

**Home Safe Home: Household-cleaning Brand
Stands with the City Against COVID-19**
以安全之名 清潔用品品牌助全城抗疫

**The Survival Kit of Made-in-HK Brand:
Go Digital • Go Smart • Go Perseverance**
香港製造的生存之道：
數碼管理 • 智慧營運 • 堅持到底

**3 Tech Trends to Watch
in the “New Normal”**
掌握「新常态」下三大關鍵科技 助您部署未來

**One Code • Connecting Business +
Consumer Journey**
「碼」上連繫賣家 • 買家旅程

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Executive Connect 管理層專訪

**Century-old Brand Mastering Transformation
and Banking on Industry 4.0**

百年企業華麗轉身 投入工業4.0浪潮



What Doesn't Kill You Makes You Stronger 逆境使人更堅強

Little did we know what 2020 would bring. "This is a year of survival." As one of our interviewee Jeff from Sun Fat Heung called, the coronavirus-induced city lockdown has almost paralysed the global economy in a heartbeat, and many companies have either failed or struggled to survive.

"We can't always control what happens, but we can control how we respond." Though this is the worst of times, it is also the best time to change, to show your niche, to unite your team to fight together. While grappling with the harsh realities, among our members, and some businesses alike, have been responding in a very agile and cautious way: some starting new personal protective equipment production line in Hong Kong, some trying to digitalise their operations, and many are turning to online for new market opportunities.

"While there is no perfect 'new normal strategy', a successful one will rely on data-driven insights and be rooted in empathy, a focus on customers, and time to value." During this period of crisis, GS1 Hong Kong has pragmatically announced the "Go Digital • Go Smart" initiatives in hope to help businesses to survive and navigate through the troubled times.

"When adversity inevitably comes our way, may we grow in ourselves and grow in our relationships, and in doing so find the richness that life has to offer." As the year is coming to a close, we have all been learning how to live with and navigate the deluge of COVID-19. While we do not have a crystal ball for future, let's stay vigilant and resilient, so to emerge stronger together for whatever that comes.



2020年發生的事，可謂毫無先兆。「今年目標只為求存。」正如今期受訪者新佛香的羅孟慶所言，由新冠肺炎病毒引起的封城措施，幾乎使全球經濟陷入癱瘓，不少企業面臨倒閉，仍有不少在掙扎求存。

「我們無法主宰未來，但我們可以主宰自己如何應對。」儘管處於最差的時刻，但現在亦是改變營運、發揮業務優勢及團結一致，迎難而上的最好時刻。面對艱難營商環境，香港貨品編碼協會(GS1 HK)會員、與許多商界同業一樣，都紛紛迅速而審慎地求變：有些公司立即張羅啟動個人防護裝備的生產線、有些將營運流程數碼化、更有許多在網上尋商機。

「即使沒有所謂『新常態策略』，要在現今時勢下成功，還是取決於能否善用數據去獲取市場洞見，並以同理心去關注顧客，當然亦要計算清楚投資回報率。」GS1 HK經詳細考量，決定推出「Go Digital • Go Smart」策略，冀協助企業在逆境中求存自強。

「當逆境無可避免時，就讓我們自我成長、發展更緊密關係，藉此尋回生活的豐盛意義。」2020年即將劃上句號，我們每天都在學習如何與疫情共存、適應新時代的生活。我們沒有水晶球去預示未來，就讓我們繼續保持警惕和耐性，以更堅強身心、攜手面對未來。

Go Digital • Go Smart
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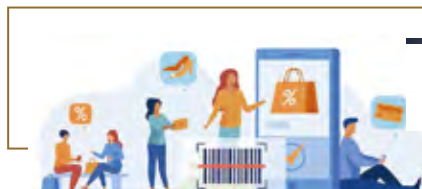
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Century-old Brand Mastering Transformation and Banking on **Industry 4.0**

百年企業華麗轉身 投入工業4.0浪潮

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P&G大中華區供應鏈總裁



The unceasing COVID-19 contagion has completely reshaped the consumer market and many businesses' supply chains. Driven by the growing demands for anti-pandemic supplies and stay-at-home trends, P&G posted a surge in sales on segments like family care, personal cleansing, home care, with a double-digit sales growth in China, as its fiscal report in October 2020 showed. Jeffrey Chen, President of Greater China Product Supply of Procter & Gamble (China) Ltd., highlighted it is a result of the company's robust business continuity planning, and shared how it confronted the crisis with an extensive and agile supply chain ecosystem, not only to ensure a stable supply of materials, but also helps breed a direct-supply-to-customer supply chain model for e-com to promote a more sustainable development in the future.

Opportunity Comes to Those that are Prepared

With stringent anti-epidemic measures in place, P&G has recorded "zero infection" of its 8,000-crew in Greater China since the outbreak. One of the measures includes acquiring several face mask production lines in Mainland China at an early stage to ensure sufficient supply to employees and its business partners.

P&G has been building a centralised supply chain planning and optimization centre long before the crisis, to digitalise and streamline the

疫情持續大半年仍未消退，不但徹底改變消費市場，許多公司的供應鏈亦因而經歷重大變化。P&G在2020年10月公布的上季業績顯示，家庭、個人及家居護理等多項業務都受惠於居家消費及著重衛生等趨勢帶動而錄得增長，中國地區的整體更達雙位數增長。P&G大中華區供應鏈總裁陳宇(Jeffrey)表示，集團擁有完善的企業持續營運計(Business Continuity Planning)，其中強大靈活的供應鏈網絡在是次危機中發揮著重要角色，幫助集團在材料供應方面保持穩定，更演化出更多原廠直發的供應鏈模式，迎合市場於電子商貿上的可持續發展方向。

機會留給有預備的公司

擁有逾8,000人的P&G大中華區團隊從疫情爆發至今，仍保持著零感染的紀錄，全賴集團周詳的工場防疫措施，包括公司於疫情初期已在中國內地即時買下口罩生產線，生產足夠口罩滿足員工及其他內部需求。



inventory and replenishment management of its 8 manufacturing plants, dozens of contract factories and more than 4,000 materials suppliers and sales channels. The centre aims to consolidate all supply chain-related information, for example quantity of raw materials, production efficiency and logistics data, warehouse conditions, etc., at different locations across Greater China and put into one system, which ensures strong customer service and cost-efficient supply all over the country.

