

**Cantonese Culinary and the Succession  
of a Canton Opera Legend  
Promoting Quality Hong Kong Local Brand**  
傳承傳統粵菜及粵劇巨匠 弘揚香港品牌美譽

**From New Immigrant to Nobel Laureate:  
A Hong Kong Tale of Perseverance  
and Triumph**  
由新移民到諾貝爾獎學人 香港精神延續好味故事

**GS1 Appointed to the Industry  
Advisory Board of ICC**  
GS1獲委任參與ICC行業諮詢委員會

**Attention to Sellers! Unauthorised Barcodes  
Can Lead to Big Problems**  
賣家注意! 不要誤墮未經授權條碼陷阱



**Dr. Fung Hong**  
CEO of CUHK Medical Centre

**馮康 醫生**  
中大醫院行政總裁

Executive Connect 管理層專訪

**First Smart Hospital in HK brings Pioneering  
Solutions in Healthcare**

**全港首間智慧醫院 開拓醫護新領域**



### Innovations can Save Your Life 突破性科技可以拯救生命

The pandemic, the ageing problem and labour shortage have brought a transformative change to the healthcare system around the world. Hospitals are looking to “Go Smart” with innovations to improve patient health outcomes and save lives. Some of them are using drones to deliver emergency medical supplies, transplant organs, rare blood etc to save people in quickest & surest way, whereas some are remotely monitoring vital signs of patients such as blood pressure, pulse and respiration rate, so healthcare professionals will know instantly if their patient is deteriorating and deliver care at the right time.

Medical reform is also happening in Hong Kong – the opening of the first digital smart hospital in Hong Kong, CUHK Medical Centre delivers a great pathway for healthcare revolution. With the guiding robot called “Rolly” to greet visitors at the entrance, CUHK Medical Centre uses pioneering solutions in healthcare, including electronic and paperless medical record system, mobile ICT, real-time data and Internet of Things (IoT). GS1 global barcode standard is also adopted throughout the hospital’s drug management system, helping medical professionals to identify & handle medicine with ease, thus ensuring safe medication outcome.

Significant breakthrough is also seen in pricing of private hospitals, as citizens can now enjoy quality medical service in affordable and transparent prices in CUHK Medical Centre. Innovations actually make a difference in every aspect of our daily lives- our shopping experience can now be improved with a barcode/QR code scan, our work can be completed faster with digitalised operations and automation etc, and GS1 standards always play a pivotal role in between.

Not only HK hospitals, HK brands and HK products are also transforming to address future challenges. The cover interview features Dr. Fung Hong, the person who involved in the development of Smart Hospital at early stage. He revealed the 3 Smart pioneering solutions adopted in CUHK Medical Centre – Smart Care, Smart Medicine, Smart Management, and expressed his wish towards Hong Kong’s medical reform. Hong Kong brands like Diamond Restaurant & Come In Enterprises also shared their success stories in establishing reputation of Hong Kong brands with quality and perseverance, supported by Smart Barcodes & digitalised trade platform.

Enjoy reading.



疫情、人口老化及人手短缺等問題促成了全球醫療體系的變革。各地的醫院正以各個創新的「Go Smart」方案改善醫療服務及挽救生命。有醫院正以無人機運送緊急醫療用品、移植器官、稀有血型等，務求以最快、最可靠的方式救人；有醫院亦正採用遙距監控技術，監察病人的重要健康指標如血壓、脈搏及呼吸速率，讓醫療人員可即時得知病人有否情況惡化，即時提供護理。

本港的醫療體系亦正在變革，首間智慧醫院香港中文大學醫院的啟用，為醫療變革開展了重大里程碑。智慧醫院 - 「院轆轉」作帶路專員，並採用了各樣先進的醫療方案如無紙化的電子病歷紀錄、移動通信技術、實時數據和物聯網(IoT)。醫院更在藥品管理上應用了GS1全球條碼標準，方便醫護人員輕易識別及處理藥品，提升用藥安全。

這亦為私家醫院的價錢帶來重大突破，市民現可以實惠且具透明度的價格享用優質醫療服務。事實上，科技正在各方面免影響著日常生活 – 在購物時，掃一掃條碼/QR碼，就可提升體驗；在工作上，數碼化及自動化營運能幫助我們更快完成工作等。當中，GS1標準發揮著重要的角色。

不單是香港醫院，香港品牌及產品亦正轉型，應對未來挑戰。今期的封面故事為智慧醫院的幕後功臣 - 馮康醫生，他揭示了香港中文大學醫院正採用的3個創新智慧方案 - 智慧服務、智慧醫療及智慧管理，同時表達了對香港醫療改革的願景。與此同時，香港品牌如鑽石酒家及錦源企業也分享了他們如何以「香港精神」及對品質的堅持，以及智慧條碼和數碼貿易平台，成功打造香港品牌正面形象。

誠邀大家閱讀這本雜誌!

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## About GS1 Hong Kong 關於香港貨品編碼協會

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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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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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# First Smart Hospital in HK brings Pioneering Solutions in Healthcare

## 全港首間智慧醫院 開拓醫護新領域

**Dr. Fung Hong**  
CEO of CUHK Medical Centre  
**馮康**  
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Overlooking the Tolo Harbour, CUHK Medical Centre (CUHKMC or “the hospital”) presents itself with a modern outlook. Being the first smart hospital in Hong Kong with full 5G coverage, its reception area is fitted out with several self-service kiosks and a guiding robot called “Rolly” providing patients with faster and more convenient service. Dr. Fung Hong, CEO of CUHKMC (“Dr. Fung”), noted that advanced technology will not take over the jobs of healthcare professionals, but allow them to focus more on the treatment process and provide more quality, efficient and affordable medical service to the citizens.

### Transparent Pricing & Caring Services

Hong Kong is blessed with world-class healthcare services, but the healthcare industry is facing more burdens and challenges, such as the long queues at the public hospitals and opaque price structure of private medical services, as Dr. Fung pointed out. He hopes CUHKMC can bridge the gap between the public and private healthcare systems. Guided by its not-for-profit principle with a focus on R&D and education, the hospital banks on innovation and technology to deliver quality and efficient services at affordable price levels. It will also take on referral cases from the Hospital Authority (HA) to help alleviate pressure on the public healthcare system.

坐擁無敵吐露港海景的香港中文大學醫院(中大醫院)有著前衛的建築外觀,是全港首間5G網絡全覆蓋的智慧醫院。大堂接待處設有數台自助電子服務站及帶路機械人「院轆轤」,為病人提供更便捷的服務。中大醫院行政總裁馮康醫生透露,先進科技不能取代醫護工作,反而讓他們專注更重要的診治過程,最終是要向市民提供優質、高效、實惠的醫療服務。

### 價錢透明 服務貼心

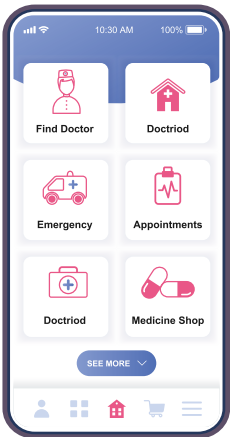
香港擁有世界一流的醫療服務,卻同時承受着日益沉重的負擔和挑戰。馮醫生指目前公立醫院輪候時間長、私家醫院收費不清晰,期待中大醫院能有助平衡公私營醫療體系差異,以非牟利、積極投入科研和教學作原則,善用創科去提升質素及效率、帶來親民收費水平,亦會持續接收醫管局轉介的個案,紓緩公營醫療壓力。





## Smart Care Makes a Patient-centric Hospital

Digitalisation and smart technologies are the foundations for today's healthcare service. "From doctor consultation to homecare, we support the end-to-end patient journey by integrating mobile technology and real-time data into the treatment process. Focusing on Smart Medicine, Smart Care and Smart Management, we will automate healthcare procedures and hospital operations by making them smart, in order to reduce administrative workloads on medical professionals and allow them to focus on their patients." Dr. Fung said.



A smooth clinical process and satisfactory patient experience are the two most important factors for the provision of patient-centric services. CUHKMC will launch a mobile app for outpatients to make doctor appointments. Upon arrival at the hospital, the patient will just have to check-in and print the queue ticket at the self-service kiosks and wait to receive alerts of queueing status via the mobile app. The mobile app is also able to show detailed information such as a patient's consultation records, medical reports, drug allergy and more to uplift service experience.

For in-patients, each and every hospital bed is equipped with an infotainment panel that provides TV and internet access, and usable for meal ordering, hospital bill checking, tele-visit, tele-consultation and so on. This is particularly helpful for maintaining social-distancing in the current unsettling pandemic situation.

When patients check out from the hospital, they can conveniently pick up their medical prescriptions at the nurse station located on the in-patient floor, saving the trip to the pharmacy on the ground floor.

## Smart Medicine Does More with Less

As the saying goes "you cannot make bricks without straw", one of the "straws" of the hospital is its electronic medical record system which is fully connected with the Government's Electronic Health Record Sharing System (eHRSS). With the patients' consent, healthcare professionals can instantly get access to their medical history, which aids medical consultation and clinical decision making. This system is also conducive to information transfer between healthcare practitioners helping to save time and go green.



The hospital has introduced E-Med Cart, an IoT-connected drug trolley, to its medication distribution workflow. The nurses will need to scan a patient's wristband barcode and verify the information to unlock the corresponding compartment on the trolley, reducing the risk of medication error.

## 「智慧服務」以人為本

數碼化、智能化科技已成為現今醫療的基礎。「我們將流動資訊科技及實時數據融入診治流程，支援病人求醫就診到家居照顧的整個旅程，主要在『智慧醫療、智慧服務、智慧管理』三方面著手，將醫護流程和醫院運作自動化、智能化，讓醫護人員能更專注看顧病人，減少行政管理工作。」

要做到以人為本，自然要考慮病人體驗、確保整個就診過程暢順。中大醫院即將提供手機應用程式讓病人預約門診，到醫院時可透過自助電子服務站登記和取籌，對接病人app內的輪候提示功能，便可知道何時應診；同時程式可顯示病人的診症紀錄、醫療報告、藥物敏感資訊等，提升服務體驗。

對住院病人，所有病床連接的資訊娛樂系統除設有電視及上網功能，更可用作點餐、查詢住院費用、遙距家屬探訪、遠程診症等，在現時疫情反覆的情況下有助保持社交距離。

在取藥及離院時，病人可於病房樓層的護士站取藥，而毋須到地下的藥劑部，更方便病人。



## 「智慧醫療」事半功倍

工欲善其事，必先利其器：電子病歷紀錄系統便是中大醫院的一項「利器」。該系統已全面接通政府的電子健康紀錄互通系統，在病人授權下，醫護人員便能即時掌握病人病歷等資料，有助診治及臨床決策；同時有利醫護人員間的訊息傳遞，既省時亦環保。

醫院亦引入電子藥車，護士派藥時只需與病人核對個人資料及掃描病人手帶，藥車上相應的藥格便會開啟，減少派錯藥風險。

In the pharmacy room, each type of medicine on the drug shelf is attached with an electronic tag. The tags will be lit up in different colours corresponding to the prescribed drugs selected by the pharmacists on their electronic tablets, making it much easier for pharmacists to gather what they need. The hospital is also the first in Hong Kong to introduce an automated drug dispensing and packaging system, which packs the required dosage for each scheduled time individually to make sure patients take their medications on time and reduce the chances of missing and incorrect medication.

