

Sustainable Healthcare Brand Shows Resilience by Championing Quality
以質取勝 保健品展現頑強韌力

Survival Kit of a Local SME: Cut Loss, Go Digital, Move Faster
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A Way to Open up New Sales Opportunities on Digital Platforms
一招幫您於電子平台上開拓銷售商機!



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謝寶達
鴻福堂集團控股有限公司主席兼執行董事

Executive Connect 管理層專訪

Turning Herbal Tea into New Classic

涼茶蛻變 變出新經典



Global Regulatory Trends that Affects Your Business 與您銷售密切相關的全球監管趨勢！

To speed up net-zero objective and foster circular economy, the European Commission announced in 2022 a proposal for an Eco-design for Sustainable Products Regulation (ESPR). The ESPR sets Digital Product Passport (DPP) as a key regulatory element enhancing the traceability of products and their components.

The “Passport” should have info like carbon and environmental footprints, recycled content, supply chain info and unique identification like GS1 standard-based barcode. The “passport” system would provide industry stakeholders, regulators and consumers to electronically access the info, helping them with a better understanding of the materials used as well as their embodied environmental impact.

Textiles, batteries, furniture, electronics, are among the first batch to implement the regulation. All products made in EU / imports to EU markets will need to have the ability to gather data throughout the product's lifecycle, from raw material to end consumers, and to disposal and recycling. By 2030, it is expected that all products (except for foods, fodders and pharmaceutical products) will need DPP to meet DPP requirements.

On the other hand, economies like China, Canada, and New Zealand are requesting GTIN filing for import of certain products, and EAEU (Eurasian Economic Union) are requiring GLN to strengthen efficiency and management of cross-border products. Please read our feature for details about China import mandates and recommendations.

GS1 is also appointed as an UDI Issuing Agency/Entity by the U.S. Food and Drug Administration, European Commission and many regulators worldwide, all aiming to enhance healthcare service and patient safety by complying to the medical device regulations.

No matter you are exporting to China, US, Europe or other countries, better check if your products are GS1-compliant to meet / align with the rules.

In this issue, Hung Fook Tong Group revealed how they leveraged barcodes to sell products to overseas, and also their innovative strategies in rejuvenating the traditional herbal medicine industry & expanding business through franchising; Meiriki Japan shared their motto of “serving the best” and dedication to safeguarding Hong Kongers' health for 26 years; whereas founder of Wishh! explained how they keep ahead of competition in the beauty & skincare market shortly in 10 years.

Enjoy reading.



為加速零碳排放目標及建立循環經濟，歐盟於2022年提Eco-design for Sustainable Products Regulation，規定受監管產品都必須有「數碼產品護照」(DPP - Digital Product Passport)，目的在建立「產品護照」-護照內容包括碳排放、可回收成份、供應鏈資訊等，並有獨一識別如GS1編碼 - 以便在供應鏈企業、監管機構和消費者之間以電子方式共享產品的相關資訊。

紡織品、電池、傢俱、電子產品等是DPP法規監管的首批對象，所有在歐盟生產或出口到歐盟的產品，都要收集與產品生命週期相關的資料，從原材料到消費者、以至回收材料。預計到2030年，歐盟市場上除食品、飼料和醫藥產品外，所有產品都要滿足DPP要求。

另外，為提升效率、強化管理，多個經濟體如中國、加拿大及新西蘭要求部份進口產品需提供產品條碼，歐亞經濟聯盟(Eurasian Economic Union)則要求全球位置編碼(GLN)，以便海關處理並便利貿易。今期雜誌有中國海關新規的相關報導。

為加強病人安全及提振醫護效率，美國食物及藥品監督管理局(FDA)、歐洲委員會等都已將GS1指定為醫療器械唯一標識(UDI)的發碼機構，有助醫療供應鏈的持份者(如醫院等)提升醫療服務和病人安全，符合該地醫療器械法規。

所以說，無論您出口什麼產品到中國、歐美或其他國家，你都應查核是否具備GS1編碼以符合/便利監管要求！

今期封面故事鴻福堂集團除了善用條碼賣貨到外地，亦開創多項先河，將傳統涼茶業年輕化、引入加盟店壯大規模等；而日本命力亦以「一生懸命」的心態，在26個寒暑一直守護港人健康；而Wishh!創辦人亦親身剖析了如何在競爭激烈的美妝護膚市場上、在短短10年內佔一席位。

歡迎閱讀更多精彩內容。

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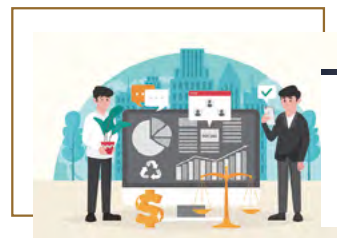


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About GS1 Hong Kong 關於香港貨品編碼協會

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

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

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

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

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

GS1®是一家提供全球供應鏈標準的非牟利組織,總部位於比利時的首都布魯塞爾,擁有超過115個分會,遍及全球150個國家。

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Turning Herbal Tea into **New Classic**

涼茶蛻變 變出新經典

Donald Tse

Chairman and Executive Director
Hung Fook Tong Group

謝寶達

鴻福堂集團主席及執行董事



Enveloped within factory buildings, Hung Fook Tong (HFT) office is like a hidden recreation ground: At the lobby are billiard table, claw machine, fitness equipment and more, which leads to the staff sitting area adorned with a range of personal ornaments and souvenirs. The place suggests a family culture and relationship between the staff and the company.

Donald Tse, Chairman and Executive Director of Hung Fook Tong Group, noted with pride that quite some number of his staff have worked for him for more than 20 years. He recalled an employee had volunteered to venture back to the production line in extremely bad weather, in order to finish works before deadline. He believes that nurturing talents is hugely rewarding, so he is keen to invest in people and share the results with the team.

No Pain, No Gain

Hung Fook Tong's road to success is like "Journey to the West", as Donald reminisces about the bumpy yet gratifying ride. Before managing HFT, Donald has demonstrated leadership qualities in breaking boundaries and rolling up his own sleeves: With no prior experience, he worked 3 days and nights to produce a perfect blend of tortoise herbal jelly just to impress the HFT founder to agree on partnership, where he found his calling and life-long commitment: Chinese herbal tea business.

"I once worked for 4 jobs at a time to support my family, that experience taught me how to run a good business, like you need to get down and dirty, go extra miles, keep a great partner network, etc. So after I tried a number of trades and professions, I started concentrating on one single business."

鴻福堂的辦公室像個隱世遊樂場：從工廠進門映入眼簾的是桌球檯、夾公仔機、健身器材等，而員工座位亦擺放五花八門的裝飾、紀念品，足見員工當公司是個大家庭。

鴻福堂集團主席兼執行董事謝寶達（達哥）自豪地指有不少同事跟公司打拼20多年，甚至試過在惡劣天氣下自願到工廠開門趕工。他堅信真誠培訓員工成才，他們將以倍數回饋公司，所以達哥願意投資於人、與員工分享成果。

力不到不為財

要說鴻福堂集團的里程碑，達哥笑言2天也講不完。在接掌鴻福堂之前，達哥已表現出其突破傳統、行動派的領袖角色：為了打動品牌創辦人首肯合作，對涼茶一竅不通的他花了3天3夜自學製作龜苓膏，終成功加入並發展鴻福堂，決心全情投入：「有段時間我為了家庭而身兼4職，期間學到親力親為、不怕蝕底、打通人脈等營商道理；所以在嘗試不同行業後，便想專心一致做好一盤生意。」



Fully Prepared to Turn Crisis into Opportunities

From the first branch in Kwai Chung to more than 120 stores today, HFT went through the ups and downs of our time, including the National Macroeconomic Control in 1990s that triggered cash-flow issue caused by tightening credit facility; The Asian financial crisis in 1997, SARS pandemic in 2003 and the global financial crisis in 2008 that plunged the consumer market.

“As COVID struck, our team is fully ready to navigate through the storms. Product quality, service level, work process, costing, staff training and so on, are either enhanced or streamlined to shield from external shock. Our Kaiping factory, for example, has put in place both land and sea transport systems since its inception, so when the pandemic hit, we can still ship through the national water network, ensuring on-shelf availability in retail.”

“ Your brand, product, customer service and staff are the building blocks for your enterprise to grow big and grow strong. 品牌、品質、售後服務和好員工是企業『做大做強』的經營之道。 ”

4 Breakthroughs to Stay Relevant and Desirable

HFT had opened up new avenues under Donald's leadership, by reviving a sunset industry, introducing franchise system, making bottled herbal tea and takeaway soup pack. “The traditional herbal tea shops used to nestle at the back of alley and give out a musky and old feeling; so to change people's perception, I opened stores on the main roads in popular districts, furnished with cozy and well-illuminated shop front. We are also hiring younger staff these days to give people a vibrant and relaxed vibe.”

With the renewed perception, the traditional herbal tea industry showed new business opportunities and drew the attention of competitors and investors. “In the early 90s, I studied the franchise experience of convenience stores and took a leap of faith to introduce licensing into my business. At a 3-day Franchising Show, I was able to secure 9 investors. I guess that was a groundbreaking move for the trade.”

The franchising system has expanded the scale of HFT rapidly, but the financial crisis had sunk its plan. HFT decided to take back all licensing rights by late 90s. “We needed a new growth engine as the store expansion plan crashed. So making herbal tea available in retail chains seemed to be the answer. We want to show customers the excellent tea ingredients, so transparent glass bottles were used, which was the first-of-its-kind in HK to make portable herbal tea in such a large scale. But the costly transport fee involving shipment of the heavy bottles, and the fact that they froze and broke during transport under cold weather in the overseas markets had us changed to use plastic bottles, which successfully nurtured a mass consumer market.”

做足準備 轉危為機

鴻福堂由第1間葵涌分店拓展至今日的120多間，經歷多個大時代高山低谷，包括90年代宏觀調控、銀行收緊貸款令現金流緊張；97年亞洲金融海嘯、03年SARS和08年金融海嘯，都癱瘓了消費市場。

「直至近年新冠疫情，我們團隊已有強大心臟去抵禦危機，在關鍵位置做足準備：產品質量、服務水平、工作流程、成本節約、員工培訓等都可應對外來震盪。例如早幾年在開平設廠時已談好陸路和水路運輸，故在疫情期間陸路不通時，便可即時改以內港碼頭出貨，保障貨源不絕。」



4個先河 打破刻板印象

達哥提到他在多個領域中開創先河，包括活化夕陽行業、開拓加盟店、涼茶入樽、燉湯入袋。「傳統涼茶舖予人一種瑟縮街角、古板暗淡的感覺，我卻專揀旺區大街開店，並重新設計成光猛舒適的舖面，近年亦起用更多年青、有活力的員工，給人生氣勃勃、舒適感覺。」

涼茶店成功年輕化，立即引來市場競爭者和投資者。「90年代初我參考了便利店的特許經營模式，便膽粗粗參加特許經營展覽，3日展期內成功招引9個加盟商，算是本地涼茶舖引入特許經營模式的先例。」

鴻福堂規模因加盟模式快速擴張，但一場金融風暴卻打破如意算盤，令公司在90年代尾全面收回加盟店。「分店萎縮，便要另辟蹊徑發展：『涼茶入屋』便是其中一途。初時我們將涼茶入玻璃樽發售，是香港首創以便攜式包裝大規模生產涼茶，方便顧客看到涼茶的真材實料；但一來貨物重、運費貴；二來運到國外市場後竟結冰破裂。於是我們改良技術，將涼茶入膠樽，成功令樽裝涼茶入屋。」



Going through failures, Donald realised the key to the group's resilience is diversifying its business. "My business partner shared the book 'Chicken Soup for the Soul' to cheer me up in hard times, which inspired us to develop new soup products like 'Ginseng Lingzhi Chicken Soup', giving the working class a healthy boost amid their busy lives. Served in a bowl in shops at the beginning, the soup became an instant hit, so we designed soup packs to promote takeaways, allowing people to enjoy the nourishing dose simply by reheating." By innovating the ready-to-drink soup pack, HFT again ushered in a new "blue ocean" market for the industry as a whole.

