

“A Penny for Oyster Sauce” - 65 Years of Unwavering Commitment to Operating a Single Store

蠔油加1蚊有原因 65年麵家堅持一店營運

HK Startup Commercialises Superfood with Success Zero-Lactose Ice Cream in Natural Sweetness

港初創研究超級食品 雪糕零乳糖天然甜

Over 80% Companies' Inventory Management Falls Short as the Weakest Link

逾8成企業庫存管理未完善 恐成公司弱點

One Thing that Impacted the World Economy
撼動全球經濟的一件事



Keith Siu

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美心集團首席營運官(香港及澳門)

Executive Connect 管理層專訪

**Local F&B Titan Stays True to
3 Fundamentals of a Sustainable Business**
本港最大餐飲集團之一 永續經營的3個訣竅



3 Global F&B Trends to Watch 全球餐飲3大趨勢

Forbes* cited a trend report by a global food & restaurant consultancy firm: besides describing pistachio as “nut of the year” appearing in foods like milkshake, Danish Pastry, pesto, etc., the online article told how AI technology can revolutionise the F&B industry.

Labor shortages in the industry has led to tasks such as cooking, food delivery, table service, and cashiering gradually aided by more robots. The report predicts that in the future, artificial intelligence could help make decisions on operations, such as deciding procurement volume based on weather, foot traffic and sales history, etc., making profit forecast, or even developing into “unmanned restaurants/unmanned food factories.”

The report also stated that supermarket sales of plant-based meat dropped about 10% by volume in the last 12 months. Besides factors like price and taste, it suggested people are increasingly dubious about the complicated ingredient labels and its ultra-process compared to the “real food”, as well as its self-claimed benefits without an official validation by the authority. The plant-based food sector may still grow, but in different directions like “hybrid meat”, subject to a breakthrough of all obstacles.

Pickup is the new delivery, restaurants are facilitating self-pickup to save customers delivery fee, often as much as 30-50%. Foreign restaurants are even building pickup-only stores, exclusively for people who've ordered via a mobile app. The fulfillment can be as quick as 30 seconds as consumers drive to pickup after ordering.

Built on the motto “Continuous innovation, relentless commitment to putting quality, customers and people first”, the cover story recounted Maxim's Group evolution into one of the largest local catering groups; the 2nd generation owner of Mak Man Kee, on the other hand, shared the reasons for maintaining 1 store in 60+ years and new product launched during COVID; Local foodtech startup, Meat the Next, has been researching plant-based protein since 2017 and successfully commercialised into vegan ice cream, the spokesperson recalled his adventure in our interview.

Enjoy reading.

* “4 Top Food Trends of 2023”, 《Forbes》 21 December, 2022, <https://www.forbes.com/sites/eustaciahuen/2022/12/21/4-top-food-trends-of-2023/?sh=6105aa997dd0>



《福布斯》*報導了一家餐飲業諮詢機構的報告，除了提到開心果經常出現在奶昔、丹麥甜餅(Danish Pastry)、青醬等不同食品、成為「年度之果」外，亦指出人工智能等科技可顛覆餐飲業。

行業人手短缺，令煮食、送餐、執枱、收銀等工作陸續以機械人輔助，而報告估計未來人工智能更可學習成為營運經理去作決定，如根據天氣、人流、銷情等去釐定食材採購量、預測收入等，甚至發展成「無人餐廳/無人食品工廠」。

報告亦指超市的植物肉銷量在過去12個月降10%，除價格、味道因素外，消費者發覺食材標籤異常複雜，甚至懷疑比真肉的加工程序更多，亦缺乏權威機構監管；但相信未來會往不同方向發展、如混合肉等，只是「時辰未到」而已。

另一趨勢是「外賣自取」會比送餐發展更強，因為送餐服務支出對餐廳來說可高達30-50%，所以外國的外賣自取店大行其道，讓消費者「手機落單，駕車自取」，30秒內完成。

今期封面故事的美心集團便基於「創新求進、以人為本、以客為先及以質為根」的理念，發展成為全港最大餐飲集團之一；麥文記第二代傳人則「慢工出細貨」，60多年只開一店，在疫情時才拓新產品；本地食品科技初創 Meat the Next亦會分享如何在2017年研發植物蛋白至今，神推鬼孖下推出純素雪糕，成功將科研商品化。

歡迎閱讀更多精彩內容。

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2023 July 七月 Contents 目錄

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About GS1 Hong Kong 關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity and facilitate commerce connectivity, through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organizations, government, and technology providers, we can foster a collaborative ecosystem with the vision of “Smarter Business, Better Life”.

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

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香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立,是GS1®環球組織的香港分會,提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務,助企業數碼化,提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易。

GS1 HK目前有近8,000名企業會員,涵蓋約20種行業,包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態,實踐「智能商貿,優質生活」的願景。

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Local F&B Titan Stays True to **Three Fundamentals of a Sustainable Business** 本港最大餐飲集團之一 **永續經營的3個訣竅**



Keith Siu

Chief Operating Officer (Hong Kong & Macau)
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The renovation project of the Maxim's Centre, once served as a food manufacturing and processing plant, is the brainchild of a 4-person team led by Keith Siu, Chief Operating Officer (Hong Kong & Macau) of the Maxim's Group. Awarded "Platinum" grade in the BEAM Plus Certification by Hong Kong Green Building Council for its multiple green features for energy conservation, the building is equipped with employees' canteen and training facilities which in total spans for over 10,000 sq. ft. One may easily tell the building's design philosophies to be "Learning with an Open Mind, Striving to Innovate" and "Assess and Change, Aspire to Lead" by reading the banners in the meeting rooms. Keith noted that the key to the Group's sustainable growth is about people-centric and customer-focus approach, pushing boundaries with innovation, and a dedication to quality.

Innovation through Technology

Maxim's IT department is like a sizeable tech firm with a team of 100 employees. The Group's insistence on digital transformation in difficult times has made it well prepared for the dynamic market environment. Keith said, "We felt the power of technology long since, for example the Enterprise Resource Planning (ERP) system installed more than a decade ago has streamlined the workflow of the front and back office, connected various departments such as production, procurement, logistics, sales and finance, helping to improve efficiency, expand business and strengthen our advantages."



翻新了的美心集團大樓，原為食品製造及加工廠，是由美心集團首席營運官(香港及澳門)蕭德威(Keith)領導的4人小團隊的心血結晶，榮獲「綠建環評」鉑金級認證。大樓除有多項先進而全面的綠化節能設備，亦有逾1萬平方呎的員工餐廳和培訓場地，其設計心思正反映出「虛心學習努力創新」、「檢討改革 急起直追」等懸掛在會議室內的標語背後理念。Keith稱集團一直以人為本、創新求進、以客為先及以質為根，是其可持續發展成長的關鍵。

透過科技創新求進

美心的IT部門聘有逾100名員工，規模媲美一間科技公司。集團在艱難時期堅持數碼革新，做足預備面對市場變化。Keith表示：「我們深明科技的重要，所以10多年前已推行ERP(企業資源規劃)系統，打通前線及後勤工作流程，連接生產、採購、物流倉儲、銷售、財務等部門，提升公司效能、拓展業務、加強優勢。」

本地餐飲業競爭激烈，集團以科技推陳出新，為顧客帶來驚喜。「現時我們許多食肆都可用手機app訂位和用手機落單，省時方便；亦開發了外賣平台的對接介面，將網上訂單更快更準確地送到廚房。『精靈』的年長食客亦很快已習慣了手機落單模式。」集團亦引入機械人輔助送餐、執枱，讓員工專注提供增值服務。

Facing keen competition in the local F&B sector, the Group banks on digital capabilities to surprise its customers. “Customers can use mobile apps to reserve our restaurants’ seats or order foods in just a few clicks. Our app has also been seamlessly connected to the takeaway platforms, improving speed and efficiency from orders to kitchen. Many of our elderly customers are smart enough to order food on our app already.” The Group has also introduced robot in the outlets to help with food delivery and clearing tables, freeing up staff for other value-added services.



With the emergence of new technologies such as ChatGPT generative AI and Web3, some staff initiated self-study and has proposed new projects for better customer interactions. Keith gave an example that the Group has just launched a Web3-based mobile gaming app called “eatie”, which is the first app in Hong Kong themed around both food and gaming. Customers can win points and rewards in the real world through the virtual gaming experience. This online-and-offline gamification allows users to “eat, play, earn” and aims to increase engagement with customers, particularly the young.

The Group’s another mobile app, “Eatizen”, helps save customers’ waiting time by allowing them make reservations online and pre-order food before arrival, in addition to offering personalised incentives.

ChatGPT人工智能及Web3等新科技冒起，有同事很快已自發研究，並向Keith建議新項目來與顧客互動。Keith指集團剛推出全港首個以美食和手遊為主題，名為「eatie」的Web3手機遊戲，以O+O（線上及線下）模式，聯動現實及虛擬世界，讓玩家透過玩遊戲贏得實體獎勵。美心集團希望透過「eatie」，促進與顧客 - 特別是年輕客群的互動，帶來嶄新的「食、玩、賞」餐飲體驗。

而集團另一手機app「Eatizen」除了為顧客帶來更多個人化的獎賞，更讓顧客可網上訂座，甚至在到訪餐廳前預購食物，節省輪候時間。

Automated Processes and Data Management

Maxim’s Group announced earlier an investment of HK\$49 million in Tai Po InnoPark to establish a real-time data-driven smart production line for mooncakes, using advanced technologies such as Internet of Things (IoT), automated robotics, and computer vision. “The Group’s F&B businesses process over 600,000 transactions and millions of data records every day. We manage all these data through a robust management and analysis system efficiently to facilitate making business decisions quickly,” Keith explained.

As a digital pioneer in the F&B industry, the company became GS1 HK’s member in 1993 and has been using GS1’s ezTRADE platform since 2005. Keith said the GS1 HK’s standards and systems have ignited a new era of digitalisation, helping Maxim’s streamline procurement processes, handle tens of thousands of documents easily every day, reduce labour costs, and improve supply chain management extensively.

“ We have also adopted GS1 HK’s supplier portal to strengthen collaboration and communication between procurement and our suppliers, hence simplifying the workflow between them. 我們近期亦採用了GS1 HK供應商平台，強化與買家團隊之間的協作與溝通，簡化採購和管理供應商的流程。 ”

自動化流程 數據化管理

美心集團年初宣佈在大埔創新園投入共4,900萬港元，採用物聯網、自動化機械人技術、機器視覺等先進技術，建立實時數據驅動的月餅產品智能生產線。「集團旗下餐飲業務每天處理超過600,000宗交易、數百萬條數據記錄，我們透過完善的數據管理及分析系統，高效處理各種數據，迅速為業務作決定。」

公司於1993年成為GS1 HK會員，並由2005年引入本會「通商易」平台沿用至今，是餐飲界數碼化先驅。Keith稱GS1 HK的標準和系統引領數碼風潮，助美心採購流程更順暢、輕鬆處理每天數以萬計的單據，減省人手之餘亦大幅改善供應鏈管理。



Talent Management Strategy: Listening, Empowerment, Providing Resources

Steered by the principle “Where there’s a will, along with clear responsibility and solidarity, there’s a way”, Maxim’s Group hires over 30,000 staff globally and manages 1,900 restaurants and plants in Hong Kong and Macau, Mainland China, and Southeast Asia. Keith spends 70 – 80% of his daily work time listening to staff reports, opinions, and new ideas. “I occasionally have lunch at the staff canteen to chat with different colleagues, in the hope of creating an open culture that colleagues can speak their mind and unleash their creativity and expertise.”