“The center has helped us optimise our resources in different parts of China and realised zero-hour response as issues unfolded. We also have a supplier quality assurance system in place that champions consistency and world-class quality standard for all supplies. Hence our operation had resumed to normal after only 2 weeks of disruption.”

Personalisation at Scale with Smart Tech, Data and Digitalisation

Along with growing consumer demand for diversified, personalised product and timely delivery, Jeffrey expects the online shopping and health-consciousness trend will continue to rise. To address these changes in new retail, P&G's supply chain has been optimised to effectively handle the sudden increase in deliveries brought by online shopping festivals and live commerce, besides the day-to-day logistics requirements by supermarkets and retail shops.

“With flexible manufacturing and customization, we are able to create different supply chains catered to different point of sales, especially during the online deal events such as ‘Double 11’, which share no resemblance to the supply situation in pharmacies and retail shops. This meets the needs for our omni-channel strategy.”

“To cope with the complexity of varying point of sales, we need to use smart technologies like big data analytics and artificial intelligence to automate production; we are also developing a smart and agile supply chain to help us better respond to the market dynamics.”

Aspired to lead in the realm of smart production, P&G has initiated a transformation project to its Guangzhou Plant and Distribution center last year, planning to adopt more sensor technologies, IoT, image recognition and 5G network technologies to enhance product quality and work efficiency. The company has also introduced 3D printing, digital printing and a scalable supply chain platform to address the needs for custom-made products.

Data serves as the foundation for supply chain digitalisation. P&G captures a wealth of data, covering the amount of raw materials, production processes and logistics data, sales volumes, throughput and



疫情前，P&G已組成供應鏈計劃運籌中心，將中國內地的8家工廠、數十個合同加工廠、4,000多家物料供應商和渠道的庫存和補貨情況，以數碼方式統一管理：簡單而言就是將中國內地不同位置的原材料數量、生產效能、物流、倉庫情況等所有資料整合到一個系統中心，經分析後讓決策人員釐定以最低成本、最短時間達到最具效益的方法將貨品供應全國市場。

Jeffrey稱：「中心在疫情初期第一時間作出回應，在中國不同地區適時調配資源，發揮極大作用。我們亦建設了供應商品質管制體系，透過非常嚴謹的標準、鉅細無遺地盤查所有供應商貨品，確保品質達到一致的高水平。最終我們僅用了約2個星期已將營運恢復到正常狀態。」

智能 + 數據 + 數碼科技 = 千錘百「鏈」

Jeffrey預期消費者的網購習慣和對健康的關注，在未來只會有增無減，同時會要求更多元化產品功能或個人化產品特徵，對交貨的時間要求更高。為應對這些趨勢，P&G已協調妥當各個新零售的供應鏈，除了平常的超市、零售店供應外，亦涵蓋網購節及直播帶貨等模式所帶來的各種付運送貨要求，讓供應鏈變得更有效。

「我們將這項部署安排叫作『千場千鏈』。在新產品推出時、或像雙十一的電商促銷期間，與供應藥房、商店的情況截然不同，所以我們都會因應不同銷售點、塑造不一樣的供應鏈，去配合集團全渠道零售的策略。」

「由於不同銷售點的複雜性，我們會利用大數據分析、人工智慧等智能技術將生產自動化，並以數碼科技將供應鏈智能化，創造出彈性靈活的供應流程，讓我們迅速回應瞬息萬變的市場需要。」



inventory level of different retailers, consumers' rating & reviews online and offline, and among others to optimise their supply chain. These data are consolidated in an integrated system to provide more accurate demand and supply forecast. With the big picture of different operation environments, executives can thereby make real-time decisions tailored to each particular market, no matter for a sales outlet or a social commerce store.

Moving Towards a Sustainable Circular Economy

Optimising supply chain is not only vital to enhance competitiveness and satisfy market demands, but also critical to develop a circular, sustainable economy. "We have scaled our supply chains based on different sales channels and have reduced a lot of wastage. Besides cutting cost, we have significantly lessened the impact to the environment and helped foster a greener economy."

The amount of packaging materials used along P&G's supply chain in the past, from distributors, wholesaler, retailers, end users, was massive. The situation changed in the past 3 years: 55 million of carton boxes and 1,700 million of bubble bags have been saved by using ship-in-original-container, or direct-supply-to-customer approach. The delivery arrangement also helps reduce 60%-70% of damage to the packaging, enhance 10% of logistics efficiency and shorten one-third of distance from the source to customer.

P&G在2019年已宣佈將廣州的工廠升級為全新智慧製造中心，積極推進智能製造，採用更多傳感器技術、物聯網、圖像識別、5G網絡技術來提升產品品質，並使工作環境變得更高效率。至於針對市場個人化產品的需求，集團也主動引入3D打印、數碼印刷、彈性供應鏈平台等來應對。

數據是建構數碼化供應鏈的基礎，所以P&G正全面應用各項數據，由自身供應鏈的原材料數量、生產流程、物流等數據，到零售商的銷量、流量、庫存、以至消費者在線上線下對產品的各項評論等，全面優化各項供應鏈營運。公司希望把所有數據透過統一的數據架構進行整理分析，從而得出更精準的市場供求大局。管理層便可以全面、實時地優化供應鏈的決策，以便配合不同營運環境，無論是大賣場或個人社交網店，去度身訂造不同的供應情況。

建立可持續的循環經濟

對P&G而言，供應鏈不僅是提升效能、滿足市場需求的根本，亦是推動循環經濟、可持續發展的關鍵。「我們依據不同銷售渠道設計出更短的供應鏈，減省了許多不必要的損耗，不僅節約成本，更重要是減少大量物料及其對環境的影響，締造更綠色經濟。」

過往集團會將大批貨品由工廠送到分銷商、再拆件送到批發商、再分批送到零售商，當中涉及的包裝物料數量驚人；但在過去3年，P&G通過與客戶深度合作，協同倉配網絡，推進原廠直發，每年便節省超過5,500萬個紙箱包裝、超過1.7億個氣泡袋，並可減少60%-70%以上的包裝破損、提升10%物流效率，更將客戶之間的距離縮短了1/3。





Light-off production in progress
關燈生產工廠



“10 years ago when we built the Taicang office buildings and factories, we have followed the LEED standards and used 100% renewable energy. We also achieved ‘light-off production’ and zero sewage discharge. In the future, we will capitalise on smart operations to sustain our supply chain and operation as pollutants free as possible.”