歷經低潮，達哥明白多元化發展更能提升公司韌性：「當年我的拍檔分享《心靈雞湯》這本書，我們靈機一觸，不如就開發花旗蔘靈芝竹絲雞湯作新產品，讓市民在忙碌生活中補氣益神。初時自家湯在店舖一碗碗地賣，大受歡迎後我們想到以湯包形式出售，於是首批滋補湯包面世，簡單翻熱即可享用，方便又健康。」公司再度引領行業作新嘗試、拓新藍海。

Succeeding the Herbal Tea Legacy

The prevalence of the heat-clearing, appetite-whetting drinks by HFT among local households, is partly attributed to barcode. The company became GS1 HK member and ezTRADE member in 1999, instrumental to product listings at retail chains and convenience stores; same for product listings onto digital stores as e-commerce booms. Barcode has also helped expand HFT products out of HK and sell globally, from Mainland China, South East Asia, Canada to the US, across the physical retails and cross-border e-commerce sites.

The Group launched a new concept store, "HFT Life" café a couple years ago, which adopts a simplistic design and brings together Western and Eastern food cultures with homemade bakery and specialty drinks like Hemp coffee, aiming to deliver a healthy lifestyle to the youth market.

將涼茶國粹發揚光大

鴻福堂各款清熱氣、消滯開胃的草本健康飲品能順利走入尋常百姓家，條碼亦功不可沒。公司於1999年成為GS1 HK會員及「通商易」會員，令產品更輕易在各大超市及便利店上架。其後網購盛行，在不同電商平台賣貨亦是水到渠成。條碼更助產品走出香港、分銷到全球，由中國大陸以至東南亞及美加，在不同零售渠道和跨境電商都遍佈鴻福堂的足跡。

集團近年開設「HFT Life」café概念店，融合中西飲食概念和簡約設計，引入手作麵包及特色飲品，包括充滿新意的火麻仁咖啡，將涼茶的養生概念拓展到年輕人市場。



Sustainable Profitability and Social Responsibility

Crowned "Consumer Caring Company" by GS1 HK for 11 years in a row, Donald insisted its business to stay true to sustainable business practices. Besides grooming staff expertise, the group is committed to enhancing customers' shopping experience with quality services, like by promoting its member APP to encourage electronic spending. To ensure food safety, HFT has obtained international standards like ISO 22000 food safety management system and HACCP for its Tai Po and mainland production plants. "Our production site in Kaiping is often presented as the sample unit by the Mainland Chinese authority for our first-class management."

營商同時立品 承擔社會責任

集團連續11年獲得GS1 HK的「貼心企業計劃」嘉許，正因為達哥多年謹守營商有道的原則。除了竭力培育人才外，鴻福堂亦以優質服務持續提升客人的購物體驗；近年推動電子化消費，鼓勵會員使用手機APP。在食品安全方面，公司的大埔及內地廠房均取得ISO 22000食品安全管理系統及HACCP等國際標準：「內地開平的生產園區，更不時有政府機關當作示範單位呢。」



As a pledge to environmental sustainability, the group's factories have installed solar panels, always strives for zero food waste disposal at local landfills by recycling, and follows robust sewage treatment mandates. To support the environment, HFT gradually switches to paper or wooden tableware across all branches this year, and puts up plastic bottle recycling machines and collection bins, aiming to raise the community awareness for environmental protection that supports net-zero.

Recommendations and Insights to the Industry

As the trade expert in many public offices, like GS1 HK's F&B Industry Advisory Council member, Chairman of the HKFORT¹, member of FHKI² and so on, Donald has offered recommendations years ago to resolve the food waste issue: The Government to provide domestic food waste decomposer to families which can help collect food waste and get points and rewards in return. This helps alleviate the pressure of landfill on one hand, while turning food waste into energy and fertilizer on the other. He is excited to see such advocacy was put into a pilot scheme by the Environmental Protection Department, which installed smart recycling bins to collect food waste in public housing estates.

Donald advised companies to adopt environmental friendly measures and look for "big health" business opportunities as they are evolving into megatrend. On transformation, he shared his experience from the book 《歸零達人》³, "Think pure, work hard, watch keenly, change nobly".

“ Leaders must be bold and cautious, collaborative and inclusive, hands-on and steadfast, forward thinking with hindsight. These entrepreneurial spirits are what the management needs to create a company that last. 領導層必須膽大心細、合作包容、踏實堅忍、登高望遠，才能發揮出企業家精神，開創出歷久常新的事業。 ”

集團亦關注環境的可持續發展，例如兩個廠房都設置太陽能發電、做好廚餘回收並達致零廚餘棄置於本地堆填區、嚴格遵守污水處理等。集團同時鼓勵客人支持環保，今年起全線分店逐步轉用紙製或木製餐具，並安裝膠樽回收機及回收箱等，提高社區環保意識，一起減低碳排放。

業界建議及體會

達哥作為GS1 HK香港食品及飲品行業諮詢委員會委員、餐飲聯¹會長、工業總會²委員等多個公職的飲食界專家，多年前已為解決廚餘問題出謀獻策，包括提議政府送出家用廚餘機，讓市民幫忙收集廚餘、賺取積分換禮品，既可減輕堆填區壓力，亦將廚餘轉化為能源及堆肥，一舉兩得。達哥樂見環保署開展公共屋邨廚餘收集試驗計劃，在部份公屋樓宇安裝智能回收桶收集廚餘，轉廢為能。

達哥認為環保和「大健康」是未來大勢，寄語企業要適應配合。正如《歸零達人》³中他總結自身變革體驗：「天天真真地想，勤勤懇懇地做，認認真真地學，堂堂皇皇地改。」

¹ HKFORT: Hong Kong Federation of Restaurants & Related Trades 香港餐飲聯業協會

² FHKI: Federation of Hong Kong Industries 香港工業總會

³ 《歸零達人 - 謝寶達的5落5起創業人生》作者：鄭栢禮（香港·企理 - 企業管理顧問有限公司，2019年4月修訂版）

Attention: New Rules on Sustainability in EU

歐盟可持續發展新規要注意



Sustainable development is becoming a “make or break” factor for businesses. To meet consumers expectation to sustainability & circularity, product transparency & traceability along the supply chain are of paramount importance.

近年大家對可持續發展的關注度與日俱增，更逐漸成為品牌成功的要素之一。要滿足消費者對可持續發展及循環經濟的期望，供應鏈上的產品透明度、追蹤追溯能力變得更為重要。

EU Requires Products to have “Digital Product Passport”

To support the green transition, The EU Circular Economy Action Plan has set regulations on product information transparency, requiring “Digital Product Passport (DDP)” to be assigned to each product covered under the regulation (7 categories exempted).

歐盟要求產品具「數碼產品護照」

為實現綠色轉型，歐盟發表的循環經濟行動計劃 (Circular Economy Action Plan) 新規範要求產品需具資訊透明度，所有歐盟市面上販賣的商品 (7個產品類別除外) 必須擁有「數碼產品護照 (Digital Product Passport, DDP)」。

“Digital Product Passports” provide key data about physical products like information about sustainability, origin, reusability and supply chain etc. **GS1 standards provide foundation for Digital Product Passports, so supply chain stakeholders (including companies & consumers) can therefore obtain product information via 2D barcodes & GS1 Digital Link.**

數碼產品護照需展示實體產品的可持續發展資訊、來源、回收成份及供應鏈資訊等，而**GS1標準有助數碼產品護照的互聯互通**，讓供應鏈所有持份者 (包括企業及消費者) 都能通過一個2D條碼及GS1數碼鏈接(GS1 Digital Link)獲取產品資訊。

Consumers' Expectation on Sustainability at a Glance 消費者對可持續發展期望

- ✔ “Purpose-driven” consumers are expecting greater commitment from brands on sustainability and social responsibility
消費者講求「宗旨導向」，比以往更希望品牌履行可持續發展及社會責任承諾
- ✔ Over 60% consumers like to use brands with the same social value as they do, including whether the products are sourced from sustainable materials
超過6成消費者會購買與他們有相同社會理念的品牌，當中包括品牌有否使用可持續發展的原材料
- ✔ Most consumers (55% from HK, 62% from Chinese Mainland cities) want brands to use eco-friendly/recycled or recyclable materials
大部份消費者 (55%香港、62%內地大灣區) 都希望品牌可以使用可持續發展物料。



Data from Joint survey by KPMG China, GS1 Hong Kong and HSBC
數據擷取自畢馬威中國、香港貨品編碼協會及滙豐聯合進行的調查

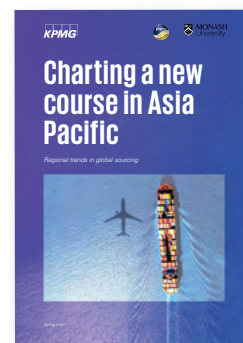
Contact us to learn how GS1 Standards enhance product traceability
聯絡我們了解GS1標準如何幫到您提升產品追溯性

T: 2863 9740
E: corpinfo@gs1hk.org



Global Sourcing Report: 55% Move Sourcing Destination to S&SE Asia

全球採購報告：55%公司轉移採購至東南亞/南亞



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A report jointly published by The Pacific Basin Economic Council (PBEC), Monash University Malaysia and KPMG found that 55% companies are considering or have already altered their supply chain sourcing location to South & South East Asia like Vietnam, Thailand and India between 2018 to 2023, followed by 17% move to Central & North America like the US, Mexico and Brazil.

太平洋盆地經濟委員會(PBEC)、Monash University(馬來西亞分校)和畢馬威聯合發佈的報告指，55%公司在2018至2023年間將會或計劃會將採購來源地搬到東南亞/南亞如越南、泰國及印度等，而17%會移至美國、墨西哥和巴西等中美和北美地區。



Company Sourcing Relocation between 2018 - 2023 2018 - 2023 企業遷移採購地數據

55%

South & South East Asia 南亞及東南亞

Cambodia, India, Indonesia, Malaysia, Myanmar, Philippines, Thailand, Vietnam, Bangladesh
柬埔寨、印度、印尼、馬來西亞、緬甸、菲律賓、泰國、越南、孟加拉

17%

Central & North America 中美及北美

USA, Mexico, Brazil
美國、墨西哥、巴西

16%

East Asia 東亞

Japan, South Korea, Taiwan
日本、南韓、台灣

12%

Southeast Europe 東南歐

Serbia, Germany
塞爾維亞、德國

Source: Monash University

The report “Charting a new course in Asia Pacific: Regional trends in global sourcing” analysed a sample of 132 companies representing Fortune 500 multinational companies mostly from the US, Taiwan, Japan and China (HK included).

Data suggests instead of an extensive overhaul of sourcing moves, companies are adopting a more agile and flexible approach to source from multiple places to pivot through the disruptions in the region.

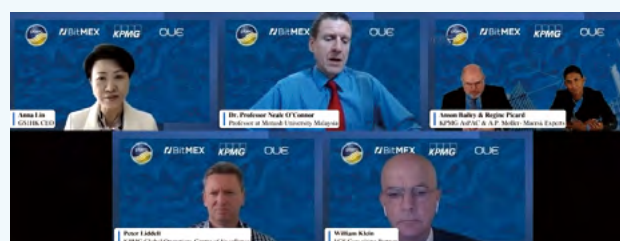
報告題為《Charting a new course in Asia Pacific: Regional trends in global sourcing》，分析了132家來自中、港、美、日、台，大部份來自福布斯500強的跨國企業的動態。

數據顯示企業並非全面撤離採購原地，而是在更多地方採購，從而更快更靈活地應對地區性的供應鏈問題。

As PBEC Board of Director, GS1 HK Chief Executive Anna Lin spoke at the roundtable discussion themed “Unchained Global Sourcing - Charting a New Course in Asia” at PBEC Annual Dialogues Summit.