The million-sq.-ft. smart food manufacturing and processing centre located in Jiangmen, Guangdong, had commenced production during COVID despite the obstacles. Keith attributed this to the relentless efforts by his staff, “The biggest challenge at that time was after the arrival of gigantic machinery imported from abroad, the overseas experts couldn’t come in-person for installation and configuration due to COVID restrictions, and could only instruct the local technicians via video conferencing. Yet with the concerted effort of our colleagues, we were able to complete the installation within deadline. The current production capacity not only fulfils local market demands, but also allows us to export globally.”

Maxim’s Mooncakes has been the best-selling household name in Hong Kong for 25 years*. They are made in Hong Kong and widely available in 18 countries including Europe, Americas, Australia, and Japan. “Our 4 factories in Tai Po that span across over 500,000 sq. ft. supply the HK market with cakes, bread, and seasonal foods, while also producing food for other brands. They are the best evidence of Hong Kong’s golden standard.” The Group has earned the Diamond Enterprise Award of the “Quality Food Scheme” for 9 consecutive years from GS1 HK, indicating that it holds world-class level of food safety and traceability standards, assuring their customers the best quality and safety while enjoying the culinary delights.

人才管理之道：聆聽、發揮、提供資源

於全球聘有超過30,000名員工的美心集團，以「專業分工、團結推進、達到目標、事在人為」的作風去營運旗下逾1,900家遍佈中港及東南亞等地的餐廳和廠房。Keith每天用7至8成工作時間去聆聽員工報告、意見和新思維。「我也會間中到員工餐廳午膳，與各部門同事聊天，冀營造開放溝通的文化，讓同事暢所欲言，發揮創意和才華。」

Keith透露在廣東江門市的百萬平方呎智能食品製造/加工中心，於疫情期間能排除萬難投產，亦有賴同事堅持不懈：「當時最大挑戰是從外地運送大型機器到廠房後，海外專家未能到現場安裝設置，只能以視像形式向當地技術人員講解。同事們齊心協力，最終於限期內完成安裝；現時產能不但能滿足國內自身需求，更可外銷全球。」

連續25年本地銷量奪冠*的美心月餅家傳戶曉，一直堅持香港製造，足跡更遍佈歐美澳日等18個國家。「我們位於大埔的四個廠房佔地超過500,000平方呎，為全港供應西餅、麵包、應節食品之餘，亦為不同品牌生產食品，可說是香港品質的金漆招牌。」集團連續9年榮獲GS1 HK「優質食品計劃」鑽石企業獎，表示其具備國際頂級的食品安全及追溯標準，消費者可安心選購享用。



With Great Scale comes Great Responsibility

Sustainable development has been a hot topic in recent years. Maxim's Group has incorporated the idea into its business and operations with 5 focus: "More choices on healthy and sustainable food", "Waste reduction", "Plastic reduction", "Carbon reduction" and "Care". The Group launched the "Maxim's Love Bread Programme" for volunteers to help collect and deliver unsold bread from Maxim's stores to people in need. Since its inception in 2009, nearly 100 social welfare organisations have participated and a total of more than 5.8 million bread have been donated. Keith said, "We have collaborated with a local start-up to upcycle the Group's surplus bread, bread crust and coffee grounds to produce local craft beer 'BOB', and the 'Original BOB' has recently received the Certificate of Bronze (Pale Ale) at the Hong Kong International Beer Awards. We have even introduced 'Coffee BOB' by utilising coffee grounds."

The Group has also launched a pilot programme for regenerative agriculture with Hong Yat Farm. By collecting kitchen waste from factories, such as mango peel and fish bones, the farm converts them into natural enzymes to replace fertilizers and chemical pesticides to grow crops. The Group then buys all related agricultural products to supply for its restaurants, reducing waste and promoting circular economy at the same time.

"We have introduced a trial programme for kitchen waste classification and recycling. 'Education, peer influence and habit change' are the 3 steps that all our teams follow to reduce waste together. For example, through collaborating with CHOMP, a food-saving app, our bakery Homebake will sell its surplus of the day at a discounted price real-time to reduce waste. In addition, we strived to make full use of resources by using recycled plastic bottle materials for our staff uniform and equipment. In fact, we used an equivalent of about 67,000 recycled plastic bottles to produce things like t-shirts for our Maxim's MX's staff in all shops," Keith illustrated.



規模越大 責任越大

可持續發展議題是近年熱話，美心集團將其融入業務和營運，並從五大方向推行，包括「更多健康及可持續食品選擇」、「減塑」、「減廢」、「減碳」和「關愛社區」。自2009年起至今，集團透過「美心愛包計劃」已捐贈超過580萬個麵包，透過近100個社福機構送給有需要人士。Keith表示：「我們與一間本地初創合作，利用集團的剩餘麵包、麵包皮及咖啡渣，釀成本地手工啤酒BOB，原味的『麵包啤』更於五月剛獲得香港國際啤酒獎(Hong Kong International Beer Awards)淡愛爾啤酒組別銅獎。最近我們更推出加入咖啡渣釀製的『咖啡啤』。」

集團亦與「鴻日農莊」開展再生農業試行計劃 - 透過收集廠房的廚餘，如芒果皮、魚骨等，農莊會將之轉化為天然酵素以代替化肥和化學除蟲劑，並用於種植農作物，集團再悉數購買有關農產品以供旗下餐廳/店舖使用，減廢之餘，亦促進循環經濟。

「我們推行廚餘分類及回收試行計劃，並透過教育、影響、改變三步曲，令各營運部門一起減廢。例如Homebake和CHOMP的合作，透過app實時將當天剩餘產品以優惠價格售出，盡量減廢。此外，我們希望物盡其用，多間餐廳會採用膠樽再生制服和用品，如美心MX的員工Tee等等，總共使用了等於約67,000個塑膠樽再生物料。」

“ We will continue to commit to sustainable development, drive innovations through technology, and advance the development of the local F&B industry and the society, with our customer and employee-oriented management philosophy. 美心集團將堅持可持續發展的方向，透過應用創新科技，以貼心為顧客及員工的心思和管理文化，推動餐飲行業和社會發展。 ”



One Thing that Impacted the World Economy 撼動全球經濟的一件事

On 26 June 1974, world's first barcode was scanned in a Marsh supermarket located in Ohio, and the product was a pack of Wrigley's gum.
1974年6月26日，全球首個條碼在美國俄亥俄州的Marsh超市被掃描，該產品是Wrigley的黃箭口香糖。



The little barcode continued to evolve and impacted the global economy, which was the reason why BBC named barcode as one of the **"50 things that made the modern economy"**. And now, over 10 billion products with GS1 barcodes are scanned worldwide every day, including those from over 8,000 companies in Hong Kong.

這個小條碼不斷發展，影響全球經濟。因此，條碼被BBC列為「影響全球經濟的50件事情」之一。現時，全球每天有超過10億件帶有GS1條碼的產品被掃描，其中包括來自超過8,000家香港公司的產品。

As business owners, have you leveraged barcodes to get your products to market faster and expand online and offline businesses?

作為商家的您，有否善用條碼將產品更快推出市場，開拓線上線下商機？



Business Opportunities of Barcodes 條碼商機逐個數

1 Barcodes are the prerequisite for **product listing in physical stores**, enabling more efficient checkout processes, or even self-checkout.
為產品於實體店上架的必備條件，令結賬流程更有效率，甚至是實現自助結賬。

2 Barcodes are also needed for **product listing on e-commerce platforms like Google, Amazon, eBay, and Tmall**, empowering consumers to search & buy your products easier.
將產品進駐電商平台如Google、亞馬遜、eBay及天貓上架，消費者更容易搜尋及買到您的產品。

3 By using barcodes in import declaration to China, **import declaration process to China can be reduced from 20 minutes to 10 seconds**.
產品經傳統渠道/電商進口到中國，使用條碼報關，可以令報關時間就從20分鐘縮短到10秒。

* Declaration by GTIN (barcodes) is mandated for import of 6 types of products including infant food, wheaten food, biscuit, beer, imported wines & liquors and cosmetics
必須使用條碼報關的產品包括：嬰幼兒食品、麵食、餅乾、啤酒、洋酒、化妝品等

4 To enjoy the **free listing function on Google Shopping**, barcodes must be used as identifiers.
善用條碼作識別，就可使用Google Shopping上的免費刊登功能，提升產品曝光率。

5 Consumers can scan barcodes with mobile phones to **search for product information and sales locations on Google**.#
讓消費者用手機掃描條碼，可於Google上搜尋產品資訊及銷售地點。#

6 Barcodes can help **improve the performance of Google Shopping Ads**, increasing clicks by up to 40%.
條碼可提升Google購物廣告(Google Shopping Ads)的表現，有機會最多增加四成點擊。

Prerequisite required. Please contact us to obtain the tips.
需配合相關條件。聯絡我們獲得秘訣。





Infinite Opportunities with Next-Gen Barcodes 一碼盡攬無限商機 / 盡覽多元資訊

Barcodes have gradually evolved to 2D barcodes (QR codes) that can embed more information. GS1 and retailers have set the goal to implement 2D barcodes at retail stores starting 2027 to meet consumers' expectations for greater transparency in information. It is expected that products will feature both 2D & 1D barcodes at that time, and gradually transition to 2D barcodes.

條碼已逐漸演變成能載有更多資訊的2D條碼(QR碼)，GS1及零售商計劃於2027年於零售點開始積極使用2D條碼，滿足消費者對產品資訊透明度的期望。預期屆時產品上將兼具2D及1D兩款條碼，再逐漸過渡至2D條碼。

1QR



1QR Adoption by
Ocean Empire
海皇粥店的1QR案例

In Hong Kong, we are offering 1QR built on GS1 Digital Standards to promote the use of 2D barcodes, so consumers can obtain information about product origin, ingredients, nutrition value, certifications, traceability, authentication, company contact and discounts etc.

在香港，本會建基於GS1 Digital Link標準，推出1QR推動2D條碼的應用，讓消費者掃碼後即時獲得產品原產地、成份、營養價值、證書認證、追蹤溯源、防偽驗證、公司聯絡方法、優惠等的多元化資訊！

7-Eleven Thailand Manages Item's Expiry Date with Next-Gen Barcodes 泰國7-11便利店以新一代條碼管理產品到期日

GS1 DataMatrix

Data encoded: Barcode (GTIN),
Batch / Lot number, Best before date
載有資訊包括：條碼、批次、到期日資料



Challenge 挑戰

7-Eleven stores in Thailand faced the challenge of managing expiry dates on ready-to-eat meals and "grab-and-go" items.