Heralded as an excellent supply chain system model and management, the P&G factory in Taicang is welcome by the World Economic Forum (WEF) into the “Global Lighthouse Network” – a group of advanced manufacturers that shows leadership in applying the technologies of the Fourth Industrial Revolution. Gartner, an industry consulting firm, also named P&G one of its Supply Chain Masters for several consecutive years.

「我們在10年前建造太倉的廠房和辦公大樓時，已經按照LEED標準進行設計實施，並且100%使用了風能等可再生能源，實現『關燈生產』及零廢水排放；未來我們會繼續以智慧營運去優化供應鏈，推進高效低碳的業務運作。」

憑藉卓越的供應鏈體系和管理，該位處太倉的P&G工廠被世界經濟論壇(WEF)選為「全球製造業燈塔工廠」-即善用工業4.0尖端科技而卓有成效的領先企業，更連續多年被國際諮詢組織Gartner封為「Supply Chain Master」。

“The rapidly-changing globalisation trend has brought us both opportunities and challenges. In any case, I believe Industry 4.0 is the tide that won't stop. Digitalisation, smart operations and the ability to harness the power of data, are the only ways to win and avoid being obsolete.”

「現時全球化格局急速演變，既有危亦有機，我相信工業4.0是未來的大勢，唯有推動數碼化及智慧營運、發揮數據的力量，才能有力在市場爭勝、不被淘汰。」

As a member of the Efficient Consumer Response (ECR) Hong Kong, a joint industry forum setup by GS1 Hong Kong, Jeffrey supports the forum's initiatives and efforts to promote the adoption of supply chain management best practices and technologies, recognising the forum's contribution to the betterment of retail and FMCG industries. Some of which include traceability and product authentication, which are becoming increasingly important for Mainland Chinese consumers. Jeffrey observes, as tightened regulations are placed over personal healthcare products, consumers using QR codes for traceability and authentication are becoming popular, so he advises companies aiming at Mainland China market to follow suit.

作為由香港貨品編碼協會(GS1 HK)成立的ECR香港委員，Jeffrey非常支持本會在優化供應鏈流程及推動業界積極應用科技上所作出的努力，並認同GS1 HK的建樹、為零售及快速消費品行業帶來極大裨益。他亦指出內地消費者對追蹤溯源及真品認證的要求日益提升，對個人保健用品的法規監管更是越來越嚴格，所以運用QR碼去進行追蹤追溯及驗證真偽亦趨普及，建議其他進軍內地的公司仿效。

One Code

Connecting Business + Consumer Journey

「碼」上連繫賣家·買家旅程



Barcodes/QR codes have become a staple in people's daily lives – from facilitating business processes, to creating a seamless consumer journey – bringing greater “Connectivity” and “Convenience” for shoppers and businesses alike.

條碼/QR碼已成為日常生活中的一部份，除可助企業優化業務流程外，還可貫穿整個消費者購物旅程。無論是買家或賣家，都可以享受產品條碼所帶來的「互通」和「便捷」。

Facilitating Business Journey

優化業務流程

Inventory Management 「碼」上做好庫存

According to GS1 US survey, the average U.S. retail operation has an inventory accuracy of only 63%. Inventory accuracy is vital to measuring the margin and ensuring customer satisfaction.

GS1 barcodes can help companies enhance inventory management by accurately identifying, capturing and transmitting trade items, assets and locations automatically in electronic ways, so as to eliminate out-of-stock situations.

根據美國GS1的調查顯示，美國零售業營運時的平均庫存準確度僅為63%。庫存準確度對企業衡量利潤及確保消費者滿意度極為重要。

企業可以透過GS1條碼以電子方式準確和自動識別、擷取和分享貿易貨品、資產和位置，協助供應鏈中相關持份者降低庫存量、避免缺貨情況，提升庫存管理效率。



Product Listing 「碼」上賣貨

No matter for online or offline business, barcodes are the prerequisite for products to be listed on retail stores and e-commerce platforms.

e-Commerce conglomerates such as Alibaba, Amazon, eBay and Google are either demanding or calling for GS1 barcode numbers (GTIN) included for any product listed, to enhance search results and improve data analytics.

Extra perks: GS1 HK members can expand their sales channel by listing their product offers on GS1 HK BARzaar for free, an online community of 8,000+ members and their friends sharing good deals.

不論是線上還是實體店生意，都需要首先配備產品條碼，才可於零售店及電商平台上賣貨。

各大電商平台如阿里巴巴、亞馬遜、eBay及Google均會要求或提倡每一款上架產品需擁有GS1編碼(GTIN)，旨在優化搜尋結果、加強產品辨識，並有助大數據分析。

額外效益：GS1 HK會員可免費透過GS1 HK BARzaar網上平台拓展銷售渠道，向超過8,000名會員及他們的朋友發放產品優惠。



Delivery, Track-and-trace and Return

「碼」上送貨、追蹤追溯和退貨

As unique identifiers for trade items and locations, GS1 Standards, coupled with GS1 HK's cloud-based track-and-trace solution ezTRACK, can help supply chain stakeholders to have end-to-end visibility of the item status and movement, e.g. country of origin, location, detailed company information, time of storage and transportation.

With as much as 40% of online orders being returned*, a full transparency of product flow is also vital to ensure a smooth and seamless return logistics, so as to enhance customer satisfaction.