作為PBEC董事局的董事之一，本會總裁林潔貽於PBEC Annual Dialogues Summit 2022上的「Unchained Global Sourcing - Charting a New Course in Asia Pacific」討論環節分享見解：

“ As the pandemic has put pressure on the production flows, logistics and retail replenishment, businesses need end-to-end supply chain data measured and tracked to aptly react to the market dynamics, and interoperability and visibility are the keys. 疫情為生產、物流和補貨等流程帶來壓力，企業需掌握和追蹤整個供應鏈數據，才能對市場變化作出適當反應，而相互操作性和可視程度是當中關鍵。 ”



Sustainable Healthcare Brand Shows Resilience by Championing Quality

以質取勝 保健品牌展現頑強韌力

Joanne Cheung
Managing Director
Meiriki Japan
張玉儀
日本命力行政總裁



The year 2020 has been a tipping point for many local companies. In the face of unprecedented challenges, Meiriki Japan had adopted all necessary anti-COVID measures at its retail level, increased sales channels and reassessed operating expense needs to grapple with the future uncertainties.

In adversity, spelling the difference between great and good companies is resilience and grit, and Meiriki showed the traits. Built on quality and safe products, the company had adapted quickly to the market changes, underpinned by its customer-centric commitment and sustainable profitability vision.

Despite the crisis, Meiriki has managed to expand its customer base and thrive in its 26th anniversary.

Quality over Quantity

Carrying about 24 products in 3 key different categories, namely Daily Healthcare, Specific Target and Slimming & Beauty, Meiriki conceived and developed each and every product with passion, from the debut Bilberry Extract imported from Japan, to the probiotic series manufactured by first-rate GMP-certified plants in Sweden.

Joanne Cheung, Managing Director of Meiriki Japan and President of the Hong Kong Health Food Association said, "Our patented Reuteri Probiotics is a registered pharmaceutical product governed by the Department of Health. A number of private hospitals have procured the drug to prescribe for patients with stomach and gut issues."

Meiriki's Platinum DHA scored the highest in a test on fish oil supplements conducted by HK Consumer Council last year, among 25 different branded fish oils samples, recognizing its efficacy with rich omega-3 fatty acids like DHA and EPA content per capsule.

2020年，對香港企業無疑是重大的分水嶺，而日本命力當時亦迎來前所未有的挑戰，需要即時調整零售抗疫措施、增加銷售渠道、部署營運資金策略等，以應付不穩定的市場環境。

艱難時期往往是汰弱留強、考驗耐力的過程，憑著優質安全的產品、迅速回應市場變化、以客為中心的態度及將可持續發展概念納入長遠營運策略。

日本命力於逆境時成功擴大客戶群，成立26年後仍然能夠繼續展現非凡生命力。

貴精不貴多

日本命力現時主要有3個產品系列，包括日常保健、針對性保健及美容瘦身等約24款產品。成立之時，品牌率先從日本引入「美目藍莓素」，至近年從瑞典頂級GMP藥廠生產的益生菌，都是研發團隊的心血結晶。

日本命力行政總裁及香港保健食品協會會長張玉儀(Joanne)稱：「公司專利的『活得易』益生菌已獲衛生署註冊為藥劑製品，多家私家醫院都有採購，處方予病人舒緩腸胃問題。」

去年消委會魚油測試中，日本命力的「強腦素 DHA 70」在25款不同品牌魚油樣本中獲最高5分評分，代表其DHA和EPA的奧米加3脂肪酸含量高，效用佳。



“By combining multiple ingredients with high intensity, we extend the breadth and depth of our products’ efficacy to address the holistic health issues of today’s city people. Our products normally run through 9 quality assurance and test processes before they are put on shelf, from the ingredients to the production lines, and the multiple safety tests in Japan and HK laboratories to ensure international standards are met. The reputation precedes us among our customers.”

「我們會以高劑量的複合配方，增強並擴大產品效用，配合現今都市人多元化的健康需要；同時產品會經過9大認證及安全檢測，由原材料、廠房，到日本和香港不同化驗所的結果都必須符合標準，才會推出市面，所以顧客都有口皆碑。」

Digital Certificate Adds Confidence

Meiriki is going to launch new products covering hair loss treatment, metabolic syndrome prevention and diabetes control, addressing the aging development of the society in future. Joanne revealed GS1 HK’s 1QR will be added on products’ packaging to enable display of certifications and boost buyers’ confidence. This also aligns with consumers’ scanning habit: Scan a code, search for online information like discounts, point-of-sales, traceability information etc., before making an informed buying decision easily.



1QR is like the ID card for HK products that makes product info more transparent. I believe this should strengthen shoppers’ trust and offer them a peace of mind.

1QR就像『港貨身份證』，令產品資訊更透明，我相信有助鞏固買家信心、用得更安心。

數碼證書添信心

未來，日本命力將推出活髮、改善三高、控制血糖等產品，以配合未來社會人口老化的發展趨勢。Joanne表示會在產品包裝上印上GS1 HK的1QR，去展示證書認證，提升消費者信心；配合現時消費者的「掃碼」習慣，一碼盡覽多種資訊，包括產品優惠、銷售點、追蹤溯源等，助顧客更快更易作出購買決定。

Changing Strategy for China and HK Markets

Before the COVID hit, Meiriki was swarmed with orders from both mainland China and HK customers in retail, the disruptions had them changed quickly to expand online channels like Tmall, at the same time exploiting new local customers like the silver-haired, maternal and infants market.

“In Hong Kong, we have our own e-shop, retail space in Causeway Bay, merchandise in Watsons and showcases in residential area to promote and sell products. With selected channels, our team of professionals like nutritionist can understand the customers condition and diet first, before providing appropriate product and personalised healthcare advice.”

“For China, new healthcare products usually involve lengthy registration process and high cost, so we take advantage of the established e-commerce platform known for selling authentic goods. Thanks to our decade-long commitment to quality that builds up word-of-mouth, our overall sales had remained intact during the COVID period. On the day the China-HK borders reopened with no travel restriction, I was excited to know some Chinese customers came all the way to our retail shop to make bulk purchase.”

中港經營策略轉變

疫情打亂公司部署，從過往應付中港兩地的顧客「做都做唔切」，變陣到網上經營天貓店及積極開拓本地客源，如長者、母嬰市場等。

「在香港，我們會在自家網站、銅鑼灣專門店、屈臣氏及住宅區商場進行展覽及銷售，方便我們的營養師等顧問與客戶直接面談，根據其身體狀況及飲食習慣提供相關產品建議，及度身訂造保健方案。」

「眾所周知保健品在內地註冊需時，費用亦不菲，所以我們透過內地有正貨保證的電商銷售會較周全。憑著多年來我們對品質的專注和口碑，公司整體銷量在疫情期間沒有太大影響；在疫後通關首天，更有內地客專程到香港門市大手掃貨呢。」



Commending the GS1 HK events like seminar and workshop, Joanne said they provide excellent opportunity for networking, industry exchange and market intelligence. “I learnt so much from my industry peer who shared about smart operations and other business strategies from the previous GS1 HK Summit. I'd definitely encourage other companies to join and learn.”

Sustainable Business of Healthy Growth

The interview took place on Meiriki's VIP Member Day, an energetic lady with grey hair acknowledged herself a loyal customer of 20+ years, who often takes part in the company's volunteering works. Joanne explained, “We believe transactional relationship cannot last, so we go beyond products and think of what they need. Besides health talks and workshops, we organise activities good for body and mind, offering holistic care for customers. Their attachment to our brand is strong because we go through the experiences and moments together.”

Committed to philanthropy and sustainability, Meiriki not only arranges volunteering works for the underprivileged, but also insists on sustainable business practices and traceability across its supply chain, from raw material supply, R&D, production to recycling. “Our algae calcium in ‘CaEasy’ belongs to sustainable production, for example, and the annual mining volume will not exceed 0.03% to maintain the marine ecological balance. Meanwhile, we would reduce the use of palm oil on one product, while use biodegradable plastic packaging for the other. We also encourage our consumers to return used bottles/



packaging. ‘Recycling contest’ among staff are organised every year, and the staff who have collected and recycled the most number of packagings would be rewarded of some artistic decor made of reused materials. I think it's great to help the environment and bond our staff.”

Talents are True Asset

Joanne admitted the severe talent drain in HK is putting pressure on every industry, which Meiriki feels obliged to help. “‘Meiriki Summer College’ has been offering 40-50 internship positions every year for nutritionist, R&D support, health consultant to students, aiming to nurture local talents. We also place our staff benefits our priority, staying true to the work-life-balance motif to ensure staff are valued and happy.”

Chris Mok, General Manager of Meiriki Japan, has been with the company for over 20 years, working her ways from supporting staff to the management team. “The company provides impeccable coaching and opportunities for me to try different positions and unlocks my potentials. Outstanding staff will receive appropriate rewards and promotion, and this feels like a loving big family to me.”



Joanne亦表示，GS1 HK舉辦的研討會、工作坊等活動，有助公司拓展人脈、交流行業資訊、掌握市場趨勢。「上次出席GS1 HK高峰會，聽到同行分享智慧營運及其他策略，我亦獲益良多，期望見到各界企業多加參與。」

可持續經營 健康發展

訪問當天正值會員購物日，一位精神健旺的銀髮女士稱自己是20多年的忠誠顧客，更經常參與公司舉辦的義工活動。Joanne解釋：「我們對客人不僅是一買一賣的關係，更會從他們的需要切想，除了健康講座、工作坊，亦會舉辦有益身心的活動，讓顧客身心靈都正向有活力；因此建立起顧客與品牌之間的感情，大家好像一起成長。」

日本命力對公益及可持續發展不遺餘力，除了策劃義工服務去幫助長者、基層家庭等，亦在原材料供應、研發、生產等過程達至可追溯性，追求可持續發展。「譬如我們『健鈣易』選用的海藻鈣，每年開採量不會多於0.03%，以維持海洋生態平衡；或在其他產品減少使用棕櫚油、或以可降解的塑膠物料作包裝。我們亦鼓勵顧客將包裝回收，每年會舉行回收比賽，回收最多包裝的同事會贏得創意環保飾物，以環保聯誼同樂。」

聚才方聚財

Joanne同意本地人才流失嚴重、對各行業人手都有壓力：「『命力暑期學院』每年招聘40至50位實習生擔任營養師、協助調查研究、健康顧問等工作，期望能為本地培訓更多人才。我們同時非常重視員工福祉，強調『Work Life Balance』，讓員工愉快工作。」

日本命力總經理莫惠儀在公司工作20多年，由基層員工升任至管理層，感受至深：「公司提供完善的培訓，讓我有機會在不同崗位嘗試及發揮，亦會表揚及提拔卓越表現的員工，所以我會視公司為大家庭。」



A Way to Open up New Sales Opportunities on Digital Platforms

一招幫您於電子平台上開拓銷售商機！



Digital payments are gaining traction. According to survey*, close to 70% of HK consumers felt more comfortable using digital payments, higher than before. 電子支付越來越普及，有調查*更發現，近7成香港消費者都接受電子支付，比以往多。

To tap into opportunities brought by digital payment & platforms, distributing digital coupons can be one of the effective, simple ways to stimulate purchase. According to survey, over 50% of consumers make purchase decisions faster when they have coupons.

