



The Global Language of Business
Connecting Supply Chain with Innovations

Annual Report 2016

Innovating for Digital Consumers' Connection



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GS1 believes in the **Power of Standards**

GS1相信**標準的力量**

to transform the way we work and live.

可以改變我們的工作及生活。

Towards this vision, we seek to:

Create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets;

Enable visibility through the exchange of authentic data; and

Empower business to grow and to improve efficiency, safety, security and sustainability.

朝著這個願景進發，我們尋求：

透過獨有識別、準確擷取及自動分享有關產品、位置及資產的重要資訊，我們為商界**創造**共同的基礎：

透過協助企業交換真實數據，我們**賦予**透明度；及

透過促進業務發展，提升效率、安全性、保安及可持續發展能力，我們**推動**企業變得更強。

We are, furthermore:

- neutral and not-for-profit
- user-driven and governed
- global and local
- inclusive and collaborative

我們亦是：

- 中立及非牟利的組織
- 由用戶作主導的組織
- 環球及本地的組織
- 融合協作的組織

Today's GS1 Hong Kong 香港貨品編碼協會概況

Serving Hong Kong for over **27** years
服務香港逾27年

Supporting more than **7,000** corporate members
支援超過7,000名企業會員

Daily barcode scan exceeds **8 million** times in Hong Kong
香港每日的條碼掃描次數超過8百萬次

EDI transaction reaches over **780,000** per month
每月電子數據交易超過78萬宗

95% of supermarkets in HK adopt GS1 standards
超過95%香港超級市場使用GS1標準

70% of Chinese fast food restaurants in HK use GS1 system for purchase order processing
70%香港的中式快餐店使用GS1系統進行處理訂單採購

79% of hospitals' drugs supply chains in HK are supported by GS1 standards
79%香港的醫院藥物供應鏈由GS1標準支援

Chairman's Message

主席獻辭

Mr Joseph Phi 彭焜耀先生
Chairman 主席



The year past has been astoundingly extraordinary, marked by unexpected changes across political, social and economic fronts. On the latter, amidst a lackluster market, e-commerce continued to grow, led by rapid acceleration in business transformation to Omni-channel retail. The advent of many game-changing technological innovations will no doubt profoundly impact business models across all industries. These new advancements saw the convergence of both the supply and demand chains, and squarely put consumer satisfaction and experience at the core of any organisation's agenda.

For GS1 Hong Kong, we have had another productive and successful year. In a digital world where networks are vital and data quality reigns supreme, we have been bridging the gap between the world of things and the world of data. But as we look further ahead, we envision even greater opportunities on the horizon that are as challenging as they are immensely rewarding.

Role of GS1 on One Belt One Road (OBOR)

According to a new Fung Global Retail and Technology Report, OBOR equals multinational opportunity. A major goal of China's OBOR Initiative is to promote connectivity and trade between economies. Statistics of the International Monetary Fund have confirmed that by the year 2020, countries along the land and maritime belts will account for 50% of global GDP, generating huge opportunities for both China and its multinational partners.

GS1 is well positioned to contribute to OBOR with its global standards. Unimpeded trade depends on information connectivity. GS1's neutral, open and trusted standards can effectively serve as the common business language in facilitating information connectivity and enabling supply chain visibility along the Belt and Road.

One of our major achievements in the year under review belongs to our iconic Barcode (Global Trade Item Number GTIN). It is growing in power and versatility as demands grow for authentic, accurate, sharable, searchable, accessible and linkable data. Major global companies, including online market platforms like Alibaba Group, Amazon, eBay, Google, Walmart have recently adopted GS1 GTIN to ensure that the products they sell can be traced to reliable and verified sources.

過去一年是異常的一年，無論政治、社會和經濟層面均出現令人意想不到的變化。在經濟方面，整體市道雖然疲弱，但隨著不少公司的業務急速轉型至全方位零售，令到電子商貿持續增長。有許多嶄新技術的出現，改變了遊戲規則，無庸置疑對各行各業的商業模式帶來深遠影響。這些技術的發展，把供應鏈和需求鏈連結一起，令到不少公司朝著消費者的滿意程度和體驗方面，構建為它們的業務發展核心。

對於香港貨品編碼協會，我們也經歷了另一豐收和成功的一年。在數碼世界中，網絡是至關重要，數據質素可謂至高無上，我們一直致力拉近物件世界和數據世界之間的距離。但當我們翹首遠望，我們預見將會有更多的機遇，更多的挑戰，但同時帶來極大回報。

GS1在一帶一路的角色

根據最新的《馮氏全球零售和科技》的報告，一帶一路等於多國機遇。中國倡議的「一帶一路」的主要目標就是促進各個經濟體之間的連繫和貿易。根據國際貨幣基金組織的統計數字，到2020年，處於陸上和海上絲綢之路經濟帶的國家，將佔全球國內生產總值（GDP）的50%，為中國及其他跨國合作夥伴締造了巨大的機遇。

GS1在全球標準方面的定位，可對一帶一路作出貢獻。貿易暢通無阻取決於信息的連繫。GS1的中立、開放和值得信賴的標準，是商業的共通語言，有效促進信息連繫和推動沿帶沿路供應鏈的透明度。

回顧我們在過去一年的主要成績，其中之一是就是我們的標誌性條碼（全球貿易貨品編碼GTIN）。隨著市場愈來愈需求真實、準確、可共享、可搜索、可獲取和可連接的數據，GTIN發揮的威力和通用性與日俱增。一些全球的主要公司，包括阿里巴巴集團、亞馬遜、eBay、谷歌和沃爾瑪等網上平台，最近也採用了GS1 GTIN，以確保他們所銷售的是可靠和經驗證的產品，並且得以追溯有關產品的源頭。

Additionally, a few progressive-thinking businesses have been quick to seize the opportunity to actively engage in the OBOR Initiative by building a "Digital Silk Road" and helping to upgrade traditional industries within and beyond China's borders. It is expected that the development of e-commerce, industrial networks and internet banking would serve more than a billion customers, businesses and investors among OBOR economies.

Dawn of a New Era of Industry 4.0 and Internet of Things (IoT)

The advent of a new era of Industry 4.0 and Internet of Things also opens up a world of opportunities. In connecting the physical and digital worlds with its "Global Language of Business", GS1 has in fact been laying the foundation for IoT. Powered by GTIN and EPC/RFID, GS1 enables unique identification of products, assets, locations among others, and allows automatic data capture as well as seamless and trusted sharing of data. By combining the power of IoT with business-relevant data, the local SMEs, retailers and e-tailers, as well as supply chain and logistics practitioners will be able to stay at the forefront of global competition.

Right Technology, Right Way, Right Time

At GS1 Hong Kong, we share the belief that when the right technology is applied in the right way and at the right time, it can change the way we live, the way we work and, yes, even the way we shop. GS1 Hong Kong with its expertise in global standards technology can offer the help you need to realise your dream opportunity in the digital commerce of today and beyond.

On behalf of the Board of Directors, I would like to express my heartfelt appreciation to the management team and all the staff for their dedication and commitment in serving all of our members and stakeholders. We look forward to working with all of you in unleashing the power of digital commerce.

此外，一些具前瞻性的企業已迅速抓緊機遇，積極參與「一帶一路」的倡議，並構建「數碼絲綢之路」，幫助提升中國境內外的傳統產業。預計電子商貿、工業網絡和網上銀行的發展將為一帶一路經濟體中超過10億客戶、企業和投資者服務。

工業4.0和物聯網（IoT）新時代的來臨

工業4.0和物聯網新時代的來臨也開啟了一個充滿機遇的世界。藉著「環球貿易共通語言」，連接實體和數碼世界，GS1實際上為物聯網奠定了基礎。GS1透過GTIN和產品電子代碼（EPC）/無線射頻識別（RFID）得以對產品、資產和位置等進行獨特識別，容許使用者可以自動擷取數據，兼且暢通無阻分享可信的數據。透過結合物聯網的功能與業務相關的數據，本地中小企業，零售商和電子零售商，以及供應鏈和物流業人士將能夠在全球競爭中保持領先地位。

合適的科技、合適的方式、合適的時間

作為香港貨品編碼協會，我們深信，當應用到合適的科技時，透過合適的方式和在合適的時間配合下，它可以改變我們的生活、改變我們的工作，甚至我們的購物方式。憑藉在全球標準技術方面的專業知識，無論現今或是以後，本會可以幫助實現數碼商貿中夢寐以求的機會。

我謹代表董事局向管理團隊和所有員工表示衷心的謝意，感謝他們為我們所有會員和持份者作出的貢獻和承諾。我們期待與你們一起發揮數碼商業的力量。

Chief Executive's Report

總裁報告

Ms Anna Lin, JP 林潔貽女士 太平紳士
Chief Executive 總裁



It has been a sedulous and busy year but also one of rewarding fulfillment, progress and achievement. The rapid rise of e-commerce and omni-channel as the key business drivers has predominated much of the year's activities in our constant endeavor to empower businesses to tap effectively into this phenomenal upsurge of digital commerce that is sweeping across the world. And as e-commerce rapidly grows in diversity and complexity, so must we at GS1 Hong Kong evolve to stay ahead in order to bring in the latest technology and new application for the best possible benefit of our corporate members.

Outside-In Approach

For the first time, in the year under review, at a time of economic slowdown amid an e-commerce boom, we undertook a 2016 CEO Pulse Survey jointly with KPMG China to investigate the outlook, from both the CEO and consumer perspectives, of the challenges and opportunities the industries face in the development of e-commerce, and the winning strategies for the way forward. The quantitative survey based on respondents of both Hong Kong and China consumers and qualitative analysis with CEOs was insightful as a blueprint for development. In parallel, a number of workgroups have been set up to focus specifically on various vital areas and the results have led to a range of practices and guidelines to be developed and recommendations being drawn up in respect of: on shelf availability, supply chain processes, consumer engagement and e-commerce, and consumer journey and analytics.

Weaving the Path of Omni-Channel Transformation

In the face of declining retail sales statistics - in the first 10 months of 2016, the sales value and volume dropped by 8.9% and 7.8% respectively in Hong Kong - and with surging e-commerce unabated, the answer to expand sales territory and channel in reaching more customers becomes clear.

GS1 Hong Kong was active in rolling out solutions and initiatives in 2016 that serve to pragmatically enable brand owners, manufacturers and retailers in bridging the worlds of physical and omni-channel commerce. These included, notably, SmartSearch Jumpstart Service to facilitate online products searchability, the REAL Barcode Solution to enhance products authentication against counterfeits, and the Hong Kong Trusted Product Programme to provide consumers with verified, consistent product information reinforcing consumer confidence.

在2015/16年度，對我們來說，是孜孜不倦、默默耕耘的一年，也是取得豐碩進展和成就的一年。電子商貿和全方位零售的迅速崛起是業務發展的主要動力，在今年的大部分活動中佔據主導地位。我們致力促進企業能夠有效地掌握正在席捲全球的數碼商貿熱潮，而隨著電子商貿變得愈來愈多元化和複雜，香港貨品編碼協會務必走在前端，引進嶄新的技術和應用，為企業會員帶來最大的效益。

由外到內的策略

回顧過去一年，正值經濟放緩，但電子商貿發展反而蓬勃，我們首次與畢馬威中國合辦名為「2016 CEO Pulse Survey」的調查，從行政總裁和消費者的角度，探討業界在電子商貿發展所面對的挑戰和機遇，以及未來的致勝策略。其中更有針對香港和中國消費者進行的數據為主的調查，以及面對面訪問行政總裁，為未來發展藍圖提供具備洞察力的質量分析。同時，我們已設立了若干工作小組，針對各重要領域，包括上架貨品流通管理、供應鏈流程、消費者連繫與電子商貿，以及消費者體驗和分析，提供一系列實務做法和指引，並提出相關建議。

為全方位零售轉型鋪路

面對零售銷售數字下降的趨勢，在2016年首十個月，香港的銷售值及銷售額分別下跌8.9%及7.8%，然而電子商貿的增長不減，企業拓闊銷售領域及渠道以便接觸更多的客戶，這個方向變得更加明確。

本會在2016年積極推出解決方案和舉措，令品牌商、製造商和零售商能夠連接實體世界和全方位商業世界。這包括，「智慧搜尋」Jumpstart服務，以促進網上產品搜索、「真的碼」解決方案以加強產品認證防偽，以及「香港信心產品」計劃，為消費者提供驗證和一致的產品信息，提高消費者信心。

Our survey has shown that Hong Kong and mainland China online shoppers have significant concerns around trust and consistency. To some extent, their concerns are heightened by rampant counterfeiting. It is imperative that e-commerce players must respond positively to deliver a smooth experience from start to end for consumers and in particular to protect their brands by having the most secured anti-counterfeiting technology coupled with a web-based product validation and information tracking system. This is where GS1 Hong Kong can play an effective role.

GS1 Iconic Barcode

I am delighted to report that GS1 has achieved a major breakthrough in the application of its iconic Barcode, the powerful Global Trade Item Number (GTIN). First, Alibaba Group has made international announcement that it would leverage GS1 GTIN standards to obtain the product information of the international brand owners. Second, in collaboration with WeChat, GS1 Hong Kong has enabled consumers, with WeChat apps, to scan barcodes of Hong Kong products for detailed information, thus unleashing enormous business potential for Hong Kong businesses as their product information is now easily accessible at a click by millions of consumers in the mainland - WeChat's 846 million monthly active users (according to Statista 2016 Q3 data)!

GS1 Solutions: ezTRADE & ezTRACK

The year also saw the successful launch of a GS1 Hong Kong mobile app of ezTRADE, allowing users to receive electronic messages at their fingertips. ezTRADE is the leading B2B industry platform for retail consumer goods and healthcare sectors as well as their trading partners in South China. As of today, ezTRADE users have risen to 2,000 enterprises, with 95% of them are supermarket suppliers in Hong Kong and is widely used by suppliers of a number of major Chinese fast food chain restaurants in Hong Kong.

Furthermore, solid progress is being achieved in the adoption of Global Data Standards (GDS), a project funded by APEC (Asia Pacific Economic Cooperation) to enhance supply chain performance for trade facilitation in the region. Appointed as the project manager, we completed the first trial pilot in 2015 leveraging our solution, ezTRACK, and have begun the second phase of the pilot this year, which incurs a wider scope and routes.

我們的調查顯示，香港和中國內地的網上購物者十分注重信用和一致性。在某種程度上，他們更加擔憂假貨猖獗問題。電子商貿用戶必須積極回應，為消費者提供由始至終的流暢體驗，特別是通過網上的產品驗證和信息追蹤系統，擁有這類最安全的防偽技術來保護他們的產品。這就是本會所扮演的有效角色。

GS1標誌性條碼

我很高興向大家匯報，GS1在應用其標誌性條碼，即具效力的全球貿易貨品編碼（GTIN）方面取得了重大突破。首先，阿里巴巴集團已經作出國際聲明，將利用GS1 GTIN標準來獲取國際品牌商的產品信息。其次，本會與微信合作，讓消費者透過微信應用程式掃描香港產品的條碼，以獲取詳細資料，此舉為香港企業帶來巨大的商業潛力，因為內地數以億計的消費者—— 微信每月有8.46億活躍用戶（根據Statista 2016 第三季數據）—— 現在可以輕易地點擊和獲得他們的產品資訊！

GS1解決方案：通商易(ezTRADE)和縱橫網(ezTRACK)

今年我們更成功推出了「通商易」流動應用程式，讓用戶利用流動電話接收電子信息。「通商易」是零售消費品和醫療保健行業及他們在華南地區的貿易夥伴領先的B2B行業平台。至今，「通商易」用戶已增加到2,000家企業，其中95%是香港的超市供應商，並為香港多家中式快餐連鎖餐廳的供應商廣泛應用。

此外，在由亞太經合組織資助項目「全球數據標準」（GDS）的應用上取得了實質進展，此項目有助改善供應鏈表現，加強地區貿易便利化。作為項目經理，我們於2015年完成了第一次先導計劃，並開始了範圍和路線更廣闊的第二階段計劃。

Other major highlights of the year 2015-2016 included:

Logistics

In defining customer purchase experience – at home, in store, or on the go – supply chain remains the foundation of delivering a unified experience. Whatever the channel, it is the only way to ensure the right product is delivered in the right place at the right time. No longer is there just a single, linear corporate supply chain. Instead, as depicted in the commerce graph, consumers are creating their own “personal supply chains”, expecting complete flexibility in where they discover, purchase and receive products.

The Supply Chain Management (SCM) Summit 2015, which adopted the theme “Riding the Wave of e-Commerce Boom, Delivering a Seamless Customer Journey”, rightly reflected the importance of consumer fulfillment in e-commerce. It was our first SCM Summit that featured e-commerce serving as a unique platform for pioneering leaders and influencers from leading retailers, e-commerce players, logistics service providers to exchange dynamic discussions and expert insights and ideas on the latest trend.

We are conscious that there are logistics and border procedures matters commonly shared by all business sectors but there also are challenges exclusive to particular industries or precise processes. That is why our teams have been diving deep into the potential of GS1 standards and solutions to serve very specific needs of such sectors as healthcare and food and food services.

Food Traceability and Safety

As economic connections between markets grow increasingly closer, food safety has become a priority across the region rather than being just a local focus. We strongly recommend incorporating interoperability between systems and processes for enhanced supply chain visibility, security and sustainability to ensure food quality and safety.

During the year, the GS1 Hong Kong Food Safety Forum 2016, under the theme “A New Paradigm to Deliver Consumer Trust through Food Chain Traceability”, provided a platform for expert exchange from food authorities, food industry and related services on the latest government policy and trend, best practices on food traceability and visibility. Equally significant, this year’s “Quality Food Traceability Scheme 2016” drew ever more food industry participants amid growing excellence in food traceability practices demonstrated by local enterprises.

Information & Communications Technology (ICT)

GS1 Hong Kong strongly supports the development of Internet of Things (IoT). The year saw the debut of the “IoT Heroes Award” jointly launched by GS1 Hong Kong and the Hong Kong IoT Industry Advisory Council in recognition of industry pioneering commitment in advancing IoT development.

We also held the 4th Hong Kong Internet of Things Conference 2016 providing a platform for expert exchange and co-creation of innovation ideas.

