GS1
Hong Kong

Everything is Connected
Annual Report 2013

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GS1 Hong Kong Vision and Mission
香港貨品編碼協會的宗旨和使命

Our Vision

A world where things and related information move efficiently and securely for the benefit of business and improvement of people's lives, everyday, everywhere.

Our Mission

To be the trusted partner of HK enterprises, enabling businesses to implement global supply chain standards, technology and practices for better collaboration, efficiency and competency.

GS1 Global Reach

For more than 40 years
111 national chapters
Serving 2,000,000 companies worldwide in 150 countries
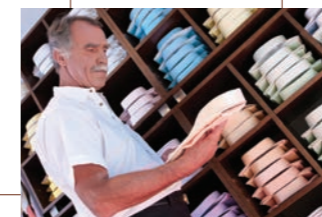Covering more than 20 industries

我們的宗旨

致力建構一個促進物件及相關資訊安全並有效流通的世界，時刻為各地企業增強營運效益，以及提升人們的生活質素。

我們的使命

成為香港企業可信賴的夥伴。通過GS1全球標準及一系列以標準為基礎的方案，使供應鏈更具效率、透明及安全，協助企業邁向成功。

GS1環球數據

超過40年經驗
111個GS1成員組織
為全球2,000,000家公司服務
遍佈150個國家
覆蓋20多個行業

Role of GS1 Hong Kong
香港貨品編碼協會的角色

Driving standard adoption in industry by solving business challenges

推動全球標準的發展及應用，通過解決業務的挑戰，確保整個供應鏈的效率和透視化

Providing training and knowledge transfer to build competence and share best practices in the complex supply chain environment

提供知識轉移，以提升業界在復雜的供應鏈環境中之能力和分享最佳實務

Providing standard-based platforms for Products, Trade and Logistics

提供以標準為本的平台予產品，貿易及物流

Facilitating local-global trade / industry collaborations to enhance business competitiveness

促進本地與全球的貿易/企業合作，以加強香港的產業競爭力

Optimizing Business, Creating Value
優化業務，創優增值

Chairman's Message and Chief Executive's Report
主席獻辭及總裁報告

Chairman's Message
主席獻辭

Joseph Phi   彭焜燿
Chairman   主席

An exciting, innovative and rewarding year awaits us

Last year showed clearly that globalization continues at a furious rate, and that world economy continues to show positive signs of growth. But, the most important lesson of 2013 is that the time for waiting and seeing is over. Now is the moment to take action and decide what we want the future to look like!

The International Monetary Fund shares this view, which is guardedly optimistic about the outlook for the global economy in 2014. Indeed, many enterprises are already making plans to capture and exploit the opportunities the coming year offers, focusing on innovation to help them reap the full rewards of a changing environment.

That's good news for Hong Kong, which has established its credentials as a key global trading hub and financial services centre. This year, Hong Kong was ranked third in the World Competitiveness Yearbook 2013 – seventh worldwide and first in Asia in the Global Innovation Index 2013.

The city's deeply entrenched entrepreneurial spirit and a business friendly environment undoubtedly contribute to this remarkable feat. Through our innovative barcode solutions and mobile applications, we at GS1 Hong Kong have certainly done our share in helping Hong Kong companies, more than 90% of which are SMEs, enhance their business competitiveness and unlock their tremendous potential.

Hong Kong has always benefited from its unique geography. Strategically located on the doorstep of Mainland China, Hong Kong plays a vital role in helping global firms access China market. With schemes such as the Closer Economic Partnership Arrangement (CEPA) in place, Hong Kong is advantageously positioned to help any business take advantage of future opportunities, both in China, around the region and across the globe.

The city and its myriad businesses are well placed to build on the past. They are also poised to create a prosperous and sustainable future, fuelled by innovation and a solid understanding of the technologies that are driving change and accelerating the pace of businesses.

Maintaining momentum

GS1, of which GS1 Hong Kong is a chapter, has long played a leading role in facilitating the process of innovation globally. In fact, in 2013 GS1 marked its 40th anniversary as a pioneer in barcodes and supply chain standards.

As a genuine innovator, GS1 is dedicated to revolutionizing supply chains and optimizing their performance through

攜手邁向精彩、創新、豐盛的一年

過去一年，當全球化的趨勢繼續席捲市場，世界經濟也保持樂觀的增長。回首2013年，我們都嚐著了重要的啟示：千里之行，始於足下。觀望與等待的時期已成過去，是時候坐言起行，攜手創造大家夢寐以求的未來！

展望2014年，國際貨幣基金組織對全球的經濟發展抱持審慎樂觀的態度。可見的是，有不少企業都紛紛養精蓄銳，全力爭取和開拓來年的蓬勃商機。大家都朝著「創新」的方向努力，期望在瞬息萬變的商業環境中脫穎而出，在市場上盡享豐收。

對於被喻為全球貿易樞紐和國際金融服務中心的香港而言，這絕對是天大喜訊。2013年，香港在《2013年世界競爭力年報》的排名中高踞第三位，同時在《2013年全球創新指數》中位列世界第七位，並在亞洲稱冠，傲視同群。

我們身處的這個繁盛都會，有著根深蒂固的企業家精神，以及得天獨厚的營商環境，驅使我們屢創佳績。眾所周知，香港的公司有九成以上均屬於中小企。香港貨品編碼協會憑藉創新的條碼解決方案及流動應用程式，致力為它們提升商業競爭優勢、開發龐大的發展潛力，為香港的繁榮作出貢獻。

毋庸置疑，香港獨特的地理環境為這個小島締造了無窮無盡的優勢。作為通往中國內地的門戶，香港在協助海外企業打進中國市場方面，扮演著舉足輕重的策略性角色。隨著與中國內地成功制定了「更緊密經貿關係安排」，香港把多方優勢兼收並著，有助任何企業掌握未來的機遇，在中國、亞洲以至全球市場大展鴻圖。

因此，香港及這裡百花齊放的企業均盡佔優勢，在過去的成功基礎上承先啟後，共建繁榮安定、生生不息的未來。積極創新的奮鬥精神、穩健成熟的科技造詣，驅使我們與時並進，商業發展一日千里。

creative ideas. It has spent the last four decades putting this theory into practice, improving the quality of people's lives and facilitating world trade.

A prime example of this approach is how the innovative use of mobile technologies and IoT (Internet of Things) applications – based on barcodes – is redefining the way we live and how we work. Naturally, it helps enterprises boost the efficiency of product authentication and visibility by implementing advanced tracking solutions and tracing platforms at an operational level within their businesses. However, perhaps even more important are the benefits it offers end users, enabling us to access reliable product information on-the-fly. As a result, consumers can make more informed buying decisions and, incidentally, take advantage of promotional offers.

This shared, innovation-centric vision has undoubtedly brought GS1 Hong Kong closer to our key constituents – trading partners, industry associations, the government as well as logistics and IT solution providers. And, with hard work and determination, there is no reason we cannot do even better and go further by harnessing the power of innovation and technology.

Going forward, innovation will be at the heart of everything we do. Of course, we will face hurdles along the way, but that shouldn't stop us from trying new things and creating exciting ideas to enable smarter business and enjoy better quality of life.

While our accomplishments in recent years have been significant, they were made possible only through the support of those who have trusted and continue to believe in us. Accordingly, I would like to pay tribute to my fellow Board Members and partners for their continuing support and guidance. I would also like to take this opportunity to recognize the commitment and dedication of the GS1 Hong Kong's leadership team for their relentless pursuit of excellence.

Last but not least, I look forward to working with each and every one of our stakeholders as we seek to build on the past successes and forge ahead into the new year of 2014, which also marks the 25th anniversary of GS1 Hong Kong.

With your continued trust and support, and building on what we started in 2013, I am certain 2014 will be another exciting, innovative and rewarding year!

Joseph Phi
Chairman

繼往開來　全力衝刺

香港貨品編碼協會是GS1的本地分會。多年來，GS1一直不遺餘力推動全球的創新發展。事實上，2013年是GS1的四十週年，也印證了GS1多年來積極帶動條碼及供應鏈標準發展的努力。

作為真正的創新先驅，GS1致力革新供應鏈運作，並努力不懈引入創新意念，優化供應鏈的性能表現。四十年來，GS1積極把理論轉化為現實，以提升人類生活質素、促進世界貿易為己任，永不言倦。

且看以條碼為基礎的創新流動技術及物聯網的應用，如何把我們的生活和工作方式重新定義，當中的價值便不言而喻。透過這些嶄新概念，企業可以在商業營運的層面上，實施先進的追蹤方案及追溯平台，從而提升產品驗證效率和透明度。然而更重要是，新概念可以為普羅用戶創優增值，讓我們能夠隨時隨地存取可靠的產品資訊。這樣消費者在購物時便可以作出更精明的選擇，還可以充分享用各類消費優惠。

正是這個以「創新」為核心價值的共同願景，使香港貨品編碼協會能夠與業界主要的參與者加強聯繫。當中包括貿易夥伴、行業協會、政府，以至物流及資訊科技解決方案供應商。憑藉大家的共同努力和英明果斷，我們必定能夠善用創意和科技力量再創佳績，做得更好、走得更遠。

展望未來，「創意」將繼續為我們領航，為每項計劃倍添價值。前路或許障礙重重，卻不減我們勇於嘗試、積極創新的熱情。讓我們努力開創更多精彩的新概念，使香港的商業營運更臻完善、人類的生活盡善盡美。

綜觀香港貨品編碼協會近年創下的佳績，絕對有賴各方人士對我們的鼎力支持與信任。向各董事會成員及夥伴衷心致謝，感激大家對我們從無間斷的支持和指導。我還希望藉此機會，表揚香港貨品編碼協會管理團隊對工作的無比承諾與百分百投入，以及大家矢志追求卓越的堅定信念。

最後，我期望與所有持份者攜手同行、邁步向前，秉承過去的輝煌成就，共同跨進璀璨的2014年。適逢明年是香港貨品編碼協會25週年紀念，我們定必要放異彩。

憑藉大家的無限信任和支持，讓我們繼續把2013年已萌芽茁壯的理念發揚光大，同步邁向精彩、創新、豐盛的2014年！

彭焜燿
主席

Chief Executive's Report
總裁報告

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

GS1 Hong Kong has constantly striven to seek new breakthroughs in the last 24 years to keep pace with social development. We are dedicated to enabling local enterprises from all sectors to boost efficiency and quality of their operations, further develop their business and create new values through the optimal supply chain standards and solutions.

Last year, GS1 Hong Kong has brought forth many new directions and induced new thinking in supply chain operation and marketing for different sectors.

On applications of industry solutions, we have made the following achievements and raised the bar of operational efficiency for a number of industries:

(i) For years, GS1 Hong Kong has been collaborating with GS1 US in apparel item-level RFID tagging with a strong focus to support Hong Kong and Mainland China suppliers, enabling them to meet US retailers' tagging requirements. This year was certainly no exception. We have been working closely with the US counterpart as well as other European countries where item-level tagging initiatives have been kick-started recently.

(ii) Besides, GS1 Hong Kong and the Hospital Authority undertook a supply chain modernization project so as to facilitate the automation of the pharmaceutical procurement process. Costing several millions of Hong Kong dollars for design and implementation, the project symbolizes an important step towards medical safety, supply chain efficiency and traceability of Hong Kong's public hospitals and clinics.

(iii) In 2013, we actively drove cross-border supply chain visibility across Guangdong, Hong Kong and Asia. A study was carried out on the current status of supply chain visibility to review how an effective cross-border supply chain visibility platform brings value to shippers, logistics companies and government agencies through pilot case studies.

(iv) Moreover, we have provided the China Certification & Inspection Group (CCIC) with a cross border wine traceability platform. Through pre-inspection of wines by CCIC in the country of origin, and the sharing of inspection report with the China Inspection and Quarantine Bureau before shipment arrival in China, the entire wine import process from overseas markets can be remarkably streamlined.

(v) In 2013, GS1 Hong Kong participated in a three-year supply chain operation and common risks analysis project sponsored by the European Commission. This project aims to create a data sharing channel for stakeholders in the supply chains and allows users to exchange information in an open,

香港貨品編碼協會在過往二十四年來不斷隨社會發展,尋求突破。目的只有一個: 讓本地各行業能透過供應鏈標準及解決方案,提升營運效率和質素,讓企業進一步拓展業務,創優增值。

過往一年,香港貨品編碼協會為各行業在供應鏈的運作和市場推廣方面帶來新方向、締造新思維。

在行業應用方案的層面上,我們今年有以下業績,並為幾個主要行業提高營運效率:

(一) 協會一直在成衣單品無線射頻識別標籤化方面與GS1美國保持緊密協作,全力支援香港及中國內地的供應商,協助他們滿足美國零售商的標籤要求。今年也不例外,我們更與美國及其他近期才開展單品標籤計劃的歐洲國家展開合作。(二) 本會亦與醫院管理局展開了一項供應鏈現代化計劃,從而加快藥品採購流程的自動化。這項在設計和實施上耗資數百萬港元的工程,標誌著香港公立醫院和診所在醫療安全、供應鏈效率及追溯效能方面邁出了重要一步。(三) 今年,我們亦積極推動廣東省與香港及亞洲之間的跨境供應鏈透明化項目。我們針對現有的供應鏈透明度進行研究,透過試驗性的個案分析,探討高效的跨境供應鏈透明度平台能怎樣為供應商、物流公司及政府部門帶來裨益。(四) 此外,本會亦為中國檢驗認證集團(CCIC)提供跨境的葡萄酒追溯平台。該平台讓葡萄酒進口商可以透過CCIC於葡萄酒原產地進行檢測,並將有關報告與深圳中國檢驗檢疫局分享,提前進行品質評估,以簡化整個葡萄酒進口流程。

(五) 香港貨品編碼協會今年亦參與了一項由歐盟委員會香港及期三年的「供應鏈運作共同評估及風險分析」項目,旨為供應鏈持份者建立數據分享管道,令數據資料能以開

flexible and standardized format. This also enables the custom department of all countries to effectively assess business processes and guarantee supply chain safety, while putting a stronger focus to accurately block problematic goods flows. This results in better supply chain visibility, trading specification and border control.

(vi) With food safety, product tracking and product recall becoming top concerns of governments and industry organizations all over the world, GS1 has responded to the demand of the industry by developing the Global Traceability Standard (GTS), which provides a single traceability process that is compatible with international food safety and regulatory requirements, enabling interoperability among trading partners and allowing efficient recall or tracing of raw materials origins from upstream suppliers. Maxim's Group, the largest catering group in Hong Kong, conducted a comprehensive traceability assessment in a number of its business units in 2013. Lam Soon Hong Kong Group, General Mills and Aeon Stores (Hong Kong) Limited have also conducted an assessment on their global traceability in order to improve its capability in tracing product history, application and location.

At the marketing level, GS1 Hong Kong actively connects with the industry and consumers through the development of Internet of Things (IoT), mobile device and smartphone applications. In terms of IoT, we have achieved many major breakthroughs this year.

We established the Hong Kong Internet of Things Centre of Excellence in the Hong Kong Science Park in April 2013 with the funding and venue support from the Innovation and Technology Commission of the HKSAR Government and the Hong Kong Science and Technology Parks Corporation respectively. Supported by 20 industry sponsors and more than 30 industry associations locally and globally, the Centre is not only an iconic RFID/IoT technology showroom but also serves as an industry support platform that enables Hong Kong's information and communications technology industry to develop and deliver RFID/IoT related services to drive the industry's continuous development and enhance the overall competitiveness. It also acts as a hub of RFID/IoT technologies that forges the technological collaboration and standardization between Hong Kong and Mainland China.

Besides, we have actively promoted our IoT partnership program in 2013, aiming to establish partnership with services and solutions providers in the market, and to grow their business together with us through joint promotions and adoption of IoT applications. The program is designed to

放、具彈性及標準化格式互通,讓各國海關部門能更有效地評估商業流程及保證供應鏈的安全,同時能更集中及準確地截查有問題的貨流,以提升供應鏈的透明度、貿易規範及邊境管制的監控。(六) 鑑於食品安全、產品追蹤及產品召回已成為世界各地政府及業界組織至為關注的問題,GS1為回應業界要求,訂立了「全球追溯標準」。這項標準兼容其他國際食品安全規範及法則,提供了統一的產品追溯流程,從而實現貿易夥伴間的互動合作,提升召回效率或追溯來自上游供應商的產品資料。今年,香港貨品編碼協會除了為全港大飲食集團-美心集團多個業務單位進行了全面的產品可追溯性評估外,南順、General Mills及永旺(香港)百貨亦參與了這項目,力求進一步提升企業追溯產品歷史、應用及位置的能力。

在市場推廣的層面上,香港貨品編碼協會積極透過物聯網和流動裝置及智能手機應用程式的發展,連繫業界和消費者。在物聯網方面,今年我們有多項突破性的成績。

我們於本年四月在香港科學園成立了香港物聯網科技應用中心,此中心是由香港特區政府轄下的創新科技署撥款資助,並由香港科技園公司提供場地。中心得到二十家業界贊助機構及超過三十家本地和全球行業協會的支持,不僅作為一所具代表性的無線射頻識別/物聯網技術展覽館,還提供了完善的業界支援平台,鼓勵香港的資訊及通訊技術界開發及提供無線射頻識別/物聯網相關服務,從而推動業務的持續發展、提升整體競爭能力。中心還扮演了無線射頻識別/物聯網技術集中地的角色,致力促進香港與中國內地的技術協作和標準化。

此外,香港貨品編碼協會亦於今年積極推動物聯網夥伴計劃,旨在與市場上的服務及解決方案供應商締結夥伴合作關係,一同落實聯合推廣及採用各種物聯網應用方案,攜手促進業務成長。這項計劃為提供GS1標準的產品、服務和解決方案的機構作出支援,協助他們推廣和拓展其產品,並透過GS1標準啟動

support organizations that provide products, services and solutions based on GS1 standards, helping them to promote and expand their offerings, and optimize their services and solutions by implementing GS1 standard-enabled initiatives.