藥劑服務方面，在藥房的藥架上每種藥物均有電子標籤，藥劑師於平板電腦選取處方藥物後，藥架上藥物的電子標籤會亮起不同顏色燈光，方便藥劑師「按燈執藥」。該院亦率先引入自動藥物分包機，可將病人不同時段要服用的藥物分開獨立包裝，確保病人準時準量服用藥物，減少漏服、錯服情況。



By applying the GS1 global barcode standard throughout the hospital's drug management system, medical professionals can identify and handle medicine with ease. The hospital is also using the "ezTRADE" cloud platform to automate its medicine ordering and shipment process. "The GS1 barcode is crucial to our drug inventory system and daily management by reducing errors in drug supply, ensuring safe medication outcome and increasing operational efficiency."

醫院在藥品管理上正應用GS1全球條碼標準，方便醫護人員輕易識別及處理；同時採用以標準為基礎的「通商易」雲端平台，將藥品訂單及送貨等流程自動化。馮醫生指：「GS1條碼對藥品庫存及日常使用管理非常重要，有助減低藥品供應出錯、提升用藥安全、增加營運效率。」



## Smart Management Saves Money & Time

As medical equipment and devices become more sophisticated in all forms and sizes, a set of common language is needed to connect, categorise and analyse the huge amount of health and illness-related data generated by them. "We are deploying the HL7 standard-based Fast Healthcare Interoperability Resources (FHIR) system to bring all equipment, devices and systems onto one single platform with IoT technology in order to enhance connectivity of the hospital's information system. This will help boost pharmaceutical service efficiency, reduce unnecessary wastage and ultimately alleviate patients' financial burden.

## 「智慧管理」省時節流

當今醫療設備及器材五花八門，能產生大量健康或疾病情況數據，所以必須有一套共同語言把它們連繫，才能將海量數據整理成有用資料。「我們採用基於HL7標準的『快捷健康互操作資源』(FHIR)系統，冀以單一平台、物聯網技術打通各種設備、裝置、系統，讓醫院信息系統互聯互通；從而提升醫療服務效率，減少不必要的消耗，以至減輕病人財務負擔。」



Endoscopy Centre is equipped with advanced medical equipment and technology, such as the automated endoscope disinfection system. 內視鏡中心備有先進的醫療設備及技術，更設自動化的內視鏡清洗及消毒系統



Currently, the hospital has an in-hospital navigation and GPS system that allows medical staff (and patients) to track the real-time locations of people and supplies, ensuring patient safety and the movement of resources. For example, the hospital linen, staff and patients' clothing are all equipped with RFID tags to enable easy identification and tracking, hence saving a substantial amount of time for stock-taking.

“Do not underestimate linen management. 20-30% of wastage can be reduced with proper handling and control. Unlike public hospitals, we do not need a large amount of supply reserves for emergency situations. This allows us to spend on an “as-needed” basis and helps improve our cash flow which is highly important to private hospitals like us.”

現時院內設有導航及實時定位系統，方便醫護及病人檢視自身及藥物等的實時位置，確保病人安全和不同物品的去向；例如病床用品、醫護及病人衣物等都配備了無線射頻識別(RFID)，讓管理人員輕易識別和追蹤，省卻大量盤點核對時間。

「不要少看床單被服等布料用品的管理，有效監控的話可以減少20-30%的浪費和消耗。我們不似公營醫院般需要大量物料儲備去應對緊急情況，在『需用才用』的原則下變相擁有更多現金流，這對私營醫院來說非常緊要。」

Involved in the development of the Smart Hospital since the beginning, Dr. Fung thinks the imbalance between Hong Kong's public and private healthcare systems has gradually improved. With the hospital gradually put into service, he expects CUHKMC to set the stage and pave the way to further medical technology advancement and system reform, allowing everyone to enjoy affordable and quality medical services.

馮醫生形容香港公私營醫療失衡的現象也正在愚公移山般慢慢地完善。隨著他領軍籌辦的中大醫院正循序漸進分段開放，他期望中大醫院開創出一個基礎，帶動將來的醫療科技及體制不斷變革，讓任何人都享有可負擔的優質醫療服務。



### CUHKMC Info

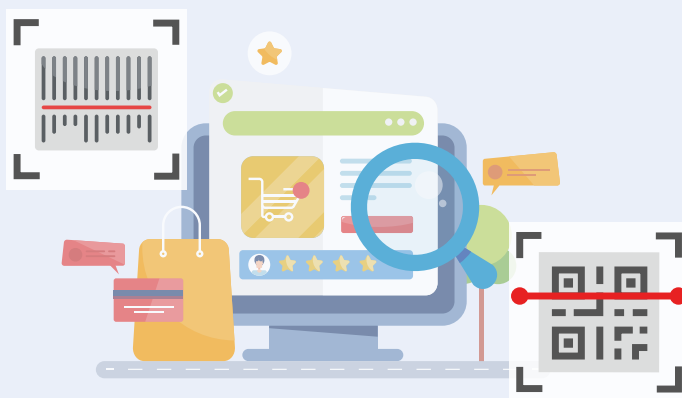
The hospital can cater for 516 beds, while it currently offers general out-patient and specialist out-patient services including ophthalmology, cardiology, urology, etc., and medical services covering imaging diagnosis, physiotherapy, etc. The 24-hour emergency service, obstetrics, along with 120 in-patient beds will be available in the 4th quarter of 2021.

### 中大醫院小資訊

醫院設有516張病床，現階段已提供普通科門診及眼科、心臟科、泌尿科等專科治療、影像診斷、物理治療等服務，今年內將拓展至24小時急症室及開展產科，第四季將有約120張病床投入服務。

## 3 Tips to Boost Online Traffic for **FREE**

### 3大**免費**提升 網店流量大法



As brands are setting up their online business, marketing strategies that drive traffic to online stores are crucial to their success. In fact, barcodes are not only must-have items for merchants to list products on e-commerce platforms, but also a key enabler for GS1 HK members to boost online traffic for free with 3 marketing strategies!

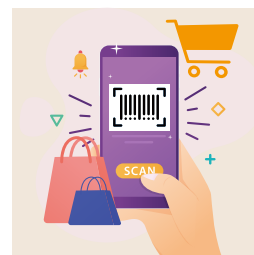
近年越來越多品牌開展網上生意，善用營銷策略提升網店人流為當中的成功關鍵。條碼除了是產品於電商上架的必備元素，更可讓各GS1 HK會員免費以3大營銷大法，提升網店流量！

### 1 Drive Consumers from Offline to Online to Boost Traffic

#### 將消費者帶到網店，增加流量

Simply by scanning product barcodes with mobile, consumers can search for product information and visit online stores of brands directly, driving traffic to online stores.

消費者只需以手機掃描包裝上的條碼，即可搜尋產品，將消費者帶到品牌的網店，增加人流。



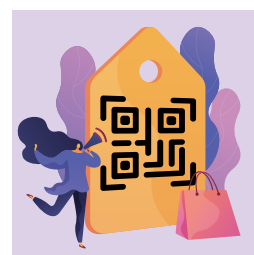
### 2 Offer Multiple Discounts to Simulate Purchase

#### 百變優惠，令消費者買不停

Delivering the right offer at the right time can even create surprises for consumers! With our product information portal, GS1 HK members can also generate Smart QR code - a QR code that breaks the limitation of traditional QR codes, enabling businesses to use the same code for different promotions at different times, thus encouraging consumers to purchase!

在不同時間推出不同優惠更名為消費者帶來驚喜！

GS1 HK會員在製作條碼後，可同時製作智慧QR，此QR碼打破傳統QR限制，讓商家以同一包裝上的同一QR碼，於不同時間展示不同的推廣優惠，消費者自然買不停！



### 3 Expand Marketing Channel to Attract Potential Consumers

#### 增加推廣渠道，吸引潛在消費者

Expanding marketing channel can be an effective way for brand promotion, especially in boosting website traffic and attracting new consumers. GS1 HK members can list their products on the online platform - GS1 HK BARzaar for free, reaching out to 8000+ corporate members.

善用多個不同渠道作推廣，可為品牌增加網站人流之餘，吸引更多潛在消費者。GS1 HK會員的產品可免費於GS1 HK BARzaar網上平台上架，推廣至8000+企業會員，吸引潛在消費者購買。





# GS1 Appointed to the Industry Advisory Board of ICC to Establish a Digitalised Trade Environment

## GS1獲委任加入ICC行業諮詢委員會 推進數碼化貿易



GS1 has been appointed to the Industry Advisory Board of the International Chamber of Commerce (ICC) to support the Digital Standards Initiative (DSI), a global programme bringing 30 international leading stakeholders together to establish a harmonised, digitalised trade environment. GS1 is represented on the new board by Miguel Lopera, President & CEO of GS1.

ICC is comprised of global and regional bodies working on different aspects of international commerce and business communication, including FIATA, SWIFT, GLEIF and WCO.

GS1已獲委任為世界商業組織(ICC)行業諮詢委員會其中一員，與全球30位主要行業持份者共同參與「數碼標準計劃(DSI)」，構建共融的數碼化貿易環境。GS1主席兼行政總裁Miguel Lopera為GS1的代表。

該行業諮詢委員會匯聚了全球及各地區從事國際商貿及商務連繫的組織，包括國際貨運代理協會聯合會(FIATA)、環球銀行金融電信協會(SWIFT)、全球法人機構識別編碼基金會(GLEIF)及世界海關組織(WCO)。

“ GS1 is working hard on improving international trade flows and supporting digital supply chains, something closely aligned with the objectives of the DSI. We believe that GS1 standards and services can add great value as the initiative develops and progresses.