Leveraging GS1 HK's Digital Coupon solution, companies can distribute digital coupons on **over 30 payment/ discount platforms like Alipay Hong Kong, OpenRice, The Gulu, HK Electric etc.** This not only helps companies open up new online sales channels, but also to reach out to both overseas & HK consumers, tapping into opportunities on digital platforms.

Business Cases of Digital Coupon 企業以電子優惠券吸網上客實例



Wu Kong Shanghai Restaurant launched new crab meat noodle box, and leveraged GS1 HK's digital coupon solution to attract online consumers and stimulate

sales. They could even measure the campaign effectiveness with the solution.

滬江飯店早前推出新蟹粉拌麵禮盒，選用GS1 HK的電子優惠券方案去吸引網上顧客，刺激銷售，更能了解產品優惠的受歡迎程度。

[Read More](#)
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Classic Motor distributed GS1 HK's Digital Coupon via online advertisement, company's/staff network, social media, messaging app, to draw old client's

attention and effectively drive enquiries.

經典汽車以網上廣告刊登電子優惠券吸引新顧客，並利用公司及職員自身網絡、以社交媒體、即時通訊發放優惠，鼓勵舊客再用其服務，成功吸引客戶查詢。

[Read More](#)
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Contact us to explore how your company can attract new consumers with digital coupons!

立即聯絡我們了解您的公司如何使用電子優惠券吸客！

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Survival Kit of a Local SME:

Cut Loss, Go Digital, Move Faster

網紅賣拖板完勝腦場

揭港企「食腦」秘笈

Beryl Yeung
Managing Director
Wishh!

楊敏儀
Wishh! 董事總經理



The beauty and personal care industry was brought to a standstill ever since the COVID-induced mask mandate and work-from-home practice took place. Facing extreme pressures, the Korean skincare beauty store Wishh! has axed its retail shop to 5 outlets now from 40 at its peak. Beryl Yeung, Managing Director of Wishh! characterised by her competence, agility, energy and strong will, had adapted and transformed the company by enhancing its online market footprint, rewriting the story of the company's uphill battle.

Cut Loss and Try Everything

Travelers' number drop, sluggish market, supply chain delay and disruption, all these reminded Beryl of the dire situation in the last 3 years, when the company must cut cost to stay afloat. "The rent of our retail shop was about HK\$80,000 / month on average, so we quickly scaled back to the bare basics."

Seizing any possibilities to survive, Wishh! not only strengthened the online presence in owned e-shop and HKTVmall, but also enhanced product portfolio and customer service, making sure the products are latest and hottest. "A colleague decided to migrate to Japan at the time, we reckon it would help us work closer with our Japanese suppliers with our staff on the field, so the employee contract continues and we are able to bring in more Japanese brands to HK."

The company also branches out to different markets, by launching new products linked to mother and baby care, pets and electronic accessories. "We built a loyal customer base before the pandemic, who might enter into new chapters of life, like getting married, having a baby, owning a flat, and their needs change as well. Likewise, Wishh! has grown from a "Korean skincare beauty store" into a "one-stop shopping mall", by uniting with Videocom branded products."

口罩令、在家工作令整個美妝護膚業進入冰河時期，於2013年創立的韓國護膚彩妝專門店Wishh!亦承受極大壓力，店舖由高峰期40間跌至現時5間。Wishh!負責人楊敏儀(Beryl)唯有見招拆招、華麗轉型，以香港人高效、靈活、拚博、求變的性格，加強投入網上市場，重寫自身的逆境求存秘笈。

壯士斷臂 發展四方

楊敏儀坦言過去三年的疫情相當難熬。旅客驟減、消費力弱、貨物供應延誤和中斷，公司必須節省成本去維持營運。「每間舖平均租金每月8萬多，所以我們很快便將實體店規模縮減至最基本。」

公司同時兵分多路，除加強自家網店和開拓HKTVmall網點外，亦擴大產品組合、提升顧客體驗，在採購上更緊貼潮流。「有同事移民日本，我們便順水推舟，繼續請他與日本廠商接洽，果然『見面好辦事』，讓我們引入更多日本美妝護膚品牌。」

公司亦推出母嬰育兒、寵物、電腦配件等產品，發掘更多市場。「我們在疫情前已建立不少忠誠顧客，有些已踏入人生新階段：結婚、生小孩、買樓自住等，他們的需要亦隨之改變。所以Wishh!由初期『韓國護膚彩妝專門店』，現結合Videocom品牌變成『一站式購物商場』。」





Triumph by Surprise and Speed

Aligning and riding the wave of online commerce, the company has banked on internet influencer to sell its products amid the live commerce trend. “A young female KOL once featured our baby blue / pinky power extension sockets, and got thousands of orders in a week! The result beat many of the gadget stores, so we cut her an exclusive debut deal for other similar products and the results have been rewarding.”

Despite an important sales channel, HKTVmall can be challenging for Wishh!, which tackles each bit of problem as it arises. “HKTVmall set high standards to merchants, for example once the customers’ orders cut off by 1pm, we need to immediately pack and deliver the products to HKTVmall warehouse by 4pm, so our Mondays are usually very busy with added orders from the weekends. Penalty on merchants applies if the goods are out-of-stock, or if they fail to deliver on time. Thankfully the Wishh! team is super-efficient, so we have room enough to handle the platform orders and rarely get fined.”

Inventory Turnover Champion with Minimal Stock

Beryl takes pride in the team’s ability to bend the rules sometimes and beat others to the draw. “Our customers keep coming back because we keep our catalogue updated very fast. Say, some lady customers would order the latest lip gloss on Wishh!, even when their last one was used only partially. This quick-turnover strategy defines who we are, and there are followers who try replicate our business model.”

“Our advantages over the retail chains are agility and high CP (cost-performance) ratio. The retail groups normally take months to launch new products from overseas, from sourcing to listing onto shelves; and some retailers prefer products with high profit margin. We aim for the latest, hottest items at affordable price, ensure quick turnover and keep minimal stock. This strategy secures us a place in the market.”

出奇制勝 以快打快

Wishh!迅速適應網絡發展節奏，在直播帶貨熱潮中，亦緊貼潮流、透過網紅銷售產品。「試過有年輕女性網紅推介公司粉色系列拖板，在1星期內成功接獲逾千件訂單，成績更超越『腦場』，我們便讓她獨家率先開賣其他產品，成績不俗。」

HKTVmall是Wishh!的重要銷貨渠道，但不易應付，唯有見招拆招。「HKTVmall對商戶要求非常高，平台上的顧客最遲可在下午1時落單，同日4時我們就要包裝並安排好貨品送去HKTVmall倉，所以逢星期一特別繁忙、因累積了週末訂單。若商戶缺貨要罰錢、不能及時送貨也要罰錢。幸而Wishh!一向以快見稱，應付平台要求也游刃有餘。」

貨如輪轉 熱銷減囤積

Beryl對自己團隊的靈活性、執行力都感到自豪。「我們吸引顧客不斷回訪便是因為夠快夠新。有女生用剩1/3支唇彩，看到Wishh!新品上市便會立即入手；而其他競爭對手亦會模仿，這亦練就我們一身『好武功』。」

「我們比連鎖零售集團的優勢是『快』和『性價比』，他們由大批量採購至上架可能需時數月，有些亦會經營貴價產品以賺取高利潤；我們則會追貼人氣產品、薄利多銷、避免囤積的形式去營運，在市場上站穩陣腳。」



Facilitating Commerce with Barcodes and Service Centric

A distinguished transformation best describes Wishh! as 70% of Wishh! revenue come from online now, compared to 30% before COVID, and barcode plays an instrumental role. “The Japanese goods we sourced usually come with a standard data format like ingredients and directions of use, what we need to do is simply translate into Chinese and identify each item with barcode. This facilitates our product listing works and helps our customers search for products online more easily.”

Beryl is considering to apply **GS1 HK's 1QR** (a QR code with rich information like product spec, discounts, certifications, traceability and authentication information, etc.) onto the own branded merchandises, allowing consumers to scan and read the details in full.

“I've also delegated teammates to manage our WhatsApp account from 9am to 11pm. Instead of chatbot, we tend to resolve customers' problems within 5 to 10 mins, to avoid upsetting customers and losing business because of the delay.” This gives a hint why Wishh! has been honoured as a “Consumer Caring Company” since 2016: through delivering trusted and reliable products and services at all times, while ensuring incredible customer experience.

Honing Edge for SMEs Going from Strength to Strength

Hands-on, flexible, straight-forward and efficient, these characteristics sum up a typical Hong Kong merchant like Beryl. “On one occasion, an online customer ordered a product of specific colour which just happened to be out-of-stock, so I delivered a similar-coloured product with an apology note to explain, the customer turned out to be happy. Other times I would pick and pack the goods myself if the warehouse is swarmed with orders, or ask colleagues from other team who are free to help, then buy them afternoon tea later.”

As GS1 HK SMEs Advisory Board member, Beryl urges local SMEs to make good use of the Government funding to support digital transformation and bring in more opportunities. She hopes the government can provide more subsidies on outbound promotion (e.g. exhibition) to help merchants expand abroad, which in turn strengthen Hong Kong's role and characteristics as an externally oriented economy.

條碼通商 服務至上

公司的網上收入由疫情前不足3成到現在佔約7成，算是成功轉型，而條碼亦扮演重要角色。「日本的來貨都有著標準格式，如成份、用法，我們只需翻譯成中文，並以條碼去識別便可，方便上架之餘，買家亦更易網上搜尋到產品。」

未來Beryl考慮在自家品牌產品印上**GS1 HK的1QR**(一個可展示多元化資訊的QR碼，包括產品資料、優惠、認證、追蹤追溯、防偽驗證等)，讓消費者簡單掃描便可瀏覽豐富資訊。

「我特地安排專責同事管理公司WhatsApp，由朝9晚11都有真人回覆，因為我們寧願花5-10分鐘解決顧客問題，而非拖延令顧客不滿或失卻商機。」Wishh!由2016年起便是「貼心企業」，正正因其致力營造優質顧客體驗，時刻提供可靠可信的產品和服務。



提升中小企優勢 遇強越強

Beryl算是典型中小企港商：親力親為、靈活爽快有效率。「有顧客網購了一款缺貨產品，我唯有以相似顏色的同類產品代替，再親筆寫紙解釋致歉，客人也接受；另外有時候若貨倉訂單太多，我也會落場執貨，並向其他部門借調有餘暇同事幫手，之後再請他們吃下午茶。」

作為GS1 HK中小企業諮詢委員會的成員，Beryl鼓勵中小企善用政府資助，推動數碼轉型、捕捉新商機。她亦期望政府能夠在對外推廣宣傳上(如展覽會)提供更多資助，助港商走出去，強化香港作為外向型經濟體系的特色。



Good News to Merchants! Import Declaration **for e-Commerce & Trade Goods** to China can be Completed in Seconds

好消息! 電商及貿易貨物進口中國, 秒速完成報關



After a cross-border e-commerce company fills in product barcodes in import declaration to China, the system automatically adds in necessary information such as product barcodes, specifications, unit price and country of origin via “intelligent auto-fill” function. **Import declaration is completed in seconds.** 最近有跨境電商將化妝品進口中國報關時, 填上商品條碼後, 系統即時自動「智能反填」, 填上商品編碼、規格型號、單價、原產地等申報資料, **秒速完成向海關申報流程。**

Merchants importing products to China, via e-commerce or traditional trade, can leverage the above “declaration by GTIN” function to enjoy faster declaration process. After filling in barcodes (GTINs) in the declaration form, the import declaration process to China was reduced from 20 minutes to 10 seconds.

