子商貿在本地的應用。委員會同時為「通商易」的未來發展擬定指引，並就香港貨品編碼協會的電子商貿項目提供意見。

### 主要成就

- 為採納電子商貿的企業提供顧問服務及技術支援，協助他們實施商業對商業的電子商貿。
- 「通商易」將於2011年進行系統升級。為了更深入了解用戶的要求和需要，委員會共舉行了13場諮詢討論會，以徵詢及收集用戶在增設系統功能上之意見。

Chairman		主席	
<b>Ms Wendy Lam</b>	<i>Deputy Head of IT</i> The Dairy Farm Company Ltd	<b>林慧鳳小姐</b>	<i>Deputy Head of IT</i> 牛奶有限公司
Members		委員	
<b>Mr Simon Tsoi</b>	<i>Senior Manager – Systems &amp; Control Retail Hong Kong</i> A.S. Watson Group	<b>蔡俊光先生</b>	<i>高級經理 — 香港零售</i> 屈臣氏集團
<b>Mr Oliver Ho</b>	<i>Department Manager – Logistics Department</i> AEON Stores (Hong Kong) Co. Ltd.	<b>何嘉權先生</b>	<i>物流部 — 部門經理</i> 永旺 (香港) 百貨有限公司
<b>Mr Edward Cheung</b>	<i>Enterprise Solution Architect</i> Hospital Authority	<b>張海威先生</b>	<i>系統經理</i> 醫院管理局
<b>Mr Pony Li</b>	<i>Manager, Network Mgt &amp; User Support</i> Murata Company Ltd	<b>李良華先生</b>	<i>Manager, Network Mgt &amp; User Support</i> 村田有限公司
<b>Mr Douglas Zhong</b>	<i>Associate Director Customer Business Development</i> Procter & Gamble Hong Kong Limited	<b>鍾杰生先生</b>	<i>Associate Director Customer Business Development</i> Procter & Gamble Hong Kong Limited
<b>Mr Andrew Wong</b>	<i>Head of Operations</i> Zuellig Pharma Ltd	<b>黃志賢先生</b>	<i>Head of Operations</i> 裕利醫藥有限公司

Note: The Advisory Boards list is in alphabetical order by organization name. 註：以上諮詢委員會名單以機構英文字母次序排列。

## Export Supply Chain Advisory Board

The Export Supply Chain Advisory Board (ESCAB) was set up in 2006 with the objective of establishing supply chain standards and facilitating better supply chain collaboration within Hong Kong's export and sourcing industries.

The missions of the Board are to:

- help Hong Kong exporters and sourcing agencies improve business processes;
- increase knowledge and build supply chain management competency, with the primary goal of maintaining Hong Kong's position as the world's major sourcing hub.

### Accomplishments

A multi-phased Key Performance Indicators (KPI) project for identifying a common set of KPIs of supply chain competence for Hong Kong suppliers in the export and sourcing industry was initiated in 2007. The first phase of the project has been completed; the project has moved into Phase two which involves deriving a common platform for the sourcing offices to measure their suppliers' KPI's and have suppliers to assess their own KPIs.

## 出口供應鏈諮詢委員會

於2006年成立的出口供應鏈諮詢委員會(ESCAB)的目標，乃為香港的出口及採購行業訂立供應鏈標準以及加強業界的供應鏈協作。

諮詢委員會的使命：

- 協助香港出口商及採購商改善業務流程；
- 提升他們的供應鏈管理知識及加強供應鏈管理的能力，藉以維持香港作為國際主要採購樞紐的地位。

### 主要成就

第一階段的多階段主要表現指標(KPI)項目已經完成。該計劃於2007年訂立，旨在為香港出口及採購業供應商訂定一套供應鏈管理的表現指標。現時計劃已進入第二階段，工作包括為採購商建立一個平台，作為量度供應商的主要表現指標之用，供應商同時可利用該平台自行量度其主要表現指標。

<b>Chairman</b>		<b>主席</b>	
<b>Mr Thomas Burkhalter</b>	<i>Finance Director</i> MGB METRO Group Buying HK Ltd	<b>傅多瑪先生</b>	<i>Finance Director</i> MGB METRO Group Buying HK Ltd
<b>Vice Chairman</b>		<b>副主席</b>	
<b>Mr Felix Chim</b>	<i>Managing Director, Hong Kong Office</i> LG Sourcing Inc., Lowe's	<b>詹兆輝先生</b>	<i>Managing Director, Hong Kong Office</i> LG Sourcing Inc., Lowe's
<b>Members</b>		<b>委員</b>	
<b>Mr Martin Fu</b>	<i>Supply Chain Manager, International Buying</i> A.S. Watson Group	<b>符國棟先生</b>	<i>供應物流經理，國際採購部</i> 屈臣氏集團
<b>Mr Wang Lu Yen</b>	<i>Chairman</i> Linmark Group Ltd	<b>王祿聞先生</b>	<i>主席</i> 林麥集團有限公司
<b>Mr Sven Jasper</b>	<i>Director Information Technology</i> OTTO International (Hong Kong) Ltd	<b>卓柏宏先生</b>	<i>資訊科技董事</i> 歐圖國際
<b>Mr Chris Yung</b>	<i>Supply Chain Development Manager</i> TESCO International Sourcing	<b>Mr Chris Yung</b>	<i>Supply Chain Development Manager</i> TESCO International Sourcing
<b>Mr Raymond Lee</b>	<i>Sr. Manager, Business Process &amp; Systems</i> Wal-mart Global Sourcing	<b>李柏希先生</b>	<i>業務系統和電腦部高級經理</i> 沃爾瑪百貨集團全球採辦

## EPC Partners Advisory Board

Set up in 2004, the EPC Partners Advisory Board is a group of enthusiastic technology professionals and solution providers committed to driving EPC/RFID technology implementation in Hong Kong.

The missions of the EPC Partners Advisory Board are to:

- create market awareness of EPC standards and EPC/RFID solutions;
- foster the acceptance of EPC standards across industries;
- support solution partners in deploying EPC standards;
- develop EPC/RFID implementation case studies as industry references;
- act as a bridge between the HKSAR Government and industry to drive EPC/RFID usage.

During the year, the Board members identified the retail, healthcare and logistics industries as areas of focus for their term of service in 2010/2011 and aim to speed up the adoption of EPC/RFID technology in Hong Kong through various industry outreach programs.

### Accomplishments

- A new executive committee was elected for the service of 2010 and 2011.
- Three action groups targeting healthcare, retail, and logistics industries have been formed to undertake the responsibilities of driving the implementation of EPC/RFID in their respective sectors.

## EPC 夥伴諮詢委員會

EPC 夥伴諮詢委員會於2004年成立。該委員會是由一群熱心的專業技術人員及方案供應商組成，致力推動香港各界採納EPC/RFID技術。

EPC 夥伴諮詢委員會的使命包括：

- 增加市場對EPC標準及EPC/RFID方案的認知；
- 促進各行業採納EPC標準；
- 支援方案夥伴採用EPC標準；
- 建立EPC/RFID實施個案研究以供行業參考；
- 作香港特區政府與業界之間的橋樑，藉以推動EPC/RFID的應用。

年內委員會成員已訂定以零售、醫療護理及物流業作為2010/11年的服務焦點，目標是要藉各項的行業推廣活動加速EPC/RFID技術的採納。

### 主要成就

- 選出2010/11年度執行委員會；
- 成立三個針對零售、醫療護理及物流業的行動小組，負責在相關行業內推動EPC/RFID的應用。

## Charter and Achievements of Advisory Boards/Committees

### 諮詢委員會憲章及成就

<b>Honorable Chairman</b>		<b>榮譽主席</b>	
<b>Mr Lawrence Wong</b>	<i>Chief Executive Director</i> Epcode Systems Ltd	<b>黃德先生</b>	<i>行政總裁</i> 易科系統有限公司
<b>Chairman</b>		<b>主席</b>	
<b>Dr Hubert Chan</b>	<i>Chairman &amp; Chief Executive Officer</i> Hong Kong Communications Co., Ltd	<b>陳重義博士</b>	<i>主席</i> 香港通訊有限公司
<b>Vice Chairmen</b>		<b>副主席</b>	
<b>Mr Jonson Yue</b>	<i>Director, Business Development, RFID Asia Pacific</i> Avery Dennison	<b>余頌源先生</b>	<i>RFID業務發展總監 (亞太區)</i> 艾利丹尼森
<b>Mr Klaus Festl</b>	<i>Managing Director</i> Schmidt & Co., (Hong Kong) Ltd	<b>費詩圖先生</b>	<i>執行董事</i> 興華科儀有限公司
<b>Members</b>		<b>委員</b>	
<b>Mr Kevin Choi</b>	<i>Sales &amp; Marketing Director</i> ID-TECH (Hong Kong) Ltd	<b>蔡賜豪先生</b>	<i>銷售及市場推廣總裁</i> ID-TECH (Hong Kong) Ltd
<b>Mr Mattew Man</b>	<i>Chief Executive Officer</i> Megasoft Ltd	<b>文振聲先生</b>	<i>行政總裁</i> 萬信電子科技有限公司
<b>Mr Adam Kwan</b>	<i>Senior Manager, IT system development</i> PCCW Solutions	<b>關志豪先生</b>	<i>資訊科技系統發展高級經理</i> 電訊盈科企業方案
<b>Ms Angela Wong</b>	<i>Chief Executive Officer</i> RFID System & Supplies Limited	<b>黃婉華女士</b>	<i>首席執行長</i> 射頻科技系統資源有限公司
<b>Mr Sam Wong</b>	<i>Managing Director</i> Sedna Systems Ltd	<b>王宗旺先生</b>	<i>執行董事</i> 思納系統有限公司



## SMEs Advisory Board

Initiated by GS1 Hong Kong, the SMEs Advisory Board was established in 1999 to uplift the competitiveness and operational efficiency of SMEs through driving the uptake of SCM and e-commerce practices. The Board also raises awareness within the community about the diverse yet distinct needs of SMEs, especially the need to remain relevant and sustainable in a volatile economy.

## 中小型企業諮詢委員會

香港貨品編碼協會於1999年成立中小型企業諮詢委員會，透過推廣供應鏈管理及電子商貿，協助中小企提升競爭力及營運效率。該委員會致力提升社會各界關注中小企的不同訴求，並主力協助中小企在複雜多變的經濟環境下保持競爭力及維持企業的持續發展。

<b>Chairman</b>		<b>主席</b>	
<b>Mr Saunders Tam</b>	<i>Chief Executive Officer</i> Forewide Company (HK) Ltd	<b>譚澤生先生</b>	<i>行政總裁</i> 福揚行(香港)有限公司
<b>Vice Chairman</b>		<b>副主席</b>	
<b>Mrs Candy Chan</b>	<i>Vice President</i> Wan Ho Holdings Inc.	<b>陳燕兒女士</b>	<i>副總裁</i> 運豪集團
<b>Members</b>		<b>委員</b>	
<b>Mr Kenneth Chan Kin Nin</b>	<i>Director</i> Kui Fat Yuen Limited	<b>陳建年先生</b>	<i>董事</i> 鉅發源有限公司
<b>Mr Amedeo Tam</b>	<i>Sales &amp; Marketing Controller</i> Metro Distribution Networks Ltd	<b>譚嘉霖先生</b>	<i>銷售及市場總監</i> 聯市行銷有限公司
<b>Mr Alex Cheong</b>	<i>Business Manager</i> Procter & Gamble Hong Kong Ltd	<b>張學主先生</b>	<i>客戶業務拓展部經理</i> 香港寶潔有限公司
<b>Mr Kenneth Leung</b>	<i>Director</i> Woods Pharmacy	<b>梁廣熙先生</b>	<i>董事</i> 活士藥房
<b>Mr Desmond Luk</b>	<i>Commercial Director</i> World-Link Roadway System Company Limited	<b>陸有志先生</b>	<i>商務總監</i> 環宇貨業有限公司
<b>Ex Officio Members</b>		<b>當然委員</b>	
<b>Ms Anna Lin</b>	<i>Chief Executive</i> GS1 Hong Kong	<b>林潔貽女士</b>	<i>總裁</i> 香港貨品編碼協會
<b>Mr K C Tsui</b>	<i>Managing Director</i> Shun Sang (HK) Co. Ltd	<b>徐國才先生</b>	<i>董事總經理</i> 香港信生有限公司

Note: The Advisory Boards list is in alphabetical order by organization name. 註：以上諮詢委員會名單以機構英文字母次序排列。

## Supply-Chain Council – Greater China

The Greater China chapter of the Supply-Chain Council was set up in 2004 to provide a neutral platform for supply chain professionals and practitioners to share issues and best practices.

The Council is dedicated to :

- raising the awareness of Supply Chain Operations Reference-model (SCOR) in the region and building industry capabilities;
- assisting in localizing SCOR;
- promoting a wider utilization of SCOR to ensure the region's overall supply chain competencies.

### Accomplishments

A total of 8 SCOR training workshops were held during the year.

## 供應鏈管理委員會（大中華區總會）

供應鏈管理委員會（大中華區總會）成立於2004年，致力提供一個中立平台，讓供應鏈管理的專業人員及從業員分享相關經驗及最佳實務。

委員會致力：

- 加強大中華區企業對「供應鏈運作參考模型」（SCOR）的認識，以及提升業界的供應鏈管理能力；
- 促進 SCOR 本地化；
- 推動業界採用 SCOR 以維持區內整體供應鏈的優勢。

### 主要成就

年內共舉辦了八個 SCOR 培訓工作坊。

<b>Chairman</b>		<b>主席</b>	
<b>Dr Thomas Li</b>	IBM China Group	<b>李實恭博士</b>	IBM China Group
<b>Vice Chairman</b>		<b>副主席</b>	
<b>Mr Michael P S Tung</b>	Schenker International (HK) Ltd	<b>董柏成先生</b>	全球國際貨運有限公司
<b>Secretary General</b>		<b>秘書長</b>	
<b>Ms Anna Lin</b>	GS1 Hong Kong	<b>林潔貽女士</b>	香港貨品編碼協會
<b>Treasurer</b>		<b>司庫</b>	
<b>Mrs Carrie Yu</b>	PricewaterhouseCoopers	<b>余葉嘉莉女士</b>	普華永道會計師事務所
<b>Members</b>		<b>委員</b>	
<b>Mr Lawrence T Wong</b>	Eprologistics Ltd	<b>Mr Lawrence T Wong</b>	Eprologistics Ltd
<b>Mr Wang Zhi Xiu, Woody</b>	Institute for Information Industry	<b>王志修先生</b>	財團法人資訊工業策進會

## SCOR Professional Community

SCOR Professional Community, a supply chain steering committee, was set up in April 2010 to further promote awareness and industry adoption of Supply Chain Operations Reference-model (SCOR).