GS1標準能夠獨有識別貿易貨品和位置，配合GS1 HK建基於產品電子代碼™ (EPC) 標準的GS1 HK「縱橫網™」雲端追蹤溯源平台，助各供應鏈持份者追蹤物件在供應鏈上的動向和狀態，獲得產品來源、地點、公司詳細資訊、儲存和運輸過程等資訊。

數據顯示，多達40%的網上訂單會被退回*，因此一個順暢無阻的退貨流程非常重要，以締造優質顧客體驗。



Creating a Seamless Consumer Journey 創建無縫的消費者旅程

Scan to Search 「碼」上搜尋

74% of online shoppers find new products through reviews and recommendations on websites and social media*.

For products labelled with barcodes (GTIN), structured data in machine-readable format can be created using GS1 SmartSearch, which in turn facilitates SEO (search engine optimisation) and results in more efficient and accurate web searches for shoppers on search engines like Google, Yahoo and Baidu.

Even if consumers discover the products at physical stores, they can obtain product information simply by scanning the product barcode with Barcode Scan @ WeChat function.

調查顯示，74%的網上消費者會從網站及社交媒體上的評論及推薦發現新產品*。

採用了條碼(GTIN)的產品，可以透過GS1智慧搜尋方案將產品資料轉化成可被機器讀取的格式，以進行搜尋引擎優化(SEO)，帶來更有效率及準確的搜尋結果。當消費者於Google、Yahoo及Baidu等網上搜尋引擎上搜尋產品時，就更易搜尋到產品。

即使消費者是於實體店上發現新產品，也可透過微信的「掃一掃」功能掃描產品條碼，獲取更多產品資訊。

Scan to Compare Prices 「碼」上格價

18% of consumers leave a store after consulting their mobile and finding a product cheaper elsewhere*. With “Online Price Watch” function on Consumer Council’s website, shoppers can now easily compare product prices at different stores instantly and conveniently by scanning product barcode.

若在手機上看到其他地方的產品價格更便宜，有18%的消費者會選擇離開商店*。消費者現可更方便地透過消委會網頁上的「網上價格一覽通」掃描產品條碼，即時進行格價。

Scan to Buy 「碼」上購買

Shoppers can save a lot of time to find the product they look for on e-commerce platforms like HKTVmall, eBay, Amazon, Taobao etc., by scanning product barcode with camera from the app.

To stimulate purchase, sellers can easily share digital coupons via QR codes, as coupon users may spend 24% more than regular customers*. With GS1 Digital Coupon solution, businesses can also track their discount campaign performance in real time!

消費者亦可透過電商平台的手機程式掃描產品條碼，輕鬆快捷於各大平台如HKTVmall、eBay、亞馬遜、淘寶等找到想買的產品，節省時間。

要進一步刺激消費，商家亦可透過QR碼發放電子優惠券。使用優惠券的消費者，會比一般消費者消費多24%*。透過採用GS1電子優惠券，企業更可實時追蹤優惠推廣活動的成效！

Scan to Authenticate 「碼」上驗證

Shoppers can instantly authenticate their purchases by scanning barcodes/QR codes that uses GS1 HK’s product authentication solution – REAL Barcode/REAL Visibility, enhancing confidence.

條碼/QR碼於產品驗證上亦可大派用場，於產品上印製GS1 HK防偽方案REAL Barcode/REAL Visibility的條碼或QR碼，讓消費者可即時透過掃「碼」驗證產品真偽，提升信心。

Scan for Membership, for Post-Sales Warranty 「碼」上成為會員、獲得售後保養

Businesses can also take one step further by enabling shoppers to obtain warranty entitlement, or even register as member for better engagement using REAL Barcode/REAL Visibility solution.

商家亦可透過REAL Barcode/REAL Visibility方案的延伸功能，讓消費者在掃碼後獲得保養，甚至是登記成為會員，提升與消費者的互動。



Home Safe Home:

Household-cleaning Brand Stands with the City Against COVID-19

以安全之名

清潔用品品牌助全城抗疫



Timothy Cheung

Managing Director, SWIPE (Hong Kong) Ltd.

張天文

威實(香港)有限公司(SWIPE)董事總經理

As demand spiked for household cleaning products fuelled by the coronavirus, Timothy Cheung, Managing Director of SWIPE (Hong Kong) Ltd., said the company's products, known for its safety and versatility for almost 50 years since it first set foot in Hong Kong, has been highly sought after and confided in for their disinfectant capabilities. He cited sales volume has recorded a 30% year-on-year growth, with a staggering 300% surge in online business performance. The company is prudently enhancing the breadth and depth of its supply, product portfolio, new market development and customer service. He believed seizing the most opportune moment is the key for any company to evolve and thrive, no matter in good times or bad times.

NASA Co-Invention Stumbled into Common Household

Introduced into Hong Kong in 1971, the half-a-century-old brand was originated from SWIPE in the US, which invented the SWIPE Miracle Cleaner for the NASA Mercury Space Programme. Using a direct selling approach at the beginning, the brand was franchised to SWIPE (Hong Kong) for local dealership later. The moment came when the brand owner tried to sell off the company, Timothy took advantage of the opportunity and acquired the company's trademark and formula in 2012. Since then, he has continued to capitalise on the rising prosperity in China and

疫情爆發，家居清潔產品需求大增，威實(香港)有限公司(SWIPE)董事總經理張天文(Timothy)表示，SWIPE立足香港近50年，一直以安全、多用途產品著稱，用家對其殺菌能力有信心，所以疫情期間產品銷量與去年同期比較上升約30%，而網上銷量亦有逾3倍的顯著增長。他指未來會在生產供應、產品類別、市場拓展、售後服務等範疇上繼續強化。他相信不論順境逆境，只要抓緊適當時機，便能讓公司循序漸進地發展。

NASA研發 走入平常百姓家

在本地屹立約半世紀的SWIPE，源於美國太空總署與產品開發者共同研製用作清潔太空穿梭機的配方，在1971年引進香港後，產品先以直銷形式發售，其後威實獲得特許經營權，但品牌持有人多年後卻賣盤，Timothy便看準機會，於2012年全資收購SWIPE的商標及配方。除香港外，Timothy亦把握中國及東南亞市場機遇，逐步在中國內地、台灣、新加坡及新西蘭等地拓展。現時產品的原料主要由外國進口、於廈門廠房生產，Timothy指現時生產線已達飽和，所以在浙江另籌生產線，以滿足多個市場的需求。



South East Asia, expanding steadily from Hong Kong to Mainland China, Taiwan, Singapore and New Zealand.

