

**Forget the Past and Start from Scratch
Online Skincare Products Business
Doubled in Epidemic**

摒棄固有 從頭做起
網銷護膚品疫情生意升逾倍

**Reusable Straw Crowdfunded HK\$600K
Caught Eyes of the Global Brands**

可重用2000次飲管眾籌60萬
獲大品牌賞識

**Industry 4.0 is Not as Complicated
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我們與工業4.0的距離

**Customer Experience vs Price: What's
More Important to Customers?**

購物體驗與價錢
何者對消費者較重要?



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Executive Connect 管理層專訪

**Defining Consumer Disruption and
Upending the Sustainability Game**

解構消費市場變化 引領可持續發展改革



Business Transforming for Survival and Growth 商界招數盡出自救 轉型帶動增長

Unmanned retail was once a trending topic in many countries, but the fad ended as quickly as it began, as a result of service quality and return on investment (ROI) issues. However, the pandemic and social distancing practices have put concepts like “unmanned economy” and “contactless economy” back in the spotlight. According to statistics, the number of companies involved in contactless retail in China increased by 37% in the previous 5 months.

“Contactless economy” refers to the economic processes using technology and network that eliminate the need for human interaction. In Hong Kong, retail stores “Go Digital” and shift from offline to online, spurring a boom in “contactless economy”. Food delivery platforms are offering contactless delivery, with food delivery orders placed at designated spots. Self-service ordering and vending machines are also rising in chain stores to minimise human interaction in consumers’ shopping journey.

A growing trend for “contactless economy” in business operations is also taking shape. Businesses adopted technologies like IoT, RFID and sensors in their supply chain to “Go Smart”, so they can monitor the movement of goods and other environment data in real time, and perform process monitoring, taking control of the big picture and making predictive analysis. In this issue, our Principal Consultant Heidi revealed the secrets of Smart Operations in a simple way.

Brands in Hong Kong developed various strategies to drive sales. Neil Waters, Executive Director - Hong Kong & Taiwan of Swire Coca-Cola Limited shared how his company banks on the 3 new consumption trends for upcoming opportunities, and how they achieve sustainability goals. Richard Chu, Founder of Premier Living (Enterprises) Co. Ltd has been actively using new technologies to sell products online and promotion, and sales of the skincare products on his online store “Beauty Online” has doubled. Jason Li, Managing Director of ‘ThinkThing Studio’ demonstrated how they use GS1 HK’s REAL Visibility solution for anti-counterfeiting and building consumer loyalty.



「無人零售」曾在各國市場掀起熱話，但很快因服務質素、投資回報等原因冷卻下來。但近半年因疫情和社交距離，「無人經濟」或「無接觸經濟」再次成為發展新趨勢。數據顯示，今年中國首五個月跟無人零售有關的企業數目按年增長了37%。

「無接觸經濟」基本是指利用科技及網絡，毋須人與人接觸便可進行經濟活動。在香港，「無接觸經濟」如雨後春筍湧現，門市紛紛成為電商「Go Digital」，外賣平台以「無接觸送遞」將外賣送到指定位置，亦有連鎖店設置自助點餐/售賣機，由選購至付款等過程都完全毋須與人接觸。

「無接觸經濟」概念在商業營運上亦逐漸盛行，透過物聯網、RFID及其他傳感技術，企業將供應鏈「Go Smart」，隨時隨地監控貨品的動向及其他環境數據，讓商家掌握大局、預測需求。今期Business Connect本會首席顧問Heidi會深入淺出講解智慧營運詳情。

品牌各施其法做生意，太古可口可樂執行董事-香港及台灣-利偉達便分享了其品牌對三大新消費趨勢的分析、以此發掘商機，並積極推行可持續發展理念。卓越生活(企業)有限公司創辦人朱家源(Richard)亦靠網上銷售及各項數碼營銷策略，令旗下網店「肌齡喜源」的護膚產品錄得1倍以上增長。此外，ThinkThing Studio董事總經理李崇山(Jason)解構了如何善用GS1 HK防偽方案、做好產品防偽的同時，亦培育消費者的忠誠度。

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Defining Consumer Disruption and Upending the Sustainability Game

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The world has been grappling with the COVID-19 for months now, leaving no businesses immune from its impact, not even for Swire Coca-Cola HK, the leading beverage company that supplies more than 20 brands of sparkling and still beverages in Hong Kong.

Neil Waters, Executive Director - Hong Kong & Taiwan of Swire Coca-Cola Limited, said ensuring safe and smooth operation of its local manufacturing facilities continues to be a priority. He also revealed how the company rides the storm together with its wide network of distribution partners, retailers and restaurant owners, looks beyond the crisis and continues to stride in its sustainability journey.

Turning around Swiftly from Disruptions

At the early stage of the virus outbreak, China's nationwide lockdowns caused a massive delay for factories to reopen after the Chinese New Year holiday. Packaging materials could not be delivered from the mainland and had posed challenges to Swire Coca Cola HK's local production plant.

Fortunately for the company, a contingency plan has been in place. The safety inventory built up before the holiday provided Swire Coca Cola HK extra time to react to the crisis. For a few weeks in February, the supply chain team worked tirelessly to monitor and resolve any potential issues along the supply chain. They flexibly adopted different logistical arrangements, such as temporarily storing raw materials at the ports instead of in-city warehouses, and considered different transportation routes from land, sea and air to ensure stable material supply. The production lines continued to run on schedule to fulfil demands from the retail stores. Neil applauded the excellent job of his teams in avoiding any out-of-stock situation.

新冠肺炎疫情持續肆虐，企業生意深受影響，而在本港提供20多款飲品的生產商 - 香港太古可口可樂亦不能倖免。

太古可口可樂執行董事 - 香港及台灣 - 利偉達表示，確保本地生產廠房能夠安全及暢順營運是其首要考慮。他亦透露如何通過廣泛的分銷合作夥伴、零售商和餐廳網絡來分散業務風險、跨過危機，並以前瞻性舉措，迎難而上，繼續邁向其可持續發展目標。

靈活應對供應鏈窒礙

中國早在病毒爆發初期已封鎖全國城市，導致工廠在新年假期後無法即時復工。部分包裝材料未能如期由內地運往香港的廠房，對生產一度構成挑戰。

猶幸公司早已部署應急計劃，在新年前準備好安全存庫儲備，應對材料短缺的風險。期間，供應鏈團隊一直密切監控、解除供應鏈的潛在問題，例如將原材料臨時儲存在港口而非市內倉庫，並研究出包括海、陸、空等不同運輸途徑，確保原材料供應穩定。廠房能繼續如常生產，以滿足各零售商的需求。利偉達稱讚團隊的出色表現，有效防止缺貨情況出現。



Banking on Three New Consumption Trends

There has been minimal level of the social activities due to the COVID-19. “Closures of theme parks, cinemas, bars and restaurants have brought sales to end-consumers at these entertainment outlets and eateries almost down to zero,” Neil said. “But we are lucky to have a wide distribution base that allows us to shift focus to wherever consumption opportunities remain.”

He also observes three types of consumption trends emerging strongly during, or even before the COVID-19, that the company banks on for some immediate and longer-term opportunities.

善加利用三大新消費趨勢

疫情令社交活動減少，影響市道。利偉達稱：「主題公園、戲院、酒吧和餐廳關閉，使這些渠道的銷量跌至近乎零，但有賴公司廣泛的分銷網絡，我們在此期間能轉移陣地、另覓商機。」

他觀察到有三項消費趨勢，在疫情期間或之前已漸見普及，期望藉此把握眼前商機、發掘長期機會。

1 Safe Shopping 安心購物



Traditional and new retail channels that cater to consumers' needs for a safe shopping environment have thrived during the crisis, Neil observed. We have seen that consumers are primarily visiting supermarkets within their own neighborhoods, meanwhile, more consumers are now accustomed to purchasing their entire basket of groceries online and have it delivered to their doorsteps. Various food aggregators' apps have also prospered.

“Swire Coca-Cola HK's total e-commerce strategy is in line with the accelerated shift from 'bricks-to-mortar' to 'clicks-to-mortar' models in the retail sector. It is supporting clients' online sales points more seamlessly, as well as building up its own online platforms to create more consumer touchpoints.”

不論是傳統或是新模式的零售企業，能夠迎合消費者對安心購物的需求，都在疫情下得以蓬勃發展。很多消費者都會到家居附近的超市購物，同時越來越多人喜歡網購，一次過購買日常用品及食物並一併運到家中，這亦衍生出多個Apps，各種網上平台亦應運而生。

「香港太古可口可樂整體的電子營商策略，正迎合零售業數碼化的趨勢，不但為消費者提供無縫的網購體驗，亦為顧客對自家商品提供更多銷售點。」

2 Biopolar Shopping 兩極化購物模式



“Some consumers have displayed a 'bipolar shopping' pattern, where they continue to seek for more affordability with some larger purchases, and are at the same time willing to trade up for smaller portions of premium goods.” Neil referred to the “Coca-Cola” mini can launched in 2019, which comes in 200ml per can as compared to the ordinary size of 330ml.

The COVID-19 will have economic ramification on the general public, which means having more appropriate price-packaging strategy would be important as consumers become more selective in their daily purchases.

「部份消費者的購物模式變得兩極化：在購買大量產品時會不斷尋找更理想的價錢，希望以最低價錢買入；但同時又願意少量地購買優質產品。」利偉達以「可口可樂」於2019年推出的迷你罐為例，迷你罐裝雖然只有200ml，但與普通罐裝為330ml一深受消費者歡迎。

新冠肺炎對普羅大眾的經濟財政上有著實質影響，令消費者在日常購物時更謹慎，意味著價格與產品容量必須拿捏準確、相宜有道。

3 Health Consciousness 健康購物意識



The COVID-19 has raised awareness on all sorts of personal health issues including healthier diets. Neil sees consumers moving towards more health-conscious beverage choices, with items such as unsweetened and low (or zero) calories drinks gaining popularity.

“These behavioral changes will probably stay even after we come out of the COVID-19,” Neil said. “I read a recent research study suggesting that humans on average need around 60 times repetitions to form a new habit. Indeed, the COVID-19 may linger sufficiently long enough for this to happen.”

疫情下，市民更加重視個人健康，對健康飲食需求尤甚。他認為越來越多消費者會選擇健康飲品，例如低糖或無糖飲品會越來越受歡迎。

「即使疫情過後，我預期消費者的行為、習慣也不會輕易回復過往。最近有研究顯示，人類平均需要多達60次重複行為，才能養成一個新習慣。我相信新冠肺炎已經持續一段時間，足夠令新習慣一個個成形。」

New Norms, New Business Models

Among all of the company's partners, restaurants and drinking outlets are the most severely hit by the COVID-19, with a significant part of their revenue lost due to all kinds of dine-in restrictions. Chances are that some consumers might never return, as many have come to enjoy home cooking and times spent with friends and family around their own dining tables – settling into the new norm.

At the moment, Swire Coca-Cola HK is actively helping these customers stay afloat with new sales strategies such as offering “lunch box and coke combo”. The future may look bleak to some of them, but Neil remains hopeful that the current challenge will also spark many new ideas and even new business models.

Taking Leadership in the Sustainability Spaces

According to data from the Hong Kong Environmental Protection Department*, a daily average of 139 metric tons of PET plastic bottles are disposed at landfills in Hong Kong, the aggregated mass equivalent to seven double-decker buses. Neil said Swire Coca-Cola HK's overarching sustainability goal is to better manage these plastic wastes in the city, and it has been running a number of local initiatives across two primary strategic pillars.