The main objectives of the Community are to:

- increase awareness and recognition of SCOR;
- enhance the practice of SCOR in member companies' operations;
- develop and share SCOR's industry solutions, knowledge and experience.

### Accomplishments

The Community comprises representatives from various industry professionals and key stakeholders from green supply chain, food, consumer electronics and healthcare sectors. SCOR is developed and endorsed by the Supply Chain Council (SCC) as the cross-industry standard for supply chain management.

## SCOR專業委員會

SCOR專業委員會是一個供應鏈的督導委員會，於2010年4月成立，旨在進一步加強業界對「供應鏈運作參考模型」(SCOR)的認識及採納。

委員會的主要目標：

- 加強各界對SCOR的認識；
- 在會員公司的運作上加強SCOR的實務應用；
- 開發及分享SCOR的業界方案、知識及經驗。

### 主要成就

委員會由各行業的專業代表及主要持份者所組成，當中包括來自綠色供應鏈、食品、電子消費產品及醫護界的代表。SCOR是由供應鏈管理委員會制定及認可作為供應鏈管理的跨行業標準。

<b>Chairman</b>		<b>主席</b>	
<b>Mr Michael Tung</b>	<i>Vice Chairman</i> Supply-Chain Council-Greater China Ltd	<b>董柏成先生</b>	大中華區副主席 國際供應鏈協會
<b>Vice Chairmen</b>		<b>副主席</b>	
<b>Ms Florence Mui</b>	<i>Senior Director, Supply Lead ISO Cluster</i> Philips Electronics Hong Kong Ltd	<b>梅淑婷小姐</b>	<i>Senior Director, Supply Lead ISO Cluster</i> 飛利浦電子香港有限公司
<b>Mr Wesley Chan</b>	<i>Head of Supply Chain &amp; Technology</i> Tsit Wing Coffee Co., Ltd	<b>陳彼信先生</b>	供應鏈及科技總監 捷榮咖啡有限公司
<b>Secretary</b>		<b>秘書</b>	
<b>Mr Lawrence Tse</b>	<i>Senior Business Development Manager</i> GS1 Hong Kong	<b>謝漢忠先生</b>	高級業務拓展經理 香港貨品編碼協會
<b>Advisor</b>		<b>顧問</b>	
<b>Mr Raymond Ng</b>	<i>Chief Operating Officer</i> GS1 Hong Kong	<b>吳展耀先生</b>	營運總監 香港貨品編碼協會

Note: The Advisory Boards list is in alphabetical order by organization name. 註：以上諮詢委員會名單以機構英文名母次序排列。

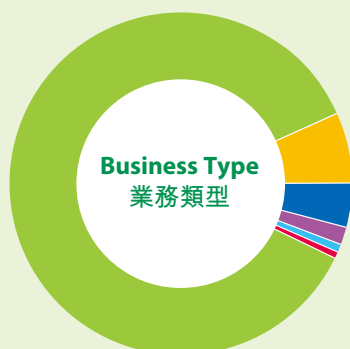
Our continued  
**COMMITMENT**  
to Members



# Membership Services at a Glance

## 會員服務概況一覽

### GS1 Hong Kong Membership Breakdown by Business Type (as of August 31, 2010) 香港貨品編碼協會會員分佈 (以業務類型劃分) (截至2010年8月31日止)



**86.24%**

Importer/Exporter  
出入口商

**6.68%**

Manufacturer  
製造商

**4.08%**

Business/Professional Service  
商業/專業服務

**1.79%**

Wholesaler  
批發商

**0.66%**

Retailer  
零售商

**0.55%**

Others  
其他

### GS1 Hong Kong Membership Breakdown by Product Type 香港貨品編碼協會會員分佈 (以產品類型劃分)

Household Goods 家庭用品	29.67%
Food Products, Beverages & Tobacco Products 食品、飲料及煙草產品	23.29%
Apparel & Accessories 成衣及衣飾	12.83%
Raw Materials, Metal & Chemical Products 原材料、金屬及化學產品	12.23%
Light Industrial Products 輕工業產品	9.02%
Equipment & Machinery 器材及機械產品	7.44%
Business/Professional Services 商業/專業服務	4.18%
General Retailing 零售百貨	0.50%
Agriculture & Trade of Fresh Corps, Flowers, Plants 新鮮農產品、花卉及植物	0.30%
Non-profit Organizations 非牟利機構	0.23%
Community & Personal Services 社會及個人服務	0.13%
Public Utilities 公共服務	0.05%
Tourism/Hospitality 旅遊/酒店服務	0.05%
Transportation 運輸服務	0.05%
Education Services 教育服務	0.03%

## A growing and diverse membership

Supply chain management is increasingly recognized as a vital business function where GS1 System of Standards play a key role in driving supply chain excellence. As an industry-led business support organization devoted to promoting universal standards for global and local business collaboration for the benefits of our economy and society as a whole, GS1 Hong Kong strives to deliver the best-in-class service and support to our members.

During the year, the breadth of our membership continued to grow as with industries and now the organization serves over 6,000 companies in Hong Kong and Mainland China. The members of GS1 Hong Kong range from small and medium enterprises (SMEs) to multinationals and span 15 industry sectors.

### Enhanced services for Members

With today's diverse membership, we strive to enhance members' competence and effectiveness by providing a variety of training, programs and support, as well as networking opportunities with other members.

## Advancing your barcode knowledge

To enable our members to keep abreast of the latest developments and technologies in barcode usage and to learn more about how they can benefit from the GS1 System of Standards, we further enriched our barcode training programs during the past year.

Aside from offering the basic barcode workshop, GS1 Hong Kong introduced the Advanced Barcode Program in September 2010. Taking members from an elementary level to an advanced level of Barcode implementation, the advanced-level workshop is intended to broaden members' knowledge on the various applications of GS1 BarCodes and impart the necessary skills required to implement barcodes successfully in their respective operations. The advanced-level workshop is offered quarterly and is open to all of our members who have completed the basic barcode workshop.

## 會員多元化增長

現今，供應鏈管理對業務運作的重要性已備受重視及認同，其中GS1系統標準更是優化供應鏈管理的關鍵所在。香港貨品編碼協會作為一個行業主導的支援組織，自成立以來一直全力推廣全球標準，以加強本地及全球商業協作，務求為我們的經濟及社會帶來最大的效益。為此，協會竭誠為會員提供最優質的支援服務。

過去一年，我們的會員數目及行業廣度均有可觀的增長。目前，協會為超過6,000家香港及國內企業提供服務，當中包括中小企業以至跨國大企業，並涵蓋15個行業。

### 強化會員服務

由於我們的會員來自不同行業，本會一直致力透過舉辦不同類型的培訓課程、計劃、支援服務，以及協助會員彼此建立商貿關係的交流活動，提升他們的能力及效率。

## 增進條碼技術知識

去年我們進一步豐富了條碼培訓計劃的內容，使會員能夠掌握條碼應用的最新發展及技術，並且深入認識GS1系統標準如何提升業務運作效率。

為了協助會員深化對條碼技術的知識及應用水平，除了條碼基本工作坊外，協會在2010年9月首次引入高級條碼課程，舉辦進階條碼工作坊。工作坊旨在增加會員對各種GS1條碼應用的認識，並且傳授重要技巧，使之能在其業務運作上更有效地執行條碼方案。進階條碼工作坊每季舉辦一次，接受所有已經完成基本條碼工作坊的會員報名。



## Uplifting the Barcode implementation standards

In February 2010, we launched the GS1 Hong Kong Barcode Vendor Certification Program in an effort to define a standard of performance for industry players involved in barcode implementation including printing, scanning, labeling and verification, as well as recognize companies and individuals who demonstrate proficiency with GS1 BarCode standards.

The Program consists of two levels of certification, namely Company Level and Individual Level. The designations of “Certified Barcode Vendor” and “Certified Professional” mean a company or individual, respectively, has satisfactorily passed the required examinations and met all certification requirements. As such, they are entitled to include the GS1 Hong Kong Certification Program Logos provided by GS1 Hong Kong on their name cards and marketing materials.

The new Barcode Vendor Certification Program gives the members a neutral source about certified barcode service providers. It allows businesses to choose solution partners with confidence, ensuring they will possess the technical business and support expertise to successfully implement a trusted solution.

The training sessions of the GS1 Hong Kong Barcode Vendor Certification Program were held in March and July 2010. Five companies including DataPro Technology Limited, Gold Label Technology Limited, Prefect China, Manicon Technology Limited and Schmidt & Company Limited received accreditation as a GS1 Hong Kong Certified Barcode Vendor in 2010.

## 提高條碼執行標準

香港貨品編碼協會「條碼供應商認證計劃」於2010年2月正式推出。計劃目的在於為執行條碼列印、掃描、標籤及檢測的機構及獨立人士等從業員訂立一套效能標準。此外，這計劃亦能就熟習GS1條碼標準運作的企業及人士給予專業肯定。

此計劃提供「公司組別」及「個人組別」的專業認證。要成功取得認證，企業或個別人士必須通過考試，並符合所有由香港貨品編碼協會編定的認證要求。獲得認證的機構及人士可獲授權，把由協會提供的認證計劃商標印於他們的名片及市場推廣材料上。

新的條碼供應商認證計劃為協會會員提供一個中立的平台，藉此尋找合資格的條碼服務供應商。由於這項認證確保服務供應商擁有堅實的技術基礎與專業支援能力，有效實現值得信賴的解決方案，企業在選擇方案夥伴時便能更有信心。

香港貨品編碼協會「條碼供應商認證計劃」的培訓課程相繼於2010年3月及7月舉行，其中五家機構，包括迪寶科技有限公司、高力堡科技有限公司、Prefect China、萬科條碼耗材直銷中心及華興科儀有限公司，已於2010年成功取得香港貨品編碼協會條碼供應商認證。

## Combating counterfeit GS1 BarCodes

Since the introduction of GS1 BarCodes in 1970s, it has become a vital part of the global supply chain that enables international trade. The proper use of GS1 BarCodes can provide an array of benefits for businesses by improving their operational efficiency and data management. However, the existence of unauthorized barcode numbers undermines the integrity of GS1 System of Standards, creates confusion in the market, as well as disrupts the functioning of supply chains in Hong Kong and abroad.

In the past year, GS1 Hong Kong has joined forces with other GS1 offices around the globe as well as major sellers and buyers from Hong Kong and overseas to combat unauthorized use of GS1 BarCodes.

In an effort to safeguard the long-term interests of our members by eliminating the existence of unauthorized barcodes, we organized a series of educational activities including briefings on the proper use of GS1 Barcodes for buyers and sellers and site visits to our member companies during 2010.

## Celebrating our 20th anniversary with members

GS1 Hong Kong celebrated its 20th anniversary in 2009. To mark this momentous occasion, a Gala Dinner themed *"One Code to Efficiency and Innovation"* was held in December 2009. Over 400 local and overseas delegates attended, including the GS1 Hong Kong Board, members and partners from various industries, as well as counterparts from our sister organizations.

## 打擊偽冒 GS1 條碼

自於1970年代引進GS1條碼以來，它已發展成為促進國際貿易的重要一環，是全球供應鏈中不可或缺的一部分。適當地應用GS1條碼，有效提升企業的營運效率及數據管理能力，為他們帶來莫大的裨益。然而，未經授權的條碼卻會破壞GS1系統標準的誠信，不但對市場造成混亂，更會破壞香港及海外的供應鏈的運作。

去年，協會與全球各地的GS1辦事處，聯同香港與海外的主要銷售商和買家聯手打擊未經授權使用GS1條碼的行為。

為了保障會員的長期利益，我們必須禁止未經授權條碼的出現。因此，協會於2010年舉辦了連串的教育活動，包括舉行簡報會，向買家及銷售商講解如何適當使用GS1條碼，以及就企業會員的運作情況進行實地考察。

## 與會員共慶20周年紀念

2009年是香港貨品編碼協會創會20周年，為了慶祝這個重要的日子，協會於2009年12月舉行了一個名為「效率與創新 碼上啟動」的晚宴。當晚，超過400位本地及海外代表蒞臨現場，包括有香港貨品編碼協會董事局成員、會員、不同行業的夥伴，以及GS1成員組織代表，齊賀協會20周年誌慶，場面非常熱鬧。





With Professor Frederick Ma, GBS, as the Guest of Honor, the Gala Dinner received immense support from a wide variety of sectors spanning the government, industry, trade associations and academia. Tributes were made to Mr Brigadier Ian Christie, the founder of GS1 Hong Kong, and to our loyal members who have been supportive patrons of the organization for two decades.

## Building cross-brand promotion opportunities

Today, mobile phones and the Internet allow people to be more connected than ever. To take advantage of the opportunities created by these two media, businesses are looking for innovative ways to build a stronger relationship with customers while collaborating more closely with business partners.

To help ensure our members can capitalize on the wave of online and mobile marketing, GS1 Hong Kong is working toward the launch of a cross-brand online platform where member companies from various industries can launch and promote their products via a common platform.

By bringing various brands together, member companies can create a stronger consumer community and form cross-brand alliances to implement various co-marketing programs. This platform which allows consumers to search products and information they are interested in via internet and mobile phone, also enables brand owners to collect valuable consumer buying behaviors for targeted promotion campaigns.

The cross-brand promotion online platform is scheduled to be launched in 2011.

