

Hong Kong Barcode 489 - Your Key to Global Trade 香港條碼489開展商貿通全球



Each day, over **6 billion scanning transactions** take place around the world and around **100 million products** carry GS1 barcodes. Accurate online listings, multi-channel fulfillment, traceability, and quality data - all begin with standards-based product identification - barcode.

世界各地每日透過掃描處理的**交易超過60億宗**，並有約**1億件貨品**附有GS1條碼。準確的網絡上架資訊、多渠道配送、追蹤追溯及有質素的數據，全都以標準為本的產品認證條碼作基礎。



GS1 Hong Kong is the only authorised body in Hong Kong to assign GTINs and its associated barcodes under the Hong Kong prefix "489".

香港貨品編碼協會是唯一在香港獲授權使用“489”地區字頭作批核全球貿易編碼 (GTINs)及其相關條碼的機構。

As Full Member, you will receive an official certificate, giving you the peace of mind that your barcode numbers are uniquely yours, internationally recognised and from authentic source.

成為全面會員，你將會獲得由GS1 HK頒發的證書，確保你的條碼編號是獨一無二、受國際認可及來自可靠的來源。



GS1 Identification Number Provides Enormous Benefits for All Businesses

無論任何行業或部門，GS1的國際貨品編碼都能帶來莫大裨益



Unique product identification
獨一無二的貨品識別

Streamline business processes like sales, issuing shipment notice, invoicing and others
簡化業務流程如銷售、出發票交付運單等

Facilitate data exchange with business partners
更快地與商業夥伴交換貿易數據

Eliminate repetitive and error-prone data entry
避免重複及錯誤輸入貨品資料

Ensure consistent and accurate product information across all channels
在不同渠道都能確保準確及一致的貨品資訊

Facilitate inventory management with product tracking and warehouse automation
監察追蹤庫存，助倉庫自動化，改善倉庫管理

Facilitate scan, pick & pack
便利掃描、執貨及包裝

Enable track and trace across supply chain with real-time updates
實時追蹤及追溯貨品在供應鏈上的情況

Enhance operational efficiency and product delivery, reduce administrative costs
提升營運及送貨效率，降低行政成本

Enable implementation of electronic point of sale
輕鬆推行電子銷售系統

Enhance consumer journey with complete product data (e.g. product authentication and track-&-trace)
完整的產品數據能提升消費者購物體驗 (如產品驗證及追蹤追溯)

Comply with product listing requirements on traditional retail outlets and e-marketplace
讓貨品符合傳統零售商及電子商貿平台的上架要求

Provide accurate sales data, facilitate efficient procurement & replenishment
提供準確的銷售數據，將缺貨率減到最低

Plan and execute easily data-driven market strategy
輕易收集數據，實踐市場策略

Brand Owner
品牌持有人
Manufacturer
製造商



Logistics
Distribution
Service Provider
物流分發服務供應商
Importer / Exporter
入口商 / 出口商



Retailer
零售商
E-tailer
網絡零售商
Distributor
分銷商
Wholesaler
批發商



Exclusive Benefits of GS1 HK Membership

GS1 HK會員專享優勢



Free usage of BarcodePlus platform, a cloud-based product and location management portal with registered brand owner / authorised distributors-defined product information, representing a trusted, authentic source of product information.

免費使用BarcodePlus產品及位置資訊雲端平台，平台上產品資訊均由已註冊的品牌持有人或獲授權及批發商所提供，產品訊息來源真確、值得信賴



Tap into the over-1-billion WeChat active users market via barcode scanning

只需掃描條碼，即可投入超過10億微信活躍用戶的市場



Generate QR Code via BarcodePlus for sharing extended information of your products with consumers

透過BarcodePlus獲取產品QR Code，與消費者分享更多您的產品資訊



Connect to leading retailers / e-commerce platforms to conduct business

連繫主要零售商及電子商貿平台去交易營商



Free admission of GS1 HK Barcode Workshop, and plenty of networking / business matching opportunities at GS1 HK hosted seminars, workshops, conferences, summits, etc.

免費參與GS1 HK條碼工作坊，並在本會舉辦不同的研討會、會議、高峰會中獲得許多商業交流及配對的機會



Eligible to apply for Consumer Caring Scheme, a well-established programme to raise your company recognition

有資格申請「貼心企業」嘉許計劃，加強市場對您公司質素的肯定



Access to GS1 HK Barcode Testing Service to ensure scanning quality

獲得條碼測試服務，確保條碼符合規格標準



Comply with Mainland Regulations to manufacture and distribute products in China

符合中國國內法規，在內地生產及批發產品

Our Members and Partners Across Industries are Using GS1 Barcode 各行各業會員及業務夥伴都在使用GS1條碼



Retail / Apparel / Consumers Good

零售 / 成衣 / 消費性用品



7-11, A.S. Watson 屈臣氏, Chow Tai Fook 周大福, Circle K OK 便利店, Fortress 豐澤, JUSCO 吉之島, Mannings 萬寧, Park'n'Shop 百佳, Polo Ralph Lauren, Wellcome 惠康等等



Barcodes are used to help Wellcome serve more than 17 million customers every month in its more than 340 stores in Hong Kong and Macau.

惠康利用產品條碼服務著香港及澳門超過340間店舖，每月超過1,700萬名顧客。

- Timothy Tang, Managing Director - Hong Kong/Macau Food,
Dairy Farm Company Limited - Wellcome
牛奶有限公司 - 惠康常務董事 - 香港澳門食品鄧天正



Food and Food Services / Healthcare

食品及餐飲服務 / 醫療護理



Café de Coral 大家樂, Dairy Farm 牛奶公司, DCH Food Mart 大昌食品市場, Hospital Authority 醫院管理局, Lee Kam Kee 李錦記, Maxim 美心, Nestlé 雀巢, Pfizer 輝瑞, Swire Coca-Cola 太古可口可樂, Tsit Wing 捷榮, Vitasoy 維他奶, Wyeth 惠氏等等



GS1 standards can seamlessly comply with Maxim's backend system, which triggers synergy and effectively enhances system operation and efficiency of the back office. GS1的標準與美心技術順利接軌，形成協同效能，令後勤部門有效提高系統操作和效率。

- Louis Mah, Head of Information Technology, Hong Kong Maxim's Group
香港美心集團資訊科技總監馬慶和



E-Commerce

電子商貿平台

Alibaba 阿里巴巴, Amazon 亞馬遜, eBay, Google Shopping, Rakuten 日本樂天市場, Tmall Hong Kong 天貓香港, Walmart 沃爾馬, Ztore 士多等等



Many merchants list their products with GS1 barcodes on our platforms. Global users need only to simply scan a product barcode with a mobile phone, and the point of sales are listed out at once. Adopting technology with the international standards provides greater confidence to the consumers.

許多商家產品都擁有GS1的條碼，全球用戶只需利用平台中的掃描器掃產品條碼，便能即時出現該產品的銷售商戶。這技術與國際標準銜接，讓買家購物時帶來更大信心。

- CK Chan, Head of Hong Kong, Tmall World
天貓海外香港區總經理陳子堅



APPLY NOW 立即申請!

只需到此網站下載、填寫及提交表格，便可申請您公司全球唯一的GS1標識號碼！
To apply for a GS1 identification number, simply download, complete and submit a form here www.gs1hk.org/hk-barcode-489

CONTACT US NOW E: membership@gs1hk.org T: 2861 2819 www.gs1hk.org

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