Reduce Waste at Source

The Bring Your Own Container (BYOC) initiative aims to reduce the use of plastic by encouraging local citizens to consume beverages with their own containers. Swire Coca-Cola HK aims to install several hundred Bonaqua Water Stations in public locations, including country parks, mountain trails, sports grounds and shopping malls by year end, allowing local consumers to conveniently refill their own bottles with Bonaqua water.

Now, the initiative has expanded to offering other sparkling drinks such as Coke and Sprite. A new edition of the hydration station has been set up in one of the shopping malls in Mongkok.

“All these BYOC beverage dispensers are automatically sterilised with ultraviolet light each time after use, while the machines' exteriors are sanitised every 30 days with disinfectant spray to ensure good hygiene.” Neil said.

Closing the Recycle Loop

The second pillar focuses on collecting and recycling used bottles by leveraging an extensive network of corporate partners and non-government organizations to create more pivotal change in the society.

The main part of it is the “Tap, Return & Earn” beverage bottle redemption scheme launched together with the Octopus Cards Limited and the World Green Organisation (WGO) in September 2019.

The machines are designed to accept plastic beverage bottles of any brand with capacity from 330ml to 2 litres. Information stored in a bottle's barcode is scanned for identification before the bottle is compressed and

新常態、新營商模式

在香港太古可口可樂的分銷夥伴當中，餐廳及酒吧深受打擊，因「限聚令」引致收入上的損失。部份顧客可能因為逐漸適應在家煮食，已習慣與親朋戚友聚餐都改為在家用膳，漸成為新常態，這樣可能導致餐廳流失這批客人。

目前，公司正積極協助這些食肆開展全新銷售策略，例如提供「飯盒加可樂」套餐。雖然未來仍難關重重，但他鼓勵商界積極應對，在當前挑戰中迸發出新創意，甚至全新商業模式。

可持續發展領導同儕

香港環保署的數據*指，本港每日平均在堆填區棄置的PET飲品膠樽達139公噸，相當於7輛雙層巴士。利偉達指公司長遠的可持續發展目標是提升本地處理這些塑膠廢料的能力，並基於兩項策略推出了措施。

源頭減廢

太古可口可樂推出自攜容器(BYOC)計劃，期望鼓勵本港市民自備容器喝飲料，以減少使用膠樽。公司已落實於全港設置300部「Bonaqua加水站」，遍佈郊野公園、行山徑、運動場、商場等，方便市民以自攜容器斟水。

現時飲品機更能提供其他飲料，如「可口可樂」和「雪碧」，而該新版自助飲品機現正設於一個旺角商場內。

「這些自助飲品機都已安裝紫外線，每次斟出飲品後會自行消毒，而我們亦會派員每隔30天用消毒噴霧消毒機器，確保衛生。」



創造循環回收系統

第二項策略的重點，是通過廣泛的合作夥伴和環保機構網絡，去收集和回收使用後的飲品膠樽，為社會帶來重要改變。重點項目之一是香港太古可口可樂、八達通卡有限公司（八達通）及世界綠色組織（WGO）攜手合作推出的「啱一啱，樂意收」膠樽回收現金回贈計劃。

回收機可接不同品牌、容量由330毫升至2公升的飲品膠樽。回收過程中用家掃描膠樽上條碼以作識別，經壓縮處理，便可

deposited into the machine, then the consumer earns a rebate on the Octopus card. **Barcode plays a central role here to help citizens to go green via “Go Digital”.**

More than 5000 types of beverage bottles have been included so far. This clearly shows the commitment of Swire Coca-Cola HK given this recovery includes collection of brands well in excess of their own portfolio. In the past, these bottles would be shipped away to offshore recycle sites, but this open loop will be closed once Hong Kong's first dedicated polyethylene terephthalate (PET) and high-density polyethylene (HDPE) local recycling facility, produced food-grade ready plastics commences operation by the end of this year. “In Hong Kong, there's still no proper ‘closed loop’ recycling system that allows for collection and recovery and reprocessing. In Q4 of 2020, Swire Coca-Cola, together with 2 other partners, will open HK's first PET/HDPE recycling plant – New Life Plastics at Tuen Mun Eco-Park, showing our company's commitment and leadership in creating fundamental change for a more efficient and self-sufficient plastic waste management system in Hong Kong,” Neil said proudly.



以八達通獲得回贈。**條碼在回收過程中至關重要，讓市民Go Digital實踐環保。**

計劃中的飲品膠樽收集機已能識別超過5,000款飲品，可清楚印證香港太古可口可樂對環保的支持無遠弗屆，回收機接受自家品牌之餘，也同時收集其他品牌膠樽。過往這些膠樽大多被運往海外回收處理，但預期至今年年底，當香港首個可達食品級別的PET及HDPE的塑料回收廠正式營運時，便會創造出本地循環回收系統。

利偉達自豪地稱：「本港尚未有結合收集、回收和處理PET及HDPE的完整系統。在2020年第四季，太古可口可樂將兌現承諾，與另外兩家合作伙伴在屯門環保園成立「塑新生」，為香港引領一場變革，創建出一個更有效的塑膠廢物管理循環系統。」

Strengthening Consumer Trust with Recognition

Caring for the society and its consumers, and ensuring product quality and safety, are among the key reasons for Swire Coca-Cola HK to be named the “Consumer Caring Company”. “We recognise consumers' habit change and the market dynamics, proactively offering the most relevant and timely products and services, whilst also striving to raise our standard and quality levels. I believe these traits are in our organizational DNA,” Neil said. “It is indeed an honour to have received this high-profile and well-known award for 9 consecutive years.”

Swire Coca-Cola has participated in the “Quality Food Traceability Scheme” for the 5th year and has benefited from GS1 HK's stringent assessments, winning “The Diamond Enterprise Award” from 2017, being the most prestigious award under the scheme, serving as a powerful testimonial to the outstanding performance of our supply chain. This scheme also helps us review and identify room for improvement, and continue to strive for excellence.”

As Co-Chairman of ECR HK, an industry advisory board initiated by GS1 HK, Neil understands consumers demand better transparency of the products they purchase, from source to retail touchpoints. The board is working on a “smart product label” initiative that advocates better disclosure of information such as ingredients and nutrition value with a QR code print on the package. “It will be a win-win for consumers to have more quality assurance and for businesses to better engage with customers by connecting offline to online.” Neil explained.

業界認可 加強信任

除確保產品質量和安全外，香港太古可口可樂亦關心社會及消費者，這便是公司獲得「貼心企業」的其中主因。「我們充份掌握消費者的習慣改變和市場走向，不斷提供最貼心、最及時的產品和服務，並致力追求更高標準和質素，這些特徵可說是我們公司的DNA。我們非常榮幸能夠連續九年獲得此具廣泛代表性的殊榮。」

香港太古可口可樂已是第5年參與「優質食品源頭追蹤計劃」，從中獲益不淺。「自2017年起獲得計劃最高級別的鑽石企業獎，是對我們飲品供應鏈出色表現的肯定。計劃有助我們審視並找出持續改進的空間，繼續精益求精。」

利偉達是由GS1 HK推動成立的行業諮詢委員會ECR HK的聯席主席。對於消費者要求品牌提升產品供應鏈的透明度，他完全理解。委員會正在研究「智能產品標籤」，提倡在產品上打印QR碼供消費者掃描，顯示更詳盡資訊，如營養價值、成分詳細來源等。「這將造就雙贏，一方面消費者對品質更放心，另一方面企業可與顧客互動、提升O2O體驗。」

* Hong Kong Solid Waste Monitoring Report 2018 香港固體廢物監察報告2018
<https://www.wastereduction.gov.hk/sites/default/files/mw2018.pdf>

GS1 Joins the Fight the Fakes Campaign to Combat Fake Medicine

GS1成為「Fight the Fakes」組織成員 助打擊假藥



1 in 10 medical products in developing nations are substandard or falsified, according to World Health Organisation.

To help raise awareness about the dangers of fake medicines and effectively combat the issue of fake medicine, GS1 joins the Fight the Fakes campaign comprised of 41 partner organisations, representing doctors, nurses, pharmacists, patients, manufacturers, wholesalers and industry.

The use of GS1 Standards in Healthcare can help increase patient safety, drive supply chain efficiencies, improve the traceability of medicines, aiming to shield the supply chain from an influx of falsified medicines.

根據世界衛生組織的數據調查顯示，發展中國家有10%的藥品是假藥或劣質藥品。

為幫助提升大眾對假藥問題及風險的關注及更有效打擊假藥，GS1成為「Fight the Fakes」組織成員之一。組織現有41個組織成員，代表著醫生、護士、藥劑師、病人、生產商、分銷商及行業。

於醫療護理行業上應用GS1標準，可助保障病人、提升供應鏈效率、改善藥物的追蹤追溯，從而避免假藥進入供應鏈當中。

How GS1 Standards help?

GS1標準如何幫助醫療護理行業？

GS1 DataMatrix - Unique Barcode to Support Patient Care

GS1二維條碼 - 獨一無二的條碼 保障病人

One of the most commonly known examples of global standards in healthcare that encodes a great amount of data in a 2D matrix barcode, including attributes like expiry date, batch/lot number, Unique Serial Number.

此全球標準已廣泛應用於醫療行業上，二維條碼可承載大量數據，包括產品有效期、批號、獨有編號等資訊。



GS1 HK's REAL Visibility Solution - Prevent Counterfeits

以GS1 HK REAL Visibility防偽

Healthcare stakeholders and consumers can instantly authenticate and trace the products with a mobile scan to prevent counterfeit healthcare products and fake medicines. A mask company in Hong Kong has also adopted the solution to protect their brand.

各醫療行業持份者及消費者可透過手機掃描條碼，即時驗證產品真偽及進行追蹤追溯，防止假冒醫療產品及假藥。有本地口罩品牌亦已應用方案保障品牌。



Through our standards, we want to ensure that fake medical products don't get the chance to reach consumers in the first place.

GS1的首要任務是透過全球標準的應用，防止假藥或偽冒品流入消費者手上。

Miguel Lopera GS1 President & CEO
GS1主席及行政總裁



Protect your healthcare products from counterfeits, contact us now:

如想保障您公司的醫療護理產品及打擊假貨，歡迎聯絡我們：services-web@gs1hk.org

Probably the Smartest Mask in the World 可能是世界上最「智慧」的口罩

The pandemic made face masks an everyday essential, in the past months we've seen various mask designs, transparent ones, biodegradable ones, reusable ones...how about an internet connected, and smart one?

A Japanese robotics company has developed an internet-connected "smart mask" that can translate and transcribe messages for users. Users only need to place the "smart mask" over any standard face mask and connect it to smartphone via Bluetooth to transcribe speech into text messages, translate Japanese into different languages, make calls, or even amplify the mask wearer's voice.

The company also has plans to expand image systems of the face masks so that AR and VR can be supported in future.