Furthermore, by founding the Hong Kong Internet of Things Industry Advisory Council in July 2013, we look forward to bringing like-minded executives together to promote the adoption of IoT in Hong Kong and boost the competitiveness of local enterprises. We also aim to create an IoT ecosystem to stimulate IoT adoption in Hong Kong.

Apart from cultivating the industry with IoT applications, GS1 Hong Kong has launched a new mobile application "Consumer Connect" for local small and medium-sized wholesalers and retailers to roll out digital marketing initiatives.

Launched in January 2013, Consumer Connect was developed by GS1 Hong Kong and sponsored by the Government Chief Information Officer (OGCIO) under the Hong Kong SAR Government's 2011/12 Sector Specific Programme for SME ICT adoption. Consumer Connect allows consumers to retrieve trusted brand and product-related information through a simple scan of the GS1 BarCodes with a mobile device, enabling them to make smarter purchasing decisions and participate in all types of marketing campaigns, as well as enjoying special promotions and authenticating products.

Consumer Connect enables small and media-sized wholesalers, retailers and brand owners in Hong Kong to better connect with consumers and enhance customer loyalty by meeting their real needs. Retailers and brand owners are also able to provide detailed product information and sales promotions through the cloud-based Consumer Connect platform with GS1 Barcodes.

All in all, this is just an overview of our achievements in industry application and customer promotion in 2013. With continual passion and innovations, we are well positioned to head for new milestones based on this roadmap especially when we celebrate our 25th anniversary in 2014. I would also like to express my deep gratitude to every committee members and partners for your extraordinary contributions in the past year. We look forward to receiving your continued support and accomplishing our 25th year of excellence with all of you!

Anna Lin,
JP
Chief Executive

計劃來優化本身的服務及解決方案。

另外,本會於本年七月成立了香港物聯網產業諮詢委員會,目標是希望團結抱持相同理念的行政人員,攜手促進物聯網在香港的發展,推動物聯網在香港的應用,藉此提升本地企業的競爭力,以及建立物聯網生態系統,增進物聯網在香港的使用率。

除了善用物聯網的應用去推動業界發展外,香港貨品編碼協會亦在過往一年首次開發流動應用程式「物密嘟」,讓本港中、小型批發及零售商推行數碼營銷。

於今年一月正式推出的「物密嘟」由本會開發,並得到政府資訊科技總監辦公室2011/12年度「電子商務推廣計劃」專注批發/零售業的贊助。「物密嘟」讓消費者只須使用流動設備來掃描產品上的GS1條碼,便可擷取一個可信賴的來源,獲取相關品牌及產品的資訊。消費者可藉此作出精明選購,並可參加各式市場推廣計劃和享用優惠,甚至驗證產品是否正貨。

「物密嘟」流動應用程式能協助本地中小型批發和零售商以及品牌商戶與其消費者客戶加強連繫,從而滿足客戶要求,提高他們的忠誠度。零售商及品牌商戶現可憑藉GS1條碼,隨時透過「物密嘟」的雲端平台來提供詳細的產品資訊或銷售優惠。

以上只是香港貨品編碼協會在過往一年內在行業應用和推動客戶群的一個總覽,我們將會依循這個藍圖邁向新的里程。香港貨品編碼協會將於明年踏入第二十五個年頭,我們都懷著興奮的心情,並秉承創新的精神,繼續馳騁。在此,我代表協會向每一位委員和合作夥伴表達深深的謝意。我們期待您的繼續支持,並為明年本會的二十五週年作好準備,成就更卓越的一年!

林潔貽
太平紳士
總裁

Congratulatory Messages
賀辭

Congratulatory Messages
賀辭

Prof the Hon Anthony CHEUNG Bing-leung,
GBS, JP
Secretary for Transport and Housing
The Government of HKSAR

張炳良教授
GBS, 太平紳士
運輸及房屋局局長
香港特別行政區政府

The Hon Gregory SO Kam-leung,
GBS, JP
Secretary for Commerce and Economic Development
The Government of HKSAR

蘇錦樑先生
GBS，太平紳士
商務及經濟發展局局長
香港特別行政區政府

香港貨品編碼協會二零一二至一三年度年刊

求變拓新
匡導物流

運輸及房屋局局長張炳良

香港貨品編碼協會二十四周年誌慶

推動創新科技
興旺百業工商

商務及經濟發展局局長蘇錦樑

Dr the Hon KO Wing-man,
BBS, JP
Secretary for Food and Health
The Government of HKSAR

高永文醫生
BBS, 太平紳士
食物及衞生局局長
香港特別行政區政府

Mr Clement CHEUNG Wan-ching,
GBS, JP
Commissioner of Customs & Excise
The Government of HKSAR

張雲正先生
GBS, 太平紳士
海關關長
香港特別行政區政府

香港貨品編碼協會二十四周年誌慶

輔益百業
協締繁昌

食物及衞生局局長高永文

香港貨品編碼協會二十四周年誌慶

資訊敏達拓商機
編碼創新助物流

海關關長張雲正

Mr Alan WONG Chi-kong,
JP
Director of Agriculture, Fisheries and Conservation
The Government of HKSAR

黃志光先生
太平紳士
漁農自然護理署署長
香港特別行政區政府

香港貨品編碼協會二十四周年誌慶

創優求進
昌業利羣

漁農自然護理署署長黃志光

Miss Janet WONG Wing-chen,
JP
Commissioner for Innovation and Technology
The Government of HKSAR

王榮珍女士
太平紳士
創新科技署署長
香港特別行政區政府

香港貨品編碼協會二十四周年誌慶

嘉績迭締
鴻業日新

創新科技署署長王榮珍

Mr Daniel LAI,
BBS, JP
Government Chief Information Officer
The Government of HKSAR

賴錫璋先生
BBS, 太平紳士
政府資訊科技總監
香港特別行政區政府

Mr Kenneth MAK Ching-yu,
JP
Director-General of Trade and Industry
The Government of HKSAR

麥靖宇先生
太平紳士
工業貿易署署長
香港特別行政區政府

24th Anniversary of GS1 Hong Kong

I would like to congratulate GS1 Hong Kong on its 24th Anniversary and express my gratitude towards its dedication in fostering the adoption of international standards, best practices and innovative technologies for enhancing the competitiveness of enterprises in Hong Kong.

Mr. Daniel Lai, BBS, JP,
Government Chief Information Officer,
The Government of the Hong Kong Special Administrative Region

香港貨品編碼協會二十四周年誌慶

宏通百業
溥益工商

工業貿易署署長麥靖宇

The Hon Regina IP LAU Suk Yee,
GBS, JP
Member of the Executive Council
Legislative Council Member
The Government of HKSAR

葉劉淑儀議員
GBS, 太平紳士
行政會議成員
立法會議員
香港特別行政區政府

香港貨品編碼協會二十四周年誌慶

服務創佳績
宏圖鑄輝煌

行政會議成員
立法會議員　葉劉淑儀GBS太平紳士

The Hon Vincent FANG Kang,
SBS, JP
Legislative Council Member (Wholesale and Retail)
The Government of HKSAR

方剛議員
銀紫荊, 太平紳士
立法會議員（批發及零售界）
香港特別行政區政府

香港貨品編碼協會二十四周年誌慶

促進商貿
成績卓越

香港特別行政區立法會議員
方剛先生
敬題

The Hon Jeffrey LAM Kin-fung,
GBS, JP
Legislative Council member
The Government of HKSAR

林健鋒議員
GBS, 太平紳士
立法會議員
香港特別行政區政府

Congratulatory Message

GS1 Hong Kong has been dedicating efforts to helping drive the development and adoption of the Internet of Things. This will create new frontiers for supply chain management and speed up transaction tracking, asset location and warehouse management.

I offer my best wishes as GS1 Hong Kong celebrate their anniversary of 24 years and look forward to witness their continuous commitment to enhancing Hong Kong enterprises' competitiveness by promoting global standards, best practices and enabling technologies for supply chain management.

The Hon Frankie YICK Chi-ming,
Legislative Council Member
The Government of HKSAR

易志明議員
立法會議員
香港特別行政區政府

香港貨品編碼協會二十四周年誌慶

推動行業創佳績
發展科技獻新猷

立法會議員易志明

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

Hon Charles MOK,
Legislative Council Member (Information Technology)
The Government of HKSAR

莫乃光議員
立法會議員（資訊科技界）
香港特別行政區政府

香港貨品編碼協會二十四周年誌慶

新
創
技
科
懈
不
越
卓

莫乃光

立法會議員莫乃光

Dr the Hon LO Wai-kwok,
BBS, MH, JP
Legislative Council Member
(Functional Constituency – Engineering)
The Government of HKSAR

盧偉國議員
銅紫荊星章、太平紳士
立法會議員（工程界）
香港特別行政區政府

Congratulatory Message

I warmly congratulate GS1 Hong Kong on the occasion of its 24th Anniversary!

Since its establishment 24 years ago, GS1 Hong Kong has helped our local enterprises adopt international supply chain standards, technologies and practices, which are crucial for them to compete in the global market. I have no doubt that GS1 Hong Kong will continue to provide quality services for the local business community in further pursuance of supply chain excellence.

I would like to take this opportunity to wish GS1 Hong Kong continuous prosperity in the years to come!

Ir Dr Hon LO Wai Kwok, BBS, MH, JP
Member of Legislative Council (Functional Constituency – Engineering)
盧偉國博士工程師 銅紫荊星章、太平紳士
香港特別行政區立法會議員(工程界)

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

林向陽先生
行政總裁
香港數碼港管理有限公司

香港貨品編碼協會二十四周年誌慶

數碼科技商貿港
領導物流匯樞紐

香港數碼管理有限公司行政總裁林向陽先生

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

麥鄧碧儀女士
MH, 太平紳士
總裁
香港生產力促進局

香港貨品編碼協會 - GS1HK
二十四週年紀念年報
香港生產力促進局總裁
麥鄧碧儀 題辭

貿
工
貫
連
商
通
捷
便

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

馬錦星先生
行政總裁
香港科技園公司

提辭

貨迎千萬客 百業興旺
川河匯成海 長流不息

香港科技園公司 行政總裁
馬錦星先生
Mr. Allen MA Kam-sing,
Chief Executive Officer, Hong Kong Science & Technology Parks Corporation

Dr LEUNG Pak Yin,
JP
Chief Executive
Hospital Authority

梁栢賢醫生
太平紳士
行政總裁
醫院管理局

香港貨品編碼協會二十四周年誌慶

貫通貨品資訊
提升產品安全

醫院管理局行政總裁梁栢賢

Mr Fred LAM Tin-fuk,
Executive Director
Hong Kong Trade Development Council

林天福先生
總裁
香港貿易發展局

香港貨品編碼協會二十四周年誌慶

群力共濟
嘉惠工商

香港貿易發展局總裁林天福

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

尤曾家麗女士
GBS, 太平紳士
執行幹事
職業訓練局

香港貨品編碼協會二十四周年誌慶

創新利群
促進商貿

職業訓練局執行幹事
尤曾家麗女士

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

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

黃家和先生
太平紳士
主席
香港食品及飲品行業總會

Chamber of Food & Beverage Industry of Hong Kong

On behalf of the Chamber of Food & Beverage Industry of Hong Kong, I would like to express my heartfelt congratulation to the 24th Anniversary of GS1 Hong Kong.

GS1 Hong Kong has achieved a great success on enhancing the local supply chain development and strengthening Hong Kong international market competitiveness over the past 24 years.

Relentless pursuit of excellence is always the ultimate goal of GS1, achieving this objective, GS1 has committed a great exertion on advancing regional logistics growth, which significantly assists the development of Hong Kong local business and such accomplishments have been fully affirmed all around.

I would like to deliver my warmest congratulation to GS1 again and express my best wishes for all its future endeavors.

Mr Steve LO,
BBS, JP
Chairman
The Chamber of Hong Kong Logistics Industry

羅煌楓先生
BBS, 太平紳士
主席
香港物流商會

祝賀香港貨品編碼協會二十四周年誌慶

開 拓 科 技
創 建 未 來

香港物流商會主席羅煌楓太平紳士

Mr Irons SZE,
JP
President
The Chinese Manufacturers Association of Hong Kong

施榮懷先生
太平紳士
會長
香港中華廠商聯合會

香港貨品編碼協會二十四周年誌慶

通 達 貨 品 資 訊
廣 拓 國 際 市 場

香港中華廠商聯合會會長施榮懷先生

Mr Joseph HO,
Managing Director
The Cosmetic & Perfumery Association of Hong Kong Ltd.

何紹忠先生
董事總經理
香港化　品同業協會

香港貨品編碼協會二十四周年誌慶

質 優 信 著
業 盛 譽 隆

香港化粧品同業協會董事總經理何紹忠敬賀

Mr Anthony ROSE,
Retailers' Chair
Vice President - Corporate Affairs
ECR Asia Pacific

羅世傑先生
主席
企業事務副總裁
ECR Asia Pacific

"On behalf of ECR Asia Pacific, I would like to wish GS1 Hong Kong the very best on this happy occasion of your 24th anniversary. GS1 Hong Kong, under the guidance of its CEO Anna Lin, is playing a very important role on the ECR Asia Pacific Executive Council. In the last few months itself, GS1 Hong Kong has been a very important part in ECR AP's key industry contributions – the sharing of the latest trends in retailing and consumer goods, sustainability and supply chain best practices and learnings. I am excited that GS1 Hong Kong is taking the lead in hosting the ECR AP 2014 Conference right here in Hong Kong and know that it will be another resounding success. Thank you Anna and thank you GS1 Hong Kong!"

Anthony Rose
Retailers' Co-Chair, ECR Asia Pacific.

Vice President, Corporate Affairs, Walmart Asia.

Dr C P WONG,
JP
President
eHealth Consortium Limited

王春波醫生
太平紳士
主席
電子健康聯盟

Health Care Data Standardization and Automation has been one of the the main key success factors for Electronic Patient Records Sharing and Interoperability for improving quality of care in a seamless manner in all countries in the world. The eHealth Consortium Limited has teamed up with GS1 Hong Kong in the last eight years to promote eHealth development locally and around the Asia Pacific region with the aim of improving efficiency and quality of patient care delivery. GS1 Hong Kong has been one of the founding members of eHealth Consortium and she has contributed tremendously to the local development of Supply Chain Management and Standardization particularly in drug data standards for the healthcare sector, like the Hospital Authority, private hospitals, pharmacies and other healthcare providers. The benefits will be amplified with the coming launching of the territory wide electronic health records system in Hong Kong by the end of next year.

On behalf of the eHealth Consortium Limited, I congratulate GS1 Hong Kong on her continued success of the 24th Anniversary. I am sure GS1 Hong Kong will continue to prosper and extend her leading and beneficial role in the healthcare delivery and other sectors of service in Hong Kong.

Dr CP Wong, JP
President
eHealth Consortium Limited

Mr Stanley LAU,
Chairman
Federation of Hong Kong Industries

劉展灝先生
主席
香港工業總會

香港貨品編碼協會二十四周年誌慶

優化營商效益
促進環球貿易

香港工業總會主席劉展灝敬賀

Ir Dr Paul TSUI,
Chairman
Hong Kong Association of
Freight Forwarding and Logistics Ltd

徐翰恩博士工程師
主席
香港貨運物流業協會有限公司

It gives me great pleasure to join the celebration of the 24th Anniversary of the GS1 Hong Kong.

Over the past two decades, GS1 Hong Kong has been playing a very unique and important role in promoting global standards, best practices and enabling technologies in the arena of global value and supply chain management. On its 24th Anniversary, I would like to extend my warmest congratulations to GS1 Hong Kong for its tremendous achievement and distinguished contributions to improving the efficiency and visibility of supply chains.

Being a longstanding industry partner, HAFFA will continue to treasure our amicable relationship and share the common value with GS1 Hong Kong in uplifting the quality and efficiency of logistics services in Hong Kong.

May I wish GS1 Hong Kong every success in its endeavours and may it go from strength to strength in the days to come.

For and on behalf of HAFFA,

Ir Dr Paul Tsui
Chairman
Hongkong Association of Freight Forwarding & Logistics (HAFFA)
香港貨運物流業協會主席徐翰恩博士工程師

Paul Tsui

Ms Sabrina Chan,
Executive Director
The Hong Kong Association of the Pharmaceutical Industry

陳素娟女士
執行董事
香港科研製藥聯會

On behalf of the Hong Kong Association of the Pharmaceutical Industry (HKAPI), we want to extend our warm congratulations to GS1 Hong Kong for celebrating its remarkable twenty-four years of service to companies in Hong Kong through fostering the adoption of the international supply chain standards, technologies and practices.

The HKAPI have had great pleasure in working closely with GS1 Hong Kong in the past few years on enhancing the track and trace system of pharmaceutical products in Hong Kong. The improved traceability of medical products has greatly contributed to higher efficiency and accuracy in the healthcare supply chain, which has ultimately enhanced patient safety.

We wish GS1 Hong Kong continued success as it celebrates this important milestone.