晚宴獲各界的鼎力支持，參加者來自不同界別，涵蓋政府部門、業界、工商機構及學術界，大會更邀請馬時亨教授 GBS 擔任當晚晚宴的主禮嘉賓。在晚宴上，我們還向協會創辦人 Brigadier Ian Christie 以及支持本會長達 20 年的忠實會員致謝。

## 建立跨品牌推廣平台

今日，流動電話及互聯網大大拉近了人與人之間的距離。面對這兩種新興的媒體，企業紛紛尋求創新的方法與客戶建立更穩固的關係，並跟商業夥伴保持緊密的合作。

為了確保會員能乘著網上及流動電話營銷不斷發展所帶來的新機遇，本會正計劃推出一個跨品牌的網上平台，讓不同行業的企業會員能透過這個一站式共用平台推出及推廣他們的產品。

憑藉這個匯聚不同品牌的平台，企業會員將可建立更強大的消費群，並組成跨品牌聯盟落實各項合作營銷方案。同時，消費者也可利用流動電話及互聯網，透過平台搜尋產品，隨時掌握各項有興趣的資訊。另一方面，品牌持有人亦可以從中收集有價值的消費行為數據，以便日後進行針對性的推廣活動。

這個跨品牌推廣平台預計在 2011 年正式推出。



# STRENGTHENING our Solutions Portfolio



# Product and Service Updates and Achievements

## 最新服務及成就

As a dynamic organization committed to promoting greater efficiency through the innovative use of GS1 System of Standards, we bring together our global knowledge and local experience to offer robust services and solutions most relevant to businesses today.

With our improved service portfolio coupled with multiple new initiatives, we successfully made significant strides in bolstering our service offerings during the year. In so doing, we were able to bring values to Hong Kong businesses in such aspects as product quality assurance, operational cost efficiency, as well as supply chain visibility.

### GS1 BarCodes

For over three decades now, GS1 BarCodes and the GS1 Identification System have continuously offered significant benefits to the business and public community including enhanced shoppers' buying experience, improved retail operation's automation, accelerated global trade, to name a few. With GS1 BarCode's globally unique ID numbers, the System promises to bring consumers more value-added initiatives in the future such as product authentication, product quality assurance as well as marketing opportunities like discount coupons.

### BarcodePlus: Enhancing product quality and consumer safety

With increasing concern for better food safety worldwide, GS1 Hong Kong embarked in 2008 on a project called "BarcodePlus", a one-stop product information portal. In collaboration with leading testing and certification bodies, the project aimed at providing consumers with easy-and-quick channel to obtain extended packaging information like ingredients, usage direction, packaging, images, nutritional details as well as testing results of relevant products with GS1 BarCode via the Internet and mobile phones.

### Providing Consumers with more product information

During the year, we provided support to various industry stakeholders to leverage GS1 BarCode and BarcodePlus in disseminating product quality-related information to their trading partners and consumers. Up to now, there are more than 2 million product records uploaded to BarcodePlus by over 5,000 companies, making the portal an effective tool for consumers to obtain reliable product quality-related information via the Internet and mobile phone.

香港貨品編碼協會乃一個充滿動力的組織，矢志透過GS1系統標準的創新應用，提升企業效率。憑藉豐富的環球知識及本地實踐經驗，我們為業界提供最適切及有效的服務和方案。

去年，本會進一步加強及完善服務與方案，並推出了多項全新計劃，使我們的服務組合取得長足的發展，讓我們能為本地企業創優增值，協助他們加強產品品質保證、提升營運成本效益及供應鏈透明度。

### GS1 條碼

過去30年，GS1條碼及GS1識別系統為企業及公眾帶來莫大裨益。此等技術和系統不但提升消費者的購物體驗和樂趣，令零售業運作更趨自動化，更有效促進全球貿易。憑藉GS1條碼獨一無二的全球識別碼，此標準系統將可為消費者創造更多附加價值，如產品驗證、產品品質保證，更有助業界進行市場推廣活動，例如折扣優惠券等，締造更大效益。

### BarcodePlus：提升產品品質及消費者安全

隨着全球對食品安全的關注日增，本會於2008年聯同多家著名產品品質檢中心攜手推出一站式產品資訊網站BarcodePlus，旨在為消費者提供一個方便快捷的渠道，讓他們可以利用GS1條碼並透過互聯網及流動電話取得更多包裝說明以外的信息，如產品成份、使用說明、包裝資料、圖片、營養詳情及測試結果等。

### 為消費者提供更多產品資訊

去年，本會為不同行業持份者提供支援，協助他們通過GS1條碼及BarcodePlus網站把與產品品質相關的資料發授予貿易夥伴與消費者。直至目前為止，已有超過5,000家公司的逾200萬條產品紀錄被上傳到BarcodePlus，使之成為消費者以流動電話及互聯網獲取產品品質相關信息的有效工具。



We also managed to help several brands including organic food products such as Greendotdot enhance their consumer shopping experience through the provision of extended product information via GS1 BarCode and BarcodePlus. The program will be extended to other members of GO@L.

#### **“GENUINE”: Empowering consumers to check authenticity of purchased goods**

In 2009, GS1 Hong Kong also developed a Product Authentication solution funded by HKSAR Government’s OGCIO leveraging the EPCIS-standard traceability platform, ezTRACK and with BarcodePlus serving as an interface for consumers to check product authenticity online. Taking the effort a step further, we expanded this initiative by offering a product authentication service called “GENUINE”. Aimed at offering consumers with a convenient yet reliable way to differentiate real items over counterfeit goods, and help brand owners better protect their brand integrity through supply chain e-pedigree visibility, the “GENUINE” Product Authentication Service is a win-win solution for both consumers and brand owners.

During the year, we worked closely with the business community to facilitate the deployment of the PA Service. With the dedicated support of GS1 Hong Kong’s professional team of consultants, a distributor of beauty products and a premium manufacturer of ready-to-eat dried abalone have successfully implemented the Service to protect their brand equity and establish better customer loyalty.

我們亦協助多家知名品牌包括有機產品「点点綠」採納GS1條碼及BarcodePlus，讓他們能有效為消費者提供更多產品延伸性包裝資料，從而提升消費者的購物體驗。這項計劃將延伸至其他「綠機會」成員，利用GS1條碼及BarcodePlus為企業增值。

#### **「正貨」驗證 即時辨識產品真偽**

此外，本會於2009年開發「產品驗證方案」。這項計劃是由香港特區政府政府資訊科技總監辦公室撥款資助的，通過以EPCIS為標準的追蹤平台「縱橫網」及BarcodePlus資訊平台，讓消費者可以在線檢查產品真偽。在此基礎上，我們推出「正貨」驗證服務。憑着供應鏈電子履歷所提供產品資訊的透明度，「正貨」驗證服務為消費者提供一個方便可靠的方法分別真假貨品，同時幫助品牌持有人保護他們的品牌信譽，為消費者與品牌持有人締造雙贏局面。

去年我們與商業社群緊密合作，促進業界採納「正貨」驗證服務。在協會專業顧問團隊的協助下，一家美容產品分銷商及一家即食乾鮑製造商已成功實施此方案，以保障其品牌權益，並藉此建立更牢固的客戶關係。

## GS1 eCom

Our EDI B2B e-Commerce service ezTRADE has been helping a huge number of enterprises to automatically exchange business data with their trading partners and conduct collaborative commerce for over 15 years. Today, this industry-wide service continues to facilitate paperless trading via GS1 eCom transactions among trading partners resulting in huge cost savings. Currently, over 1.8 million transactions are being handled by ezTRADE for more than 2,000 Hong Kong and Mainland China suppliers every year.

### ezTRADE: Driving business efficiency beyond Hong Kong

During the year in review, ezTRADE has contributed to the significant advancement in facilitating business collaboration between Hong Kong retailers and their global suppliers. Several leading retailers have benefited from using the Service. One of them is A.S. Watson Group, which through the help of GS1 Hong Kong, has extended the use of ezTRADE service in their supply chain operations in Southern China, enabling the company to optimize electronic ordering with their suppliers over the web.

GS1 Hong Kong also assisted Nuance-Watson (HK) Ltd. to implement ezTRADE in Hong Kong, connecting its suppliers in Europe and the Asia Pacific region. This allowed the company to significantly reduce their administrative costs and make purchasing procedures faster and more efficient.

## EPC/RFID

Offering end-to-end supply chain visibility for goods and information flow, Electronic Product Code (EPC)-based radio frequency identification (RFID) technology is poised to revolutionize the supply chain world, ushering the advent of a new era of "Internet of Things". Over the past few years, GS1 Hong Kong has committed itself to driving the innovation and adoption of EPC/RFID technology and applications to enable local companies to achieve a first-mover advantage in reaping the benefits of supply chain visibility.

## GS1 電子商貿

協會的EDI商業對商業電子(B2B)商貿服務「通商易」已推出超過15年，其間成功協助眾多企業與貿易夥伴實現商業數據的自動採集與交換，進行協同商貿。時至今天，這項行業服務繼續透過GS1電子商貿推動無紙貿易，大大減省成本。現時，超過2,000家香港及國內供應商使用「通商易」服務，每年處理逾180萬次交易。

### 「通商易」：提升海外業務效率

回顧過去一年，「通商易」已為香港零售商帶來顯著的效益，促進他們與環球供應商之間的商業合作。在本會的協助下，一些領先的零售商如屈臣氏集團，已把「通商易」的應用範圍進一步擴展至其南中國的供應鏈營運中，藉此加強與中國內地供應商的訂單處理程序。

另外，本會亦協助了Nuance-Watson (HK)在港實施「通商易」方案，使之能透過該服務更有效地連繫歐洲及亞太區的供應商。此舉不僅有助該公司大幅減省行政成本，更成功地提高貨品採購程序的效率。

## EPC/RFID

以產品電子代碼(EPC)為基礎的無線射頻識別(RFID)技術，為供應鏈上的貨品與資訊流向提供點對點透明度，使全球供應鏈產生革命性的變化，引領「物聯網」的新紀元。過去數年，本會致力促進本地企業採納EPC/RFID技術，積極鼓勵創新應用，使之能乘著供應鏈資訊透明度所帶來的好處，獲取先行者的優勢。

### ezTRACK: Cold chain management solution ensures product quality and safety

In a bid to provide businesses operating under temperature-sensitive supply chains with cost-efficient and reliable traceability system for cold chain management, GS1 Hong Kong, in partnership with Asia Pallet Pooling launched ezTRACK-enabled Cold Chain Management Solution in 2009.

This RFID-based Cold Chain Management Solution offers end-to-end supply chain visibility of perishable goods via ezTRACK, allowing companies to efficiently capture temperature data, time, humidity, and location data of the shipments while the goods are in transport. It also enhances logistics management by providing a clear and comprehensive report of the goods' temperature history, hence resulting in optimized operations. In 2010, Hawaiian Department of Agriculture and Hawaii Farm Bureau rolled out a RFID program entitled "Hawaii Produce Traceability Initiative" where the traceability process for fresh produce was enabled by the RFID-based Cold Chain Management Solution.

To highlight the industry benefits of the new Cold Chain Management Solution, a series of focused seminars were organized in April 2010, successfully drawing the interest of more than 140 Hong Kong and Shenzhen participants representing the food, pharmaceutical, logistics and retail sectors engaged in both domestic and cross-border delivery operations.

### Realizing regional trade visibility

During the year, notable progress has been made in connecting the Hong Kong EPC Information Services (EPCIS) Traceability platform with Guangdong, Taiwan and Singapore. Powered by ezTRACK, the EPCIS-based traceability platform enables interoperability of various networks and enhances standard-based data track and trace, thus resulting in seamless exchange of information along the intermodal supply chain cargo logistics. With a highly reliable cross-border infrastructure, enterprises in the region are able to achieve real-time supply chain visibility and more efficient business operations, hence facilitating trade activities regionwide.

### 「縱橫網」：冷凍鏈管理方案確保產品品質及安全

為對溫度敏感的供應鏈行業提供具成本效益及追溯功能的冷凍鏈管理方案，本會去年與泛亞棧板物流公司攜手合作，推出以「縱橫網」作支援的「冷凍鏈管理方案」。

此項以RFID為基礎的冷凍鏈管理方案，能為對溫度敏感及容易腐爛貨品的供應鏈帶來點對點資訊透明度。此管理方案，可讓企業有效地掌握貨品在付運期間的溫度、時間、濕度及地點資料，與此同時，系統亦能提供清楚及全面的貨品溫度紀錄，有效加強物流管理及優化運作流程。2010年，夏威夷農業部及農務局推出一項名為「夏威夷產品追溯」的RFID計劃，便是利用以RFID為本的冷凍鏈管理方案，實時追蹤新鮮農產品的流向。

為向業界展示及推廣最新的「冷凍鏈管理方案」所帶來的效益，我們於2010年4月舉行了一連串的專題研討會，成功吸引逾140名來自香港及深圳的食品、製藥、物流及零售行業，以及從事本地及跨境送貨運作的人士參與。

### 實現地區性貿易透明度

年來，我們在建構連繫本港、廣東、台灣及新加坡四地的EPC訊息服務（EPCIS）追溯平台取得長足的進展。這個由「縱橫網」所支援、以EPCIS為基礎的平台，可與不同網絡相互運作，有效提升以標準為基礎的資訊追溯能力，將可為多元化貨運供應鏈提供無間斷的資訊交換。此高度可靠的跨境基礎建設，有助上述區域內的企業達至實時的供應鏈透明度，提升業務運作的效率，從而促進區內的貿易發展。



### SCOR & SCOR Professional

To stay competitive in today's increasingly complex business environment, companies are looking for new ways to streamline their operations to achieve higher cost efficiency. Developed by Supply-Chain Council (SCC), the Supply Chain Operations Reference-model (SCOR) provides a common supply chain framework and standard terminology for evaluating and implementing supply chain improvements.

#### Cross-industry collaboration to drive supply chain process optimization

Since the inception of the Greater China Chapter of Supply-Chain Council (SCC) in 2004, over 20 SCOR training workshops were organized by GS1 Hong Kong in the territory. To further demonstrate the value of the SCOR and hone local companies' supply chain management skills and competencies, SCC introduced the new SCOR Professional (SCOR/P) Certification Program during the first quarter of 2009. Conducted by certified instructors from GS1 Hong Kong, the program attracted more than 30 participants, attending the SCOR/P training since then. During the year, 8 individuals successfully earned the SCOR Certified Professional credential.

In a bid to further promote industry awareness and adoption of SCOR in Hong Kong and Southern China, GS1 Hong Kong partnered with supply chain experts and practitioners in initiating a supply chain steering committee – SCOR Professional Community in April 2009.

The Community consists of representatives from various industry professionals and key stakeholders from green supply chain, food, consumer electronics and healthcare sectors. The establishment of the Community will enable us to further promote the use of SCOR-model to a wider range of industries thus further uplifting the overall supply chain competencies of Hong Kong enterprises.