自疫情爆發後，口罩已成我們日常生活必需品。在過往的數個月內，不同設計的口罩相繼面世，有透明口罩、可生物分解口罩、可重用口罩...有沒有想過連接至互聯網的智慧口罩？

有日本專做機械人的公司研發出一款連接到互聯網的「智慧口罩」，幫助用家翻譯及發送訊息。用家只需將智慧口罩放於任何標準口罩上，透過藍芽連接手機後，就可將語音轉為文字訊息以發送短訊、將日文翻譯成不同語言、打電話、甚至放大自己的聲音。

公司正計劃將口罩升級，讓口罩功能擴展至AR(擴增實境)、VR(虛擬實境)等。



News Source 新聞來源: Springwise



Drive up to 70% Increase in Sale with Live-Streaming 直播為品牌帶來70%銷售增長



Liquor brands are facing decrease in profits due to lockdowns and restrictions on gatherings. An e-commerce platform in China teamed up with drink companies to shift entertainment online and promote drink products via live streaming club nights. Musicians and DJs held three-hour live music show on the e-commerce platform every week, viewers were encouraged to purchase drinks at the same time as if they were in a nightclub, creating a "shoppertainment" experience.

During one of the live shows, the sales of imported liquor from a single partner brand increased by 70%, and sales of its whiskey products increased eight times compared with the same period on the day before. The e-commerce platform has announced that this is a long-term project and will create live-streaming marketing opportunities for additional categories in future.

受疫情影響，民眾出門受到限制，酒類品牌銷量亦大受影響。中國有電商平台與各大酒類品牌聯合於網上舉行線上音樂表演直播，將娛樂休閒活動帶到線上。各樂隊和DJ每周都會於電商的直播平台上進行三小時的現場音樂表演，同時鼓勵觀眾購買酒類飲品，有如置身娛樂場所當中，帶來「購物娛樂」體驗。

於其中一個直播表演中，有合作品牌的酒品銷量增長了70%，其威士忌產品的銷量與前一天同期相比亦增長了8倍。該電商平台會繼續舉辦更多音樂表演直播，並將會與更多不同的產品類別合作。

News Source 新聞來源: Retail Connections

Forget the Past and Start from Scratch

Online Skincare Products Business Doubled in Epidemic

摒棄固有 從頭做起 網銷護膚品疫情生意升逾倍



Richard Chu
Founder, Premier Living (Enterprises) Co., Ltd.

朱家源
卓越生活(企業)有限公司創辦人

The ongoing impact of epidemic is seeing businesses winding up one after another. Richard Chu, founder of “Premier Living (Enterprises) Co., Ltd.,” said despite the widespread impact on retail, the sales of its skincare products on its online store “Beauty Online” has doubled since the outbreak. For a new company with 4-5 years of history, it has been blessed by the circumstances. Richard admitted he was just trying his best to muddle through at the beginning, but convinced that only with the determination to break through the comfort zone, would “Premier Living” gradually succeed.

Opting for the Crème de la Crème in Skincare

“Our company used to be a distributor of Dow Chemical Co. in Hong Kong, supplying plastic raw materials to local industrial plants since 1958. 10 years ago, we noticed the evolving economic structure of China. The service and retail consumer goods sectors were developing in full swing, whereas light industry is slowly declining. Since then, we decided to diversify our business to balance out the risks.”

The company has considered different products: electronic equipment, infant food, beauty and skincare products, etc. “The profit margin of electronic products is too low for us to stay afloat, even if we worked closely with partners like HP and Lenovo on other business,” Richard noted. “The product life cycle is too short for organic baby food, with shelf life of just around a year, leaving only half a year for selling after importing from foreign countries.”

“Skincare products are becoming like household products, so even the market is competitive, we find our niche in Swiss-made brands which are of top-notch quality and scarce in the market. We try to

疫情未見好轉，店舖倒閉潮陸續浮現；但卓越生活(企業)有限公司創辦人朱家源(Richard)卻稱，對比疫情前後，旗下網店「肌齡喜源」的護膚產品卻錄得1倍以上增長。這對一家開業短短4-5年的公司來說，也算是時勢造就。原來當初Richard也是「摸著石頭過河」，卻憑著一股「摒棄過往、重新學習」的幹勁，令護膚品牌漸上軌道。

選定護膚品中的貴族

「自1958年起，公司是美國陶氏化學在香港的分銷商，供應塑膠原料給香港的工業。十年前，我們發現國內經濟結構進入另一階段，服務及零售消費品業發展得如火如荼、工業則慢慢式微，便決心多元發展、分散風險。」

公司曾考慮不同市場產品：電子器材、嬰幼兒食品、美容護膚品等。「電子器材毛利太低，雖然公司本身有HP、Lenovo等客戶夥伴，仍需要面對激烈競爭；有機嬰幼兒食品的保質期往往只有1年，從外國入口到港後只有大半年去銷貨，產品週期太短；護膚品則日漸平民化，雖然市場競爭大，但我們主要





drive down the cost by selling products online, hoping to earn a spot in the market.

“Beauty Online” is now selling more than 100 kinds of skincare products imported from Switzerland and France, such as Derma Médream、ELEMONT、Swissdé and self-owned brands B'lifey and La Vibébe. In addition to online store, their products are also available on more than 20 e-marketplaces. “We focus on using e-commerce platforms because of their huge customer base and collection of goods, so consumers can enjoy free delivery when placing bulk orders. Their systems are also upgraded regularly to ensure a better shopping experience, but for SMEs like us, upgrades can be costly.”

“There’s trade-off for sure, we are unable to collect customer information for targeted promotion, because the e-platforms own the data.” Richard said.

Using Technology in Every Possible Ways

The company has been actively using new technologies for promotion and boosting sales, for instance using GS1 HK’s e-coupon platform. “We have tried to negotiate with enterprises and organisations before, to let their employees and members shop at discounted prices. However, issues like manpower and logistics got in the way, for example who to take care of orders and money, and how to dispatch goods for the whole company.”

“GS1 HK’s e-coupon platform has helped resolve the issues: companies only need to share a link or QR code, and buyers can shop and pay on the platform. Orders are received at once, and we arrange delivery quickly. This opens up a new market we were unable to crack.”

To help companies register for Rewards Programme by more than 100 banks, GS1 HK’s e-coupon platform is connected with JETCO (JETCO) banking alliance and eBuy International’s platforms. Specifically, the e-coupon platform will list out all participating companies’ products, so that the banks’ procurement department will identify and select those suitable as their rewards or redemption items. It helps companies access to the enterprises’ sales & promotion channels easily. GS1 HK also provides a number of value-added services, such as re-targeting, automatic order reminder, performance and data analysis services, etc, to improve sales and marketing.

The e-coupon platform is developed based on the Global Coupon Number (GCN) standard, allowing companies to attract consumers in new ways. “Beauty Online” also plans to use the solution to

代理瑞士品牌、市場罕見且是優質保證，並以網絡分銷，儘量降低成本，冀在市場佔一席位。」

肌齡喜源現正銷售超過100款從瑞士及法國入口的護膚品，如Derma Médream、ELEMONT、Swissdé及其自家品牌B'lifey及La Vibébe。Richard稱除自家網店，產品在20多個網購平台都有售。「現時側重以電商平台賣貨，因它們具備龐大網絡人流，又可讓消費者夾單免運費，並經常進行系統更新，為買家帶來更佳體驗，這些對中小企來說都難以做到。」但「針無兩頭利」，Richard同時指這樣便難以收集顧客資料，作針對性推廣。

應用科技 無孔不入

Richard表示公司正積極利用新科技去宣傳、助長銷情，應用GS1 HK的電子優惠券平台便是一例。「過往與企業或機構商討合作，讓其員工或會員以優惠價購物，但因合作單位人手及物流問題，在收訂單、收錢、派貨等程序上談不攏；電子優惠券平台便解決了這些障礙，企業只需分享一條連結或QR碼，買家即可在平台上付款、我們即時收到訂單、安排付運，有助我們拓展出過往難以打開的市場。」

為讓企業在過百間銀行的積分換領計劃分一杯羹，GS1 HK的電子優惠券平台將與銀通 (JETCO)銀行聯盟及eBuy International的平台配對；銀行信用卡或積分部會揀選合適優惠，成為其獎賞積分換領的禮品之一，助商戶產品及服務滲入更多企業渠道。本會亦提供多項增值服務，如Re-targeting、訂單自動提示、成效及數據分析等服務，推動流量並改善營銷。

BEAUTY ONLINE™
肌齡喜源™
By Premier Living 卓越生活

<p>【肌膚護理™ Beauty Online™】 《夏日補濕護膚》</p> <p>【B'lifey】瑞士水漾緊潤精華· 極細水嫩豐乳乳(30ml) 罐。【Dr. MedTex】70%韓國醫學級補濕海 藻半胱氨酸 (600ml) BL001A</p> <p>Start: 16-八月-2020 Expiry: 30-九月-2020</p> <p>Redeem Details</p> <p>\$180.00</p> <p>Quantity (0)</p>	<p>【肌膚護理™ Beauty Online™】 《夏日補濕護膚》</p> <p>【Derma Médream】瑪瑪野補顏 花藍光感精華 (原裝版) (每支 e5ml - 一盒(5支) 044037</p> <p>Start: 16-八月-2020 Expiry: 30-九月-2020</p> <p>Redeem Details</p> <p>\$499.00</p> <p>Quantity (0)</p>	<p>【肌膚護理™ Beauty Online™】 《夏日補濕護膚》</p> <p>【Derma Médream】瑞士女神 維他命精華 (每支) 040533</p> <p>Start: 16-八月-2020 Expiry: 30-九月-2020</p> <p>Redeem Details</p> <p>\$299.00</p> <p>Quantity (0)</p>	<p>【肌膚護理™ Beauty Online™】 《夏日補濕護膚》</p> <p>【Derma Médream】瑞士維他命 維他命精華 (每支) (每支e2ml - 一盒(15支) 040511</p> <p>Start: 16-八月-2020 Expiry: 30-九月-2020</p> <p>Redeem Details</p> <p>\$528.00</p> <p>Quantity (0)</p>
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launch discount packages. Besides incentivising customers' purchase and trial, driving buyers' traffic to its online store and social media is also the major goal.

According to Euromonitor, the retail sales of China's skincare products market in 2018 reached 212.2 billion, a 13.2% YOY increase. The market is so big that the company cannot afford to miss, but the high entry barriers, like the high cost on brand building, complexity in import customs clearance and safety certification, etc., have hindered the process.

"Premier Living" joined GS1 HK's CTSBUS e-commerce programme in hope to reach its 4 million active users to promote sales in the Greater Bay Area and even the whole country. "CTSBUS programme is very suitable for SMEs, because it is an affordable way to increase brand awareness. At the same time, it provides us with one-stop services, including product listing, cross-border logistics, customs clearance, etc. This is a great stepping stone to open up the Chinese market."

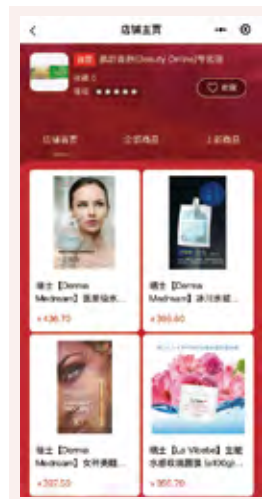
Richard's business partners have echoed the programme is beneficial to the brand, "Many local consumers believe products delivered directly from overseas and bonded warehouses are more reliable and quality-guaranteed, because real products may be switched with fake ones when goods reached local warehouses."