Sabrina Chan (陳素娟女士)
Executive Director
The Hong Kong Association of the Pharmaceutical Industry

Mr Leland L Sun,
Chairman
The Hong Kong Coalition of Service Industries

孫立勳先生
主席
香港服務業聯盟

香港貨品編碼協會二十四周年誌慶

匡導物流
精益求精

香港服務業聯盟主席孫立勳敬賀

Mr Peter H.H. HUNG,
Chairman
Hong Kong Food Council

洪克協先生
主席
香港食品業總會

香港貨品編碼協會二十四周年誌慶

推動物流發展
締結經濟碩果

香港食品業總會會長洪克協敬賀

Dr Vicki Lai Ying FONG,
Honourable Advisor
Hong Kong Food Professionals Association

方麗影博士
創會榮譽顧問
香港食品專業協會

香港貨品編碼協會24周年誌慶

香港商貿效率優，貨品質高冠全球，
編碼系統連四海，協會智策佔鰲頭。

Mr C K CHOW,
Chairman
Hong Kong General Chamber of Commerce

周松崗先生
主席
香港總商會

香港貨品編碼協會二十四周年誌慶

革新創優
建業益群

香港總商會主席周松崗敬賀

Mr Gordon YEN,
Chairman
The Hong Kong General Chamber of Textiles

嚴震銘先生
會長
香港紡織商會

香港貨品編碼協會二十四周年誌慶

創優通物流
數碼貫全球

香港市務學會主席林少銘敬賀

Mr Sherman LAM,
Chairman
Hong Kong Institute of Marketing

林少銘先生
主席
香港市務學會

香港貨品編碼協會二十四周年誌慶

編碼技術聲國際
服務多元譽全球

香港市務學會主席林少銘敬賀

Mr Stephen CHENG,
President
The Hong Kong Logistics Association

鄭會友先生
會長
香港物流協會

香港貨品編碼協會二十四周年誌慶

群策群力
創新里程

香港物流協會會長鄭會友敬賀

Mr Albert LEE,
Chairman
Hong Kong Medical and
Healthcare Device Industries Association

李耀林先生
主席
香港醫療及保健器材行業協會

香港貨品編碼協會二十四周年誌慶

推動業界
促進繁榮

香港醫療及保健器材行業協會主席李耀林敬賀

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

梁光漢先生
主席
香港公匙基建論壇

香港貨品編碼協會二十四周年誌慶

通財通貨　善用科技
利商利民　共創繁榮

香港公匙基建論壇主席梁光漢敬賀

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

林寶興博士
總裁
香港品質保證局

香港貨品編碼協會二十四周年誌慶

促 進 商 貿
懋 績 常 新

香港品質保證局總裁林寶興博士

Ms Caroline MAK,
Chairman
Hong Kong Retail Management Association

麥瑞琼小姐
主席
香港零售管理協會

I wish to extend my warmest congratulations to the GS1 Hong Kong on its 24th Anniversary.

Over the years, GS1 Hong Kong has dedicated to helping enterprises to thrive and compete effectively in the global marketplace. We are pleased to witness the achievements of GS1 Hong Kong in improving supply chain standards, technologies and practices; all of these form the backbone of supply chain efficiency, visibility and collaboration.

The Hong Kong Retail Management Association looks forward to strengthening our close tie with GS1 Hong Kong. May I offer the best wishes to GS1 Hong Kong and its members for the continued success in the years to come.

Caroline Mak
Chairman
Hong Kong Retail Management Association
香港零售管理協會主席麥瑞琼

Mr Tommy LUI,
Chairman
Hong Kong R&D Centre for Logistics and
Supply Chain Management Enabling Technologies
(LSCM R&D Centre)

雷瑞強先生
董事局主席
香港物流及供應鏈管理應用
技術研發中心

On behalf of HK R&D Centre for LSCM Enabling Technologies, I'd like to celebrate the 24th anniversary of GS1 Hong Kong by expressing our heartedly congratulation to Anna and her team for relentlessly helping the Hong Kong business community to stay abreast of the latest trends and technologies shaping our competitive advantages.

Tommy Lui
Chairman
Hong Kong R&D Centre for Logistics and
Supply Chain Management Enabling Technologies (LSCM R&D Centre)

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

林宣武先生
SBS, MBE, 太平紳士
主席
香港付貨人委員會

香港貨品編碼協會二十四周年誌慶

推 動 商 貿
成 績 驕 人

香港付貨人委員會主席林宣武

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

李乃　博士
SBS, 太平紳士
董事局主席
香港紡織及成衣研發中心

As a leading centre of excellence in research, development and technology transfer in the textile and clothing technologies, The Hong Kong Research Institute of Textiles and Apparel (HKRITA) is honoured to joined hands with GS1 Hong Kong to support innovative ideas to solve challenges facing the industry and to support their growth.

HKRITA treasures collaborations with associations to stimulate innovation as the partnerships leverage huge potential of research and commercialisation opportunities with the industry.

Having a similar vision on the provision of quality service, HKRITA wishes GS1 Hong Kong to keep helping enterprises to enjoy efficient and secure flow of products, services and information, exceling in this highly competitive global market.

Harry Lee

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

Chairman
Hong Kong-Taiwan Business Cooperation Committee

李大壯先生
銀紫荊星章, 法國國家功績榮譽勳章,
太平紳士
副主席
港台經濟文化合作協進會
主席
香港－台灣商貿合作委員會

香港貨品編碼協會廿四周年誌慶

放 眼 全 球 商 貿
攜 手 香 江 繁 榮

港台經濟文化合作協進會副主席
暨香港－台灣商貿合作委員會主席
二零一三年十二月　李大壯 敬賀

Mr Henry HO,
President
Hong Kong Wine Merchants' Chamber of Commerce

何耀東先生
會長
香港葡萄酒商會

The Hong Kong Wine Merchant's Chamber of Commerce wishes all success and prosperity to GS1 Hong Kong on its 24th anniversary.

It has been our honor and pleasure to work with GS1, and we look forward to witness GS1's accomplishments in the wine industry and in other fields as well.

All the best in many years to come!

Henry Ho
President
Hong Kong Wine merchant's Chamber of commerce

Mr To CHEUNG,
Chairman
Hong Kong Wireless Technology Industry Association

章濤先生
主席
香港無線科技商會

香港貨品編碼協會二十四周年誌慶

推 動 創 新 科 技
凝 聚 業 界 精 英

香港無線科技商會主席章濤敬賀

Mrs Becky CHEUNG,
Chairman
The International Food Safety Association

張劉麗賢女仕
主席
國際食品安全協會

香港貨品編碼協會二十四周年誌慶

共 建 安 全 飲 食 文 化
聯 誼 同 業 進 步 創 新

國際食品安全協會會長   劉麗賢

Mr P M LAI,
Chairman
Retail Technology Industry Association

黎寶茗先生
主席
香港零售科技商會

On behalf of the Hong Kong Retail Technology Industry Association, it gives me great pleasure to congratulate GS1 Hong Kong on its 24th anniversary for its accomplishments in promoting the industry-wide adoption of global supply chain standards. Thanks to GS1 Hong Kong for its relentless efforts to boost the awareness and usage of barcode and electronic product code system as well as various trusted product information platforms. We are privileged to be a close partner with GS1 Hong Kong in supporting its joint marketing events on how to effectively adopt industry's best practices in supply chain and retail storefront management. On this special occasion, I congratulate GS1 Hong Kong again on its achievements, and sincerely wish GS1 Hong Kong and its members every success in their future endeavors.

Dr. P.M. Lai
Chairman
Hong Kong Retail Technology Industry Association (RTIA)

Mr Clement CHEN,
Chairman
Textile Council of Hong Kong Ltd.

陳鎮仁先生
主席
香港紡織業聯會

For the past twenty years, GS1 Hong Kong has been instrumental in promoting the use of electronic coding technology for Hong Kong, their effort has helped numurous Hong Kong enterprises to adopt to electronic coding standards, allowing them to achieve better management capability and become a sustainable member in the evolving global supply chain.

The Council is pleased to see GS1 Hong Kong's many accomplishments, on behalf of The Textile Council of Hong Kong, our congratulations again and best wishes to the GS1's continuous success.

Clement Chen, SBS, JP
Chairman
Textile Council of Hong Kong

Board of GS1 Hong Kong
香港貨品編碼協會董事局
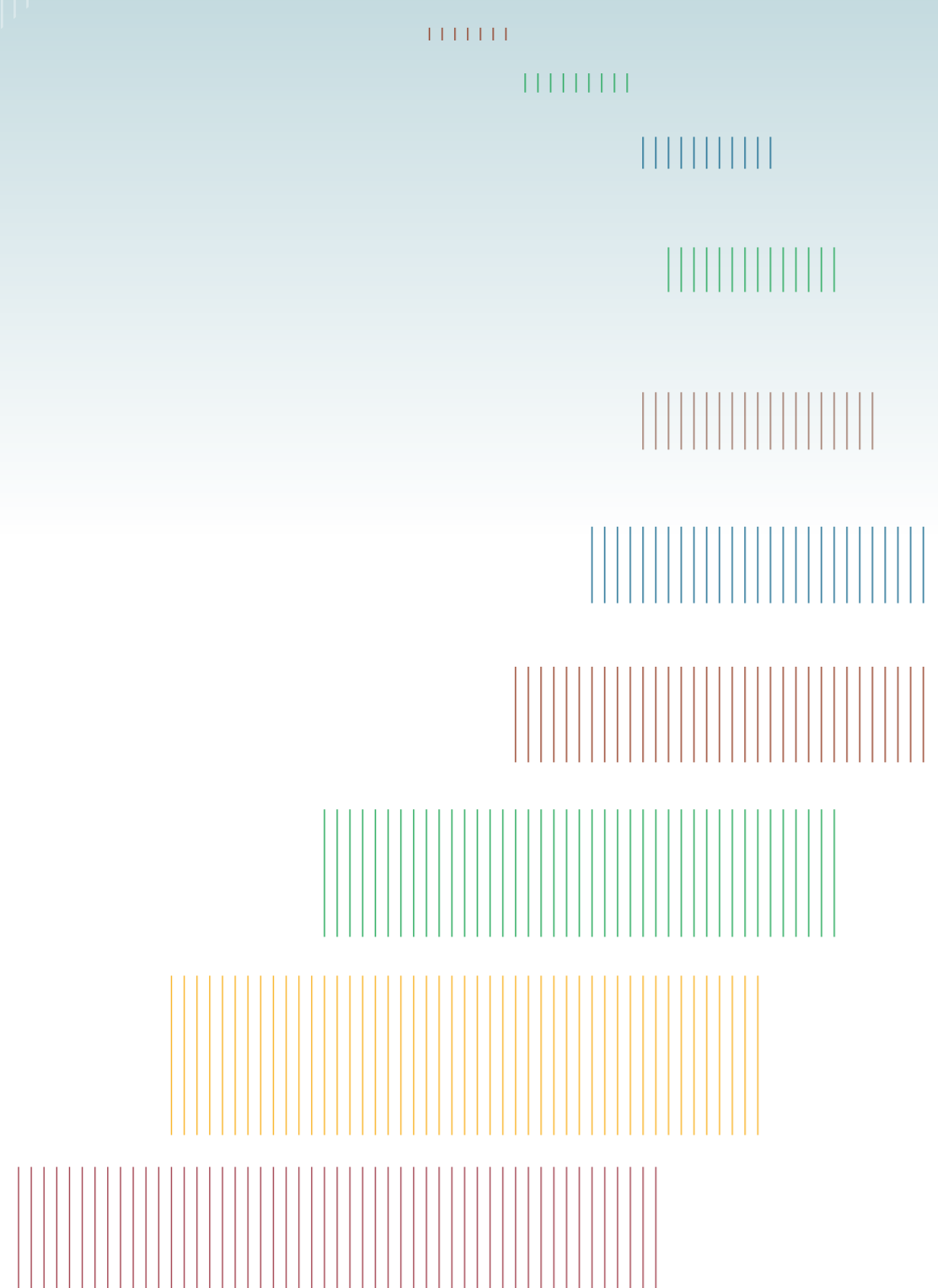
Organization Structure
協會架構

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Board of GS1 Hong Kong
香港貨品編碼協會董事局
        │
GS1 Hong Kong
香港貨品編碼協會
        │
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GS1 Hong Kong Management 香港貨品編碼協會管理層	Industry Advisory Boards 業界諮詢委員會
Membership & Customer Services 會員事務及顧客服務	ECR Hong Kong ECR香港
Product & Professional Services 產品及專業服務	Electronic Commerce Users' Committee 電子商貿用戶委員會
Business Development 業務發展	IoT Industry Advisory Council 物聯網產業諮詢委員會
Industry Engagement 企業拓展	SMEs Advisory Board 中小型企業諮詢委員會
Marketing & Communications 市務及傳訊	
Human Resources & Administration 人力資源及行政	

2012 / 2013 Board of Directors
董事局

Chairman
主席

Mr Joseph C. Phi
President
LF Logistics

彭焜燿先生
總裁
LF Logistics

Mr Peter Lee
Chairman
Eurosia Group

李雨川先生
主席
華寶實業集團

Mr Choo Peng Chee
Regional Director,
North Asia - Food
The Dairy Farm Group

朱秉志先生
北亞地區董事 - 食品
牛奶公司集團

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 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

Dr Kelvin Leung
Chief Executive Officer
Asia Pacific
DHL Global Forwarding (HK) Ltd

梁啟元博士
行政總裁 (亞太區)
敦豪全球貨運物流(香港)有限公司

Mr Roy Ng
CEO
Star Lite (HK) Ltd

伍俊達先生
行政總裁
暉星(香港)有限公司

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

Ms Caroline Mak
Group Director, Health & Beauty
The Dairy Farm Group

麥瑞琼女士
集團董事 - 健康及美容
牛奶公司集團

Mr Glenn Smith
Chief Executive
Sims Trading Co Ltd

史密夫先生
總裁
慎昌有限公司

Dr Gordon Yen
Director
Fountain Set (Holdings) Ltd

嚴震銘博士
董事
福田實業(集團)有限公司

Mr Simon Wong, JP
Group Chairman
Kampery Group

黃家和太平紳士
集團主席
金百加集團

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

Ms Shirley Yuen
Chief Executive Officer
Hong Kong General Chamber
of Commerce

袁莎妮女士
總裁
香港總商會

Mr Lance Wright
General Manager
Swire Coca-Cola HK

衛能智先生
總經理
太古可口可樂香港

Company Secretary
公司秘書

Mr Nicholas Horvath
Bodnar Horvath

鮑皓華律師
鮑皓華律師行

Ex-Officio Member
當然委員

Ms Anna Lin, JP
Chief Executive
GS1 Hong Kong

林潔貽太平紳士
總裁
香港貨品編碼協會

Industry Advisory Boards
業界諮詢委員會

As a leading industry organization that promotes global standards, best practices and enabling technologies aimed to improve the core competencies and competitiveness of the Hong Kong business community, GS1 Hong Kong spearheaded key initiatives in establishing an optimal environment that fully supports the local enterprises' growth and business expansion.

In line with this, a number of committees have been established to provide strategic advice and pursue initiatives to aid local enterprises across different industry sectors in enhancing their competitive advantages.

ECR Hong Kong
Established in 1996, ECR Hong Kong makes every effort to assist the FMCG sector to enhance their domestic and global competitiveness by eliminating irrelevant costs from the supply chains and increasing responsiveness to ever-changing consumer demands by adopting ECR techniques.

Besides, ECR Hong Kong advises the local business community on efficient trade practices, a critical factor in developing a reliable intra-industry trade infrastructure. It also promotes local adoption of SCM and assists enterprises to connect with regional and international supply chain management (SCM) and efficient consumer response (ECR) bodies.

In the year 2012-2013, the 4 'E' Strategies were successfully applied which include Efficient Replenishment (ensuring on-shelf availability), Efficient Promotion (engaging digital marketing trends), Efficient Product Introduction (ensuring effective data communications) and Efficient Product Assortment (ensuring category management). Four workgroups on 4 'E' strategies were also organized.

作為業界的先導機構，香港貨品編碼協會致力向業界推廣全球標準、最佳實務與應用技術，從而提升本地工商界的核心能力與競爭力。我們藉舉辦不同類型的計劃，成功創建了一個能夠全面支援本地企業成長和業務拓展的優越環境。

為實踐這個目標，我們成立了多個不同委員會，積極為本地各行各業的企業提供策略性建議，還透過多元化計劃提升本地企業的競爭優勢。

ECR香港
ECR 香港在1996年成立，致力為快速流轉消費品行業創優增值，善用高效消費者響應技術，減省供應鏈帶來的非必要成本；並迅速回應消費者日新月異、層出不窮的需求，從而提升行業在本地至國際貿易市場的競爭力。

與此同時，ECR 香港銳意為本地商業市場提供行之有效的貿易實務知識，讓他們充分掌握發展可靠基建、以促進業內貿易的必備元素。此外，該公司還積極倡導本地企業實施供應鏈管理，協助他們與區內及全球的供應鏈管理和高效消費者響應機構保持聯繫，攜手並進。

2012至2013年間，我們成功落實了以推動高效為目標的「四E策略」，四大重點包括「高效補貨」、「高效推廣」、「高效引入產品」及「高效產品分類」。我們更籌辦了相關的「四E策略」工作組。

Accomplishments

1. Efficient Replenishment
The On-Shelf-Availability (OSA) Workgroup was set up to provide a means to resolve the top poor OSA root causes, develop an availability analysis for diagnosing inventory status and put forward replenishment suggestions for maintaining optimal inventory level. In the year 2012-13, the workgroup make a key contribution to the industry by introducing the new "Synchronized Supply Chain Replenishment" (SSCR) methodology and conducting inventory health check to achieve a more accurate inventory for replenishment and sales purposes. The effectiveness of SSCR in improving OSA has been examined and confirmed by users. As one of the top votes, OSA will continue to be one of the main topics of investigation of the workgroup in the year 2013-2014.

2. Efficient Promotion
Mobile Retail Workgroup was set up with a prime aim to improve consumer connection by catching up on the trends of digital retail, facilitating trade with digital exposure on a 7x24 basis and maximizing brand exposure via mobile applications. Through our mobile marketing platform which integrates on-line and off-line marketing campaigns, consumers can get access to the latest product promotional offers, digital coupons, more comprehensive product information (such as product authentication details) and interesting multimedia content anywhere, anytime. In 2012-13, Mobile Retail Workgroup has conducted a variety of joint-promotion programs.

3. Efficient Product Introduction
New Product Introduction Workgroup aims at ensuring effective data communications through the BarcodePlus model. It spares no efforts in optimizing barcode validity and assignment management, supporting regulatory requirements, expediting speed to shelf, improve operation efficiency and enhancing supplier conformance. In 2012-13, the workgroup introduced the New Product Introduction (NPI) methodology. It built up the online prototype, compiled the user guide and invited both suppliers and retailers for prototype trial and feedback. NPI procedures have been developed through a successful pilot run, followed by the delivery of NPI Implementation Guidebook, Suppliers and Buyers Workshops in 2013-2014.