GS1正致力改善全球貿易流通和推動數碼化供應鏈，與DSI的理念相同。我們相信GS1的標準及服務能為DSI計劃的發展帶來宏大效益。



**Miguel Lopera** GS1 CEO & President  
GS1主席兼行政總裁



# Cantonese Culinary and the Succession of a Canton Opera Legend

## Promoting Quality HK Local Brand

### 傳承傳統粵菜及粵劇巨匠

### 弘揚香港品牌美譽



**Andrew Leung**

Director of Diamond Restaurant

**梁智宏**

鑽石酒家董事

Andrew Leung, Director of Diamond Restaurant, has spent years to build two seemingly irrelevant brand names: Diamond Restaurant, the famous Chinese restaurant brand that brings lots of fond memories, and Pharmabelle, a personal care business that promotes natural products. A household name for foodies and an up-and-rising brand for wellness advocates, both have inherited values and principles passed down through generations.

### From Tradition to Specialty

Located in southern Australia, Tasmania is endowed with unspoiled and the purest waters, which is why the seafood bred there is known for its pristine, rich taste. Knowing this, Andrew decided to add wild Tasmanian abalones to the Diamond Restaurant portfolio. Caught in the deep sea and canned after cooking, the abalones maintain their original juicy texture with rich protein and have become the signature of the brand. “The nutrient-rich wild abalone are the nature’s superfood. We are proud that our products are certified by Abalone Council Australia, testifying both the product rarity and our commitment to ocean sustainability.”

Served in the leadership team for a French luxury jewellery brand overseeing the Greater China market in earlier years, Andrew is committed to maintaining Diamond’s prestigious image by focusing on quality rather than quantity when enhancing the product variety. He is dedicated to bringing premium Chinese food ingredients sourced around the world to the local market. “Beside Australian seafood, we procure wild dried seafood all the way from New Zealand and South Africa, purchase aged tangerine peels from Xinhui, produce abalone in braised sauce in Taiwan as well as hand-made naturally sun dried egg noodles in

鑽石酒家董事梁智宏(Andrew)以多年時間塑造出兩個看似截然不同的品牌：一邊是家傳戶曉、承載著回憶的酒家商號，另一邊是崇尚天然的個人護理用品品牌；兩者雖然一新一舊、一個為食一個為美，卻都有著傳承延續的價值和理念。

### 由傳統走向精品

澳洲南面的塔斯曼尼亞有著近乎零污染的海洋，純淨環境孕育出的海鮮自然鮮嫩美味，Andrew便從當地引入野生鮑魚，在深海捕捉後立即煮熟入罐，將其豐富蛋白質與稔滑肉質完整保存，成為鑽石酒家的主打。Andrew稱：「野生鮑魚營養價值極高，是大自然的『superfood』，我們的產品更已獲得澳洲國家野生鮑魚協會認證，確保可持續海洋生態發展(ocean sustainability)，彌足珍貴。」

秉承鑽石酒家尊貴形象，曾為法國奢華珠寶品牌管理大中華地區業務的Andrew指其品牌的產品款式「貴精不貴多」，會以「酒樓佳餚食材」為採購準則、將世界各地名物帶到本地市場。「除了澳洲海產，我們亦會於紐西蘭及南非採購野生海味、從





mainland China. These exceptional delicacies have been served in in Cartier's VIP parties and high-end restaurants like Yung Kee.”

## Small Barcode Turns into Big Opportunities

Diamond Restaurant's products are now available in physical or digital stores of city'super, Pricerite, Wing On, Yue Hwa and Ztore. Andrew promotes the products by creating and sharing new recipes, and setting up pop-up stores. He believes GS1 HK barcode is a useful tool for product management and online listing, which increases product exposure through better online and offline promotions, raises consumer confidence and enables the company to develop O2O retail. With a mobile scan, consumers can be directed to online outlets or GS1 HK Product Website (wall.gs1.hk).

新會揀取陳皮、在台灣嚴格製作蠔汁鮑魚、在內地手工製生曬全蛋麵，都是精挑細選之作，所以之前曾獲卡地亞派對、鏞記等高級食府用作款待貴賓。」

## 小條碼變出大機遇

產品現時在city'super、實惠、永安、裕華、Ztore等實體店及網站有售，Andrew會以研製及分享食譜、設立快閃店等作推廣銷售。他認為GS1 HK條碼不但有助產品管理及上架、加強公司線上線下宣傳、提升曝光，還可提升消費者信心及讓品牌拓展O2O零售。消費者掃描產品條碼後，就能連到產品的網上銷售點，或是GS1 HK產品網頁(wall.gs1.hk)上。



產品名稱: 鑲皇吉品鮑魚 (6隻裝)

產品描述:

鮑魚是粵菜中最高級不可或缺的佳餚，日本產品種鮑魚，於臺灣用鮮薑沖精心調配，相對低鈉，美味健康。一搵兩用，醬汁可用作湯飯、蘸或炒菜。

公司: ASIA ACTION LTD

電話: 39606309

電郵: info@asactd.com.hk

地址: 12/F, 133 Wai Yip St, Kowloon, Hong Kong

品牌: 鑽石酒家

條碼: 4897089090024

淨含量和計量單位: 425 克



查看BarcodePlus標籤編碼效果

GS1 HK Product Website (wall.gs1.hk) can be served as a trusted source of product information, displaying company name, contact, social media, barcode number and addresses etc, which not only enhances the searchability of HK products with “489” barcodes, but also enables consumers to purchase products with confidence.

GS1 HK產品網頁(wall.gs1.hk)為展示產品可靠資訊的平台，載有公司名稱、聯絡、社交平台、條碼及地址等，除可讓擁有489條碼的產品更容易被搜尋，亦能讓消費者買得有根有據。

## Diamond's Reputation Appeals to the New and Old

Andrew's maternal grandfather, Mr. Kam Shui-fai, is the founder of Yung Kee Restaurant and Diamond Restaurant, and his paternal grandfather is the legendary Cantonese opera actor, Mr. Leung Sing Por, MBE. The 74-year-old Diamond Restaurant is not only filled with Andrew's childhood memory, but also the collective memories of many Hong Kongers. “Costing over millions of dollars, the Grand Hall in Diamond Restaurant had hosted numerous wedding banquets and birthday parties, and the artefacts now become Hong Kong Heritage Museum collections. Not only does it inherit Chinese banquet feasting culture, but also holds a generation of fond memories. Even though the physical restaurant no longer exists at the moment, the Diamond Restaurant-branded gourmet collection attracts customers to revisit the good old days.”



## 鑽石光環吸引新知舊雨

Andrew的公公是鏞記及鑽石酒家創辦人甘穗輝，爺爺是粵劇名伶「丑生王」波叔梁醒波MBE。擁有74多年歷史的鑽石酒家不但滿載著Andrew過去生活片段，亦是許多香港人的集體回憶。「鑽石酒家內的龍鳳大禮堂耗資過百萬，當年舉辦的婚慶壽宴不計其數，現被香港文化博物館列為藏品，傳承華人飲食喜慶文化、以及香港一代人的回憶。所以即使酒家已結業，品牌仍吸引許多顧客慕名而至、重溫往昔。」



## Establishing New Brand with Legacy of Quality

Harbouring the family reputation and status, Andrew adheres to quality-first principle when he develops the personal care brand Pharmabelle. "Australia's abundance of natural ingredients speaks its quality."

Pharmabelle's signature body wash is aloe vera base that soothes and hydrates sensitive and eczema-prone skins. The SPF zinc oxide cream is reef safe, protects the environment and our health. "The summer in Hong Kong is humid and sultry, causing eczema for many. They found our products provides great relief to their symptoms, and many have become Pharmabelle's loyal customers through word of mouth."

To bring all-round care inside-and-out, the brand provides manuka honey, floral infusions, etc., that enhances immune system, supports anti-oxidation and detoxification for the users. Designed for Asians, Pharmabelle provides health solutions at an affordable price.



### 新品牌承載品質堅持

Andrew對品質要求嚴謹，可能傳承自其家族品牌的聲譽和名望，所以在開拓Pharmabelle個人護理品牌時亦堅持品質為先。「我們取材自澳洲的天然原料、當地新鮮製作，有品質保證。」

品牌標誌性的沐浴露是「蘆薈底」，可每日補濕舒敏，適合健康、過敏及濕疹人士使用。其SPF物理防曬霜是「珊瑚礁安全」，保護環境同時保護我們的健康。「香港夏天潮濕悶熱，許多患濕疹人士試過後發覺有效減輕症狀，在口耳相傳下都成為了Pharmabelle的忠實顧客。」

品牌同時引入麥蘆卡蜂蜜、花香等，能增強用家抵抗力，有抗氧化、排毒等功效，實行內外全面照顧消費者。Andrew稱品牌專為亞洲人提供性價比高的健康產品。

## Hong Kong Brands Enjoys Advantages 香港品牌有優勢

As the pandemic continues, Andrew said that it has little impact on business because the brand aims mostly for Hong Kong customers. In addition to the brand's own online store, the products are available at Harvey Nichols, Wing On, Royal HK Yacht Club, K11 Beauty, Nail Bar etc. He is also considering to develop cross-border market. "Hong Kong and overseas products often convey high-quality and reliable image. I believe mainland consumers are willing to spend a premium for it, especially Australian natural brands managed by professional pharmacist, which is a sign of great confidence."

疫情持續，Andrew指有幸對生意影響不大，因品牌仍以香港顧客為主。現時除自身網店、Harvey Nichols、永安、香港遊艇會、K11 Beauty、Nail Bar等發售外，他亦考慮發展跨境市場。「香港以至海外產品往往擁有高質可靠的形象，我相信內地消費者願意花錢購買，特別是由藥劑師主理的澳洲天然品牌，更是信心標誌。」







運輸及房屋局  
Transport and Housing Bureau

執行夥伴 Implementation partner



為維持香港物流業界的競爭力，香港特別行政區政府已於2020年10月12日正式成立「第三方物流服務供應商資助先導計劃」，鼓勵物流業界透過科技應用提升效率及生產力，成功申請企業最高可獲港幣100萬元資助！

## 「第三方物流服務供應商資助先導計劃」 “Pilot Subsidy Scheme for Third-party Logistics Service Providers”

累計資助高達港幣100萬  
Funding Up To HK\$ 1 Million



計劃已批出101個項目，合計約港幣6,600萬元  
A total of 101 projects were approved, with the  
approved funding amounting to around HK\$66 million

With a view to maintaining competitiveness of Hong Kong's logistics sector, the Government of the Hong Kong Special Administrative Region launched the “Pilot Subsidy Scheme for Third-party Logistics Service Providers” on 12 October 2020 to encourage the adoption of technology by the logistics sector for enhancing efficiency and productivity. Successful applicant enterprises will be provided funding up to HK\$1 million!