泰國7-11店內售賣多款即食及方便食品，在管理到期日時遇到問題。

Solution 解決方法

They adopted 2D barcodes - GS1 DataMatrix that hold a product's **barcode number, batch or lot number, serial number, "best before" date or expiration date** on food product packaging in over 12,000 7-Eleven Thailand retail stores, and upgraded point-of-sale scanners to read 2D barcodes. A message will pop up at cashier if an expired product is scanned.

於超過12,000間內店內的食品上應用了載有**條碼(GTIN)、批號及產品到期日**資訊的2D條碼(GS1 DataMatrix)，並升級了收銀機設備以讀取2D條碼。若結賬時掃碼的產品已到期，就會提示店員更換產品。

“ We are saving time, simplifying operations in stores, making our stock management processes more efficient and most importantly, not letting any products past their 'best before' dates get into the kitchens of our consumers. 這不但幫助我們節省時間、簡化店鋪營運、還令庫存管理更有效率。更重要的是，避免消費者買到已過期的產品。 ”

Chakrit Hengsirikul

Head of Unit, Research and Knowledge, Architecture and Design Group 7-Eleven



“A Penny for Oyster Sauce”

65 Years of Unwavering Commitment
to Operating a Single Store

蠔油加1蚊有原因

65年麵家堅持一店營運

Dr. Lesley Mak

Mak Man Kee Noodle Shop

麥心睿

麥文記麵家第二代傳人



The local catering sector is often characterised by “short-term gimmicky” and “trend-jacking”, with restaurants come and go within short time like musical chairs. Restaurant owners, after making a fortune from their first store, either expand rapidly, or sell the business then start a new one. Mak Man Kee Noodle Shop (MMK), however, seems defying the norm by stressing “one and only store in the world, since 1958”. The second generation owner of the family business, Dr. Lesley Mak, explained that the reasons behind are both pragmatic and sentimental, inheriting her family’s value.

Persistence through Half a Century

“We had almost picked a lease space in Tsim Sha Tsui to start a 2nd store, then COVID hit and the plan was suspended. We launched a frozen food brand ‘HAMUI’ later which takes up a lot of my time, so the new store now ranks low on my agenda. While many of my cousins are growing their side of family business steadily, I am on my own so I would rather focus on running a single outlet. Looking back, it might be the reason we survived the pandemic.”

“My parents were involved in every single detail of the noodle shop. They taught me to ‘do unto others as you would have them done unto you’, so I have to make sure the food that I provide are of good quality and value. This also relates to the new store opening issue, as I might not be able to oversee the food quality, which is unacceptable in my standard.”

Unexpected Gain

Rumour has it that the oyster sauce in MMK’s menu is a special homemade recipe, so it costs an extra dollar on the bill. Lesley clarified, “The traditional noodle shop uses lard oil to cook fresh vegetables, and they believed it is good enough. So my parents initiated an extra 50 cents charge for oyster sauce on vegetable,

香港餐飲行業素以追隨潮流見稱，食肆「一雞死、一雞鳴」的市場運作屢見不鮮。尋常食肆在獲得第一桶金後，或會開分店、或賣盤後再創新店。麥文記麵家卻標榜「1958年成立，全世界只此一家，別無分店」，是噱頭還是時運不濟？麥文記麵家第二代傳人麥心睿(Lesley)解釋，65年來只開一店是現實原因，也是毋忘初心。

逾半世紀堅持

「之前在尖沙咀看過吉舖打算開分店，可惜疫情來襲、計劃泡湯；現在發展了「蝦妹」急凍食品更分身不暇，開舖計劃亦暫時擱置。家族內其他叔父輩較多子嗣，會幫忙擴充生意；我作為單傳，便唯有專注一點。回想起來，堅持單一門店可能是塞翁失馬呢。」

「我記得當年父母打理店舖，所有大小事務都親力親為、著重細節，亦教導我『泥水佬開門 - 過得人過得自己』的道理，所有食品都必須物有所值。若開分店，我就未必能親身監督食物品質，過不了自己。」





hoping to remind eaters that it is actually not necessary, on a 'pay-at-cost' principle." Employing 5 staff to handle vegetables in kitchen, MMK uses fried lard oil to make it tastier. Lesley emphasised again that the extra cost is not because of some secret recipe of their sauce.

Crowned the Michelin Bib Gourmand award for six consecutive years, MMK has stepped into the frozen food business during COVID. "About 6 or 7 years ago, we ran a 'HAMUI' campaign to spotlight on our forte - a full tiger prawn in each of our wonton. The HAMUI characters, a girl in prawn mascot and her friends, appeared on many of our marketing materials like red packets and desk calendars, hammering home the message. Therefore, it comes naturally for us to use HAMUI brand when we make MMK products available to mass market as COVID strike. The brand now carries products like satay beef and Chinese style beef tenderloin, with the adorable HAMUI characters trying to appeal to the common household."

One Code that Shows It All

MMK has applied GS1 barcode on its packaged products since its debut, facilitating the listing process on retail and online stores, such as Hung Fok Tong and HKTVMall. At the same time, consumers can easily scan the "1QR" (a QR code powered by GS1 Digital Link standard) on the package to read the products' details, latest promotion, and visit e-shop.

About 30 staff members with an average age of 65 are working in MMK shop and production line. The fact that they might not be able to pick up new technology and new way of doing business, has made Lesley give up introducing online food delivery platform, besides the food quality and delivery issues. She believes technologies like 1QR are much simpler even for the elders.

“ With scanning code becomes ubiquitous, 1QR is very cost-effective to boost online sales. We are going to put 1QR on every of our packaged products in the next phase 1QR實在好用，完全配合現時『掃碼』趨勢，是個零成本、高成效工具。我們會在新一批產品包裝上全面應用，期望能帶動網店銷情。 ”

無心之「得」

坊間以為麥文記的蠔油是獨門秘製，所以要「加1蚊」，但原來是誤解。「傳統粉麵店通常以豬油配時蔬，令油菜更香甜爽滑。當年長輩覺得加蠔油是畫蛇添足，為了讓人明白這道理便收取蠔油5毛錢、非為賺錢，只是以『用者自付』原則增設門檻冀食客理解。」Lesley指現時店內有5人負責處理蔬菜，更以燒豬油提鮮，重申並非餐廳的蠔油出名而多收錢。

連續6年獲米芝蓮必比登推介的麥文記推出急凍食品，亦有無心插柳的成份。「我在6-7年前創作『蝦妹』，想強調我們雲吞用全隻虎蝦的形象，做些品牌推廣，如利是封、座檯曆等，加深印象。疫情時要鑽研如何將麥文記美食帶回家，發覺蝦妹形象入屋、年輕可愛，便以品牌推出秘撈沙爹牛肉、中式牛柳等，打入尋常百姓家。」

一「碼」驚人

公司甫推出產品時已應用GS1條碼，方便在零售店/網店上架，如鴻福堂、HKTVMall；更應用了1QR讓消費者簡單掃描QR碼，即可看到產品明細、優惠、網店等資訊。

麵店加工場現有30多個員工，平均年齡65歲；疫情3年間未引入網上外賣平台，全因Lesley需顧慮他們能否適應新科技、新方法，亦難控制外賣送貨質素。她指1QR簡單易用，就算年長一輩亦能輕易理解如何操作。



Appreciating that employees are the greatest asset, Lesley has never laid off any of her staff during the crisis, and has allowed them time to learn and adapt to the evolving business environment. This kind of human touch is what makes customers keep coming back, even for those who have emigrated to foreign countries. MMK's care for employees, pursuit of quality and commitment to customer service are the fundamentals that the company has been recognised "Consumer Caring Company" by GS1 Hong Kong.

Lesley深明員工是最寶貴資產，即使艱難時期亦未曾裁員，反而給予他們充足時間學習，適應新時代。這份人情味亦是讓食客多年來一直幫襯的原因之一，有些已移民顧客甚至專程從海外歸來探望、重溫美味。關愛員工、追求品質、為顧客締造良好體驗，所以麥文記獲GS1 HK的「貼心企業」嘉許。



Future Direction

As pre-packaged food market soars, Lesley has been trying to develop new products such as pork bone flounder fish broth and noodle pastry, which, however have yet to meet the high standards set. As she keeps trying, Lesley is planning to launch traditional mooncakes in Mid-Autumn Festival, and working hard to expand the sales channel to online stores in Mainland China, because she knows that time-honoured brands from Hong Kong and Macau are very popular among consumers in the Greater Bay Area and other parts of China.

The biggest challenge facing SMEs today is manpower shortage, Lesley believes. She is grateful for her teams of loyal and capable staff, who have built a strong foundation for her to transform the business in the changing times.

As the saying goes **"Keeping a business running is way harder than starting one"**, Lesley has been working tirelessly and meticulously in the past 20 years to sustain the priceless inheritance passed down from her parents. Her advice to the F&B industry peers is: quality, faith and agility are the essences for keeping business evergreen.

俗語稱**「創業難、守業更難」**，Lesley廿年來深耕細造、兢兢業業，就是為了不負長輩千辛萬苦留下來的傳承。她寄語其他餐飲業同行，品質至上、堅持初心、因時求變，都是讓生意長青的秘方。

未來發展

包裝食品大行其道，Lesley曾研製如大地魚豬骨湯、麵餅等不同包裝食材，但未達她理想水平，今後會繼續嘗試。她預期於中秋推出傳統月餅，以饗老饕；市場方面，她曾到內地考察，了解港澳老品牌在大灣區甚至全國都頗受歡迎，所以她正積極安排內地電商賣貨，引領麥文記開拓新里程。

Lesley認為現今中小企最大挑戰仍是人手問題，她感恩麥文記有一批既忠誠又能幹的員工，可以讓她在穩固基業上務實改革，迎合市場變化。



Bitly Supports **GS1** Standard-based QR Codes Bitly將應用**GS1**標準於QR碼上



Bitly, the platform for shortening URL & managing links, will implement GS1 Digital Link Standard on the QR codes provided by them to help retailers elevate digital product experiences.

用作縮短URL和管理網址的平台Bitly，計劃應用GS1 Digital Link標準於其提供的QR碼上，助零售業數碼化。

In the first half of 2023, Bitly's Connections Platform saw an 88% growth in QR Code creations within the Consumer Packaged Goods sector. Bitly believes GS1 Standards can empower retailers to better connect with consumers and enhance consumers' digital experience.