2015-2016年其他主要重點包括：

物流

對客戶購物體驗（在家中、商店或路途上）下定義，供應鏈仍然是給予統一體驗的基礎。無論是甚麼渠道，它是確保合適的產品，可以在合適的地方和合適的時間交付的唯一途徑。而不再只是一個單一、線性的企業供應鏈。相反，正如商業圖表所展示，消費者正在構建他們的「個人供應鏈」，並期望在產品發現、購買和接收方面，具有完全的靈活性。

2015年舉行的供應鏈管理峰會(SCM)的主題為「把握全球電子商貿崛起時機 締造暢通無阻消費體驗」，正正反映在電子商貿中，符合消費者要求的重要性。峰會首次以電子商貿為焦點，是頂尖的零售商、電子商貿從業員、物流服務供應商的領袖和具影響力人士的獨特交流平台，就最新的趨勢互相討論，交換專業意見。

我們意識到所有行業普遍會共享物流和邊境程序事宜，但亦有一些特定行業或在某些確切過程中會面對特殊的挑戰。這就是為什麼我們的團隊致力深入探討GS1標準和解決方案的潛力，以滿足醫療保健、食品和餐飲服務等行業非常特定的需求。

食品可追溯性和安全性

隨著市場之間的經濟連繫越來越密切，食品安全已成為地區性的優先事項，而不僅是個別地方的問題。我們強烈建議納入系統和流程之間的互通性，以提高供應鏈的透明度、安全性和可持續性，以確保食品質量和安全。

年內，本會舉行香港食品安全論壇2016，主題為「食安新動向：提升供應鏈可視化 加強消費者信心」，為有關的政府官員、食品業和相關服務，就最新的政府政策和趨勢、食品可追溯性和透明度的最佳做法，提供了專業的交流平台。同樣重要的是，今年的「優質食品源頭追蹤計劃2016」吸引了愈來愈多的從事食品行業人士參加，而本地企業所展示的食品追溯做法，表現亦甚為卓越。

資訊及通訊科技 (ICT)

本會全力支持物聯網 (IoT) 的發展。今年，本會和香港物聯網產業諮詢委員會聯合舉辦的「物聯網英雄大獎」首次登場，以表彰在推動物聯網發展方面的先驅。

我們還舉行了2016第四屆香港物聯網大會，提供了一個專業交流和共同構建創新意念的平台。

We also proposed to OGCIO the addition of a new interoperability area of “Physical or Digital Object Event Creation and Sharing” on the domain of information access and interchange, with GS1 EPCIS standard, enabling disparate applications to create and share visibility event data both within and across enterprises.

Furthermore, GS1 HK was the lead organizer of the Best Smart Hong Kong Award 2016, a HKICT award in its second year, which encourages the development and adoption of advanced ICT technologies. Both GS1 HK and the judging panel were deeply impressed by the high number of quality entries received this year.

Looking Ahead: Continuing to Build on a Strong Foundation

Hong Kong is strategically positioned to contribute to China’s Belt and Road Initiative. We have developed a White Paper on the Belt and Road Initiative which explores the implications to Hong Kong, particularly to SMEs, of how the government could help companies to play a positive role in the immense business opportunities created for supply chain management and e-commerce in the short and middle terms. We have identified actions in collaboration with industries and in support of our corporate members in unleashing visibility to take the Belt and Road Initiative opportunities forward. The White Paper together with the implementation of the actions identified will be formally published in full in 2017.

In the year ahead, we will continue to build on a strong foundation, and stand ready to offer professional expertise for our corporate members to maintain sustainable growth through e-commerce and omni-channel business enablement as well as data analytics to achieve new peaks of performance and business success.

In closing, I would like to take this opportunity to express my gratitude to our 7,000+ corporate members. It is indeed a privilege for us to serve you well. I am indebted to the invaluable contributions of the Board, Advisory Boards and our partners and other stakeholders over the year. With your continuing trust and support, we look forward with confidence to yet another year of progress and achievement ahead.

我們還向政府資訊科技總監辦公室建議，利用GS1 產品電子代碼訊息服務(EPCIS)標準，就關於「實體或數碼物件事件創建和共享」方面，增加一項新的互通性範疇，令到在資訊接駁和交換上，不同的應用程式可以在企業內部、企業之間建立和共享事件數據的透明度。

此外，本會是「2016年最佳智慧香港獎」的主要籌辦者，並已是第二年舉辦，旨在鼓勵發展和採用先進的資訊及通訊科技。本會和評審團對今年收到的大量優秀作品感到十分滿意。

展望未來：繼續在堅實基礎上發展

香港在中國的「一帶一路」政策下具有戰略地位。本會已制訂了一份「一帶一路」白皮書，探討對香港的影響，特別是對中小企業，政府如何協助他們在中短期內，在供應鏈管理和電子商貿上發揮積極作用，從而創造巨大商機。我們已認定所需行動，冀望與業界合作，並且協助會員在「一帶一路」政策下，能夠發揮供應鏈的透明度。我們將於2017年正式公佈此份白皮書，並落實所需行動。

在未來一年，我們將在堅實的基礎上繼續發展，並隨時為我們的會員提供專業知識，希望通過電子商貿、全方位業務的支持及數據分析，令企業可持續增長，再創高峰。

最後，我謹此機會向7,000多名會員表示謝意。我們真的很榮幸能為您們服務。感謝董事局、諮詢委員會、我們的合作夥伴及其他持份者在過去一年中所作出的寶貴貢獻。得到您們不斷的支持和信任，我們有信心在未來一年將獲得更大的進步和成就。

Congratulatory Messages 賀辭

With the unfailing staunch support and trust from the HKSAR government, industry associations and partners, GS1 Hong Kong has accomplished yet another year of fruitful success and looked forward with great expectation and confidence in creating business values for our members.

有賴香港政府、業界機構及合作夥伴對我們的鼎力支持與信任，香港貨品編碼協會於本年度再創高峰，寄予厚望，期望可繼續為各會員締造商業價值。





Prof the Hon
Anthony CHEUNG Bing-leung, GBS, JP
張炳良教授, GBS, 太平紳士

Secretary for Transport and Housing
The Government of HKSAR
運輸及房屋局局長
香港特別行政區政府



The Hon
Gregory SO Kam-leung, GBS, JP
蘇錦樑先生, GBS, 太平紳士

Secretary for Commerce and Economic
Development
The Government of HKSAR
商務及經濟發展局局長
香港特別行政區政府



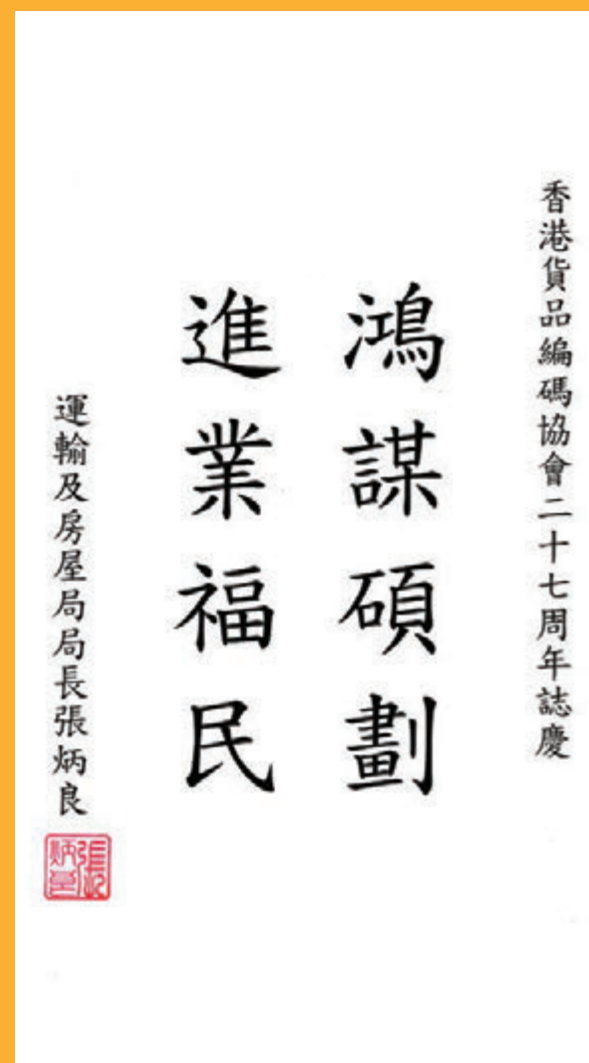
Dr the Hon
KO Wing-man, BBS, JP
高永文醫生, BBS, 太平紳士

Secretary for Food and Health
The Government of HKSAR
食物及衛生局局長
香港特別行政區政府



The Hon
Nicholas W YANG, JP
楊偉雄先生, 太平紳士

Secretary for Innovation and Technology
The Government of HKSAR
創新及科技局局長
香港特別行政區政府



Members of the Executive Council and Legislative Council 行政會議成員及立法會議員
The list is in alphabetical order sorted by person's last name 以下名單以姓氏英文字母排序。



The Hon
Jeffrey LAM Kin-fung, GBS, JP
林健鋒議員, GBS, 太平紳士
Member, Executive Council and
Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府



The Hon
Mrs Regina IP LAU Suk-ye, GBS, JP
葉劉淑儀議員, GBS, 太平紳士
LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府



Ir Dr the Hon
LO Wai-kwok, BBS, MH, JP
盧偉國議員, BBS, MH, 太平紳士
LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府



The Hon
Charles Peter MOK, JP
莫乃光議員, 太平紳士
LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府

香港貨品編碼協會二十七周年誌慶

團結同業
嘉惠工商

香港特別行政區行政會議成員、立法會議員
林健鋒 GBS, 太平紳士

香港貨品編碼協會二十七周年誌慶

惠及百業
齊創繁榮

香港特別行政區立法會議員
葉劉淑儀 GBS, 太平紳士

香港貨品編碼協會二十七周年誌慶

善用創意科技
開拓環球商機

香港特別行政區立法會議員(工程界)
盧偉國博士工程師銀紫荊星章、太平紳士 敬賀

香港貨品編碼協會二十七周年誌慶

凝聚業界
推動創新

香港特別行政區立法會議員
莫乃光 太平紳士



The Hon
Peter SHIU Ka-fai
邵家輝議員
LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府



The Hon
Frankie YICK Chi-ming, JP
易志明議員, 太平紳士
LEGCO Councillor
The Government of HKSAR
立法會議員
香港特別行政區政府



Mr Roy TANG Yun-kwong, JP
鄧忍光先生, 太平紳士
Commissioner of Customs & Excise
The Government of HKSAR
海關關長
香港特別行政區政府



Ir Allen YEUNG Tak-bun
楊德斌先生
Government Chief Information Officer
The Government of HKSAR
政府資訊科技總監
香港特別行政區政府

香港貨品編碼協會二十七周年誌慶

造福同業
會譽昌隆

香港特別行政區立法會議員
邵家輝

香港貨品編碼協會二十七周年誌慶

求變拓新
廣惠工商

香港特別行政區立法會議員
易志明太平紳士

香港貨品編碼協會二十七周年誌慶

創優求進
興業拓新

海關關長鄧忍光



香港貨品編碼協會二十七周年誌慶

廣揚編碼
續展嘉猷

政府資訊科技總監楊德斌





Ms Annie CHOI Suk-han, JP
蔡淑嫻女士, 太平紳士

Commissioner for Innovation and Technology
The Government of HKSAR
創新科技署署長
香港特別行政區政府



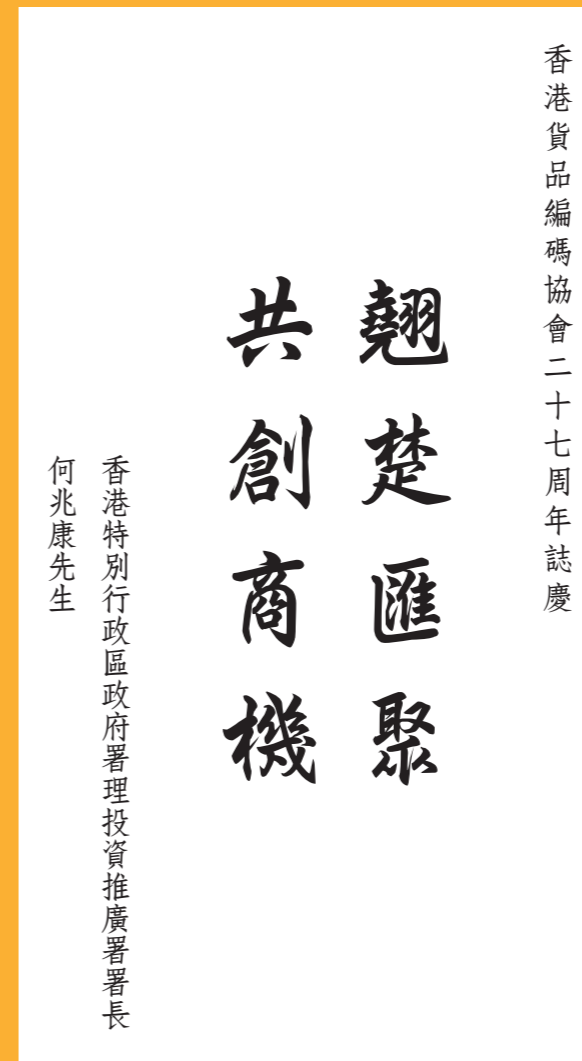
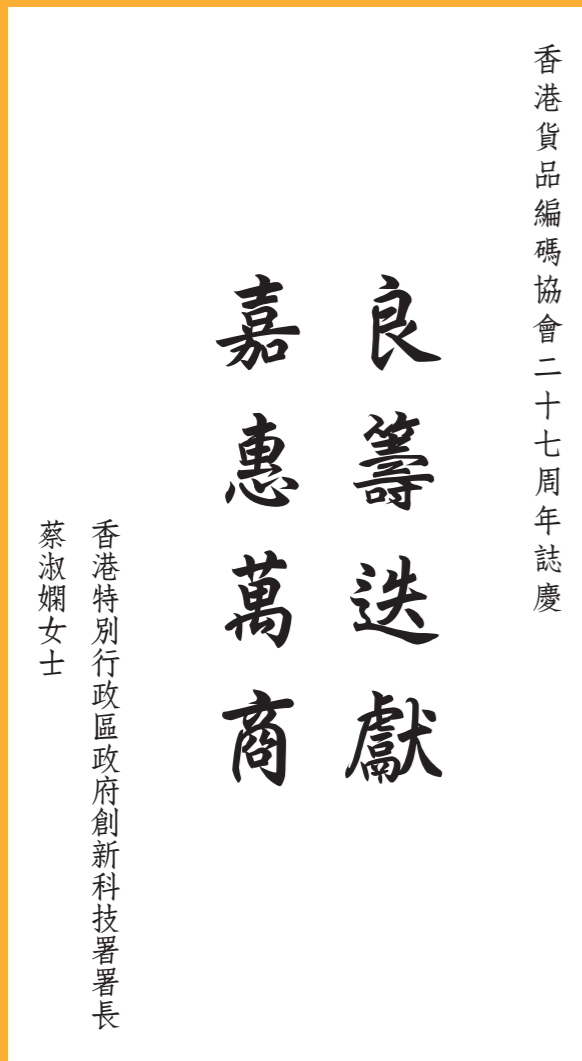
Ms Salina YAN Mei-mei, JP
甄美薇女士, 太平紳士

Director-General of Trade and Industry
The Government of HKSAR
工業貿易署署長
香港特別行政區政府



Mr Francis HO Siu-hong
何兆康先生

Acting Director-General of Investment Promotion
The Government of HKSAR
署理投資推廣署署長
香港特別行政區政府



Mainland Government Officials 內地政府官員

GS1 Hong Kong Board Representative Organisations 香港貨品編碼協會董事局代表機構
The list is in alphabetical order by organisation name. 以下名單以機構英文字母次序排列。



Mr LIU Yajun
劉亞軍先生

Deputy Director-General of EAD
Head of Commercial Office

Liaison Office of The Central People's Government
in The Hong Kong S.A.R. Commercial Office of
Economic Affairs Department
經濟部副部長、貿易處負責人
中央人民政府駐香港特別行政區聯絡辦公室經濟部
貿易處



Mr ZOU Sheng
鄒生先生

Counsel

Guangdong Provincial Economic and
Informatization Commission, P.R. China
巡視員
廣東省經濟和信息化委員會



Dr Eddy LI SH, BBS, JP
李秀恒博士, BBS, 太平紳士

President

The Chinese Manufacturers' Association
of Hong Kong
會長
香港中華廠商聯合會



Prof Ir Daniel M CHENG
鄭文聰教授工程師

Chairman

Federation of Hong Kong Industries
主席
香港工業總會

香港貨品編碼協會二十七周年誌慶

通貿興商
卓績彰顯

中央人民政府駐香港特別行政區聯絡辦公室經濟部貿易處
經濟部副部長、貿易處負責人
劉亞軍先生

香港貨品編碼協會二十七周年誌慶

祝香港貨品編碼協會
越辦越好

廣東省經濟及信息化委員會巡視員
鄒生先生

香港貨品編碼協會二十七周年誌慶

團結業界廿七載
攜手增值創商機

香港中華廠商聯合會
會長李秀恒博士

香港貨品編碼協會二十七周年誌慶

促進物流拓經貿
宏開商路締昌榮

香港工業總會
主席鄭文聰教授



Mr Stephen NG Tin-hoi
吳天海先生
Chairman
Hong Kong General Chamber of
Commerce
主席
香港總商會



Mr Thomson CHENG Wai-hung
鄭偉雄先生
Chairman
Hong Kong Retail Management Association
主席
香港零售管理協會



Mr Stanley SZETO Chi-yan
司徒志仁先生
Chairman
Textile Council of Hong Kong
會長
香港紡織業聯會

興商裕民
協領同業

香港貨品編碼協會二十七周年誌慶

香港總商會
主席吳天海

鴻才薈萃
績望並彰

香港貨品編碼協會二十七周年誌慶

香港零售管理協會
主席鄭偉雄

興商促貿
共創繁榮

香港貨品編碼協會二十七周年誌慶

香港紡織業聯會
會長司徒志仁

Partnering Organisations 合作機構

The list is in alphabetical order by organisation name. 以下名單以機構英文名字母次序排列。



Mr Simon WONG, JP
Chairman
The Chamber of Food and Beverage Industry of Hong Kong

黃家和太平紳士
主席
香港食品及飲品行業總會

香港貨品編碼協會二十七周年誌慶

數據聯通
商機廣拓

黃家和太平紳士
主席
香港食品及飲品行業總會



Dr Jonathan CHOI Koon-shum, GBS, BBS, JP
Chairman
The Chinese General Chamber of Commerce

蔡冠深博士, 金紫荊星章, 銅紫荊星章, 太平紳士
會長
香港中華總商會

香港貨品編碼協會二十七周年誌慶

與時並進
精益求精

蔡冠深博士
會長
香港中華總商會



Mr Lawrence YIP
Chairman
The Chamber of Hong Kong Logistics Industry Ltd.