### SCOR及SCOR專業認證培訓課程

為了在現今競爭日趨激烈的商業環境中保持領先地位，企業紛紛尋求優化營運流程的方法，以提升成本效益。由供應鏈管理委員會開發的「供應鏈運作參考模型」(SCOR)，提供一套共同的供應鏈框架及標準術語，以評估及實施供應鏈的改進措施。

#### 跨行業協作優化供應鏈流程

自供應鏈管理委員會(大中華區總會)於2004年成立以來，本會已在區內舉辦了超過20個SCOR培訓工作坊。為了進一步展示SCOR的價值及提升本地機構在供應鏈管理方面的技巧與能力，供應鏈管理委員會於2009年第一季引入新的SCOR專業認證培訓課程。至今，已有超過30人參與了由本會舉辦，並由合資格導師負責的SCOR/P培訓課程。年來，共有8位學員成功取得上述的專業認證資格。

為了促進香港及南中國的業界採納SCOR，並且加深他們對SCOR的認識，本會於2009年4月聯同供應鏈專家及業界人士共同籌劃及成立供應鏈督導委員會——SCOR專業委員會。

該委員會的代表成員包括多個行業的專業人士，以及綠色供應鏈、食品、消費電子及醫療行業的從業要員。委員會的成立讓我們更進一步把SCOR推廣到其他行業，從而提升本地企業整體的供應鏈能力。

# ACCELERATING Business Success





# Initiatives to Support Various Industries

## 支援不同行業的項目

As an industry-led organization, GS1 Hong Kong is dedicated to enabling the sustainable success of enterprises across industries through the provision of supply chain management tools, expertise and practices. To this end, we have spared no efforts in fostering the innovative use of GS1 System of Standards in various industry sectors, specifically Food, Retail, Healthcare and Logistics through various engagement programs.

### Food and Retail

A responsive and transparent supply chain – with the capability to quickly respond to rising customer expectations – is vital to the success of the food and retail sectors. GS1 Hong Kong has been working closely with government agencies, ECR Hong Kong and the food & retail industries to drive supply chain efficiency and visibility through various initiatives during the year.

#### Work groups formed to improving supply chain responsiveness

In July 2010, we collaborated with ECR Hong Kong to set up two working committees in connection with two initiatives – On-Shelf Availability and Sharing of Sales & Inventory Data.

An On Shelf Availability (OSA) work group with representatives from leading retailers and brand owners was formed with the objective of reducing Out-of-Stock (OOS) occurrences at retail outlets. The OSA work group aimed to construct an instant response tool to capture OOS situations and ultimately develop a number of improvement levers to speed up responses to the out-of-stock situation and more timely inventory replenishment, ultimately enhancing customer satisfaction and profitability.

In addition to the OSA committee, a Sharing of Sales & Inventory Data work group was also set up to facilitate data sharing among suppliers and retailers. In today's ever-changing market demands, retailers have to carefully plan their sales and inventory forecast, as well as constantly update their plans with suppliers to keep pace with the business operations. In view of this, the work group is planning to initiate a "Sharing of Sales & Inventory Data" program which is intended to design an industry standard on the frequency and contents of sharing.

作為一個由業界主導的組織，香港貨品編碼協會一直不遺餘力協助各行業利用供應鏈管理工具、技術及實務，提升並鞏固其市場地位，創出佳績。為此，我們透過各種不同的行業拓展計劃，致力推動食品、零售、醫療護理及物流等行業創新應用GS1系統標準。

### 食品及零售業

我們深明食品及零售業的成功關鍵，完全取決於一個反應迅速及具透明度的供應鏈。因此過去一年，本會與政府機構、ECR香港、食品及零售業緊密合作，推出多項計劃以提升供應鏈的效率及透明度。

#### 成立工作委員會以提升供應鏈回應速度

2010年7月，我們與ECR香港共同成立了兩個工作委員會，分別負責「上架貨品流通率管理」和「銷售及庫存數據共享」兩個項目。

「上架貨品流通率管理」委員會由領先的零售商及品牌持有人代表組成，旨在減少零售店貨架的缺貨情況。委員會的目標是要建構一套即時回應工具，讓管理人員有效掌握缺貨情況，最終研發出一些能夠快速回應缺貨情況的方案，使店舖能及時補充庫存，滿足消費者的需要及提高企業的盈利。

除了「上架貨品流通率管理」委員會外，協會也成立了「銷售及庫存數據共享」委員會，讓供應商及零售商可以共用數據資料。面對瞬息萬變的市場需求，零售商必須審慎計劃銷售及庫存預測，並向供應商即時通報最新計劃，使之能有效配合業務運作。有見及此，委員會正積極籌劃一項名為「銷售及庫存數據共享」的計劃，藉以就數據共享的頻率與內容訂出一套行業標準。

### Retail Solution Day equipped industry players with latest technologies and tools

In line with our mission to enable the food and retail industries to implement global supply chain standards, technologies and best practices for better efficiency in the ever-changing retail environment, GS1 Hong Kong launched its first Retail Supply Chain Day on July 9, 2010. Targeting the retail industry, the half-day event aimed to equip participants with the knowledge, tools and solutions necessary for supply chain excellence.

At the event, the participants were given the opportunity to gain insights into how GS1 Hong Kong services including ezTRADE and GENUINE Product Authentication Service can enhance their trade efficiency for both “business-to-business” to “business-to-consumer”.

### 零售業方案日讓業界認識最新技術及工具

為了協助食品及零售業有效實施全球供應鏈標準、技術及最佳實務，使之能於瞬息萬變的零售市場提升效率及建立優勢，本會於2010年7月9日舉辦了首個「零售業供應鏈方案日」。這個專為零售業而設的半天研討會，旨在協助參加者掌握供應鏈管理知識、工具與方案，以提升供應鏈績效表現。

當天的活動，令參與者更深入了解協會的「通商易」及「正貨」產品驗證等服務如何協助他們提升商業對商業及商業對消費者的貿易效率。



### Working closely with brand owners to enhance brand integrity

While quality assurance and product safety have always been paramount for industry players, counterfeiting poses a greater significant challenge for brand owners now than ever before.

Aimed at offering brand owners a practical approach to protect the value of their brand names through the assurance of genuine products, GS1 Hong Kong has introduced a brand integrity program in 2010. Leveraging ezTRACK with BarcodePlus as the consumers' interface, the brand integrity program not only enables brand owners to share product quality-related

### 與品牌持有人攜手提升品牌信譽

品質保證及產品安全一向是業內人士最關注的議題。與此同時，偽冒產品問題也為品牌持有人帶來前所未有的威脅與挑戰。

為此，本會在2010年推出了「品牌信譽計劃」，冀望為品牌持有人提供可行的方法，讓他們能透過保證所售商品為正版正貨，以保障他們的品牌及商標。這項計劃透過「縱橫網」實時追溯平台，並以 BarcodePlus 產品資訊網站作為用戶介面，實現品牌持有人及公眾之間產品品質資

information with the public in real-time but also allows consumers to check the authenticity of a product via mobile phone and the Internet through supply chain e-pedigree visibility.

### **Reinforcing awareness on brand integrity program at Retail Asia Expo**

To raise industry awareness on the integrated brand integrity program, GS1 Hong Kong showcased the initiative at the Retail Asia Expo 2010 in June 2010. At the exhibition, we successfully demonstrated its integrated brand integrity program designed to help brand owners, distributors and retailers to combat counterfeiting while enhancing customer relationship and brand positioning.

To further educate the industry and the general public on the values of the Brand Integrity Program, GS1 Hong Kong will participate in the 45th Hong Kong Brands & Products Expo to be held in January 2011.

### **Concerted efforts of government and retailers to protect consumers**

Referencing from GS1 Member Organization experience like Korea, GS1 Hong Kong has embarked on an "Unsafe Product Prevention Program" initiative in Hong Kong in collaboration with leading retailers. To streamline the product recall process and to facilitate speedy recall communications, the program is intended to make use of GS1 Barcode and our one-stop product information portal BarcodePlus to efficiently share information of unsafe products among trading partners and thus prevent the sale of unsafe products to consumers. The project is expected to be launched in Hong Kong in 2011.

## **Healthcare**

GS1 Hong Kong's primary mission is to enable the healthcare industry to implement global standards aimed at creating a more efficient and cohesive supply chain as well as improving patient safety. During the year, GS1 Hong Kong continued to engage with healthcare industry stakeholders to drive the adoption of global standards for healthcare supply chain harmonization.

訊的共享，更能讓消費者通過具透明度的供應鏈電子履歷，利用流動電話及互聯網上確定產品的真偽。

### **「品牌信譽計劃」在亞洲零售博覽亮相**

為了提升業界對綜合性品牌信譽計劃的認識，我們於2010年6月舉行的亞洲零售博覽上設置展台，向業界展示這項計劃。在展會上，我們向參觀者示範該計劃如何能幫助品牌持有人、分銷商及零售商打擊偽冒產品、加強客戶關係和品牌定位。

本會將會參與2011年1月舉行的第45屆香港工展會，並於展覽會上展示「品牌信譽計劃」，進一步向業界及公眾人士推廣這項計劃的價值所在。

### **政府及零售商共同努力保護消費者**

參考GS1其他成員組織如韓國的成功經驗，協會將與領先的零售商在本港攜手推行「防預不安全產品」計劃。為了使產品回收程序更迅速、更具效率，該計劃透過GS1條碼及一站式產品資訊平台BarcodePlus，提升資訊透明度，促進供應商之間不安全產品資訊的流通，阻截不安全產品流入市場。這項計劃將於2011年在香港推出。

## **醫療護理業**

香港貨品編碼協會的首要使命就是協助醫護行業實施全球標準，以創造更有效率、凝聚力更強的供應鏈，以加強保障病人的安全。為此，過去一年我們與醫護業保持緊密關係，推動業界採納全球標準以達至醫護供應鏈統一化。

### Forging a collaborative supply chain – Global GS1 Healthcare Conference

GS1 Healthcare User Group organizes the annual Global GS1 Healthcare Conference in Asia Pacific, Europe and the Americas. The Conference is aimed at providing an interactive platform for key international healthcare stakeholders to share and discuss the latest global standards, industry and regulatory developments for healthcare supply chain efficiency. In October 2009, GS1 Hong Kong collaborated with GS1 global office and the local organizing committee, which comprised the Food and Health Bureau, the Government of HKSAR, the Hospital Authority (HA), the Office of the Government Chief Information Officer (OGCIO), Hong Kong Association of the Pharmaceutical Industry, Hong Kong Medical & Healthcare Device Industries Association and Hong Kong Pharmaceutical Manufacturers Association to organize the 15th Global GS1 Healthcare Conference in Hong Kong.

During the three-day conference themed *"Raising the Bar on Patient Safety and Efficiency"*, over 20 prominent international speakers addressed the most pressing issues facing healthcare supply chains worldwide. These included regulatory development on automatic identification, traceability, electronic product categories, patient safety initiatives as well as healthcare supply chain efficiency improvement.

The Conference, which attracted over 300 delegates from 29 countries around the world, including local participants from government organizations, private and public hospitals, members of industry associations of medical devices and pharmaceutical products suppliers as well as vendors and academics, succeeded in providing a neutral and international platform and despite their variety of interests, all participants shared a vision to improve patient safety and take the quality of healthcare to the next level.

### Uplifting supply chain efficiency with the combined use of GTIN and ASN

The Hospital Authority (HA) has continuously sought ways to enhance patient safety through increased operational efficiency, data security and traceability. Since 1996, the HA has adopted ezTRADE for automatic business communication in the healthcare supply chain.

### GS1 全球醫療護理會議 構建協同供應鏈

GS1 醫療護理小組每年均在亞太區、歐洲及美洲舉辦 GS1 全球醫療護理會議。會議目的是要為國際醫護業從業員提供一個互動平台，讓他們一同分享及探討最新的全球標準，以及提升醫護供應鏈效率的行業和政策發展。香港貨品編碼協會聯同 GS1 總部，以及本地籌辦委員會成員，包括香港特區政府食物及衛生局、醫院管理局、政府資訊科技總監辦公室、香港科研製藥聯會、香港醫療及保健器材行業協會與香港製藥商會，於 2009 年 10 月在香港舉辦第 15 屆 GS1 全球醫療護理會議。

一連三天的會議，主題為「保障病人安全及提高供應鏈效率」。大會邀請了超過 20 位國際知名的演講者出席，並就全球醫護供應鏈正面對的逼切問題發表演說。課題包括有關自動識別、追溯能力、電子產品目錄及病人安全的最新法規發展情況，以及醫護供應鏈效率改善方案等。

是次會議吸引了逾 300 名來自 29 個國家的代表出席，而本地的與會者則有來自政府部門、私家及公共醫院、醫療器材工商組織，還有藥劑製品供應商、供貨商及學術界人士。會議成功為參與者提供一個中立及國際化的平台，儘管利益立場各有不同，但參與者都有一個共同的願景，就是要加強保障病人安全及進一步提升醫護質素。

### 結合使用 GTIN 及 ASN 提升供應鏈效率

一直以來，醫院管理局致力透過提升營運效率、數據保安及追溯能力，以保障病人安全。該局早於 1996 年，已採納「通商易」服務，強化醫護供應鏈上自動化通訊一環。

To further uplift the quality of healthcare services for the Hong Kong community, the HA in collaboration with GS1 Hong Kong initiated a pilot project on healthcare supply chain modernization in the third quarter of 2010. The pilot, which is scheduled for completion in 2011, involves distributors and suppliers of the HA to generate an Advanced Shipping Notice (ASN), which contains Serial Shipping Container Code (SSCC), and is associated with the product item's Global Trade Item Number (GTIN), expiry date and batch number. When orders are made and are ready for shipment, the ASN linked with the product item's GTIN is generated and sent to the HA through our EDI platform – ezTRADE. The combined use of GTIN and ASN – which leads to enhanced supply chain efficiency – is one of the successful examples of the use of global standards in the healthcare supply chain modernization.

為了進一步提升香港醫護服務的質素，本會與醫院管理局於2010年第三季展開了一項試點計劃，以推動醫護供應鏈現代化進程，計劃預計於2011年完成。參與計劃的醫院管理局分銷商及供應商均須製作一份預先發貨通知 (ASN)，預報內必須載有一個貨運容器序號 (SSCC)，作為載負產品資訊之用，該等資訊包括貨品的國際貨品編碼 (GTIN)、到期日及批號。當訂單發出，並準備付運貨品，系統會自動產生一份備有GTIN的ASN，並經由EDI平台「通商易」傳送到醫院管理局。把ASN及GTIN一併使用，能大大提升供應鏈的效率。這正是把全球標準應用於醫護供應鏈現代化的成功例子之一。



### Engaging healthcare industry through local briefing series on GS1 Standards

In a bid to drive greater collaboration among local healthcare stakeholders to improve healthcare supply chain operations, GS1 Hong Kong worked with industry key stakeholders including Zuellig Pharma and DKSH Hong Kong to organize two briefing sessions on GS1 Standards for pharmaceutical companies in July and Aug 2010 respectively.