Bitly透露於2023年首半年，消費品業在其平台上製作QR碼的數量增長了88%。Bitly認為應用GS1標準能讓零售商加強與消費者互動，提升他們的數碼化體驗。

“ Increasing our support of GS1 Standards is a key way for us to unlock opportunities for brands, retailers, and CPG, and to deliver more value through our platform. 透過加強應用GS1標準，我們可以為品牌、零售商及消費品業帶來更多機遇，並能於我們的平台創造更大價值。

Toby Gabriner
CEO of Bitly

Contact us to learn more
聯絡我們了解更多

T: 2863 9740
E: corpinfo@gs1hk.org



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政府進一步優化先導計劃。由2023年1月1日起，政府資助比例將由1:1提升至**2:1**，以加強對物流業的支援。

成功申請之企業最高可以獲得**港幣100萬元**資助！現正接受申請，歡迎查詢。

Get prepared for the full resumption of cross-boundary logistics. Act now and make use of the Government funding to upgrade and transform your logistics business!

Further enhancement has been introduced to applications submitted to the Pilot Scheme from January 1, 2023 onwards, with the subsidy to be provided on a **2:1** matching basis.

Successful applicants can enjoy cumulative funding ceiling of **HK\$1 Million!** The Pilot Scheme is open for applications now, feel free to contact us for more details!

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HK Startup Commercialises Superfood with Success Zero-Lactose Ice Cream in Natural Sweetness

港初創研究超級食品 雪糕零乳糖天然甜

Edmund Chan
COO & Co-Founder
Meat the Next

陳家銘

Meat the Next 首席營運總監及聯合創辦人



Global food crisis is expected to escalate as multiple factors weigh in: The Ukraine war is making the price of agricultural produces like wheat, corn and sunflower seed spike, as the country's exports may slash by 40%; Rice production is plummeting as China and South East Asia are facing extreme rainfall and typhoon respectively. As such the F&B veteran Edmund Chan, COO & Co-Founder of Meat the Next, aims to use FoodTech to hopefully change the local people's eating habits, by introducing tasty, healthy and inexpensive "green food", cultivating a new generation of sustainable food culture and economy.

Start-up with a Purpose

A report from the United Nations revealed the food system today has contributed to 80% of deforestation and 29% of greenhouse gas emission, which needs to be changed. Edmund accused livestock farming as the main "culprit", causing one-third of emission. When he was conducting some in-depth research on vegetarian menu for his old company, he came across tigernut, a tiger-patterned superfood with rich nutrients like dietary fiber and Omega-9 monounsaturated fatty acid. Able to grow in desert, it helps to improve the quality of farmland and water, holding desertification in check.

He thus partnered with a bio-tech fellow scholar and set up a new firm in 2020, dedicated to research on non-GMO crops like tigernut, soy bean and oat. Using scientific technique like enzyme catalysis, they are able to produce plant-based milk and other dairy products, and in process of patent application for their scientific research results.

"We had tried different formulas with the mix of tigernut, soy bean and oat extracts, and found that the blend can release natural sweetness without adding sugar, while keeping the thick texture and smoothness. It meets the dietary needs of lactose-intolerant and health-conscious people well."

全球糧食危機越演越烈，例如烏克蘭因戰爭將令其糧食出口量減少40%，影響小麥、粟米、葵花籽等價格飆升；中國及東南亞亦因極端降雨及風災等令大米產量下降等。從事餐飲業多年的Meat the Next聯合創辦人及首席營運總監陳家銘(Edmund)期望，利用食品科技(Food Tech)推出既美味健康、價格平民化的綠色食品，改變港人飲食習慣，為新一代永續飲食文化和經濟出一份力。

初創·初心

聯合國報告揭示現今糧食系統造成80%的森林砍伐、29%的溫室氣體排放，必須改變；Edmund直指元兇是畜牧業，佔整體碳排放量三分之一。其時他在研究純素餐單，發現擁有老虎紋的虎堅果(Tigernut)是超級食品，不但含有豐富膳食纖維、Omega-9單元不飽和脂肪酸等營養，更能在沙漠中種植，有助改善耕地質量和水质並緩解沙漠化。

他遂決定與生物科技學者友人一起於2020年創立公司，研究由虎堅果、大豆、燕麥等天然非轉基因的植物原料，利用酶解反應(Enzyme catalysis)等技術製成植物奶及奶類製品。其研究成果正在申請專利。

「我們試過不同配方，發現虎堅果、大豆、燕麥三者融合後，毋須加糖已能釋放天然甜味，亦增加濃稠度和順滑口感，讓乳糖不適症的患者和關注健康人士亦可大快朵頤。」





Good “Food” Needs No Bush

Meat the Next premiered 4 types of GROWSOME O vegan ice cream in Hong Kong, already selling tens of thousands of cups each month with tofu flavor top the chart. “People love ice cream but usually feel concerned about the high level of fat and sugar, and some even allergic to milk; for that we made vegan ice cream with only 2% of sugar, minimising their health concern.”

“The tigernut oat milk-based ice cream is made locally: we tested the water before, serving as dessert in a social enterprise banquet and received excellent feedback. The on-going comments we heard has kept us improving and facilitated our listing onto the shelf of UNY, APITA and Green dot dot fairly quickly.”

From Seed to Table Transparency

With limited resources, Edmund makes the most out of every event and word-of-mouth opportunities to raise awareness of the brand. Knowing that GS1 GTIN (barcode) can generate QR code with “1QR”, he modified the product packaging that adds the QR code.

“1QR fits perfectly the tiny space on our tigernut ice cream package, helping us to provide additional information like the latest offers and point of sales, ingredient source, research result certification, sustainable production process, etc. It is important to new brands like us, which secure not only customers’ confidence and trust with the info, but also match with today’s consumers’ ‘search and buy’ shopping behaviour. 我們虎堅果雪糕外觀位置有限，『1QR』正好讓我們提供更多資料，例如最新優惠及銷售點、材料來源、科研認證、可持續的製造流程等。這對我們新品牌尤其重要，能建立顧客信心和信任，非常符合現今消費者『先搜後買』的購物模式。”

有「營」自然香

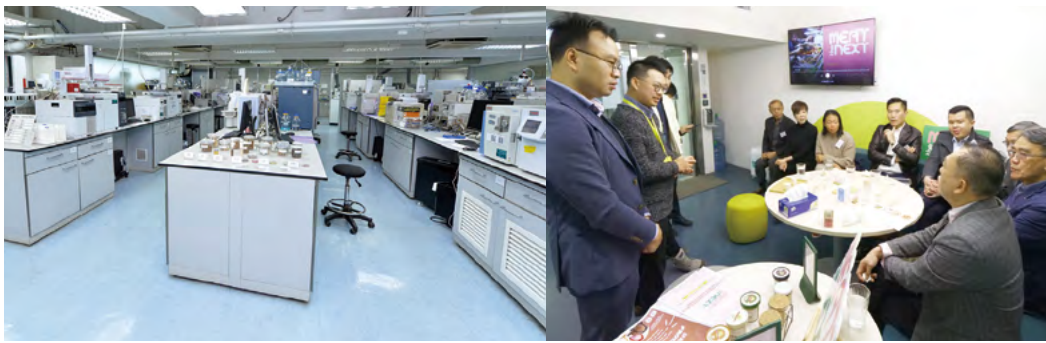
Meat the Next率先在港推出GROWSOME O純素雪糕，四款口味中以豆腐味最好賣，月銷數萬杯。「我們留意到許多消費者愛吃雪糕但怕肥怕高糖，也有對牛奶過敏人士，所以特地調配只有約2%糖份的純素雪糕，不會加重身體負擔。」

「這批本地製造的雪糕以虎堅果燕麥奶作為奶底，之前曾在市場試水溫，在社企大型宴會上奉作甜品，反應出乎意料地好，更讓我們得以聆聽意見、持續改善，所以很快已將產品在UNY、APITA、點點錄等超市上架。」

從種子到餐桌的透明度

Edmund表示公司資源有限，暫以參加活動、口耳相傳等方式來提升知名度。他得悉GS1條碼能同時生成QR碼「1QR」，已即時更新包裝設計，加入二維碼。





The company's R&D lab is ideally located at CMA Testing and Certification Laboratories to facilitate acquiring the "1+7" nutrition label. As Edmund heard about the "Salt / Sugar" Label Scheme for Prepackaged Food Products by Food Safety Centre of which 1QR can display, he promised to apply soon for additional certification that can reinforce buyers' confidence.

公司在CMA檢定中心設實驗室，方便產品進行1+7食品安全認證；當Edmund獲悉食物安全中心推出了預先包裝食品「鹽/糖」標籤計劃，而「1QR」亦能支援展示，即時表示會儘快申請、追加認證內容，以提升買家信心。

Say 'No' to Greenwashing

Seeing the rising demands for vegan products, plant-based meat and superfood, Edmund hopes to introduce non-dairy cheese, plant-based luncheon meat, dumplings and dim-sum, after a solid market base is built. Besides locally-developed Foodtech, Edmund stressed that the premium plant-based food source and the sustainable approach are the company's advantages. "Our tigernuts are grown in the barren Inner Mongolia desert, so the local farmers are benefited from the initiative enjoying new value. By extracting the balanced nutrients from the yield to create non-dairy products, we are in a unique position to advance sustainability."

拒絕「漂綠」

市民對純素食品、植物肉、超級食品等需求有增無減，Edmund期望儘快打好基礎，未來再製作非乳製芝士、植物性午餐肉、餃子點心等更多新產品。他指Meat the Next與坊間產品相比，除了有本地原創Foodtech外，其植物性優質原料和永續理念亦是致勝之道。「虎堅果則產自內蒙古沙漠，其土地荒涼，正好為當地農民創造新價值；再用來提煉成有均衡營養的非乳製品，真正做到可持續發展。」

Tasty and healthy, inexpensive, low-carbon and sustainable profitability are some of the guiding principles of Meat the Next. From calling on every single university for collaboration, to finding support from venture capital, Edmund knows the journey of commercialisation is tough and requires keen attention to the balance of research results and market needs.

好味、有益、廉宜、低碳、永續發展，這些都是Meat the Next的經營目標。Edmund由當初要挨家逐戶向大學叩門查詢合作，到現時獲創投支持，他能體會科研商品化旅途中，要平衡科研成果和市場需要的艱難。

He advised other fellow start-ups in addition to staying passionate, finding collaborators in different stages of development and listening to the market voices are also key to grow steadily.

他勉勵其他初創不單要有「有團火」，也要在不同發展合作中共贏，並聆聽市場聲音，才能務實成長。





Globally, climate change is leaving a devastating impact on our environment and the health of some of the most vulnerable and marginalised people. According to the International Agency for the Prevention of Blindness (IAPB), climate change negatively impacts people's eye health by creating conditions that can lead to infections, allergies, and eye diseases.

Climate change can increase the rate of trachoma infections through decreased access to clean water and sanitation. Increasing ultraviolet radiation caused by atmospheric pollution can lead to early onset of diseases like cataract. Air pollution has also been linked to increases in allergic eye diseases, glaucoma and age-related macular degeneration.

The eye health sector is also a massive consumer of resources and emitter of greenhouse gases through the delivery, production and transport of products, services and technologies from a carbon-intensive supply chain. According to a report conducted by ARUP, the health care sector is responsible for an estimated 4.4% of global greenhouse gas emissions, equivalent to the emissions from 514 coal power plants.