葉海京先生
主席
香港物流商會

香港貨品編碼協會二十七周年誌慶

促進行業交流
推動科技創新

葉海京先生
主席
香港物流商會



Mr Stephen HO
Chairman
Communications Association of Hong Kong

何偉中先生
主席
香港通訊業聯會

香港貨品編碼協會二十七周年誌慶

編碼 - 獨特創新
創造無限可能

何偉中先生
主席
香港通訊業聯會



Mr TSANG Wing-hang
President
The Chartered Institute of Logistics and Transport in Hong Kong

曾永鏗先生
會長
香港運輸物流學會

香港貨品編碼協會二十七周年誌慶

卓越領航
再譜新編

曾永鏗先生
會長
香港運輸物流學會



Mr Joseph HO
President
The Cosmetic & Perfumery Association of Hong Kong

何紹忠先生
會長
香港化粧品同業協會

香港貨品編碼協會二十七周年誌慶

工商惠通
裕國利民

何紹忠先生
會長
香港化粧品同業協會



Mr Kenneth CHAN Wai-kwok
President
eHealth Consortium Limited

陳煒國先生
主席
電子健康聯盟

香港貨品編碼協會二十七周年誌慶

得中勤自富
來裡信從譽

陳煒國先生
主席
電子健康聯盟



Mrs Margaret RUMPF
President
The Hong Kong Association of the Pharmaceutical Industry

主席
香港科研製藥聯會

香港貨品編碼協會二十七周年誌慶

風可澤德
務服心熱

Mrs. Margaret Rumpf
主席
香港科研製藥聯會



Mr Steve CHUANG
Chairman
Federation of Hong Kong Industries -
Hong Kong Electronics Industry Council

莊子雄先生
主席
香港工業總會 - 香港電子業總會

香港貨品編碼協會二十七周年誌慶

聚匯才英
昌永業鴻

莊子雄先生
主席
香港工業總會 - 香港電子業總會



Dr Mark C MICHELSON
Executive Committee Chairman
The Hong Kong Coalition of Service Industries

麥高誠博士
執行委員會主席
香港服務業聯盟

香港貨品編碼協會二十七周年誌慶

業同施澤
江香益惠

麥高誠博士
執行委員會主席
香港服務業聯盟



Mr Cliff SULLIVAN
Chairman
Hong Kong Association of Freight Forwarding and Logistics

蘇立夫先生
主席
香港貨運物流業協會

香港貨品編碼協會二十七周年誌慶

造福業界
口碑載道

蘇立夫先生
主席
香港貨運物流業協會



Mr Michael K M LEUNG
President
Hong Kong Computer Society

梁建文先生
會長
香港電腦學會

香港貨品編碼協會二十七周年誌慶

廣拓編碼技術
惠澤工商各界

梁建文先生
會長
香港電腦學會



Mr CHUA Hoi-wai
Chief Executive
The Hong Kong Council of Social Service

蔡海偉先生
行政總裁
香港社會服務聯會

香港貨品編碼協會二十七周年誌慶

創新貼心
貫通全球

蔡海偉先生
行政總裁
香港社會服務聯會



Mr Kenneth CHAN Kin-nin
Chairman
Hong Kong Food Council

陳建年先生
主席
香港食品委員會

香港貨品編碼協會二十七周年誌慶

創新求變
利商惠民

陳建年先生
主席
香港食品委員會



Dr Lee G LAM
Chairman
Hong Kong Cyberport Management Company Limited

林家禮博士
主席
香港數碼港管理有限公司

香港貨品編碼協會二十七周年誌慶

廣弘創新
惠澤工商

林家禮博士
主席
香港數碼港管理有限公司



Ms Carmen MAN
Chairlady
Hong Kong Food Professionals Association

文嘉敏女士
主席
香港食品專業協會

香港貨品編碼協會二十七周年誌慶

業務多元
高瞻遠矚

文嘉敏女士
主席
香港食品專業協會



Mr Ivan TING
Chairman
The Hong Kong Exporters' Association

丁天立先生
會長
香港出口商會

香港貨品編碼協會二十七周年誌慶

善用科技
共創新機

丁天立先生
會長
香港出口商會



Mr LAM Wai-man
Chairman
Hong Kong General Chamber of Pharmacy Ltd.

林偉文先生
理事長
港九藥房總商會有限公司

香港貨品編碼協會二十七周年誌慶

繼往開來
再創輝煌

林偉文先生
理事長
港九藥房總商會有限公司



Mr Gordon YEN
Honourable Life-Chairman
The Hong Kong General Chamber
of Textiles

嚴震銘先生
永遠榮譽會長
香港紡織商會

香港貨品編碼協會二十七周年誌慶

群拓商機
共創繁榮

嚴震銘先生
永遠榮譽會長
香港紡織商會



Mr Duncan CHIU
President
Hong Kong Information Technology Joint Council

邱達根先生
會長
香港資訊科技聯會

香港貨品編碼協會二十七周年誌慶

資訊薈人才
科技創新猷

邱達根先生
會長
香港資訊科技聯會



Mr Calvin CHAN
President
Hong Kong Health Food Association

陳家偉先生
會長
香港保健食品協會

香港貨品編碼協會二十七周年誌慶

卓獻宏策
續展新章

陳家偉先生
會長
香港保健食品協會



Ir Prof Stephen CHAN
President
The Hong Kong Logistics Association

陳鏡治教授工程師
會長
香港物流協會

香港貨品編碼協會二十七周年誌慶

編碼為本
科技領先

陳鏡治教授工程師
會長
香港物流協會



Mr Erwin HUANG
President
Hong Kong Information Technology Federation

黃岳永先生
會長
香港資訊科技商會

香港貨品編碼協會二十七周年誌慶

推動科技創新
貫通全球商貿

黃岳永先生
會長
香港資訊科技商會



Ir Prof Andros CHAN
Chairman
Hong Kong Medical and Healthcare Device Industries Association

陳令名博士工程師
主席
香港醫療及保健器材行業協會

香港貨品編碼協會二十七周年誌慶

敬業惠群
共展鴻猷

陳令名博士工程師
主席
香港醫療及保健器材行業協會



Dr Alfred LOO Wai-sing
Chairperson
Hong Kong PKI Forum

盧偉聲博士
主席
香港公匙基建論壇

香港貨品編碼協會二十七周年誌慶

促進商貿
創建未來

盧偉聲博士
主席
香港公匙基建論壇



Dr Harry LEE, SBS, JP
Chairman
The Hong Kong Research Institute of Textiles and Apparel

李乃 博士SBS太平紳士
董事局主席
香港紡織及成衣研發中心

香港貨品編碼協會二十七周年誌慶

津腴百業
通商惠工

李乃 博士SBS太平紳士
董事局主席
香港紡織及成衣研發中心



Mr Willy LIN Sun-mo, SBS, MBE, JP
Chairman
Hong Kong Productivity Council

林宣武先生, SBS, MBE, 太平紳士
主席
香港生產力促進局

香港貨品編碼協會二十七周年誌慶

智慧物流
創新機遇

林宣武先生, SBS, MBE, 太平紳士
主席
香港生產力促進局



Dr Sunny CHAI
Chairman of the Board
Hong Kong R&D Centre for Logistics and Supply Chain Management
Enabling Technologies (LSCM R&D Centre)

查毅超博士
董事局主席
香港物流及供應鏈管理應用技術研發中心

香港貨品編碼協會二十七周年誌慶

銳意求進
懋績常新

查毅超博士
董事局主席
香港物流及供應鏈管理應用技術研發中心



Dr Michael LAM
Chief Executive Officer
Hong Kong Quality Assurance Agency

林寶興博士
總裁
香港品質保證局

香港貨品編碼協會二十七周年誌慶

興商促貿
利業惠群

林寶興博士
總裁
香港品質保證局



Mr Ricky CHU
Chairman
Hong Kong Retail Technology Industry Association

朱偉傑先生
會長
香港零售科技商會

香港貨品編碼協會二十七周年誌慶

匯聚精英創偉業
服務業界展宏圖

朱偉傑先生
會長
香港零售科技商會



The Hon Mrs Fanny LAW FAN Chiu-fun, GBS, JP
Chairperson
Hong Kong Science and Technology Parks Corporation

羅范椒芬議員, GBS, JP
主席
香港科技园公司

香港貨品編碼協會二十七周年誌慶

繫 業 界 建 標 準
領 發 展 創 未 來

羅范椒芬議員, GBS, JP
主席
香港科技园公司



Mr Jimmy NG, JP
Chairman
Hong Kong-Taiwan Business Cooperation Committee

吳永嘉先生, 太平紳士
主席
香港 — 台灣商貿合作委員會

香港貨品編碼協會二十七周年誌慶

導 領 同 業
開 創 先 機

吳永嘉先生, 太平紳士
主席
香港 — 台灣商貿合作委員會



Mr Eric MS WONG
Chairman
Hong Kong Sea Transport and Logistics Association

黃文森先生
主席
香港航運物流協會

香港貨品編碼協會二十七周年誌慶

貨 通 物 達
百 業 騰 飛

黃文森先生
主席
香港航運物流協會



Ms Margaret FONG
Executive Director
Hong Kong Trade Development Council

方舜文女士
總裁
香港貿易發展局

香港貨品編碼協會二十七周年誌慶

萬 商 雲 集
鴻 猷 大 展

方舜文女士
總裁
香港貿易發展局



Mr Willy LIN Sun-mo, SBS, MBE, JP
Chairman
The Hong Kong Shippers' Council

林宣武先生, SBS, MBE, 太平紳士
主席
香港付貨人委員會

香港貨品編碼協會二十七周年誌慶

利 澤 厚 生

林宣武先生, SBS, MBE, 太平紳士
主席
香港付貨人委員會



Mr Kenny YIU
Chairman
Hong Kong Wireless Technology Industry Association

姚金鴻先生
主席
香港無線科技商會

香港貨品編碼協會二十七周年誌慶

雲 集 業 界 精 英
弘 揚 創 新 科 技

姚金鴻先生
主席
香港無線科技商會



Dr LEUNG Pak-yin, JP
Chief Executive
Hospital Authority

梁 賢醫生, 太平紳士
行政總裁
醫院管理局

香港貨品編碼協會二十七周年誌慶

同心合德
通商惠工

梁栢賢醫生, 太平紳士
行政總裁
醫院管理局



Mr Philip CHIU
President
The Pharmaceutical Society of Hong Kong

趙國亮先生
會長
香港藥學會

香港貨品編碼協會二十七周年誌慶

匯聚百業
造福社會

趙國亮先生
會長
香港藥學會



Mrs Becky CHEUNG
Chairperson
International Food Safety Association

張劉麗賢女士
主席
國際食品安全協會

香港貨品編碼協會二十七周年誌慶

凝聚業界精英
拓展創新科技

張劉麗賢女士
主席
國際食品安全協會



Mr Eric YEUNG
Convener
Smart City Consortium

楊全盛先生
召集人
智慧城市聯盟

香港貨品編碼協會二十七周年誌慶

凝聚業界智慧
共構香港宏圖

楊全盛先生
召集人
智慧城市聯盟



Dr Witman HUNG, JP
Chairman
Internet Professional Association

洪為民博士, 太平紳士
會長
互聯網專業協會

香港貨品編碼協會二十七周年誌慶

促進供應鏈革新
驅動貿易圈創富

洪為民博士, 太平紳士
會長
互聯網專業協會



Mrs Carrie YAU, GBS, JP
Executive Director
Vocational Training Council

尤曾家麗女士, GBS, JP
執行幹事
職業訓練局

香港貨品編碼協會二十七周年誌慶

銳意開拓
惠利工商



尤曾家麗女士, GBS, JP
執行幹事
職業訓練局

Structure and Governance 架構及管理

Our mission is to enable Hong Kong enterprises to have more efficient, visible and safer supply chains through the provision of global standards and a full spectrum of standards-based solutions and services, thus making possible business optimisation and value creation. We engage with communities of corporate members, partners, industry organisations and governments to understand and respond to their business needs through the adoption and implementation of global standards.

我們提供全球標準及一系列的標準解決方案及服務，致力為本地企業帶來更有效率、透明及安全的供應鏈，為他們的業務創優增值。同時亦透過全球標準的應用，與各企業會員、合作夥伴、業界機構及政府緊密合作，以了解及回應他們的業務需求。



Organisation Structure 協會架構

GS1 Hong Kong works closely with the local business community to meet the ever-increasing needs of modern business. The Board of Directors, which directs and guides GS1 Hong Kong initiatives, comprises of senior executives representing the trading, manufacturing, retail, wholesale, trading and services sectors. GS1 Hong Kong maintains strong ties with global and local industry leaders, inviting representatives of leading Hong Kong businesses and organisations to sit on different advisory boards and working committees. The GS1 Hong Kong strategy, annual operating plan and budget are determined by the Board. It brings significant value to the organisation, helping GS1 Hong Kong deliver best-of-breed solutions and services to meet the challenges faced by our members.

香港貨品編碼協會一直與本地商業社群緊密合作，以回應現今商業世界日益增加的新需求。董事局為本會提綱挈領，由來自貿易、製造、零售、批發以及貿易服務界的高級行政人員組成。為了維持與全球及本地業界領袖的緊密聯繫，本會同時邀請了多位香港主要企業及組織的代表，加入本會轄下的不同委員會。協會的發展策略、年度工作計劃及財政預算均由董事局制訂。董事局是本會的重要團隊，推動本會提供最優秀的解決方案及服務，協助會員迎接業務上的種種挑戰。



Board of Directors 董事局

The list is in alphabetical order by organisation name. 以下名單以機構英文字母次序排列。

Chairman 主席



Mr Joseph Phi
彭焜耀先生

President
LF Logistics

總裁
利豐物流管理有限公司

Vice Chairman 副主席



Dr Kelvin Leung
梁啟元博士

Chief Executive Officer, Asia Pacific
DHL Global Forwarding(HK) Ltd.

行政總裁 (亞太區)
敦豪全球貨運物流(香港)有限公司

Directors 董事



Dr David Hui
許章榮榮譽博士

Chairman
A-Fontane Group Ltd.

集團主席
雅芳婷集團有限公司
(Retired in August)
(八月退任)



Mr Peter Lee
李雨川先生

Chairman
Euroasia Group

主席
華實實業集團



Mr Steve Chuang
莊子雄先生

Chairman and CEO
ProVista Group

主席及行政總裁
保力集團



Mr Glenn Smith
史密夫先生

Chief Executive
Sims Trading Co Ltd.

總裁
慎昌有限公司



Mr Allen Li
李家強先生

Director & General Manager
Swire Coca-Cola HK Ltd.

董事兼總經理
太古可口可樂香港有限公司



Mr Jackson Leung
梁兆賢先生

Chief Executive Officer
C&C Joint Printing Co (HK) Ltd.

董事總經理
中華商務聯合印刷(香港)有限公司



Mr Saunders Tam
譚澤生先生

Chief Executive Officer
Forewide Company (HK) Ltd.

行政總裁
福揚行(香港)有限公司



Dr Gordon Yen
嚴震銘博士

Managing Director
Radiant Venture Capital Ltd.

董事總經理
慧科資本有限公司



Mr Roy Ng
伍俊達先生

Chairman & CEO
Star Lite (HK) Ltd.

主席及行政總裁
暉星(香港)有限公司



Mr Thomson Cheng
鄭偉雄先生

President
Walton Brown Group

集團總裁
華鏗集團



Mr Choo Peng-chee
朱秉志先生

Regional Director
North Asia - Food
The Dairy Farm Group

北亞區地區董事 - 食品
牛奶公司集團



Ms Shirley Yuen
袁莎妮女士

Chief Executive Officer
Hong Kong General
Chamber of Commerce

總裁
香港總商會

Company Secretary 公司秘書



Mr Nicholas Horvath
鮑皓華律師

Bodnar Horvath
鮑皓華律師行

Ex-Officio Member 當然委員



Ms Anna Lin
林潔貽女士

Chief Executive
GS1 Hong Kong

總裁
香港貨品編碼協會

GS1 Hong Kong Management 香 貨品編碼協會管理層

The GS1 Hong Kong management team is composed of the following members:
香港貨品編碼協會領導團隊由以下成員組成:

Ms Anna Lin, JP , Chief Executive	總裁 林潔貽女士 太平紳士
Dr Stephen Lam , Chief Operating Officer	首席營運總監 林漢強博士
Mr CM Lam , Chief Customer Officer	首席客戶及營銷總監 林志文先生
Mr Anthony Chan , Head of Product & Professional Services	產品及專業服務總監 陳達明先生
Ms Corinna Fung , Head of Corporate Marketing	企業營銷及傳訊總監 馮美珠女士
Mr Joe Ho , Head of Membership & Customer Services	會員事務及顧客服務總監 何子龍先生
Ms Nora Ho , Head of Office Administration	行政總監 何小君女士
Ms Angie Ling , Head of Human Resources	人力資源總監 凌秀娟女士

Front Row, left to right: Stephen Lam, Anna Lin, CM Lam
Back Row, left to right: Angie Ling, Nora Ho, Joe Ho, Anthony Chan, Corinna Fung

前排由左至右: 林漢強, 林潔貽太平紳士, 林志文
後排由左至右: 凌秀娟, 何小君, 何子龍, 陳達明, 馮美珠

Industry Advisory Boards 業界諮詢委員會

GS1 Hong Kong has established various advisory boards across a number of sectors in Hong Kong, to provide strategic advice on the new and ongoing initiatives implemented by the organisation to improve industry core competencies and competitiveness.

香港貨品編碼協會成立了多個諮詢委員會，就協會推行的各項新計劃和現有計劃提供策略性建議，以提升本港各行各業的核心能力和競爭力。

Each of these four boards is comprised of a group of seasoned industry representatives, in addition to experts drawn from related fields of expertise, to study, review, and identify the key industry trend and challenges and, more importantly, to develop industry best practices and resolutions through innovation pilots.

以下四個委員會均由業界代表以及相關領域的專家所組成。他們研究、檢視和識別業界的主要趨勢和挑戰。更重要的是，他們通過創新的試點計劃，向業界推薦最佳實務和方案。

By assembling these multi-disciplinary teams, GS1 Hong Kong is better positioned to foster an optimal environment to fully support the growth and business expansion of local enterprises, while helping the different industry sectors enhance their competitive advantages.

這些跨界別團隊有助香港貨品編碼協會為本地企業營造理想的環境，支援它們擴展業務，再創高峰，並協助各行各業加強競爭優勢。



Efficient Consumer Response (ECR) Hong Kong ECR香港



Chairman 主席
Mr. Allen Li,
Director and General Manager,
Swire Coca Cola HK Ltd.
太古可口可樂香港有限公司董事兼
總經理李家強先生

ECR Hong Kong aims to facilitate the development of Supply Chain Management/Efficient Consumer Response (SCM/ECR) initiatives in Hong Kong and also provides a link to regional and international SCM/ECR bodies, such as ECR Asia and the Consumer Goods Forum. It serves as an industry platform for retailers, manufacturers and distributors to enhance collaboration on supply-chain-related matters. It also enables the Fast Moving Consumer Goods (FMCG) industry to increase operating efficiency and improve customer services through knowledge transfer on ECR/SCM best practices and enabling technologies.