該平台建基於全球優惠券編碼 (GCN) 標準, 讓企業以嶄新方式吸引消費者。肌齡喜源亦計劃利用方案推出優惠套裝, 除了吸引顧客購買試用外, 更重要是將買家引流到其網店及社交頁面。

Euromonitor資料顯示, 2018年中國護膚品市場的零售額達2,122億元, 同比增長13.2%, Richard自然不會錯過, 但礙於市場門檻高, 例如建立品牌的龐大開支、入口清關、安全認證等, 窒礙公司的進軍勢頭。

公司遂加盟GS1 HK的中旅巴士(CTS)微信商城, 接觸該平台4百萬活躍用戶, 推動大灣區以至全國銷售。「CTS微信商城很適合中小企, 因其門檻不高, 但有助提高品牌知名度, 同時能為我們提供一站式服務, 包括產品上架、跨境物流、清關等, 是開拓中國市場的踏腳石。」

Richard亦從業務夥伴間確認這渠道更有利品牌:「許多國內消費者會認為由海外直送、保稅倉出的產品, 是最可靠、最有質素保證的, 因為有些貨品到了國內倉庫便有機會被調包, 變成假貨。」



“Think Outside the Box” is the Key to Digital Marketing Success

Major in computer science, Richard believes that the most important thing in running an online store is digital marketing skills. Many owners have little knowledge about their products, but still, they are able to make them popular. In the digital world, huge investment does not always guarantee good return, so SMEs and large enterprises share a level playing field. Apart from the traditional platforms like Google, Facebook, and Instagram, he believes other channels like GS1 HK BARzaar, Barcode Scan@WeChat can be useful too, so that customers in other countries can browse the products on mobile phones by scanning the barcode, increasing their purchase intention.

As a member of GS1 HK's SME Advisory Board, Richard pointed out the importance of digital marketing skills for SMEs to connect O2O business, but to be truly successful, mentality is more important. He advised that if any traditional business has set out its mind to transform or diversify, it must break away from comfort zone and start from scratch, get rid of the old ways, embrace the new, and learn like a start-up. Only in this way, it can overcome adversity.

數碼營銷 打破常規是皇道

修讀電腦科學的Richard認為經營網店最重要的是數碼營銷能力, 許多商家甚至不認識產品、也可將產品推廣到膾炙人口。這並非大花金錢便能「返到數」, 所以不論是中小企或大財團、都有著平等的成功機會。網店的宣傳始終離不開Google、Facebook、Instagram, 但除了這些傳統方式外, 他亦認為需要在其他渠道如GS1 HK BARzaar、條碼掃一掃@微信等推廣, 讓身處外地的顧客也能以手機掃描產品條碼, 在手機瀏覽產品, 提升購買意慾。

作為GS1 HK中小企業諮詢委員會一員, Richard表示數碼營銷能力基本上能讓中小企打通各類生意, 但要真正成功, 心態更重要。他寄語傳統行業若決心轉型或多元發展, 便必須忘記以往成就、脫離固有框框, 而要像初創公司一般由頭做起、學習, 堅持破舊立新, 才有機會戰勝逆境。



Facilitate and Speed Up Custom Declaration in China with Barcodes

「碼」上加快進口中國貨品報關流程



China Customs has implemented GTIN (barcode) declaration function for the "Single Window" system by connecting GS1 China's product database with China customs system. This provides a convenient and fast method for enterprises to complete declaration form through intelligent autofill, thus China Customs can obtain product origin and information via GTIN in just a second to speed up declaration process and improve accuracy.

This is great news for all GS1 HK members trading with China, as they can leverage the optional function of **"declaration by GTIN"** for faster clearance. If 489 HK barcode is used for declaration, GS1 China's product database will query GS1 HK's BarcodePlus platform to obtain product information such as brand name, product description, category and place of origin etc.

To enjoy faster customs clearance, GS1 HK members should upload product information of respective barcodes to our BarcodePlus platform.

最近中國海關開始推廣使用「單一窗口」商品條碼 (GTIN)申報功能，將海關系統與GS1中國分會的產品數據庫對接，讓企業可選擇**「憑碼申報」**，中國海關就能進行「智能反填」，秒速獲得產品來源及種類等資訊，加快企業跨境通關的流程。

任何企業報關，都可選擇以GTIN憑碼申報，如果申報產品的條碼是489香港條碼，GS1中國產品數據庫就會訪問GS1 HK的產品資訊平台(BarcodePlus)，透過產品條碼(GTIN)進行數據配對，獲得品牌、產品描述、產品種類、產地等資訊。

所以，請各會員切記要把條碼的所屬產品資料上載到BarcodePlus平台，就可享受快捷報關。

"Declaration by GTIN" process 「憑碼申報」流程



Benefits to Enterprises:

- ✓ Simplify customs declaration procedure
- ✓ Improve efficiency of customs clearance
- ✓ Benefit from the enhanced business environment

對企業的好處:

- ✓ 簡化申報手續
- ✓ 提高通關效率
- ✓ 優化營商環境，獲得經濟效益

Apply for product barcodes from GS1 HK to enjoy faster customs clearance, contact us now:
立刻申請產品條碼，享受快捷通關，請電郵至：services-web@gs1hk.org

Reusable Straw Crowdfunded HK\$600K Caught Eyes of the Global Brands

可重用2,000次飲管眾籌60萬 獲大品牌賞識



Jason Li
Managing Director, ThinkThing Studio
李崇山
ThinkThing Studio 董事總經理

The Chinese proverb “The Circumstances Make a Man” is perhaps a good portrait describing the background of Jason Li, Managing Director of ‘ThinkThing Studio’. Began in an architect office more than 10 years ago, Jason resigned after a year to start his product design business. “The first product I created was a USB card reader. I made a luminous perimeter to signify connecting the two surfaces, where storage data can be expanded to infinity. Sadly, few people appreciated it at the time.” Jason hopes his works can convey meanings and establish connections between people and things, not a one-off object.

Tenacity is the key to success

Despite different in scale, Jason believes architectural design and product design are somewhat similar. They both require the makers to be ultra-detail-minded and thoughtful, so the designer items can last. It took him two years to engineer and produce a reusable drinking straw, branded “Ztraw”, which can be folded into a card size.

“I have spent a whole year to devise a round nozzle on one end, to a triangular nozzle on the other, just to enhance its foldability. Another challenge is the material: The tube might leak or tear apart easily if we use thinner material, or difficult to fold and trap dirt if the material is too thick. At the production plant, we need to adjust 0.01mm each time to create the perfect thickness.”

As sustainability and reusability prevails in the city, the Ztraw project received more than 3,500 orders in online crowdfunding, exceeding Jason’s expectations. The drinking tube is made of certified food-grade recyclable materials sprinkled with patented antibacterial agent from Korea. It can be folded into a straw and

時勢造英雄，對於ThinkThing Studio董事總經理李崇山(Jason)而言，算是他十多年工作經歷的重要寫照。修讀建築的Jason在建築師樓做滿一年後便毅然轉行，開設計室為客戶做產品設計。「還記得第一件設計的產品是USB讀卡器，我在讀卡器邊特地加入燈光，象徵連結兩邊空間、儲存數據無邊界、擴充無限，但當時未有許多人能意會。」Jason希望他的作品都能傳達訊息、建立人與物的連繫，而非用完即棄。

兩年磨一劍

他認為建築與產品設計有些相似，只是大小之差，但同樣需要心思縝密、考慮周全，否則出來的作品不能長久受歡迎。一張卡片大小、可摺可拆的可重用飲管Ztraw，便花了他兩年時間去設計及製作。

「飲管一端設計由圓咀、變成另一端的三角咀、方便摺起，單是這設計便花了我一整年時間。飲管質料薄一點會漏水、易破或不耐用，但厚一點又會難摺、藏垢納污，所以在生產製作時，我們是每0.01mm的厚度去不斷調整，才做出現在的呎吋。」



unfolded into pocket-size, easy to carry and clean. Even though the design will be patented soon, Jason further used GS1 HK's "Real Barcode" to prevent copycats, because of some upsetting experience back in the days.

One-stop Anti-counterfeiting Solution

"I created a LED table lamp with octagon-shape base about 9 years ago. It brought me acclaims but not much businesses. A few years later, the same product appeared in a large homeware store, using exactly the same mini USB port which was already outdated," Jason was a bit annoyed back then. "But now I see the product is sold in different museums and lifestyle boutiques, I realise it was all about the right place and right time: The lamp may look a bit peculiar for consumers in the past, now people finally appreciate its singularity, because character and individuality are celebrated."

The reusable drinking "Ztraw" received enthusiastic responses. "Real Barcode" was used to allow consumers to verify its authenticity to protect the brand, and more importantly, to connect with buyers, listen to their opinions, improve existing designs, and promote with word-of-mouth.

When the buyer scans the "Real Barcode" on the Ztraw package, a unique membership number will be automatically generated, equivalent to a Ztraw ID card. After filling in simple information, the buyer can interact with the company and receive discounts in future.

"GS1 HK's solution can combine the function of authentication and membership registration in one code, which is one-of-a-kind in the market. I tried working out a similar solution with some foreign software engineers, but it was hard, so I chose the one-stop solution provided by GS1 HK and its partners."

在環保、可重用的大趨勢下，Ztraw飲管在網上眾籌時獲得逾3,500個預訂，超越Jason期待的目標。飲管以可食用安全級別的再生物料製成，灑上韓國專利的抗菌劑，可拆開之餘更可摺起成一張卡片大小，方便攜帶、亦容易清洗。設計正申請專利，但Jason仍應用GS1 HK的「真的碼」以防「老翻」，全因當年的深刻經歷。

防偽方案一條龍

「約9年前，我曾經創作過一支可多角度擺放的枱燈，雖曾獲獎但未有帶來理想銷情。想不到幾年後，我卻在大型家品店中看到一模一樣的產品，還沿用著當年我設計的MiniUSB接口，當時感覺有點不忿。但現時見到在不同博物館及時尚店內，都有售我當年設計的產品，便看透『時勢造英雄』的道理：枱燈外型對於當年的消費者可能太獨特了，但現今市場追捧個人化、標奇立異，便終於受人欣賞。」

Ztraw可重用飲管大獲好評，Jason除了運用「真的碼」去讓消費者驗證真偽、保障品牌外，更重要的是與買家連繫，聆聽他們意見、改良現有設計，冀以口碑推廣。

當買家掃描Ztraw包裝上「真的碼」時，便會自動編配一個獨一無二的會員號，等同該Ztraw的身份證，而顧客填寫簡單資料後便可與公司互動，隨時收到優惠通知。

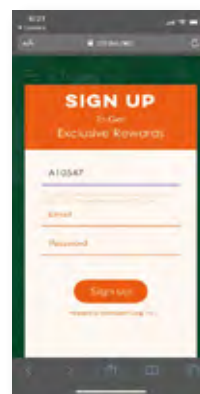
「GS1 HK能夠結合驗證真偽和登記會員兩種功能二合一，應在市場絕無僅有；有試過找外國的軟件工程師幫忙做同類方案，但雙方難以配合，最終還是使用GS1 HK與其夥伴提供的一條龍方案。」



- 1 Consumer scans the "REAL Barcode" on the Ztraw package. 消費者掃描Ztraw包裝上的「真的碼」防偽標籤。



- 2 Consumers can obtain immediate results from REAL Barcode app and verify product authenticity. 「真的碼」程式會彈出驗證畫面，讓消費者即時得知產品真偽。



- 3 A unique membership number will be automatically generated, consumers can simply fill in their information to interact with the company. 系統會自動編配一個獨一無二的會員號，消費者只需填寫簡單資料後便可與公司互動。

Every cloud has a silver lining

Ztraw caught notice and received orders from all over the world, including Japan and the United States. International brands, local shopping malls and enterprises have been reaching out to Jason to discuss collaboration opportunity or “co-brand” prospect. He will see whether the parties involved share synergies in cooperation and avoid overdo.