As the leading eye health and international development organization, The Fred Hollows Foundation is promoting leadership and coordinated action to address the growing impacts of climate change on eye health and improve environmental sustainability in the eye health sector.

The Foundation incorporates environmental sustainability into our operations, sustainable procurement, facilities management, service delivery, education, advocacy, research and collaboration.

The Foundation has partnered with the Tilganga Institute of Ophthalmology in Nepal to build an energy efficient community eye hospital. The Nijgadh Community Eye Hospital incorporates environmentally sustainable practices including the use of renewable energy, water saving technology, waste management strategies, correct handling of medical waste, recycling and planting of trees.

The Foundation views Nijgadh a showcase hospital for the future of the eye health sector and a lower-emission health care service delivery model.



The Fred Hollows Foundation is a global leader in eye health and international development working towards the elimination of avoidable blindness. Founded in 1992 by the late Professor Fred Hollows in Australia, The Foundation now works in more than 25 countries in Australasia, Africa, East Asia, South Asia & Middle East. The Foundation trains local doctors and health workers, builds and upgrades facilities, and provides equipment in order to achieve long-term sustainable eye health care.

Find out more: www.hollows.org/hk

Over 80% Companies' Inventory Management Falls Short as the Weakest Link

逾8成企業庫存管理未完善 恐成公司弱點



The aggregate results of SCMM (Supply Chain Management Model) self-assessment by 89 companies in HK shows that 87% of companies are in their initial stage of "inventory visibility", and 60% of them have not used barcode or RFID in stock-in/stock-out operation. About 60-70% are still using fax or email to track inbound/outbound shipment.

89位企業人員進行了「供應鏈成熟度模型(SCMM)」自我評估，結果顯示87%公司在「倉庫透明度」處於初階，包括6成公司未有用條碼或RFID去作入貨/出貨管理，並有逾6-7成仍在用傳真或電郵來掌握入境/出境貨運資料。

Adopt barcode or RFID in stock-in / stock-out operations
在入貨/出貨流程上採用條碼或RFID



40% Yes 有

60% No 沒有

Ways for inbound shipment tracking
收集入境貨運資料方法

71%

16%

13%

Ways for outbound shipment tracking
收集出境貨運資料方法

61%

22%

17%

By Fax/Email
傳真或電郵接收

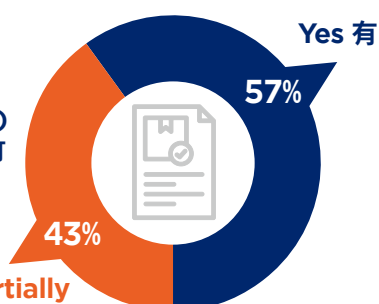
By ASN or arrival notice
接收ASN或到達通知

By digital documents like EDI/XML integrated with ERP or IT System
以連接ERP或IT系統接收EDI/XML等電子貨運文件

Despite most companies (73%+) knowing their inbound / outbound shipment status, only about 60% knows the complete picture of the status of purchase orders and sales orders (received, in-transit and work-in-progress). It came to a surprise that about one-third of companies do not use any IT system to record all stock movement for all warehouses.

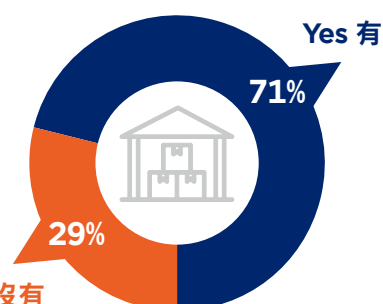
大多數(73%以上)企業清楚知道出/入境貨運情況，但只有約6成完全掌握公司採購訂單/銷售訂單的情況(收到、運送中或處理中)。令人驚訝的是，約三分之一公司(29%)未有以數碼方法，全面清晰地記載所有存庫產品的進出記錄。

Know the status of purchase orders (received, in-transit and work-in-progress)
是否清楚知道所有採購訂單情況



No/Know only partially
沒有/只知道部份

Use IT system to record all stock movement history at warehouse
公司系統會記錄所有倉庫的全部庫存動態



No 沒有

Companies Still Use Manual Methods to Record Goods Inflow & Outflow 企業仍以手寫方法記錄貨物進出

GS1 HK's Principal Consultant Heidi Ho pointed out that some companies are still using hand-writing and paper-based records for inventory in/out operations, with no plans to digitalise the warehouse. Not only would it jeopardise stock-take and other tasks, but also create discrepancy on record against the actual inventory volume (29% respondents indicated big discrepancy during stock take all the time), causing shortage or over-stock and affecting profit margin.

本會首席顧問何雅賢指，不少企業仍沿用手寫或紙張方法記錄貨物進出，亦未有將貨倉數碼化，不但令盤點等程序費時失事、數據有誤差之虞(29%公司表示文件數據與真實存貨量有差異)，更甚者會出現缺貨或過多存貨，影響利潤。

“ With the use of technologies, companies can instantly monitor inventory data & status and implement “first-in-first-out” management practices, which in turn enable visible inventory in both online and physical stores, facilitate sales & promotions and prevent excess stocks to drive revenue growth. In addition, digitalisation is also the key to solve manpower shortage issue.” 管理人員必須善用科技，時刻監察倉存數據及情況，方便實踐『先進先出(First-in-first-out)』等管理，讓網店及實體店的庫存清晰，從而便利促銷及減少剩貨，增加營業額。此外，數碼化亦是企業解決人手短缺的關鍵。 ”



Heidi Ho 何雅賢
GS1 HK Principal Consultant
GS1 HK 首席顧問

4 Basic Improvement Advices 大基本改善建議

- 在出入貨時採用條碼/RFID技術
Adopt barcode/RFID in stock-in/stock-out operation
- 利用貨運預報(ASN)/電子交付憑證(ePOD)查閱出入境貨運情況
Adopt ASN/ePOD to track inbound/outbound shipment
- 利用ERP記錄產品出入數據、追蹤採購和銷售訂單進度
Record stock movement and track status of purchase orders and sales orders using ERP or IT system
- 分析存庫差異原因，檢視貨品進出操作
Analyse reason of discrepancy and assess stock-in/stock-out process

Supply Chain Maturity Model is a means to measure the readiness and completeness of supply chain operations against standards, covering 5 parts: (i) supply chain planning; (ii) sourcing; (iii) warehousing and logistics; (iv) return and (v) inventory visibility.

該測試以全球標準去衡量供應鏈營運的完善程度和完整性，涵蓋5個部分：(i) 供應鏈規劃、(ii) 採購、(iii) 交付、(iv) 退貨及(v) 庫存透明度。

1-minute Video Series on Smart Warehouse Management 智慧倉管1分鐘教學系列

Video 短片1



Watch the video
觀看短片



Procure - Sell - Warehouse” one-stop logistics management depends on a thing, what is it?
「採購-銷售-倉存」物流管理一條龍，要靠一項目，是什麼？

Video 短片2



Watch the video
觀看短片



Is it good to manage warehouse with Excel sheet?
How to improve?
用Excel作庫存管理可靠嗎？有什麼可改進地方？

Do you need to digitalize your supply chain? We can help you in process consultancy, contact us to learn more 您需要將供應鏈數碼化嗎？本會可以幫您做流程諮詢，聯絡我們了解更多
T: 2863 9740 E: corpinfo@gs1hk.org



Outsourcing Local Delivery to Ensure Fulfillment?

送貨搵外援免「甩轆」



SMEs usually handle their daily delivery with their own small delivery fleet, but as the economy recovers and orders increase, can the company's logistics keep up with the sudden spikes in demand? Have delays in delivery occurred due to a lack of manpower?

To support SMEs, GS1 HK launched "ezSHIP", a smart logistics matching and service ordering platform, enabling merchants to easily assign the right shipment, to the right carrier, at the right price, with just a few simple steps.

中小企平日靠小型貨車送貨尚可應付自如，但隨著經濟復常、訂單增多，公司物流是否能配合突如其來的銷量？曾否因人手問題延遲交貨？

本會推出「送貨易」智能物流配對服務平台，讓中小企只需簡單步驟，即可貨比三家、再選出最佳承運商進行派送。



How "ezSHIP" works 「送貨易」流程



(non-ezTRADE user) Login "ezSHIP" and input product information and shipping needs, then submit Request-for-Quotation.

(非ezTRADE用戶) 登入「送貨易」，輸入

貨品資料、送貨要求後詢價。

(ezTRADE user) Login "ezSHIP", product info directly extracted from ezTRADE PO, simply input shipping needs, then submit Request-for-Quotation.

(ezTRADE用戶) 登入「送貨易」，貨品資料直接從ezTRADE訂單提取，輸入送貨要求後詢價。



Platform shows multiple carriers' quotations for merchant's assessment and

validation. Upon consent, the selected carrier will then call to discuss delivery arrangements. 平台顯示多家承運商報價，商家評估及確認價單後，與承運商聯絡送貨事宜。



Merchants track delivery status and performance anytime. Carrier will provide ePOD

(electronic proof-of-delivery) on "ezSHIP" once delivery completed. 商家可實時監察貨品狀態及表現，承運商在送貨後將電子交貨證明「送貨易」平台傳回予用戶。

Benefits: Saves Time and Resources, Compare Prices Anytime

好處：省時省力，隨時貨比三價



Search and book anywhere, anytime
隨時隨地搜尋及預訂



Monitor real-time delivery status and service performance
實時監察貨物派送的狀態和服務表現



Gain insight of logistics data with analysis
加強對物流的數據分析



Enable capacity planning customised to needs
根據需求更好地制定容量規劃



ezTRADE users can use the ePOD (electronic Proof-of-Delivery) from the platform to apply for digital trade financing, so that banks can make more accurate credit facility assessment based on the alternative data.

ezTRADE用戶在取得派送的電子交貨證明(ePOD)後，可用作數碼貿易融資的依據，讓銀行獲得更多替代數據作出更精準的評估。

Smooth Goods Flow, Cash Flow, Information Flow

物流、現金流、信息流 三流暢通

Hong Kong has been the international financial, logistics and trade hub, underscored by the outstanding connectivity of people, goods, capital and information across different regions and sectors. GS1 HK has committed to facilitate these flows in over 3 decades, and beyond. In recent years, we also foster a trusted “digital trade” ecosystem by increasing the connectivity between buyers & suppliers:

香港是國際金融、物流及貿易樞紐，當中一個關鍵是人流、物流、資金流、信息流在不同地域和界別之間互聯互通。GS1 HK在30多年來促進其中三流暢通，近年更致力構建互信的「數碼商貿生態」，促進買家及賣家之間的商貿聯繫：



ezTRADE - a B2B Order-to-Cash platform: An industry EDI (electronic data interchange) platform widely adopted by about 2,000 companies in Hong Kong and China, across retail and FMCG, cosmetics, healthcare to food and food services industries. It facilitates the exchange of tens of thousands of electronic orders, invoices and shipment notices among trading parties every day.