ECR香港旨在促進香港發展供應鏈管理/高效消費者響應技術，並聯繫區內與全球的供應鏈管理/高效消費者響應組織，例如ECR亞洲和零售商品論壇。它亦是零售、製造及分銷商的業界平台，能推動各方就供應鏈相關議題攜手合作。它同時向快速流轉消費品(FMCG)行業進行知識轉移，協助它們掌握高效消費者響應/供應鏈管理的最佳實務和應用技術，從而加強營運效率，改善顧客服務。

In 2016, the two regional organizations (ECR Europe and ECR Asia Pacific) were officially integrated into the Consumer Goods Forum (CGF) with the mission to bring together consumer goods manufacturers and retailers in pursuit of business practices for efficiency and positive change across industry, benefiting shoppers and consumers without impeding competition.

2016年，ECR 歐洲和ECR亞洲已正式合併成為消費品論壇，匯集消費品製造商和零售商，在不妨礙競爭的情況下，透過最佳實務提升業界的效率及正面效益，惠及消費者。

Strategic pillars set for ECR Hong Kong

ECR香港所定的策略



Operation Excellence

The objective of Operation Excellence pillar is to drive industry collaboration and supply chain optimisation throughout the product supply processes. Under Operation Excellence pillar, there are two workgroups named as On-Shelf-Availability (OSA) Workgroup and Supply Chain Processes Workgroup. The OSA Workgroup identified the OSA definitions, the root causes of OSA problems, the availability diagnosis tool named as “Synchronized Supply Chain Replenishment” (SSCR) and an OSA best practice guideline has been published in 2016.

The Supply Chain Processes Workgroup was to explore how supply chain processes from ordering to receiving could be further streamlined to support efficient replenishment. The workgroup mapped out the as-is processes for four existing receiving models of retail industry and identified possible changes to improve the process optimisation.

Consumer Engagement & e-Commerce

A Consumer Engagement & e-Commerce workgroup was established since 2015 studying how to engage consumers on rising digital platforms such as mobile, social media and e-commerce with an ultimate goal to enable consumers to access well trusted product information for building consumer trust. The workgroup had conduct an industry survey with ECR HK members to identify the needs and critical enablers for Hong Kong e-commerce market.

It revealed that about half of the companies realized the importance of developing omni-channel to drive business growth while 56% planned to invest 10% of annual turnover for omni-channel business expansion.

Product & Supply Chain Traceability

Product & Supply Chain Traceability was also ranked as top priority from ECR Hong Kong and a workgroup was set up since 2015. During 2016, several product & supply chain traceability projects had been shared and demonstrated that the use of supply chain standards on product and information flow can achieve supply chain optimisation, ensure product safety as well as achieve direct consumer engagement.

卓越運

卓越營運支柱的目的旨在推動業界協和在產品供應中優化供應鏈流程。下設兩個工作小組，分別是上架流通管理工作小組和供應鏈流程工作小組。上架流通管理工作小組致力識別別上架貨品流通管理問題的根源，並以「同步化供應鏈補貨」方法進行檢查，而在2016年工作小組已發佈最佳實務指引。

供應鏈流程工作小組旨在探索如何進一步精簡從訂貨到收貨的供應鏈流程，以達到高效補貨。工作小組按零售業現存的四種收貨模式，勾劃了現時實行的流程，並識別可以改進之處，以優化流程。

顧客連繫與電子商貿

顧客連繫與電子商貿工作小組自2015年成立，集中研究如何在蓬勃發展的數碼平台如流動、社交媒體和電子商貿平台中連繫顧客，最終目標是確保顧客能獲得可靠的產品資訊，建立消費者信心。小組與ECR香港的會員進行業界調查，識別香港電子商貿市場的種種需要和關鍵成功因素。

該項調查顯示，約一半的公司意識到開發全渠道以推動業務增長的重要性，而56%的公司計劃投資一成的全年營業額用於擴張全渠道業務。

產品與供應鏈可追溯性

自2015年成立相關工作小組後，產品與供應鏈可追溯性是ECR香港極為重視的範疇。在2016年，共公佈數個產品和供應鏈可追溯性項目，並證明在產品和信息流通上使用供應鏈標準可得以優化供應鏈，確保產品安全以及達致與消費者直接連繫。

Knowledge & Best Practice Sharing

In 2015-16, we continued to offer three industry specific trainings including retail planning, food traceability and healthcare supply chain. Joined with KPMG to start the survey with CEO on e-commerce strategy and with consumers on online purchase experience. Industry seminars on e-Commerce, Internet of Things and the annual GS1 Summit were also held during the year.

ECR Golden Circle Awards

ECR Hong Kong launched “ECR Golden Circle Awards” to recognise those industry leaders who had made great contribution as well as remarkable achievement in supply chain management. The Award was divided into 4 main categories, the “Supply Chain Leader”, “E-commerce Leader”, “Digital Consumer Leader” and “Technology Innovation Leader”. The award presentation ceremony was held at GS1 Hong Kong Summit 2016.



知識與最佳實務共享

在2015-16年，我們繼續提供三個針對特定產業的培訓課程，包括零售計劃，食品可追溯性和醫療護理供應鏈。另外，與畢馬威攜手合作，展開CEO的電質策略和消費者對網購體驗的調查研究。年內還舉辦了有關電子商貿、物聯網的研討會，以及年度GS1高峰會。

高效消費 應金環獎

ECR香港舉辦「高效消費者響應金環獎」，嘉許對供應鏈管理貢獻良多、成就卓越的業界領袖。獎項分為四大類別：供應鏈領袖獎、電子消費者領袖獎、電子商貿領袖獎以及創新科技領袖獎。頒獎典禮於GS1香港高峰會2016中同場舉行。

Chairman

Swire Coca Cola HK Ltd.

Board Members

- Accenture
- Aeon Stores (HK) Co Ltd.
- Bausch & Lomb (HK)
- CHEP Hong Kong
- Circle K Convenience Stores (HK) Ltd.
- City Super Ltd.
- Colgate Palmolive (Hong Kong) Ltd.
- The Dairy Farm Company Ltd.
- DCH Logistics
- Getz Bros. & Co. (HK)
- Hospital Authority
- Kimberly-Clark (HK) Ltd.
- Lam Soon Hong Kong Group
- LF Logistics
- L'OREAL Hong Kong Ltd.
- Loscam (HK) Ltd.
- Nestle Hong Kong Ltd.
- Power Hub Ltd.
- Procter & Gamble (HK) Ltd.
- Sims Trading Co Ltd.
- Unilever HK Limited
- Vitasoy International Holdings Ltd.
- The Wing On Department Stores (HK) Ltd.
- Wyeth Nutrition

主席

太古可口可樂香港有限公司

委員會成員

- 埃森哲
- 永旺（香港）有限公司
- 博士倫（香港）
- CHEP 香港
- OK便利店（香港）有限公司
- City Super Ltd.
- 香港高露潔棕欖有限公司
- 牛奶有限公司
- 大昌行物流
- 美國吉時兄弟(香港)有限公司
- 醫院管理局
- 金佰利香港有限公司
- 南順香港集團
- 利豐物流
- 歐萊雅香港有限公司
- 路凱（香港）有限公司
- 雀巢香港有限公司
- 力泓有限公司
- 寶潔（香港）有限公司
- 慎昌有限公司
- 香港聯合利華有限公司
- 維他奶國際集團有限公司
- 永安百貨有限公司
- 惠氏營養品

Electronic Commerce Users' Committee 電子商貿用戶委員會

Electronic Commerce Users' Committee, with the composition of key ezTRADE users representing different sectors, was set up to monitor ezTRADE service including service quality and enhancements of the standard-based and paperless "Order-to-Cash" B2B electronic commerce platform in Hong Kong. The Committee is also dedicated to providing timely and relevant feedback on the electronic commerce initiatives introduced by GS1 Hong Kong from time to time, including functional requirement and implementation roadmap.

The committee has been extending its services to a more diverse spectrum of industry sectors in addition to its core services of retail consumer goods and healthcare, such as food and food services enterprises, to elicit more feedback from these business communities and enrich the membership composition and development of the ezTRADE programme.

Chairman 主席
Ms. Wendy Lam, Head of IT Services,
Wellcome, The Dairy Farm Company Ltd.
牛奶有限公司
惠康資訊科技主管
林慧鳳小姐

電子商貿用戶委員會由「通商易」各業界的主要用戶組成，旨在監管香港以標準為基礎的無紙化商業對商業電子商貿平台「通商易」的質素及服務提升。委員會亦致力為香港貨品編碼協會提供即時及具價值的意見，以改善有關電子商貿的新舉措，包括功能上的新要求及實施的計劃。

電子商貿用戶委員會一直以來積極邀請更多機構加入，務求涵蓋更多行業，例如餐飲服務業，以獲取相關企業的意見，使委員會的組成更多元化，從而推動「通商易」平台的發展。



Chairman

The Dairy Farm Company Ltd.

Committee Members

- AEON Stores (Hong Kong) Co. Ltd.
- Hong Kong A.S. Watson Group
- Hospital Authority
- Maxim's Caterers Ltd.
- Procter & Gamble Hong Kong Limited
- Zuellig Pharma Ltd.

主席

牛奶有限公司

委員會成員

- 永旺（香港）有限公司
- 屈臣氏集團（香港）有限公司
- 醫院管理局
- 美心食品有限公司
- 香港寶潔有限公司
- 裕利醫藥有限公司

Hong Kong Internet of Things Industry Advisory Council 香港物聯網產業諮詢委員會

The Hong Kong Internet of Things Industry Advisory Council was established in July 2013, by like-minded companies under the auspices of GS1 Hong Kong, to promote IoT innovations and broaden their adoption to uplift the competitiveness of local enterprises, and foster an IoT ecosystem for the continuous growth of this game-changing technology in Hong Kong.

During the year 2016, the two special interest groups (SIGs) e-Commerce and Consumer Journey & Analytic (CJ&A) performed with significant progress. In the e-Commerce SIG, there was a survey completed which consolidated valuable information regarding the existing e-commerce logistic model, the challenges for handling e-commerce logistics and how to better facilitate e-commerce logistics in the future. In the CJ&A SIG, a valuable implementation guide was created and under the final review, which will provide guidance to users in the field on how to identify an appropriate consumer journey, how to prioritise the gap in the journey, and how to fit appropriate technologies into the prioritised gap in the journey.

President 主席
Mr. Robert Burton
Executive Vice President,
Vendor Support Services
LF Trading
利豐貿易供應商支援服務
執行副總裁
Robert Burton先生

香港物聯網產業諮詢委員會於2013年7月成立，在本會支持下，多家志同道合的企業積極推廣與物聯網相關的創新意念，希望更多本地企業可藉此提升競爭力，並致力建立物聯網生態系統，務求這種革命性技術得以在香港茁壯成長。

在2016年，兩個已成立的特別小組，電子商貿和消費者體驗分析小組取得重大進展。電子商貿小組完成了一項調查，整合了有關現有電子商貿物流運作模式，所面對的挑戰，以及在未來如何有效促進其運作的寶貴資訊。而在消費者體驗分析小組中，制訂了一個推行指引，而在最後檢討中，為該範疇的用戶提供指導，如何識別適當的消費者體驗，如何優化有關體驗，以及如何使用合適的技術，把在體驗中的優次差距收窄。





Besides, an IoT Heroes Club was established, which aims to recognise outstanding achievement and contributions of Individual IoT pioneers in the industry Hong Kong, to highlight the importance of new innovation and new applications with the technology, and to provide a unique networking opportunity to inspire new innovations and initiatives in between for Hong Kong IoT development.

Serving as industry ambassadors, the board members work closely with their respective professional and business sectors to jointly promote the adoption of IoT as well as related programmes and initiatives. Collectively, they provide strategic advice to the HKSAR government on the direction of IoT development, build linkages with mainland and international IoT bodies and organisations for technology exchanges.

此外，還成立一個物聯網英雄俱樂部，目的是表彰在物聯網行業上有傑出成就和貢獻的人士，利用科技帶動創新和利用新的應用的重要性，並提供獨特的網絡機會予有關人士，激發他們在香港物聯網發展的創新意念和新舉措。

作為行業大使，委員會成員與其所屬專業或商業界別密切合作，共同推廣物聯網的應用以及相關計劃和舉措。他們共同為特區政府提供策略意見，推動物聯網發展，並與內地和國際物聯網機構及組織聯繫，以便進行技術交流。



SMEs Advisory Board 中小企業諮詢委員會

The SMEs Advisory Board aims to enhance the competitiveness and efficiency of small-and-medium enterprises through the adoption of best practices in supply chain management and e-commerce.

In the SCM Excellence Summit 2015 held in Nov, a track with topic of "Driving Business Growth by Enhancing Consumer Journey" to discuss how to win the hearts of today's digitally savvy consumers and formulate effective strategies to interact with them through the preferred channel. A panel discussion with our SME advisory board members was held to share their views and findings based on the "Consumer Insight Workgroup" focused task force.



Chairman 主席
Mr. Saunders Tam,
CEO of Forewide Company
(HK) Limited
福揚行(香港)有限公司行政總裁
譚澤生先生

中小企業諮詢委員會藉著推廣供應鏈管理和電子商貿的最佳實務，協助中小企提升競爭力及營運效率。

在2015年11月舉行的供應鏈管理高峰會上，在“通過改善消費者旅程以推動業務增長”的分組中，討論到如何贏取數碼精明的消費者的心，並製定有效策略，通過優先選擇的渠道與他們互動。在小組討論中，與中小企業諮詢委員會成員一齊就「消費者分析工作小組」的專責小組所得出的結果，彼此交流相關意見。



President
LF Trading

Vice President (Technology)
Cisco Systems (HK) Ltd

Vice President (Business)
VF Asia Ltd.

Board Members

Airport Authority Hong Kong
ADT Tyco
Avery Dennison
Bossini Enterprises Ltd.
C & C Joint Printing Co. (HK) Ltd.
Checkpoint Apparel labelling Solutions
Chow Tai Fook Jewellery Co. Ltd.
ClusterTech Ltd.
The Dairy Farm Group
Esquel
Esprit
FlexSystem Ltd.
Fukui Shell Nucleus Factory
Kerry Logistics
Leo - TH Link Ltd.
PCCW Solutions Company
RSS
SecurePro Group (Holdings) Ltd.
SML
St. Teresa's Hospital

主席
利豐貿易

副主席 (科技)
思科系統(香港)有限公司

副主席 (商業)
威富(亞洲區)有限公司

委員會成員

香港機場管理局
ADT Tyco
艾利丹尼森
堡獅龍企業有限公司
中華商務聯合印刷(香港)有限公司
保點服飾標籤方案亞洲有限公司
周大福珠寶金行有限公司
聯科有限公司
牛奶公司集團
溢達
思捷環球
FlexSystem有限公司
福井製核所
嘉里物流
利奧信領科技有限公司
電訊盈科企業方案有限公司
RSS
安寶集團(控股)有限公司
SML
聖德肋撒醫院

Chairman
Forewide Co (HK) Ltd.

Board Members

Angel Cosmetics International Ltd.
Chan Yin Kee Co Ltd.
Harmonic Health Pharmaceutical Co Ltd.
Kui Fat Yuen Ltd.
Mekim Ltd.
Morita Biotech (HK) Co Ltd.
Royal Medic (Holdings) Ltd.
Wai Yuen Tong Medicine Co Ltd.
Wan Ho Holdings Inc.
Woods Pharmacy
World-Link Roadway System Co Ltd.
Yummy House International Ltd.
Zenith Cosmetics Trading Co Ltd.

主席
福揚行(香港)有限公司

委員會成員

天使化妝品國際有限公司
陳賢記有限公司
康和堂藥業有限公司
鉅發源有限公司
美儉有限公司
森田藥粧(香港)有限公司
御藥堂(控股)有限公司
位元堂藥業控股有限公司
運豪集團
活士藥房
環宇貨業有限公司
美味棧國際有限公司
新力化粧品有限公司



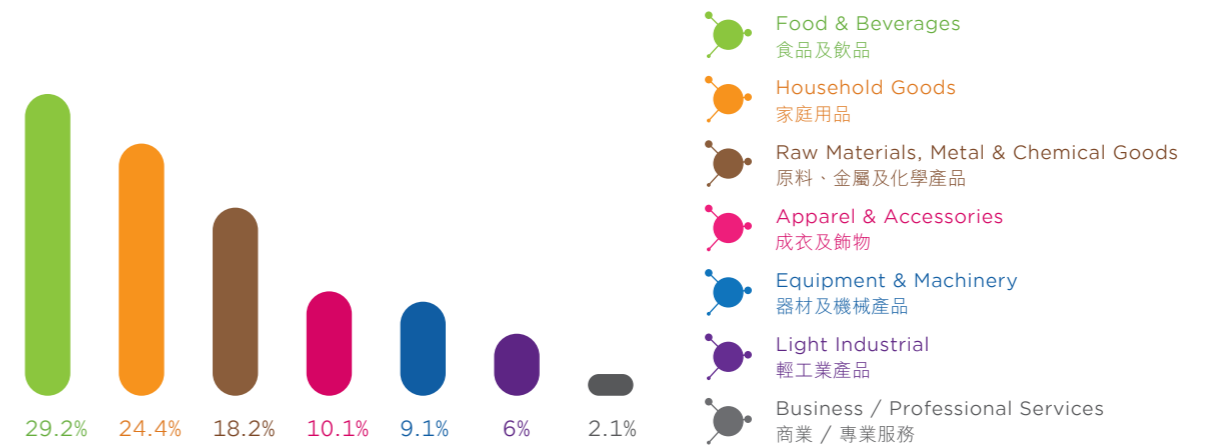
Membership Profile

會員概覽

A thriving membership is the biggest asset of GS1 Hong Kong. Collaboration and interaction with our members form the backbone of our activities to achieve success in our mission. It is this driving force which gives us the motivation to continually enhance business development and industry's application of ever-changing technology. New members are our life blood and we will continue to reach out to attract new enrolments.