With the major raw materials imported from the US and assembly line in Xiamen manufacturing plant, Timothy revealed the existing production lines no longer fulfill the multi-market demands, and is expecting a new plant in operation soon in Zhejiang.

“The sales volume in China takes up one-third of our business, mainly from the South China region and major Eastern cities like Hangzhou and Shanghai. I believe the escalating China local demand and borderless online shopping trend will further drive the growth of SWIPE products, a new production line is therefore critical to our future roadmap.”

Word-of-mouth Publicity and Miraculous Use Uncovered

Red SWIPE is the best-selling product series among the portfolio, Timothy cited. First-class quality aside, the product's popularity is somewhat by chance. “The Consumer Council published a test report in 2018 and selected Red SWIPE as one of the “Dish-washing Champion”. Customers helped spread the words and so it becomes SWIPE number one item.”

Caring customer service is another success factor for SWIPE. “SWIPE is offering household cleaning solutions, not just products. We have a YouTube channel that show users ways to clean different objects, and have designated staff to respond to users' questions and problems via Facebook, phone, email. We are also using WhatsApp to recruit target users like housewives to offer discounts on a regular basis.”

“Customers had told us before the Blue SWIPE is the “cockroach nemesis”, so we found out the product can dissolve the grease on the cockroach and suffocate them to death, as effective as an insect spray.” **Championing quality, consumer-centric services are some of the core reasons for SWIPE to be crowned “Caring Company” in 7 consecutive years.**

Rowing Upstream and Turning Crisis into Opportunity

The company used to launch new product every year to enlarge market share with diversified product range. “We postponed the new product launch this year because there was higher cost driven by material shortage and stretched logistics arrangement.”

Even then, Timothy discovered new market opportunity amidst the coronavirus crisis. “I was travelling with family to Australia as the coronavirus outbreak in Hong Kong took place earlier this year. We moved to New Zealand later and just happened to find the local Chinese supermarkets are selling SWIPE products using parallel imports. After looking into the market potentials, I set up domestic sales arrangement with local business partners, aiming for the local Chinese customers as a start.”

「現時中國內地的銷量佔整體約三分之一，主要在華南地區及華東主要城市如杭州、上海有售，我相信隨著中國內部需求增加、以及不分邊界的網購趨勢，SWIPE的產品市佔率會穩步上揚，所以新生產線對我們發展非常重要。」

口碑載道 發掘奇妙用途

Timothy表示現時產品系列中以紅威寶最暢銷，除了品質上的優勢外，原來亦有機緣巧合因素。「消委會於2018年曾推出測試報告，精選出紅威寶為『洗潔精王』之一，此後顧客便口耳相傳，成為SWIPE最好賣產品。」

貼心服務亦是SWIPE成功的另一重要因素。「SWIPE為用家提供的是清潔家居方案、而非單只是產品。我們在YouTube建立頻道去講解如何清潔不同物件，同時有專責同事在Facebook、電話、電郵等渠道回應用家各項疑難雜症。我們亦主動開設WhatsApp群組招攬目標用家如家庭主婦等，定期為他們提供優惠。」

Timothy笑言：「有顧客向我們反映藍威寶是蟑螂剋星，原來因為藍威寶能溶解蟑螂腹部的油脂、令其窒息致死，達到用殺蟲水同樣效果呢。」**品質至上、以消費者為中心的服務，相信便是SWIPE連續7年獲頒「貼心企業」的原因。**



逆境求進 化危為機

SWIPE過往每年都會推出新產品，以多元化組合滲透市場。「今年計劃推出的新品，因物料短缺而價格被拉高、且物流緊張令計劃推遲。」

危中有機，Timothy在疫情期間卻發掘出新市場機會。「年初我與家人去澳洲旅行，誰知香港疫情剛爆發，其後與家人轉往新西蘭，巧合地發現當地一直以水貨形式、在中華超市內發售威寶產品，經考察後便覺得當地有商機，所以現已與當地合作商戶磋商好銷售安排，先以當地華人為目標去開拓新市場。」

“The trip has extra rewards: as New Zealand is known for its pure water and air, I found a local merchant producing bio-degradable, organic bamboo fibre wipes that meets our requirements, so I included in our baby SWIPE product series, striving to offer more environmental-friendly products that customers need, and they are happy about it. We plan to launch baby shampoo and body wash in future to develop a complete baby product portfolio.”



Walking Side by Side for 30 Years, for Better, for Worse

SWIPE has been a GS1 Hong Kong (GS1 HK) member since 1990 and ezTRADE member since 1999, Timothy agreed the organization has been evolving with times. “GS1 global barcode has been helping our team to identify products and accelerate B2B order fulfillment, and enabling third-party logistics supplier to facilitate warehouse management and enhance efficiency with a simple scan. As I realise barcodes today can facilitate shopping experience from searching, comparing prices, sharing, to ordering and more, I believe these functions are essential to SWIPE’s online business development as they can connect us better with our consumers.”