Through the briefings, participants were better equipped with the know-how to enhance healthcare supply chain efficiency through the use of global standards.

### 簡報會推動業界採納GS1標準

此外，本會與醫護界持份者，包括裕利醫藥及大昌華嘉香港聯合舉辦簡報會，以促進本地醫護界彼此間的合作以改善醫護供應鏈的運作。兩場簡報會已於2010年7月及8月舉行，內容主要涉及製藥公司如何應用GS1標準。

通過簡報會，參與者對於如何利用全球標準提升醫護供應鏈效率都有了更深入的認識。



## Logistics

Hong Kong enjoys global recognition as a world-class logistics hub offering state-of-the-art transport infrastructure and excellent information connectivity. The sustainability of the logistics industry is essential for maintaining Hong Kong's incessant success and prosperity.

GS1 Hong Kong's work during the year in the logistics and transport sector has been fostering interoperability and improving visibility along the logistics supply chain.

### Newly-developed EPC/RFID enabling engine aims to lift the competitiveness of logistics industry

One of the most important initiatives this year was the RFID enabling engine project funded by the SME Development Fund of the Trade and Industry Department of the HKSAR government. The initiative, organized by Chamber of Hong Kong Logistics Industry Limited and co-organized by GS1 Hong Kong, aims to enhance the competitiveness of the logistics industry with RFID technology and covers deliverables including the development of an EPC/RFID enabling engine, a series of pilot cases as well as knowledge exchange programs.

Designed for logistics technology solution providers and logistics service providers, the open-source EPC/RFID enabling engine enables users to leverage the ready-to-use tool to facilitate RFID tag printing, RFID tag reading and establishing connection with EPC Information Services (EPCIS). With the open-source tool in place, logistics technology solution providers can easily develop applications like warehouse management, cargo tracking, proof of delivery and other logistics applications.

## 物流業

香港為世界級的物流中心，備有最先進的運輸基礎及卓越的資訊網絡。物流業的發展亦造就了香港的成功與繁榮。因此，推動物流業持續發展，是維持香港繁榮穩定的關鍵所在。過去一年，本會積極鼓勵物流業供應鏈的互通性及提升它的透明度。

### EPC/RFID 應用引擎有助提升物流業競爭力

無線射頻識別 (RFID) 應用引擎的開發是本會今年的重點項目之一。此計劃獲香港特區政府工業貿易署「中小企業發展支援基金」撥款資助，由香港物流商會主辦，香港貨品編碼協會協辦及執行，旨在利用 RFID 技術加強物流業的競爭力。整個項目涵蓋幾個部份，包括 EPC/RFID 引擎的開發、一系列試點項目以及知識交流活動等。

開放源碼的 EPC/RFID 應用引擎，主要是為物流技術方案供應商及物流服務供應商而設。利用這套現成的開放源碼工具，物流技術方案供應商可以簡單地印製及讀寫 RFID 標籤，並且與 EPC 訊息服務 (EPCIS) 連接，同時亦可以縮短開發應用系統的時間，如貨倉管理、貨物追蹤、貨物付運證明等系統及其他物流應用方案。

As part of the project, three pilots have been carried out. Pilot participants included warehousing services and logistics value-added services provider Earnward Warehouse Ltd. (EWL), SME logistics service provider Sun Rise Management Limited (Sun Rise) and food manufacturer China Rise International Investments Limited (China Rise). The results of the pilots were very conclusive in demonstrating the benefits of EPC/RFID warehouse management system in expediting stock tracking process and eliminating human errors.

Leveraging GS1 Hong Kong's product authentication solution, China Rise is able to combat counterfeiting of products and thus enhance consumer safety and thus loyalty. With accurate delivery information and status readily available, the Company can now possess the capability of proof of delivery with its business partners and distributors.

To make visible the values of EPC/RFID technology and the open-source tool to the industry, two seminars and exhibitions regarding the RFID Enabling Engine were held in August 2010. Participants were given real-world experience in discovering how the RFID Enabling Engine benefits both technology and logistics industries.

### Logistics delegation visit to Europe

To foster and renew relations between Hong Kong's logistics industry and its counterparts in the Netherlands, Belgium and Luxembourg, a delegation of the Hong Kong Logistics Development Council visited the three Benelux countries in November 2009.

Led by Mr Francis Ho, JP, Permanent Secretary for Transport and Housing (Transport) and Vice Chairman of the Hong Kong Logistics Development Council, the theme of the visit was "Hong Kong: A Premier Logistics Hub and the Gateway to China". In addition to promoting Hong Kong as a springboard to the exponential market of Mainland China, the eight-member delegation which included Ms Anna Lin, Chief Executive of GS1 Hong Kong, also achieved its objective of gaining first hand information about the transformation and integration of European ports and logistics services.

參與這項目的三家試點公司，分別是倉庫服務及物流增值服務供應商盈滙倉庫有限公司、中小企規模物流服務供應商旭景管理有限公司及食品製造商中昇國際投資有限公司。三家試點公司的試驗結果，證明EPC/RFID倉庫管理系統能夠迅速執行庫存品追蹤程序及減少人為錯誤。

中昇國際利用本會的產品驗證方案，有效打擊市場上魚目混珠的仿製品外，還保障消費者安全及加強他們對產品的信心。此外，由於系統能提供準確的貨品付運資料，使中昇國際能夠完全掌握貨品的付運情況，可以向業務夥伴及分銷商提出貨品付運的證明。

為了讓業界人士體驗 EPC/RFID 應用引擎技術及開放源碼工具的價值，我們於2010年8月舉辦了兩場研討會及展覽會。在會上，我們模擬了真實環境，讓參與者親身體驗這項新技術，以及它在實際運作中為物流業帶來的好處。

### 物流業代表團訪問歐洲

為鼓勵及加強香港物流業與荷蘭、比利時及盧森堡物流業界的關係，香港物流發展局於2009年11月派出了一行八人的代表團訪問這三個同盟國。

是次訪問的主題為「香港：主要物流中心及通往中國之門」。代表團由運輸及房屋局常任秘書長（運輸）兼香港物流發展局副主席何宣威太平紳士率領，成員包括香港貨品編碼協會總裁林潔貽。代表團除了推廣香港是進入龐大中國市場的跳板外，八位成員都取得了改造及整合歐洲港口和物流服務的第一手資料，完成了此行的任務。



# EMPOWERING Businesses with Knowledge





# Knowledge Exchange Programs

## 知識交流項目及計劃

The year 2009-2010 was another eventful year for GS1 Hong Kong in terms of organizing several comprehensive knowledge exchange programs. These activities were in line with our goal of encouraging sharing of ideas, views and experience among the business community on supply chain management strategies, technologies and practices.

### Hong Kong RFID Centre – Enhancing public awareness about EPC/RFID technology

In 2009, the Hong Kong RFID Centre, another initiative to facilitate EPC/RFID technology development, adoption and knowledge transfer was upgraded with new enhancements in the consumer, logistics and manufacturing zones. These new additions aim to showcase how EPC/RFID technology enables improved product traceability, logistics visibility and food safety in various industries including fashion, food and healthcare.

Up to date, about 20,000 visitors comprising government bodies, enterprises and academics from around the world were received.

### Hong Kong RFID Awards 2010 – ushering in a new era of innovative applications

In today's highly intense and competitive business landscape, deploying innovative technologies is crucial to the success of any business. In recognizing the outstanding achievements of enterprises and individuals in the innovation and adoption of RFID technology, GS1 Hong Kong successfully launched the Hong Kong RFID Awards in 2008. The event is now a credible awards program actively participated by companies and academics in highlighting their creativity and best practices in applying RFID to improve business efficiency and quality of life.

Co-organized by the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies, the Hong Kong RFID Centre and the Hong Kong Science & Technology Parks Corporation, the 3rd Hong Kong RFID Awards 2010 offered three categories of business awards, namely: Best EPC/RFID Implementation, Most Innovative Use of EPC/RFID and Most Innovative EPC/RFID Product, as well as the U-21 RFID Awards. More than 30 entries were submitted during the year, marking the growing creative spirit of Hong Kong enterprises and academia in RFID technology, a remarkable feat for an awards program that has only been in existence for three years.

對香港貨品編碼協會來說，2009-2010年度是活動頻繁的一年。貫徹我們的宗旨，協會舉辦了多項交流推廣活動，積極鼓勵商業社群分享在供應鏈相關的管理策略、技術及應用等議題上的見解與經驗。

### 香港 RFID 中心 提升大眾對 EPC/RFID 技術的認知

香港 RFID 中心旨在推動 EPC/RFID 技術的發展與採納，並為業界提供一個知識轉移的平台。在 2009 年，中心進行了改善工程，加強了消費、物流及製造業展區的設施與內容。新展區重點介紹 EPC/RFID 技術如何改善產品追溯、提升物流透明度及確保食物安全質素，並有效應用於時裝、食物及醫療護理等行業。

中心開幕至今，共接待超過 20,000 訪客，包括來自世界各地的政府部門、企業及學院代表。

### 香港無線射頻識別大獎 — 引領創新應用新里程

在今日競爭劇烈的營商環境下，創新技術的應用已成為企業致勝關鍵。為表揚企業在應用無線射頻識別技術上的卓越成就，協會在 2008 年成功舉辦首屆香港無線射頻識別大獎。這項活動現已發展成為具公信力的選舉，每年大會均會頒發多個獎項，以表彰企業和學界精英在無線射頻識別技術上的獨特創意及應用方法，和提升商業效率及改善生活質素的能力。

今屆，香港無線射頻識別大獎由香港物流及供應鏈管理應用技術研發中心、香港 RFID 中心及香港科技園公司共同協辦。大會共設三個商業競賽大獎，包括：「最佳 EPC/RFID 應用大獎」、「最具創意 EPC/RFID 應用大獎」及「最具創意 EPC/RFID 產品」，以及「U-21 RFID 大獎」。此項業界盛事至今雖只舉辦了三年，但今年入圍者單位已逾 30 位，各獎項競爭激烈，標示香港企業與學術界在應用無線射頻識別技術上日趨成熟，創意非凡。

### The winners of the Hong Kong RFID Awards 2010 香港無線射頻識別大獎2010得獎名單：

Category 種類	Award 獎項	Company 公司	Project Title 方案名稱
The Best EPC/RFID Implementation Award 最佳EPC/RFID應用大獎	Gold 金獎	LEO Paper Group (Hong Kong) Ltd 利奧紙品集團(香港)有限公司	RFID Real-time Production Line Monitoring System RFID實時生產線監察系統
	Silver 銀獎	Kerry Logistics 嘉里物流	Kerrier RFID
	Bronze 銅獎	MTR Corporation Limited 香港鐵路有限公司	Innovative RFID Application in MTR Train Maintenance 列車維修創新RFID應用
Most Innovative Use of EPC/RFID 最具創意EPC/RFID應用大獎	Gold 金獎	Luxon Data Limited, Medtronic Medical Appliance Technology & Service (Shanghai) Limited and Zuellig Pharma (Shanghai) Pharmaceutical Co., Ltd. 力信通有限公司、美敦力醫療用品技術服務(上海)有限公司及上海永裕醫藥有限公司	ZL-100 Plus RFID Cabinet ZL-100 Plus RFID智能櫃
	Silver 銀獎	Sik Sik Yuen 薺色園	e-Charm Management System 數碼靈籤管理系統
	Bronze 銅獎	Kerry Logistics 嘉里物流	Kerrier RFID
Most Innovative EPC/RFID Product 最具創意EPC/RFID產品	Gold 金獎	Megabyte Limited 萬誠電子科技有限公司	MegaTray 智能展盤
	Silver 銀獎	Schmidt & Co., (Hong Kong) Limited & Siemens Limited 興華科儀(香港)有限公司及西門子有限公司	Smart Cellar 智能酒庫
	Bronze 銅獎	Luxon Data Limited 力信通有限公司	ZL-100 Plus RFID Cabinet ZL-100 Plus RFID智能櫃

### The winners of the U-21 RFID Awards 2010 U-21 RFID大獎2010得獎者：

Best EPC/RFID Concept 最佳EPC/RFID概念		
Gold 金獎	Associate in Business, Hong Kong Community College, The Hong Kong Polytechnic University 香港理工大學—香港專上學院工商管理副學士課程	Prisons RFID Management System 監獄管理RFID系統
Gold 金獎	Department of Real Estate and Construction, The University of Hong Kong 香港大學房地產及建設系	RFID in Construction Site Safety RFID技術與建築工地安全
Silver 銀獎	Department of Computing, The Hong Kong Polytechnic University 香港理工大學電子計算學系	Agent-enabled Flexible RFID Encoder and Decoder System 兼容代理程式的靈活RFID標籤編碼和解碼系統
Most Innovative EPC/RFID Application 最創新EPC/RFID應用		
Gold 金獎	Department of Industrial and Systems Engineering, The Hong Kong Polytechnic University 香港理工大學工業及系統工程學系	RF-MediSys 基於RFID技術的電子病歷系統RF-MediSys
Silver 銀獎	Department of Electronic Engineering, The Chinese University of Hong Kong 香港中文大學電子工程學系	Smart Network Connected Fashion Stores 智能網絡連接時裝店
Silver 銀獎	Department of Industrial and Manufacturing Systems Engineering, The University of Hong Kong 香港大學工業及製造系統工程學系	RFID-enabled Ubiquitous Shared Warehouse Management System RFID分享式倉庫管理系統



## GS1 Hong Kong training and workshop series

During the year, GS1 Hong Kong also made significant efforts in organizing a wide range of workshops, seminars and conferences.

**Industry Solution Days** – GS1 Hong Kong launched two successful Industry Solutions Days targeting logistics and retail sectors in Hong Kong and Guangdong in April and July 2010, respectively. The events were held in cooperation with the Hong Kong Association of Freight Forwarding & Logistics Ltd, Hong Kong Food Council, Hong Kong Logistics Association and some technology services providers with more than 170 IT and supply chain practitioners in attendance. The events provided an ideal platform for industry stakeholders to understand the latest EPC/RFID solutions for supply chain efficiency such as cold chain management and product authentication.