會員基礎日益壯大，已成為我們最重要的資產。與各位會員的合作和交流不但對於達成本會使命起著關鍵作用，更是我們工作的動力，鼓勵我們努力推動商業發展，協助業界善用日新月異的科技及產品。新會員是本會的原動力，因此我們不斷積極擴展版圖，務求吸納更多新會員。

GCP Barcode Membership Distribution by Product Classification (as of August 31, 2016)
GCP條碼會員分佈 (以產品類型劃分) (截至2016年8月31日止)



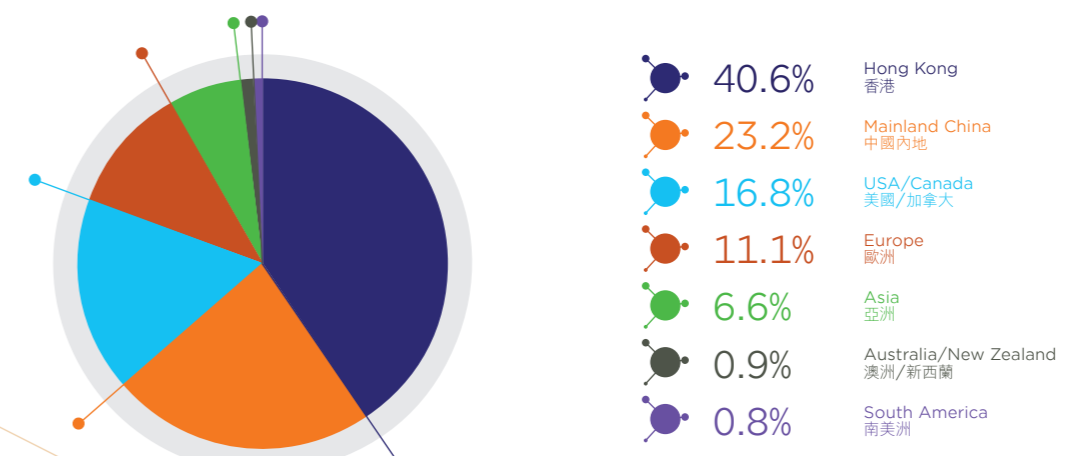
GS1 Hong Kong is relentlessly dedicated to promoting and providing the application of GS1 Systems of Standards in multiple sectors and industries in Hong Kong. During the year in review, we strived to enhance our services and strengthen communication with our members through a wide and diverse range of activities. These initiatives included forming user groups, organising our annual member gathering, a series of informative seminars and industry-related workshops.

In addition, we organised four member luncheons this year, which drew around 90 members of the food industry. The luncheons enabled them to exchange the latest industry information and further expand their network.

香港貨品編碼協會一直努力不懈，於本港不同界別及行業推動應用GS1標準。在過去一年，我們特別著力擴展服務範圍及加強會員之間的溝通，並且透過各種活動拉近會員與協會之間的距離。這些活動包括組織用戶小組、舉辦會員年會，還有一系列與業界需要有關、內容豐富的研討會和工作坊。

另外，本會亦舉辦了四場會員午餐聚會，有約90位食品業界的會員參加，讓大家互相交流最新資訊，擴闊網絡。

GCP Barcode Membership Distribution by Major Market Location (as of August 31, 2016)
GCP條碼會員分佈 (以主要銷售市場劃分) (截至2016年8月31日止)



Our Industries 我們服務的行業

Strategy and planning is essential for business sustainability and developing new markets. GS1 Hong Kong formulates comprehensive and integrated marketing strategies to communicate the value and benefit of our services and solutions to industry and the public. We achieved this, during the past year, by holding a series of programmes, conferences, knowledge transfer sessions to engage key industry players from various sectors such as food & food services, retail, healthcare and e-commerce.

策略及規劃對於維持業務穩定及拓展新市場十分重要。本會制定了全面的市場推廣策略，向業界及公眾宣傳推廣本會服務及解決方案的價值和功效。在過去一年裡，我們舉辦了一系列計劃、會議及知識交流活動，加強與飲食、食品服務、零售、醫療及電子商貿等業內人士的溝通和連繫，成功使本會的工作更加廣為人知。





Apparel and Footwear 成衣及鞋履

Enhancing visibility with RFID
利用無線射頻識別提高透明度

GS1 Hong Kong with its arsenal of standards and solutions can go a long way to help boost crucial speed-to-market, streamline sourcing and improve inventory management and accuracy.

Increasingly, the apparel sector has turned to the use of RFID technology, powered by GS1 standards, which has helped pave the way toward serialised item-level product identification. For several years, GS1 has been involved in helping the industry to uniquely identify and track individual items from the point of manufacture across the global supply chain, instead of simply identifying batches of items.

本會擁有一套強大的標準和解決方案，可以強化最為關鍵連接市場的「上市速度」，簡化採購、改善庫存管理和精確度。

越來越多的服裝行業轉向使用RFID技術，由GS1標準提供支持，能以序列化方式，識別個別產品。近年，GS1一直參與幫助行業從全球供應鏈的製造點獨立識別和追蹤個別物品，而不再單單地識別一整批次的貨物。



The apparel market is facing increasing competitions. Today's fashion brands and manufacturers must keep up a range of sizes and colors in stock, bring new products to shelves quickly and efficiently, and source materials from a worldwide network of suppliers – all at the same time meeting the ever rising demands of consumers who expect a seamless and consistent experience every time they shop, even as they switch between in-store and online purchases.

服裝市場面臨著日益激烈的競爭。今天的時裝品牌和製造商必須保持一系列尺寸和顏色的庫存，快速有效地將新產品放在貨架上，並從全球供應商網絡採購原材料，同時要滿足消費者持續的需求，無論他們在店鋪內和在網上購物，也能獲得無縫和一致的購物體驗。

Key initiatives 2015/2016:

Comprehensive Supplier Trainings to Realise Tagging at Source

In 2014, GS1 Hong Kong was appointed by C&A Germany as the Programme Manager to co-develop and roll out EPC Item Level Tagging (ILT) training for their apparel suppliers in Asia. C&A decided to proceed with roll-out preparation in November 2015. GS1 has since developed EPC/RFID Tagging Guideline and standardised, tailor-made training materials while GS1 HK undertook to conduct trainings covering major hubs in Hong Kong, the mainland and Bangladesh. The training provided by GS1 equipped all suppliers of C&A with the basic knowledge of RFID, enabling subsequently 250 suppliers being certified for RFID Level Tagging (Level 1) by GS1 HK. The project helped familiarise the suppliers with the technology, and empower C&A to achieve greater success in omni-channel retailing.

2015/16年度主要舉措：

全面供應商培訓 實現源頭標籤

2014年，香港貨品編碼協會被C&A德國任命為項目經理，共同開發和推出EPC單品標籤（ILT），培訓他們在亞洲的服裝供應商。而在2015年11月，C&A決定推出有關準備。GS1自此開發了EPC/RFID標籤指引和規範，度身訂造標準化的培訓，而本會則負責在香港、內地和孟加拉國等中心的培訓工作。由GS1提供的訓練，令到C&A的所有供應商獲取RFID的基本知識，而隨後有250家供應商更獲本會RFID單品標籤（1級）的認證。該項目幫助供應商熟悉該技術，並令到C&A在全渠道零售領域上取得更大的成就。



“ Radio frequency identification (RFID) technology is revolutionising the retail experience for both customers and store owners. While many retailers have already integrated RFID in their price tags for supply chain optimisation – including product tracking and inventory, leading industry players are using it to create a whole new shopping experience.

無線射頻識別（RFID）技術顛覆了客戶和零售商的零售體驗，許多零售商已經在其價格標籤中引進了RFID，以優化供應鏈—包括產品追蹤和庫存，而一些主要業內人士正在使用它來創建全新的購物體驗。

Mr. Robert Burton, Executive Vice President, Vendor Support Services, LF Trading
利豐貿易供應商支援服務副總裁 Robert Burton先生

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽：
www.gs1hk.org/our-industries/apparel-footwear





FMCG and Omni-channel Retail 快速消費品及全渠道零售

Connecting digital and physical world by one code
一個條碼 — 連接數碼和實體世界



Various major online shopping platforms (Alibaba, Amazon, eBay, Google, Walmart) now require all products to be equipped with Global Trade Item Number (GTIN, also known as barcode), for management function, ensuring that the products sold online can be traced to sources of accurate, complete and comparable information across all channels.

GS1 Hong Kong collaborated with Tencent to extend the WeChat mobile messaging app scanning function to product information stored in GS1 HK Barcode Plus database. WeChat users now can scan the barcode of Hong Kong registered product, view all the basic information of that product and make purchase. GS1 HK members thus now have one more channel to promote their products to China consumer directly.

Key initiatives 2015/2016:

GS1 SmartSearch

GS1 SmartSearch is a GS1 Standard which makes it easier to keep information about products across the web in search engines. With the addition of structured GS1 keys and attributes to product web pages, search engines can understand and display more relevant search results and more detailed and accurate product information to consumers.

不同的網上購物平台（如阿里巴巴、亞馬遜、eBay、谷歌和沃爾瑪）現已要求所有產品採用全球貿易貨品編碼（GTIN）以達至管理功能，確保在網上銷售的產品來源正確、資料完整，並且可從不同渠道追溯和比較。

本會與騰訊合作，將微信的手機應用程式的掃描功能擴展至GS1 Hong Kong Barcode Plus數據庫的產品資料。微信用戶現在可以掃描香港的註冊產品，查看該產品的所有基本資訊及購買產品。因此，本會的會員可有多一個渠道直接向中國消費者推廣產品。

2015/16年度主要舉措：

GS1智慧搜尋

GS1智慧搜尋為GS1的標準之一，我們可以更輕鬆地把產品資訊覆蓋整個網絡的搜尋引擎。在產品描述的網頁加入結構化的GS1識別碼和屬性後，搜尋引擎便能理解及讀取網頁的產品資料，繼而為消費者提供更詳細和準確的搜尋結果。

Today's consumers expect to seamlessly research, purchase and interact with the products they want to buy, no matter where they shop. GS1 standards are helping industry meet the challenges of omni-channel commerce and satisfy the expectations of consumers before, during and after purchase - whether they're shopping online, in-store or via mobile.

不論在實體抑或網上商店購物，現今消費者由資料搜集、購買、到產品互動，都期望享受流暢的消費體驗。面對這些挑戰，GS1標準可幫助不同行業達到全渠道零售的需求，從而滿足消費者的期望，不論他們是購物前後，抑或是網上購物、店舖購買還是透過流動電話訂購。

Real Barcode

Through using a free trusted validation mobile app "REAL Barcode", consumers can simply scan the barcode and obtain authentication results within a few seconds. It is a proprietary security code (which prevents replication) that allows the brand protection investigator or end customer to carry out instant authentication before purchase.

Hong Kong Trusted Product Programme

The "Hong Kong Trusted Product" programme was introduced to enable Hong Kong brands and SMEs to provide consumers with verified, consistent information about their products, including the brand name, product description, origin and company, conveniently through the GS1 system of standards - the GS1 barcode via the internet or mobile devices.

Further, GS1 Hong Kong partnered with Hongkong Post with "Hong Kong Trusted Product" designation on ShopThruPost, offering an additional e-commerce platform for e-shoppers to enjoy 'double trust' - enhanced product authenticity delivered through the proven reliability of Hongkong Post to more than 200 countries and regions worldwide.

Smart QR

The innovative GS1 HK SmartQR, combining an authentication code printed on QR code label and validated by the trusted GS1 HK mobile app, namely "Consumer Connect", with the integration of the ezTRACK cloud-based traceability platform was launched, enabling brand owners, distributors and retailers to protect their brand equity against counterfeits and parallel imports while enhancing customer loyalty.

「真的碼」

透過利用本會提供的免費流動裝置程式「真的碼」，消費者可以輕鬆掃描條碼，分辨貨品包裝的真確性。這個專有的安全碼（防止複製）容許顧客及品牌保護調查員對貨品包裝真偽作出即時驗證。

「香港信心產品」計劃

「香港信心產品」計劃旨在讓香港品牌和中小企業為消費者提供獲認證和一致的產品資訊，包括品牌名稱、產品說明、產地及公司等，有助消費者透過GS1標準系統 - GS1條碼於網上或手機方便地取得資料。

另外，本會亦和香港郵政合作，將「香港信心產品」放上樂滿郵平台，為在網上平台購物的消費者提供**雙重信心** - 有效的產品驗證及由香港郵政提供可靠的送遞服務。產品可送遞至全球超過200個國家和地區。

「智慧QR碼」

創新的「智慧QR碼」利用結合「縱橫網」雲端追溯平台的「物密鄰」流動應用程式，消費者只需掃描正貨標籤上QR碼就可認證產品。「智慧QR碼」旨在協助品牌持有人、批發商及零售商保障其品牌資產，打擊盜版及水貨活動，同時增強客戶忠誠度。



“Alibaba Group looks to expand and create more value for merchants and consumers with global brand owners. All e-Commerce trading platforms of Alibaba Group will actively expand the application scenarios of the GS1 standards and adopt the GS1 Global Trade Item Number (GTIN) as the product identifier.”

阿里巴巴集團希望與全球品牌攜手為商家及消費者創造更多價值。阿里巴巴集團的所有電子商貿平台都積極拓展GS1標準的應用範圍，採納全球貿易貨品編碼為產品識別碼。*

Other Activities and Programmes

Policy Advocacy

Response to Policy Address 2016 on Digital Development & Technology Fund

We welcome the Government's support on the development of e-commerce technology. With e-commerce growing at a pace so fast, it is imperative that we must continue to maintain our growth momentum and in particular enabling SMEs to tap into business opportunities on the Hong Kong-China cross border e-commerce. The Government is strongly urged to provide support and funding in encouraging solution development as well as technology adoption that empower system automation and information flow among different parties on the supply chain. This would not only foster e-commerce but also help alleviate the pressure on retail and different industries during the current slowdown of the economy.

Top Ten E-commerce Websites Award

To reward digital portals or websites for maintaining consistent and exemplary standards in improving user experience and promoting retail sales via e-platforms. This year's Award received entries from 50 companies and the top 10 winners were honoured at the Retail Asia Expo 2016 in 16 June, 2016.

其他活動及計劃

政策倡議

對《2016施政報告》數碼發展及創科生活基金的回應

我們歡迎政府支持發展電子商貿技術。隨著電子商貿的發展步伐如此迅速，我們必須繼續努力保持我們的增長勢頭，特別是中小企業能夠開展業務，發展中港跨境電子商貿的機會。政府應提供支援和資助，以鼓勵解決方案的發展，以及技術應用，在供應鏈上強化不同組別的系统自動化和信息交流。這不僅促進電子商貿，也有助於緩解當前零售業和不同行業在經濟放緩下的壓力。

十大電子商務網站大獎

嘉許力求通過電子平台改善用戶體驗的網站。它們持續追求卓越，堪稱業界楷模。本年度共有50名參賽代表，最終選出十個優秀網站，並於2016年6月16日舉辦的亞洲零售博覽會2016進行頒獎儀式。

“ The adoption of REAL Barcode not only helps us to protect our brand but also further enhances our consumers' confidence.

採用「真的碼」不但能夠保障我們品牌，亦提升了消費者的信心。

Ms Karen Chan, Executive Director of German Pool Group Company Limited.
德國寶集團執行董事陳嘉賢小姐

Cross-border E-commerce Strategy Luncheon Series

To help brands and retailers capture the boom in cross-border e-commerce in the mainland, the series of luncheon focused on cross-border e-commerce strategy, with topics including the opportunities and challenges brought by e-commerce, as well as WeChat and O2O marketing tactics.

迎戰跨境電商策略專題午餐會系列

為了幫助品牌和零售商捉緊內地跨境電子商貿帶來的機遇，本會舉辦一系列聚焦跨境電質策略的午餐會，主題包括電質帶來的商機、挑戰，以及關於微信及O2O的營銷等。



“ Our mission is to introduce the finest handcrafted teas of authentic origin in China to the world. Being recognised as one of the “HK Trusted Product” brands on ShopThruPost has further elevated our brand image and helped us reach tea novices and connoisseurs around the world.

我們的使命是將中國最優質，來自正宗產地的手工茶廣推至世界各地。於「樂滿郵」平台獲認證為「香港信心產品」品牌，進一步提升我們的品牌形象，亦幫助我們接觸世界各地的品茶新人和鑑賞家。

Ms Vivian Mak, Founder of MingCha Limited
明茶房創辦人麥蕙蘭女士

Consumer Caring Scheme 2016

To recognise outstanding members that demonstrate excellence in consumer care and in implementing Efficient Consumer Response (ECR) best practices, the Scheme endorsed a total of 84 local enterprises as a “Consumer Caring Company” in 2016.

貼心企業嘉許計劃2016

「貼心企業嘉許計劃」旨在嘉許關愛消費者需要，並實行快速消費者回應（ECR）最佳實務的優秀企業。2016年，共有84家本地企業獲本計劃認可成為「貼心企業」。

Digital Marketing Workshop

GS1 HK organises the workshop to assist members to develop strategic marketing plan on optimising sales and engaging online consumers through appropriate tools and channels.

數碼營銷策略工作坊

本會特別籌辦「數碼營銷策略工作坊」，協助會員規劃數碼營銷策略以促進業務，並透過適合的工具和渠道與網上消費者建立連繫。



“ We successfully differentiated our brand image with the competitors by using GS1 Hong Kong solutions. In fact, our staffs are able to learn the latest retail trend which helps the company in keeping pace with market competition, and offers them valuable knowledge for their own advancement.

GS1 Hong Kong提供的方案有助我們於競爭激烈的市場中成功提升和突出品牌形象。事實上，我們的員工亦因此了解到零售業最新的市場趨勢，不但能自我增值，更令公司保持競爭優勢。

Mr. Sam Ng, Managing Director, Max Choice
大棧董事總經理吳鴻森先生

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽：
www.gs1hk.org/our-industries/retail-and-fmcc





Food and Food Services 食品及餐飲服務

Holistic Approach to Food Traceability
全面提升食品追溯

GS1 Hong Kong helps to drive and optimise the business efficiency and performance of Hong Kong food companies through the provision of world-class supply chain standards, technologies and knowledge. We also works closely with various stakeholders to ensure food quality and consumer safety.

In 2015/16, GS1 Hong Kong has implemented a number of initiatives and events to enhance the food traceability to uphold global standards of food quality and safety.

Key initiatives 2015/2016:

Quality Food Traceability Scheme 2016

First launched in Jan 2015, the Scheme aims to recognise enterprises that demonstrate excellence in food traceability practices, including the effective adoption of international standards and technology for its food management systems with the ultimate goal in serving better and safer food to consumers. A total of 13 Gold Enterprise Awards and five Silver Enterprise Awards were presented to honour those outstanding enterprises, which demonstrated a high level of traceability in their food supply chain or management systems.