Seeing the economic downturn caused by the COVID-19, Jason hopes to see Hong Kong “arises from its ashes”. “Hong Kong has been relying too much on the ‘old economies’: finance, tourism, real estate. Now that the virus has the market reshuffled, Hongkongers are striving for anything possible, and materialising different creative ideas. I believe a new force of change will rise.” He found that many buyers and suppliers, for example Ztraw’s customers, have drifted away from the old ways of going trade fair and are now going online to find new sources of products and supplies, all because of Hong Kong people’s “never-give-up” spirit and adaptability to change.

During the interview, Jason often emphasised that companies must contribute to society in order to maintain momentum. ThinkThing Studio hired St. James’ Settlement to help with the product packaging process, but not for cost-saving. Instead, the company received a better-than-market return - to help the underprivileged live like normal. He called for companies to integrate social responsibility into their operations, not because the company reaps a lot of profits but because they should.

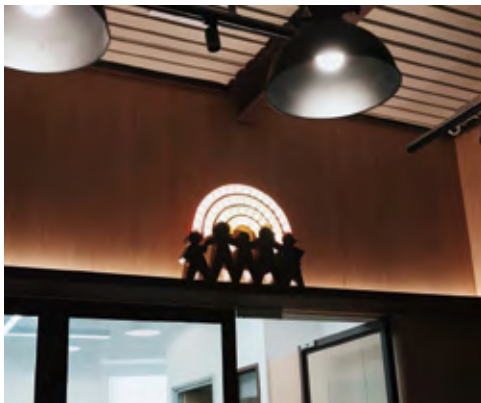


柳暗花明又一村

Ztraw客戶來自世界各地，日本、美國都有。國際品牌、本地商場及企業均聯絡磋商合作或「co-brand」計劃。「雖然我們是小企業，但也會看雙方是否有synergy才會推進合作，算是寧缺勿濫吧。」

對於近期因疫情致經濟低迷，Jason坦言期望香港能「置之死地而後生」。「香港過往太依賴固有行業，金融、旅遊、地產，現在疫情令市場洗牌，反而令大家發揮創意，更多了實事實幹的新一代，迸發一股新力量。」他相信香港人有打不死精神及靈活變通思維，所以他早已洞察到許多買家及供應商，都不會去展銷會尋新貨源，而是在網上訂貨，包括Ztraw的客戶。

訪問過程中，Jason不時會強調公司要可持續發展，便必須貢獻社會。其公司找來聖雅各福群會幫忙產品包裝工序，並非因為成本廉宜，相反會提供高一點回報，讓弱勢社群更有尊嚴。他號召將社會責任納入營運模式的一部份，而非有盈利才回饋社會。



ThinkThing Studio hired St. James’ Settlement to assist in product packaging process, aiming to help the underprivileged live like normal. 公司找來聖雅各福群會幫忙產品包裝工序，希望讓弱勢社群更有尊嚴。

Secretary for Innovation and Technology Visited Smart Business Innovation Centre 創科局局長到訪「科技綠洲」



IoT has become an essential part of our daily lives, with an estimated number of 2 connected device per person. It is also predicted that 43 billion IoT devices will be connected by 2030*.

Alfred Sit, the Secretary for Innovation and Technology and Victor Lam, Government Chief Information Officer visited GS1 HK's Smart Business Innovation Centre. Alfred described the Centre as **“Technology Oasis in the City”**, and explored how GS1 standards and technologies like IoT and big data analytics are applied in diverse industries, such as smart retail, smart logistics, smart healthcare, and smart operations.

In addition, they also exchanged insights with our Chief Executive Anna Lin about how businesses can adopt smart technologies to **“Go Digital · Go Smart”** and enhance competitiveness, and the development of innovative technologies in Hong Kong.

物聯網已逐漸成為生活的必需品，大約每人有2個連接的IoT，亦有預計指2030年連接物聯網的裝置數量將達到430億部*。

早前政府創新及科技局局長薛永恒與資訊科技總監林偉喬到訪了GS1 HK的「智慧科技創新中心」，薛永恒更形容中心為**「城市內的科技綠洲」**，並了解GS1標準、物聯網、大數據分析等科技，如何在智慧零售、智慧物流、智慧醫療護理、智慧營運等行業應用。

此外，他們亦與本會總裁林潔貽交流及討論企業可如何善用「智慧」科技**「Go Digital · Go Smart」**提升競爭優勢，促進香港創新科技的發展。



XieXing from the Department of Industry and Information Technology of Guangdong Province (GDDIIT) also led a delegation to visit GS1 Hong Kong's Smart Business Innovation Centre, and discussed how to promote the adoption of innovative technology and development of IoT across China and Hong Kong.

廣東省工業和信息化廳一級調研員、廣東省無線電管理署署長謝杏，亦帶領代表團參觀了中心，並與本會交流如何促進粵港兩地的創新科技應用及物聯網發展。



Explore our “Technology Oasis”
立即預約參觀「科技綠洲」



Customer Experience vs Price: What's More Important to Customers? 購物體驗與價錢 何者對消費者較重要?



Low-price strategy used to help companies create competitive advantage, but now customer experience is the next battleground.

73% of buyers point to customer experience as an important factor in purchasing decision and 86% of buyers are willing to pay more for a great customer experience*.

The concept of customer experience is easy, but hard to do. To succeed in the new business arena, you need to uphold achieve 4 key strategies, which are also the core mission of **GS1 HK's "Consumer Caring Scheme"**.

很多時候，企業往往認為「價格戰」是成功突圍的關鍵，但現時購物體驗已成新戰場。

調查顯示，有73%消費者認為購物體驗是影響購物決定的重要因素，亦有86%的消費者願意以更高的價錢換來更佳購物體驗*。

購物體驗知易行難，要於新戰場下突圍而出，就要掌握4大關鍵策略，這些亦是**GS1 HK「貼心企業」嘉許計劃的準則**：



Consumer Centric 以消費者為中心

Foster a positive customer experience at every stage of the customer journey
在顧客消費旅程中的各個階段營造良好的購物體驗



Keeping Promises 信守承諾

Demonstrate service commitment to gain consumers' confidence & trust
展示兌現服務承諾，贏得消費者的信心和信任



Strive for Quality 追求品質

Enhance process, product and service quality by on-going improvement
善用科技不斷改進，提升業務流程、產品及服務質素



Care for Employee 關愛員工

Provide employees a friendly and supportive working environment with trust & respect
為員工提供友善的工作環境，互相信任和尊重

Entering its 10th edition, the Scheme has recognised over 100 companies that demonstrated enhancement in customer experience and adopted "consumer-first" approach. Participating companies will have to go through self-assessment, on-site interviews and consumer survey with a passing mark to be recognised as "Consumer Caring Companies".

舉辦9年間，計劃已嘉許了過百間重視顧客體驗、「以客為先」的企業。所有參加的企業必須經過評估，包括實地考察與消費者調查等程序，方能獲得認可。

* Statistics extracted from Econsultancy's survey for Digital Marketing Trends 根據Econsultancy數碼營銷調查數據

Learn from the **“Consumer Caring Companies”** - real-life cases showing how businesses can excel in consumer care and experience:

立即觀看各「貼心企業」的分享，了解企業可如何優化消費者購物體驗，貼心為顧客：

When talking about customer experience, online and offline integration has become a trend. Therefore, we placed QR Codes next to every product in our retail stores. In addition to providing detailed product information, consumers can also order from online shop via the QR code, offering consumers another method of shopping. We are glad to be recognised as ‘Consumer Caring Company’ by GS1 HK and we will continue our ‘customer first’ belief and provide premium, natural and healthy food to consumers.

當說到消費者體驗，我們明白到線上線下整合已成新趨勢。故此，我們於門市展示的每種產品都會有獨立的QR code。除可以提供詳細的產品資訊之外，顧客亦可以透過QR Code在網上商店訂購產品，為他們提供多一個消費途徑。好多謝GS1 HK頒發「貼心企業」這個嘉許予Catalo，我們會繼續努力抱着以顧客為先這個信念，繼續將最優質、最天然的健康食品帶給我們的顧客。



[View here](#)
觀看影片



Ms. Canace Lin Chief Marketing Officer and Executive Director, Catalo Natural Health Foods Ltd.
連思瑤女士 美國家得路天然健康食品有限公司首席市場經理及執行董事

Even with our rich experience, we still devote a large amount of time working on research and development. Therefore, when customers try our pastry, they would not take it merely as a kind of food, but an exquisite craft, a piece of art. We are thrilled to have received the Consumer Caring Company Awards, and it's a great encouragement to me, to the chefs and to the whole team, and a solid recognition of our efforts.

雖然經驗豐富，但我們仍會用很長時間去研發做餅工藝，希望客人吃我們的產品時，不只覺得是食品那麼簡單，而是一個工藝，一件藝術品，感受師傅的用心。我們非常感動能獲得貼心企業嘉許這個榮譽，是對我本人、公司的師傅和團隊努力的肯定，為我們帶來鼓舞。



[View here](#)
觀看影片



Dr. Martin Yim Chairman and Chief Executive Officer, Imperial Enterprises Holdings Limited
嚴運波博士 皇玥集團控股有限公司董事長及首席執行官

We value a lot the communication with our customers and we always receive customers' opinions both online or offline. From product categories, packaging, design, to even spray nozzles, we strive to seek perfection and meet our customers' needs. I truly believe that the more customers we engage with, the better we can perfect products that meet their needs. We would like to thank GS1 HK for granting us the Consumer Caring Company award. It is very encouraging to receive recognition for our professionalism and perseverance.

我們很重視與客戶的溝通，在線上線下不停收集客戶的意見。由產品的種類、包裝、設計、甚至是噴嘴，我們都希望做到盡善盡美，滿足顧客的要求。透過提升顧客的參與度，我們可以生產出令顧客更滿意的產品。Prime Living很感謝GS1 HK頒發『貼心企業』這個獎給我們，對我們來說是一個很大的鼓舞，更對我們的專業和堅持作出了認同。



[View here](#)
觀看影片



Mr. Samuel Kwok Director, Prime-Living Limited
郭俊斌先生 Prime-Living總監



Enhance consumer satisfaction and join our Consumer Caring Scheme!
立即參加GS1 HK「貼心企業嘉許計劃」，提升顧客滿意度！

Fears Grow as COVID-19 Found on imported Frozen Foods How to Keep Food Safe During Pandemic?

病毒頻現冷凍食品引民眾擔憂 疫症下如何確保食品安全？



The recent incidents of COVID-19-contaminated frozen foods, such as frozen chicken wings from Brazil and shrimps from South America, had stirred up speculation if the virus can be spread through frozen food packaging in the cold chain.

Though there is no evidence the virus can spread via frozen foods, the issue has set the alarm ringing on food safety. Food industries are taking extra measures to ensure food safety. In addition to good hygienic practices, implementing global food safety management systems such as ISO 22000 and HACCP help to form a strong basis to minimise cross-contamination of COVID-19 in food operations.