「此行程亦有意外收穫：新西蘭出名山明水秀，當地有商戶生產可生物降解、以有機竹纖維製作的濕紙巾，我便將其引入bb威寶系列中，務求帶給客人更貼心及更環保的產品，不少客人亦對此新產品表示滿意；未來計劃推出嬰孩用洗頭、沐浴產品，建立更全面的嬰兒用品系列。」

30載同行 共同進退

威寶自1990年起已是香港貨品編碼協會(GS1 HK)的會員，同時自1999年便加入「通商易」，Timothy認為GS1 HK一直與時並進。「GS1的國際條碼讓我們營運團隊輕易識別產品、迅速發貨，亦讓第三方物流公司憑條碼掃描便利倉存管理、提升效率。我得悉現時條碼更具備能讓消費者網上準確搜尋、格價、分享、購買等功能，將品牌與消費者更緊密連繫，相信這有助SWIPE網上發展。」

“The **ezTRADE** solution simplifies our company’s order processing and invoicing, enhancing staff efficiency and accuracy. Besides supermarket and department stores, I know that HKTVmall and other e-com platforms are using ezTRADE to facilitate B2B procurement and billing procedures, and improve operation management. I recommend other SMEs to join to support their business automation, paving the way for business growth, including online business.”

「『通商易』方案簡化了公司處理訂單及發票程序，提升員工效率及準確度。除了超市、百貨公司外，我知道HKTVmall及其他電商平台都已應用方案，方便B2B接單及收款等工作、強化營運管理，所以我會鼓勵其他中小商戶加盟，使業務自動化，支持網上業務拓展及增長。」



As a member of GS1 HK SMEs Advisory Board, Timothy hopes to network and exchange with SMEs from other trades, and facilitate communications with the government to enhance SMEs competitiveness and efficiency, striving ahead with renewed perseverance.

作為GS1 HK中小企業諮詢委員會的成員，Timothy期望與不同行業的中小企分享交流，並透過促進與政府溝通，提升中小企競爭力及效率，讓中小企逆境求進、砥礪前行。

Think Global & Act Local – Empowering Industries for Digital Transformation

以全球視野於本地推動行業 實踐數碼轉型

Though the disruptive changes and challenges had turned everyone's life upside down this year, GS1 HK has always been thinking globally and acting locally by adhering to new global strategies, joining discussions with other Member Organisations and helping our members to thrive and digitally transform with “Go Digital, Go Smart” strategies.

儘管今年的顛覆性變化及挑戰徹底改變了每個人的生活，GS1 HK一直致力緊貼全球發展新策略、與成員組織相互探討發展動向，幫助本會的會員持續發展及以「Go Digital · Go Smart」策略達至數碼轉型。

GS1 Global - 3 Pillars of New Global Strategy GS1全球新策略: 3大範疇助行業轉型

A new global strategy that empowers industries for digital transformation via the adoption of GS1 standards in the digital world was announced in GS1's latest annual report: 於GS1最新發佈的年報上，就揭示了全球新策略，旨在透過於數碼世界上應用全球標準，幫助各行業達至數碼轉型:



Deliver Value to Industry 為行業創造價值

Boost the adoption of GS1 standards by companies of all sizes, including the small enterprises, enabling consumers to make more informed decisions 透過推動各大中小企業採用GS1標準，讓消費者能獲取更多產品資訊，作出更明智的決策。



Bridge the Physical and Digital Worlds 連繫線上線下

Achieve ubiquity and integrity of GS1-powered identification, supporting industry's digital transformation with high-quality data. 推動GS1識別標準的廣泛應用，幫助業界獲得高質素的數據，實現行業數碼轉型。



Build a Federation of Trust and Innovation 建立可信賴及促進創新的聯盟

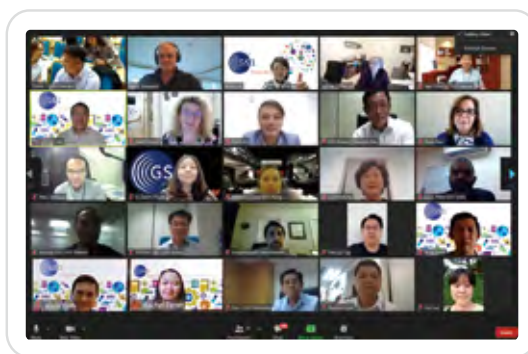
Continue to evolve GS1's governance and culture, so every Member Organisations can think global and act local, and spot new market needs. 繼續提升GS1的管理和文化，讓所有成員組織都能相互協作，發掘市場新需求。



Exchanging insights @AP Forum 於GS1亞太區論壇上交流動向

GS1 HK joined the other member organisations (MOs) across Asia Pacific region and Global Office and shared about the status of strategic initiatives, on-going regional projects, best practices and insights at AP Forum held online this year. Trending industry topics like big data analytics, data quality and “data in, data out” were discussed.

於首次移師到網上舉行的GS1亞太區論壇上，GS1 HK與各個亞太區的成員組織及總部於線上聚首一堂，分享各項策略的推行進度及交流最佳範例及見解，涵蓋多個熱門行業議題如大數據分析、數據質素和數據對接等。



Acting Locally – to Help Businesses Thrive in Adversity 幫助本地企業於逆境中求「新」機

GS1 HK has prudently unveiled our “Go Digital · Go Smart” strategy to help businesses of all sizes to survive and thrive in adversity, and to open up new markets, strengthen consumer trust & enhance experience, get insights and uplift business efficiency with digital transformation and smart technologies.

GS1 HK亦透過「Go Digital · Go Smart」策略，幫助各大中小企業於逆境中求「新」機，去開拓新市場、建立消費者信任及優化消費體驗，同時透過智慧方案及科技數碼轉型，獲取市場洞見並提升業務效率。

Learn more
了解更多



The Survival Kit of “Made-in-HK” Brand: **Go Digital • Go Smart • Go Perseverance**

香港製造的生存之道： **數碼管理 • 智慧營運 • 堅持到底**



Jeff Law
Managing Director
Sun Fat Heung Food Products Ltd. (Top Soya)

羅孟慶
新佛香食品有限公司(壹品豆品)董事總經理

As the city battles a new wave of COVID-19 infection, social distancing measures are tightened again, hitting hard on the food and foodservice industry. Reacting quickly since the beginning of the contagion, Jeff Law, second-generation owner of Sun Fat Heung Food (Top Soya), started an online store in a month's time, gathering fresh and frozen food produce from local manufacturers and food distributors. The e-shop aims to mitigate the loss as consumers dine out less often. In addition, the company has undergone processes transformation and deployed Smart Operations solutions in hope to enhance competitiveness and tackle future challenges.