不論您的產品是需要經電商還是傳統貿易途徑進口中國, 都可以把握以上「憑碼申報」功能! 企業在報關時只需要填上貨品條碼 (GTIN), 進口中國報關時間就可從20分鐘縮短到10秒。

1 Cross-border e-Commerce Retail Products

跨境電商零售進口商品

Starting from 10 February, 2023, China Customs has promoted the “declaration by GTIN” function to cross-border e-commerce retail imports, enabling faster and more convenient product import to China.

Requirements as follow:

- (i) Products with barcodes (GTIN): Merchants shall use GTIN for declaration;
- (ii) Products without GTIN: Merchants can fill in “NIL” in declaration form.

由2023年2月10日起, 全國海關開展「跨境電商零售進口商品條碼應用」, 進口中國的跨境電商零售產品可以條碼(GTIN)報關, 令產品進口報關更快更便捷。

要求如下:

- (一) 具備GTIN申報條件的商品, 應準確申報GTIN訊息;
- (二) 當商品確實沒有GTIN時, 應該填「無」。

2 Mandated for 6 Types of Products Importing to Mainland China!

6類進口商品必須使用條碼報關!

Since 2022, China Customs has required GTIN (barcodes) as a mandatory field for the import of the 6 types of products from all channels:

自去年起, 中國海關對6類進口產品報關 (不論是經任何渠道進口), 增設條碼(GTIN)為必填欄目, 產品類別如下:



Infant Food
嬰幼兒食品



Wheaten Food
麵食



Biscuit
餅乾



Beer
啤酒



Imported Wines & Liquors
洋酒



Cosmetics
化妝品

Contact us to learn more, or to apply barcodes to facilitate customs declaration process.

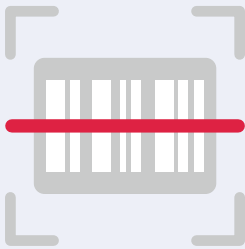
立即聯絡我們了解更多, 或申請條碼, 便利過關。

T: 2863 9740 E: corpinfo@gs1hk.org



Effective Promotion Strategy: Let Products Talk to Consumers

獨門招式：說好產品故事，
勝過無數營銷策略



Product barcodes have been named by BBC as “**one of the 50 things that made the modern economy**”, and transformed the business environment and people’s lives.

產品條碼被英國國營電視台BBC稱為「**50件影響全球經濟事件**」之一，為營商環境及人們生活模式帶來變革。

50 years ago, US retail industry executives came together and agreed on developing GS1 & barcodes that transform people’s lives, which in turn facilitates retail checkout and improves supply chain management. More than 1 billion products carry GS1 barcodes now.

As GS1 celebrates 50th Anniversary, barcodes have also evolved with time, creating impact not only on physical retail, but also online marketing. Business owners can now tap into business opportunities by talking to consumers with barcodes:

50年前，美國零售消費品行業一同促成條碼及GS1的誕生，改變了人們的生活，令零售結賬變得更快更方便，同時改善了企業的供應鏈管理效率。現時，全球超過10億件產品擁有條碼。

GS1今年慶祝50周年，條碼也與時並進，其影響力不再局限於實體零售，於網上亦能發揮行銷作用。商家只需善用條碼，讓產品說故事，就能成功搶佔商機：

Increasing Product Searchability can Boost Online Sales by 5-10% 提升產品可搜尋性 網上銷售增5-10%

53% of consumers will buy products from other platforms if they find wrong product information. **By improving product information accuracy & searchability, online sales can be increased by 5-10%***

錯誤的產品資訊會令53%的消費者轉移到其他地方購買產品。**透過改善產品的資訊完整性及可搜尋性，可以讓您的網上銷售增加5-10%***



e-Commerce platforms leverage barcodes for product identification and product categorization, so they can show more accurate search results and consistent product information. Major e-commerce platforms like Google, Amazon, eBay and Tmall required or recommended brands to adopt barcodes for product listing online.

電商需要條碼去識別產品，以便將產品分類，為消費者提供更準確的搜尋結果的同時，更可展示一致的產品資訊。主要電商平台如Google、亞馬遜、eBay及天貓都要求或建議品牌採用產品條碼，才能上架。

Read more about GS1 50th Anniversary and how it transforms the industry!
瀏覽GS1 50年來如何為業界帶來變革！



* Source 資料來源: Commerce News, Europe

Satisfying Consumers' Needs for Detailed Product Information 滿足消費者對詳細產品資訊要求

Scanning barcodes/QR codes have become consumers' shopping habit, **enabling them to obtain real-time, detailed product information**

掃碼已成為消費者購物的常態，**以實時獲取產品詳細訊息**



Smart Barcodes & 2D Barcodes (QR codes) stemmed from barcodes can also be handy tools for products to talk to consumers.

Smart barcodes empower consumers to search for product information and find the product's point of sales at e-shops / e-marketplaces, simply by scanning product barcode using "QR & Barcode Scanner" app. To enable this, businesses only need to include their product barcode number on e-commerce platforms.

In addition, **2D barcodes like QR codes** are also crucial to let your products talk to consumers, like GS1 HK's 1QR can provide information such as product origin, ingredients, nutrition value, traceability etc in one scan, or even offer discounts to stimulate purchase!

條碼演變成的智慧條碼及2D條碼(QR碼)，都可以助品牌向消費者說好產品故事。

智慧條碼讓商家只需於電商平台上加上產品條碼資訊，消費者就能透過手機的「條碼/QR掃描」程式掃一掃產品條碼，輕鬆找到售賣產品的渠道，方便重複回購/於網上購買。

此外，**2D條碼(QR碼)**更是產品說故事的關鍵，當中GS1 HK推出的1QR能一次過向消費者展示產品來源、成份、營養價值、追蹤溯源等資訊，更可提供優惠，刺激消費！

Over 140 Million 2D Barcodes Adopted in Zhejiang

浙江應用超過1.4億個二維碼

Administration for Market Regulation of Zhejiang Province and GS1 China shared that 2D Barcodes are increasingly recognized and adopted - A total of 140 million 2D barcodes have been issued for 189,000 products. (as of 16 Feb, 2023)



Some companies leveraged 2D barcodes to provide information such as manufacturer, specification, model, user manual etc, and acknowledged that 2D barcodes can help them engage consumers without the need of using 3rd party platforms. This not only reduces their costs, but also increases promotion effectiveness.

浙江省市場監督管理局與中國物品編碼中心早前展示了他們推動二維碼應用所取得的階段性成效－國內外18.9萬件商品已應用1.4億個二維碼。(截至2023年2月16日)

有企業就透過二維碼向消費者展示產品名稱、製造商、規格、型號、產品使用說明等資訊，更表示二維碼可讓他們直接與客戶連接，而不需靠第三方平台，減低營銷成本及加強宣傳效果。

Sharing Ways to "Let Products Talk to Consumers"

向業界拆解「讓產品自己說話」大法



GS1 HK's Chief Executive Anna gave a talk at the HKIM seminar, sharing how barcodes/ QR codes enable industry to "talk to consumers". Jeff Law, Managing Director of Sun Fat Heung (Top Soya) revealed that they will use 1QR on new products, allowing customers to scan and obtain diversified product information.

早前於香港市務學會舉辦的研討會上，本會總裁林潔怡(Anna)向業界講解如何善用條碼/QR碼「說好產品的故事」。新佛香食品有限公司(壹品豆品)董事總經理羅孟慶先生也分享了他們將於新產品上採用1QR，讓消費者一覽多元化產品資訊。

Need to be used with other solutions 需配合其他方案使用

GS1 HK members can use 2D barcodes – 1QR for FREE, contact us to learn more Tel: 2863 9740

GS1 HK會員可免費用2D條碼 – 1QR，聯絡我們了解更多

Email: corpinfo@gs1hk.org



Government Subsidy for **Manufacturing, Logistics, Warehouse Management** at a Glance

政府資助錦囊 **製造、物流、倉庫**都適用！



This year's Budget has \$500 million earmarked to launch a Digital Transformation Support Pilot Programme, under which subsidies will be provided to estimated 8,000 SMEs in applying ready-to-use basic digital solutions.

今年《預算案》預留5億元推出「數碼轉型支援先導計劃」，資助中小企應用現成基礎數碼方案，預計8,000家中小企受惠。

While the programme is yet to be announced, a couple of other government subsidies are in force already to support business digital transformation, smart production, supply chain enhancement, and so on:

細節未出爐，但現有政府資助也可幫公司數碼轉型、智能生產、優化供應鏈管理等，包括：



Technology Voucher Programme (TVP)* 科技券

Improve productivity, upgrade or transform business process with technology service & solution
透過使用科技服務和方案，提高生產力或將業務流程升級轉型

Cap at **HK\$600K**,
or 75% of cost
資助上限：**60萬港元**，
或最多75%資助



Re-industrialisation Funding Scheme (RFS)* 再工業化資助計劃

Subsidise the setup of new "smart" product lines in HK (e.g. Use RFID, sensor, AI, robotics, etc.)
助生產商在香港設立新的智能生產線 (如RFID、傳感器、人工智能、機械人等)

Cap at **HK\$15M**,
or 33.3% of cost
資助上限：**1500萬港元**，
或最多總開支33.3%資助



Pilot Subsidy Scheme for Third-Party Logistics Service Providers (LSP) 第三方物流服務供應商資助先導計劃

Facilitate tech adoption to boost efficiency and productivity for non-listed 3PL in HK (e.g. ERP, EDI, WMS etc.)
透過科技應用鼓勵本地物流業提升效率及生產力(如ERP、EDI、WMS等)

Cap at **HK\$1M**,
or 66.6% of cost
資助上限：**100萬港元**，
或最多每項目66.6%資助



Dedicated Fund on Branding, Upgrading & Domestic Sales (BUD) BUD專項基金

Develop brands, upgrade & restructure of business operation & promote sales in 36 economies covering Mainland, ASEAN, Japan, Korea, England, France, Australia and FTA markets
在中國內地、東盟、日韓英法德澳等36個經濟體推行發展品牌、升級轉型、拓展營銷

Cap at **HK\$7M**,
or 50% of cost
資助上限：**700萬港元**，
或最多每項目50%資助



SME Export Marketing Fund (EMF) 中小企業市場推廣基金

Encourage SMEs to expand markets outside HK by participating in export promotion activities (Extended to cover local market promo as well)
鼓勵中小企參與出口(及部份本地)推廣活動，擴展境外(及本地)市場

Cap at **HK\$1M**,
or 50% of cost
資助上限：**100萬港元**，
或最多每項目50%資助

5-min Test to Know Your Supply Chain Maturity

5分鐘了解公司供應鏈成熟程度



Companies are facing issues like staff working late because of manual processes; under-utilise or out of storage space at times; high material wastage; late delivery/unclear product status... These can be attributed to complex/ambiguous process, unclear accountability, inefficiency, etc.

GS1 HK offers FREE **“Self-assessment on Supply Chain Maturity Level”** to help companies identify areas for improvement.

工序涉及人手操作導致員工加班嚴重；倉庫有時缺貨、有時爆倉；材料損耗率高；送貨不準時、貨品位置不清楚... 這可能是流程沒條理，工序責任不清晰、效率問題等所導致。

要解決問題先要知道問題所在。本會特別提供免費「**供應鏈成熟度自我評估**」測試，讓各企業初步了解公司需要改善之處。

Complete the self-assessment now and obtain real-time results on how **“digitalised”** and **“smart”** your company is!

立即進行評估，即時獲得結果，了解公司的**數碼化、智能化**程度！



Looking for Ways to Improve Your Businesses?

Our Professional Service Team can Help

GS1 HK professional team can assess your existing process, advise the best-possible flow, solutions and systems, support on funding application.

不知如何著手改善？

專業團隊幫你業務升級

GS1 HK專業團隊可分析你的現有流程，提供適合的系統及方案建議，並協助申請資助，將過程化繁為簡。



The team can also provide advice on how to leverage AI for better planning of **“manpower, machines, materials, packaging & productivity”** to level up your business!