查詢電話 Hotline : +852 2788 6077  
電郵 E-mail : tpls\_p\_sec@hkpc.org  
網址 Website : tpls\_p.hkpc.org



## Key Strategies for Future Food Safety in APEC - Digitalisation & Innovation

數碼化及創新成為APEC未來  
食品安全關鍵策略



Anna Lin, Chief Executive of GS1 HK is the HK representative to APEC Policy Partnership on Food Security (PPFS). GS1 HK總裁林潔怡為APEC食品安全政策夥伴(PPFS)的香港代表

APEC Policy Partnership on Food Security (PPFS) endorsed the Roadmap for 2030 to enhance food security and supply chains in APEC for the next decades. GS1 and partners in ABAC proposed some of the key strategic points including Global Data Standards, Interoperability, Traceability and Digitalisation.

APEC食品安全政策夥伴(PPFS)擬定了2030的路線圖，旨在提升APEC成員國的未來食品安全及供應鏈。GS1與ABAC(APEC工商諮詢理事會)合作夥伴建議了關鍵策略如全球數據標準(Global Data Standards)、互聯互通性、追蹤追溯及數碼化。

### Key actions include:

- Promote wider adoption of Global Data Standards for food & agriculture products and other interoperable digital technologies.
- Actively encourage government schemes which provide access to and promote introduction of innovative products and technologies.
- Promote public-private partnership to facilitate the use of innovative technologies for the whole food value chain.

### 主要倡議包括:

- 推動全球數據標準於食品及農業產品的廣泛應用，以及其他可相互操作的數碼科技。
- 積極推廣政府計劃，讓業界可應用創新科技及產品。
- 鼓勵公私營機構合作，促進創新科技於整個食品價值鏈的應用。

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# From New Immigrant to Nobel Laureate: A Hong Kong Tale of Perseverance and Triumph

## 由新移民到諾貝爾獎學人 香港精神延續好味故事

**Chan Kam Sang**  
Founder and Chairman  
Come In Enterprises

**陳金生**  
錦源企業創辦人及董事長



Located at Tin Wan, Come In Enterprises' office looks clean and modest, just like the owners of the company. Began with wholesale business trading Southeast Asian food, the company now set up its production lines and sell few hundred product types under its own brands, supplying for more than 1,800 corporate clients including supermarkets, department stores, hotels, restaurants, etc. Committed to high standard and integrity, it has been one of builders for Hong Kong's reputation in product quality and trust.

"Our crispy prawn chili sauce is one of the most famous products, many customers prefer our brand than the others. A company tried to imitate the sauce by sourcing from Malaysia, but they failed to replicate the flavour because of cost and other concerns." Chan Kam Sang, Founder and Chairman, and Chan Yau Li, Managing Director of Come In Enterprises shared the story of a family starting and sustaining a business for decades, echoing a generation of Hong Kong people who strived and achieved success.

### Pushing Limits for Excellence

Came from Xiamen to Hong Kong alone, Chan Kam Sang was being looked down for his language proficiency and identity as new immigrant. Labor works became his only option to survive in the city. Despite so, Chan kept upgrading himself with determination and passion, for example, in a Chinese New Year, he spent all his savings to buy a typewriter and learnt to type in just a few days on his own. He also took initiative to study English in the British Council. Seeing his wife working multiple shifts to make ends meet, he decided to establish Come In company and ventured for a better future.

錦源企業辦公室位處田灣工廈、陳設簡樸低調，與公司負責人踏實謙厚的性格如出一轍。公司由經營東南亞食品出入口批發，到現時自設廠房、擁有自家品牌，產品款式多達數百種，供應全球超過1,800家超市、百貨、酒店、食肆等客戶，公司一直秉持高品質、高誠信，是香港產品金漆招牌的先驅。

「我們的蝦米辣椒醬是最知名產品之一，有顧客稱試過不同牌子還是錦源好味最出色。曾有同行往馬來西亞不同廠房找原材料去模仿，但最終因為成本考慮而無法做到與我們的相似風味。」錦源企業董事長陳金生及董事經理陳有利的創業及守業故事，正代表了香港一代人努力拼搏、永不言敗的精神。

### 奮發向上 挑戰自我

由廈門獨自來港，陳金生因言語不通及新移民身份關係，經常被歧視，只能從事體力勞動工作。憑著恆心和毅力，他不斷自我增值，譬如某年新年他耗盡積蓄購買一部打字機、廢寢忘餐地自學數天便學會打字；又主動到英國文化協會報名進修英文等。數年過後，因見妻子要身兼多職幫補家計，便決定創立錦源公司、發展企業、奮發圖強。





“Lack of capital at the time we started, we could only rent a 100-ft-sq-area at the back of a store from my friend. I worked as a salesperson and delivered goods by tram or bus in the daytime, and learnt how to drive and attended school at night. Life was tough back then, but it was fruitful.” The story of Chan Kam Sang not only is filled with blood and sweat, it is also a legacy about pursuit for quality.

## Quality Always Comes First

Acting as an agent for overseas brands since 1988, Come In registered Homei brand in 2002. Eight major product lines have been developed since, including sauce, seasoning, breakfast, grocery, frozen food, etc.

“Sarawak state in Malaysia is rich in pepper. The local factories usually grind peppercorns into pepper powder with iron sheets, causing metal particles left in the spice. After we import the products, we need to check for metal substance, conduct processing and packaging to ensure strictest quality.” A media report once called out the pepper sold in Hong Kong carried different degree of contaminant. In response, Come In showed certifications from testing lab to clear its name and the media made public clarification immediately.

Awarded with ISO22000 and HACCP qualifications, the company’s own production plant in Hong Kong exudes quality. “Southeast Asian delicacies are now widely accepted by Hong Kong people, our crispy squid and seaweed spicy sauce have become hot items. We further created ‘low-sugar’ kaya spread last year to meet the local demands for healthy food. The product actually falls into the ‘No Sugar’ category set out by the Center of Food Safety (i.e. no more than 0.5g sugar per 100g food), but we are imposing stricter standards to safeguard the health of our customers.” Its solid pledge to food quality is what drives the restaurant groups like Maxim’s and Super Super Congee & Noodle, as well as 5-stars hotels to use Come In products for years. It also helps them score the “Consumer Caring Company” title, endorsing their excellence in customer service.

「當年開業時資金緊拙，只能租用朋友士多店舖後約100呎的位置經營；白天兼顧營業員及送貨、送貨就要用電車、巴士，晚上還要學習駕駛及上夜校，雖然勞累、但也相當充實。」陳金生的經歷不僅是有血有汗，更蘊藏着追求品質、堅持到底的信念傳承。

## 品質第一 堅守底線

錦源企業自1988年一直代理海外品牌，直至2002年建立好味牌，發展至今已有多個產品系列，包括醬料、調味粉、早餐、雜貨、急凍食品等。

「馬來西亞砂勞越州盛產胡椒粒，當地工廠會以鐵片將胡椒粒磨成粉，令產品混入微量金屬，所以我們入貨後都要經過金屬探測、加工包裝等，在質量控制上格外留神。」曾有媒體報導稱市面上大部份胡椒粉含雜質，但公司隨即出示檢測中心認證，令該媒體需要作出澄清。



錦源企業在本地自設廠房，已獲得ISO22000及HACCP國際認證，質素有保證。「香港市場越來越接受東南亞美食，魷魚辣醬、紫菜辣醬都成為搶手貨。為配合香港人對健康的追求，去年我們研發出低糖咖哩，雖然產品已達到食安中心規定、每100克食物含不多於0.5克糖的「無糖」定義，但我們不敢鬆懈，以更嚴謹標準把關、保障食家。」就是這種對品質的堅持，令美心、一粥麵等集團食肆以至五星級酒店多年來都採購其食品，同時亦連續2年獲GS1 HK嘉許為「貼心企業」，彰顯其關懷消費者的出色表現。



## Embracing Innovation in the Digital Era

Come In started to digitalise company operations in 1995, and used barcodes and ezTRADE platform of GS1 HK since 2002. Chan Yau Li said the platform is magnificent.

“ ezTRADE enhances our efficiency by simplifying our transaction procedures with different clients, saves time and resources, avoids human error, improves cash flow, and a lot more. We have integrated the platform with our ERP solution to connect different systems and automate the operation flow, facilitating trade in a great way.

ezTRADE透過大幅簡化處理各類型客戶的訂貨程序，全面提升了整間公司營運效率，省時、省資源、避免人為錯誤、改善收款流程，好處實在多不勝數。現時平台已與ERP系統結合，打通各系統、自動處理交易，非常方便。 ”



## 數碼年代 擁抱創新

錦源企業自1995年便將運作電腦化，2002年起獲取條碼並使用GS1 HK「通商易」(ezTRADE)平台，陳有利稱平台有如神來之筆。

Using the transaction data stored on the platform, GS1 HK partners with banks to offer trade finance service in recent months, hoping to streamline the trade finance application and assessment process. Chan Yau Li believes the service can make SMEs' loan application easier, and he hopes more financial institutions will join to drive down the financing cost.

Aimed to boost brand awareness by taking part in different expos and opening e-shop, Chan Yau Li acknowledged the next generation barcode - Smart Barcode - can help improve online product searchability and reach potential customers to drive sales.

## Established Reputation Across the World

Available in Mainland China, Australia, the United States, Canada, the United Kingdom and many other markets, the brand sets a great example that conveys Hong Kong values - credibility, value-for-money and trust to the world. Recognising his leadership and outstanding contributions to the economy and society, Chan Kam Sang received the Nobel Laureates Honorary Fellowship & Award - Asian Chinese Leadership Award in 2018.

As the COVID-19 rages on, B2B businesses like Hong Kong Jockey Club and F&B outlets saw a sharp fall. Fortunately, it was offset by the growth in sales from retail sectors, like Wellcome, PARKnSHOP, Yata and other online stores. “For more than 30 years in Hong Kong, we have seen ups and downs; the situation is tough now, but we see hope in the market as different scale of businesses, both online and offline, are flourishing. No matter what, clients and quality are our most valued assets, and we are committed to our legacy by investing in innovative technology and diversifying our products to sustain Come In and reputation of Hong Kong brands .