**Advanced Barcode Workshops** – To ensure members can get the most out of the various applications of GS1 BarCodes, a new advanced barcode program was introduced in 2010. The first advanced barcode workshop held in September 2010 was attended by more than 50 keen participants.

**EPC/RFID educational programs** – GS1 Hong Kong organized various education programs on EPC/RFID including RFID 101 workshop which featured “RFID Technology and Our Daily Lives” at the InnoCarnival in November 2009, over 300 participants were attracted from the academia.

In August 2010, two seminars and exhibitions on RFID Enabling Engine were organized as part of the deliverables of the government-funded project. Co-organized with the Chamber of Hong Kong Logistics Industry Limited, the events were well-attended by 300 participants.

## 協會培訓及工作坊系列

過去一年，香港貨品編碼協會致力籌備一系列工作坊、研討會及會議。

**行業方案日** — 針對香港及廣東的物流及零售行業，我們分別於2010年4月及7月舉辦了兩個行業方案日。活動獲得香港貨運物流業協會有限公司、香港食品委員會、香港物流協會聯同其他技術服務供應商合作及支持，一共吸引超過170名資訊科技及供應鏈業界人士到場參與。此活動成功為業界提供最佳平台，協助他們了解有助提升供應鏈效率的最新EPC/RFID解決方案，包括冷凍鏈管理方案及產品檢證計劃。

**進階條碼工作坊** — 為確保會員能適當利用GS1條碼，發揮條碼的最佳功能，全新的進階條碼工作坊於2010年9月舉行，共有超過50名人士踴躍參與。

**EPC/RFID教育活動** — 本會籌備了多個有關EPC/RFID的培訓活動，包括於2009年11月創新科技嘉年華舉行的RFID 101工作坊，並以「RFID技術與日常生活」為主題，吸引逾300位來自不同院校的參與者。

於2010年8月，本會舉辦兩場有關RFID應用引擎的研討會及展覽，活動乃政府撥款項目的一部分。活動由香港物流商會協辦，參加人數達300位。



**Annual ECR Training Workshop** – In a bid to assist the FMCG sector in increasing responsiveness to changing consumer demand through ECR practices, ECR Hong Kong organized the annual ECR Hong Kong Training Workshop in September 2010. Themed “Promote operation efficiency. Improve product quality. Sustain your business”, the 4-day training program with company visits to CHEP, DHL and Swire Coca-Cola drew more than 90 participants from 34 companies.

**Vendor Alliance Program (VAP) Joint Seminars** – In an effort to help our members source the right SCM solutions and services providers, 10 VAP joint seminars and workshops were held in partnership with various technology vendor members.

**SCOR Training** – To enable companies to perform the Supply Chain Operations Reference-model (SCOR) model, eight SCOR workshops were organized during the year. Further to this, GS1 Hong Kong introduced the SCOR/P training program for individuals where over 30 participants have completed the course.

## GS1 Hong Kong conference, forum and study tour

### GS1 Asia Pacific Regional Forum

GS1 Hong Kong hosted the GS1 Asia Pacific Regional Forum in November 2009, attended by 57 representatives from 17 GS1 Member Organizations. The Forum was kicked start by GS1 Hong Kong’s Chairman Mr Joseph Phi who delivered an inspirational presentation on “Emerging Trends in Supply Chain Management and the Role of GS1”.

**ECR周年培訓工作坊** — 為了協助快速流轉消費品 (FMCG) 業者提高回應速度，以應付與日俱增的消費者要求，ECR香港在2010年9月舉辦一年一度的ECR香港培訓工作坊。以「提升營運效率 改善產品質素 建立可持續發展業務」為題，一連四天的工作坊吸引了來自34間公司逾90人參加，期間，參加者更實地到集保、DHL及太古可口可樂公司作考察學習。

**供應商夥伴計劃 (VAP) 聯合研討會** — 旨為協助會員選擇合適的供應鏈解決方案及服務供應商，我們共舉辦了10個供應商夥伴計劃的研討會及工作坊，並由多個技術夥伴協力舉辦及支援。

**SCOR培訓課程** — 年內，我們共舉辦了八個「供應鏈運作參考模型」(SCOR) 工作坊，以提升企業應用供應鏈管理運作模型的能力。協會推出了SCOR/P訓練計劃，至今超過30名參加者完成課程。

## 協會會議、論壇及交流團

### GS1亞太地區論壇2009

在2009年11月，香港貨品編碼協會主持了GS1亞太地區論壇2009，共有來自17個成員組織的57名代表出席是次活動。論壇由香港貨品編碼協會協會主席彭焜耀先生的演說揭開序幕，以「供應鏈管理的新趨勢與GS1的角色」為題的演講，內容極具啟發性。



President and CEO of GS1 Mr Miguel Lopera updated the participants on various breakthrough projects and initiatives of GS1 last year. MOs' updates on challenges, strategies and experiences also provided valuable information for sister organizations in the region to strengthen their capabilities for serving members. In addition, the forum provided participants an opportunity to attend training on the GS1 System of standards and various applications. Thanks to the able support of the global office and the active participation of the MOs, the forum was a remarkable success.

### **GS1 Hong Kong SCM Excellence Summit 2009 assembled the best minds together in shaping the world**

Bringing together more than 550 leading local, Mainland China and international business leaders and supply chain experts across industries, the theme for the 9th GS1 Hong Kong SCM Summit held in November 2009 was *"Managing in a Challenging Economy"*.

The highlight of the Summit was a keynote address by Dr Victor Fung, followed by speeches by an exciting line-up of renowned speakers. The event also marked the second year of hosting of the Hong Kong RFID Awards Presentation Ceremony and successful cases sharing.

As an extension to the Summit, an IBM-sponsored executive roundtable luncheon was organized in December 2009. During the luncheon, some 50 participants gained insights into the challenges of building and managing intelligent supply chains shared by executives from various sectors.

在論壇上，GS1主席及行政總裁Miguel Lopera公佈GS1去年所推行的突破性項目，以及匯報各項大型計劃的最新現況。此外，各成員組織亦就挑戰、策略及經驗三方面公佈最新情況；此寶貴資訊有助區內各成員組織強化自身能力，為會員提供最佳服務；此外，論壇更安排培訓環節，讓參與者對GS1系統標準及其他應用解決方案有更深入的认识。是次論壇得以圓滿成功，有賴GS1總部的支持以及其他成員組織的積極參與。

### **供應鏈管理高峰會 雲集精英創造未來**

在2009年11月，以「戰勝經濟挑戰」為主題的第九屆香港貨品編碼協會供應鏈管理高峰會，成功吸引逾550名來自香港、中國內地及海外的商業領袖及供應鏈專家蒞臨參與。

馮國經博士的主題演講成為高峰會的焦點所在，一眾知名講者亦在會議上發表精彩的演說，令活動生色不少。此外，會上同時舉行第二屆「無線射頻識別大獎」頒獎典禮，並邀得優勝者作案例分享。

延續高峰會盛況，由IBM贊助的行政人員午餐會緊接於2009年12月舉行。在活動上，多位來自各行業的行政人員分享有關建立與管理智能供應鏈的寶貴經驗，令在場超過50名參與者獲益不淺。



### Hong Kong Smart City<sup>+</sup> Forum-cum-Study Tour at Shanghai World Expo

GS1 Hong Kong in partnership with the Hong Kong PKI Forum was honored to participate in Expo 2010 Shanghai by organizing the "Hong Kong Smart City<sup>+</sup> Forum" in October 2010. With its underlying theme of "Smart Card • Smart City • Smart Life", the industry forum is a key part of the Urban Best Practices Area (UBPA) Exhibition at the Hong Kong Week during the Expo. The event, which served as a unique platform for the exchange of knowledge and ideas between leaders in Hong Kong and Shanghai, was attended by over 300 industry figures and academics. Ms Elizabeth Tse, JP, Permanent Secretary for Commerce and Economic Development, HKSAR was a guest of honor at the event and delivered the opening remarks.

As part of the program, a series of activities were organized including visits to the Expo's landmark pavilions as well as to companies' facilities which offered participants a unique opportunity to learn some supply chain best practices employed by leading businesses in Shanghai.

The Forum's opening ceremony were jointly hosted by Mr Pan Yonghua, Head of Educational Department, HKSAR Liaison Office of the Central People's Government; HKSAR government officials Ms Elizabeth Tse, JP, Permanent Secretary for Commerce and Economic Development; Mr Jeremy Godfrey, Government Chief Information Officer; along with Mr Clement Cheung, Postmaster General, HongKong Post; as well as Professor Joseph Sung, Vice-Chancellor and President of the Chinese University of Hong Kong; Mr William Leung, Executive Director and Head of Personal Banking of Hang Seng Bank; Mr Joseph Phi, Chairman, GS1 Hong Kong; Mr Du Lian, Executive Vice Chairman, China PKI Consortium and Hong Kong PKI Forum Chairperson Mr Winston Leong.

### 在上海世博會舉辦香港智能城市論壇暨交流團

由香港貨品編碼協會和香港公匙基建論壇有限公司攜手舉辦的「香港智能城市論壇」於2010年10月在上海世界博覽會中舉行。這個論壇以「智能卡•智能城市•智能生活」為主題，是上海世博會香港活動周期間城市最佳實踐區的亮點項目，也是香港參與2010年上海世博會重要節目之一。是次論壇是一個獨一無二的交流平台，共吸引300多位來自香港及上海的業界精英與學者；大會更請來商務及經濟發展局常任秘書長謝曼怡太平紳士擔任主禮嘉賓並致開幕辭。

此外，多項交流活動亦同時進行，包括參觀上海世博會場內各個重要展館，以及走訪上海知名企業，了解當地企業各種設備及應用概況，以及如何有效應用供應鏈技術，提升營運效率。

中央駐港聯絡辦公室科教部部長潘永華部長、香港特區政府商務及經濟發展局常任秘書長謝曼怡太平紳士、香港特區政府資訊科技總監葛輝先生，聯同香港郵政署署長張雲正先生、香港中文大學校長沈祖堯教授、恆生銀行執行董事兼個人銀行業務主管梁永祥先生，香港貨品編碼協會主席彭焜耀先生、中國PKI聯盟常務副主席杜鏈先生以及香港公匙基建論壇主席梁國偉先生，共同主持論壇的開幕禮。



## Participation in major industry events

### “Modernizing the Health Care Industry in the 21st Century” Seminar

GS1 Hong Kong participated in the seminar organized by the Hong Kong Productivity Council and Hong Kong & Mainland Software Industry Cooperation (HMSiCA) in March 2010 to share some best practices on asset management using global standards in local hospitals as one of our efforts to accelerate healthcare supply chain modernization.

### LSCM Annual Conference and Exhibition 2010

At the Logistics & Supply Chain Management (LSCM) Annual Conference and Exhibition themed “Technology Innovation for Better Living” in March 2010, GS1 Hong Kong showcased the cargo and logistics track-and-trace solution that enables product authentication, product recall alerts and product quality assurance powered by ezTRACK.

### International ICT Expo 2010

As one of the exhibitors at the International ICT Expo 2010 held in April 2010, GS1 Hong Kong showcased the Supply Chain Operations Reference-model (SCOR), which is aimed at helping local enterprises improve their supply chain process and performance. This KPI-driven SCM model is widely adopted by IT companies around the world.

### Business Environment Council Green Supply Chain Forum

At the Business Environment Council (BEC) Green Supply Chain Forum held in June 2010, GS1 Hong Kong Chief Executive Ms Anna Lin discussed the importance of global standards and industry collaboration in creating transparent and sustainable supply chain.

## 參與業界主要活動

### 「21世紀醫療護理行業現代化」研討會

2010年3月，本會參與了由香港生產力促進局、香港軟件行業內地合作協會主辦的「21世紀醫療護理行業現代化」研討會，分享本地醫院如何利用全球標準，實現最佳的資產管理效果，促進醫療護理供應鏈現代化。

### 香港物流及供應鏈管理應用技術研發中心周年會議

香港物流及供應鏈管理應用技術研發中心周年會議及展覽於2010年3月舉行，大會以「科技創新美好生活」為主題，本會展示了貨物及物流追蹤及追溯解決方案，在全球追溯平台「縱橫網」的支援下，可以提供產品驗證、回收警報和品質保證等功能。

### 2010年國際資訊科技博覽

作為在2010年4月舉辦的國際資訊科技博覽的參展商之一，香港貨品編碼協會向在場人士展示協助企業改善供應鏈運作及表現的「供應鏈運作參考模型」(SCOR)。這個以主要表現指標為基礎的供應鏈管理模型，已被全球眾多資訊科技公司所採用。

### 商界環保協會綠色供應鏈論壇

2010年6月，在商界環保協會舉辦的綠色供應鏈論壇上，香港貨品編碼協會總裁林潔貽女士重申國際標準及工業貿易合作的重要，務求各行業提升供應鏈的透明度及其可持續性。



### Retail Asia Expo

As a supporting organization of the Retail Asia Expo held in June 2010, GS1 Hong Kong's Chief Executive Ms Anna Lin joined the event as one of the officiating guests. We also demonstrated the latest retail solutions in the Innovation Showcase coupled with a presentation on brand awareness and protection at the concurrent forum.

### Computerworld Hong Kong Awards 2010

GS1 Hong Kong was invited to be the prize presenter at the Computerworld Hong Kong Awards 2010. During the Prize Presentation Ceremony held in June 2010, we shed lights on the value of global standards and innovative technology to today's business success.

### "Enhancing the Competitiveness of Land Transportation & Logistics" seminar

To support the development of local logistics industry, GS1 Hong Kong participated in the "Enhancing the Competitiveness of Land Transportation & Logistics" Seminar organized by the Innovation and Technology Commission of HKSAR Government, Department of Industrial and Systems Engineering of the Hong Kong Polytechnic University and Autotoll Limited in July 2010. At the event, GS1 Hong Kong shared our latest RFID-enabled cold chain solution powered by ezTRACK.