「通商易」B2B「訂單到現金」平台：行業的「電子數據交換平台」，已成為2,000多家零售、消費品、醫療、餐飲等商戶之間的交易工具，每天傳送數以十萬計的電子訂單、發票等資訊。

Digital Trade Financing Service: Built on the trusted “ezTRADE” transaction data, we partner with banks to launch digital trade financing service, which empowers SMEs access financing in a digital and straight-through manner with significant cost and time-saving, while banks enjoy faster and more accurate assessment of the financial health of SMEs, paving the way for better and faster banking service. With the debut of “ezSHIP” that connects logistics data, GS1 HK has been fostering a transparent, trusted business ecosystem in Hong Kong.

數碼貿易融資服務：憑藉「通商易」可靠可信的貿易數據，本會與銀行合作推出數碼貿易融資服務，讓中小企融資申請程序化繁為簡、省時省人手處理，亦讓銀行更快更準確地評估中小企的財務狀況，提供更佳銀行服務；「物流易」平台更可聯通物流數據，建立透明互信的商貿生態。

Supplier Portal: supporting seamless communications and collaboration between buyers and suppliers, enabling product and related information/document exchange.

「供應商平台」：促進買家及供應商聯繫及協作，推動信息、產品信息及其他相關信息和文件的傳遞。



Showcasing “Digital Trade Financing” Solution at HKMA Data Summit 於「HKMA Data Summit」上展示 「數碼貿易融資方案」



Hong Kong Monetary Authority organised the “HKMA Data Summit” to showcase how “Commercial Data Interchange (CDI)” empowers more possibilities with scalable, secure and efficient data sharing.

Our Chief Operating Officer, Dr. Stephen Lam, shared how “Digital Trade Financing” enables SMEs to apply for trade financing faster & easier. In addition, GS1 HK also showcased and exchanged insights with banking experts in the event.

早前香港金融管理局早前舉行了首屆「HKMA Data Summit」，展示「商業數據通(CDI)」如何令數據共享可擴展、更安全及更有效。

本會首席營運總監林漢強博士於活動上分享了「數碼貿易融資服務」如何助中小企借錢更快更簡易。此外，本會也於活動上展示「數碼貿易融資服務」，並與銀行業專家交流。



DBS-GS1 HK Digital Trade Financing Solution Won Award DBS-GS1 HK「數碼貿易融資服務」獲獎

Our Digital Trade Financing Solution in partnership with DBS Bank HK has been recognised by The Asset Triple A Awards as “The Editors’ Triple Star Pick for APAC”.

The DBS-GS1 HK Digital Trade Financing Solution empowers SMEs to use their transaction data (e.g. purchase order/ invoice) as “alternative data” for bank’s credit assessment and approval process. Such digitalised process brings faster & simpler trade financing application for SMEs, and provides dynamic & recurring amount of financing based on up-to-date invoice records.

本會與星展銀行(香港)推出的「數碼貿易融資方案」早前獲The Asset Triple A Awards嘉許為「The Editors’ Triple Star Pick for APAC」。

與星展銀行推出的「數碼貿易融資方案」除讓中小企可以善用自身電子貿易數據如訂單/發票作「替代數據」，供銀行作數碼貿易融資審批，令融資流程數碼化、更快、更簡單外，更可根據公司實際未收賬的發票金額，每日作靈活更新獲批的可用金額！

The Key to Ensure **Reliable & Accurate Clinical Trials**

at the Right Time

確保**準確及可靠臨床實驗**的關鍵



In the realm of clinical trials, ensuring that every subject receives the right investigational product at the right time is crucial.

Implementing industry-approved GS1 standards in clinical trials has become pivotal, bringing the following benefits to clinical trials:

- ✔ Empowers a common approach in identification and barcoding of investigational products.
- ✔ Streamlines operations from inventory management to shipment requests and beyond.
- ✔ Standardises the clinical trial supply chain so clinical trial professionals can enjoy seamless communication and efficient data exchange among all stakeholders.

在臨床實驗中，確保每個受試者在正確的時間接受正確的研究產品至關重要。

應用業界認可的GS1標準為實現以上目標的關鍵，為臨床試驗帶來以下好處：

- ✔ 實現以同一方法識別及為研究藥品編碼
- ✔ 簡化從庫存管理及至運輸需求的管理
- ✔ 透過將臨床實驗供應鏈標準化，讓相關專業人員能更有效地與各持份者溝通及交換數據。

GS1 Standards for use 所應用的GS1標準



GTIN

Identification of products
產品識別



GLN

Identification of location
位置識別



EDI

Electronic data interchange
電子數據交換

“ Global standards will allow pharmaceutical companies to concentrate on what they are actually best at. That is to develop high quality drugs that are effective and safe to use for patients. 透過應用全球標準，製藥公司可更專注於他們擅長的事情—為病人開發出有效又安全的高質量藥物。 ”

Michael Hofling

Senior Information Scientist at Boehringer Ingelheim

Contact us to learn more about GS1 Standards in healthcare

聯絡我們了解應用於醫療行業的GS1標準

T: 2863 9740 E: corpinfo@gs1hk.org



Close to 400 Industry Practitioners

Explored Innovative Solutions

匯聚400位業界人士 體驗創新方案



Around 400 industry practitioners joined the 2nd **GS1 HK Solution Day** throughout the half-day event to explore & experience 18 innovative solutions in 5 thematic zones (digital product journey, omni-channel commerce, digital trade, smart retail, smart operations). Roy Ng, Vice-chairman of GS1 HK and Lillian Cheong, JP, Under Secretary for Innovation, Technology and Industry delivered welcome remarks and opening address respectively.

早前第二屆**GS1 Hong Kong Solution Day**匯聚了約400位行業人士於不同時段參與，親身體驗5個主題展區(數碼產品管理、全渠道商貿、數碼貿易、智慧零售及智慧營運)的18項創新方案。主辦方GS1 HK董事局副主席伍俊達、主禮嘉賓創新科技及工業局副局長張曼莉太平紳士分別致歡迎辭及開幕辭。

Unleashing the Potential of Supply Chain Data 拆解供應鏈數據效益

A fireside chat session was held at the event, in which GS1 HK & DBS Bank (Hong Kong) revealed 2 benefits of supply chain data intelligence:

活動上進行了Fireside chat，由本會與星展銀行(香港)拆解企業可如何善用供應鏈上的數據，達至2大效益：



Identify the Right Logistics Provider Faster 更快配對物流

Dr. Stephen Lam, Chief Operating Officer of GS1 HK introduced the newly launched “ezSHIP” solution that enables shippers to match suitable logistics providers faster and easier according to their criteria (e.g. capacity & delivery time etc).

本會首席營運總監林漢強博士介紹了全新推出的「送貨易」方案，託運人只需提供送貨要求及條件(如容量需求、送貨時間等)，就可以更快、更輕鬆配對價錢合適的物流承運商。



Increase Working Capital 提升資金流

Sandy Tan, Executive Director, Head of Ecosystems, Institutional Banking Group and Ella Yu, Senior Vice President, Ecosystems, Institutional Banking Group of DBS Bank Hong Kong shared how companies can use the transaction data in supply chain for banks' trade finance approval and obtain working capital faster.

星展銀行(香港)有限公司企業及機構銀行執行董事陳蓮花、星展銀行(香港)有限公司企業及機構銀行高級副總裁Ella Yu分享了企業如何以供應鏈上的貿易數據供銀行作融資批核，更快獲得營運資金。



Monitor Environmental Data on 7x24 Basis to Boost Operational Efficiency 7x24監控環境數據 提升營運效率

Joseph Lun, Chairman, The International Medical Co Ltd shared how they adopted Smart Operations in warehouse & trucks to automate temperature and humidity processes and enhance operational efficiency.

全球藥業有限公司主席倫洪楷(Joseph)於活動上亦講解了他們如何於倉庫及貨車上應用智慧營運，透過傳感器將溫度及濕度記錄工序自動化，提升營運效率。

Read the
business case
閱讀成功案例



Contact us to watch the 2 presentation videos
聯絡我們重溫當日2個分享片段

Tel: 2863 9740
Email: corpinfo@gs1hk.org


89 Local Companies Committed to “Consumer-first” Strategies 89間本地企業堅持「以客為先」



The award presentation ceremony for GS1 HK “Consumer Caring Scheme” (the Scheme) was also held at GS1 HK Solution Day, with Dr. Bernard Chan, Under Secretary for Commerce & Economic Development, Hon Duncan Chiu, Legislative Council Member, Anson Lai, Deputy Director, General Trade & Industry Department, Roy Ng, Vice-chairman of GS1 HK Board of Director, Dr. Toa Charm, Chairman, HK IoT Industry Advisory Council of GS1 HK and our Chief Executive Anna Lin as the award presenters.

GS1 HK Solution Day上也舉行了本會「貼心企業嘉許計劃」(計劃)的頒獎典禮,由商務及經濟發展局副局長陳百里博士、立法會議員邱達根、工業貿易署副署長黎日正、本會董事局副主席伍俊達、GS1 HK香港物聯網產業諮詢委員會主席湛家揚博士及本會總裁林潔貽擔任頒獎嘉賓,嘉許了多間堅持「以客為先」的本地企業。

How to Become “Consumer Caring Company” 如何成為貼心企業?

- 1 Companies shall be committed to the 4 consumer-first strategies - “consumer centric”, “strive for quality”, “conformity to commitment” and “caring for staff”
企業堅持「以消費者為中心」、「追求品質」、「信守承諾」、「關愛員工」四大貼心企業策略 
- 2 After submitting application and payment, companies need to undergo 3 assessment procedures - self assessment, interview & consumer survey
在報名及繳交費用後,企業需通過3個審核程序 - 自我評估、訪談、消費者問卷調查 
- 3 Companies that passed the assessment will be recognised as “Consumer Caring Company”, and be awarded with “Consumer Caring Scheme” Certificate, Trophy, and to join GS1 HK Annual Dinner cum CCS Award Presentation Ceremony
通過評審的企業可獲嘉許,獲得「貼心企業」證書、獎座,並可參加GS1 HK年度晚宴暨頒獎典禮 

Watch the video sharings of “Consumer Caring Companies”
立即觀看貼心企業分享



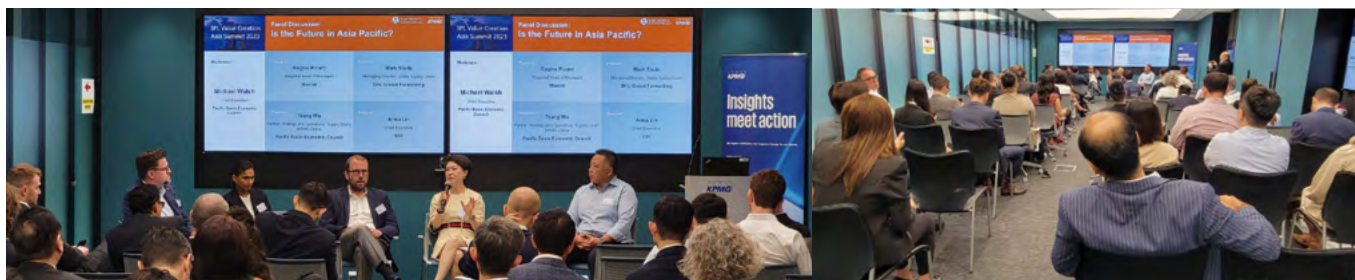
Exploring Industry Opportunities 探討行業機遇

GS1 HK explored logistics & retail opportunities with industry practitioners at various events.