GS1 HK近月與銀行合作推出貿易融資服務，利用「通商易」的交易數據，助企業簡化貸款申請及審批，陳有利稱服務便利中小企申請貸款，並期望有更多金融機構參與，進一步降低融資成本。

公司多年來參與展銷及拓展網店以提升知名度，陳有利獲悉GS1 HK新一代智慧條碼，認為有助公司提升產品於Google等的網上搜尋排名及曝光度，接觸更多潛在顧客、帶動銷情。



## 金漆招牌 名聞遐邇

品牌產品現時在中國內地、澳洲、美國、加拿大、英國等地均有供應，是將香港產品的優質信譽、物有所值等名聲帶到全球的表表者。陳金生於2018年榮獲諾貝爾獎學人系列-亞洲華人領袖獎，表揚他帶領企業、對經濟和社會作出貢獻的傑出成就。

疫情來勢洶洶，部份客戶銷情驟減，如香港賽馬會、餐廳等，但同時網店等各類零售商的供貨卻大增，如惠康、百佳、一田等超市百貨，抵消了部份損失。「公司立足香港30多年，我們亦樂見現時線上線下店舖百花齊放的局面。客戶與產品質素是我們最重要資產，我們會繼續投入創新科技及發展多元化產品綫，讓錦源企業薪火相傳，延續香港品牌精神。」



# Go Digital + AI

實體店生意受疫情影響，令零售業承受前所未有的壓力。同時，疫情亦已重塑消費者的行為，**網上購物** 已成為接觸消費者不可缺少的渠道。

The physical store business has been affected by the epidemic, putting the retail industry under unprecedented pressure. At the same time, the epidemic has also reshaped consumer behavior, and **online shopping** has become an indispensable channel for contacting consumers.



為了克服挑戰並應對顛覆性威脅，公司必須重新思考其營運模式，以 **AI** 實現創新驅動的增長。

In order to overcome challenges and respond to disruptive threats, companies must rethink their operating models to achieve innovation-driven growth with **AI**.



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# Attention to Sellers!

## Unauthorised Barcodes Can Lead to Big Problems

### 賣家注意!

### 不要誤墮未經授權條碼陷阱



No matter whether your products are sold on e-marketplaces or physical stores, barcodes are needed for product identification. GS1 is the only official provider of GS1 GTINs (i.e. barcodes). As the local chapter of GS1, GS1 HK is the only authorised body in Hong Kong to assign barcodes. We have not authorised any other organisation to issue barcode on our behalf.

Therefore, all non-GS1 organisations claimed to be selling GS1/GS1 HK barcodes are unauthorised bodies. Some sellers misused unauthorised barcodes from non-GS1 organisations, which incurred financial loss or even legal charges.

無論您的產品是於網上或實體店售賣，都必須擁有條碼作產品識別。申請條碼時，請注意GS1是唯一發出全球通用條碼標準的機構，而香港貨品編碼協會(GS1 Hong Kong)為GS1的香港分會，亦是香港唯一可編配GTIN條碼的機構，並無授權任何其他機構在香港發出條碼。

故此，大家於市面上看到報稱出售GS1/GS1 HK條碼的機構，均為未經授權的機構，有商家更因誤用非GS1官方授權的條碼，招致金錢損失，甚至負上法律責任。

#### 4 Types of Unauthorised Barcodes 認清4款未經授權條碼

- ✗ Barcodes issued by non-GS1 organisations  
向非GS1組織申請的條碼
- ✗ Expired GS1 barcodes  
GS1條碼過期後，仍繼續使用
- ✗ GS1 barcodes sold by GS1 members  
向其他GS1會員購買產品條碼
- ✗ Reused barcodes (same barcodes used on different products)  
使用已應用於其他產品的條碼

#### Risk 風險

- Products removed from shelf, incurring money loss caused by product repackaging or misused barcode replacement.  
產品下架，公司因要將產品重新包裝或更換條碼而招至金錢損失
- Lawsuit  
法律訴訟
- Tarnished brand image  
影響品牌形象及聲譽

### Amazon: Products with Unauthorised Barcodes will be Removed

As announced by Amazon, products with invalid GTINs (i.e. not provided by GS1) will be removed. Other e-commerce platforms like eBay, Alibaba and Google also require or recommend merchants to provide with GS1 barcodes for product identification, enabling merchants to search, compare and buy products easily.

### 條碼無效的產品會被Amazon移除

主要電商平台之一的Amazon於早前發佈的公告上表示，如產品使用無效的條碼(即不是由GS1提供)，就會被亞馬遜因產品「無效識別」而被移除。其他大型電商平台如eBay、阿里巴巴及Google均要求或建議賣家須提供GS1條碼作產品識別碼，協助買家搜尋、比較及購買產品。

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Contact us at [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org) to learn more 歡迎聯絡我們了解更多





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## 2 Challenging Tasks of COVID-19 Vaccine Supply Chain in HK 香港疫苗供應鏈2大挑戰

The journey of COVID-19 Vaccine in Hong Kong was featured in the English version of the 36<sup>th</sup> Visão Hospitalar Magazine. David Mouland, Vice President Logistics of DCH Auriga (Hong Kong) Limited shared the challenging tasks involved to ensure the safe and efficient storage & distribution of vaccines, and how GS1 standards can help protect patient safety.

最新一期醫療界雜誌36<sup>th</sup> Visão Hospitalar (英文版)揭示了疫苗在香港的運送。奧利佳(DCH Auriga)物流副總裁David Mouland分享了要於運送及配送過程中確保疫苗安全及有效儲存所遇到的各樣挑戰，以及GS1標準如何保確保用家安全。



### 1 Freezing Challenge at 3 Min 30 Sec 3分30秒的挑戰

Once the shipment is unloaded, the vaccine needs to be transferred to the specialized -70°C ultra-low temperature refrigerators strictly within 3 minutes 30 seconds.  
在倉庫卸貨後，疫苗必須於3分30秒內轉移至特製70°C超低溫冰箱。



### 2 Thaw & Repackage before use 使用前解凍及重新包裝

The deep-frozen vaccine has to be thawed for 3 hours and repackaged before delivering to a vaccination centre or an outpatient clinic.

Unique GS1 2D barcode label (GS1 Datamatrix) is added during repacking for healthcare supply chain stakeholders to uniquely identify & track-and-trace each jab, from delivery to point of administration.

在將冷凍了的復必泰疫苗送到疫苗接種中心或門診前，需預先解凍小時。

重新包裝時，團隊會加上獨一無二的GS1二維條碼標籤(GS1 Datamatrix)，讓供應鏈持份者能獨有識別，以及於供應鏈從運送到疫苗發放等每個點都做好追蹤追溯。



“ GS1 Standards bring transparency and help improve supply chain coordination, decreasing the risk of vaccine diversion, expiration date and proliferation of fake vaccines.

透過採用GS1標準，就能提升供應鏈透明度及改善協作，繼而減低疫苗錯配、過期及假疫苗的風險。

**David Mouland** - Vice President Logistics of DCH Auriga  
奧利佳(DCH Auriga) 物流副總裁 ”

Contact us at [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org) to learn more about GS1 2D barcodes.  
聯絡我們[corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)了解更多關於GS1二維條碼標籤。

# A SHARED RESPONSIBILITY FOR FOOD SAFETY: Exploring the Evolving Regulatory Framework for China Cross-border Food Trade

## 業界攜手守護食品安全 探索中國跨境食品貿易監管框架

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The regulatory framework in China is moving towards a Shared Responsibility for the management of the import and export food safety with an expanded focus on traceability – now is the time for government and food industry to work together to facilitate trade and build resilient and sustainable supply chains, while ensuring that evolving regulatory frameworks are conducive for business.

Regulatory developments for cross-border food trade controls are evolving at a fast pace, paired with initiatives led by inter-governmental organisations, drawing attention to the urgent need for food safety collaboration and cross-border traceability

### Importers/ Exporters Must Establish Food Traceability System

A potentially very impactful development is the work under the Asia-Pacific Economic Cooperation – Food Safety Cooperation Forum grouping of 21 economies, better known as APEC-FSCF. One initiative led by China is the development of strategies promoting the application of shared responsibility for the management of import and export food safety in the region. This thinking of shared responsibility is increasingly informing the Chinese government's approach to food safety, and supervision of imported food. While the approach is balanced with the food safety measures adopted in China applying to both imported, and domestically produced food, the requirements include review of the food safety management system of foreign countries and territories and also traceability and recall capabilities.

Notably the *Food Safety Law article 42* states that “food producers and operators should establish food safety traceability system to ensure the food traceability. The State encourages the food producers and operators to capture and save the production and business information by means of information technology to establish the food safety traceability system”. This can be seen as the real start gun hinting at what was to come. It was followed by the



中國監管框架正在逐漸落實進出口食品安全管理責任共擔機制，加大對可追溯性的關注力度。如今正是政府和食品行業攜手合作的好時機，雙方應共同努力，促進貿易，打造有韌性且可持續的供應鏈，同時確保不斷發展的監管框架為行業創造有利條件。

隨著跨境食品貿易管制相關監管體系的快速發展以及政府間組織發起種種倡議，人們開始關注食品安全合作和跨境商品追溯的迫切需求。



### 進出口商注意！必須建立追溯機制

極具影響力的發展成果包括由21個經濟體組成的亞太經濟合作組織食品安全合作論壇(APEC-FSCF)。由中國率先實施一項舉措，積極制定戰略，促進該地區落實進出口食品安全管理責任共擔。這種責任共擔的思路正日漸影響中國政府的食品安全與進口食品監管策略。這個策略與中國現有的進口與國產食品安全措施相輔相成，要求審查境外食品安全管理制度、可追溯性和召回能力等。

特別是《食品安全法》第42條規定：「食品生產經營者應當建立食品安全追溯體系，保證食品的可追溯性。國家鼓勵食品生產經營者採用科技去擷取、儲存生產及業務經營資訊，建立食品安全追溯體系。」根據中華人民共和國國務院令第721號



*Decree of the State Council of the People's Republic of China No. 721 (2019)*, Article 18 stated that food production and business operators shall establish a food safety traceability system, and truthfully record and maintain information such as inspections of incoming goods, factory inspections, and food sales in accordance with the provisions of the Food Safety Law to ensure food traceability.

### Food Traceability is also Required for Cross-border e-Commerce

While these articles likely had impact on exporters, the requirements from Customs have made it clear that the traceability requirements also include cross-border e-commerce trade. *General Administration of Customs Notice 194 (2018)*, article 26 paragraph 3 states that "Cross-border e-commerce enterprises...shall establish a sound product traceability mechanism and assume the responsibility of quality and safety subjects, and encourage cross-border e-commerce platform enterprises to establish and improve the self-regulatory system for the safety of import and export commodities." Worth noting the use of the words self-regulatory, which was already hinting at the thinking of shared responsibility.

In December 2020, China notified the WTO on the new Regulations on the Registration and Administration of Overseas Manufactures of Imported Food. These new regulations are aiming to implement article 96 of the 2015 Food Safety Law, which is essentially there to ensure that overseas exporters or agents exporting food to China and importers of imported food are put on record and registered with the authorities.

The new requirements aiming to implement article 96 will come into force in 2022, and a key aspect of this is the *General Administration of Customs of China Decree 249: Administrative Measures on Import and Export Food Safety*.