為協助本港的食品公司提升營運效率，改善業績，本會致力為企業提供世界級的供應鏈標準及技術，亦努力傳授相關知識。我們亦與不同持份者緊密合作，以確保食品質素及消費者安全。

本會於2015/16年度策劃了多個新項目及活動，以改善業界對食品可追溯性的管理水平及相關措施，恪守食品質素及安全的全球最高標準。

2015/16年度主要舉措：

優質食品源頭追蹤計劃2016

本計劃於2015年1月首先推出，旨在嘉許實行食品源頭追溯措施表現優異的企業。得獎企業成功把國際標準及技術有效地應用於其食品管理系統，提高食品可追溯性，從而達到為消費者提供更優質服務及更安全食品的最終目標。計劃一共頒發十三個金企業獎和五個銀企業獎，獲獎企業的食品供應鏈或管理系統均在可追溯性達到高水平上。

The food and food service industry has seen great strides on international trading and modern food supply chain. On one hand, more diversified, lower-cost and convenient food are available to consumers, while on the other hand, implying more hidden food safety risks which drive the needs for food quality and safety across the region and the world. Central to its success is enhanced food traceability management and practices, and closer collaboration between regulators and industry stakeholders at all levels around the world to protect consumer health and safety.

食品和餐飲服務業在國際貿易和現代食品供應鏈方面取得了重大進步。一方面，消費者亦可享受更多樣化、廉宜及方便食用的食品。然而另一方面，全球化的食品供應鏈暗藏不少食品安全危機，促使亞洲區內和世界各地對食品質量和安全要求增加。世界各地的監管者及行業持份者必須在所有層面更緊密地合作，以保障消費者的健康和 safety。

Capability Building in Product Data Management for Food SMEs

Organised by the International Food Safety Association, implemented by GS1 Hong Kong with the Hong Kong Trade and Industry Department's funding, the project was launched to provide an industry platform to share product data management best practices and guidelines to the local food sector. A total of 4 seminars, 7 editorials and 1 electronic industry guidebook were held during the project period from Nov 2015 to Oct 2016.

食得有據 食品業界產品資訊管理手冊

本項目由國際食品安全協會主辦，由本會負責推行，並由工業貿易署的支援基金撥款資助。旨在為行業提供一個平台，分享產品資訊管理最佳實務，和本地食品行業指南。2015年11月至2016年10月期間，本項目舉辦了四場講座，出版了七次評論和一本電子行業指南。

AEON Stores (HK) Co. Ltd. 永旺(香)百貨有限公司

“ Joining the Scheme allows us to gain insights of traceability in our food management system. The assessment result not only has strengthened our faith to comply with the up-to-date international standards in food traceability, but also elevated the trust and confidence of customers towards our products.

「計劃有助我們審視自己的食物管理系統。評估結果不但強化了我們團隊對繼續遵循食品監控方面達到國際化標準的信念，也能進一步提升消費者對我們產品的信心。」

Mr. Oliver Ho, Manager, Logistics
物流部經理何嘉權先生

Café Deco Group 峰景餐廳集團

“ It is encouraging to be awarded the Gold Enterprise recognition of the Quality Food Traceability Scheme as this proves that we have made a remarkable achievement in implementing a comprehensive food traceability system. As a leading restaurants and bars operator in Hong Kong, we not only aim to provide quality food, but also build a visible and traceable food supply chain. Participating in the scheme proves to our consumers we are fully committed to serving high-quality food and beverages from reliable sources.

能夠在「優質食品源頭追蹤計劃」中榮獲金獎企業使我們十分鼓舞，這證明我們在實踐一個全面可追溯的食品系統中的努力得到肯定。身為香港的餐廳和酒吧經營者，我們不但以提供有質素的食物為目標，更希望建立一個透明和可追溯的食品供應鏈。透過參與此計劃可以向消費者證明我們對食品品質和可靠來源的堅持及要求。

Mr. Thomas Mak, Director of Business Development and Supply Chain
業務拓展及供應鏈總監麥景祺先生

Food Traceability Workshop

Supported by Hong Kong Food Council, International Food Safety Association and Hong Kong Retail Management Association, workshops have been organised regularly for industry, individual corporate and China government agencies in 2015-16 for purpose of transferring knowledge and implementation strategies for enterprises/agencies to enhance food safety and traceability.

Food Safety Forum 2016

Themed “A New Paradigm to Consumer Trust Through Food Chain Visibility”, the Food Industry Forum 2016 provided a platform for over 300 food safety experts and stakeholders in the food industry to exchange views and insights on food traceability standardised adoption, regulatory policy implications, and enhanced consumer trust by industry collaborations.



食品追溯培訓課程

由香港食品委員會、國際食品安全協會及香港零售管理協會支持，本會於2015-16年度為不同企業員工和中國政府機構舉辦工作坊。工作坊旨在向企業和機構傳遞知識和推行策略，提升食品安全及可追溯性。

食品安全論壇2016

2016年度食品安全論壇以「食安新動向：提升供應鏈可視化加強消費者信心」為主題。為超過300位食品安全專家和食品業持份者就監管政策的意義交流意見，藉推動食品追溯性和行業合作提升消費者信心。



Maxim's Caterers Ltd. 美心食品有限公司

“ I am glad to participate in the GS1 Food Safety Forum 2016. Today, I have seen government, representatives from NGOs and industry experts sharing food safety guidance and exchanging insights on relevant technology, as well as discussing how to enhance food safety through synergies. Maxim has long been emphasising food safety and quality. We wish to keep the effort in the catering industry, by adopting the client-oriented approach and viewing quality as the foundation, in order that the customers could receive satisfactory service.

今日很高興參加GS1的食品安全論壇2016，今日見到政府、非牟利機構的代表及業界的專家一起分享食品安全的導向及技術交流，和如何藉協同效應提升食品安全。美心對食品安全和品質都一向很著重，希望我們在飲食界繼續努力，以客為先，以質為根，令顧客有一個稱心滿意的服務。

Ms. Gail Chan, Head of Logistics & Quality Assurance
物流管理及品質監控總監陳穎基小姐

Participation of Trade Consultation Forum Organised by the Centre for Food Safety

Organised by the Centre for Food Safety, GS1 Hong Kong has been a core member of the Trade Consultation Forum, with the aim to strengthen collaboration with the food trade for enhancing food safety. The forum serves as an industry platform for the industry to exchange views on food safety matters, comments on food safety control measures as well as risk communication activities.

參與由食物安全中心舉辦的業界諮詢論壇

本會是食物安全中心舉辦業界諮詢論壇的核心成員，旨在加強與食品業的合作，提升食物安全。論壇作為行業平台，讓大家都就食品安全，其管制措施以及風險溝通活動進行意見交流。

Asia Pacific Food Industry Forum (AP-FIF)

Food security is a key component of a healthy and integrated regional Asia-Pacific economy. The private sector makes a core contribution to food security. AP-FIF provides a powerful voice for the private sector to influence the officials and Ministers who drive APEC's food security agenda, helping to promote a business-friendly environment in the region and seeking to realise the goal of lasting food security.

GS1 HK is one of the three Hong Kong representatives of APEC Business Advisory Council (ABAC) committee. This year, GS1 HK championed on food safety and presented food traceability, and also invited 2 key food industry players to the forum to express views on food trade issues held in Aug 2016 in Shenzhen.

One of the key messages finalised after the Forum spelling out industry concerns and priorities to be taken into ABAC and APEC meetings was:

“ Effective food regulatory systems can provide increased safety and quality assurance for consumers and prevent unnecessary delays in food trade. Food safety should not be a commercial issue.

有效的食品監管系統可以為消費者提供更安全和質量獲保證的食品，並防止食品業中不必要的延誤。食品安全不應該是商業問題。

Asia Pacific Food Industry Forum 2016:
One of the agreed key messages from food industry in Asia Pacific included in the ABAC's Letter to Ministers Responsible for Food Security
2016年亞太食品工業論壇：亞太地區食品行業議定的主要信息之一，包括在ABAC致負責糧食安全部長的函件

Unsafe Product Prevention Programme (UPPP)

UPPP is an industry-wide collaborative initiative to prevent defective and unsafe products being sold in the market so as to ensure consumer safety. The Centre for Food Safety (CFS) under the HKSAR Government has added GS1 Barcodes into its Rapid Alert System Form to enable traders to identify affected products efficiently and effectively and take swift, proper action to prevent the sale of unsafe products in the market. In 2015/16, GS1 Hong Kong supported over 500 local retail chains to tie in with the UPPP and kept communicating with CFS to ensure accurate capture of GTIN barcode in Food Alert System.

防預不安全產品計劃

防預不安全產品計劃是一項業界合作項目，目標是防止有缺陷和不安全的產品在市面出售，從而保障消費者安全。GS1條碼已獲香港政府食品安全中心加入其「快速警報系統表格」，讓從業員可以有效率地識別受影響產品，迅速採取適當行動，防止不安全產品流入市面。本會於2015/16年度協助超過500家本地零售企業加入此計劃，並與食物安全中心緊密聯繫，確保食物警報系統可準確擷取全球貿易貨品編碼。

More about our activities and development in this industry at:

參閱更多有關本會於此行業的活動及最新動向，請瀏覽：

www.gs1hk.org/our-industries/food-and-food-services





Healthcare 醫療護理

Standards that Benefit All Patients
讓所有病人受惠的標準

GS1 played a leading role as a neutral facilitator in the APEC Track and Trace Systems Work Group sponsored by APEC Life Sciences Innovation Forum and APEC Regulatory Harmonisation Steering Committee which has developed overarching recommendations of practices including: (i) defining clear objective to be achieved, (ii) collaborating with stakeholders, and (iii) adopting Global Data Standards (GDS) on identification, capturing and sharing for traceability systems implementation.

ezTRADE, a GS1 standard-based B2B e-commerce platform that facilitates paperless trading in exchanging electronic ordering, invoicing and shipment notices among the trading partners, is the appropriate solution to ensure efficient and accurate transmission of commercial documents to trading partners along the supply chain adopting the EDI messaging formats.

Key initiatives 2015/2016:

Response to Policy Address 2016

GS1 Hong Kong welcomes the proposed 10-year hospital development blueprint and the \$200 billion budget to implement the plan addressing public health. The Government is also reminded to take reference of the global medical regulations trend of adopting global product identification standards to enhance medical devices traceability and anti-counterfeit drugs in developing the blueprint; e.g. the World Health Organisation (WHO) adopts global standards on tracing vaccine packages, the UK Department of Health has mandated adoption of global standards for eProcurement, the Danish Minister of Health requires hospitals to implement global identification standards.

More about our activities and development in this industry at:

參閱更多有關本會於此行業的活動及最新動向，請瀏覽：

www.gs1hk.org/our-industries/healthcare

GS1領導亞太經合組織（APEC）追蹤和追溯系統工作小組，發揮中立的促進者作用。該小組是由APEC生命科學創新論壇和APEC監管協調指導委員會贊助，工作小組制定了總體實踐建議，包括：(i) 確定明確的目標，(ii) 與持份者合作，(iii) 採用全球數據標準（GDS），令到可追溯系統得以進行識別、擷取和分享。

「通商易」是一個合適解決方案，它是一個基於GS1標準的B2B電子商務平台，促進交易夥伴之間交換電子訂單、發票和運輸通知的無紙化交易。同時確保了沿著採用EDI（電子數據聯通）消息格式的供應鏈，將商業文件有效和準確地傳遞給業務夥伴。

2015/16年度主要舉措：

對《2016施政報告》的回應

本會歡迎政府宣佈的10年醫院發展藍圖，以及會動用2000億元落實有關項目，以解決公共醫療問題，並提醒政府要參考世界各地的醫療監管條例趨向，即陸續採用全球產品識別標準，以提升醫療設備的可追溯性及提防假藥。例如世界衛生組織（WHO）採用全球標準來追溯疫苗包、英國衛生部規定在電子採購中採用全球標準，以及丹麥衛生部要求國內醫院落實採用全球識別標準。



GS1 Hong Kong is fully committed to working in collaboration with drug retailers, distributors and suppliers in the local healthcare sector in the way forward with the objectives of enhancing patient safety, achieving greater regulatory compliance and increasing operational efficiency - through the implementation of global standards to create a more efficient and cohesive supply chain.

本會致力與本地醫療業的藥品零售商、分銷商和供應商合作，共同努力，通過採用全球標準創造一個更高效和連貫的供應鏈，從而為病人提供更周全的保障，符合有關的法則和提高營運效率。

To improve hospital facilities, consideration should be given to the traceability of pharmaceuticals and medical equipment and devices. The Government is also urged to devise pharmaceutical industry codes of practice to govern drugs packaging and distribution traceability in the market to ensure patient protection against anti-counterfeit drugs.

Active Participation at Healthy Ageing Brainstorming Meeting

In the brainstorming session led by Hong Kong Science and Technology Parks Corporation on Healthy Ageing, GS1 Hong Kong shared "global standardisation in healthcare IoT", emphasised interoperability is key to driving IoT Healthcare Ecosystem, and is instrumental for smooth identifying, capturing, and sharing electronic health data in supporting policymaking for better healthcare services and more cost-efficient use of resources.

Healthcare Supply Chain Trainings

There were two Healthcare Supply Chain Trainings successfully held in year 2016, which were designed to demonstrate how global standards and technologies could help address the diversified healthcare challenges of supply chain modernisation, process simplification, inventory management and healthcare traceability, through sharing global and local case studies and practices.

Electronic Health Record (e-HR)

As a member of the Working Group on Data and Information Standards of e-HR Information and Standards committee, GS1 Hong Kong is supportive of and shared global identification standards with the working group. We were happy to participate at the Electronic Health Record Sharing System (eHRSS) launching ceremony in March 2016 and witnessed the registration was open to the general public, enabling two-way sharing of electronic health records between public and private healthcare providers.

Unique Device Identification (UDI) Awareness Training

With the increasing recognition of the mandate of FDA UDI and the critical importance of adoption on healthcare supply chain, GS1 Hong Kong, as an issuing agency for UDI, delivered the training of Medical Device Identification by demonstrating to industry stakeholders how GS1 systems of standards provide a structured framework to identify, capture and share healthcare product information and methodology in fulfilling the regulations, thereby enabling a consistent worldwide implementation of UDI, and achieving patient safety.

為了改善醫院設施，本會建議把藥物和醫療器械及設備的可追溯性納入考慮之列。本會亦催促政府訂立醫藥業的業界守則，管制藥品的包裝和分銷的可追溯性，確保能有效打擊假藥，保障病人。

積極參與健康老齡集思會

本會參加了香港科技園主辦的「健康老齡」的集思會，在會上分享了關於「醫療物聯網的全球標準」，強調互通性是推動物聯網醫療生態系統的關鍵，並且有助順利識別、擷取和分享電子醫療數據，有助政策制定，提供更良好的醫療服務和更具成本效益的資源運用。

醫療護理供應鏈培訓課程

本會於2016年度舉行兩場醫療護理供應鏈培訓。培訓旨在透過分享全球和本地的研究和實踐個案，展示全球標準如何幫助解決於供應鏈現代化、流程簡化、庫存管理及醫療護理可追溯性上的多項醫療挑戰。

電子健康紀錄

作為電子健康紀錄資訊和標準委員會以下的數據和資訊標準的工作小組成員，本會給予該小組支持，並且分享全球識別標準。我們很高興參加於2016年3月舉行的電子健康紀錄互通系統（eHRSS）啟用儀式，並見證開放予公眾人士登記，使公私營醫療服務提供者可以互相分享電子健康檔案。

獨特器材識別（UDI）意識培訓

由於業界越來越認識到FDA UDI（美國食品藥物管理局的醫療器材獨有識別系統）的要求，以及在醫療供應鏈中應用的重要性，本會作為發行UDI機構，故此提供有關醫療裝置識別的培訓，藉此向業內人士傳達GS1提供的標準系統，是一個有結構的框架，可容許業內人士以此來識別、擷取和分享醫療保健產品的資訊和方法，從而符合有關規定，保障病人安全和供應鏈的安全性。

Information and Communications Technology

資訊及通訊科技

Empowering Smart City with Global Standards
Bridging the world of things and world of data
全球標準創建智慧城市
連結物件和數據的世界

Key initiatives 2015/2016:

Policy Advocacy

Smart City Development

GS1 Hong Kong supports the government to promote a comprehensive smart city development - by laying down precise definitions, standards, and services in different areas, and by bringing private businesses and civil organisations together while driving the ICT ecosystem development in Hong Kong.

A smart city needs to have three features of being instrumented, interconnected and intelligent. We firmly believe that the successful proliferation of and growth in new IoT technologies should be built on interoperability.

For instance, in response to the government Electronic Road Pricing (ERP) Consultation, GS1 HK recommended that the ERP system should be interoperable with other future applications with regard to the overall Smart City consideration. The ERP infrastructure should extend to cover the entrance and exit of car parks so as to capture real time car park data and control distribution of the information more effectively, facilitating search and alleviating traffic congestion.

2015/16年度主要舉措：

政策倡導

智慧城市發展

本會支持政府推動全面的智慧城市發展 - 通過在不同領域制定精確的定義、標準和服務，以及將私營企業和民間組織結合，推動香港的ICT生態系統發展。

智慧城市需要有儀器協助，可相互連接和具備智能三個特質。我們堅信，新一代物聯網技術要成功擴展和增長，應建立在可互通性的基礎上。

例如，本會在回應政府電子道路收費（ERP）諮詢時，建議ERP系統可與其他未來應用程序有互通性，以此作為發展智慧城市的整體考慮。ERP基礎設施應延伸至停車場的入口和出口，以便掌握停車場實時數據，有效地控制資訊的分佈，方便搜尋，並有助於緩解交通擠塞。

The main focus in Information and Communications Technology (ICT) has fallen predominantly on the new generation of Internet of Things (IoT) technology and application, including Smart City development, which has created tremendous potential for Hong Kong to thrive among other competitive world economies.

資訊及通訊科技（ICT）重點在於新一代物聯網技術和應用，包括智慧城市的發展，為香港提供了巨大的潛力，與其他地區的經濟體競爭。

Response to Policy Address 2016 on Technology and Innovation

We firmly support the Government's plan to encourage more mid-stream applied research projects, especially the proposed allocation of \$500 million for an Innovation and Technology Fund for Better Living to finance projects that make use of innovation and technology to improve our daily life.

We are confident that the Government will have a clear set of KPIs in the funding plan to govern effective use of resources and recognition of commercialisation. However, it is our fervent hope that a certain amount of the fund would be dedicated to encouraging SMEs and local organisations to develop and adopt IoT technologies that enhance smart application interoperability and facilitate scalability.