專業團隊也可教您善用AI，做好「**人、機、物、料、力**」，營運、生產力大大提升！

Watch the video
觀看短片



Success Cases 成功案例



Healthcare Company
醫藥行業

Boost Efficiency, Cost-savings and Quality,
Meeting Regulatory Requirements
節省人力、確保品質、符監管要求



Food Company (successfully granted for TVP)
食品企業 (成功獲科技券資助)

Improve Productivity, Ensure Quality,
Reduce Wastage & Fault
改善操作效率、保質量、降損耗、減故障



Over 1,500 Industry Delegates Explored Hot Industry Topics at the 21st GS1 HK Summit

1,500行業人士於第21屆GS1 HK高峰會上探討多個行業熱門議題



As the Guest of Honour, Michael Wong, Acting Financial Secretary of HKSAR Government delivered the opening address.
主禮嘉賓財政司副司長黃偉倫於開幕禮上致辭。



Read now
立即閱讀



The survey report titled “Retail Recharged: Engaging Consumers with Technology, Purpose and Trust” by GS1 HK, KPMG China & HSBC was launched at the Summit.
高峰會上也發佈了本會與GS1 HK、畢馬威中國與滙豐聯合推出的調查報告 - 「為零售增值：從科技、企業宗旨及信任層面與消費者互動」



Our Chief Executive Anna Lin highlighted 4 key trends- technologies are crucial, barcodes/QR codes power digitalisation, improve supply chain management and unleash the power of data.
本會總裁林潔貽指出4大未來趨勢 - 科技至關重要、條碼/QR碼帶動數碼化、提升供應鏈管理及發揮數據潛力。



Over 1,500 delegates from mainland GBA cities and Hong Kong had registered to join the 21st GS1 HK Summit physically and online. Themed “The Future is Now: Enabling Growth through “IDD” (Innovation, Disruption, Digital Transformation)”, the event is an accredited event celebrating the 25th Anniversary of the Establishment of the Hong Kong Special Administrative Region. Government Officials, Members of Executive Council & Legislative Council, business leaders officiated at the opening ceremony, and over 30 business leaders & industry experts explored hot industry topics including digital transformation tips, digital retail, metaverse, GBA opportunities, sustainability etc.

早前舉行的第21屆GS1 HK Summit匯聚了超過1,500位來自內地大灣區及香港的跨行業人士登記於線上及線下參加。活動以「The Future is Now: Enabling Growth through “IDD” (Innovation, Disruption, Digital Transformation)」為主題，是慶祝香港特別行政區成立25周年的活動之一。除了由政界及商界領袖、行政會議及立法會成員主持開幕禮外，超過30位企業高層及行業專家探討了多個議題，包括企業轉型之道、數碼零售、元宇宙、大灣區機遇、可持續發展等。

Highlighted Quotes from Speakers 講者精句



“COVID-19 has changed the game in digital retail. We all need to be far more digitally-minded to follow the tech-savvy consumers who are expecting so much more from retailers. A big focus on consumer experience is going to be key as consumers are expecting you to deliver on technology, on innovation, on convenience.

疫情改變了未來數碼零售格局，我們更需要數碼思維，以迎合對數碼科技非常熟悉，對零售期望也更高的消費者。當中消費體驗更是關鍵，消費者比以往要求更高，更期望科技、創新和便利。”

Anson Bailey - KPMG China • 利安生 - 畢馬威中國

Watch Video
觀看影片



“Food industries or even other industries need to adopt technologies as they can help to achieve synergy and win-win situation.

不論是從事食品行業還是其他行業也好，其實科技都是我們最需要用到的要素，可以做到1+1達到大於2的效果，達致雙贏。”

Martin Kwok - Kwok Kam Kee • 郭宇鈿 - 郭錦記

Watch Video
觀看影片



Watch more sharing from speakers
觀看更多講者訪問片段

Exploring Retail, Healthcare and 2D Barcode Trends

@GS1 Global Forum

探討零售、醫療、2D條碼趨勢 @GS1全球論壇



Over 2000 delegates from GS1 member organisations & industries joined GS1 Global Forum physically in Brussels and online. Industry experts from Kroger, P&G, Nestlé, Johnson & Johnson etc. shared their insights and use cases of global standards. The Forum also unveiled the curtain to the 50th Anniversary of GS1.

超過2,000名來自GS1分會及行業人士於布魯塞爾現場或線上參加早前舉行的GS1全球論壇，全球各大品牌如Kroger、P&G、雀巢、Johnson & Johnson等行業專家也有於活動上分享見解及應用標準案例。論壇亦為GS1成立50週年慶祝活動展開序幕。



“We can be sure that the future is about 2D barcodes and this is why METRO started to prepare for the 2D journey, leveraging the power of GS1 standard for end to end process efficiency as well as storytelling capabilities about products for our customers.

未來會是2D條碼的世界，所以METRO也正邁向2D條碼應用，透過GS1標準提升流程效率、產品說故事的能力等。”

Andrea Schlossarek - METRO AG

Contact us to learn how your business can adopt 2D Barcodes
聯絡我們了解您的業務如何應用2D條碼



WTO, WCO, ADB Leaders Convened at the Inaugural **ICC Future Trade Forum** 世貿、亞開行等巨頭雲集 首屆**國際商會Future Trade Forum**



Renaud de Barbuat, GS1 President and CEO, along with top leaders from World Trade Organization, World Customs Organization, Asian Development Bank and other key international organisations, joined the first-ever ICC Future Trade Forum in Singapore.

At the opening panel, Renaud highlighted that global standards support trade digitalisation at scale - enhancing product identification, data sharing and other key tasks which in turn create the chain of trust and foster digital adoption for different sectors, ultimately unlocking values like efficiency, sustainability and circular economy.

代表全球百多個經濟體、逾4,500萬公司的國際商會(ICC)於新加坡舉辦首屆Future Trade Forum，GS1總裁兼CEO Renaud de Barbuat、世界貿易組織(WTO)、世界海關組織(WCO)、亞洲開發銀行(ADB)等都有代表出席。

於開幕論壇上，Renaud指全球標準是貿易數碼化的關鍵，有助產品識別、數據共享，從而建立夥伴之間信任、促進不同行業協作，最終發揮提升效率、可持續性發展和循環經濟等價值。



Digitalisation and Trade Finance Under Spotlight

The event also shed light on the plight of SMEs: 65 million firms, or about 40% of SMEs in the emerging economies, got rejected of bank financing. And COVID just made the situation worse.

Our Chief Executive Anna, along with executives from McKinsey, PDS Group and BIS Innovation Hub were invited to a panel to explore the issue and how the global trade finance ecosystem can better serve SMEs. The panelists agreed the business community require more data, digitalisation and financing to advance the development of sustainability, traceability and supply chain resilience.

數碼化及貿易融資成焦點

會上亦談及在新興經濟體中，4成中小企(約6,500萬公司)缺乏融資渠道，令他們在疫情期間處境岌岌可危。

在小組會議中，本會總裁Anna與McKinsey、PDS、BIS Innovation Hub等代表一起交流區內中小企借錢難的問題及應對方法，基本認同商界需要更多數據、加速數碼化和增加融資渠道去促進可持續性、可追溯性、供應鏈韌性等議題發展。

“ GS1 HK’s community service platform ezTRADE help local SMEs achieve ‘traceable, trusted and financed’ supply chain, using the aggregated transaction data (e.g. PO / invoice) as a trusted source of alternate data for bank’s assessment supplier for digital trade finance service. 本會的ezTRADE商貿社群平台能幫助本地中小企擁有可追溯、可靠和有足夠資金拓展的供應鏈。平台整合了交易數據(如訂單 / 發票)，供銀行以這些可靠的替代數據去作數碼貿易融資審批。 ”

Anna Lin, Chief Executive of GS1 HK
GS1 HK總裁林潔貽



Turn your trade data into capital, contact us to know more
聯絡我們了解如何將貿易數據變為營運資金

T: 2863 9740
E: corpinfo@gs1hk.org



Revealing Ways to Enhance Consumer Experience 與業界探討提升消費者體驗策略

GS1 HK shared how companies can provide better shopping journey to consumers – offer seamless offline & online experience & strengthen supply chain resiliency.

本會於各活動上分享了企業可如何推升消費體驗，包括提供完善的線上線下體驗及強化供鏈韌性。

1. Offering Seamless Physical & Online Experience 完善線上線下體驗

MorningStudio



At the “Morning Studio” held by SCMP, our Chief Executive Anna Lin exchanged insights on supply chain development trends of luxury brands with Sun Beibei, General Manager, Global Supply Chain Import Business, Cainiao.

於早前南華早報的Morning Studio上，本會總裁林潔貽與菜鳥進口業務全球供應鏈總經理孫蓓蓓探討奢侈品品牌供應鏈發展。



It is important for brands to provide seamless offline and online experience, to engage with the increasingly tech-savvy and purpose-driven younger consumers, and address their expectations on authenticity and sustainability.

品牌需要為消費者提供完善的線上線下體驗，以滿足現時精通科技及以宗旨導向的年輕消費者期望，以及他們對產品真偽及可持續性的要求。

2. Strengthening Supply Chain Resiliency from Omni-channel to Meta-channel 拆解強化供應鏈韌性要訣

ALMAC



At Asian Logistics, Maritime & Aviation Conference (ALMAC) 2022, GS1 HK co-organised the “Supply Chain Management & Logistics Forum 2” session with HKTDC. Heidi Ho, Principal Consultant of GS1 HK steered discussions with industry experts from Bausch & Lomb HK, Empower SCM, and LOST.

於早前舉行的亞洲物流航運及空運會議(ALMAC)上，本會與貿發局協辦了「供應鏈管理及物流論壇2」，由本會首席顧問何雅賢擔任主持人，與博士倫、Empower、LOST進行討論。



As businesses move from omni-channel to meta-channel (physical to digital world), they need to strengthen supply chain resiliency. Standardization & governance are crucial to enhance supply chain visibility, flexibility, collaboration and control.

業界認為企業從「全渠道」走向「元渠道」(實體世界走向數碼世界)時，需要強化供應鏈韌性。他們指出標準化及管理體系為提升供應鏈可視化、靈活性、協作性、管理的關鍵。

Join 2023 HKICT Award: Smart Mobility Award! 新一屆「HKICT Award: 智慧出行獎」開始接受報名



GS1 HK is once again the leading organizer of the “Hong Kong ICT Awards - Smart Mobility Award” steered by the Office of the Government Chief Information Officer (OGCIO). If your company has developed / adopted solutions related to Smart Logistics, Smart Tourism & Smart Transport, please join “Smart Mobility Award” to grasp the chance to win awards!

Award winners can enjoy free exposure opportunities – to showcase the award-winning solution at various promotional campaigns/ events, to enter into international awards & competitions, to display the official logo of the HKICT Awards in promotional materials etc.

GS1 HK今年再次成為由政府資訊科技總監辦公室(OGCIO)策動的「香港資訊及通訊科技獎: 智慧出行獎」的籌備機構。若您的企業有開發和應用智慧物流、智慧旅遊或智慧交通相關方案，誠邀您報名參加「智慧出行獎」，把握贏大獎機會！

得獎企業可獲得免費宣傳機會，包括於不同類型推廣活動上展示得獎項目、獲安排參加其他國際獎項和比賽、於宣傳物品上展示香港資訊及通訊科技獎的標誌等。



2022 “Smart Mobility Grand Award winner” Receives HKICT Awards Top Accolade – Award of the Year!