主要成就

1.高效補貨
為協助業界降低整體缺貨率而成立的上架貨品流通管理工作小組，在實現高效補貨的目標方面不遺餘力，銳意消除上架貨品流通管理的問題根源，並透過完善的貨架使用率分析來評估存貨狀況；同時作出恰如其分的補貨建議，以達致理想的存貨水平為目標。2012至2013年間，工作小組為業界引進了嶄新的「同步化供應鏈補貨」方法，同時進行了正常存貨狀況檢查，有助掌握更準確的產品存量狀況，以便補貨及銷售，貢獻良多。這種方法在解決缺貨問題上的成效已得到驗證，也備受用戶肯定。基於大部分人的意向，上架貨品流通將繼續成為工作小組在2013至2014年間的主要研究課題之一。

2.高效推廣
「流動零售工作小組」肩負起加強與消費者聯繫的任務，致力捕捉數碼零售趨勢、保持7x24的數碼滲透率以促進貿易，並善用流動應用程式來擴大品牌曝光率。我們的流動營銷平台把在線及離線活動融會貫通，讓消費者可以隨時隨地存取最新的產品推廣優惠、數碼優惠券、更詳盡的產品資訊 (例如產品鑑辨詳情) 及饒富趣味的多媒體內容。2012至2013年間，工作小組先後推行了多項不同的聯合推廣計劃。

3.高效引入產品
「引入新產品工作小組」透過BarcodePlus模型來實現高效的數據通訊。工作小組全力以赴，以優化產品條碼驗證和編配管理、支援法律要求、加快上架速度、改善營運效率和促進供應商合法性為己任。2012至2013年間，工作小組啟用了「引入新產品」方法，並全面負責有關發展工作，包括建立在線原型系統、編撰用戶指南；同時邀請供應商及零售商參與原型試用，繼而提供回饋意見。試用過程十分成功，有關程序亦得到妥善制定。實施指南、供應商及買家工作坊預計於2013至2014年間陸續推出。

4: Efficient Product Assortment

Category Management (CM) Workgroup comes with a mission to raising the bar of category management. In 2012-2013, Industrial Requirements Analysis and Best Practices are consolidated.

SMEs Advisory Board

The SMEs Advisory Board was established in 1999 to enhance SMEs' competitiveness and operational efficiency by driving the adoption of supply chain management and e-commerce practices. The board also strives to raise awareness of the community on the diverse yet distinct needs of SMEs, particularly on how to remain competitive and sustain business operations in a volatile economy.

In 2012, the HKSAR Government set up the Dedicated Fund on Branding, Upgrading and Domestic Sales (Bud) in order to provide funding support for Hong Kong SMEs to explore and develop the Mainland China market through brand development, operation upgrade and restructuring, as well as domestic sales promotion. GS1 Hong Kong provides consultant services for the local SMEs in applying for the BUD Fund and designing projects for upgrading supply chain and logistics operations. We successfully assisted various members in obtaining the fund for upgrading their warehouse operation and offering consultancy on project implementation.

Electronic Commerce Users' Committee (ECUC)

The Electronic Commerce Users' Committee composed of ezTRADE member community was formed in 1999. The committee's objective is to monitor and improve the service quality and effectiveness of ezTRADE, and at the same time, provides timely and relevant feedback on GS1 Hong Kong's electronic commerce initiatives.

Accomplishments

In June 2013, ECUC invited electronic data interchange (EDI) service providers in the local market, including current operator GXS, to submit proposal for the 2014-2019 ezTRADE service contract. Participated by a total of four tenders, the vetting process has created tremendous benefits for ezTRADE members, especially because of the new functions the tenders introduced in their new solutions which answered the demands for higher service level commitments. Subsequent to the vetting process, ECUC and GS1 Hong Kong agreed has chosen GXS to continuously provide service in the 2014-2019 period for ezTRADE members. ECUC has also

defined a list of enhancement requirements for GXS during the service period.

In 2013, Hospital Authority has successfully implemented its Supply Chain Modernization project in all public hospitals in Hong Kong, which covered 80% of their drugs supplies. This project significantly relied on ezTRADE through which the suppliers were able to provide traceability data through electronic data interchange advanced hip notice to the hospitals. Looking forward, Hospital Authority will extend this project to more drugs and non-drug suppliers in 2014, and expect to cover more than 90% of the total drugs supply.

In July 2013, ezTRADE implemented the excel/csv form download functions for users to extract online data from the Web. This provides an alternative option for ezTRADE web users to archive data and import data to their companies' enterprise recourse planning system.

Internet of Things Industry Advisory Council

The Internet of Things Industry Advisory Council (IAC) was established in 2013 with an aim to drive Internet of Things (IoT) development in Hong Kong with like-minded executives, promote IoT adoption in Hong Kong to uplift the competitiveness of local enterprises and create an IoT ecosystem to support the continuous growth and adoption of IoT in the Hong Kong market.

Role of the Council

The Council aims at providing strategic directions for GS1 Hong Kong on key IoT related initiatives including the Hong Kong RFID/IoT Awards, Hong Kong Internet of Things Centre of Excellence and Hong Kong IoT Maturity Reference Model. It also serves as an industry ambassador to jointly promote IoT adoptions and key programs, collectively advising the HKSAR Government on the directions of IoT development and building linkage to Mainland China, as well as connecting with international IoT related bodies and organizations.

4.高效產品分類

「產品分類管理工作小組」的使命是提升產品分類管理的成效。2012至2013年間，工作小組成功制定了「業界要求分析及最佳實務」的內容。

中小企業諮詢委員會

中小企業諮詢委員會在1999年成立，藉著推廣供應鏈管理和電子商貿實務，協助中小企提升競爭力及營運效率。與此同時，委員會致力提升社會各界對中小企種種訴求的認知與關注，特別是協助中小企在瞬息萬變的經濟環境中保持競爭優勢，以及維持穩健的業務增長。

2012年，香港特區政府成立了「發展品牌、升級轉型及拓展內銷市場專項基金」，為本地中小企提供資金上的支持，助其開發及拓展中國內地市場，包括品牌開展、營運升級轉型以及內銷推廣。香港貨品編碼協會並提供周全的顧問服務，致力幫助本地中小企申請這項基金，同時設計供應鏈升級和物流運作。至今我們已成功協助多家會員機構申請基金，同時把倉庫運作升級，又為項目實施提供顧問諮詢。

電子商貿用戶委員會

由「通商易」用戶社群組成的電子商貿用戶委員會在1999年成立，旨在監察和改善「通商易」的服務質素和效能。委員會並就香港貨品編碼協會的電子商貿項目，提供適時和相關的意見及指引。

主要成就

2013年6月，電子商貿用戶委員會廣邀本地市場中的電子數據交換服務供應商，參與2014至2019「通商易」服務合約的投標，當中包括現有營運商GXS。期間共有四家供應商參與競逐，有關過程也為「通商易」的會員帶來了莫大神益，特別是供應商在新方案中建議的功能，迎合了我們對更高服務承諾的要求。經過一幹激烈的甄選後，電子商貿用戶委員會及香港貨品編碼協會決定繼續選用GXS，在2014至2019為「通商易」的會員機構提供服務。委員會還制定了一系列有

關性能強化的新目標，讓GXS在服務期間內一一落實。

醫院管理局於2013年成功在全港的公立醫院實施了供應鏈現代化，範圍涵蓋了八成藥物供應商。這項工程全賴「通商易」的幫助，讓各供應商可以通過電子數據交換系統的預先發貨通知功能，把產品追蹤資料傳送給各家醫院。展望未來，醫院管理局將於2014年繼續把這項系統推展至更多藥物和非藥物供應商，可望涵蓋九成以上的藥物供應。

2013年7月，「通商易」實施了excel/csv表格下載功能，讓用戶可以從網上提取數據。此舉為「通商易」網上用戶提供了另一項功能選擇，既可進行數據歸檔，亦能把數據導入公司的企業資源規劃系統。

物聯網產業諮詢委員會

物聯網產業諮詢委員會成立於2013年，旨於向持有共同理念的企業行政人員推廣物聯網的發展，攜手推動這種新技術在香港的普及應用，從而提升本地企業的競爭力；同時建立一個完善的物聯網生態系統，支援物聯網技術在香港市場的穩健發展和持續應用。

委員會角色

委員會旨於在重要的物聯網相關計劃上，為香港貨品編碼協會提供策略性指引。其中包括「香港無線射頻識別/物聯網大獎」、「香港物聯網科技應用中心」及「香港物聯網成熟水平參考模型」等重要計劃和項目。該會還扮演著行業大使的重要角色，與社會人士攜手推動物聯網的使用，支援各項重要計劃；同時集思廣益，把各方面對物聯網發展的寶貴意見傳達給香港特區政府。此外，委員會亦會就有關題目與中國內地保持緊密聯繫，還會與全球的物聯網組織和機構進行交流，砥礪切磋，精益求精。
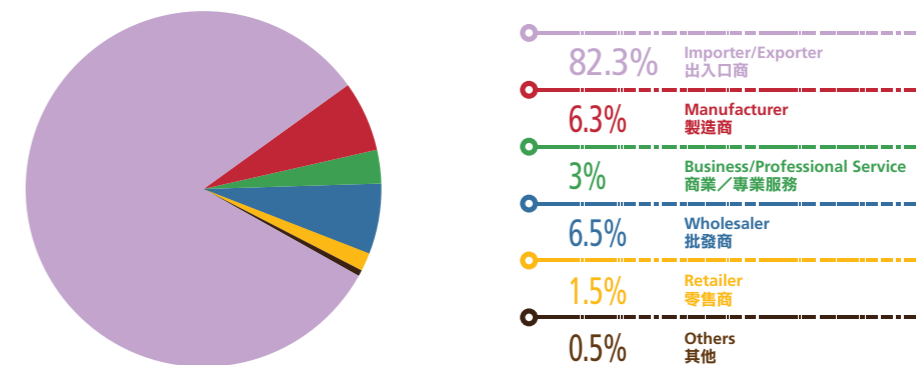
About GS1 Hong Kong
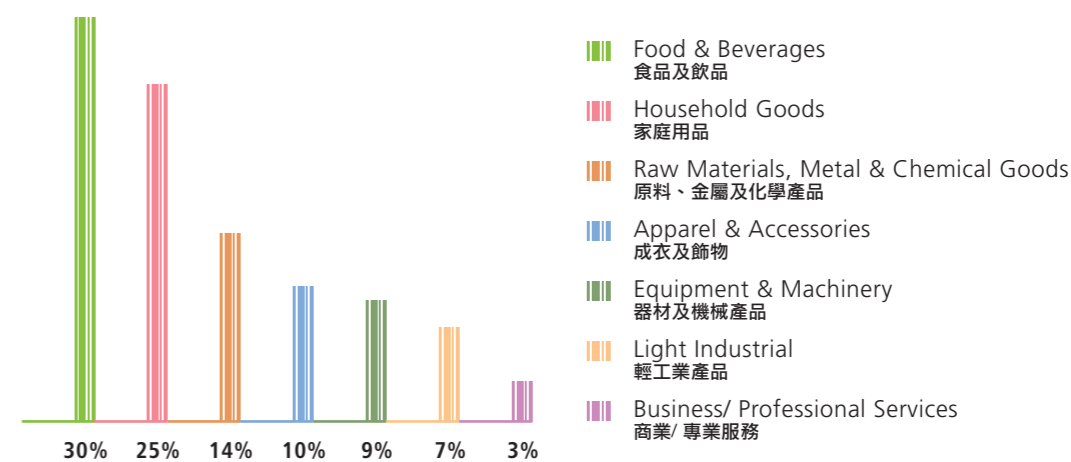# 關於香港貨品編碼協會

Membership Profile
會員概覽

GS1 Hong Kong continues to facilitate the application of GS1 Systems of standards in multiple sectors and industries in Hong Kong. During the year in review, we strived to enhance our services and strengthened communication with our members through a wide range of various activities. These initiatives included forming user groups, organizing our annual member gathering, a series of informative seminars and industry-related workshops. Our dedicated efforts have resulted in 8% increment for GCP (Global Company Prefix) Barcode membership in 2012/2013.

香港貨品編碼協會一直努力不懈，於本港不同界別及行業推動應用GS1標準。在過去一年，我們特別著力擴展服務範圍及加強會員之間的溝通，並且透過各種活動拉近會員與協會之間的距離。這些活動包括組織用戶小組、舉辦會員年會，還有一系列與業界需要有關、內容豐富的研討會和工作坊。經過不斷努力，在2012/2013年度的GCP(全球公司前置碼)條碼會員數目上升了8%。

GCP Barcode Membership Distribution by Business Classification (as of August 31, 2013)
GCP條碼會員分佈 (以業務類型劃分) (截至2013年8月31日止)

%	Classification
82.3%	Importer/Exporter 出入口商
6.3%	Manufacturer 製造商
3%	Business/Professional Service 商業／專業服務
6.5%	Wholesaler 批發商
1.5%	Retailer 零售商
0.5%	Others 其他

GCP Barcode Membership Distribution by Product Classification (as of August 31, 2013)
GCP條碼會員分佈 (以產品類型劃分) (截至2013年8月31日止)

- Food & Beverages 食品及飲品
- Household Goods 家庭用品
- Raw Materials, Metal & Chemical Goods 原料、金屬及化學產品
- Apparel & Accessories 成衣及飾物
- Equipment & Machinery 器材及機械產品
- Light Industrial 輕工業產品
- Business/ Professional Services 商業／專業服務

30% | 25% | 14% | 10% | 9% | 7% | 3%

GS1 Hong Kong Key Services and Solutions
香港貨品編碼協會服務與解決方案

BarcodePlus

As a cloud-based product and location information portal, BarcodePlus not only allows its members to assign different types of GS1 Keys including GTIN, GLN and SSCC to their products, locations and logistic units, but also let them access relevant information for managing quality-related data. Besides, members can assign a Serialized GTIN (SGTIN) to every unique product in order to enable track-and-trace capability throughout the whole supply chain process, inventory management, product authentication and quality assurance.

Till 2013, nearly 3,000,000 GTINs have been registered under the BarcodePlus product registry in the local market, and about ten thousand local FMCG items have been uploaded to the portal with attractive product images. Consumers can now obtain comprehensive, trusted product information via the GS1 Hong Kong's Consumer Connect mobile application by simply scanning the barcodes on the products.

Consumer Connect GS1 BarCode (GTIN)

is the most prevailing standard adopted by retailers all over the world, which can be found on nearly every single packaged product.

In the third quarter of 2011, GS1 Hong Kong went one step further by harnessing the power of mobile technology and creating a new B2B2C mobile application – Consumer Connect. It enables consumers to retrieve trusted sources of product information contributed by GS1 members on one hand, and helps members extend their reach to consumers through mobile marketing and promote their brand images and product values on the other hand.

After 15 months of research and development, Consumer Connect was successfully brought into operation and officially launched in January 2013. The new application received tremendous support from GS1 Hong Kong members as well as the office of the Government Chief Information Officer (OGCIO) under the Hong Kong SAR Government's 2011/12 Sector Specific Programme for SME ICT adoption.

After the launch, we have collaborated with 15 members and rolled out three different festival promotional campaigns for Consumer Connect during Chinese New Year, Easter and Mothers' Day respectively.

BarcodePlus

BarcodePlus是以雲端技術為基礎的產品及位置資訊門戶網站,可供會員為產品編配GTIN、GLN及SSCC等GS1識別碼,還可讓他們存取相關資訊,有助管理品質相關的數據。此外,會員可以為每件獨特產品編配序號化GTIN (SGTIN),以便在整個供應鏈之中追蹤和追溯產品,又可實施存貨管理、產品驗證和品質保證。

直至2013年,本地市場有接近三百萬個GTIN識別碼,經BarcodePlus產品註冊獲編發;並約有一萬件本地的快速移動消費品上載至BarcodePlus網站,並把吸引的產品圖像兼收並蓄。憑藉香港貨品編碼協會的流動應用程式「物密嘟」,消費者只需掃描產品上的條碼,便能擷取一應俱全、可堪信賴的產品資訊。

物密嘟 GS1 BarCode (GTIN) 現已成

為世界各地最廣獲零售商採用的標準,差不多在每項包裝產品上都見其蹤影,俯拾即是。

2011年第三季,香港貨品編碼協會再邁出一步,利用流動技術創建嶄新的「商業對商業對消費者」流動應用 – 「物密嘟」。它一方面可供消費者擷取由GS1會員提供的可靠產品資訊源,一方面又讓會員透過流動營銷接觸更多消費者,收推廣品牌和產品價值之效。

經過15個月的積極研發,「物密嘟」在2013年1月成功上線並推出市場。這項嶄新應用程

Members are allowed to upload information to our cloud-based product information portal BarcodePlus by following simple procedures, while consumers are able to enjoy new shopping experience not only by retrieving trusted product information on Consumer Connect with a simple scan of the GS1 BarCodes at their fingertip, but also by interacting with consumers through multimedia and digital coupon promotions.

Subsequent to the successful launches of these campaigns, Consumer Connect has accomplished more than 2 million consumer exposures.

Consumer Connect, which does not require a huge amount of investment on either mobile technology development or on-going maintenance, is well proven to be a cost effective mobile marketing outreach platform suitable for members from different sectors of the retail industry including food and beverage, health as well as beauty and cosmetics sectors.

Furthermore, Consumer Connect has brought forth an extensible range of valuable initiatives, among which is a series of joint academic activities for educating students about mobile digital marketing through GS1 BarCodes and programs which enable consumers to authenticate products or retrieve wine temperature or humidity track-and-trace information. In future, Consumer Connect will continue to empower its marketing features so as to help members reach out to a more extensive group of consumers. These include social media integration and further instant interaction with consumers to meet the general needs in the fast-paced digital era.