早前不同的冷凍食品如巴西急凍雞翼、南美凍蝦包裝等驗出新冠肺炎病毒，讓坊間出現「急凍食品會傳播病毒」的謠言。眾說紛紜，孰真孰假？

雖然現時沒有證據說明病毒可經冷凍食品傳播，但已引起大眾對食品安全的關注。食品行業需要特別採取措施做好食物安全，除了要做好食物衛生外，還可以應用全球食品安全管理標準(例如是:ISO 22000及HACCP)，減低病毒於營運過程中交叉感染的風險。



3 commonly used food safety standards and systems that can help the food industry to strengthen their food traceability and quality management practice:

以下為三個食品行業最常用的規範，助食品業界做好源頭管理及品質監控：

ISO 22000

an international certification standard that defines the **requirements of the food safety management system**. It applies to all organizations and can run through the entire supply chain - from farmers, food service, processing, transportation, storage, retail and packaging.

定義**食品安全管理體系要求**的國際認證標準。它能確保從食品鏈至最後消費點的食品安全。適用於所有組織、並貫穿整個供應鏈-從農作者至食品服務、加工、運輸、儲存、零售和包裝確保食品安全。

HACCP

the abbreviation of Hazard Analysis and Critical Control Point. HACCP emphasizes that **pre-monitoring is better than post-testing**. It is mainly designed to reduce hazards, by identifying, evaluating, controlling, and monitoring hazards in a systematic manner, to remove or reduce hazards to an acceptable level. 是危害分析和關鍵控制點(Hazard Analysis and Critical Control Point)的英文縮寫。HACCP強調**事前監控勝於事後檢驗**，以有系統的方式確認、評估、控制及監測在任何製造過程的危害事項，減低風險。

Global Traceability Standards (GTS) 全球追溯標準(GTS)

Formulated by cross-referencing with GFSI recognised food safety standards and other international standards, it aims to create a generic framework that can be used by any business in any country, to **implement an effective traceability process**.

此標準根據全球食品安全倡議組織(GFSI)認可及其他國際的食品安全標準制定而成，任何地方的企業或組織都可以此通用框架**推行有效的追溯流程**。



「優質食品源頭追蹤計劃+」嘉許標誌

Quality Food Traceability Scheme+

優質食品源頭追蹤計劃+

To help companies consider food safety in a holistic manner, GS1 HK invited SGS to join our scheme as an audit partner and form an advanced edition - "Quality Food Traceability Scheme+". Taking reference from food safety standard requirements, such as ISO 22000, HACCP and GTS, we aim to help companies optimize and ensure food safety more effectively and to provide safer food to the consumer.

為助企業更全面關注食品安全，GS1 HK 邀得 SGS 為審計夥伴，加入進階級別的「優質食品源頭追蹤計劃+」。透過參照 ISO 22000、HACCP 及全球追溯標準等國際食品安全管理體系標準和檢測的評審標準，本會冀以更全面的方法去評估及幫助企業，更有效去保障食品安全。

Scoring System 評分準則	Total Score 總分 (0-100)	Diamond 鑽石	Gold 金	Silver 銀
1 ISO22000, HACCP and GTS ISO22000 + HACCP 食品安全管理體系標準 和全球追溯標準	70%	Cover 4 focus perspectives and 12 criteria 涵蓋4大項目及12項準則		
2 GFSI recognised food safety standards and other international standards certificates GFSI 認可的食品安全認證及其他國際標準認證	15%	• IFS • FSSC22000 • SQF • BRCGS • HACCP • ISO 22000 • ISO9000 • Global G.A.P.		
3 Training 培訓	10%	Complete relevant training courses 完成相關培訓課程		
4 Coverage 覆蓋面	5%	Extend traceability coverage to upstream / downstream business partners 可追溯規範延伸至上游或下游合作夥伴		

Join **Quality Food Traceability Scheme+**, use technologies to ensure food safety, enhance consumer trust and raise the bar for Hong Kong standard.

參加**優質食品源頭追蹤計劃+** 善用科技做好食品安全管理、加強消費者信心、為本港食安把關。



「優質食品源頭追蹤計劃」嘉許標誌

Quality Food Traceability Scheme

優質食品源頭追蹤計劃

Quality Food Traceability Scheme has recognized many food companies over the years, among which 7 of them participated for 6 consecutive year (as of 2020). They all contributed to uplifting the local food safety level, promoting product traceability standard, enhancing food value chain and operation visibility.

「優質食品源頭追蹤計劃」多年來共嘉許多家食品公司，截至2020年，其中7家企業是連續6年參與，他們對提升本地食品安全和產品追溯標準、推動食品價值鏈和營運透明度等方面都有著實質貢獻，同時可見業界和顧客都日益重視食品可追溯性。

In order to improve the speed and capability of companies to deal with incidents, the scheme has added a ECR Index. The Index is developed in accordance with the Global ECR.

計劃加設了參照 Global ECR 制定的高效回應消費者指標 (Efficient Consumer Response)，以提高企業處理事故之速度和能力。

Participating Enterprises in Quality Food Traceability Scheme 2019 (in alphabetic order by company name)

「優質食品源頭追蹤計劃2019」得獎企業 (按公司名稱字母順序排列)

鑽石企業 Diamond Award Enterprise	金獎企業 Gold Award Enterprise	銀獎企業 Silver Award Enterprise

Join **Quality Food Traceability Scheme**, to improve traceability, accelerate product recall, protect your brand and strengthen consumer trust.

參加**優質食品源頭追蹤計劃** 提升食品可追溯性、加快產品回收效率、保障品牌及鞏固消費者信心。

To apply, please call 報名請致電 (852) 2863 9764
or email to 或電郵至 food@gs1hk.org

To know more
了解更多



Industry 4.0 is Not as Complicated as You Think

我們與工業4.0的距離



Due to mask and anti-epidemic product shortage in Hong Kong during COVID-19, Hong Kong business people sprang up with domestic designs and started production lines. For instance, around 60 companies which make anti-epidemic products in Hong Kong have applied for GS1 HK's 489 barcode. Known for scarcity in land and expensive labour cost, can Hong Kong walk down the path to re-industrialisation?

"Industry 4.0 is actually not as complicated as one may think," said Heidi Ho, Principal Consultant of GS1 Hong Kong. "Industry 4.0 incorporates 'Go Smart' concept, simply put, it's to achieve digitalized and automated production and supply chain by using technologies, and gather data for analysis and gain insights. This is not far from most of the existing operation model." To realise industry 4.0, she revealed 2 simple yet essential technologies required in the digitalisation formula.

疫情期間口罩及防疫用品出現短缺，忽然間本土設計的商品和生產廠房，如雨後春筍重現。本會便接獲接近60間標榜**本地生產**防疫抗疫用品的公司申請GS1 HK 489條碼。然而香港寸金尺土、人工高昂，本地可真正再工業化嗎？

您可能以為工業4.0與香港有一段距離，但GS1 HK首席顧問何雅賢解釋，工業4.0不過是利用各類科技，讓生產及供應鏈數碼化、自動化，並收集數據獲分析及深入見解，其實與企業現時營運模式一點也不遙遠。她指出在數碼化的方程式中，必須具備兩大技術，方可步入工業4.0的門檻。



Barcode Solution - More Gain, Less Resources

條碼技術 – 做得更少、利潤更多

Barcode (GTIN) is the unique ID for every product, and it has evolved to manage all supply chain processes like product expiry control and batch control. By using various types of identification codes (e.g. SSCC, GIAI) and recording the corresponding information (e.g. batch no., volume, order no.), users can scan and instantly obtain product information from system. It simplifies manual stock-take, and accelerates goods receiving, processing, dispatch or even goods return, avoiding loss caused by expired batch.

Heidi has observed that it is still common for a company to record expiry or batch through manual process, which can take up 15-20 minutes per order, resulting in huge opportunity cost. She emphasized the information captured by barcode can be recorded and analyzed to assist company drive a minimum of 10% cost saving and avoid shrinkage loss.



條碼(GTIN)是產品獨一無二的身份證。除了識別產品，條碼還可用作管理產品批次、產品到期等流程。商戶只需利用不同類型的GS1識別碼(如SSCC、GSIN)，記錄對應的資料(如批次、數量、訂單號碼)，經過掃描，資料即可即時傳送到系統，簡



化手動點貨、加快收貨、加工處理、發貨、以至退貨等程序，高效並避免產品過期的損失。

何雅賢稱，現時企業以手寫記錄到期日或批次的情况仍然非常普遍，每個訂單都浪費15-20分鐘，錯過賺錢機會。她指公司將條碼所載的信息加以分析，會有助公司節省至少10%的成本並避免損耗。



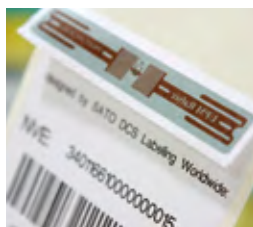
RFID Solution – Less Manual, Better Return

RFID技術 – 人手更少、回報更高

Deploying RFID solution with sensor devices in daily operation greatly reduces the human interventions and support automated / smart management. As RFID technology matures, its cost is relatively insignificant and its return-on-investment is high, if it is correctly applied. “Based on the past project experiences, some applications can achieve at least 20-30% cost savings on the overall operations,” said Heidi.

Some common applications include warehouse management, asset management and “Smart Productions”, she observed. Without changing any process flows, simply changing the dispatch labels on logistics cargoes into RFID-enabled labels, company can instantly capture the entire dispatch movements include the delivery order, dispatch quantities, item and item batch information, etc.

RFID application in asset management is also growing, for assets like machinery, trucks and containers. Company can know the asset movement anytime and ensure if the asset life cycle has ended or need regular maintenance. Heidi added, RFID can also enable “Smart Productions” processes, by automatically monitoring the work-in-progress in real time to improve productivity and reduce loss count.



通過各類傳感裝置、應用RFID(射頻識別)技術在日常營運中，能大大減低人手操作，實現自動化管理及智能化營運。RFID技術及方案日趨成熟，只要應用得宜，RFID的投資回報率(ROI)可以非常可觀。何雅賢稱，根據以往項目經驗，RFID應用為各類企業節省至少20-30%的總體運營成本。

她指該技術最常應用於倉庫管理、資產管理和「智慧生產」。企業毋須大幅改動平日業務流程，只需將平時的發貨標籤換上具備RFID的標籤，公司便能準確掌握整個入貨 / 發貨過程，包括發貨訂單、數量、物料和物料批次等信息，即時一目了然。

何雅賢亦留意到越來越多企業部署RFID來管理公司資產，如機械、卡車和集裝箱等資產。企業透過RFID來記錄資產動向，並能隨時得悉資產生命週期、及定期維修保養的時間。此外，RFID還可應用於「智慧生產」上，實時自動監測製作過程中的產品狀態及進出紀錄，從而提升生產效率及改善貨品耗損率。



Shorten the Learning Curve to Go Smart

SMEs may think these “high-tech” applications with huge investment are for large corporations, but Heidi refuted the notion and said she had helped many SMEs, and legacy brand with 60 years of history, to deploy digital technologies. She believed it is a prime time to tap on technologies to “Go Smart” and realize digital transformation, especially when the Government offers abundant subsidy schemes like Technology Voucher Programme.

GS1 HK's Smart Professional Services team provides consultations for a wide range of industries to help increase your profit margin. We can also provide you updates and support on the application for Government funds such as TVP, speeding up your process to funding and transformation.