去年「智慧出行大獎」得主榮獲HKICT Awards全年大獎！

In the previous year (2022), GS1 HK received 80 entries from 3 different streams (Smart Tourism, Smart Logistics & Smart Transport), breaking the application number record. 12 awardees are crowned, and it was the first time that Smart Mobility Grand Award winner won the Award of the Year.

The Flight Token of Airport Authority Hong Kong empowers travelers to check-in at a smart check-in kiosk via new touchless system, then use their faces as identification for baggage drop off at self-bag drop facilities and pass through e-Security Gates and e-Boarding Gates, bringing efficient and convenient experiences to travelers. The solution is also the winner of “Smart Mobility Grand Award” & “Smart Mobility (Smart Transport) Gold Award”.

去年(2022年) GS1 HK共收到80份來自三個組別(智慧交通、智慧物流和智慧旅遊)的參賽作品，為歷年最多。12個創新方案獲得獎項，更首度有「智慧出行大獎」得主榮獲HKICT Awards的最高殊榮—「全年大獎」。

香港機場管理局的「登機易」透過無接觸式裝置，讓旅客透過容貌識別自助辦理登記及行李託運手續，以至保安檢查和登機，為旅客提供高效便捷體驗，方案同時奪得「智慧出行大獎」及「智慧出行(智慧交通)金獎」。

Join HKICT Awards
立即參加



89 Local Companies Awarded as “Consumer Caring Companies” 89間本地企業獲「貼心企業」殊榮



By GS1 Hong Kong 香港食品編碼協會

With the full resumption of economic activities, creating exceptional shopping experience with service excellence is one of the ways to tap into new sales opportunities. Aiming to recognize companies for their consumer centric strategies, GS1 HK’s “Consumer Caring Scheme” crowned 89 local companies this year. Several retail & food companies joined the Scheme for the first time to promote their commitment to consumer centricity, helping them to tap into future opportunities with positive brand reputation.

隨著市道復常，為消費者提供貼心服務，創造難忘消費體驗為品牌把握新消費機遇的其中一個方法。旨在表揚企業「以客為先」理念的GS1 HK「貼心企業嘉許計劃」今年嘉許了89間本地企業，當中有不少零售及食品企業新參與計劃，贏口碑，贏新商機！

Join “Consumer Caring Scheme”
to enjoy Early Bird Offer!
立即享用「早鳥優惠」，
參加「貼心企業嘉許計劃」



89 Awarded Companies at a Glance

一覽89間獲嘉許品牌 (arranged in alphabetical order 按公司名稱英文字母排序)

10 Years+ Recognition 「十年+賞」



10 Years Recognition 「十年賞」



5 Years+ Recognition 「五年+賞」



5 Years Recognition 「五年賞」



2 Consecutive Years or Above 連續兩年或以上的貼心企業



New Awardees 新入選企業



Contact us to learn more 歡迎聯絡我們了解更多 (電話Tel : 2863 9740 電郵Email : corpinfo@gs1hk.org)

GS1 Hong Kong welcomes the following new members 歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

- 2 AM INNOVATIONS LIMITED
- 80'S FOOD AND BEVERAGE GROUP LIMITED
捌拾後飲食集團有限公司
- A FANCY FLAMINGO
- AAYA TRADING LIMITED
- ADDEASII (HK) LIMITED
加爾思(香港)有限公司
- AG INTERNATIONAL COSMETICS LIMITED
香港愛瑞妍國際化妝品有限公司
- AGILE8 CONSULTING LIMITED
- AHAAHA GLOBAL LIMITED
啊哈啊哈有限公司
- ALLERFREE HK SERVICE LIMITED
嵐飛環境服務有限公司
- AMAZON HOLDING CO., LIMITED
亞馬遜控股有限公司
- ANGEL OAK CAPITAL INC. LIMITED
- APC PHARMACEUTICALS AND CHEMICAL LIMITED
- APERIO ASIA LIMITED
- AREA2 (HK) LIMITED
二次方(香港)有限公司
- AUSTRALIAN NEWCASTLE MEDICINE GREAT HEALTH CO., LIMITED
澳大利亞紐西臣醫藥大健康有限公司
- AUXKA LIMITED
奧斯卡有限公司
- AZTERA GROUP LIMITED
- B&J (HONG KONG) COMPANY LIMITED
百嘉洋行(香港)有限公司
- BEHOLD HONG KONG LIMITED
- BEST SUN GROUP INTERNATIONAL TRADING CO., LIMITED
百順集團國際貿易有限公司
- BEST SUPPLIERS (HONGKONG) INDUSTRY LIMITED
外貿家(香港)實業有限公司
- BESTSOURCE (HONGKONG) LIMITED
一品康源(香港)股份有限公司
- BIOGROWTH (HK) MEDICAL TECHNOLOGY CO., LIMITED
金爾素(香港)生物醫藥科技有限公司
- BWEAR LIMITED
- CCHENG INTERNATIONAL TRADING LIMITED
晨城國際貿易有限公司
- CENTURY GLOBAL INTERNATIONAL CO., LIMITED
世紀環球國際有限公司
- CHABAR LIMITED
茶吧有限公司
- CHENG FU SHENG BIOTECHNOLOGY CO., LIMITED
丞富生物科技有限公司
- CHENXU TRADING CO., LIMITED
晨旭貿易有限公司
- CHEUNG TAK GROCERY COMPANY LIMITED
祥德海味糧食有限公司
- CHILI CONCEPT LIMITED
- CHINA LIQUOR GROUP HOLDINGS LIMITED
中國白酒集團控股有限公司
- CHINA TEA INTERNATIONAL DEVELOPMENT LIMITED
中茶國際發展有限公司
- CHOCK FULL LIMITED
策科控股有限公司
- COMILINK LIMITED
工明國際有限公司
- CONNAUGHT PHARMACEUTICALS COMPANY LIMITED
康諾藥業貿易有限公司
- COREX CORPORATION LIMITED
- CRANNS LIMITED
京士有限公司
- CUV LIMITED
- DAI SUN FOOD CO., LIMITED
大昇食品有限公司
- DAIZEN MEDICINE COMPANY LIMITED
大善製藥有限公司
- DEMMIS TECHNOLOGY DEVELOPMENT LIMITED
狄美斯科技發展有限公司
- DIGITAL VIDEO LIMITED
- DSG ENERGY LIMITED
特爾高能源有限公司
- DUOYAN TRADING GROUP LIMITED
朵妍貿易集團有限公司
- DUYANG TRADING CO., LIMITED
杜楊貿易有限公司
- E & E OPTICS LIMITED
易安易光學有限公司
- EASE GREAT LIMITED
英怡有限公司
- EKEN GROUP LIMITED
愛鍵集團有限公司
- EMBRACE COMPANY LIMITED
開懷有限公司
- ENTSUKI LIMITED
緣月有限公司
- ERA TAILGATE ENGINEERING COMPANY
啟源尾板工程公司
- EVER SPARKLE TECHNOLOGIES LIMITED
永柏高科技有限公司
- EVERGREEN OUTDOOR PRODUCTS CO.
長榮戶外用品公司
- EVO HK LIMITED
- EWORLD INTERNATIONAL COMPANY LIMITED
怡華環球國際有限公司
- F&M HOLDINGS COMPANY LIMITED
日曦股份有限公司
- FERRY AVENUE BRANDS LIMITED
- FINDINGS GROUP LIMITED
- FLIPBRAND LIMITED
心動品牌有限公司
- FLYING TOT LIMITED
- FOODCHAIN TECHNOLOGY LIMITED
- FUNG MOON KEE PHARMACEUTICAL COMPANY LIMITED
馮滿記藥業有限公司
- GANGYUEFANG FOOD (HONG KONG) INTERNATIONAL CO., LIMITED
港悅坊食品(香港)國際有限公司
- GENESLEADER (HONG KONG) LIMITED
金斯立德(香港)有限公司
- GERMAN DEISLER FINE INTELLIGENT MANUFACTURE CO., LIMITED
德國戴斯勒精細智造有限公司
- GERMAN GINCHER INTERNATIONAL CO., LIMITED
德國錦城國際有限公司
- GERMANY MUNICH WILSON CRAFT BEER LIMITED
德國慕尼黑威爾森啤酒有限公司
- GESEN INTERNATIONAL TRADING LIMITED
格森國際貿易有限公司
- GIORDANO LIMITED
佐丹奴有限公司
- GOLDEN RAIN COMPANY
金純露
- GRAPH.6ES TEAM CO., LIMITED
- GU SEN TANG BIOTECHNOLOGY LIMITED
香港谷參堂生物科技控股有限公司
- GUO YAO TANG GROUP LIMITED
國藥堂集團有限公司