式不僅備受香港貨品編碼協會會員的青睞,還獲得政府資訊科技總監辦公室的支持,配合香港特區政府為推動本地中小企採用資訊及通訊科技而實施的「2011至2012年電子商務推廣計劃」。

「物密嘟」面世後,我們先後與15家會員機構攜手合作,分別在農曆新年、復活節及母親節舉辦了三項不同類型的節日推廣計劃。

會員只需執行幾個簡單程序,便可以把資訊上載至我們以雲端技術為基礎的產品資訊門戶網站BarcodePlus,盡享嶄新購物體驗。用戶只需掃描GS1條碼,便可通過「物密嘟」擷取可靠的產品資訊,還可透過多媒體及數碼優惠券推廣,接觸更多消費並保持互動聯繫。

這些計劃成功推出後,「物密嘟」接觸二百萬位消費者用戶。

事實證明,「物密嘟」是一項具成本效益的流動營銷拓展平台,為零售業內不同界別的會員與消費者連繫,包括食品及餐飲業、保健以至美容及化妝品行業。用戶毋須在流動技術和續後的系統維護方面作出巨額投資。

此外,我們為「物密嘟」推行了多項饒富價值的計劃,當中包括一連串聯合教育計劃,旨於教導專上學院學生如何以GS1條碼作流動數碼營銷,以至各類協助消費者驗證產品、翻查葡萄酒溫度和濕度追蹤及追溯資料的應用程式。展望未來,「物密嘟」將繼續在市場拓展方面盡展所長,讓會員接觸更廣泛全面的消費者群。這包括整合至社交媒體,以及進一步與消費者互動交流,迎合普羅大眾在瞬息萬變數碼年代中的需求。
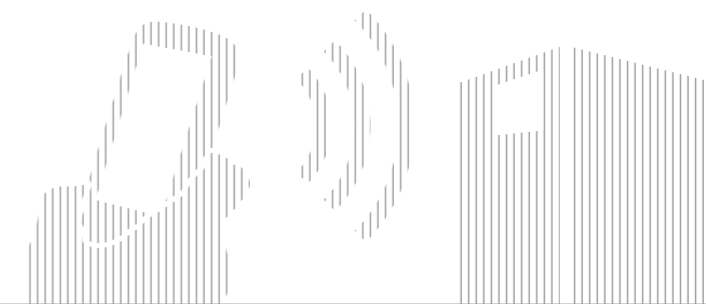
ezTRADE

As a leading electronic data interchange (EDI) platform in Hong Kong and the southern part of Mainland China, ezTRADE has emerged as a community service for the retail and consumer goods, and healthcare sectors, creating a new market of B2B e-Commerce. In 2013, the number of ezTRADE users is close to 2,000.

Looking forward, ezTRADE will continue to explore new business sectors and develop new functions to meet the needs of the industry.

a) Collaboration with factoring service

To enhance the "order-to-cash" cycle for the benefit of ezTRADE users, GS1 Hong Kong has commenced collaboration with financial services companies to extend ezTRADE to factoring service in the coming year, GS1 Hong Kong is going to roll out a new ezTRADE web interface for all authorized financial firms to validate the suppliers authorized PO, INVOICE and REMITTANCE ADVICE related to every factoring service application.

ezTRADE will continue to serve as a trusted and independent solution interface for the financial firms to speed up the factoring application lead time. The ezTRADE solution may also help reduce application failure rate and minimize the amount of paperwork generated by the ezTRADE suppliers.

b) New sectors, new businesses

ezTRADE is constantly expanding its area of coverage by enabling key consumer goods retailers and healthcare organizations in the B2B e-Commerce area. In 2013, ezTRADE has begun to aggressively explore new business sectors within its community, with a special focus in the food service industry.

通商易

「通商易」是一個以標準為基礎的電子商貿平台,讓香港及南中國地區的零售、消費品和醫療護理行業透過電子數據聯通(EDI)優化業務運作及與貿易夥伴進行訊息互通。直至2013年,已有超過2,000間企業機構透過「通商易」進行電子商貿交易。

展望未來,「通商易」將繼續拓展新的商業市場領域,並會開發更多新功能,迎合業界多元化的業務需求。

a) 與應收帳融資服務的協作

為加強「訂單到現金」周期的運作,從而為「通商易」的用戶帶來裨益,香港貨品編碼協會與不同金融服務公司展開合作,期望在來年把「通商易」擴展至應收帳融資服務;並為此服務推出全新網頁,讓獲授權的金融公司對要求這服務的供應商,驗證獲授權的採購單、發票及匯款通知單。

「通商易」將繼續為金融機構提供可靠和獨立的運作介面,以加快審批時間、減低錯誤率及供應商的行政工作。

b) 新行業、新商機

「通商易」除於消費品、零售及醫療護理等行業推動商業對商業的電子商貿平台,本會於2013年亦開始積極拓展食品服務行業,以擴大服務群。

c) Other new functions and enhancements

ezTRADE Web has launched a new CSV/Excel download function aiming to provide an additional way for suppliers to upload batch documents such as Purchase Order (PO) and Advance Shipment Notice (ASN) in a fast and accurate manner. This allows suppliers to save significant time and effort in their data entry processes from the EDI web to their internal systems, and in turns raise the bar of data accuracy and efficiency.

c) 其他新功能及強化項目

「通商易」加入了CSV/Excel下載功能,為供應商提供另一個快捷準確的途徑存取採購單、出貨通知單等大量資料,令供應商省免重新輸入的時間,直接由「通商易」抽取數據至公司的內部系統,簡便快捷。

ezTRACK

An EPCIS standard-based visibility platform developed by GS1 Hong Kong in 2008, ezTRACK is a commercialization of an ITC funding project which enables global track-and-trace of products throughout a supply chain from source to destinations, offering real time information visibility along the entire supply chain and enabling stakeholders to achieve business goals based on more event-based information. Today, the ezTRACK community platform is globally connected and accessible by users from Italy, US, New Zealand, Taiwan, Singapore, Malaysia and Guangdong China, playing a key role in facilitating information flow.

蹤橫網
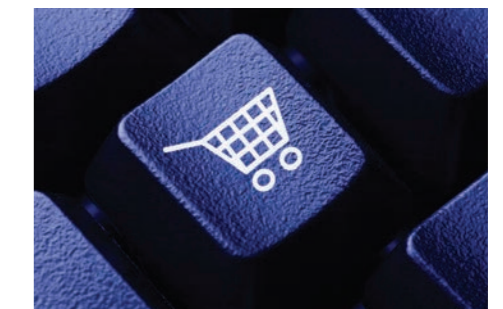
「蹤橫網」是一個由香港貨品編碼協會於2008年開發,以EPCIS標準為基礎的資訊透明化平台。它是由香港特別行政區政府創新科技署資助項目的商品化成果,旨在追求和追溯全球供應鏈上由源頭至最終目的地的產品,為持份者享有實時透明化的供應鏈資訊,讓他們以事件為本的資訊達到商業目標。「蹤橫網」社群平台現已貫通全球,可供義大利、美國、紐西蘭、台灣、新加坡、馬來西亞及中國廣東的用戶使用,讓資訊和數據傳送無間。

Riding on this standard-based visibility platform and the traceability capability it provides, GS1 Hong Kong also develops and integrates vertical solutions to serve industry users which include:

a) Product Authentication Solution

GS1 Hong Kong continues to deploy the Product Authentication Solution to serve different industry users and a total of eight million product items from cosmetics, consumer electronics, as well as food and health supplement sectors adopted the solution in financial year 2013. We worked with China Certification and Inspection Group (CCIC) to deliver a cross-border wine traceability platform which helps facilitate Shenzhen's CIQ to perform pre-shipment inspection and streamline the entire wine import process from overseas market to Mainland China.

b) Value+ Solution

To address the ever-growing demand of the consumer-driven FMCG market, GS1 Hong Kong has revamped the Product Authentication Solution in August 2013 and renamed it as Value+. The solution offers a one-stop shop value added services to brand owners and retailers to serve their consumers. By scanning the product barcode or QR code, consumers can obtain unique product features and creative content beyond packaging. They can also activate their product warranties online, enjoy promotional offers, execute marketing campaigns and redeem free gifts and e-coupons offered by brand owners and retailers. As Value+ is able to connect to social media platforms, it is also a cost effective tool to significantly raise brand awareness for products via the viral effect among the peers.

香港貨品編碼協會充分利用這個以標準為基礎的資訊透明化平台，以及其具備的追溯功能，積極開發新應用，並將之整合於不同行業的縱向解決方案，為業界用戶帶來更完善的服務。當中包括：

a) 產品驗證方案

香港貨品編碼協會不斷開展產品驗證方案，全力服務不同行業的用戶。截至最新的財政年度，共有八百萬件產品採用了這項解決方案，包括化妝品、消費性電子產品，以至食品和健康保健食品等。2013年，我們與中國檢驗認證集團合作，提供跨境葡萄酒追溯平台，協助加快深圳出入境檢驗檢疫局進行產品付運前的檢測，以加快葡萄酒從海外市場進口至中國內地的流程。

b) Value+方案

為迎合由消費者帶動的快速流轉消費品市場瞬息萬變的需求，香港貨品編碼協會在2013年8月革新了原有的產品驗證方案，以Value+重新命名。這套方案為品牌持有人及零售商提供一站式增值服務，為他們的消費者帶來盡善盡美的服務。消費者只需掃描產品上的條碼或QR碼，就可獲得有關產品特性的資料，以及包裝以外的創新內容；還可在網上啟動產品保用服務、享用推廣優惠，更可換領由品牌持有人及零售商提供的免費禮品與電子優惠券。Value+並可連結至社交媒體平台，成為一項富成本效益的工具，透過社群網絡的推廣，大大提升產品的品牌知名度。

c) Cold Chain Management Solution

GS1 Hong Kong's Cold Chain Management Solution is developed for improving supply chain performances and achieving end-to-end cold chain visibility and traceability on a real-time basis. Industry stakeholders can monitor temperature changes along supply chain and track and trace the shipment events along the logistics process on a single portal. This year, GS1 Hong Kong has deployed a cold chain solution for city'super imported food with initial focus on Japanese imported food. Through the project, city'super has successfully enhanced the visibility of its perishable items in the supply chain with the product's temperature data accurately captured and uploaded onto ezTRACK, city'super is now able to detect deterioration of the perishable food items along the supply chain more easily, thereby minimizing potential financial losses, while ensuring that they remain fresh and safe for customer consumption.

d) EPC enabled RFID Item Level Tagging (ILT) Serialization Management & Tag Verification

Nowadays, ILT is enjoying high popularity and widely adopted especially in the apparel industry. Several American apparel retailers have already launched ILT to support omni-channel strategies and facilitate apparel product selling in their retail shops. To respond to the fast growing market demands, GS1 Hong Kong launched its ILT serialization management and electronic proof of delivery (EPOD) services in 2012 in order to engage and support brand owners, retailers, label providers and suppliers to adopt ILT at ease.

The serialization management module enables easy and automatic management of product serials based on GS1 product GTIN. All allocation histories will also be kept for future reporting and auditing in order to provide a traceable and visible view on the serials allocation.

The EPOD module reveals the electronic pedigrees by capturing supply chain business steps of different trading parties through ezTRACK EPCIS services to provide

c) 冷凍鏈管理方案

香港貨品編碼協會的冷凍鏈管理方案，是專為改善供應鏈表現、實現點對點冷凍鏈透明度和實時追溯效能而開發。業界持份者能監控供應鏈的溫度變化，並可透過單一的門戶網站，追蹤和追溯物流過程中的付運活動。今年，香港貨品編碼協會為city'super開展了一項冷凍鏈方案，用以處理進口的日本食品。新方案讓city'super成功加強了供應鏈上較易腐壞食品的透明度，並可準確擷取溫度數據，然後上載至「蹤橫網」。city'super現輕易偵測供應鏈上食品腐壞的情況，減低潛在財政損失之餘，也可確保食品的新鮮及安全，讓客戶安心食用。
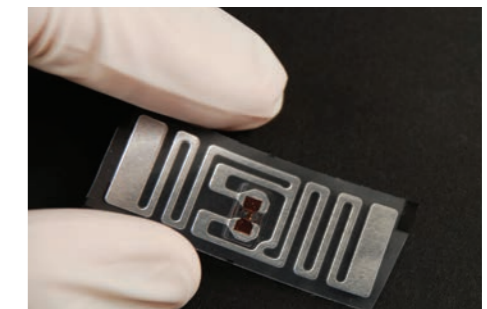
d) 以電子產品編號驅動的無線射頻識別單品標籤序號化管理及標籤驗證

時至今日，單品無線射頻識別標籤正獲廣泛採用，特別在成衣業蔚然成風。目前有好幾家美國成衣零售商，已推行了單品無線射頻識別標籤標籤計劃，從而支援全方位銷售渠道策略，並協助旗下零售商店的成衣產品銷售。為回應與日俱增的市場需求，香港編品編號協會在2012年推出了單單品無線射頻識別標籤序號化管理及電子付運簽收證明服務，以支援品牌持有人、零售商、標籤供應商及成衣供應商，讓他們能夠輕易採用單品無線射頻識別標籤。

序號化管理模組以GS1的國際貿易貨品編碼GTIN 為基礎，實現簡易和自動化的產品序號管理。所有序號編發歷史都會紀錄在案，以便將來作匯報和審查之用，從而實現可追溯和透明化的序號編配。

electronic evidences for the brand owners. This module not only provides validation of different business steps, serials duplication and non-registered use to minimize errors, but also provides user-friendly, integrated dashboards for tracking outstanding purchase order status or tracing individual product item with the related EPCIS pedigree when incident happens.

e) ezTRACK Solution Certification
As of the end of August 2013, a total of 27 Certified ECP/ RFID Engineers coming from 17 local technology companies have been trained. A total of 13 vendor partners solutions have been certified under the Solution Certification Program to provide value added solutions to their customers.

SCM consultancy and training

GS1 Hong Kong actively brings in industry expertise, global standards, best practices and industry tools to support supply chain transformation at every critical stage. Moreover, we are dedicated to offering professional consultancy and training for our members to facilitate their business operations.

This year, we organized 15 basic and advanced barcode workshops to equip members with the necessary knowledge and skills to implement barcode technology into their operation effectively. We also worked closely with our business and vendor partners to organize over 40 seminars and workshops on a wide range of topics ranging from food safety management and traceability, EPC/RFID technology, Efficient Consumer Response (ECR) strategy, Synchronized Supply Chain Replenishment (SSCR), digital marketing, GS1 Global Traceability, 'SME Dedicated Fund on Branding, Upgrading and Domestic

電子付運簽收證明模組透過「蹤橫網」擷取不同貿易單位的供應鏈商業步驟，為品牌持有人提供產品電子系譜。這項模組不僅能驗證不同商業步驟、重覆的序號和使用未經登記的序號，從而減少錯誤；它並提供易於使用的綜合儀表板，協助用戶追蹤未獲處理的採購單狀況或當事故發生時追溯個別產品進其相關的電子系譜。

e)「蹤橫網」方案認證
截止2013年8月，共有27名認可的產品電子代碼/無線射頻識別工程人員接受了培訓，他們分別來自17家本地技術公司。另外，有13家供應商夥伴解決方案通過了「解決方案認證計劃」，為客戶提供增值解決方案。

供應鏈管理顧問及培訓

香港貨品編號協會積極提供業界專業知識、全球標準、最佳實務和解決方案，以應付供應鏈上的各項轉型。此外，我們還致力為會員提供專業的顧問及培訓服務，助其提升業務營運效率。

今年，香港貨品編碼協會一共舉辦了15個基本與進階條碼工作坊，為會員提供採納條碼技術所需的一切知識與技術，以便企業能夠有效地改善業務運作。協會更與業界夥伴及供應商夥伴維持緊密合作，共同舉辦超過40場研討會及課程，主題包羅萬有，涵蓋食物安全管理與追溯、產品電子代碼/無線射頻識別技術、高效消費者回應策略、供應鏈同步補貨、數碼營銷、GS1全球追溯課程、「中小企專項基金、發展品牌、升級轉型及拓展內銷市場」研討會、「改善盈利的精益供應鏈解決方案」研討會等等。

Sales', 'Lean Supply Chain Solutions for Profit', etc. All these activities were tailored to address the needs of the business community.

Besides, the Hong Kong Special Administrative Region Government set up the Dedicated Fund on Branding, Upgrading and Domestics Sales ("BUD Fund" in short) of one billion Hong Kong dollars in June 2012. The fund aims to support and assist Hong Kong enterprises in exploring and developing the Mainland China market by developing a strong business brand, upgrading their operations and promoting domestic sales in the Mainland.

GS1 Hong Kong provides consultant services for companies to apply for the BUD fund and develop projects to upgrade their supply chain and logistics operations. To date, GS1 has offered consultancy service to five companies in applying for the BUD fund, of which two were successfully awarded the fund. One of them used the fund to upgrade warehouse operation and engaged GS1 Hong Kong as the consultant during the project implementation.

另一方面，香港特區政府在2012年6月撥款十億港元成立「發展品牌、升級轉型及拓展內銷市的專項基金」，旨在支援和協助香港企業拓展品牌、提升現有業務運作，以至推動內地市場的本土銷售，從而開拓和發展中國內地市場。

香港貨品編碼協會為有意申請這項基金的公司提供專業顧問服務，並助其開展供應鏈和物流運作的升級轉型計劃。我們至今已為5家申請基金的公司提供顧問服務，當中有兩家成功取得資助。其中一家公司利用這筆資金落實了倉庫運作升級轉型計劃，並交由香港貨品編碼協會擔任執行顧問。

Engaging Industries to Uplift SCM Standards
支援業界 回應所需

RETAIL
Ensuring on-shelf availability through demand-driven solutions

Ensuring product on shelf is the most critical success factor for the retail sector. With the success of a leading sportswear company of using a new method called Synchronized Supply Chain Replenishment (SSCR) to boost up the sales by even doubled per some individual store as well as to achieve 20-time less in-store shortages.

Such method rides on a demand-driven solution to simulate the optimal replenishment based on actual demand instead of traditional forecasting. SSCR is applicable from suppliers to manufacturers and from raw materials to finished products.

SSCR has been introduced to the retail consumer goods industry in Hong Kong, many ECR Hong Kong members including city'super, Aeon Stores (Hong Kong), Swire Coca Cola, Vitasoy, Tsit Wing, Kimberly Clark, etc participated in SSCR program which resulted an average of a minimum of 10% increase on sales with the improvement on product availability.