Proposal for Changes to Interoperability Areas and Interoperability Standards

GS1 has submitted a proposal to Office of the Government Chief Information Officer (OGCIO) add a new interoperability area "Physical or Digital object event creation and sharing" on the domain of information access and interchange, with the standard ISO/IEC 19987:2015 EPC Information Services (EPCIS). The goal of EPCIS is to enable disparate applications to create and share visibility event data, both within and across enterprises, ultimately, enabling users to gain a shared view of physical or digital objects within a relevant business context.

Exchanges with Different Economies

On 19 August, two researchers and strategists from the Organic Laws and Statutes Bureau under Taiwan Legislative Yuan, visited GS1 Hong Kong for an exchange on the IoT development in Hong Kong. They were impressed with the initiatives and programmes that GS1 Hong Kong put in place to foster the IoT ecosystem development in Hong Kong. They also explored the IoT Centre of Excellence and strongly felt Hong Kong is innovative and strong in application development.

IT Legislative Council Candidates Interflow at GS1 Hong Kong

GS1 Hong Kong arranged the two candidates of information technology functional constituency running for 2016 Legislative Council election, Charles Mok and Eric Yeung, to share their manifestos and political platforms on the current IT industry with our corporate members and staff, paving the way for effective communication on the concerns and interests of members.

對《2016施政報告》中的科技與創新的回應

我們堅決支持政府鼓勵更多中游應用研究計劃，特別是撥款5億元給創科生活基金，以資助利用創新科技改善日常生活的計劃。

本會確信政府將為基金制定清晰的關鍵績效指標，以確保資源可獲有效運用，讓科研成果轉化為可推出市面的商品。不過，本會亦深切希望基金可撥出一部分資源，鼓勵中小型企業及本地機構發展和採用物聯網科技，以促進智能應用的互通性及規模效益。

改進互通性範疇和互通性標準的建議

本會已向政府資訊科技總監辦公室就「實體或數碼物件事件創建和共享」提交一項建議，就以標準ISO / IEC 19987:2015 EPC產品電子代碼信息服務（EPCIS）方面獲取資訊和交換上，增加一項關於互通性的新範疇。EPCIS的目標是使不同的應用程序能夠在企業內部和跨企業創建和分享事件數據的透明度，最終使用戶能夠在相關業務環境中分享實體或數碼物件的看法。

與不同經濟體的交流

8月19日，兩名來自台灣立法院法制局的研究員和策略員到訪本會，以了解香港的物聯網發展。他們對本會在促進香港物聯網生態系統發展方面的舉措和計劃印象深刻。他們還參觀物聯網科技應用中心，並深感香港甚具創新和在程式開發上表現出色。

IT界立法會選舉候選人出席交流

本會安排了2016年立法會選舉的資訊科技界功能界別選舉的兩位候選人莫乃光先生和楊全盛先生，與我們的會員和職員分享其政綱，有助他們與各會員進行交流。

APAC Innovation Summit 2016

At the “APAC Innovation Summit 2016 Series – Internet of Things” organised by Hong Kong Science and Technology Parks Corporation and co-organised by GS1 Hong Kong, the creative use of high-end technologies together with the four Best Smart Hong Kong Award 2015 winners on “Realising Smart Living with Innovative Technologies” was thoroughly explored in a panel discussion.

HK-Guangdong Internet of Things Awards

GS1 Hong Kong collaborated with Guangdong RFID Centre (GDRC) to conduct the annual HK-Guangdong Internet of Things Awards programme (HKGDIOT) since 2014 with the objective to foster cross-border IoT technologies exchange and enhancement. We nominated some of the HKICT Awards 2016 – Best Smart Hong Kong Awards winners to participate at the HKGDIOT Awards 2016 and two of the nominations won the HK-Guangdong Internet of Things Award 2016.

《亞太創新峰會》2016

由香港科技园公司主辦，本會聯合主辦的「亞太創新峰會 2016 系列 - 物聯網」，會上討論了高端技術的創意使用，並與四名獲頒最佳智慧香港大獎2015年的得獎者在「利用創新技術實現智能生活」的小組上進行深入討論。

粵港物聯網大獎賽

本會與廣東省公共RFID技術服務中心合作，於2014年開展年度粵港物聯網大獎賽 (HKGDIOT)，旨在促進跨境物聯網技術交流。我們提名「2016香港資訊及通訊科技獎」—最佳智慧香港得獎者參加2016年大獎賽，其中兩個提名人於2016粵港物聯網大獎賽勝出。

“ This is my 3rd year participation and the content keeps getting better and better. I think we have all come to realisation that the time for Hong Kong to get aggressive and participate in the Internet of Things is now.

這是我第三年的參與，內容不斷變得越來越好。我想我們都已經認識到，現在香港要積極參與物聯網的時代已經來臨。

Mr. Robert Burton – President of Hong Kong Internet of Things Industry Advisory Council
香港物聯網產業諮詢委員會主席 **Robert Burton** 先生

“ The market potential for IoT is huge. With Hong Kong experience and expertise in trade logistics. I believe Hong Kong can take the lead in global ICT development.

物聯網的市場潛力龐大。香港在物流方面擁有經驗和專業知識，我相信香港可以在全球的ICT發展上有領先地位。

Mr. Nicholas Yang, JP – Secretary for Innovation and Technology
創新及科技局局長 **楊偉雄** 先生

Hong Kong ICT Awards - Best Smart Hong Kong 2016

This is the second ICT Awards - Best Smart Hong Kong 2016. By synergizing the technologies between IoT, Open Data / Big Data and Public Sector Information, the ICT Awards help support government in the area of smart people and smart living as well as promoting the purpose and benefits of a smart city that offers a more convenient and safer living environment for its citizens.

香港資訊及通訊科技獎 - 最佳智慧香港大獎 2016

本會已是第二年舉辦資訊及通訊科技獎 — 最佳智慧香港大獎。通過物聯網、開放數據/大數據和公共部門信息之間的協同技術，ICT獎可以支持政府發展有關智慧城市和智能生活領域，以及通過向市民大眾推廣智慧城市的目的和效益，為市民開發一個更方便和更安全的生活環境。



IoT Conference 2016

Themed “Accelerating Business Decision with Internet of Things”, the 4th Hong Kong Internet of Things (IoT) Conference 2016 focused on the new generation of IoT technology and application that have penetrated into our everyday life and is continually reinventing the business models and transforming the future business.

香港物聯網會議2016

本會主辦的第四屆香港物聯網會議2016，主題為「物聯網引領高效商業決策」，會議聚焦於新一代的物聯網技術和應用，探討其如何滲透於日常生活中，並不斷改變商業運作模式以及未來的商業世界。



“ As our government embarks on the strategy to develop Hong Kong as a smart city, GS1 together with the IT and logistics industry will play a key role in bringing the opportunities to all the entrepreneurs and other companies in Hong Kong as we develop Hong Kong into a hub of IoT.

隨著我們的政府採取策略，發展香港作為一個智慧型城市，GS1連同IT界和物流業將扮演重要角色，隨著香港發展為一個物聯網樞紐，將為香港的所有企業家和其他公司帶來機遇。

Hon. Charles MOK, JP – Legislative Council Member
立法會議員 **莫乃光** 先生

IoT Heroes

The inaugural “IoT Heroes Award”, jointly launched by the Hong Kong IoT Industry Advisory Council and GS1 Hong Kong made its debut this year. The prestigious title “IoT Hero” is awarded to industry individuals who are at the forefront of IoT trends, and have devoted great effort to spearhead IoT technology awareness as well as accelerating its adoption in the local community.

「物聯網英雄獎」

由香港物聯網產業諮詢委員會和本會首次聯合推出「物聯網英雄獎」。此獎項旨在表彰那些在物聯網發展趨勢最前端的人士，並致力提升物聯網技術的意識，並加快其在社區的應用。

The judging criteria are based on IoT innovations leadership, market impact, creativity and also industry influence. Eight IoT Heroes were honoured this year.

評審標準是基於候選人有領導物聯網創新，對市場有影響，創意和對行業有影響力。評審最終揀選了8名物聯網英雄。

Vendor Partnership Programme (VPP)

The VPP creates a business solution network which can provide the best-of-breed solutions accommodating the growth drivers of our corporate members. We synergize with our technology partners to serve our members with advanced, most appropriate technological solutions and services.

合作夥伴計劃

此計劃的宗旨是創造商業解決方案網絡，為本會會員提供配合其業務增長的最佳解決方案。透過配對資訊通訊科技業界夥伴和本會會員，推廣最合適的科技方案和服務。

The VPP comprises over 40 partners in which Avery Dennison Hong Kong B.V., Cluster Technology Limited, Infotoo International Limited, PCCW Solutions Limited are our strategic partners at 2015/16.

現時社群共有超過40間合作夥伴，當中包括艾利丹尼森、聯科集團、因富通和電訊盈科企業方案有限公司於本年度成為策略夥伴。

More about our activities and development in this industry at:
參閱更多有關本會於此行業的活動及最新動向，請瀏覽：

www.gs1hk.org/our-industries/information-and-communication-technology





Transport and Logistics 運輸及物流業

Enhancing Traceability, Empowering Visibility
增強追溯性，加強透明度

In 2015 - 2016, GS1 Hong Kong has implemented a number of initiatives and events to enhance product traceability, and enhances supply chain efficiency.

Key initiatives 2015/2016:

Policy Advocacy

APEC-funded Pilots on Global Data Standards
GS1 continued close collaboration with the Asia Pacific Economic Cooperation (APEC) and the APEC Business Advisory Council (ABAC) in pilot projects to measure the cost benefit of applying Global Data Standards (GDS) to enhance international supply chain efficiency with participants including major manufacturer, distributor, logistics provider and importer with support from Government and other industry bodies.

Phase 1 of the GDS projects involving wine exported from Australia and imported to Hong Kong and boxed beef exported from Australia and imported to the US was completed during the year, and successfully identified different benefits and cost savings with the adoption of GDS.

本會於2015/16年度策劃了多個新項目及活動，以改善業界對產品可追溯性的管理水平及相關措施，促進供應鏈的效率。

2015/16年度主要舉措：

政策倡導

亞太經合組織資助的全球數據標準先導計劃項目

本會繼續與亞太經合組織（APEC）和亞太經合組織商業諮詢理事會（ABAC）緊密合作，在先導計劃中量度應用全球數據標準（GDS）的成本效益，以提高國際供應鏈效率，參與者包括主要製造商、經銷商、物流供應商和進口商，並得到政府和其他行業機構的支持。

本年度完成GDS計劃第一階段，涉及從澳洲出口並進口到香港的葡萄酒，以及從澳洲出口並進口到美國的盒裝牛肉，並通過採用GDS，成功確定所帶來的不同的效益和成本減省。

Innovative progressive global supply chain management and practices are instrumental in fuelling the rapid development in the transport and logistics industry. A whole spectrum of GS1 standards and solutions play a pivotal role in providing a framework that allows products, services, and information to move efficiently and securely from points of origin to points of sales. They facilitate interoperability between systems and processes for enhanced supply chain visibility, security and sustainability, resulting in increased efficiencies in shipping and receiving as well as better warehouse, transport and asset management.

創新的全球供應鏈管理和實踐有助促進運輸和物流業的快速發展。整個GS1標準和解決方案的扮演重要角色，由原產地去到銷售點，提供一個框架，使到產品、服務及相關訊息有一個高效而安全的傳送模式，促進系統與過程之間的互通性，提高供應鏈的透明度、安全性和可持續性，令到運輸和接收的效率得也以提高，以及提供更好的倉庫、運輸和資產管理。

APEC ministers welcomed the progress made on a suite of Global Data Standards (GDS) in the 2015 pilot projects. A new round of pilot projects is now underway to make further investigation of GDS effectiveness on selected international supply chains with expanded scale of (i) more types of products including Malaysia durian, Peru asparagus; (ii) different modes of transportation by air and by truck; and (iii) additional scope of risk management system study for cross border agencies. GS1 Hong Kong, as the project manager, is responsible for the overall coordination with 6 different GS1 local offices to provide process consultancy and capacity building, implement its ISO compliant EPCIS-based ezTRACK™ platform and data capturing tools to support the GDS projects, work with the involved economies to examine and advise on how the risk management systems could be improved through the use of GDS.

Response to Policy Address 2016 on Transport, Trade and Logistics Platform

We are encouraged to see the plan to enhance Hong Kong's status as an international transportation centre and aviation hub by forming a new Hong Kong Maritime and Port Board as well as continuing the effort to discuss Air Services Agreements or international Air Services Transit Agreements with other aviation partners along the routes of One Belt One Road (OBOR).

As OBOR covers 60+ countries, it implies language barriers in tapping the trading and supply chain opportunities, we suggested the Government devises strategy to apply global standards serving as the common business language which would help overcome such a challenge. We strongly believed that GDS would serve as foundation for seamless cross-border information flow, facilitating smooth trading along OBOR.

APEC部長歡迎在2015年先導計劃中推行GDS方面取得的進展。新一輪先導計劃正在進行中，以擴大的規模進一步研究個別國際供應鏈的GDS有效性，包括：(i) 更多類型的產品，包括馬來西亞榴蓮，秘魯蘆筍；(ii) 不同運輸方式，包括空運和貨車陸路運輸；和 (iii) 跨境機構的風險管理系統研究的額外範圍。本會作為項目經理，負責總體協調6個GS1不同地區的當地辦事處，以提供諮詢和能力建設，實施符合ISO基於EPCIS的ezTRACK™平台和數據獲取工具，從而支援GDS項目，亦會與有關經濟體一起審視和建議如何使用GDS，以改進風險管理系統。

對《2016施政報告》中的交通運輸、貿易及物流平台的回應

本會樂見政府計劃成立新的「香港海運港口局」，以提升香港作為國際航運中心及航空樞紐的地位，並承諾繼續與「一帶一路」沿線的民航夥伴商討民航運輸協定或國際民航過境協定。

「一帶一路」總共覆蓋60多個國家，語言障礙可能窒礙貿易及供應鏈的發展機遇，因此本會建議政府策劃採納全球標準作為共通商業語言，以跨越多種語言帶來的挑戰。本會深信全球數據標準將成為跨境資訊流通的基石，便利「一帶一路」沿線貿易。

White Paper on Belt and Road Initiative

GS1 Hong Kong has produced a draft white paper on Belt and Road Initiative to explore the implications to Hong Kong, particularly to SMEs, and how Government could help companies to realise business opportunities in the short and middle terms, which sets the scene to tap opportunities of Belt and Road in the long run. GS1 Hong Kong also has identified actions it will take, serving as a starter to collaborate with industries and to support members in unleashing visibility, taking the Belt and Road opportunities forward.

The paper has been discussed with various government officials and senior business leaders, reaffirming GS1 Hong Kong's position in facilitating supply chain connectivity and trade.

Single Window

Government had launched a public consultation exercise on the development of a Trade Single Window (SW) in Hong Kong. In order to assist industries in advising the Government on this matter, GS1 Hong Kong conducted a sharing session in July, to get a better understanding of people's views on SW. GS1 Hong Kong has consolidated the concerns and comments collected during the sharing session and submitted its response to the consultation to Commerce and Economic Development Bureau.

GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit 2015

The summit, held on 19 Nov, 2015, with the theme **'Riding the Wave of eCommerce Boom, Delivering a Seamless Customer Journey'** achieved an impressive record of over 500 participants from Asia Pacific. Consisting of 30 presentation sessions and one leadership panel, it was our first supply chain summit that featured e-commerce serving as a unique platform for pioneering leaders and influencers from leading retailers, e-commerce platform, logistics service providers to exchange dynamic discussions and ideas on the latest trend in e-commerce.

有關「一帶一路」的白皮書

本會撰寫了一份有關一帶一路的白皮書，旨在探討一帶一路對香港的啟示，特別是對中小企的影響，以及政府如何協助企業，把握短至中期的機遇，也能長遠而言得以受惠。本會已認為所需行動，希望能夠作為與業界合作的好開始，以及協助本會會員掌握供應鏈透明度的威力，進一步開拓一帶一路的機遇。

白皮書作為與政府官員和商界領袖接觸的工具，重申了本會在促進供應鏈連繫和貿易方面的角色。

「單一窗口」

政府進行關於發展香港貿易單一窗口的公眾諮詢，已在七月十二日結束。為協助各行業就此事向政府提供意見，GS1香港於七月五日舉行分享會，以加深了解大眾對「單一窗口」的看法。會議成功為政府與業界成員之間建立有效的溝通渠道。GS1 HK總結該次會議的關注和意見，並向商務及經濟發展局提交有關諮詢意見。

GS1 Hong Kong 供應鏈管理 (SCM) 高峰會 2015

高峰會於2015年11月19日舉行，主題為「**把握全球電子商貿 時機 締造暢通無阻消費體驗**」，有超過500名來自亞太地區人士參與。是次高峰會是本會首次以電子商貿為題的供應鏈論壇，探討和交流有關電子商貿的最新趨勢，包括三十個演講和一個小組討論，吸引到零售商、電子商貿平台、物流服務提供者交流和討論。



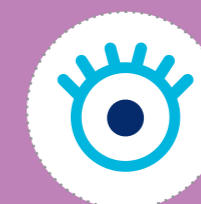
More about our activities and development in this industry at:
 參閱更多有關本會於此行業的活動及最新動向，請瀏覽：
www.gs1hk.org/our-industries/transport-and-logistics



OUR STANDARDS 我們的標準

Maintaining a neutral, best-in-class environment for standards development is critical to GS1's success. Our standards empower industry to identify, capture and share data across the value chain, and to streamline business processes.

GS1得以成功，有賴我們保持中立，並且在優良的環境下發展標準，這是至為重要。我們的標準，賦予相關行業能夠識別，擷取和分享在整個價值鏈中的數據，從而簡化業務流程。



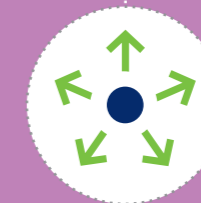
IDENTIFY 識別

GS1 Standards for Identification
GS1 識別碼



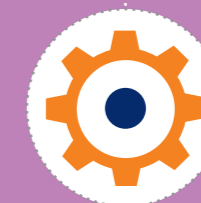
CAPTURE 擷取

GS1 Standards for Barcode & EPC/RFID
GS1 條碼及 EPC/RFID 標準



SHARE 分享

GS1 Standards for Data Exchange
GS1 數據交換標準



USE 應用

Streamlining Business Processes
簡化營運流程

Our Services & Solutions 我們的服務及解決方案

Cyberspace technologies are all the rage in today's fast changing business world. Businesses are facing rapidly new challenges and new opportunities. We at GS1 Hong Kong truly believe that taking the initiative to embrace this new reality is essential to achieving greater business growth and success.

In order to keep our members up to speed with the current trends, we strive constantly to enhance and roll out new services and solutions. And because we are not-for-profit and independent, you can rest assured in your trust that we will go that extra mile to help you implement GS1 standards -- and reap the rewards that come with our services and solutions.