75. HAI YUAN TONG TRADING LIMITED
海源通貿易有限公司
76. HAIR URCHINS HOLDINGS LIMITED
77. HANDS HONG KONG CORPORATION LIMITED
翰思香港有限公司
78. HEALTHY SIX LIMITED
六健通有限公司
79. HEECHI TECH LIMITED
80. HENGLAN (HONG KONG) GROUP CO., LIMITED
恒藍(香港)集團有限公司
81. HK JIE XI INTERNATIONAL GENETIC TECHNOLOGY CO., LIMITED
香港捷喜國際基因科技有限公司
82. HK XHYC TRADING LIMITED
香港辛禾貿易有限公司
83. HOLLYWOOD COBEST'S CO., LIMITED
好萊塢蔻蓓詩有限公司
84. HONG FU (HK) INT'L FOOD LIMITED
鴻福(香港)國際食品有限公司
85. HONG KONG CHAN TSANG KEE FOOD TRADING CO., LIMITED
香港陳曾記食品貿易有限公司
86. HONG KONG FUCUN WEIYE SHARE LIMITED
香港富村偉業股份有限公司
87. HONG KONG HONGRUI GROUP INTERNATIONAL CO., LIMITED
香港泓瑞國際有限公司
88. HONG KONG KEYOURAN BIOTECHNOLOGY LIMITED
香港可悠然生物科技股份有限公司
89. HONG KONG LEBAIWEI FOOD COMPANY LIMITED
香港樂佰味食品有限公司
90. HONG KONG LONG LANDSCAPE PLANNING & DESIGN LIMITED
香港朗年景觀規劃設計有限公司
91. HONG KONG MEIHAOSI TRADING CO., LIMITED
香港邁浩思貿易有限公司
92. HONG KONG MICO SWEETHEART BRAND
MANAGEMENT CO., LIMITED
香港米可甜心品牌管理有限公司
93. HONG KONG MUZHUYU CO., LIMITED
香港沐芝豫有限公司
94. HONG KONG PURE TASTE BEAR CULTURAL AND CREATIVE
PRODUCTS LIMITED
香港純味熊文創手信有限公司
95. HONG KONG TEA FACTORY LIMITED
烘茶源有限公司
96. HONG KONG YIHUA YISHI BRAND MANAGEMENT CO., LIMITED
香港一花一世品牌管理有限公司
97. HONG KONG YINGJ TRADE LIMITED
香港盈聚貿易有限公司
98. HONG KONG ZEHANG BAISHENG GROUP
PHARMACEUTICAL CO., LIMITED
香港澤航佰盛集團藥業股份有限公司
99. HONGKONG SKY GROUP TRADING CO., LIMITED
香港群霄貿易有限公司
100. HONGKONG TIAN YANG INDUSTRIAL CO., LIMITED
香港天洋實業有限公司
101. HONGKONG TISN LIMITED
香港太森有限公司
102. HONGKONG XINTIAN POST AGEL ECOMMERCE LIMITED
香港信天郵電子商務有限公司
103. HONGKONG YOU JU TRADING CO., LIMITED
香港友聚貿易有限公司
104. HONGYUN COSMETICS TRADING LIMITED
鴻運化妝品貿易有限公司
105. HOTFROST LIMITED
106. HSN TRADING COMPANY LIMITED
107. HUADING PHARMACEUTICAL (HK) LIMITED
華鼎製藥(香港)有限公司
108. HUICHAO UK INDUSTRIES LIMITED
匯巢英國實業有限公司
109. I & D INTERNATIONAL CORPORATION LIMITED
雅迪國際股份有限公司
110. IBYT LIMITED
艾拔有限公司
111. IMIRACLE (HK) LIMITED
112. JAZZ LOUIS BEER (HONG KONG) CO., LIMITED
路易爵士啤酒(香港)有限公司
113. JDF TRADING CO., LIMITED
玖鼎貿易有限公司
114. JI SHENG TANG BIOTECH LIMITED
濟生堂生物科技股份有限公司
115. JIN JIA (HONG KONG) BIOLOGICAL PRODUCTS CO., LIMITED
晉嘉(香港)生物製品有限公司
116. JL SOLUTANT LIMITED
117. JOY CITY CAPITAL INVESTMENT LIMITED
欣城創富有限公司
118. JOY OF LIFE INTERNATIONAL CO., LIMITED
生活樂趣國際有限公司
119. KANDO GROUP LIMITED
120. KELANXUAN TRADING LIMITED
可蘭軒貿易有限公司
121. KERRIE HOUSE LIMITED
海味屋有限公司
122. KOREA HAITE ZHENLU LIMITED
韓國海特真露株式會社有限公司
123. KWANGHONG PHARMACEUTICAL (HK) CO., LIMITED
廣宏藥業(香港)有限公司
124. LA THEA LIMITED
125. LIFEWRAF INTERNATIONAL LIMITED
126. LINEAR TECHNOLOGY LIMITED
127. LOTUS SOLUTIONS LIMITED
荷花全方位有限公司
128. LT DREAM HOUSE
愛築夢宅
129. LUCKY PET INTERNATIONAL GROUP LIMITED
吉祥物國際集團有限公司
130. MABOMABO LIMITED
131. MAGNUM ASIA LIMITED
132. MALAYSIA COSWAY (HONG KONG) INTERNATIONAL
COSMETICS LIMITED
馬來西亞科士威(香港)國際化妝品有限公司
133. MARSBU GROUP LIMITED
馬斯寶集團有限公司
134. MASHOB (SWEDEN) GROUP CO., LIMITED
瑪氏傲白(瑞典)集團股份有限公司
135. MATTE DESIGN LIMITED
瀚形設計有限公司
136. MEIGA HEALTH HOLDINGS LIMITED
美嘉大健康集團有限公司
137. MG LIMITED
138. MTA INDUSTRIES LIMITED
139. NATUR-TECH PHARMACAL COMPANY LIMITED
科然藥業有限公司
140. NEKOBU CO., LIMITED
貓之部落有限公司
141. NEW HIGH LIMITED
天空有限公司
142. NICKONG VIP LIMITED
麗康香港有限公司
143. NOVAK TEA LIMITED
144. NUTRITION CITY (HONG KONG) INDUSTRIAL CO., LIMITED
營養都市(香港)實業有限公司
145. OKURA INTERNATIONAL LIMITED
煌龍遠東國際有限公司
146. OLD TREE MUSANG KING
老樹貓山王
147. ON VIC CORPORATION LIMITED
安御有限公司
148. ONE STAR PACKING (HK) LIMITED
日星香港包裝有限公司
149. ONE TAP INTERNATIONAL LIMITED
150. ONE-JUST INTERNATIONAL CO., LIMITED
嘉信國貿有限公司

151. ONEKEY LIMITED
壹匙有限公司
152. ORION (HK) INTERNATIONAL TRADE LIMITED
奧瑞(香港)國際商貿有限公司
153. PAVOBELLA HK LIMITED
香港帕弗貝拉有限公司
154. PHALANX INTERNATIONAL (HK) CO., LIMITED
沛琅國際(香港)有限公司
155. PHOENIX PHARMACEUTICALS HOLDINGS HONG KONG COMPANY LIMITED
鳳凰藥業集團香港有限公司
156. PHYTO BIOTECH LIMITED
157. PLANET GROUP HOLDINGS (HONGKONG) LIMITED
普朗尼特集團控股(香港)有限公司
158. PLAYABLE CREATION LIMITED
彼樂部創作有限公司
159. PRIMUS INTERNATIONAL LIMITED
溱濃國際有限公司
160. PRO-SAFE INTERNATIONAL MEDICINE COMPANY LIMITED
御安國際藥業有限公司
161. QIANYU TRADING COMPANY LIMITED
香港千予貿易有限公司
162. QIHANG NETWORK TECHNOLOGY CO., LIMITED
啟航網絡科技有限公司
163. RAYDAK CO., LIMITED
瑞達科有限公司
164. ROCKBROOK DAILY PRODUCTS CO., LIMITED
熙輝日用品有限公司
165. SAMSFTWARE COMPANY LIMITED
166. SANTECS INTERNATIONAL LIMITED
聖迪斯國際有限公司
167. SENSORY TWO LIMITED
感味二號有限公司
168. SHANG YU HEALTH CARE MEDICINE CO., LIMITED
上御藥業有限公司
169. SHI WU YUE (HK) INVESTMENT HOLDING GROUP COMPANY LIMITED
十五月(香港)投資控股集團有限公司
170. SHING MAY SAUCE MAKING LIMITED
誠美醬料制作有限公司
171. SHINY ENTERPRISE (HK) LIMITED
旭昇實業(香港)有限公司
172. SHROOMMATE INTERNATIONAL LIMITED
173. SHUN YI GROUP INTERNATIONAL LIMITED
信毅集團(國際)有限公司
174. SILANZA (HONG KONG) BIOTECHNOLOGY CO., LIMITED
思蘭莎(香港)生物科技有限公司
175. SINCERE GROUP TRADING COMPANY LIMITED
誠芯集團貿易有限公司
176. SK & THE FIFTH TASTE LIMITED
鮮極食品有限公司
177. SLABSTUDIOHONGKONG
香港大板工作室
178. SMART SUN ASIA LIMITED
駿日亞洲有限公司
179. SML MED-TECH SOLUTIONS LIMITED
思未來醫療科技有限公司
180. OCIAL MOMENTUM LIMITED
社交律動有限公司
181. SOFI DEVELOPMENT LIMITED
182. SOUP4HEALTH LIMITED
百草湯料有限公司
183. SPARKLE TAI LIMITED
旭太有限公司
184. STRONG MAX LIMITED
堅豐有限公司
185. SUN LEE LAAN WHOLESALE FOOD LIMITED
新利欄鮮菓批發有限公司
186. SUN YEE MEDICINE TECHNOLOGY HOLDINGS LIMITED
新頤藥業科技集團有限公司
187. SUNRISE SYNERGY TRADING LIMITED
日盛新凱貿易有限公司
188. SUPREME STAR LIMITED
星生有限公司
189. TAPSHARE LIMITED
190. TECARE (HONG KONG) LIMITED
科護(香港)有限公司
191. THUNDER BROTHERS LIMITED
192. TIGER (HONG KONG) BRAND MANAGEMENT CO., LIMITED
泰戈虎(香港)品牌管理有限公司
193. TOP CAMP LIMITED
都營有限公司
194. TOPHIGH NEWWAY LIMITED
拓海新程國際有限公司
195. USA LHE GROUP LIMITED
美國愛健倍康集團有限公司
196. VEGE-PROSPER RESTAURANTS GROUP COMPANY LIMITED
素茂飲食集團有限公司
197. VENTCHOICE LIMITED
凡特創選有限公司
198. WANXIEXING TRADING CO., LIMITED
萬協興貿易有限公司
199. WANYOU TECHNOLOGY (HK) LIMITED
萬有科技(香港)有限公司
200. WARAKU RARE H.K. LIMITED
和樂奇藝香港有限公司
201. WELLINOX INDUSTRIAL LIMITED
怡諾實業有限公司
202. WEWA STUDIO
203. WINCO CHAIN CO., LIMITED
盈科鐵鍊有限公司
204. WINNER FOOD TRADING COMPANY
百發食品貿易公司
205. WISE WEALTH WORLDWIDE LIMITED
旺富環球有限公司
206. WONG & ASSOCIATES GLOBAL LIMITED
王道國際集團有限公司
207. WOOFSSQUARED HONG KONG LIMITED
208. YA FEI HOLDINGS LIMITED
亞非控股有限公司
209. YIELD SOURCE ENTERPRISE LIMITED
鴻源興企業有限公司
210. YISHENG ORGANIC INTERNATIONAL LIMITED
易生國際有限公司
211. YOUPINHUI INTERNATIONAL FOOD CO., LIMITED
香港宏發國際食品有限公司
212. YU HU DEVELOPMENT COMPANY LIMITED
玉湖發展有限公司
213. YU TUNG TECHNOLOGY LIMITED
宇騰科技有限公司
214. YUAN COLLECTION LIMITED
知願實業(香港)有限公司
215. ZEN INTERNATIONAL LIMITED
善誠有限公司
216. ZHEJIANG ASIA SAIL INTERNATIONAL TRADING CO., LIMITED
浙江亞帆國際貿易有限公司
217. ZHONGBANG INTERNATIONAL GROUP (HK) LIMITED
眾邦國際集團(香港)有限公司
218. ZHONGJING INTERNATIONAL TRADING LIMITED
中景國際貿易有限公司

Join Us
成為我們的會員





GS1 HK Calendar

20 APR - 28 JUN

Application Period for Hong Kong ICT Awards 2023: Smart Mobility Award 2023 (GS1 HK is the leading organizer)
香港資訊及通訊科技獎-「智慧出行獎」接受報名
(GS1 HK為籌辦機構)



9 MAY

Training Session: GS1 DataMatrix Standards and Application on Pharmaceutical Products (Online)
培訓課程：關於GS1 DataMatrix標準及於其醫藥產品上的應用 (網上進行)

17 - 18 MAY / 21 - 22 JUN / 12 - 13 JUL / 2 - 3 AUG

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

24 MAY / 29 JUN

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

30 MAY

The 2nd GS1 Hong Kong Solution Day
(Refer to back cover for details)

1 JUN

Seminar: New Trends in Cold Chain
「冷鏈新趨勢」研討會

23 AUG

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

Upcoming Events
即將舉行的活動



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

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

Exploring the Smarter Future of Food Safety & Consumer Trust 探討食品安全未來「大智慧」



Industry experts & practitioners will gather at our annual Food Safety Forum to explore how the industry can leverage smarter technologies to enhance food safety and boost consumer trust. They will exchange insights on food traceability, global standards adoption & future trends. The Award presentation ceremony of GS1 HK's "Quality Food Scheme" will also be held at the event, recognizing companies that demonstrated excellence in food traceability, safety control and management.

年度食品安全論壇將匯聚食品行業專家以及從業員，探討行業可如何以智慧科技提升食品安全以及消費者信心。業界將就食品追溯、全球標準應用、未來發展趨勢等進行交流。同場也會舉行GS1 HK「優質食品計劃」頒獎典禮，嘉許於食品追溯及安全上表現卓越的本地企業。

Register to join
報名參加





GS1 HK Solution Day 2023

From Digital Transformation to Digital Evolution



30 May 2023 | 2:00pm – 6:00pm | Hong Kong Productivity Council

2 Featured Talks & 5 Thematic Solution Zones:



Digital Product Journey



Omni-Channel Commerce



Smart Retail Technology



Smart Operations Management



Digital Trade Finance

Join the event to:

- Network with 400+ Industry Practitioners
- Explore Innovative Solutions
- Exchange Insights



Award Presentation Ceremony of "Consumer Caring Scheme 2022" will also be held

JOIN NOW



For sponsorship or participation
Please contact Anna Ng
annang@gs1hk.org or 28639722

GS1 Hong Kong