零售
需求導向解決方案使架上貨品流通無阻

確保架上貨品長流不息，是現今零售業不可或缺的致勝關鍵。知名運動服裝公司自引入「同步供應鏈補貨」運作模式後，銷量顯著上升；旗下有個別店鋪更錄得雙位數字的銷量增長，店內的缺貨率更減低了20倍之多。

「同步供應鏈補貨」是一套以需求導向為基礎的解決方案，根據店鋪銷售的實際需求來優化補貨流程，更勝傳統的預測方法。此法方案適用於供應商及製造商的營運上，無論在產品原料以至製成品的層面上都能大派用場。

此方案現推行至本港的消費品零售行業。ECR香港屬下多間會員機構，都先後參與了「同步供應鏈補貨」計劃，當中包括：city'super、永旺(香港)百貨、太古可口可樂、維他奶、捷榮咖啡及金佰利等。在推行方案後，產品銷量平均增長了一成或以上，產品流通率也得到全面改善。

Smarter supplier management through smart cold chain solutions

In the retail industry, it is always a great challenge to manage suppliers because they may be widely distributed all over the world.

To respond to consumers' increasing demand on product quality and safety, city'super decided to bring in GS1 Hong Kong's Cold Chain Management Solution in 2013. Powered by ezTRACK™, an EPC/RFID-based global traceability platform, the solution brings together exceptional supply chain visibility and simplified, precise and cost-effective real-time temperature monitoring capability which is applicable on any goods.

As a renowned mega lifestyle specialty store, city'super bears a strong vision to provide fresh and quality products for consumers. Absolute control and full visibility of the cold chain monitoring system is therefore essential for ensuring high quality of fresh products.

By implementing GS1 Hong Kong's Cold Chain Management Solution, city'super has reinforced the relationship between suppliers and retailers and in turn enhanced product quality and safety with extraordinary visibility. By simply attaching an RFID-based cold chain tag, temperature can be captured.

先進冷凍鏈解決方案使供應商管理更臻完美

供應商管理是零售業面對的另一重大挑戰，因為商戶有可能遍佈布世界各地。

為回應客戶對產品質素和安全性與日俱增的需求，city'super在2013年開始引入香港貨品編碼協會提供的冷凍鏈管理解決方案。這套方案以「蹤橫網」全球追蹤及追溯平台為基礎，既可實現供應鏈透明度，又能夠提供簡易、精確兼具成本效益的溫度監控功能，監控需冷藏或恆溫保存的食品。作為一家享譽業界的大型生活專門店，city'super致力為消費者提供新鮮、優質產品的信念。為確保新鮮貨品的質素，必須對冷凍鏈監管系統有百分百的控制及透明度。

自從實施了香港貨品編碼協會提供的冷凍鏈管理解決方案，city'super成功加強了與供應商的合作關係，因而有效提升產品質素和安全，資訊及貨物流的透明度得以提升。只需在將具溫度感應的產品電子代碼/無線射頻識別標籤放於貨品箱上內，便可自動感測溫度。
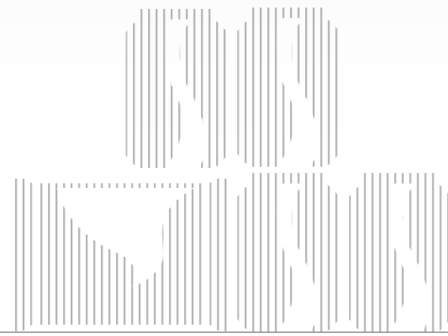
This solution allows city'super to maintain high visibility of supplier performance especially from overseas suppliers, which lowers the risk of importing unqualified foods and ensuring that consumers can enjoy fresh and quality-guaranteed products.

city'super will also consider introducing mobile applications in future to allow end consumers to easily access product quality information anywhere, anytime.

FOOD

Food safety, product tracing and product recalls are currently at the forefront of both government regulations and industry concerns around the world. Nowadays, companies have to cater for a full range of tracking and tracing requirements which are traditionally not easily reconcilable.

Although technology offers various ways for tracing goods and there are many solutions in the market for national, regional and global supply chain participants, it is not easy for a company to understand "how to" or "where to" improve its existing traceability system.

Interoperable, full-blown solution for food traceability

The value of product barcode is well understood in the industry: It indicates who has registered the product and possesses the capability to connect the entire product supply chain in which GS1 has developed a global traceability standard (GTS).

這套解決方案有助city'super提升供應鏈透明度,特別在與海外供應商的協作過程中盡展效能。藉著對需恒溫保存的食品作有效管理,消費者便可安心享用新鮮味美、品質至上的產品。

展望未來,city'super還考慮引入流動應用系統,讓消費者可以隨時隨地輕易存取有關產品質素的資訊。

食品

時至今天,食品安全、產品追蹤及產品回收已成為世界各地政府及業界組織至為關注的問題。業內公司也必須符合一系列產品追蹤和追溯要求,當中或涉及繁複程序,往往大費周章。

現今,科技進步帶來了多元化的產品追溯方法,市場上也不乏行之有效的解決方案,為國內、區內以至全球供應鏈的企業帶來便利。然而對每家公司來說,要徹底了解和改善現有產品追溯系統的方法實在說易行難,也不知從何入手。

食品追溯解決方案改善供應鏈追蹤能力

條碼的價值除可識別貿易貨品、地點、物流單位和資產,更可透過GS1的全球追溯標準(GTS)追蹤產品於整體供應鏈的流向。

GTS provides a single traceability process which is compatible with all quality and regulatory requirements, enabling interoperability among trading partners and allowing efficient recall or tracing of raw materials origins from upstream suppliers. It is also a genuine business standard describing the traceability process which is independent of the choice of enabling technologies.

Maxim's Group, the largest catering group in Hong Kong, conducted a comprehensive traceability assessment throughout the whole group between 2012 and 2013 in support of its supply chain modernization vision.

Subsequent to this assessment, which covered a full range of business aspects from cakes to patient meal production and operation, Maxim's Group decided to boost the use of GS1 standards to further enhance its traceability systems.

Apart from the Maxim's Group, Lam Soon Hong Kong Group, General Mills and Aeon Stores (Hong Kong) Limited have also conducted an assessment on their global traceability in order to improve its capability in tracing product history, application and location.

Best practices in food supply chain operation

With the endorsement by the Hong Kong Trade and Industry Department, GS1 Hong Kong was asked by the Hong Kong Food Council to assist in the implementation of the government-funded project "Knowledge Sharing of Hong Kong Food Supply Chain Best Practices" between May 2013 and Oct 2014.

Aiming to create a platform for the industry to acquire and share food supply chain practices, knowledge and information, the project encourages collaboration among food supply chain stakeholders, sharpens the competitive edge of the industry, enhances food supply chain control and reinforces Hong Kong's image as a food paradise.

Under the project, 12 seminars, six workshops and a regional forum will be organized for continuous sharing of expertise and insight with the industry. These events will cover a variety of topics including supply chain costing, food safety and market trends. Best practices of connecting the food supply chain with GS1 standards will also be shared during these events.

GTS兼容其他國際性標準及多個食品安全法則,提供了統一的產品追溯流程,從以實現貿易夥伴間的互動合作,提升召回效率或追溯來自上游供應商的產品資料。這套以特定的 GS1 識別碼為基準的商業流程標準,其作用是協助企業改善追蹤產品供應鏈流向,並可配合不同的科技應用來推行。

全港最大型飲食集團美心集團,為實踐供應鏈現代化的理念,在2012至2013年間於集團不同的業務單位作全面的產品可追溯性評估。

這次評估涵蓋層由西餅至病人膳食的製作及營運。美心集團完成了評估後,決定加強使用GS1標準,進一步強化產品追溯系統。

除美心集團外,南順、General Mills及永旺(香港)百貨亦已於2012年參與了全球可追溯性評估來提升企業追溯產品歷史、應用及位置的能力。

食品供應鏈最佳實務

香港貨品編碼協會應香港食品業總會的委託,在2013年7月至2014年10月期間負責執行由工業貿易署撥款資助的「智『食』相傳 – 香港中小企食品供應鏈最佳實務」項目。

這項目旨在為業界建立平台,用以收集和分享有關食品供應鏈的最佳實務、知識及建議,從而加強食品供應鏈相關持份者的協作、提升業界的競爭優勢、強化食品供應鏈的品質監控,以及進一步鞏固香港作為美食天堂的形象。

計劃內容包括舉辦十二場個研討會、六個工作坊和一次區域性論壇,以促進業界人士的經驗分享,不斷交流寶貴經驗,砥礪切磋。這些活動把多元化題材兼收並蓄,包括供應鏈成本、食品安全及市場趨勢,還會分享以GS1標準為基礎的食品供應鏈最佳實務。

WINE

Since the abolition of Hong Kong's wine tax in February 2008, wine imports into the city have continually risen, with an 80% increase registered during the first year of the policy's implementation, at a total import value of HK$8 billion. Since then, Hong Kong has grown importance as a major wine trading hub of Asia, partly due to its proximity to Mainland China, where the market demand for wine is burgeoning along with the increasing popularity of a wine-tasting culture. A diversity of positive factors has prompted the mushrooming of companies in the wine business over the years.

GS1 Hong Kong continues collaborating with enterprises, governments and organizations to enhance a better quality, efficiency and visibility from vineyard to table.

Origin-destination traceability brings values to businesses and consumers

Since 2012, China has become one of the top five wine consumption countries in the world, with an increasing number of Chinese citizens enjoying and appreciating wine in their daily lives. At the same time, however, China officials seized over RMB 1.1 billion of fake wine in the past year, and more than hundred-thousand of counterfeit Chateau Lafite Rothschild was found in the market. Counterfeiting has become a very serious problem faced by every stakeholder in the market.

To address this challenge, the China Inspection and Quarantine (CIQ) Bureau, the China Certification & Inspection Group (CCIC), Shenzhen Shizun Logistics and GS1 Hong Kong joint forces to carry out a wine pilot, with a prime aim to strengthen China's imported wine traceability management, combat counterfeiting, protect consumers' interest and facilitate the wine import clearance process.

葡萄酒

香港特區政府在2008年2月取消了葡萄酒稅後，葡萄酒入口量自此有增無減。首年增幅已高達八成，金額多達80億港元。自此香港成為了亞洲重要的葡萄酒貿易樞紐。特別由於香港鄰近中國內地，國內的品酒文化方興未艾，蔚然成風，帶動市場需求與日俱增。在種種正面因素的帶動下，葡萄酒多年來的發展日趨蓬勃，經營者如雨後春筍湧現市場。

香港貨品編碼協會致力與企業、政府及不同機構合作，務求提升葡萄酒由酒莊至餐桌的質素、業界的營運效率與透明度。

追溯來源至目的地為企業和消費者創優增值

中國自2012年起成為全球五大酒類消費國之一，品嘗美酒、享受人生也成為愈來愈多中國公民的生活習尚。但與此同時，中國政府去年共截獲總值11億人民幣的假酒，市場上的假拉菲酒亦數以十萬計。假酒問題日益猖獗，對市場上的正當經營者和業務相關人帶來無可估計的打擊。

有鑑於此，中國檢驗檢疫局、中國檢驗認證集團、深圳世尊物流及香港貨品編碼協會攜手展開了一次葡萄酒試驗計劃，銳意加強中國進口葡萄酒的追溯管理能力，務求打擊假貨、保障消費者的利益，同時加快葡萄酒的進口清關過程。

透過中國檢驗認證集團於海外預先檢定進口葡萄酒，並將每瓶葡萄酒在法國酒莊出貨前貼上Bubble Tag™氣泡標籤，並將有關的檢驗報告及葡萄酒資料上載及分享至以GS1為基礎的「蹤橫網」追溯平台。

Through the pre-inspection of wines by CCIC and tagging Bubble Tag™ on each bottle of wines at the French vineyard, inspection report and the trusted wine information was shared via a standard-based traceability network - ezTRACK™.

This enables Shenzhen's CIQ to acquire inspection details and carry out risk assessments before shipment arrival in China, and accelerates the inspection process as a result. Consumers are also able to check autonomously the authenticity of wines sold in the market through their smartphones. Beyond question, this increases every consumer's confidence of purchase.

Uplifting Consumer Trust through Quality Management and Information Visibility

In October 2013, DCH Logistics Company Limited, Sims Trading Company Limited and GS1 Hong Kong collaborated to roll out a pilot project to enhance the management of wine quality. The project has successfully upgraded the wine-tasting experience from warehouse to dining table for customers, through the use of GS1 Hong Kong's Cold Chain Management Solution and Consumer Connect mobile application.

Consumers can now obtain comprehensive information of the wine products in just one scan of the barcode or QR code via their smartphones, no matter their brand name, country of origin, grape varieties, the optimal wine serving temperature or distribution agent. They can also access product photos, tasting notes, food pairing tips and additional information such as temperature and humidity control data throughout the supply chain easily.

Moreover, the "Consumer Connect" service is linked to consumers' online social media platform for sharing wine-related information, taking an important step to improve consumer loyalty and satisfaction.

此舉有助深圳檢驗檢疫局在葡萄酒運抵中國前獲取檢驗資料，進行有關的風檢評估，於貨品抵達後加快檢驗流程。消費者若對市面上銷售的葡萄酒有懷疑，也可透過智能手機驗證產品真偽，大大增強消費者信心。

藉完善品質管理及資訊透明度贏得消費者更大信任

2013年10月，大昌行物流有限公司、慎昌有限公司及香港貨品編碼協會攜手進行了一項試驗計劃，銳意加強葡萄酒的品質管理。這項計劃跨越酒庫以至餐飲服務的範圍，成功提升了消費者的品酒體驗。過程中，香港貨品編碼協會的冷凍鏈管理方案和「物密嘟」流動應用程式均扮演了不可或缺的角色。

消費者現時只需利用智能電話掃描酒瓶上的條碼或QR碼，便可即時檢索一應俱全的資訊。無論是品牌名稱、來源國、葡萄品種、最佳的嚐酒溫度及分銷商資料，都手到拿來；甚至可以存取產品相片、品酒資訊、食物配搭貼士及其他附加資訊，例如整個供應鏈的溫度和濕度等，輕易而舉，一目了然。

此外，「物密嘟」服務更可直接連結至消費者的網上社交平台，以便分享酒品資料，全面提升消費者的忠誠度和滿意程度。

HEALTHCARE
Supply Chain Modernization Project

A Supply Chain Modernization (SCM) project has been undertaken to facilitate the automation of the pharmaceutical procurement process since 2010 at the Hospital Authority (HA). Costing several millions of Hong Kong dollars for design and implementation, the project represents an important step towards medical safety, supply chain efficiency and traceability of Hong Kong's public hospitals and clinics.

Under HA SCM project, GS1 Standards have been applied, which include GTIN for individual product identification, GLN for delivery location identification and a comprehensive set of electronic data interchanges (EDI) documents such as purchase order, purchase order response, advanced shipping notices and invoices.

In June 2012, HA completed a pilot implementation of the project on two clusters of public hospitals under its management. In 2013, the project was extended to all its seven clusters of 42 hospitals.

The system currently covers 70% of HA's pharmaceutical inventory, involving 14 major suppliers. Some local suppliers, however, are yet to be part of HA's automated procurement process. HA will continue working with GS1 Hong Kong to educate its suppliers on the concept, mechanics and benefits pertaining to the adoption of GS1 Standards on individual product packaging in order to enhance pharmaceutical traceability and patient safety from source to patient level.

Reference cases, practical knowledge and experiences of implementing the SCM project have been shared not only with suppliers, but also among local and overseas healthcare professionals and organizations.

醫療護理
供應鏈現代化計劃

自2010年起，醫院管理局展開了一項供應鏈現代化計劃，從而加快藥品採購流程的自動化。這項在設計和實施上耗資數百萬港元的工程，標誌著香港公立醫院和診所在醫療安全、供應鏈效率及追溯效能方面邁出了重要一步。

這項計劃採用了不同的GS1標準，包括用於個別產品識別的全球貿易貨品編碼、用於交貨地點識別的全球位置編碼，以及一應俱全的電子文件數據交易平台，例如購貨單、購貨單回覆、預先發貨通知及發票。

2012年6月，醫院管理局在轄下兩個公立醫院聯網中完成了試驗計劃；其後更於2013年在轄下七個聯網共42家醫院中成功推行試驗計劃。

時至今天，這套系統已廣泛應用於處理醫院管理局七成藥品存貨，分別來自14家主要供應商。不過仍有部分本地供應商未納入醫院管理局的自動化採購流程之列。局方將繼續與香港貨品編碼協會合作，向供應商灌輸有關概念、機制和效益，透過個別產品的包裝採用GS1標準，從而促進藥品來源到最終病人使用點的可追溯性，並提高病人安全的水平。

我們還積極與供應商以至海外醫療界的專業人士和機構，分享有關供應鏈現代化計劃的參考案例、實用知識和實施經驗。

Apparel Item Level Tagging (ILT)

GS1 Hong Kong has been actively participating in Apparel ILT through collaboration with GS1 US since 2011, with a strong focus to support suppliers in Hong Kong, and China, enabling them to meet US retailers' tagging requirements.

The Supplier Support Program consists of the following:

I.   Training – A basic EPC & ILT training for suppliers in fulfilling tagging requirements from their buyers.
II. Certified pool of vendors – A list of ILT certified vendors is provided for suppliers helping them source RFID tags, readers and related solution and services.
III. Serialization management and tag verification – An ezTRACK based solution developed by GS1 Hong Kong will be implemented to help suppliers avoid duplication of EPC serial numbers. It will also ensure that all tags are readable before shipment

Through the Supplier Support Program, GS1 Hong Kong has been supporting the global sourcing company Li & Fung to rollout ILT to more than 50 suppliers in China, India and other Asian countries in 2013. GS1 Hong Kong is also working with the US as well as other European countries where ILT initiatives have been kick-started recently.