於當今瞬息萬變的商業世界，網絡世界的科技日新月異，商業都面對新挑戰和新機遇。本會深信主動把握最新形勢以，就是業務增長和成功的關鍵。

為了使我們的會員能夠緊貼最新趨勢，本會不斷努力優化和推出新的服務和解決方案。由於本會是非牟利和獨立的機構，你可以信任我們會傾盡全力實施GS1標準，並享受我們的服務和解決方案帶來的回報。



Our 15 services and solutions in 8 categories

我們提供八大類別共15項服務及解決方案

Standards 標準



Barcode 條碼

Barcode (technically called "GTIN" or "Global Trade Item Number"), the powerful versatile "One Code - Infinite Possibilities". The unique product identifier connects all the parties along the supply chain. It also bridges the physical and e-commerce world. 條碼(亦即GTIN或全球貿易貨品編碼)展現條碼在手-締造無限可能。此獨有產品識別碼能連繫供應鏈上的所有夥伴。於現今的全渠道零售世界，條碼亦是連繫實體及電子商貿世界的橋樑。

www.gs1hk.org/get-a-barcode/what-gs1-barcode/gs1-barcodes-include



BarcodePlus

BarcodePlus is a trusted source of product information portal that provides companies with a B2B2C information exchange tool, providing updated product information in an accurate and cost effective way, which enhances product data visibility and integrity. There are 5 million of our members' product records stored in the portal. BarcodePlus是可信的產品資訊門戶，能為企業提供一套B2B2C訊息交換工具。BarcodePlus提供最新和準確的產品資訊，成本效益甚高，可提升產品訊息透明度及信心。系統更儲存500萬會員的產品記錄。

www.gs1hk.org/our-services/barcodeplus

Supply chain traceability 供應鏈追溯性



EPCIS-based ezTRACK™

以產品電子代碼訊息服務為基礎的「縱橫網™」

Through a powerful Electronic Product Code Information Services (EPCIS), standard-based globalised track and trace platform, manufacturers, logistic providers, retailers and consumers are able to track and trace real-time information from manufacturing to the consumer.

「縱橫網™」是以電子代碼訊息服務標準為基礎的全球化追蹤追溯平台。透過「縱橫網™」，製造商、物流供應商、零售商和消費者可以追蹤和追溯從製造到消費者的產品實時信息。

www.gs1hk.org/our-services/eztrack

Global Traceability Standards 全球追溯標準

A highly recommended business process standard that improves the ability to track forward movement of products along the various stages of the supply chain to trace the history, application or location of products. It maximises the use of globally established and implemented GS1 System tools that uniquely identify any "traceable item", describe the creation of accurate records of transactions, and provide fast data communication about the traceable item between trading partners.

這項獲強烈推薦的商業流程標準能改善企業的供應鏈追溯能力。透過追蹤產品於供應鏈各階段的動向，GS1全球追溯標準可以追溯該產品的動向記錄、應用情況或位置。它最大化地利用全球廣泛應用的GS1系統工具，識別所有可追溯的物件，並為貿易夥伴記錄準確交易資料，提供快速的數據通訊服務。

這項獲強烈推薦的商業流程標準能改善企業的供應鏈追溯能力。透過追蹤產品於供應鏈各階段的動向，GS1全球追溯標準可以追溯該產品的動向記錄、應用情況或位置。它最大化地利用全球廣泛應用的GS1系統工具，識別所有可追溯的物件，並為貿易夥伴記錄準確交易資料，提供快速的數據通訊服務。

www.gs1hk.org/our-services/global-traceability-standard

Product Information Management 產品信息管理



Consumer Connect Mobile App 物密啲流動應用程式

In just one simple barcode scan, this mobile app helps brand owners and retailers deliver directly the trusted product information to customers. Not only does it lead to a new way of consumer engagement and interaction, but also become the key mobility component enabling the SmartQR brand protection solution.

本手機應用程式是一個直接流動通訊平台，只須輕輕一掃條碼，便能協助品牌持有者及零售商發放可靠的產品資訊。「物密啲」不但革新了企業與消費者聯繫交流的模式，還成為「智慧QR碼」品牌保障解決方案的重要流動性元素。

www.gs1hk.org/our-services/consumer-connect-mobile-app

Omni Channel and E-commerce 全渠道零售及電子商貿



SmartQR Solution 「智慧QR碼」解決方案

An innovative dual factor security brand protection and consumer loyalty solution, SmartQR combines an authentication code printed on QR code label and validated by the trusted GS1HK mobile app "Consumer Connect", with the integration of the ezTrack cloud-based traceability platform. It protects brand owners, distributors and retailers against counterfeits and parallel imports while reinforcing customer loyalty.

「智慧QR碼」為一項同時提供品牌保障及客戶忠誠度解決方案的創新雙因素技術。利用結合「縱橫網」雲端追溯平台的「物密啲」流動應用程式，消費者只需掃描正貨標籤上QR碼就可認證產品。「智慧QR碼」旨在協助品牌持有者、批發商及零售商保障其品牌誠信，打擊盜版及水貨活動，同時增強客戶忠誠度。

www.gs1hk.org/SmartQR/overview

GS1 SmartSearch GS1智慧搜尋

GS1 SmartSearch standard and implementation guideline make product information being machine readable, putting the product page into higher rank prioritised by the search engines so as to achieve greater online search visibility enables consumers to have more relevant trusted product data from brand owners.

GS1網絡全球貿易貨品編碼標準及實踐指令到搜尋引擎可閱讀產品資訊並優先把產品頁面置於搜索結果的較前位置，提高產品在網上搜尋的透明度，容許消費者更容易搜尋品牌商提供的可信產品資訊，令到搜尋結果更為可靠。

www.gs1.org/gs1-smartsearch



Hong Kong Trusted Product Programme 「香信心產品」計劃

The programme is set up to strengthen consumer confidence towards shopping in Hong Kong or purchasing local registered products. With the "HK Trusted Product" logo, consumers can easily identify trusted brands or merchants with reliable information provided by brand owners or authorised distributors. Consumers can make use of GS1 barcode to obtain detailed product information conveniently through internet, mobile devices or smart kiosks.

「香港信心產品」計劃旨在加強本地和外地顧客在香港購物的信心或提高消費者購買本地註冊品牌的意欲，以表彰香港的正版正貨產品。他們可憑「香港信心產品」的標誌，輕易識別出值得信賴及支持的品牌或商戶，從而安心購物及消費。「香港信心產品」的資訊來源可靠，當中每一件產品的資料均由獲註冊及授權的品牌持有者或批發商所提供，讓消費者可透過GS1條碼，在互聯網、智能電話或智能資訊站內立即取得詳細的產品資訊。

www.gs1hk.org/HKTrustedProduct/overview



REAL Barcode Authentication Solution 「真的碼」條碼驗證解決方案

An integrated barcode combining a mark of multiple layers of tamper resistant security features with a GS1 standard barcode to prevent replication. Through using the mobile app "REAL Barcode" developed by GS1 Hong Kong, consumers can simply scan the barcode and authenticate a product before purchase.

香港貨品編碼協會「真的碼」是一個融合多層防修改保安塗層及GS1標準條碼的綜合條碼，能有效防止條碼被複製。透過利用香港貨品編碼協會開發的流動應用程式「真的碼」，消費者只要一掃便可於購買前分辨正貨及假貨。

香港貨品編碼協會「真的碼」是一個融合多層防修改保安塗層及GS1標準條碼的綜合條碼，能有效防止條碼被複製。透過利用香港貨品編碼協會開發的流動應用程式「真的碼」，消費者只要一掃便可於購買前分辨正貨及假貨。

www.gs1hk.org/REALBarcode/overview

Standards 標準

Apparel Service 成衣服務

Apparel Item Level Tagging

單品標籤項目

The Item Level Tagging (ILT) Supplier Support Programme equips apparel suppliers of Hong Kong and Asia Region with the expertise and tools to comply with Electronic Product Code (EPC) standards from source to store. It enables industry players to provide faster delivery, better customer services and minimises out-of-stock situations and markdowns, helping them to fulfill consumer expectations and achieve higher profitability.

單品標籤供應商支援計劃為香港及亞太區的成衣供應商提供專業建議及工具，協助它們把產品電子代碼標準應用到整個供應鏈流程。計劃可協助業界持分者提供更快捷的送貨方式和更優質的客戶服務，並把缺貨和削價促銷的情況減至最少，從而回應消費者的期望，提升企業的盈利能力。

www.gs1hk.org/our-services/item-level-tagging

Consumer brand boosting 提升消費品品牌



Consumer Caring Scheme

「貼心企業」嘉許計劃

This scheme recognises GS1 Hong Kong members who demonstrate excellence in consumer care through innovation and practice of consumer value-related strategies to uplift industry's capabilities to deliver customer service.

此計劃旨在表揚通過資訊科技應用、實踐與消費者價值相關策略，並以消費者為先的香港貨品編碼協會會員企業，以提升行業的產品及服務水平。

www.gs1hk.org/industry-recognition/consumer-caring-scheme/overview

Professional Services 專業服務

Training and consultancy services

培訓及諮詢服務

Supply Chain Management (SCM) Professional Consultancy Services leverage a network of experts and global knowledge with local implementation experience to assist companies in different sizes to adopt industry best practices for SCM and GS1 robust standard-based solutions.

供應鏈管理專業顧問服務由環球專家網絡支援，結合他們的環球供應鏈管理知識，以及本會的本地實踐經驗，能協助大小企業採納供應鏈業界的最佳實務以及建基GS1標準的完善解決方案。

www.gs1hk.org/our-services/training-and-consultancy-services

Order-to-cash 訂單到現金



ezTRADE via EDI

利用電子數據聯通的「通商易」

A global standard-based e-commerce platform facilitating paperless trading and helping enterprises achieve greater efficiency under GS1 Keys using Electronic Data Interchange (EDI) messaging formats.

這個以標準為基礎的電子商貿平台可促進無紙化貿易，及透過電子數據聯通的標準交換商業文件，提升營運效率。

www.gs1hk.org/our-services/eztrade

Food Safety & Traceability 食品安全及追溯



Quality Food Traceability Scheme

優質食品源頭追蹤計劃

The Scheme is designed to recognise local enterprises, which demonstrate excellence in food traceability practices. Through performing a structural, standard-based audit, scheme participants will receive a full report on their strengths and areas for improvement to develop a roadmap for better food safety and traceability management.

此計劃嘉許於食品安全表現卓越的本地企業。每間參加企業都會通過以標準為基礎的、結構性的審計方式評估。各企業將收到一份全面的評估報告，列明企業的優勢及可改進之處，以協助企業建立更完善的食品追溯管理系統。

www.gs1hk.org/industry-recognition/quality-food-traceability-scheme/overview



Cold Chain Management Solution

冷凍鏈管理方案

Empowered by the global traceability platform ezTRACK and RFID sensor tags embedded in logistics units, this cold chain management solution provides full traceability and monitoring of temperature condition to assure product quality and safety during the whole logistics process.

透過全球追溯平台「縱橫網」及內嵌於物流單位的RFID感應標籤，掌握本冷凍鏈管理方案於整個物流過程中全面追溯產品動向及監控食品儲存溫度，確保產品的質素及安全。

www.gs1hk.org/our-services/cold-chain-management-solution/overview



For more information
詳細內容

Hong Kong IoT Centre of Excellence 香港物聯網科技應用中心

The IoT Centre, previously set up by GS1 Hong Kong at the Hong Kong Science Park in 2013, was successfully re-located in Wanchai and re-opened since Jan 2016 so as to drive continuous development and improve competitiveness in different industries with IoT Technology.

The new IoT Centre continues to serve as an industry support platform that enables the development of IoT business and the delivery of Radio Frequency Identification (RFID)/IoT-related services, and its design is based on the concept of embedding the latest state-of-the-art IoT technologies with the objective to inspire innovations and sparkle IoT deployments.

Together with totally 6 thematic zones including 19 exhibits, it has received tremendous positive feedback and interest from industry and has attracted more than one thousand visitors from Hong Kong, mainland and around the world in the industries of e-commerce, retail, food, ICT industries etc. this year.

物聯網科技應用中心，由香港貨品編碼協會於2013年在香港科學園創設，並於2016年1月搬遷至灣仔重新開放，以便不同行業持續推動物聯網技術的發展和提高有關競爭力。

新的物聯網中心繼續作為一個行業支援平台，協助物聯網業務的發展，以及提供射頻識別 (RFID) / 物聯網相關服務，中心設計加入最先進的物聯網技術，旨在啟發並促進物聯網的技術創新及應用。

中心共設有6個主題區包括，包括19個展品，業界極感興趣和反應積極，年內吸引了超過1000名來自電子商務、零售、食品和ICT行業的香港、內地以及國外的行業人士參觀。

The 6 zones include:

參觀區覆蓋六大領域：



Smart Retail & Omni-channel
智慧零售及全渠道零售



Smart Logistics
智慧物流



Smart Healthcare
智慧醫療護理



Smart Food Safety
智慧食品安全



Smart Consumer Trust
智慧消費信心



Smart City
智慧城市



Different groups visiting Hong Kong IoT Centre of Excellence 不同團體蒞臨香港物聯網科技應用中心參觀



Hong Kong Electronics Industry Council (HKEIC)
香港電子業總會



China Federation of Logistics and Purchasing Cold Chain Professional Committee
中國物流與採購聯合會冷鏈物流專業委員會



The Hong Kong General Chamber of Commerce
香港總商會



Hong Kong Retail Management Association
香港零售管理協會



Government units in Guizhou Province
貴州省各政府單位



Hong Kong Financial Services Institute
香港金融管理學院

Major Corporate Activities Review

(Sept 2015 - Aug 2016)

主要企業活動 (2015年9月-2016年8月)

NOV
2015

GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit 2015

Held on 19 Nov, 2015, the Summit themed 'Riding the Wave of eCommerce Boom, Delivering a Seamless Customer Journey' allowed the participants to exchange ideas on latest e-commerce trend and SCM techniques.

GS1 Hong Kong 供應鏈管理 (SCM) 高峰會2015

高峰會於2015年11月19日舉行，主題為「把握全球電子商貿崛起時機 締造暢通無阻消費體驗」，與會者就最新的電子商貿趨勢和供應鏈管理進行交流。



DEC
2015

Visit to pearl farm of Fukui Shell's Nucleus Factory

On Dec 11, 2015, a visit was paid to pearl farm of Fukui Shell's Nucleus Factory (2015 HK Best Smart Award - IoT Application Silver Award winner) to explore how the RFID chip is implanted into the nucleus of a pearl, giving each seed a unique lifetime identifier.

參觀福井製核所珍珠養殖場

於2015年12月11日，本會參觀福井製核所珍珠養殖場(2015年最佳智慧香港獎 - 物聯網應用銀獎得獎者)，視察鑲嵌於珍珠種子的無線射頻識別晶片，如何給予種子的獨有終生識別碼。



JAN
2016

GS1 Hong Kong Annual Member Dinner 2015

On 8 Jan, 2016, members, industrial partners and government attended the dinner to celebrate the achievements in the past year and recognise the Consumer Caring Companies 2015. The event was crafted in the theme of 'Movie Characters Night'.

GS1 Hong Kong 週年會員晚宴2015

晚宴於2016年1月8日舉行，有多位會員、業界夥伴以及政府出席，慶祝過去一年的成果，並頒獎予「貼心企業嘉許計劃2015」的企業。當晚晚宴主題為「電影人物之夜」。



MAR
2016

Hong Kong ICT Awards 2016 Best Smart Hong Kong Award

The Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications. Best Smart Hong Kong Award is established with the purposes of fuelling technology innovation and building platform of expertise exchange.

香 資訊及通訊科技獎2016

最佳智慧香 大獎

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和應用。設立香港資訊及通訊科技獎最佳智慧香港獎的目的是推動創新科技和構建專業知識交流平台。



APR
2016

GS1 Global Advisory Council Meeting

GS1 Advisory Council members from all around the world came to Hong Kong to exchange their insights and discussed and reviewed global strategic development and priorities on 4-7th April 2016. The Advisory Council Members also visited the Hong Kong IoT Centre of Excellence as well as understood local culture.

GS1全球諮詢委員會會議

來自世界各地的GS1諮詢委員會成員2016年4月4-7日訪港進行會議，討論及檢察機構的未來發展策略和優次。期間，諮詢委員會成員亦參觀了「香港物聯網科技應用中心」，也了解本地文化。



APR
2016

Kerry Logistics Robotic Butlers Visit

On April 22, 2016, IAC arranged a site visit to Kerry Logistics Network Limited (2015 HK Best Smart Award IoT Application Certificate of Merit winner) to understand how its fully automated and programmed robotic butlers enhance fulfillment efficiency and accuracy of e-commerce operation.

參觀嘉里物流機械人管家

於2016年4月22日，香港物聯網產業諮詢委員會前往參觀嘉里物流(2015年最佳智慧香港獎 - 物聯網應用優異證書得獎者)，了解全自動和程式機械人管家如何提升實踐效益及電貿營運的準確性。



JUN
2016

Hong Kong Internet of Things Conference 2016

Held on 21 Jun, 2016, the conference was themed "Accelerating Business Decision with Internet of Things". Industry leaders shared their insights of applying Internet of Things, to further promote the development and adoption of IoT technologies to build a smarter city.

香 物聯網會議2016

會議於2016年6月21日舉行，主題為「物聯網引領高效商業決策」。業界領袖分享對應用物聯網的見解，以進一步促進物聯網技術的開發和採用，以建立更具智能的城市。



JUL
2016

Food Safety Forum 2016

Held on 18 July, 2016, the forum was themed "A New Paradigm to Deliver Consumer Trust, through Food Chain Traceability". It provided a platform for the industry experts to exchange ideas on latest government policy and trends, food traceability and visibility and global standards.

食品安全論壇2016

以「食安新動向：提升供應鏈可視化 加強消費者信心」為主題的論壇於2016年7月18日舉行。論壇為食品和相關行業的專家提供平台，就最新的政府政策和趨勢，食品可追溯性和可見性，以及全球標準方面進行交流。



About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to improve the efficiency, safety, and visibility of supply chains across multiple sectors and facilitates commerce connectivity through the provision of global standards and a full spectrum of standards-based solutions and services. GS1 Hong Kong engages with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

關於香港貨品編碼協會

香港貨品編碼協會於1989年由香港總商會成立，是GS1®環球組織的香港分會，也是一間提供標準的非牟利機構，一直致力研發和推動方便採納的全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務，為跨越多個行業的本地企業提升供應鏈的效率、安全性和透明度，並推動商業之間的連繫。透過採用及實施全球標準，香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係，助他們了解行業需要並作出回應。

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