(2019), 中國公佈了修訂後的《中華人民共和國食品安全法實施條例》，其中第18條規定，食品生產經營者應當建立食品安全追溯體系，依照食品安全法的規定，如實記錄並保存進貨查驗、出廠檢驗、食品銷售等信息，保證食品的可追溯性。



### 跨境電商需完善產品溯源

這些條例可能會對出口商產生影響，而且海關已明確要求，可追溯性要求也適用於跨境電子商務貿易。海關總署公告第194號(2018)第26條第3款規定：「跨境電子商務企業.....應當建立健全的商品溯源機制，並承擔質量安全主體責任。鼓勵跨境電子商務平台企業建立並完善進出口商品安全自律監管體系。」值得注意的是，「自律」一詞即已暗示責任共擔的思路。

2020年12月，中國海關總署發布了新的248號令：《進口食品境外生產企業註冊管理規定》。這些新規定旨在落實2015年《食品安全法》第96條的規定，從根本上確保向中國出口食品的境外出口商或代理商以及進口食品的進口商向有關部門備案登記並將於2022年實行。與之相關的是中國海關總署同期頒布的第249號令：《進出口食品安全管理辦法》。

### FIA & GS1: Fostering Dialogue to Enable Cross-border Traceability FIA和GS1: 致力協助業界實現跨境貿易可追溯性

At Food Industry Asia and at GS1, we continue to have a dialogue with our food industry members to understand how these requirements are impacting their business operations. We are expecting that many of the requirements are being implemented on an operational level by food exporters. But it is important to also understand how the requirements are being enforced, and how practical issues, to enable the required cross-border traceability, like product identification and data sharing, is being carried out. Another important issue is the need for stronger international collaboration between the government and industry sectors to address the shared-responsibility on food safety management under the context of international food trade. Our member companies in Asia are at the core of the work we are doing, and we want them to have successful operations with easy market access across borders. We are focusing on collaboration to facilitate trade, build resilient and sustainable supply chains, while helping make evolving regulatory frameworks conducive for business.

透過與食品行業持續展開對話，FIA和GS1正了解這些要求對行業的業務營運有何影響。食品出口商有望在營運層面實現新規定中提出的多項要求。但是，了解這些要求的執行情況，以及實現跨境貿易的可追溯性（例如產品識別和數據共享）等實際問題的落實情況，也同樣重要。同時，亦需要加強政府和行業部門之間的國際合作，在國際食品貿易環境中積極落實食品安全管理責任共擔機制。我們深信通過合作，可促進貿易，建立有韌性且可持續的供應鏈，同時協助制定有利於行業發展的監管框架。



# Over 1,300 **Physical** + **Virtual** Delegates Gathered at the 20<sup>th</sup> GS1 HK Summit Exchanging Insights on 5 Digitalisation Trends **超過1,300位人士線上+線下** 匯聚第20屆GS1 HK高峰會 探討5大數碼化新趨勢

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View the speakers' sharing  
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Alfred Sit, Secretary for Innovation & Technology, inaugurated the Summit as the Guest of Honour and delivered the opening address. 高峰會邀得創科局局長薛永恒作主禮嘉賓並致開幕辭。



Keynote: Ricky Wong - Hong Kong Television Network Limited  
主題演講: 王維基 - 香港電視網絡有限公司



CEO Panel - Reimagining Retail Commerce in a Post-COVID World  
CEO論壇 - 重建後疫情時代的零售業

The 20<sup>th</sup> GS1 HK Summit themed “Scaling Digital Transformation • Cultivating Digital Assets” was successfully held in both physical & digital formats for the first time, in which industry experts shared their insights on 5 digitalisation trends – vaccine supply chain traceability, reimagining retail commerce in a post-COVID world, building supply chain agility & resilience from “Just-in-time” and “Just-in-case”, smart business & IoT-connected operations and digital trade finance.

The event was joined by over 1,300 physical and virtual delegates, exploring ways to “Go Digital • Go Smart” and grow businesses with innovative technologies. The Summit was co-located with the GOVirtual Business Expo, jointly hosted by GS1 HK and Baobab Tree Event Management Co., Ltd. (BTE).

早前舉辦的第20屆GS1 HK高峰會以「數碼轉型蛻變•『盈』聚數碼資本」為主題，首次於線上+線下同步舉行，探討5大行業數碼轉型新趨勢，包括疫苗供應鏈可追溯性、重建後疫情時代的零售業、將供應鏈策略由Just-in-time轉為Just-in-case、智慧商貿及物聯網連接的營運及數碼化貿易融資。

當日超過1,300位香港及大灣區的跨行業人士於線上及線下參與，探討如何以新科技「Go Digital • Go Smart」，帶來業務增長。同場柏堡活動策劃有限公司(BTE)聯同GS1 HK亦舉辦了旨在幫助企業把握虛擬經濟商機的GOVirtual博覽。





Digital Trade Finance  
數碼貿易融資



Executive Panel: Building Supply Chain Resilience through Digital Transformation  
領袖論壇：利用數碼轉型建立強韌彈性供應鏈



The Entrepreneur Forum was also held at the Summit, where long-standing and new brands shared their "500 days of business continuity strategy" since the pandemic outbreak. 高峰會亦舉辦了企業家論壇，由新舊品牌掌舵人分享他們各自在「疫情500日的生存之道」。

View the guests' sharing  
觀看嘉賓分享



Plenary: David Mouland - DCH Auriga HK Limited  
專題演講：David Mouland - 奧利佳物流





BUSINESS CONNECT  
**GS1 HK in Review**



Alfred Sit, Secretary for Innovation & Technology explored innovative solutions exhibited at GS1 HK Summit.  
 創科局局長薛永恒了解於GS1 HK高峰會上展出的創新方案。



Dr. Bernard Chan, Under Secretary for Commerce and Economic Development, Vincent Tang, Associate Director-General of Investment Promotion, Invest HK & Brian Lo, Director-General of Trade and Industry visited GS1 HK's booth to understand how our solutions can help industries to drive business growth.  
 商務及經濟發展局副局長陳百里博士、投資推廣署投資推廣署助理署長(企業支援)鄧智良及工業貿易署署長盧世雄參觀了GS1 HK於會場的展覽，了解本會的方案如何幫助各行各業，帶來業務增長。



Concurrent sessions were held in the afternoon, and industry experts shared on topics related to Smart Business, Smart Operations and Digital Trade Finance.  
 當日下午舉辦了小組討論環節，行業專家探討了智慧商貿、智慧營運及數碼貿易融資3大議題。



GS1 HK Summit was held in both physical and digital formats this year.  
 今年的GS1 HK高峰會於線上+線下同步進行



# Winning Strategies to Build Good Reputation and Attract Consumers

## 企業贏口碑 吸引消費者大法



As companies are launching different promotion campaigns to attract consumers, implementing “consumer-first” strategies to build good reputation and increase consumers’ confidence remain to be one of the crucial factors. Last year, GS1 HK’s “Consumer Caring Scheme” recognised over 90 companies which implemented consumer centric strategies. The companies also acknowledged that “Consumer Caring Company” recognition can help them win consumer trust with a positive brand image.

在商戶推出多個不同優惠吸引消費者的同時，以「貼心服務」贏口碑、提升消費者信心亦成為了當中的關鍵元素。去年GS1 HK「貼心企業嘉許計劃」便嘉許超過90間善用各大策略展現以客為先精神的企業。除貼心服務外，他們都認為獲取「貼心企業」認證能助他們贏得正面形象及消費者信心。



“ SYT Wellness was founded in 2015 by Cheung Yung, registered Chinese Medicine Practitioner with more than 30 years of professional and high-quality traditional Chinese medical services. SYT Wellness combined Chinese methodology in pain relief. The company also joined “Consumer Caring Scheme” to build a positive brand image, and hoped to help more citizens by treating their urban diseases.

由行醫30多年的張醫師於2015年創立、提供中西結合診斷和治療方法的上醫堂多年來治療了多位名人高官的痛症，近年更以「貼心企業」嘉許打造正面品牌形象，盼能為更多市民治療都市病。

2020 New Join - SYT Wellness  
2020年新入選貼心企業 - 上醫堂



“ As a trading and distribution company, Chuan Chiong maintained good relationship with their business partners and customers over the years. In addition to improving operation processes, Chuan Chiong also transformed their business with innovative technologies. An online store will be set up soon for consumers to buy their products online conveniently. 經營進出口及批發業務的泉昌多年來均與客戶及生產商建立良好的關係，除完善管理流程外，還在業務中加入創新元素。近年他們正籌備網店，方便消費者於網上購物。

10 Years Recognition - Chuan Chiong Co Ltd  
貼心企業「10年賞」- 泉昌有限公司

**Early bird discount** available, join our “Consumer Caring Scheme” now to demonstrate your excellence in customer service, so consumers can buy your products with confidence!

立即聯絡我們享用**早鳥優惠**，加入成為「貼心企業」，展現您「以客為先」承諾，讓消費者買得安心又放心!



## Low-Cost, Low-Risk Strategy to Tap Mainland O+O “Big Health” Market 低成本、低風險 進軍內地醫健美 線上線下市場大法

The high spending power of consumers in China has driven the growth of health, wellness and beauty (Big Health) market, with e-commerce sales increased by 112% in Q2 of 2020.

To help businesses resolve difficulties in entering China’s “Big Health” market, GS1 HK co-organized a webinar with InvestHK. The low-cost, low-risk strategy for companies to seize “Big Health” market opportunities in Greater Bay Area leveraging “HK Trusted Market + WJH” programme was shared. The programme also supports companies with anti-counterfeiting, O2O sales along with other promotion like live-streaming.



隨著中國內地的消費能力增加，醫藥、保健、美妝護膚(醫健美)市場發展相當蓬勃，在2020年第二季的線上交易總額的增速更達到112%。

可是商家要進駐內地醫健美市場往往遇到困難。早前GS1 HK聯同InvestHK舉辦網上研討會，拆解企業可如何善用「信港商城+唯家薈」把握大灣區新機遇，低成本、低風險輕鬆進軍內地醫健美線上線下市場及做好防偽，並以直播帶貨等宣傳產品。

Watch the playback  
重溫研討會



## 5 Ways to use Barcodes in Warehouse 拆解條碼於倉庫管理的5大功用

Shipping is a critical aspect in e-commerce, Heidi Ho, Principal Consultant of GS1 HK shared how companies can unleash the power of barcodes in warehouse management as they diversify their businesses from B2B to B2C on e-com channels, “By using barcodes in the warehouse, companies can obtain real-time data and ship products immediately.”