成衣單品無線射頻識別標籤化

香港貨品編碼協會自2011年起，一直與在成衣單品無線射頻識別標籤化方面與GS1美國保持緊密協作，全力支援香港及中國內地的供應商，協助他們滿足美國零售商的標籤要求。

我們的供應商支援計劃包括：

I.   培訓 – 為供應商提供基本的產品電子代碼及單品標籤培訓，協助他們迎合買家的標籤要求。
II. 已認證的方案供應商群組 – 為供應商提供已認證的方案供應商名單，協助他們採購無線射頻識別標籤、讀寫器及相關解決方案和服務。
III. 序列化管理及標籤驗證 – 透過實施一套由香港貨品編碼協會開發，以「蹤橫網」為基礎的解決方案，協助供應商避免重覆使用相同的產品電子代碼序號，並且在產品付運前確保所有標籤都可正常讀取。

香港貨品編碼協會透過供應商支援計劃，在2013年協助全球採購公司利豐集團為超過50家來自中國、印度及其他亞洲國家的供應商提供單品標籤化支援。本會更與美國及其他近期開展了單品標籤計劃的歐洲國家合作無間。
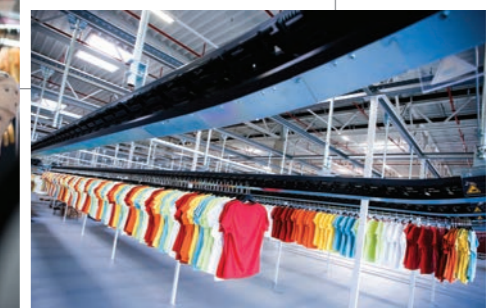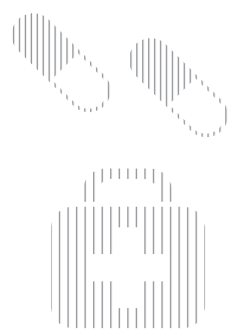
LOGISTICS

Cross border supply chain visibility across Guangdong, Hong Kong and Asia

A study was carried out on important initiatives and current status of supply chain visibility (SCV) to review how an effective cross-border supply chain visibility platform brings value to shippers, logistics companies and government agencies through pilot case studies.

The technical feasibility part revealed the technical requirements for SCV implementation, including the difficulties at the physical level in goods movement management, system integration and control. Two pilot case studies were identified to further supplement the operational and technical feasibility of SCV and see how business values can be realized by using the right business model.

Logistics Label Quality Report field study from May to July 2013

GS1 Logistic Label enables efficient and accurate shipping, receiving, transport, and warehousing processes, and helps provide end-to-end supply chain visibility for shippers, receivers and logistic service providers.

In support of GS1 global to accelerate the adoption of the GS1 Logistic Label and standards conformance, the Label Quality Report field study was conducted to gain a better understanding of the use of the GS1 Logistic Label throughout the world and to identify areas where common errors are found.

GS1 Hong Kong is one of the 14 GS1 Member Organizations having conducted field studies at two distribution centers and generating useful data about the problems of using logistic labels on pallets.

In general, about 30% of all pallets reviewed have certain labeling problems, such as poor print quality, wrong SSCC (or no SSCC), application of multiple labels and incorrect product information. The overall reason seems to be lack of education for shippers, which leads to problems including wrong placement and poor quality of labels, poor choice of label materials and incorrect data content and format. This clearly reflects an immediate need to provide appropriate training and education to those who are responsible for creating the labels.

物流

廣東省與香港及亞洲之間的跨境供應鏈透明化項目

這是一個針對重要措施和現行供應鏈透明化而進行的研究。透過試點計劃,旨在檢視有效的跨境供應鏈透明化平台,為發貨人、物流公司及政府單位所帶來的裨益。

有關技術可行性的部分,重點探討了實施供應鏈透明度的技術要求,包括在實體層上的貨品流向管理、系統整合和監控方面遇上的困難。期間我們擬定了兩個試點個案研究,進一步補充供應鏈透明化的營運和技術可行性,並研究如何透過恰如其分的商業模式體現商業效益。

2013年5至7月間的物流標籤品質報告實地研究

GS1物流標籤是為促進高效和準確的貨品付運、收貨、運輸及貨倉流程而設,能夠為付運者、收貨者及物流供應商提供點對點的供應鏈透明度。

為協助GS1加快GS1物流標籤的採納,並確保符合標準,進行了一項標籤品質實地考察報告,期望能進一步瞭解世界各地運用GS1物流標籤的情況和識別常見錯誤。

香港貨品編碼協會是14所進行實地考察的GS1會員機構之一。本會於兩個配送中心進行實地考察,並收集關於應用於托盤上物流標籤問題的有用數據。

綜合而言,檢視的托盤中約有三成出現了不同的標籤問題,例如打印質素欠佳、貨運容器序號出錯 (或欠缺貨運容器序號)、重覆使用多個標籤和產品資料出錯等。整體來說,主因是付運者的培訓不足,導致誤放標籤、標籤質素欠佳、誤選標籤物料,以至數據內容和格式不當等因素。這說明了有關方面急需為標籤製造者提供合適的培訓和指導。

Internet of Things (IoT)

a) Hong Kong Internet of Things Industry Advisory Council (IAC)

In response to the growing importance of Internet of Things (IoT), GS1 Hong Kong formed the IoT Industry Advisory Council in July 2013 with the following objectives:

I.   To cultivate the IoT development in Hong Kong by bringing like-minded executives together;
II. To promote the adoption of IoT in Hong Kong to boost the competitiveness of Hong Kong enterprises;
III. To create an IoT ecosystem to stimulate IoT adoption in Hong Kong.

With members coming from both the industry and technology vendors, the Council is well positioned to meet the expectations of both sides and create the best eco-system. To date, we have more than 50 board members and the first council meeting was held on July 11 with the following members being elected as presidents and vice presidents who will serve the board on a two-year term.

I.   President - Mr Robert Burton, Executive Vice President of LF Sourcing
II. Vice President (Technology) - II. Ms Barbara Chiu, Managing Director (Hong Kong & Macau) of Cisco Systems (HK) Ltd
III. Vice President (Business) - III. Mr Rainer Duespohl, Chief Information Officer, Asia, Global Business Technology, VF Asia Ltd

物聯網

a) 香港物聯網產業諮詢委員會

有見物聯網的重要性日益提升,香港貨品編碼協會在2013年7月成立了香港物聯網產業諮詢委員會,目標如下:

I.   與抱持相同理念的行政人員,攜手促進物聯網在香港的發展;
II. 推動物聯網在香港的應用,藉此提升本地企業的競爭力;
III. 建立物聯網生態系統,增進物聯網在香港的採納。

委員會成員來自業界及技術供應商,從而滿足雙方面的期望,打造最佳的生態系統。委員會成員至今已超過50人,首次會議亦於7月11日召開,並選出了以下主席和副主席,在未來兩年為會方服務。

I.   主席 – LF Sourcing公司執行副總裁Robert Burton先生
II. 副主席 (科技) – 思科系統 (香港) 有限公司董事總經理(香港及澳門)招卓敏小姐
III. 副主席 (商業) – 威富 (亞洲區) 有限公司全球商業技術亞洲區首席資訊總監Rainer Duespohl先生

b) Vendor Partnership Program

The GS1 Hong Kong Vendor Partnership Program aims to establish partnership with services and solutions providers in the market, and to grow their business together with us through joint promotions and adoption of global standard-based services and solutions. The Program is designed for organizations that provide products, services and solutions in support of the use of GS1 standards, and would like to promote their offerings through the GS1 community.

By joining the Program, vendor partners will enjoy tremendous values which include branding and marketing, market outreach and business development opportunities, services and solutions optimization via GS1 standards enablement programs. It helps the partners to better address the market and extend the reach to the global GS1 end user community.

Nowadays, more than 50 vendor partners have already joined the program and expanded their business with us. These partners come from a variety of industries, ranging from AIDC hardware suppliers, industry application and solution vendors, logistics services providers to professional training providers, system integrators and Internet of Things solution providers, etc.

c) Hong Kong Internet of Things Centre of Excellence

Launched in April 2013, the Hong Kong Internet of Things Centre of Excellence (hereafter "The Centre") is hosted by GS1 Hong Kong with the funding and venue support from the Innovation and Technology Commission of the HKSAR Government and the Hong Kong Science and Technology Parks Corporation respectively.

Supported by about 20 industry sponsors and more than 30 industry associations locally and globally, the Centre is not only an iconic RFID / Internet of Things ("IoT") technology showroom but it also serves as an industry support platform that enables Hong Kong's information and communications technology (ICT) industry to

b) 供應商夥伴計劃

香港貨品編碼協會的供應商夥伴計劃，旨於與市場上的服務及解決方案供應商締結夥伴合作關係，一同落實聯合推廣及採用各種全球標準化服務和解決方案，相輔相成，攜手促進其業務成長。這項計劃是專為提供支援GS1標準的產品、服務和解決方案的機構而設計，務求透過GS1社群積極推廣這些機構的產品。

參加了計劃的供應商夥伴將可享有巨大價值，包括獲得品牌及市場推廣、市場拓展及業務開發機會，並可透過GS1標準支援計劃來優化本身的服務及解決方案。此外，這項計劃有助夥伴機構滿足市場所需及接觸廣佈全球的GS1終端用戶社群。

至今已有超過50供應商夥伴參加了計劃，與我們共同擴展業務，一同茁壯成長。他們來自不同行業，由自動識別及數據擷取硬件供應商、業界應用及解決方案供應商、物流服務供應商，以至專業培訓服務供應商、系統整合商和物聯網解決方案供應商等。
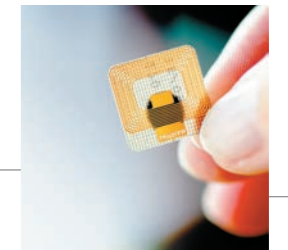
c) 香港物聯網科技應用中心

成立於2013年4月的香港物聯網科技應用中心（下稱「本中心」），由香港貨品編碼協會負責管理，獲香港特區政府屬下的創新科技署撥款資助，並由香港科技園公司提供場地。

本中心得到20家業界贊助機構及超過30家本地和全球行業協會的支持，不僅作為一所具代

develop and deliver RFID/IoT related services to drive the industry's continuous development and enhance the overall competitiveness. It is also charged with the responsibility to act as a hub of RFID/IoT technologies that forges the technological collaboration and standardization between Hong Kong and Mainland China.

Located in the Hong Kong Science Park at Shatin, the Centre is divided into five thematic zones to demonstrate 40 types of IoT applications. The five zones include Manufacturing, Logistics, Healthcare, Logistics and Smart City. The Centre targets to welcome more than 15,000 visitors from the industry and the general public during its operation period, allowing them to "TOUCH AND FEEL" and "SEE and BELIEVE" the power of IoT and understand how innovative IoT applications achieve "Smarter Business, Better Life".

表性的無線射頻識別/物聯網技術展示廳，還提供了完善的業界支援平台，鼓勵香港的資訊及通訊技術界開發及提供無線射頻識別/物聯網相關服務，從而推動業界的持續發展、提升整體競爭能力。中心還扮演了無線射頻識別/物聯網技術樞紐的角色，致力促進香港與中國內地的技術協作和標準化。

中心選址沙田的香港科學園，當中設有5個主題展區，共展示超過40種物聯網應用。5大展區包括「生產」、「物流」、「醫療保健」、「零售」及「智能城市」。中心的目標是在營運期間迎來超過一萬五千位業界及公眾參觀人士，讓他們「親身體驗」和「眼見為實」，盡情體會物聯網技術的力量，以及創新的物聯網應用如何成就「智能商貿‧美好生活」。

d) Hong Kong RFID Awards

Since the Hong Kong RFID Awards program was kick started in 2008, the number of entries has been growing year by year. To date, as many as 200 entries have been submitted by various organizations and students, which is obviously a remarkable and encouraging result for a campaign that has been conducted for six years only.

Now in its sixth consecutive year, the Awards continues to symbolize the creative spirit of Hong Kong enterprises and students by recognizing and honoring the city's most innovative organizations and young talents who have demonstrated excellence in harnessing RFID technology for improving business operations and optimizing the lives of human beings.

By looking at the increasing number of successful cases and implementation records, one can easily understand the advantage of the integration of RFID and other advanced Internet of Things technologies. Looking forward, the Program will be further expanded to facilitate the embracement of IoT in the market.

d) 香港無線射頻識別大獎

「香港無線射頻識別大獎」自2008年舉辦至今，參加者的數目隨年遞增。至今已先後累積了多達二百個來自不同機構及學生的參賽項目。對於一個僅舉辦了六年的計劃而言，無疑是成績驕人，教人鼓舞。

邁向第六屆，香港無線射頻識別大獎繼續彰顯香港企業和莘莘學子的創作精神，致力表揚及嘉許創意洋溢的本地機構及青年專才。得獎者在善用無線射頻識別技術均展現了卓越的才華，對改善商業運作及優化人類生活作出貢獻。

單從與日俱增的成功案例和實施紀錄，便不難看到實施無線射頻識別技術及其他先進物聯網技術的優點。展望未來，這項計劃將承先啟後、不斷擴展，積極推動物聯網在市場上的廣泛應用。

Activities of the Year
年度活動回顧

- Digital Marketing Workshop
  香港貨品編碼協會數碼營銷課程
- HKTDC Hong Kong Food & Wine
  Logistics Services Mission to New Zealand
  HKTDC香港食品及葡萄酒物流新西蘭外訪團

- GS1 Standards Event - Dublin, Ireland
  GS1標準研討 - 愛爾蘭,都柏林
- Maxim's Risk Management Conference 2012
  themed 'Operational Governance'
  以「營運監測」為題的美心風險管理研討會
- Digital Marketing Workshop
  香港貨品編碼協會數碼營銷課程
- GS1 AP Forum
  GS1亞太區論壇

- GS1HK Annual Members Dinner
  香港貨品編碼協會週年會員晚宴
- 'BUD Fund Application'
  Luncheon Talk
  BUD基金申請暨午餐會

- Digital Marketing Workshop
  香港貨品編碼協會數碼營銷課程
- Medical Devices Traceability Workshop
  醫療設備追蹤工作坊
- Customer-Focused Supply Chain Management
  WorkshopCustomer-Focused
  顧客為本供應鏈管理培訓課程
- Digital Marketing Workshop
  香港貨品編碼協會數碼營銷課程
- CARTES Asia
  亞洲智能卡展

2012				2013		
September	October	November	December	January	February	March

- Origin Traceability Technology for Imported Wines
  Launched in Shenzhen
  深圳啟用進口葡萄酒產地溯源技術
- Digital Marketing Workshop
  香港貨品編碼協會數碼營銷課程
- Asian Logistics and Maritime Conference 2012
  亞洲物流及航運會議2012
- The 12th GS1 Hong Kong Supply Chain Management
  Excellence Summit
  第十二屆「香港貨品編碼協會供應鏈管理高峰會」
- SSCR Supply Chain Workshop
  SSCR供應鏈工作坊

- 'BUD Fund Application' Luncheon Talk
  BUD基金申請暨午餐會

- GS1 Global Forum 2013
  GS1全球論壇2013
- TOCICO SSCR Workshop
  德奧思國際認證機構SSCR供應鏈工作坊

Activities of the Year
年度活動回顧

- Principles of Distribution & Logistics Workshop
  分銷與物流之道工作坊
- APCIS Distribution & Logistics
  分銷與物流之道工作坊
- 'BUD Fund Application' Luncheon Talk
  BUD基金申請暨午餐會
- Value Chain Management Workshop
  價值鏈管理工作坊
- IoT Symposium
  香港物聯網研討會
- Supply Chain Operations Reference (SCOR)
  Model Workshop
  供應鏈運作參考型工作坊

- Retail Asia Expo 2013
  亞洲零售博覽會2013
- Hong Kong Logistics Development Council delegation to Europe
  物流發展局代表團訪歐
- Logistics Visibility and Traceability Workshop
  物流透明度和追溯度工作坊
- LOGSCOUNCIL Visit to Europe 2013 -
  HK e-Logistics Excellence presentation
  LOGSCOUNCIL訪歐2013 -「香港卓越的電子物流」演講
- IoT Week
  物聯網週
- Value Chain Management Workshop
  價值鏈管理工作坊
- HKDTC - Thai Delegation Visit
  HKDTC - 泰國代表團考察
- RFID User Group visited Yue Hwa Chinese Products
  RFID用戶群到裕華國貨考察
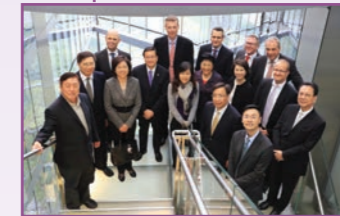
2013

April	May	June	July	August

- GS1 MO GTS/GTC Workshop
  GS1 MO GTS/GTC 工作坊
- Hong Kong International Printing and Packaging Fair - PA Presentation
  香港國際印刷及包裝展 - 貨品驗證演講
- HOFEX 2013
- ISCEA Certified Lean Master Program
  ISCEA註冊精益生產專家項目培訓
- 'BUD Fund Application' Luncheon Talk
  BUD基金申請暨午餐會
- ISCEA Certified Supply Chain Management Program
  ISCEA註冊供應鏈管理培訓
- Principles of Manufacturing Management
  生產管理之道工作坊
- Hong Kong IoT Forum
  香港物聯網論壇
- Visiting China Merchants Wine Cellar
  參觀招商局紅酒窖

- APCIS Distribution & Logistics Workshop
  分銷與物流之道工作坊
- BUD + Channel Management Lunch Briefing
  BUD基金申請及渠道管理暨午餐會
- Principles of Inventory Management Workshop
  倉存管理之道工作坊
- BUD Fund (Organisation Support Programme) Promotional Seminar
  香港特區政府支援本地中小企業發展專項基金企業支援計畫介紹會
- Supply Chain Operations Reference (SCOR) Model Workshop
  供應鏈運作參考型工作坊
- ISCEA Certified Lean Master Program
  註冊精益生產專家項目培訓

- Value Chain Management Workshop
  價值鏈管理工作坊
- Presentation on Hospital Authority Supply Chain Modernization Project at eHealth Consortium
  電子健康聯盟 -「供應鏈現代化計劃」演講
- CMA and Brand Council Digital Marketing Seminar Sharing
  CMA 及 Brand Council 數碼營銷分享會
- IoT Forum and Sharing Seminar - Eastern China
  粵東物聯網論壇及交流會
- Smart Hong Kong - "Optimising Suppy Chain to Reduce Business Cost" Presentation
  Smart Hong Kong
  「優化供應鏈管理 節約企業成本」研討會演講

Global Initiatives
全球動向概覽

GS1 Global 環球GS1

GS1's 40th Anniversary
GS1四十週年

For 40 years, GS1 has been bringing industries together to revolutionize the way they do business. In 1973, industry leaders came together to select a single standard for product identification — the barcode. What started as a way to speed grocery store checkout has become the global language of business — a common way for trading partners around the world to identify, capture, and share information about products, locations, and more.
Today, GS1 is helping diverse industries drive efficiency, safety, and growth through the adoption and use of standards. From retail to healthcare to fresh foods to foodservice to transportation, GS1 Standards continue to transform our lives.