Reviving from Ashes and Finding New Path

Established in 1958, Sun Fat Heung Food Products Ltd. has been concentrating on the B2B supply of soy products, and has devoted to building the “Top Soya” brand in the consumer market more than 10 years ago. Triggered by the outbreak, the company's Managing Director started to reassess the brand's sustainability, “The margin of producing and supplying soy products to restaurants is in fact very little, but unlike other companies, we never diversify our production to making herbal tea or juices. I think our success today was found on our commitment to producing high quality soy products - we've invested nearly HKD 10 million to transform our production machinery and processes, and market our own brand progressively. However, the pandemic has brought down our B2B business in a brutal way, we can only find new markets online to keep our business alive.”

The e-shop “Topsoya Market” was launched in March 2020, now with over 1,000 products from 100 brands listed on the platform. To respond to the growing demand for cooking from stay-at-home families in Hong Kong, on top of soy products, the platform sells

新冠肺炎持續反覆，限聚令放寬後又收緊，食品及餐飲企業的影響首當其衝。新佛香食品有限公司(壹品豆品)第二代掌舵人羅孟慶(Jeff)透露，早於疫情爆發初期已即時變陣，在一個月內建成新鮮及急凍食品網購平台，聯合本土新鮮製作及分銷食品行家的力量，緩衝消費者減少外出飲食對生意的打擊；同時改革公司營運流程、部署智慧營運方案，提升競爭力以應對未來挑戰。

豆品業重生後再尋出路

新佛香食品自1958年成立以來一直在香港專注豆品事業，近10多年更著力經營自家品牌「壹品豆品」，但一場疫情令其董事總經理再度審視品牌的可持續性。「本地豆品生產及供應食肆的利潤其實很低，其他公司會兼造涼茶、果汁等；但我們一直堅持致力豆製品，投資近千萬去革新生產機器及流程，並以自家品牌打響名堂，才建立出今天成果。但一場疫情卻令我們供應餐廳食肆的生意一落千丈，唯有即時開拓網上零售市場，才有幸力保不失。」



chilled meat, frozen food, fresh vegetables, baking ingredients and many other food items as well. Leveraging the existing 3,000-square feet warehouse for stock-keep, and the current 30+ refrigerated trucks for delivery, the platform requires no listing fee in order to encourage more companies to join and increase market penetration. “We seldom advertise, and would rather cut price for our end users. By using shared resources to keep the cost down, especially for the transportation costs, we can offer cheaper price for consumers, creating a triple-win situation for consumers, brands and the food industries.”



「壹品鮮市集」網購平台於2020年3月推出，現有近100個品牌的超過1,000款產品發售。平台上除豆品外亦有冰鮮肉類、急凍食品、新鮮蔬菜水果及烘焙材料等，迎合近期因限聚令而要在家煮食的家庭需要。「壹品鮮市集」毋須上架費，公司正利用現有的3,000呎倉去存貨、及多達30架包括冷凍貨櫃在內的貨車去送貨，冀集結本地食品業界的力量「做大個餅」。「我們很少做廣告，寧願直接減價回饋消費者。運輸成本是業界其中一個重擔，所以希望大家共享資源，攤分成本，產品售價自然更便宜，最後便可讓顧客受惠，達到消費者、商戶、食品業界的三贏局面。」

Triumph Begins with Industry 4.0

Online market aside, Sun Fat Heung is turning a new leaf with the introduction of Smart Operations, to automate production processes for better quality assurance and enhanced supply chain management. The Smart Professional Service (SPS) team from GS1 Hong Kong (GS1 HK) has played a pivotal role in the new chapter. The SPS first brought in GS1 global standards, ERP system and supply chain redesign to the company, opening the infinite possibilities of digital transformation. **The company further deploys Smart Operations by using video analytics and artificial intelligence applications to capture production data, for example checking if expiry dates are clearly stamped on the bottle cap, or counting the number of different products manufactured.** The processes were used to be done by staff manually, which was inefficient, with inaccurate results produced sometimes, but now has improved significantly.

Advised by GS1 HK, smart sensors are installed in the production area in order to capture environmental index like temperature, humidity, air quality and noise, to safeguard product quality and occupational health. The SPS team designed an all-in-one dashboard to enable users visually track and display the key process performance, discrepancy and environmental data points on the go, helping the company to better analyse and proactively act before issues arise.



贏在工業4.0的起跑線

除網上市場外，新佛香今年亦揭開新一章，就是引入智慧營運，將更多生產工序自動化，以保證質量，強化供應鏈管理。香港貨品編碼協會(GS1 HK)的智慧專業服務團隊(SPS)在此扮演著重要的支援角色。SPS為新佛香引入GS1全球標準、企業資源規劃(ERP)系統及重新設計供應鏈後，讓公司步上數碼轉型的起跑線；**現時更進一步，應用人工智能及視像分析等科技投入智慧營運，讓管理人員實時掌握生產數據，例如檢測瓶蓋上有否清楚標明有效日期、計算各產品的產量等**；這些新技術都有助避免過往因人手工序而產生的錯誤，提升質量。

GS1 HK同時推動工場安裝智能感應器，測量溫度、濕度、空氣質量及噪音等環境指標，確保質量及職業安全，亦設計出一款實時營運資訊圖表，讓工場人員掌握生產流程的表現和效能，協助公司更有效地進行分析、評估，甚至在發生事故前已經能夠及早採取行動。

“After the thorough review and supply chain redesign done by GS1 HK team, we realised a major efficiency uplift. The barcode standard, ERP system and other IT applications have upgraded and transformed our operations with digitalisation.

「GS1 HK團隊在檢討及重新規劃我們的供應鏈流程後，大大提升了我們的營運效率，並為我們引入條碼標準、ERP系統及其他技術，讓公司數碼化升級轉型。」

“I feel confident in our future collaboration on Smart Operations, which will help us strengthen business and march ahead to Industry 4.0. GS1 Hong Kong is a neutral, trusted ally to help us ‘Go Digital, Go Smart’, and grow stronger together.”