於早前的活動上，GS1 HK與行業人士探討物流及零售商機。



Revealing Logistics Opportunities in APAC 拆解亞太區物流機遇



At the “3PL Value Creation Asia Logistics Summit” jointly organized by Armstrong & Associates and KPMG, our Chief Executive Anna Lin discussed about logistics opportunities in Asia Pacific, talent, data and digital ecosystem with industry experts from DHL Global Forwarding, KPMG, Maersk & PBEC.

於早前由KPMG聯同Armstrong & Associates舉行的「3PL Value Creation Asia Logistics Summit」上，本會總裁林潔怡(Anna)與DHL Global Forwarding、KPMG、Maersk、PBEC的代表針對亞太區物流、人才、數據及數碼生態等方面進行討論。

Anna explained how companies can move from descriptive analytics to prescriptive analytics, and emphasized that while businesses “Go Digital, Go Smart”, they should also focus on sustainable development to meet consumer expectations.

Anna更講解企業如何由描述性分析(descriptive analytics)走向建議性分析(prescriptive analytics)，更表示企業在「Go Digital, Go Smart」的同時，也需關注可持續發展，滿足消費者期望。



Exploring Retail Innovation 探討零售創新



At the Retail Asia Expo & Conference (RACE), GS1 HK arranged a tour visit for industry practitioners & corporate members to experience innovative retail solutions, and exhibited GS1 HK solutions that support businesses to realise digital transformation.

GS1 HK於早前舉行的亞洲零售論壇暨博覽會(RACE)上，安排業界人士及企業會員參觀各個創新零售方案，同時展示本會協助企業實現零售數碼轉型方案。

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)

1. A RARE CREATION LIMITED
樺勳美容有限公司
2. ADVANCE FOOD LIMITED
進陞食品有限公司
3. ADVANCED DRUG (HONGKONG) LIMITED
先進藥物(香港)有限公司
4. AMAZING TOYZ LIMITED
萬盛玩具有限公司
5. ANY GENETIC TECHNOLOGY LIMITED
愛莉基因科技有限公司
6. AOI LIMITED
7. ARGENT HONG KONG MACHINERY CO., LIMITED
銀色(香港)機械有限公司
8. ATOMIZATION ENERGY HONG KONG LIMITED
9. AVIVA YACHT (FAR EAST) LIMITED
遊艇主義(遠東)有限公司
10. BABYMIER INTERNATIONAL HOLDINGS GROUP LIMITED
貝蜜兒國際控股集團有限公司
11. BAIDA ASIA FOODSTUFF LIMITED
百達亞洲食品有限公司
12. BAIN D'OR BUILDING MATERIALS LIMITED
安法建築材料有限公司
13. BEST PRICE MEAT FOODS LIMITED
寶惠豬肉食品有限公司
14. BIO&SANTE LIMITED
香港明康國際生物科技有限公司
15. BRI INDUSTRIES LIMITED
16. CAIBAO HONGKONG GROUP LIMITED
香港財寶集團有限公司
17. CHAN HING WONG HONG KONG LIMITED
陳興旺香港有限公司
18. CHANMAO DIARY (HK) INDUSTRIAL LIMITED
饞貓日記(香港)實業有限公司
19. CHEUNG HO INTERNATIONAL ENTERPRISE LIMITED
祥和國際企業有限公司
20. CHIBICAT PET NUTRITION LIMITED
斗丁貓寵物營養有限公司
21. CHICPET LIMITED
22. CHINA HONGKONG XINYUAN TRADE CO., LIMITED
中國香港鑫源貿易有限公司
23. CHINA ICELAND TEA GROUP CO., LIMITED
中國冰島茶業集團有限公司
24. CLAYBROOK INTERIORS LIMITED
25. COMPUTIME BRANDS LIMITED
金寶通品牌有限公司
26. COOKINGPAL LIMITED
27. CPT GLOBAL COMPANY LIMITED
28. DALI MEDICAL COMPANY LIMITED
大力藥業有限公司
29. DELIGHT MEDICAL GROUP COMPANY LIMITED
芯悅醫療集團有限公司
30. DEN SHOP LIMITED
丹店有限公司
31. DUOLIGAO (HONG KONG) INTERNATIONAL LIMITED
多力高(香港)國際有限公司
32. ECO GLOBAL TRADING LIMITED
意高環球貿易有限公司
33. ELLSWORTH (HONG KONG) LIMITED
34. ENERGY FORTRESS (HK) INTERNATIONAL TRADING LIMITED
能量堡壘(香港)國際貿易有限公司
35. EVER RISE HOLDINGS GROUP COMPANY LIMITED
大米控股集團有限公司
36. EVER RISING LIMITED
昇永有限公司
37. FLOURISHING INTERNATIONAL TOBACCO COMPANY LIMITED
盛喜國際煙草有限公司
38. FOK SHING COMPANY
福盛經貿行
39. FOREVER K JEWELRY LIMITED
法詩卡珠寶有限公司
40. FORWARD HEALTH LIMITED
科進醫療有限公司
41. FRANDEAR (HONG KONG) FAR EAST LIMITED
法蘭迪婭(香港)遠東有限公司
42. FUNGYU CATERING GROUP CO., LIMITED
豐裕飲食集團有限公司
43. GEMINI UNITED CO., LIMITED
雙子聯合國際有限公司
44. GLOBO INDUSTRIAL (H.K.) LIMITED
佳寶實業(香港)有限公司
45. GNP INDUSTRIES CO. LIMITED
46. GOLDEN BILLION HEALTH PRODUCTS LIMITED
金億健康產品有限公司
47. GOOD SINCERE GROUP COMPANY LIMITED
麗通控股有限公司
48. GREAT GROWTH (CHINA) LIMITED
泰豐(中國)有限公司
49. GREATER BAY BIOTECHNOLOGY LIMITED
華港龍生物科技有限公司
50. GSNMC CO. LIMITED
環球採購及生產中心有限公司
51. H&W GROUP (GREATER CHINA) LIMITED
富康集團(大中華)有限公司
52. HAPPINESS AND SUNSHINE (H&S) HOLDINGS LIMITED
幸福陽光(中國)控股有限公司
53. HAPPINESS KEY (HONG KONG) INTERNATIONAL CO., LIMITED
幸福鑰匙(香港)國際有限公司
54. HEALTHY LIFE DEVELOPMENT COMPANY LIMITED
健樂生活有限公司
55. HING FO INTERNATIONAL LIMITED
興客霧化有限公司
56. HK CAS BIOLOGICAL LIMITED
香港凱施生物科技有限公司
57. HK FUSIN DAILY COSMETICS CO., LIMITED
香港富誠日化用品有限公司
58. HK JZXW FOOD GROUP CO., LIMITED
香港佳知巷聞食品集團有限公司

59. HK ZHUANDIAN NEW MEDIA TECHNOLOGY LIMITED
香港轉點新媒體科技有限公司
60. HO LEE
學利
61. HONG KONG AIKE LIMITED
香港愛珂集團有限公司
62. HONG KONG ASIA TELECOM LIMITED
香港亞洲電訊有限公司
63. HONG KONG DAZHENG DAILY CHEMICAL TRADING CO., LIMITED
香港大正商貿有限公司
64. HONG KONG FLOREN INTERNATIONAL CO., LIMITED
香港佛羅倫國際有限公司
65. HONG KONG GANYANGYUAN HEALTH PRODUCTS COMPANY LIMITED
香港甘養元保健品有限公司
66. HONG KONG JIAXIN INTERNATIONAL HOLDINGS LIMITED
香港嘉欣國際有限公司
67. HONG KONG JIEXIU INTERNATIONAL CO., LIMITED
香港潔愉國際有限公司
68. HONG KONG JUNDA BIOTECHNOLOGY CO., LIMITED
香港君達生物科技有限公司
69. HONG KONG KELFEN INTERNATIONAL CO., LIMITED
香港凱爾芬國際有限公司
70. HONG KONG LIANGPIN GROUP LIMITED
香港良品集團有限公司
71. HONG KONG MEISON FOOD CO., LIMITED
香港明選食品有限公司
72. HONG KONG MYTH INTERNATIONAL CO., LIMITED
香港神話國際有限公司
73. HONG KONG NEW FAR EAST INTERNATIONAL LIMITED
香港新遠東國際有限公司
74. HONG KONG QIJIA FOOD CO., LIMITED
香港柒佳食品有限公司
75. HONG KONG QIWEN NEW MATERIALS LIMITED
香港啟文新材料有限公司
76. HONG KONG ROYAL HEALTH TECHNOLOGY CO., LIMITED
香港皇氏健康科技有限公司
77. HONG KONG SHIYU TRADE LIMITED
香港世宇貿易有限公司
78. HONG KONG TEA FACTORY LIMITED
烘茶源有限公司
79. HONG KONG WESTIN INTERNATIONAL BEER LIMITED
香港威士汀國際啤酒有限公司
80. HONG KONG YOUCUIBO BIOTECHNOLOGY CO., LIMITED
香港優萃博生物科技有限公司
81. HONGKONG KAIYI MADICINE TECHNOLOGY LIMITED
香港凱億醫藥科技有限公司
82. HONGKONG MAOFA FOOD (INTERNATIONAL) CO., LIMITED
香港茂發食品(國際)股份有限公司
83. HONGKONG OUXIAN CULTURAL AND CREATIVE SOUVENIR LIMITED
香港歐閑文創手信有限公司
84. HONGKONG QIQI PERSONAL CARE PRODUCTS LIMITED
香港淇淇個人護理品有限公司
85. HONGKONG STRONG GENE INDUSTRIAL LIMITED
香港好基因實業有限公司
86. HONGKONG ZESHENG INT'L TRADE LIMITED
香港澤晟國際貿易有限公司
87. HUANGBAOSHI FOOD CO., LIMITED
皇寶石食品股份有限公司
88. HUIINA MEAT LIMITED
匯納肉業有限公司
89. HUNG MING TRADING DEVELOPMENT LIMITED
鴻明貿易有限公司
90. INTELTYIC VENTURES LIMITED
智析創建有限公司
91. JAPAN FINO COSMETICS LIMITED
日本菲諾化妝品有限公司
92. JAPAN INTERNATIONAL PHARMACEUTICAL CO., LIMITED
日本國際制藥株式會社有限公司
93. JAPAN JIYUGAOKA FOOD CO., LIMITED
日本自由之丘食品有限公司
94. JARDIN SECRET LIMITED
結誠有限公司
95. JASON SOURCING LIMITED
結誠有限公司
96. JEMSWIN INTERNATIONAL DEVELOPMENT LIMITED
卓仕國際發展有限公司
97. JY HEALTH INTERNATIONAL COMPANY LIMITED
晉譽健康國際有限公司
98. KIZUNA MEDICAL COMPANY LIMITED
絆醫療有限公司
99. KOZYC TECHNOLOGY LIMITED
皓志科技有限公司
100. LARES BEAUTY & HEALTH LIMITED
營美健有限公司
101. LEAMON HONG KONG CO., LIMITED
藍幕(香港)有限公司
102. LIBERTY SUPPLY COMPANY LIMITED
創之杰集團有限公司
103. LIFE IS FOR EXCELLENCE LIMITED
創之杰集團有限公司
104. LITTLE BOSS GAMES COMPANY
小波士遊戲公司
105. LYLP (MACAU) HANDLETTER BRAND INVESTMENT CO., LIMITED
禮遇良品(澳門)手信品牌投資有限公司
106. MA ON KUNG PHARMACEUTICAL (HONG KONG) LIMITED
馬安公製藥(香港)有限公司
107. MALAWA INTERNATIONAL COMPANY LIMITED
美麗華國際有限公司
108. MANDAI FOCUS ART LIMITED
漫代聚焦藝術有限公司
109. MAX DELUXE LIMITED
康楫有限公司
110. MEDICFACE HK LIMITED
麥迪菲斯(香港)有限公司
111. MEGA TOP INTERNATIONAL LIMITED
世德國際有限公司
112. MO SHAN INTERNATIONAL TRADE LIMITED
武山國際商貿有限公司
113. N & D SKINCARE COMPANY LIMITED
南洋中環煙草工業股份有限公司
114. NANYANG STRONGKING TOBACCO INDUSTRIAL HOLDINGS LIMITED
南洋中環煙草工業股份有限公司
115. NATURAL CARE BIOTECHNOLOGY LIMITED
然護生物科技有限公司
116. NEVERA (HK) LIMITED
新億利有限公司
117. NEW BILLION INC LIMITED
研味社有限公司
118. NOT JUST A FOOD LAB LIMITED
研味社有限公司