越來越多企業透過電商平台從B2B拓展到B2C業務，發貨及運輸為當中的關鍵。GS1 HK首席顧問何雅賢拆解了企業可以如何於倉庫管理上發揮條碼的功效：「條碼於倉庫上可以讓公司獲得實時數據，迅速出貨到客戶手上。」



### Barcode application in warehouse management 條碼於倉庫的應用

- Ordering 訂貨
- Receiving 收貨
- Storing 入庫
- Pick & Pack 執貨及包裝
- Replenishment 補貨

Contact us to watch  
聯絡我們重溫研討會





# Retail Insights from 2000+ GBA Consumers Revealed at Joint Survey Report with KPMG & HSBC



畢馬威、GS1 HK及滙豐聯合調查

## 匯聚2000+大灣區消費者見解 揭示零售新趨勢

The latest digitalisation and technology trends in the retail sector were revealed in the study titled "Retail's Realignment: The Road Ahead for Omnichannel in the Greater Bay Area" jointly published by GS1 HK, KPMG & HSBC, which gathered the insights from 2000+ consumers & 400 senior retail industry executives in GBA.

由GS1 HK、KPMG及HSBC聯合發佈、以「零售新里程：大灣區全渠道發展展望」為題的調查報告，探討了零售業的數碼化和科技發展趨勢，調查涵蓋香港和內地九個大灣區城市的2000多名消費者和400名零售業高級管理人員的意見。

### Q Can You Live Without Physical Stores? 您需要實體店嗎?



**23% Hong Kongers feel they can live without physical retail shops.**  
**有23%香港消費者認為他們並不需要實體店。**



#### Consumers 消費者

**50%** HK consumers feel more comfortable about shopping online since the start of the pandemic  
香港消費者自疫情後更接受線上購物

**86% Gen Z** consumers in GBA expect better connection between online and offline channels  
大灣區Z世代消費者期望品牌能更好地連繫線上線下平台

**82% Gen Z** consumers in GBA expect augmented reality (AR) to help them make better purchases online  
大灣區Z世代消費者希望擴增實境(AR)能助他們更易於線上購物

#### Retailers 零售商

**<50%** Retailers have adopted customer-focused growth strategies  
零售商正在應用以消費者為中心的業務增長策略

**30%** Retailers have comprehensive data analytics capabilities.  
零售商擁有完善的數據分析能力



Read Now  
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## 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)

- 3 DUANG HOLDINGS LIMITED  
眾萌控股有限公司
- AC 360 CO LTD
- ACONI GROUP HONG KONG LIMITED  
阿科尼集團香港股份有限公司
- AIMING GROUP LIMITED  
昂明集團有限公司
- AIYA TECHNOLOGY HK LIMITED
- ALPHAONC PHARMA (HK) LIMITED  
香港阿爾法藥業有限公司
- ANDOR TECHNOLOGY CO., LIMITED  
安德技術有限公司
- ANGELIC-PARTNERS LIMITED
- ANMN INTERNATIONAL LIMITED  
安瑪恩國際有限公司
- AREAVO TRADING LIMITED
- ARTEA LIMITED
- ASIA PACIFIC OFFSET LIMITED
- AUSSCO HONG KONG LIMITED  
澳迪香港有限公司
- AXLE INTERNATIONAL HOLDING LIMITED  
先機國際控股有限公司
- AZ HOME CONCEPT LIMITED
- BAWANGHUA INTERNATIONAL GROUP HOLDING LIMITED  
霸王花國際集團控股有限公司
- BEAUTY SOUL HOLDING LTD  
心美控股有限公司
- BELLA STAR CO., LIMITED
- BEST PICTURE BOOK LIMITED  
心水繪本有限公司
- BESTRADERS INTERNATIONAL LIMITED
- BLENDIT HONG KONG LIMITED
- BMHK 92 CO LTD  
博萬國際有限公司
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寶寶服務有限公司
- BRAVO DUMPLINGS  
壹餃
- CANADA HENGJIA ENERGY LIMITED  
加拿大橫加能源有限公司
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加勒比國際(香港)食品有限公司
- CHINA EASTERN INTERNATIONAL LIMITED  
中國東方國際有限公司
- CHINA SHENGHAI GROUP LIMITED  
中國升海集團有限公司
- CHINA WORLD GARMENTS (HK) LIMITED
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- CUBED LIMITED  
立方有限公司
- C-VITALITY INTERNATIONAL GROUP HOLDING LIMITED  
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- DANSHARI HK CO., LIMITED
- DE LUNA TRADING LTD
- DEGUO BAOLANA BOLONG BEER CO., LIMITED  
德國保拉納柏龍啤酒有限公司
- DELICIOUS SOUP LIMITED  
滋味靚湯有限公司
- DIAN ZAN XIONG (HK) FOOD GROUP CO., LIMITED  
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龍君有限公司
- DRAGONMARTS COMPANY LIMITED  
創穎發展有限公司
- DUST OF GODS ASIA LTD
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千色光學有限公司
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億凡進出口貿易有限公司
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- EVOLVE LIMITED
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- FAITH DELIGHT INT'L ENTERPRISE LIMITED  
信悅國際企業有限公司
- FANOSIE (HK) INTERNATIONAL TRADE LTD  
番氏(香港)國際貿易有限公司
- FARMSHARE LIMITED  
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- FAST TO BUY LTD  
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- FITASTY LIMITED
- FLAMES INTERNATIONAL (HK) TRADING LTD  
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- FLAWLESS TRADING HK CO LTD
- FOOD CRAZE LIMITED  
潮食派有限公司
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- FOSUN JOYGO (HK) TECHNOLOGY LIMITED  
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- FUKUYA HONG KONG LIMITED  
福屋香港有限公司
- FUR PET'S SAKE LIMITED
- G2 GLOBAL LIMITED  
吉奧國際有限公司
- GAME CENTURY DIGITAL LIMITED  
數碼年代遊戲有限公司
- GDH GUANGNAN HONG COMPANY LIMITED  
粵海廣南行有限公司
- GENEV LIMITED  
電動世紀有限公司
- GERMANY BAO YI SHENG (GROUP) CO., LIMITED  
德國保億升(集團)有限公司
- GERMANY CMSS OIL INTERNATIONAL GROUP CO., LIMITED  
德國馳邁斯石油國際集團有限公司
- GERMANY SHIBA (HK) CLEANING PRODUCTS LIMITED  
德國施巴(香港)清潔用品有限公司
- GF RESOURCES LIMITED
- GLOBAL ASIA CORPORATION LIMITED  
泛亞股份有限公司
- GOODY FOOD LIMITED  
好益佳食品有限公司
- GREEN AT HEART  
綠色心意
- GREEN KEY ELECTRONICS CO., LIMITED  
青稞電子科技有限公司
- GRUNDIG CAR RADIO LIMITED
- GUVU COSMETICS LIMITED
- HANS INTERNATIONAL LIMITED  
漢施國際有限公司
- HAPE INTERNATIONAL (HK) LTD  
怡人國際(香港)有限公司
- HAPPY FAVOUR LIMITED  
衡福有限公司
- HEALTHMORE PRODUCT PLATFORM LIMITED
- HIGH GROWTH ENTERPRISES LTD  
興益企業有限公司
- HILX EYEWEAR CO LTD
- HIND WING COMPANY LIMITED  
顯榮行有限公司
- HING WING INDUSTRIAL COMPANY  
興榮實業公司
- HIP SENG MANUFACTURING COMPANY LIMITED  
協盛製造有限公司
- HIT DIAMOND (SZE'S) HOLDINGS LIMITED  
恆寶珠寶(施氏)集團有限公司
- HK EH WIN TECHNOLOGY LIMITED  
香港易勝輝洪科技有限公司



84. HK GENJOY BIOTECHNOLOGY INT'L HOLDINGS LIMITED  
香港金卓宜生物科技國際控股有限公司
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86. HK KANG SI QI FOOD CO LTD  
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香港拉瑞亞國際有限公司
88. HK MUN MEI HIN PHARMACEUTICAL LIMITED  
香港萬美軒藥業有限公司
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香港萊仕熊熊品牌文化有限公司
119. HONGKONG OLD FELLOW NET RED FOOD CO., LIMITED  
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智彥創科有限公司
126. INNOVATEAM LIMITED
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誠信第一控股有限公司
128. IPORK FOOD PRODUCTS LIMITED  
一豚食品有限公司
129. ITALY ROOSTER HEAD INTERNATIONAL GROUP LIMITED  
意大利公雞頭國際集團有限公司
130. JOHNSON ELECTRIC INDUSTRIAL MANUFACTORY LIMITED  
德昌電機工業製造廠有限公司
131. JOINTURE TECHNOLOGY INTERNATIONAL LIMITED  
匯川科技國際有限公司
132. JOYOUS HEALTH CONCEPT LTD  
恩欣保健器材及康體中心有限公司
133. JUANZI FOOD (HK) CO., LIMITED  
娟子食品(香港)有限公司
134. JUNGAO (INT'L) MAOYI LTD  
俊高(國際)貿易有限公司
135. K&C (HK) IND CO LTD  
港駿(香港)實業有限公司
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卡美隆(香港)食品有限公司
137. KA WOO (H.K) INTERNATIONAL TRADING CO.  
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143. LASSANA LIMITED  
萊山飲食服務有限公司
144. LEADER MARINE PRODUCTS TRADING LTD  
利達海產貿易有限公司
145. LEGEND PACIFIC INTERNATIONAL LIMITED  
利眾國際有限公司
146. LERYA (HONGKONG) CO., LIMITED  
樂而雅(香港)株式會社有限公司
147. LETEN MATHESON CO., LIMITED  
雷霆洋行有限公司
148. LIANSHANGBAODAO (HONG KONG, MACAO AND TAIWAN)  
INDUSTRIAL DEVELOPMENT CO., LIMITED  
戀尚寶島(港澳臺)實業發展有限公司
149. LIDUN HOLDING LIMITED  
立敦控股有限公司
150. LIFEHUB LIMITED
151. LIMEBRITE LIMITED
152. LISA & SARA INTERNATIONAL  
麗莎國際
153. LOOMINATE TEXTILES LIMITED  
竣瑛紡織有限公司
154. LUP SHUN METAL & PLASTIC WARE FACTORY LIMITED  
立信五金塑膠廠有限公司
155. MACY'S FOOD & WINES LIMITED  
美思食品有限公司
156. MAISON MUGUET LIMITED  
山谷百合有限公司
157. MAN LOK DIM SUM LTD  
文樂點心有限公司
158. MANIPROFIT INTERNATIONAL LIMITED  
萬得利國際有限公司
159. MARVELWORKS LIMITED  
萬科活士有限公司
160. MASEN TOYS LIMITED  
馬利龍玩具有限公司
161. MEGA MACRO INTERNATIONAL (HK) LIMITED  
兆宏國際(香港)有限公司
162. METTA INTERNATIONAL (HK) LIMITED  
慈薈國際(香港)有限公司
163. MILLIONS FIELD INTERNATIONAL TRADING LTD  
萬田國際商貿有限公司

