



The Only Official Organisation in HK

GS1 HK is the **only authorised body in HK** to assign barcodes with “489” prefix (GTIN). We **have not authorised** any organisation to issue barcode on our behalf.

Exclusive Benefits for GS1 HK Members

1 Smart Barcode • Big Opportunities

To know more



Smart Barcode, Your Key to Unleash Online / Offline Opportunities!



Online Sales



Scan to Buy



Boost Traffic for Free

2 Smart QR • Creating New Surprises Anytime

To know more



Smart QR allows using the same code to offer different promotions at different times.



Connect to promotion video / product review / others



Drive organic traffic to e-shop / e-marketplaces



Track and measure promotion effectiveness

3 BARzaar Free Online Publicity

To know more



Members can list product promotion onto GS1 HK BARzaar platform for free, **broadcasting to a 8,000+ members community**