119. OIDIRE LIMITED
120. ONE EIGHT ZERO ONE (MACAU) INTERNATIONAL LIMITED
幺八零幺(澳門)國際有限公司
121. ONE TECHNOLOGICAL COMPANY LIMITED
一電科技有限公司
122. PALLADIUM THE PU'ER TEA LIMITED
雙南茶葉有限公司
123. PARKFORD DEVELOPMENT LIMITED
百福發展有限公司
124. PET KOI KOI LIMITED
125. PLANT 216 CO. LIMITED
貳壹陸企劃有限公司
126. PLAY IT HARD LIMITED
認真製作有限公司
127. POWER UP DRINKS LIMITED
力量飲品有限公司
128. PRETTY MATE INDUSTRIES COMPANY LIMITED
尚美國際有限公司
129. RANDO PLUS LIMITED
130. RIAGO GROUP LIMITED
湊洺集團有限公司
131. RICH FOOD COMPANY LIMITED
豐味食品貿易有限公司
132. RIHGA INTERNATIONAL GROUP LIMITED
麗嘉國際集團有限公司
133. RONGLION HK LIMITED
榮萊昂香港有限公司
134. ROYALUP INTERNATIONAL CO. LIMITED
悅皇國際有限公司
135. S.DAN WELLNESS (HK) INTERNATIONAL CO., LIMITED
尚丹健康(香港)國際有限公司
136. SA BA HOLDING COMPANY LIMITED
莎芭集團有限公司
137. SANETTI INSPIRATIONS
138. SATA CORPORATION LIMITED
139. SENZ INTERNATIONAL CO., LIMITED
140. SMART SERVICES ONLINE LIMITED
141. SOLIS HOLDINGS IMPORT & EXPORT LIMITED
索力斯控股進出口有限公司
142. SRIKANDI FOOD COMPANY LIMITED
印豪食品有限公司
143. SUPER PRINCE INTERNATIONAL LIMITED
太子飲食國際有限公司
144. SYSWIT OPTOELECTRONICS CO., LIMITED
希惠光電有限公司
145. THE HARBOUR GLOBAL GROUP LIMITED
滙港國際貿易有限公司
146. THE KING OF EGG TART LIMITED
酥皮蛋撻王有限公司
147. THE LION ROCK PRESS LIMITED
148. THE ODDMENT
149. THE VEGEVOLUTION CATERING GROUP (HONG KONG) LIMITED
素意飲食集團(香港)有限公司
150. THINK THOUGHT ENTERTAINMENT CO LIMITED
森科娛樂策劃有限公司
151. TIMES TOBACCO GROUP (HONG KONG) LIMITED
時代煙草集團(香港)有限公司
152. TONG REN MEDICINE (HONG KONG) LIMITED
同仁製藥(香港)有限公司
153. TOP CHOICE (ASIA) CO., LIMITED
非常優選(亞洲)有限公司
154. TORRES INTERNATIONAL (HONG KONG) BIOTECHNOLOGY
CO., LIMITED
桃樂絲國際(香港)生物科技有限公司
155. TSE FOOD TRADING COMPANY LIMITED
世家食品有限公司
156. UNCLE TONG F&B TRADING LIMITED
堂叔食品有限公司
157. UNIWE INNOVATION INTERNATION LIMITED
有為創新國際有限公司
158. UPHOLD LIVING LIMITED
永續生活有限公司
159. USA WRIGLEY BIO CARE CO., LIMITED
美國箭牌生物保健有限公司
160. VIKANG BIOTECHNOLOGY (HONG KONG) LIMITED
微康生物科技(香港)有限公司
161. VINCENT HEALTHCARE PRODUCTS LIMITED
永勝保健器材有限公司
162. WINKO INTERNATIONAL PRODUCTS LIMITED
永光國際商品有限公司
163. XIAO HAN BIOLOGICAL MEDICINE TECHNOLOGY CO., LIMITED
嘯瀚生物醫藥科技有限公司
164. YIN XIAN COMPANY LIMITED
嘉賢科技有限公司
165. YIYAN TECHNOLOGY CO., LIMITED
逸研科技有限公司
166. YOLA BEAR (HONGKONG) FOOD CO. LIMITED
優樂熊(香港)食品有限公司
167. YOSTON (HONG KONG) INTERNATIONAL TRADING CO., LIMITED
沃斯頓(香港)國際貿易有限公司
168. YOUNG LIVING HONG KONG LIMITED
169. YSH TECHNOLOGY LIMITED
益生好科技有限公司
170. YUZU LOENG BAN LIMITED
柚子良品有限公司
171. ZHENG YANG TECHNOLOGY INTERNATIONAL LIMITED
正洋科技國際有限公司
172. ZHENXIN INTERNATIONAL GROUP CO., LIMITED
臻鑫國際集團有限公司

Join Us
成為我們的會員





GS1 HK Calendar

22 JUL

Barcode & Digital Service Workshop
條碼及數碼工作坊

25 JUL

“GS1 DataMatrix Standards and Application
on Pharmaceutical Products” Training
「於醫療藥品上應用GS1 DataMatrix標準」培訓

27 JUL

Seminar: “ChatGPT Beginner” How Business
Attract Customers & Earn
「ChatGPT初階：商界如何吸客掘金」研討會

2 - 3 AUG

Supply Chain Certification Course: Industry 4.0
- How Digitisation Improves Supply Chain
Performance (May 2023)
供應鏈認證課程：工業4.0 - 數碼化改善供應鏈管理

23 AUG

GS1 Hong Kong Food Safety Forum
GS1 Hong Kong 食品安全論壇

14 NOV

The 22nd GS1 Hong Kong Summit
第22屆GS1 Hong Kong高峰會

* GS1 Hong Kong is the supporting organisation
GS1 HK為支持機構

Upcoming Events
即將舉行的活動



GS1 HK Food Safety Forum 2023 Food Safety and Consumer Trust: The Smarter Future GS1 食品安全論壇 2023

DATE 日期 | 23 AUG 2023 TIME 時間 | 14:00 - 18:00

VENUE 地點 | Hong Kong Productivity Council 香港生產力促進局

Industry experts from **DKSH Hong Kong, Hop Hing Oil Group, Tahuu Limited and Uni-China (Business) Management** etc will share their insights on how innovative technologies & standards can help industries enhance food safety, supply chain agility, traceability & sustainability!

來自**香港大昌華嘉、合興食油、塔胡胡及建華(業務)管理**等的行業專家將分享見解，拆解創新科技及標準如何幫助行業提升食品安全、供應鏈彈性、追溯性及可持續性！

Food Safety Forum: 3 Things you can Expect 食品安全論壇：3個必去原因



Engage and discuss
collaboration with 300+
industry leaders & influencers
與300多位餐飲業相關人士
交流、商討合作



Acquire latest food safety practices
and traceability technologies to
formulate best strategies
掌握最新食物安全和追溯科技趨勢、
讓公司搶佔先機



Celebrate your / your partners' achievement
at the Award presentation ceremony of
GS1 HK's "Quality Food Scheme"
出席GS1 HK「優質食品計劃」頒獎典禮
為公司或業務夥伴做勢

Register to join
報名參加





THE 22nd GS1 HONG KONG SUMMIT

14 Nov, 2023 (Tuesday)
9:00 am to 5:00 pm

Language: English
Simultaneous Translation: Putonghua

📍 S200 Series, Level 2, HKCEC



GUEST OF HONOUR

**The Honourable Paul CHAN
Mo-po, GBM, GBS, MH, JP**

Financial Secretary of the Government of
the Hong Kong Special Administrative Region



HOST

May CHUNG

Chairman, GS1 Hong Kong Board

INTRODUCTION

Themed around “**Innovation, Digitalisation, Sustainability**”, the Summit serves as one of the key industry events to explore innovative technology and digital transformation trends.

DISTINGUISHED SPEAKERS

(In alphabetical order by company name)



Mohit GROVER

Deloitte



Will FU

Galaxy Macau



**Anna LIN, MH,
JP, FCILT**

GS1 Hong Kong



Dr. Toa CHARM

HK IOT IAC, GS1 HK /
Data Literacy
Association



Stephen CHAN

Hong Kong Logistics
Association



Matthew Chan

Jardine Restaurant
Group



Anson BAILEY

KPMG China



Shing LEE

Microsoft



Steve ATKINSON

Swire Coca-Cola

and more!

INSIGHTFUL SESSIONS



Sustainability



**Business
Transformation**



**CEO & Consumer
Pulse Survey**



**Smart Business, Go GBA
& O+O opportunities**



**ChatGPT: Opportunities
or Threats for Supply
Chain**



**Latest Retail & e-
Commerce Trends
in HK & APEC**

and more!

ENQUIRY AND MORE INFO

📞 Tel: (852) 2863-9722 ✉ Email: annang@gs1hk.org

Visit our Website and register:

🌐 www.gs1hk.org/gs1hksummit