過去四十年，GS1致力聯繫不同行業，尋求為他們優化業務運作。早在1973年，多位業界先驅成功研發出可用於識別全球產品的統一標準，那就是今天的GS1條碼。面世初期，這種標準僅用於加快超市的付款過程，然而今天已成為全球商界不可或缺的共通語言。世界各地的商貿夥伴目前都可利用GS1條碼識別、擷取和分享各種資訊，包括貨物和位置等。GS1至今正協助各行業透過採用有關標準，全面提高效率和安全性及促進業務發展。從零售到醫療護理，從新鮮食品及餐飲服務到運輸服務，GS1標準一直改善著我們的生活。

Logistics 物流

Aberdeen Group reported that companies ranked supply chain visibility as a top priority for corporate improvements
Aberdeen Group 研究顯示供應鏈透明度是急需改進事項

A latest research titled "Supply Chain Visibility: A Critical Strategy to Optimize Cost and Service "conducted by Aberdeen Group revealed that 63% of 149 interviewed companies with predominant global supply chains ranked supply chain visibility as a top priority for corporate improvement. The top 20% best-in-class companies claimed to be compliant to the GS1 standards who were currently achieving track supply chain visibility at the product item level.
The research detailed how increasing visibility had become a critical strategy for enterprises - aimed at reducing costs and improving operational performance in the context of their increasingly complex and multi-tiered global supply-demand networks. Aberdeen reported an unprecedented increase in the use of Logistics Service Providers as supply chains become more globally connected.

研究機構Aberdeen Group進行的「供應鏈透明度：優化成本及服務的關鍵策略」研究顯示，在149 家擁有強大全球供應鏈的受訪公司當中，有63% 認為供應鏈透明度是極需改進的事項。同類公司中表現最佳的 20% 亦表示，公司營運符合 GS1 標準，並在單件貨品的層面上保持供應鏈的透明度。研究亦顯示，全球供求網絡日趨複雜和多元化，企業務必降低成本，同時提升營運表現、增加資訊透明度。Aberdeen Group 的報告更指出，隨著供應鏈網絡邁向全球化，選用物流服務供應商的企業也與日俱增。

WCO and GS1 introduced a new mobile version of Interface Public-Members (IPM)
世界海關組織及GS1公布公共會員介面的最新手機版本

The World Customs Organization (WCO) and GS1 presented at the 7th Global Congress on Combating Counterfeiting and Piracy held in Turkey in April 2013. During the event, the two organizations introduced a new mobile version of Interface Public-Members (IPM), the WCO's online tool serving as an interface between front-line customs officers and the private sector.

世界海關組織及GS1於2013年4月出席在土耳其伊斯坦堡舉行的「第七屆打擊冒牌及侵權全球會議」。與會期間，世界海關組織及GS1公佈了公共會員介面（IPM）的最新手機版本。這種網上介面有助前線海關人員與商界加強雙向溝通。

Retail 零售

Capgemini's report on wider standards adoption in the next decade
凱捷顧問公司發表有關下個十年充分利用現有標準的研究報告

According to a Report jointly published by GS1 and Capgemini in February 2013, it indicated that future standards will mainly focus on a back-to-basic approach by leveraging existing standards to improve data quality. Results indicated that: (i) consumer behaviors had the greatest impact on the industry's supply chain in the coming decade; (ii) 70% called for wider standards adoption across the value chain, and (iii) 50% called on GS1 to take a global role to define implementation and selection adoption priorities.

據GS1及凱捷顧問公司共同發表的一項報告指出，未來標準的發展重點，是充分利用現有標準來提升數據質素。研究結果顯示：(i) 消費者的行為變化對業界的供應鏈產生重大影響；(ii) 70%受訪者呼籲業界在整條價值鏈上更廣泛採用標準；(iii) 有50%受訪者呼籲業界考慮以GS1作為全球管理機構，從而帶動業界實施標準和部署採納過程的優先次序。

Global Initiatives
全球動向概覽

GS1 released the latest "Global Protocol for Packaging Sustainability" to ensure real-time and trusted sustainability data on product packaging
GS1公布商品包裝可持續性國際協定 (GPPS) 的最新標準，確保產品包裝上的數據具有實時性及可信的持續性

GS1 had released its latest standard "Global Protocol for Packaging Sustainability" (GPPS) in August 2013. The GPPS, which was developed by The Consumer Goods Forum (CGF), included more than 40 environmental, economic and social indicators for packaging sustainability. It provided consumer goods and packaging industries with a common language for discussing and assessing packaging sustainability. GPPS metrics will now be part of a trade item's product information that is available from GS1's Global Data Synchronisation Network (GDSN). By leveraging GDSN, trading partners will be able to automate the cost-efficient exchange of real-time and trusted sustainability data about their product packaging.

GS1在2013年8月公布了商品包裝可持續性國際協定 (GPPS) 的最新標準。GPPS為零售商品論壇所制定，包含超過40項環境、經濟及社會指標，用以量度產品包裝的可持續性。它為零售商品及包裝業界提供了一套共同語言，以討論並評估商品包裝的可持續性。GPPS將獲納入為商品資訊的一部分，儲存於GS1的國際資料同步網絡之內 (GDSN)。憑藉GDSN，貿易雙方可通過自動化、低成本的方式，即時發布或獲取關於產品包裝可持續性的可信資訊。

OECD collaborated with GS1 to foster consumer safety via the GlobalRecalls online portal
經濟合作與發展組織與GS1合作，透過全球回收網上平台促進消費者安全

The OECD had further enhanced collaboration with GS1 to provide consumers, businesses and governments with a single source of trusted information on product recalls. The OECD launched its GlobalRecalls portal in October 2012. It was the first online tool that contained regularly updated information on consumer product recalls issued by jurisdictions around the world. The portal had already been visited nearly 700,000 times. With the adoption of GS1 standards for product identification (GTIN) and global product classifications (GPC), the search features and multi-lingual capability of the GlobalRecalls portal would be enhanced significantly. Using one global standard facilitates seamless data interoperability from jurisdictions into the GlobalRecalls portal and eliminates product ambiguities. Collaboration between experts from GS1 and OECD would also support the creation of an automated tool to gather information on recalled products from jurisdictions in real-time.

經濟合作與發展組織（OECD）進一步加強與GS1的合作，為消費者、業界和政府就產品回收的問題，提供來自單一資訊源的可信資料。OECD在2012年10月推出GlobalRecalls（全球回收）平台。這是第一個關於消費者產品回收的網上工具，資料由世界各地的司法部門發放，並會定期更新。這個平台至今已累積了近70萬的瀏覽人次。採用了GS1產品識別碼（GTIN）和全球產品分類（GPC）標準後，GlobalRecalls的搜尋功能和多語言支援能力大大增強。藉著使用單一的全球標準，可確保司法部門和GlobalRecalls協作無間、數據流通無阻，產品資料顯示變得更清晰。GS1和OECD的專家緊密合作，攜手建立了一套自動化工具，可從司法部門實時收集有關產品回收的資料。

Healthcare 醫療護理

McKinsey's report on global standards in healthcare
麥肯錫發表醫護界全球標準報告

A report "Strength in unity: The promise of global standards in healthcare" issued by McKinsey & Company in late 2012 voiced out the view of 80 thought leaders in the healthcare industry, highlighted the need to align on a single global standard to ensure patient safety and explains the urgency of driving adoption across all supply chain stakeholders. The healthcare industry faced major challenges: counterfeiting, ineffective product recall, medication errors and lack of inventory visibility resulting in high inventory costs and supply chain inefficiencies. At the same time, Healthcare costs have been rising for several years and are still expected to grow fast and regulators were defining new supply chain requirements to protect patients. These challenges would affect the entire. According to the Report, "Implementing global standards across the entire healthcare supply chain could save 22,000-43,000 lives and avert 0.7 million to 1.4 million patient disabilities."

全球管理諮詢公司麥肯錫，於2012年底發表「團結力量:應用全球標準保障病人安全」報告，根據醫護界80位思想領袖的意見，總括出業界需要採用單一標準以保障病人安全，並解釋所有醫療供應鏈業務相關人士共同採納標準的迫切性。事實上，醫護界正面臨多方面的挑戰，如假藥、低效率藥品回收、錯誤用藥，以及低庫存透明度衍生的高昂費用及低效供應鏈。醫療費用在過去數年持續上升，預料未來更會激增。與此同時，監管機構為保障病人的利益，正在釐訂供應鏈的最新要求。長遠來說，以上種種挑戰都會影響整個醫療供應鏈。根據報告指出，若能在醫療供應鏈善用全球標準，將能拯救22,000至43,000條生命，同時避免70至140萬名病人因醫療失誤而導致殘障。

GS1 acts as an issuing agency to facilitate the implementation of the Unique Device Identification (UDI) rule
GS1成為簽發組織，加快獨有識別系統法規的實施

The Federation and Drug Administration (FDA) Unique Device Identification (UDI) rule is imminent and requires manufacturers to label their products on each packaging level with both human and machine-readable identifiers. GS1 is playing a major role as an issuing agency to facilitate the implementation of the UDI rule and the GS1 member organizations will support their users throughout the implementation process by offering professional trainings and education.

美國食品和藥物管理局醫療器材獨有識別系統 (UDI) 法規的推行，已迫在眉睫。有關法規要求生產商在每件包裝產品上標註人類和儀器皆可讀取的標識碼。作為簽發和推行UDI的重要組織，GS1屬下一眾成員組織 (包括香港貨品編碼協會) 將支援其UDI用戶，積極提供相關培訓。

Food 食品

EU published the new "European Union (EU) Food Information Regulation (FIR)" to ensure that consumers can access comprehensive information on food products
歐盟發表食品資訊條例，確保消費者能夠獲取食品的全面資訊

In November 2011, the EU published the new "European Union (EU) Food Information Regulation (FIR)" which will come into force in December 2014. The goal of this regulation is to ensure that consumers can make informed purchases by having access to information about the product such as nutritional value, ingredients, country of origins and instructions for use. The regulation also sets out new requirements for certain types of usable information to be provided to the consumer about food sold online. Since most food companies are members of GS1, we commissioned Mason, Hayes & Curran, a law firm with significant experience of the food and beverage sector and EU law, to assess the impact of the new regulation on food manufacturers and retailers who provide packaged food.

2011年11月，歐盟發表了一項新條例 -「食品資訊條例」。新例將於2014年12月13日生效，目的是確保消費者能知悉食品的營養價值、材料成分、產地來源及食用方法等資訊，選購產品時有所依據。新例亦針對網上食品銷售，要求賣家提供一系列訊息。由於大部分食品公司均屬於GS1會員，故我們主動委託Mason, Hayes & Curran律師事務所 (MHC) 來評估條例，詳細研究新例將為包裝食品製造商及零售商帶來的影響。

The Consumer Protection Board (OCPB) signed MoU with GS1 on consumer protection act
消費者保護局與GS1就消費者權益保護法簽訂合作備忘錄

As the chairman of the Consumer Protection Board, Minister Varathep Ratanakorn of the Prime Minister's Office in Thailand presided over the signing of a Memorandum of Understanding between the Consumer Protection Board and GS1, the Federation of Thai Industries on the cooperation on GS1 barcode for consumer protection. It is one of the missions to step into the Assets Examination Committee (AEC) in the upcoming year of 2015. The Consumer Protection Board in cooperation with the ASEAN Committee on Consumer Protection (ACCP) organizes the consumer cross-region agreement and other preparation programs under the responsibility of the consumer protection act. It includes providing education for the public in order to create the right understanding involving the protections provided by the public sector.

為針對泰國工業聯合會採用GS1條碼以保護消費者的協定，消費者保護局主席兼泰國總理公署總理Varathep Ratanakorn，主持了簽訂消費者保護局與GS1的合作備忘錄儀式。這正是2015年加入財產檢查委員會其中一項重要使命。消費者保護局與東盟消費者保護委員會，攜手根據消費者權益保護法的責任，合力籌辦消費者跨國協議及其他籌備計劃，包括為大眾提供培訓，務求為保護消費者的公共部門建立正確觀念。

GS1 Digital 數碼 GS1

GS1 and Open Mobile Alliance teamed up to bring intelligent barcode scanning into mobile devices
GS1與開放流動聯盟攜手研發流動裝置智能條碼掃描技術

GS1 and Open Mobile Alliance (OMA) collaborated to build barcode scanning features into mobile devices, making it easier for application developers to enable their apps to scan and link to trusted content. GS1 and OMA will develop a new specification leveraging existing GS1 and OMA standards. It will allow mobile device manufacturers and operators to build mobile devices. Ultimately, consumers will benefit through a new generation of more intuitive applications.

GS1與開放流動聯盟 (OMA) 攜手合作，協力為流動裝置加設條碼掃描功能，以便程式開發人員為應用程式加上條碼掃描功能，從而連結可信賴的內容。GS1將與OMA合力制定一套新規格，以現行GS1及OMA標準為基礎，幫助生產商和營運商製造流動裝置。對消費者而言，新一代應用程式使用起來也更易上手。

GS1 Hong Kong Services and Solutions at a Glance
香港貨品編碼協會解決方案與服務一覽

The Global Language of Business				環球貿易的共通語言	

Driving standards development and adoption	**GS1 BarCodes** Global Standards for Identification and Data Capture	**GS1 eCom** Global Standards for Electronic Business Messaging	**GS1 GDSN** Global Network for Data Synchronization	**GS1 EPCglobal®** Global Standards for RFID-based Identification and Traceability	**GS1 Traceability** A Traceability Process for Product Recall and Quality Management	**GS1 B2C** Mobile Application for Connecting Consumer
Engaging industries and assisting enterprises in solving business issues with relevant standards-based services and solutions	**GS1 BarCode numbers registration and administration** GS1 Supporting local businesses with the implementation of GS1 BarCode System and the BarCode quality assurance GS1 **BarcodePlus** A product and location information portal allowing users to access and share quality data using GS1 Keys like GTIN and GLN via the internet, mobile and smart kiosk GS1 **Global Electronic Party Information Registry (GEPIR)** A global online directory of suppliers, with information of over 1 million companies worldwide, creating boundless business opportunities	**ezTRADE** An industry-wide B2B platform facilitating electronic transaction messaging via EDI and web to support electronic ordering, invoicing and shipment notices EDI	**GS1 HK DataPool** **GS1 HK Datapool GS1 HK** 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 GS1	**ezTRACK 縱橫網** **ezTRACK** Cloud-based EPCIS-standard traceability network enabling real-time visibility of goods and information flow from point of manufacturing to point of destination **Value+** An innovative consumer loyalty solution aimed at enabling companies to engage customers and build brand awareness through marketing promotion, offering value-added services, as well as enabling anti-counterfeiting and monitoring potential parallel imports issues **Cold Chain Management Solution** Traceability network enabling visibility of goods (such as food and pharmaceuticals), information flow, and thermo-humidity status from point of source to point of destination ( ) **Warehouse Management System** Inventory management network to capturing in-stock, out-stock, and stock take information **Item Level Tracking Solution** Providing manufacturer-to-store supply chain visibility by item-level EPC / RFID tagging	**GTC/GTS** **Global Traceability Conformance (GTC)** A methodology and set of tools to audit and access existing traceability systems based on the process described in the GS1 Global Traceability Standard and international standards such as ISO, HACCP and other food safety standards GS1 ISO, HACCP **Global Traceability Standards (GTS)** A business process standard that enhances the ability to track forward the movement of products along stage(s) of the supply chain to trace backward the history, application or location of products in compliance with the appropriate GS1 identifiers GS1	**Consumer Connect** A direct mobile communications platform for brand owners to provide trusted product information and interact with consumers anytime, anywhere
Enabling knowledge exchange between multiple stakeholders throughout the supply chain ecosystem	Host a wide range of training courses to facilitate knowledge transfer for SCM principles, e-business strategies, global standards and the implementation of enabling technologies **Workshop and training course:** Barcode Workshops, SSCR Workshop, Digital Marketing Workshop, ECR Workshop, Internet of Things Certification Programs, etc. **Industry seminar and conference:** Annual Supply Chain Management Excellence Summit **Award Scheme:** Hong Kong RFID Awards, Consumer Caring Scheme **RFID Demonstration Centre:** Jiangyin Internet of Things RFID Demonstration Centre **Hong Kong Internet of Things Centre of Excellence (IoT Centre):** A centre to facilitate the development of IoT and extensive adoption of IoT/RFID technology			SSCR	ECR / RFID	
Facilitating local-global collaborations	To enhance Hong Kong's industry competitiveness by the following solutions • Retail ECR • Food & Wine Traceability • Healthcare Supply Chain Modernization • Apparel Item-level Tagging • Cross-border Logistics Supply Chain Visibility			透過以下方案提升香港業界的競爭力 高效消費者回應零售 食品及葡萄酒追溯 醫療供應鏈現代化 成衣單品標籤 跨境物流供應鏈透明度		