快速投入智慧營運之道

中小企可能說：這些高成本、高科技應用是大企業才適合的。何雅賢強調過往曾為許多中小企、甚至60年的傳統企業推行智能營運「Go Smart」，而現時有「科技券」等政府資助，更是數碼化轉型的良機，所以及早引入智能技術最上是上策。

本會專業的顧問團隊能為各行業提供諮詢，讓你提高利潤，並講解「科技券」等政府資金的申請手續並提供支援，能助您迅速取得資金、加快轉型。



Heidi Ho is GS1 HK's Principal Consultant, an Accredited Auditor and Qualified Global Traceability Trainer for GS1 Global and GS1 Hong Kong. She has more than 10 years of experience in auditing regional supply chain for different kinds of companies. She is also a Member of International Food Safety Association, Hong Kong Food Council, Hong Kong Logistics Association and The Chartered Institute of Logistics and Transport in Hong Kong.

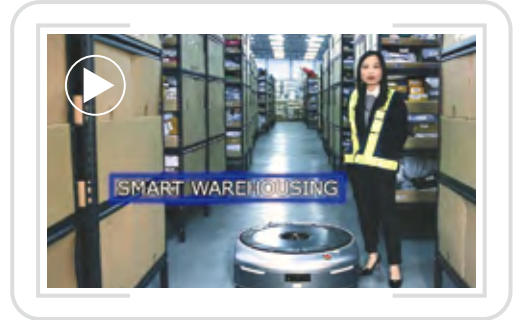
何雅賢是GS1 HK首席顧問，擁有逾10年為不同公司審視地區供應鏈的豐富經驗，具備GS1 Hong Kong以及GS1 Global「全球可追溯性方案」稽核員及訓練專員資格，亦是國際食品安全協會、香港食品委員會、香港物流協會及物流與運輸學會等的成員。

Learn and Explore “Smart Warehousing” in Just 30 Minutes - A Step Towards Industry 4.0

30分鐘助您掌握工業4.0智慧 探索「智慧貨倉」

As stated by a logistics expert, “Logistic sector needs to be IoT-enabled or die.”, it’s now the time for companies and e-commerce platforms to transform into “smart warehouses”.

In our latest e-learn video, you will learn about the 3 critical elements in a smart warehouse shared by Heidi Ho, our Principal Consultant, and take a virtual tour of a 24/7 smart warehouse in Hong Kong to explore how they helped clients in inventory management, goods receipt, pick and pack as well as expiry date management. The company also demonstrated how they can handle 28 orders at one time!



有物流專家曾表示「未來不在物聯網裡的物流，都將被淘汰」。不少企業如電商公司都在轉型成「智慧貨倉」。

GS1 HK最新的網上學習課程中，本會首席顧問何雅賢解構了要做到「智慧貨倉」的三大要素，更帶大家去參觀香港一個24小時運作的「智慧貨倉」，探索他們如何幫助客人做庫存、收貨、執貨、出貨訂單及有效期管理，並示範如何同一時間幫客戶處理二十八張訂單！

Register now to learn from our latest e-learn video – Smart Warehousing!
立即登記觀看最新的網上學習課程「智慧貨倉」!



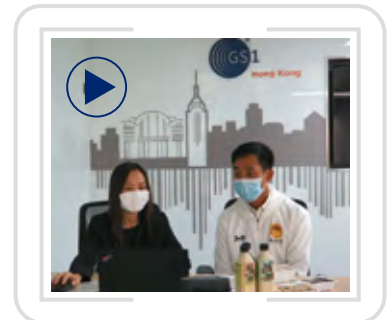
Legacy Business Reveals its Digital Transformation Journey and Tips for TVP Application Success

傳統企業成功申請科技券 靠數碼轉型「智勝」

With technology, a small change can make a big difference, and this also stands for legacy businesses.

In GS1 HK’s recent webinar “The Secrets of Successful Application for TVP”, Jeff Law, second-generation owner of Sun Fat Heung Food (Top Soya), a company producing soy products since 1958, shared how he initiated a series of “Go Digital · Go Smart” strategies with the help of GS1 HK’s professional team. The company used ERP System and resulted in a 20% reduction in administration costs and 20% increase in inventory turnover. The company is planning to apply for TVP again to deploy Industry 4.0 technologies in manufacturing sites, to monitor real-time production, environmental and quality data.

In addition, GS1 HK Smart Professional Services team revealed the tips for TVP application and how GS1 HK can help businesses apply for TVP. A representative from Innovation and Technology Commission explained the key points in TVP application.



傳統手作行業看似與科技不相關，但原來一個小改變，就可成功助公司於陰晴不定的營商環境下「智勝」。

於GS1 HK早前舉辦的「申請科技券成功秘訣」講座中，有60年歷史、專營豆品生意的新佛香食品(壹品豆品)第二代掌舵人羅孟慶Jeff分享了公司如何在GS1 HK專業團隊協助下成功申請科技券，善用科技「Go Digital · Go Smart」。他們引入新ERP系統，為業務削減了20%行政開支、提升存貨周轉率20%。Jeff亦有計劃再次申請「科技券」，引入工業4.0科技實時監察生產數據、環境數據和質量數據。

此外，GS1 HK專業團隊亦於講座中分享了申請「科技券」的竅門、以及如何協助機構申請。創新及科技署亦介紹了「科技券」申請需知及現場解答問題。

Register to watch the webinar and learn the latest tips for TVP application!
立即登記觀看，掌握申請「科技券」竅門!



Contact us to learn more 了解更多，立即電郵至: services-web@gs1hk.org

Sharing the Secret Weapon to Navigate Challenges @The Virtual AI Summit 揭示應對未來挑戰的秘密武器 @AI峰會

Understanding customers can be a way for businesses to navigate through challenges and adversity. In the world's largest AI event – The Virtual AI Summit Hong Kong, our COO Dr. Stephen Lam demonstrated how businesses can turn data into insights and predict market needs with “Go Smart” technologies.

As the strategic partner of the event, GS1 Hong Kong also hosted a workshop to demonstrate how businesses can analyse retail, supply chain, manufacturing and property management data via success case sharing and discussions. In addition, GS1 HK also showcased new solutions that can help businesses weather the storm.



提升對消費者的了解可能是企業應對多變環境下各項挑戰的其中一個出路。於全球最大型人工智能會議AI峰會香港大會上，GS1 HK首席營運總監林漢強博士分享了企業可如何將數據轉化成見解，以各樣「Go Smart」科技進行預測分析。

作為大會的策略合作夥伴，GS1 HK亦舉辦了工作坊，透過成功個案分享及討論展示企業可如何將零售、供應鏈、生產及建築上擷取的數據作分析。此外，GS1 HK亦展出了各樣嶄新方案，助企業迎接新挑戰。

Turn the Tide of Retail Sales Decline with New Business Model 以嶄新營運模式 扭轉零售逆境

Hong Kong's retail sales plunged 24.8% in June from a year earlier, falling for the 17th consecutive month because of the pandemic and the volatility in the market. Every crisis lies an opportunity, “The retail sector could turn the table around if they adopt new business model.”, said our COO Dr. Stephen Lam in a webinar held by SME Centre.

Stephen shared how businesses can “Go Digital · Go Smart” to gain consumer insights efficiently and effectively, use data-driven strategies to make business decisions and engage consumers for better experience.



受疫情及市場多變因素影響，本港6月的零售業總銷貨價值按年下跌24.8%，連跌17個月。有危就有機，本會首席營運總監林漢強博士早前於中小企創業工作坊上表示：「如果零售業採用新的模式，未必要步向滅亡。」

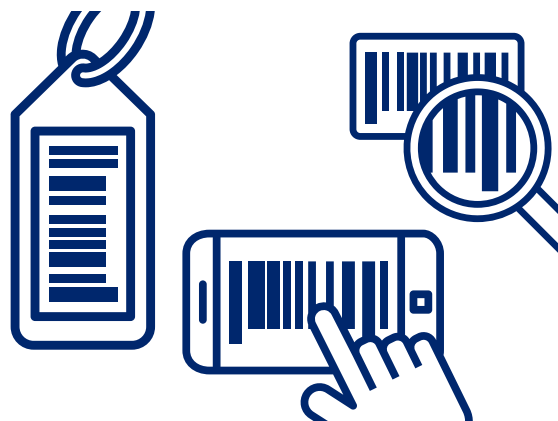
他亦於工作坊上解構了企業可如何透過「Go Digital · Go Smart」更快、更清晰了解消費者，並透過數據做好決策和與顧客互動，為消費者帶來「智」佳體驗。

View Dr. Lam's sharing
觀看林博士的分享



3 Smart Ways Shoppers can Use Barcodes

產品條碼3大功效 讓消費者購物更方便



Barcodes can be a staple in people's everyday life. They are not only a powerful tool for retailers to speed up the checkout process, but also for consumers to shop with convenience.

產品條碼可以成為每個人生活的一部份。一個簡單的條碼，不但可幫助零售商加快產品結帳過程，還可讓消費者購物更方便。

Real-life situations how barcodes can make shopping easier:
日常生活中產品條碼的應用：

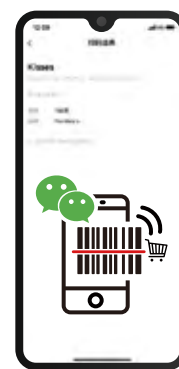


Obtain Product Information:

Shoppers can obtain extended product information from a product they are interested to buy simply by scanning its barcode with Barcode Scan@WeChat function.

獲得產品資訊：

消費者可透過微信的「掃一掃」功能，掃描他們感興趣的產品條碼，獲取更多產品資訊。



Compare Price Online:

Shoppers can compare product prices in different markets instantly by scanning the product barcode with "Online Price Watch" function on Consumer Council's website.

即時格價：

消費者可以透過消委會網頁上的「網上價格一覽通」掃描產品條碼，即時進行格價。



Shop Online:

While at home, shoppers can scan product barcodes with the scan function available on e-commerce platforms like HKTVmall, eBay, Amazon, Taobao etc, and purchase products online.

網上購物：

消費者亦可於各電商平台如HKTVmall、eBay、亞馬遜、淘寶等手機程式掃描產品條碼，即使安坐家中也能購買所需產品。



The Fast Track to Double Your Sales - Sell Products Online

網購成品牌生意翻倍大法



Consumers are shopping online more frequently than before in the “new normal”, and revenue of an e-commerce platform surge 97% to 714 million in Q2 2020. A Hong Kong food company also started their “Go Digital” journey and doubled their sales.

In addition to food products, other products like healthcare products, skincare & makeup, electrical appliances, housewares etc are also sold online. Hundreds of products have been listed on GS1 HK's online platform - GS1 HK BARzaar in discounted price, including products from Super Star Group, Dashijie, Hang Heung, Meiriki Japan, La Raine etc.

GS1 HK BARzaar is a free promotional channel for GS1 HK corporate members to unlock extensive sales opportunities and reach over 8,000 companies and their staff, family and friends by offering products with good deals.