BUSINESS CONNECT  
New Members

164. MNG INTERNATIONAL LTD
165. MSB ART GLOBAL LIMITED
166. NATURAL DAILYHEALTH TRADING DEVELOPMENT LIMITED  
萃健貿易發展有限公司
167. NHH BIODEGRADABLE PLASTICS COMPANY LIMITED  
毅興環保塑料有限公司
168. NOBEL (CHINA) LIMITED  
超凡實業(中國)有限公司
169. NOVA BIO-SCIENCES LIMITED  
諾華生物科技股份有限公司
170. OCEANIA PURE INTERNATIONAL COMPANY LIMITED  
澳純國際有限公司
171. OM (HK) BIOTECHNOLOGY LIMITED  
澳美(香港)生物科技股份有限公司
172. OOMAGH (INTERNATIONAL) GROUP CO., LIMITED  
歐麥格(國際)集團有限公司
173. OPENUP GROUP COMPANY LIMITED
174. OPTICAL FARM HK LIMITED  
玥目光學有限公司
175. OSUGA INTERNATIONAL TRADING COMPANY LIMITED  
有幸國際貿易有限公司
176. OVNU LIMITED
177. PAK FU FOOD TRADING COMPANY LIMITED  
伯虎食品貿易有限公司
178. PAWS OF PRIDE
179. PENG YU INTERNATIONAL LIMITED  
鵬瑜國際有限公司
180. PICILY JAPAN IMPORT AND EXPORT HOLDING CO., LIMITED  
潘思莉日本進出口控股有限公司
181. PLAY4FUN LIMITED
182. PLY (HK) LIMITED  
栢樂熒(香港)有限公司
183. PU LUO TANG MEDICINE (HONG KONG) LIMITED  
普洛堂藥業(香港)有限公司
184. QIANDUODUO NETWORK TECHNOLOGY CO., LIMITED  
乾多多網絡科技有限公司
185. RAW TASTE FOODS SUPPLY COMPANY LIMITED  
原味鮮優質食材有限公司
186. RELEGEND EYEWEAR COMPANY LIMITED  
朗捷眼鏡有限公司
187. REN YU TANG LIMITED  
王宇堂食品有限公司
188. RICHON INTERNATIONAL CO.  
利俊國際公司
189. RISE ASIA INTERNATIONAL LIMITED  
亞升國際有限公司
190. ROC DAN LIMITED  
樂登有限公司
191. RUNLONG TRADE GROUP (HK) CO LTD  
潤隆貿易集團(香港)有限公司
192. SAKURA INTERNATIONAL (JAPAN) TRADING LIMITED  
櫻花國際(日本)貿易有限公司
193. SAU LEE LIMITED
194. SEA DELICACY (HONG KONG) LIMITED  
佳和食品(香港)有限公司
195. SEVENWIN INTERNATIONAL CO., LIMITED  
七維國際有限公司
196. SHING WING COMPANY LIMITED  
譽盛樂有限公司
197. SHINNING DIAMOND INVESTMENT LIMITED  
閃耀(中國)投資有限公司
198. SINCERE WISH INTERNATIONAL LIMITED  
誠願國際有限公司
199. SINOFOOD INTERNATIONAL LIMITED  
中商食品國際有限公司
200. SKY EAGLE DEVELOPMENT (ASIA) LTD  
天鷹實業(亞洲)有限公司
201. SKY LINE GLOBAL TRADE LIMITED  
天行環球貿易有限公司
202. SLIMPAL INTERNATIONAL LIMITED  
斯林姆帕國際有限公司
203. SNACK TREAT (HK) FOOD LIMITED  
零食度(香港)食品有限公司
204. SOMETHING CLASSY LIMITED
205. STAR GLOBE LIMITED  
昇虹有限公司
206. STRONG BY NATURE LIMITED
207. SUGAR & SPICE INTERNATIONAL LIMITED  
糖村國際有限公司
208. SUGI INTERNATIONAL LIMITED
209. SUN NEW INNOVATIONS CO., LIMITED  
順新創意有限公司
210. SWITZERLAND RISHDENE INTERNATIONAL GROUP CO., LIMITED  
瑞士瑞詩丹蓮國際集團有限公司
211. T&S INTERNATIONAL (ASIA) LIMITED  
天信國際(亞洲)有限公司
212. TAS' MANIA LTD
213. TELEFIELD MEDICAL IMAGING LIMITED  
中慧醫學成像有限公司
214. THE LIGHTING HOUSE LIMITED
215. THE PPE (MEDICAL) COMPANY LIMITED
216. THE WUDS LIMITED  
伍茲有限公司
217. TIBET GLACIAL WATER LIMITED  
藏冰川有限公司
218. TIHEL GROUP CO LTD  
汰翳家清集團有限公司
219. TYS MART LIMITED  
特畫城有限公司
220. UNION SUCCESS ASIA COMPANY  
森之暉實業公司
221. UNISCAPE FOOD LIMITED  
櫻海食品有限公司
222. UNITED GAIN LIMITED  
強益有限公司
223. VASTLAND (HONGKONG) CO., LIMITED
224. VIVA CORPORATION LIMITED
225. WAH FU TRADING COMPANY  
華富貿易公司
226. WANG YUN HONG GROUP LIMITED  
泓潤行集團有限公司
227. WANTED DRINKS LTD
228. WEIZHIPU INTERNATIONAL CO., LIMITED  
味之鋪國際有限公司
229. WENHELI (ITALY) INTERNATIONAL INVESTMENT LTD  
文和裏(意大利)國際投資有限公司
230. WHITE STAR DEVELOPMENT GROUP LIMITED
231. WILTSHIREBIOTECH LIMITED  
威德生物科技股份有限公司
232. WINFRED (INTERNATIONAL) TRADING LIMITED  
永祥(國際)貿易有限公司
233. WING YIP FOOD (CHINA) HOLDINGS GROUP LIMITED  
榮業食品(中國)控股集團有限公司
234. XENICA LIMITED
235. XFX LIMITED
236. XIAOGAN QINQIN (HK) CO LTD  
孝威親親(香港)有限公司
237. YAN SHEUNG KEE (MING KEE) COCONUT & SPICES COMPANY LIMITED  
甄想記(明記)椰子香料有限公司
238. YIN CHAK GLOBAL INVESTMENT LIMITED  
然澤國際投資有限公司
239. YLS BIOLOGY TECHNOLOGY (HONG KONG) LIMITED  
鈺瀾杉生物科技(香港)有限公司
240. YOBU LIMITED
241. YOURTH TECHNOLOGY CO., LIMITED  
優思科技有限公司
242. YU CHIN YUAN (H.K.) COMPANY LIMITED  
御津園(香港)有限公司
243. YUEN TIN TEA  
元天茶
244. ZEBRA FOREST BIOTECH CO., LIMITED
245. ZHENHAO TRADING CO., LIMITED  
振豪貿易有限公司
246. ZHONG CHI INTERNATIONAL (HONG KONG) CO., LIMITED  
中馳國際(香港)有限公司
247. ZOVII TECHNOLOGY COMPANY LIMITED  
索衛科技有限公司

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成為我們的會員







# GS1 HK Calendar

**24 SEP**

“Go Digital” Webinar: Barcode and Digital Service Workshop (Online)  
「Go Digital」研討會: 條碼及數碼工作坊(網上進行)

**12 - 14 OCT**

GS1 AP Forum 2021  
GS1亞太地區論壇2021

**21 OCT**

“Go Digital” Webinar: Barcode and Digital Service Workshop (Online)  
「Go Digital」研討會: 條碼及數碼工作坊(網上進行)

**27 OCT**

HKETA: Symposium on Innovation(Hybrid)\*  
香港電子科技商會創新科技論壇(線上線下進行)\*

**27 - 30 OCT**

HKTC: ICT Expo 2021 (Physical, Winners of “HKICT Awards 2021: Smart Mobility Award” organised by GS1 HK will join the exhibition)  
香港貿易發展局國際資訊科技博覽2021 (實體展, GS1 HK策動的「2021香港資訊及通訊科技獎: 智慧出行獎」得獎企業參與展出)

**29 OCT**

HKSTLA: GBA Digital Supply Chain Forum (GS1 HK is the co-organiser & will join as one of the speakers)  
香港航運物流協會: 粵港澳大灣區數字供應鏈論壇 (GS1 HK為協辦機構及演講嘉賓之一)

**2 - 3 NOV**

HKTC: ALMAC 2021 (Co-organise Supply Chain Management Forum & Executive Dialogue on 3<sup>rd</sup> Nov)\*  
香港貿易發展局: 亞洲物流航運及空運會議2021 (GS1 HK將協辦於11月3日舉辦的「供應鏈管理論壇」及「主題對話」環節)\*

**3 - 6 NOV**

HKCSS: Gerontech and Innovation Expo cum Summit (GIES)\*  
香港社會服務聯會: 樂齡科技博覽暨高峰會(GIES)\*

**4 - 5 NOV**

Hong Kong Maritime Week 2021: Visit to GS1 HK's Smart Business Innovation Centre  
香港海運週2021: 參觀GS1 HK的智慧科技創新中心

**18 NOV**

“Go Digital” Webinar: Barcode and Digital Service Workshop (Online)  
「Go Digital」研討會: 條碼及數碼工作坊(網上進行)

**1 DEC**

GS1 HK 7<sup>th</sup> Food Safety Forum  
GS1 HK第7屆食品安全論壇

Upcoming Events  
即將舉行的活動



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

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掛耳滴濾咖啡買3送1

Promotion period till 28<sup>th</sup> Nov, 2021  
優惠期至2021年11月28日



**Pharmabelle SPF30 Zinc Oxide Face Cream - 15% off**  
**Pharmabelle 全新物理防曬面霜 - 85折**

Promotion period till 31<sup>st</sup> Dec, 2021  
優惠期至2021年12月31日



**Kwok Kam Kee Frozen Food - 8% off**  
郭錦記急凍食品低至92折

Promotion period till 30<sup>th</sup> Sep, 2021  
優惠期至2021年9月30日



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## 7<sup>th</sup> GS1 HK Food Safety Forum Food Safety in Times of Crisis: Rethink, Reset, Revive

Date: 1 Dec 2021 | Time: 2:00pm - 6:00pm | Venue: 4/F, HKPC Building  
(hybrid mode - physical & virtual)

Our annual Food Safety Forum will bring together the collective wisdom of industry experts and practitioners to improve food traceability & safety practices, as well as to drive effective adoption of international standards and technology for food management systems.



One of the  
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on Food Safety



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- Innovative Solution Showcase
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