### 亞洲零售博覽會

作為2010年6月舉辦的亞洲零售博覽會的支持機構，香港貨品編碼協會總裁林潔貽女士是開幕禮的主禮嘉賓之一，協會更在展館內展示了最新的零售供應鏈解決方案，並在論壇上就品牌保護這議題發表演說。

### Computerworld Hong Kong 2010 頒獎典禮

本會獲邀為Computerworld Hong Kong 2010 頒獎典禮的頒獎嘉賓之一，頒獎禮於2010年6月舉行，在典禮上，我們重申全球標準及創新科技對企業成敗關鍵的重要性。

### 「提升陸路運輸競爭力」研討會

為支持本地物流行業的發展，香港貨品編碼協會參與了由香港政府創新科技署、香港理工大學工業及系統工程學系及快易通有限公司於2010年7月舉行的「提升陸路運輸競爭力」研討會。在活動上，本會分享了最新以「縱橫網」作支援、應用RFID技術的冷凍鏈管理方案。





### Hong Kong-Taiwan Business Cooperation Committee visit to Taiwan

In a bid to facilitate economic and trade relationship between Hong Kong and Taiwan and foster closer cooperation in areas such as trade, investment and tourism, the HKSAR government set up the Hong Kong-Taiwan Economic & Cultural Co-operation & Promotion Council (ECCPC) and the Hong Kong-Taiwan Businesses Co-operation Committee (BCC) in April 2010. In August 2010, the honorary chairman of the ECCPC Mr John Tsang made the landmark visit to Taiwan to foster economic and trade ties. Among those who joined the delegation were BCC Chairman Mr David Lie Tai-chong, and BCC members including GS1 Hong Kong's Chief Executive Ms Anna Lin, as well as industry organizations' representatives.

### APEC's Supply Chain Visibility Workshop

In September 2010, GS1 Hong Kong participated in APEC's Supply Chain Visibility Workshop in Japan which was aimed at helping APEC economies to better understand the importance of supply chain visibility to today's economy. In this interactive workshop attended by representatives from governments, industry organizations and academia, GS1 Hong Kong in collaboration with the Office of the Government Chief Information Officer, HKSAR Government delivered a presentation on Hong Kong's development in supply chain visibility through the adoption of information technology.

### 香港 — 台灣商貿合作委員會歷史性之旅

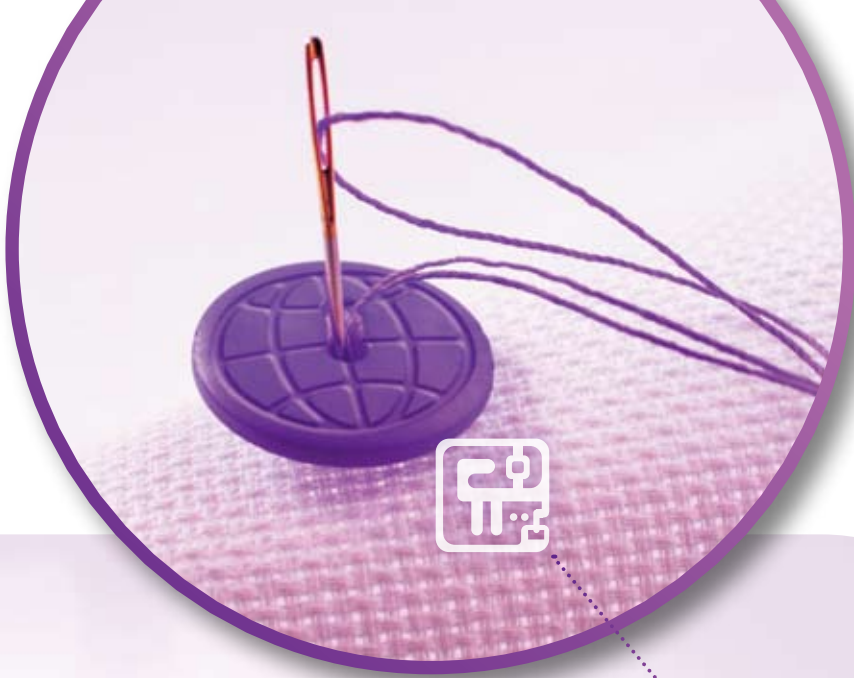
為加強香港與台灣之間的經濟及貿易關係，以及進一步加強兩地在貿易、投資及旅遊業上的合作，香港特區政府於2010年4月成立了「港台經濟文化作協進會」(ECCPC)及「香港 — 台灣商貿合作委員會」(BCC)。在2010年8月，在港台經濟文化合作協進會榮譽主席曾俊華先生率團出訪台灣，為兩地更緊密的經濟及貿易合作打下重要基礎。隨團人士包括「香港 — 台灣商貿合作委員會」主席李大壯先生、香港貨品編碼協會總裁林潔貽女士等委員會成員，以及各工商組織代表。

### 亞太經濟合作組織的「供應鏈資訊透通性研討會」

在2010年9月，香港貨品編碼協會出席於日本舉行的亞太經濟合作組織 (APEC)「供應鏈資訊透通性研討會」。是次研討會的目的，是要協助APEC各經濟體系加深了解供應鏈透明度對當今經濟的重要性。參與是次研討會的人士，包括來自各國政府、工商組織和學術界的代表。在會議上，香港貨品編碼協會聯同香港特區政府政府資訊科技總監辦公室，就香港如何透過資訊科技提升供應鏈透明度的議題發表演說。

# BUILDING

Bridges Across  
the World



# China and Global Projects and Initiatives

## 中國及環球項目發展

### China Activities

Since the Central Government released “the Outline of the Plan for the Reform and Development of the Pearl River Delta (2008-2020)” to transform the PRD into a globally competitive region by advocating high-end manufacturing and high-technology industries, the PRD region has been keenly intensifying relationship and co-operation with its neighboring territories, including Hong Kong.

### Connecting Greater China via EPCIS-based RFID track-and-trace platform

Aiming to support the PRD region’s transformation in line with our vision of fostering closer collaboration between Hong Kong and PRD companies, GS1 Hong Kong actively formed various strategic partnerships with the Guangdong Provincial Government under the year in review. In September 2009, GS1 Hong Kong initiated a collaboration project with Guangdong RFID Technology Service Center (GDRC) to establish a Guangdong-Hong Kong RFID platform powered by ezTRACK, the EPCIS-standard supply chain traceability network.

The Guangdong-Hong Kong RFID platform, which is aimed at making real-time cross-border supply chain visibility possible, forms part of the foundation of the southern logistics platform. The platform was further expanded to Taiwan as a result of a tripartite Memorandum of Understanding, hence facilitating borderless trade within the Greater China region.

Further to this, GS1 Hong Kong partnered with Guangdong RFID Technology Service Centre to forge an RFID Collaboration MoU with Malaysia in September 2009 as an initial step to extend the coverage to the Pan-Asia region. A track and trace pilot project to check shipments originating from Malaysia via Hong Kong to Panyu using e-Seal and ezTRACK is scheduled in November 2010.

### Knowledge exchange via the Guangdong-Hong Kong RFID Technology Application Summit

As part of the effort to accelerate the implementation of RFID technology, we participated in the 2009 Guangdong-Hong Kong RFID Technology Application Summit organized by the Guangdong RFID Technology Service Centre (GDRC) and Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM). At the Summit, GS1 Hong Kong showcased the technology development of RFID platforms in Asia and shared a case study on the RFID-based Guangdong-Hong Kong traceability platform.

### 中國發展

自中央政府推出《珠江三角洲地區改革發展規劃綱要（2008-2020）》，銳意把珠三角地區打造成具世界級競爭力的國際都會區，提升該區成為製造及科技業重要基地後，珠三角地區已積極加強與香港等鄰近城市建立更密切的關係與協作。

### 聯繫大中華的 RFID 追蹤及追溯平台

為支持珠三角地區工貿轉型，協助香港及當地企業緊密合作，香港貨品編碼協會積極與廣東省市政府建立策略性的合作夥伴關係。在2009年9月，本會與廣東省 RFID 公共技術支持中心，共同建立由 EPC 訊息服務為基礎的供應鏈追溯網絡平台「縱橫網」所支援的粵港 RFID 平台。

粵港 RFID 平台，旨在實現實時跨境供應鏈透明化，為南方物流平台奠定堅實的基礎。同時，在三地簽訂合作備忘錄下，此網絡平台已成功伸延至台灣，進一步推進大中華區的無邊界商貿往來。

此外，協會亦與廣東省 RFID 公共技術支持中心，以及馬來西亞國家 RFID 技術中心於2009年9月簽訂合作備忘錄，旨在把 RFID 技術延伸至泛亞地區。一項利用「縱橫網」及電子關鎖的試點計劃，定於2010年11月進行，以追蹤由馬來西亞經香港至番禺的貨物流向。

### 粵港交流 — 香港 RFID 技術應用高峰會

為有效提升 RFID 技術應用，我們參與了2009年粵港 RFID 技術應用高峰會，會議由廣東 RFID 公共技術支持中心、香港物流及供應鏈管理應用技術研發中心聯合主辦。在會議上，本會展示亞洲區 RFID 平台的最新發展技術，並就粵港追溯平台作個案分享。



### Introducing RFID-enabled Cold Chain Solution to Guangdong

China's cold chain logistics system is currently in its infant stage development, but looks very promising. According to a report released by the National Development and Reform Commission (NDRC) in 2010, 20-30 per cent of fresh fruit and vegetables get rotten during delivery, resulting in about RMB100 billion loss to businesses annually. To address this operational issue and help industry players keep abreast of the latest cold chain solutions, GS1 Hong Kong participated in the "International Exhibition on Cold Chain Logistics" in June 2010.

To facilitate a knowledge exchange of the two leading cities in Mainland China, we showcased our latest RFID-based Cold Chain Management Solution at the exhibition. Concurrently, a study tour themed "Guangzhou Express Railway Business Opportunities Exploration cum International Exhibition on Cold Chain Logistics" was organized to provide a unique opportunity for the Hong Kong delegation to better understand the technological innovations and developments in Panyu and Guangzhou.

### Playing a pivotal role during the intercity exchange forum at Shanghai World Expo, Hong Kong Week

GS1 Hong Kong was appointed by the HKSAR Government to co-organize the Hong Kong Smart City+ Forum, an anchor event of the Urban Best Practices Area Exhibition at the Hong Kong Week of Shanghai World Expo, together with Hong Kong Public Key Infrastructure Forum Limited on October 21, 2010.

Served as a platform to enhance mutual business, technology and supply chain excellence exchanges between Hong Kong and Shanghai, more than 300 executives from Hong Kong and Shanghai representing various government bodies, industries and academia attended the Forum. The event was addressed by 19 highly-

### 在粵推介 RFID 冷凍鏈解決方案

中國的冷凍鏈物流系統雖然正處於起步階段，但發展前景樂觀。國家發展及改革委員會於2010年報告指出，全國約有百分之二十至三十的新鮮蔬果在運送過程中變壞損毀，導至每年損失達近一千億元人民幣。為針對此議題，並幫助業界了解最新冷凍鏈解決方案，香港貨品編碼協會參與了2010年6月舉行的「國際冷鏈物流展覽會」。

在展覽會上，我們展示了以RFID為本的最新冷凍鏈解決方案，並與內地兩大城市作互動交流，我們更組織了「廣州高鐵商機開發暨《國際冷鏈物流展覽會》」考察團，讓參加者能進一步加深對番禺與廣州兩地創新科技發展的了解。

### 在世博會香港周舉辦城市交流論壇

香港貨品編碼協會獲香港特區政府委託，與香港公匙基建論壇有限公司聯合主辦上海世博會中的「香港智能城市論壇」。論壇於2010年10月21日舉行，為上海世博會香港活動期間城市最佳實踐區的亮點項目，也是香港參與2010年上海世博會重要節目之一。

該論壇旨在推動香港與上海兩地的商貿合作，提升在商業、技術及供應鏈的交流互動，活動成功吸引逾300位領袖，包括來自港滬兩地政府官員、業界翹楚與學者，以及19名備受推崇的演講者，和20位「香港智能城市大獎」的得獎者，並獲得超過35家工商組織的支持。

respected speakers, participated by 20 Hong Kong Smart City+ Awards' winners and supported by over 35 industry organizations.

Alongside the Forum, a three-day study tour themed *"Better City, Smarter Business"* was organized by GS1 Hong Kong. To help ensure the participants get the best experience, the three-day tour covered the visits to landmark pavilions at the Expo, as well as exclusive site tours of companies' facilities to learn the latest supply chain best practices employed by major businesses in Shanghai, including FlexMPE (Shanghai) Ltd., Huawei and Ocean Blue International Logistics.

The participants were impressed by the comprehensive program which provided them with a rare opportunity to experience how Hong Kong and Shanghai businesses are riding the wave of RFID and smart card technologies in enhancing their operational efficiency and quality of life.

## Global Initiatives

### GS1 Products & Solutions

#### Automatic Identification and Data Capture (AIDC)

GS1's effort to ensure the safety for fresh foods resulted in significant results this year. Working groups have promoted the GS1 Fresh Foods Identification strategy and was approved in 2008 to make possible a wide variety of food safety applications. Fresh foods represent about half of total store sales in grocery outlets, however most of these items are not yet adopting the GS1 Global Trade Identification Number (GTIN). It is projected that when a fresh food identification strategy is deployed in this sector, a variety of applications such as traceability, category management and more will become a reality. In other related developments, following the success of GS1 DataBar pilots, there are now plans to implement this in several regions.

#### GS1 eCom and ISO

GS1 remains actively engaged with ISO, the International Organization for Standardization. GS1 and ISO share the same values and similar beliefs in the vital importance of neutral, global standards. We have always been proud of the number of GS1 standards that are ISO compliant and the several ISO standards that GS1 has adopted. GS1 team members are currently very active in ISO's TC 154 technical committee, which is devoted to developing standards for processes, data elements and documents in commerce, industry and business administration.