網上購物成為消費新常態，有網店今年第二季收入增97%至7.1億美元，亦有香港食品商「Go Digital」轉攻線上市場後，生意增長了2至3倍。

不單是食品及飲品，其他產品類別如保健護理、護膚化妝、電子電器、家品傢俬等亦紛紛於網上銷售其產品。至今已有過百件產品於GS1 HK的網上平台GS1 HK BARzaar上架，以優惠價銷售產品，包括鴻星食品、大師姐、恆香、日本命力、La Raine等產品。

GS1 HK BARzaar為一個讓GS1 HK企業會員免費推廣其產品優惠的平台，助企業拓展新促銷渠道，接觸超過8000間企業和機構員工及他們的家人朋友。

Become our merchant and seize the opportunity to grow your sales!
把握網購生意翻倍商機，立即成為GS1 HK合作商戶！
Please contact us 請電郵至 services-web@gs1hk.org

Visit GS1 HK BARzaar
立即瀏覽GS1 HK BARzaar平台



Brilliant offers as follow 各精選優惠如下:



DETERMINANT - 20% Discount on Shirts

DETERMINANT - 成衣商品8折優惠

Promotion period till 7th November, 2020
優惠期至2020年11月7日



HYone - 50% off on RFID Blocking Sleeve (2 pcs)

HYone - RFID 防盜卡套 (2件裝) 半價

Promotion period till 30th November, 2020
優惠期至2020年11月30日



MingCha - Purchase Thermo Brewing Bottle Set at HKD268

(Enjoy 20% off on regular price tea products after purchase)

明茶房 - HKD268買保溫泡茶瓶(泡茶神器)套裝 (購買後可以8折訂購正價茶葉產品)

Promotion period till 31st December, 2020
優惠期至2020年12月31日

“Brilliant • All-round • Reliable” 「多元化、多優惠、多放心」盡在GS1 HK BARzaar

GS1 Hong Kong welcomes the following new members 歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

- 33 FINANCIAL SERVICES LTD
三三金融服務有限公司
- 852 SOCIAL LAB LTD
852工社有限公司
- ADAM ELEMENTS HONG KONG CO LTD
亞果元素香港有限公司
- AETERNUM LTD
- ALIBI GROUP LTD
阿利比有限公司
- ALLGANIC HEALTH LTD
- ALVOGEN ASIA LTD
- AMAZING VEGAN WORKSHOP LTD
香積廚素食工房有限公司
- ANDERSON TRADING CO
安達貿易公司
- AS HEALTHWAY INTERNATIONAL LTD
鑫源康健國際有限公司
- ASIA SHOULDER PAD MANUFACTORY CO LTD
亞洲(膊棉)製品有限公司
- AURABEAT TECHNOLOGY LTD
雅弦科技有限公司
- AVANT MEATS CO LTD
- BE GOODIES LTD
- BIO BENEFIT (HK) LTD
- BLUETECH HOLDINGS LTD
保滴科技集團有限公司
- BOTH WIN (HK) LTD
保盈(香港)有限公司
- CAPITAL VICTORY LTD
嘉威達有限公司
- CAYAN EDUCATIONAL DESIGN LTD
開彥教育設計有限公司
- CHANGQISHENG INVESTMENT LTD
長齊勝投資有限公司
- CHEER BRIGHT INTERNATIONAL ENTERPRISE LTD
展輝國際企業有限公司
- CHEUNG LEE AGRICULTURE LTD
祥利農業有限公司
- CHINA HONGKONG XINYUAN TRADE CO LTD
中國香港鑫源貿易有限公司
- CHINA UNITED POSTAL LTD
中聯郵購有限公司
- CHLOSTANIN NIKKEN NATURE CO LTD
日健天然微藻食品有限公司
- CHUANQI TRADING CO LTD
傳七貿易有限公司
- CHUNG CHING DISPENSARY LTD
中正藥房(有限公司)
- CLOVERFUL CORPORATION LTD
四葉草天然有限公司
- COFFEE JUSTICE CO LTD
咖啡公義有限公司
- CONFE (INT'L) AUTO SERVICE OPERATION CO LTD
康菲(國際)車服運營有限公司
- CONQUER FOOD LTD
康佳食品有限公司
- CY HOLDINGS CO LTD
渾研舍有限公司
- D2D INTERNATIONAL CO LTD
得同得環球實業有限公司
- DAHONGBAO LTD
大洪包有限公司
- DAK FOK SHIN FONG
德剛物流(中國)有限公司
- DEEARO FURNITURE LTD
迪阿洛家具有限公司
- DFENSE TRADING LTD
御貿易有限公司
- DILAI SI BIOTECHNOLOGY LTD
迪萊絲生物科技有限公司
- DODOPAPA (HK) CO LTD
爸爸製造(香港)有限公司
- DONGGUAN LONGMOU FURNITURE CO LTD
東莞市龍謀家具有限公司
- DRAGON RAISE TRADING LTD
龍焜貿易有限公司
- PLUS MEDICAL LTD
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- FUNS LAND FOODSTUFF CO LTD
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- FURNITURE ASIA LTD
亞洲傢具有限公司
- G HAIR SPA SALON LTD
極緻髮型設計水療有限公司
- GALLOP WORLDTRADE LTD
騰泰康世貿有限公司
- GELAYO LTD
意里奧有限公司
- GEORGE'S CREAM (HK) LTD
喬治氏霜(香港)有限公司
- GERMANY WILLSDON BEER LTD
德國威爾斯頓啤酒有限公司
- GLORY STYLE INTERNATIONAL LTD
嘉慧國際發展有限公司
- GOLD VIEW LTD
- GROUP PROFIT HOLDINGS LTD
合利集團發展有限公司
- HANDCRAFTER
手作仔
- HAPPY DOOR INVESTMENT LTD
喜多多投資有限公司
- HEALTHY GREEN (INT'L) CO LTD
綠寶(國際)食品有限公司
- HK GAOMING TECHNOLOGY INTERNATIONAL LTD
香港高銘科技國際有限公司
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香港國際林家鋪子實業有限公司

70. HK MUYE INT'L LTD
香港沐野國際有限公司
71. HK TIANLE FOOD INTERNATIONAL GROUP LTD
香港天樂食品國際集團有限公司
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香港煙草工貿集團有限公司
73. HK XINDE LIANGPIN FOOD CO LTD
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74. HKSL LTD
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康振有限公司
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香港熔噴製造有限公司
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90. HONG KONG SANXIN INTERNATIONAL TRADE CO LTD
香港三鑫國際貿易有限公司
91. HONG KONG TIANHUI BIOLOGICAL TECHNOLOGY CO LTD
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95. HONGKONG FORETHOUGHT INTERNATIONAL TRADING CO LTD
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香港嘉成實業有限公司
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126. LOYAL WILL INTERNATIONAL LTD
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口罩工廠有限公司
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135. MEGA COMBINE CO LTD
賣家聯合有限公司
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137. METRO GALAXY LTD
佳濠有限公司
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174. SO & YAM LTD
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179. SWEETSTAR ASIA LTD
180. SWITZERLAND YA SE INTERNATIONAL BIOTECHNOLOGY LTD
瑞士雅瑟國際生物科技有限公司
181. T&N BEAUTY GROUP CO LTD
紫嵐妝容薈國際有限公司
182. TALENT MASTER INTERNATIONAL LTD
駿茂國際有限公司
183. THE DISH INTERNATIONAL LTD
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186. TINGTANG HOUSEHOLD PRODUCTS CO LTD
亭堂家居用品有限公司
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今日物流(香港)有限公司
188. TOP LEADER GROUP INTERNATIONAL LTD
招聘首業集團國際有限公司
189. TOTALVIEW HK LTD
190. TUNG MING INTERNATIONAL HOLDING LTD
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192. UNIVERSAL BRI-STAR CO LTD
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193. USA HALINDUN FINE BEER LTD
美國哈林頓精釀啤酒有限公司
194. VALOOT TECHNOLOGIES LTD
195. VANNEX INTERNATIONAL LTD
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196. VERYPUZZLE CO LTD
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197. VICTORIA (HK) 3D MEDICAL TECHNOLOGY CO LTD
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白色戀人食品國際集團有限公司
200. WINON MEDICAL INFO-TECH LTD
永安科技發展有限公司
201. WONDERFUL EFFECT ENTERPRISE CO LTD
丹方企業有限公司
202. YARN YARD ONLINE LTD
203. YAXIN (HK) FOOD LTD
亞鑫(香港)食品有限公司
204. YHK DESIGN LTD
工毅設計有限公司
205. YINET (TECH) LTD
易聯信息有限公司
206. YOUNG ONCE LTD
樂創作有限公司
207. YSHINE GLOBAL CO LTD
香港源生股份有限公司
208. ZERO-PLUS INTERNATIONAL LTD
209. ZHIWEILAI (HK) FOOD LTD
知味來(香港)食品有限公司

Join Us
成為我們的會員





GS1 HK Calendar

<p>7 SEP World AI Show (GS1 HK will join as speaker)</p>	<p>23 - 24 SEP Cloud Asia Expo 2020 (Hybrid) by Closerstill* (GS1 HK will join as speaker and have exhibition booth)</p>	<p>24 SEP Basic Barcode Workshop</p>	<p>13 OCT Symposium on Innovation 2020 Jointly Organised by HKETA & HKTDC*</p>
<p>29 OCT Basic Barcode Workshop</p>	<p>3 NOV Co-organised webinar with HKMA: e-Commerce trends in the "New Normal"</p>	<p>17-18 NOV ALMAC 2020#</p>	<p>17-19 NOV Retail Asia Expo 2020* (GS1 HK will join as speaker and have exhibition booth)</p>
<p>19 NOV GS1 HK Summit 2020</p>	<p>26 NOV Basic Barcode Workshop</p>	<p>30 NOV Business of Design Week (BODW)*</p>	<p># GS1 Hong Kong is a sponsor GS1 HK為其中一個贊助商</p> <p>* GS1 Hong Kong is the supporting organisation GS1 HK為支持機構</p>



ALMAC 2020 - Asia's largest conference for logistics, maritime and aviation. As one of the sponsors, GS1 HK will host the Supply Chain Forum and exhibit various "Go Digital · Go Smart" solutions at the event.

亞洲物流航運及空運會議2020 - 亞洲最大型的物流、航運及空運會議。GS1 HK為贊助商之一，將籌辦「供應鏈論壇」及展出各個「Go Digital · Go Smart」方案。



GS1 HK Summit 2020 - An important occasion gathering brand owners, manufacturers, key distributors, e-commerce and logistics companies to share their collective wisdom on the integration of smart technologies, don't miss the chance to exchange insights and sparkle new ideas. Please refer to backcover for more details.

GS1 HK高峰會2020 - 匯聚品牌商、生產商、分銷商、電商及物流公司的盛大活動，探討企業可如何善用創新智能技術開拓嶄新業務模式。立即把握機會與各行業人士分享見解，刺激新思維。請觀看封底了解更多。



GS1 HONG KONG SUMMIT

19 November 2020

SCALING DIGITAL TRANSFORMATION TO CREATE NEW VALUE



To respond, recover and thrive in the "new normal", brands are accelerating digital transformation. Themed "**Scaling Digital Transformation to Create New Value**", this year's Summit will explore ways to integrate smart technologies, innovation and new business model that sharpen your business edge, enhance collaboration, drive digital transformation in today's competitive market and battered economy.

Distinguished SPEAKERS



Key TOPICS not to be missed



Redefining the Smart Supply Chain Through Digital transformation



New Retail Landscape 2020



IoT and 5G power up a Smart Airport



CEO Panel: Championing Omni Business Innovation



Enabling Digital transformation Data Driven Intelligence



Planning of a Smart Hospital



A Whole New Level of Traceability with Blockchain Technology in Fashion Industry

Sponsors



<https://www.gs1hk.org/events/gshk-summit-2020>

Register NOW for Early Bird



For enquiry: Email: summit@gs1hk.org | Tel: +852 2863 9736