在論壇舉行期間，協會亦安排一個以「美好城市，智能商貿」為題的三天考察團活動，務求每一位隨行成員能在為期三天的考察團中獲得最佳體驗，活動包括參觀上海世博會中的重要展館，以及走訪上海知名企業包括福士邁電子（上海）有限公司、華為及上海宜隆國際物流公司，了解當地商業機構如何成功應用最新的供應鏈技術。

交流團參與的活動多樣化，讓成員獲得寶貴經驗，體驗香港與上海兩地企業如何應用RFID及智能卡技術，實踐提升營運效率及改善生活質素的目標。

## 環球發展

### GS1 產品及方案

#### 自動識別及資料套取 (AIDC)

今年，GS1在保障食品安全上取得重要的成果。工作小組致力推廣GS1新鮮食品識別策略，有關策略已於2008年獲認可，並已廣泛應用在食品安全上。現時，新鮮食品佔一般雜貨店總銷量的一半，然而此等商品大多沒有採用GS1國際貨品編碼。若新鮮食品識別策略成功被業界採納，預計追溯、目錄管理等更多樣化的應用將可逐一實現。而其他相關項目，隨著GS1 DataBar 條碼試點計劃的成功，該策略將於多個地區推行。

#### GS1 電子商貿及 ISO

GS1一直與國際標準化組織 (ISO) 緊密協作，積極發展。在中立的國際標準方面，兩家國際組織擁有共同的價值觀及相近的理念。我們經常引以為傲的是，GS1所開發的多項全球標準跟ISO國際標準相兼容，同時GS1亦將一些ISO國際標準納入GS1標準。GS1小組成員正積極參與ISO/TC154技術委員會，該委員會致力為商業、工業及行政的流程、數據元及文件格式制訂出全球統一的技术標準。



### Global Data Synchronisation Network

Several years ago, to help with the important issue of data management, GS1 and its user community produced a comprehensive tool for the implementation of world class data quality management systems and processes – the Data Quality Framework (DQF). This framework is an industry-developed best practices guide, detailing the crucial processes that can help organizations improve their data quality and maintain sustainable levels of quality. In 2010, DQF's Version 3 was released, based on the results of a series of pilots in the Data Quality Challenge undertaken in 2008-2009 by a variety of important global companies.

### EPCglobal

It is a challenging task to keep the trains running while building a new track – and yet, during 2009-2010, this is exactly what EPCglobal and many other teams across the GS1 global community successfully accomplished. Thanks to their hard work, a new GS1 standards development model is now available, which includes both the identification of business needs and a two-step development method for technical standards (wherein business users develop the requirements while the technical communities develop the technical solution) that contributed in making the previous EPCglobal standards development process a solid effort.

### MobileCom

2010 is the year people will certainly be associated as the era when mobile phones became a tool to scan barcodes. The popularity of a range of “apps” for iPhones, Android phones and other mobile devices is a living proof that existing linear bar codes – the GS1 BarCodes that have been embedded on cans and boxes in grocery stores for three decades – are most

### 全球數據同步網絡

針對數據管理這個重要議題，GS1在數年前聯同用戶組織構建一套全面的工具「GS1數據質量框架」，以協助執行世界級的數據質素管理系統及作業流程。此框架如今已是業界共同制訂的最佳應用指引，詳列各項重要程序，有效協助機構改善數據管理，並確保數據質量維持在高水平。在2010年，GS1數據質素框架3.0版正式推出，此新版本是建基於由多間跨國企業在2008至2009年進行的「數據質量挑戰」試點計劃的成果。

### EPCglobal

要實現預期目標，同時開闢新的發展路徑，是一個極具挑戰的工作。在2009-2010年度，EPCglobal聯同GS1全球社群的多個小組努力不懈，成功訂定新的GS1標準發展模式，當中包括符合商業需求的辨識系統，以及為技術標準而設的兩階段發展系統（由商業用戶制定規格，並由技術小組發展技術方案），從而令EPCglobal標準的發展奠定更加堅實的基礎。

### 流動商貿

在2010年，大家見證了流動電話正式踏進閱讀條碼的新領域。iPhone、Android及其他流動電話的各項「應用程式」(apps) 種類層出不窮，日趨普及化，同時見證了現存的條碼系統在流動通訊服務上的成就。附印於雜貨店內的罐裝及盒裝產品上達30年的GS1條碼，時至今已成為提供流動通訊服務的最合適並可即時運作的中介媒體，讓大眾可以獲取更多衍生性產品資



appropriate and immediately functional in enabling mobile services. Extended packaging, which refers to using the camera of a mobile device to read a product's bar code and get product information, is now a reality in the market.

The "GS1 MobileCom Day" event held in June 2010 educated over 750 people from almost 50 countries on how mobile phones are changing the way consumers shop. Over 35 GS1 Member Organizations hosted local activities including large conferences, small meetings, user workshops, staff briefings and press conferences. Three global webinars attracted a global audience, with presentations and case studies from major companies like L'ORÉAL, Kraft, Ogilvy, Deloitte, IBM, SAP, etc.

### Food traceability

Traceability in the food sector is a key area of focus this year. While the retail supply chain is already core sector for GS1, there remain opportunities further upstream in the global food supply chain where raw and packaging materials, as well as agricultural production play important roles. There are many organizations involved in food safety; GS1's role is to enable communication between them. As part of these efforts, GS1 recently released the GS1 Global Traceability Control Points & Compliance Criteria for Food. This checklist has been designed specifically for the food sector and is a concrete and methodological way for companies to assess their traceability systems. It is based on best practices and was tested and proven in 11 countries before becoming the GS1-recommended way to identify gaps at the beginning of a traceability implementation project or to check conformity of an existing traceability process against the GS1 Global Traceability Standard. Companies can use it for self-assessment or it can be part of an assessment conducted by a third party.

訊。現在，消費者可以透過流動裝置的內置鏡頭，讀取商品上的條碼，即時取得更多產品資訊，非常簡便。

在2010年6月舉行的「GS1流動商貿日」，匯聚50個國家逾750位人士參與，透過是次活動，參加者更深入了解流動電話如何改變消費模式。另外，超過35個GS1成員組織更舉辦多項推廣流動商貿的本地活動，包括大型會議、小型聚會、用戶工作坊、業界展示及新聞發佈會等。三個跨國性的網上研討會，邀請來自歐萊雅、卡夫、Ogilvy、Deloitte、IBM、SAP等代表參與，進行演講及分享成功個案，成功匯聚世界各地的網上觀眾。

### 食品追溯

食品追溯是年內重點拓展的領域。零售供應鏈已成為我們的核心領域，GS1仍努力不懈提升全球食品供應鏈上游包括原材料及包裝物料、農業生產的追溯能力。食品安全涉及眾多組織，GS1擔當溝通橋樑的角色，以促進彼此的交流和合作。GS1最近推出專為食品業而設的「GS1全球追溯管制點與符合性標準」，旨為業界提供一份檢查清單，讓企業透過這套具體方案對現行的追溯系統進行評估。此檢查清單以最佳實務為藍本，在被GS1正式納入作為推行追溯計劃前用作釐定差距，或檢查現存的追溯程序是否符合GS1全球追溯標準之前，該份標準已先後在11個國家中進行試驗。企業可藉此標準作自行評估，或將之納入由第三者進行的評估方案之一部分。



## Standards Development

### Integrating GSMP and EPC

The former GSMP and EPC standards development process shared a common mission: To lead the global community in the development of global standards that will help improve the efficiency and security of the supply chain. Combining these two standards processes into one and focusing more on the “Statement of Business Need” has benefited current GS1 users, and now can work together to enhance the full GS1 portfolio of standards, including BarCodes & Identification, Electronic Product Code (EPC), Global Data Synchronization Network (GDSN), eCom (and EANCOM), Global Product Classification (GPC) and Data Accuracy.

### New Intellectual Property Policy

As part of the new GSMP standards that was officially launched in April 2010, GS1 has initiated a new Intellectual Property (IP) Policy. IP plays an important role in a wide range of areas, including science, technology, literature, the arts, and today even Internet applications, healthcare sector solutions, among a few. As part of its Standards and System Development activities, GS1 has created a set of Work Groups wherein volunteered participants define and specify business requirements, processes, and specifications. As the world’s premier global organization for neutral, open standards in the supply chain, it is our role to protect our community of users and their investments to the best of our ability. This is where our new IP Policy will play key part.

## 全球標準的發展

### 結合全球標準管理程序及產品電子代碼

過去的全球標準管理程序 (GSMP) 及產品電子代碼發展進程，擁有共同的目標和發展方向，就是要引領全球社群，發展能提升供應鏈效率及安全性的全球標準。把兩個標準制訂流程合而為一，以及專注探討產業需要報告，令現在的GS1用戶受惠，全面提升GS1系統標準，包括條碼及識別系統、產品電子代碼、全球數據同步網絡、電子商貿 (及EANCOM)、全球產品分類及數據確認。

### 全新知識產權策略

作為2010年4月推出的GSMP標準之一部分，GS1發表了新的知識產權策略。現今，知識產權在各行各業擔當重要的角色，包括科學、技術、文學、藝術、甚至互聯網程式與醫療護理方案等。在開發標準及系統的過程中，GS1成立一系列的工作小組，讓自願參與者界定及詳細列明各項商業要求、程序及規格。作為制定全球中立、開放供應鏈標準的國際組織，GS1以保障用戶社群及其資產為己任，而新的知識產權策略將在這方面起著關鍵的作用。





## Industry Engagement

### Retail

#### *Launch of Implementation Guidelines*

In 2010, Implementation Guidelines were made available by GS1 for the adoption of RFID and GS1 standards as part of Electronic Article Surveillance (EAS) activities. Under this scenario, RFID tags are used to help prevent shoplifting in retail stores such as clothing boutiques. As such, several interesting trials were undertaken by the retail industry on item-level tagging of apparel, resulting in concrete advantages as demonstrated by increased improvement in efficiency and inventory management.

With the positive receptiveness of the retail sector regarding the availability of Implementation Guidelines, efforts are now being promoted that will eventually integrate the consumer electronics group under the umbrella of the Retail Value chain Industry User Group (RVC IUG) formed last year by GS1.

### Healthcare

#### *New Product Identification Standard enhances patient safety*

The new Product Identification Standard provides industry stakeholders with a common set of information for medical products at every packaging level, including specific control on the selection and use of product identification keys, additional product and production details (i.e. lot number, expiration date, and/or serial number), and appropriate data carriers including linear bar codes, two-dimensional bar codes and RFID tags. Sector-wide implementation of Automatic Identification and Data Capture (AIDC) systems is expected to improve patient safety, including minimizing medication errors, fighting counterfeiting

## 行業拓展

### 零售業

#### *推出實施指南*

在2010年，GS1制訂有關以RFID及GS1標準作為電子商品防竊系統的實施指南。在這種情況下，RFID標籤乃應用於零售商店如時裝店的防盜系統。因此，零售業進行多項在單件成衣及紡織製成產品上應用RFID標籤的測試，結果顯示在單件產品上應用標籤，有效提高效率和改善庫存管理。

隨著零售業對實施指南的正面評價，有關項目將進一步推進，預計最終將與GS1去年成立的零售價值鏈行業用戶小組旗下之消費電子小組成為一體。

### 醫療護理業

#### *新產品識別標準 保障病患者安全*

全新的產品識別標準，為業界持份者提供一套應用於不同包裝層的醫療產品之共用資料，包括有關產品識別碼、附加產品和生產細節（例如批號、有效日期及/或序號），以及線性條碼、二維條碼及RFID標籤等適當的數據載體的選擇及使用之具體管理資訊。

在醫療護理行業上應用自動識別及資料套取系統，可以提供對病患者的安全保障，包括減低醫療失誤、防止偽冒產品、協助產品回收及不

and enabling effective product recalls and adverse event reporting. It will also help remove inefficiencies across the healthcare supply chain.

### **Product Identification Standard for small medical instruments**

This global standard for direct part marking of small surgical instruments specifically covers AIDC marking of surgical instruments, enabling traceability throughout the instrument reprocessing cycle. Particularly, it monitors the instruments' movement to and from the sterilization department in hospitals or sterilisation centres.

### **Logistics & Transportation**

A dedicated new working group – the GS1 Transport and Logistics Industry User Group (IUG) – was created, consisting of representatives from the former EPC TLS group and the former GS1 Logistics Forum, as well as from GS1 Member Organisations who are particularly active in the T&L sector.

### **Working with B.I.C. on container transport**

In April 2010, GS1 and the Bureau International des Containers et du Transport Intermodal (B.I.C.) signed a Memorandum of Understanding (MoU), a collaborative agreement by both organizations to harmonize the supply chain standards for freight, transport and logistics. B.I.C. is a non-profit organization that oversees and administers a global system in allocating and managing identification codes (BIC-CODES) used in international container transport. The MoU will also ensure that future standards are open and best serve the industry's requirements.

The agreement establishes a framework for co-operation and technical collaboration between both organizations in creating several standards. GS1 is set to develop global standards for the supply chain to improve efficiency and visibility of goods, while BIC will be responsible in developing and enforcing global standards used to identify owners or principal operators of freight containers in the international market. Both parties will contribute to the definition of the standards via the relevant ISO groups and through internal standards development activities such as the GS1 Global Standards Management Process (GSMP). The aim is to achieve common or fully interoperable standards for the benefit of their global user base.

良事故匯報。同時，此標準亦有效減省在醫療護理供應鏈上不必要的步驟，提升運作效率。

### **小型醫療器材的產品識別**

此全球標準適用於小型手術器材上，特別包括手術儀器的自動識別資料套取標示，透過追蹤及追溯，令整個器材再處理循環一目了然。此標準有效監察從醫院消毒部門或消毒中心內不同儀器的流向。

### **物流及運輸業**

全新的GS1運輸及物流業用戶小組 (IUG) 經已成立，成員包括前運輸及物流業界工作組及前GS1物流論壇的成員，以及活躍於物流及運輸行業的成員組織。

### **與B.I.C.合作發展貨櫃運輸行業**

在2010年4月，GS1與B.I.C.聯合簽署諒解備忘錄 (MoU)，該合作協議重申雙方組織在制定裝箱、運輸及物流業界的供應鏈標準上共同協力。B.I.C.是一所非牟利團體，專注於監管適用於國際貨運上的全球分配及管理識別系統 (BIC-CODES)，此諒解備忘錄同時確認了未來標準的開放性，並承諾為業界提供最佳服務。

協議為雙方在共同建立標準及技術協作上建立框架。GS1主力於發展全球供應鏈標準，以提升效率及貨物流向透明度，而B.I.C.將負責發展及執行相關標準，協助業界識別貨主及市場上主要集裝商營運商。雙方將透過相關的ISO小組與GS1全球標準管理程序 (GSMP) 等內部活動，協助制訂標準定義，旨在實現共同或完全可相互操作的標準，令全球用戶群受惠。





Hong Kong



4 891668 100548

**GS1 Hong Kong 香港貨品編碼協會**

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong  
香港灣仔告士打道160號海外信託銀行大廈22樓

Tel 電話： (852) 2861 2819

Fax 傳真： (852) 2861 2423

Email 電郵： info@gs1hk.org

Website 網址： www.gs1hk.org