「我們未來會繼續與GS1 HK合作，有信心以智慧營運方案進一步強化業務、邁向工業4.0。GS1 HK是個中立可靠的盟友，助我們『Go Digital、Go Smart』，與我們攜手前行。」



“I have known GS1 HK for more than a decade. Our company was a modest SME with some 40 staff back then, growing to more than 100 people business right now. GS1 HK has stayed with us through thick and thin, I believe it is the bridge for any company to the future technological era.”

Jeff contributed 4 key factors for its company success, “Thanks to our colleagues, their unwavering commitment and tenacity are our greatest asset. Right technology for right workflow at right time have helped us enhance our quality and production in a big way. We have been focusing on the soy products in Hong Kong for more than 60 years, and have been riding on the wave of Hong Kongers’ preference for local brands, I believe all of these factors can further solidify our foundation, paving the way towards the intelligent era.”

「我認識GS1 HK已有10多年，我們由當年只有約40個員工的中小企茁壯成長，成為現時有100多人的公司，GS1 HK與我們風雨同路、一直進步，我覺得是商家邁向未來科技時代的橋樑。」



被問及公司的成功要素，Jeff強調4點：「主要有賴同事們的毅力和堅持，在艱難時不離不棄；同時因為我們及時引進自動化及數碼化設備以改善業務流程，提升了品質及生產能力。我們品牌60多年來一直專注本地新鮮豆品製作，正切合現時香港人對本土品牌有著情意結的契機，我深信這些原因既鞏固了我們的根基，也是我們邁進未來智能時代的原動力。」

Mutual Support for the Made-in-Hong-Kong 香港製造互相扶持

Passionate about Hong Kong’s manufacturing industry, Jeff has been actively contacting local factories and production lines to setup the “Hong Kong Manufacturing Association”. He hopes that the industry can come together to support each other and network, exchange and share experiences, and co-create opportunities for a win-win outcome, in hope to revive the former glory and lead into the re-industrialization era.

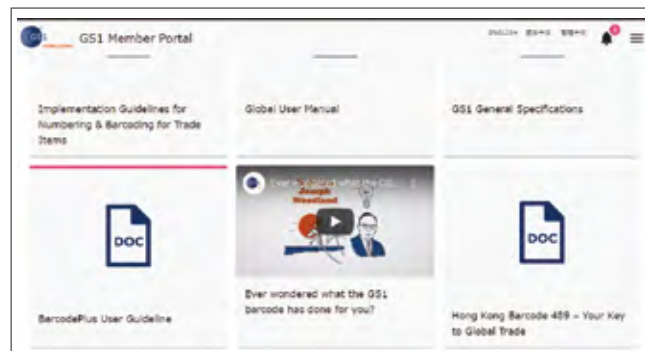
羅孟慶對香港製造業有著滿腔熱誠，正積極聯繫在本地擁有廠房及生產線的商家、籌備「香港製造協會」，期望業界能攜手擴充人脈、互相扶持、交流分享經驗，並締造合作機遇、共創雙贏，從而繼往開來、引領本地再工業化的新局面、新希望。

Our Membership Services “Go Digital” @ Member Portal 全新會員平台 - 「Go Digital」 為您提供更佳會員服務

Our new Member Portal was launched to offer members a one-stop platform to manage all member-related matters, enhancing member's journey and experience.

The platform can help you to:

- Receive membership documents online, e.g. billing documents, official receipt, membership certificate etc
- Renew membership & pay membership fee online efficiently
- Update your company account information anytime, anywhere
- Apply additional company prefix online, so more product barcodes can be generated
- Fast track to product data management platform: BarcodePlus
- Access online training materials e.g. barcode function & barcode generation guide
- View GS1 HK events/ seminars/ Annual Member Dinner at a glance



本會全新的會員平台正式推出，讓會員可於此一一站式平台上以電子方式處理各項會員服務，優化會員體驗。

於平台上，各GS1 HK會員可：

- 以電子方式接收各會員文件，如付款通知、收據、會員證書等
- 更快於網上辦妥續會申請及繳交會費
- 隨時隨地於網上更新會員資料
- 申請額外公司前置碼，以編製更多產品條碼
- 快速連結至產品數據管理平台BarcodePlus
- 獲得培訓資料，例如條碼功用的影片教學或如何印製產品條碼
- 一覽GS1 HK的最新活動/研討會/周年晚宴

Experience Now
立即體驗



A Brand New “Go Digital” Experience @ GS1 HK Website 全新GS1 HK網頁設計 – 帶來更優化的「Go Digital」體驗

In addition to our Member Portal, GS1 HK's website has been revamped, bringing visitors a brand new enhanced experience online. 除了全新的會員平台外，GS1 HK的網站以全新面貌登場，為大家帶來更佳、更優化的網上瀏覽體驗。

New features include:
全新網頁功能如下：

- Access information you wish to find easily, e.g. barcode or service related information
更快更容易找到你想獲得的資訊，例如是：本會條碼及服務相關的資訊
- Share the website content to media platforms, or share via whatsapp
簡單快捷將資訊分享至社交媒體，或透過whatsapp傳送資訊
- Navigate to useful information in different sessions effortlessly
更容易於網頁右方瀏覽與主題相關的資訊，例如是相關方案、單張、活動及培訓
- Visit GS1 HK BARzaar or Member Portal in one click
一鍵連接至GS1 HK BARzaar或會員平台



Experience Now
立即體驗



5 Ways to Tap into Ten Billion Dollars e-Com Opportunities

5 大招數 爭奪過百億電商商機

@ Invest HK + JD.com + GS1 HK Webinar 網上研討會



e-Commerce platforms achieved new sales records in Double 11 Shopping Festival again this year, with the turnover increased by 90% year-over-year on the first day. To tap into the ten billion USD market in e-commerce, companies need various strategies to “Go Digital”.

In Invest HK’s recent webinar, JD.com and GS1 HK shared the secrets and strategies to e-commerce success and outperform in the market. JD.com revealed the 2 new consumer types emerged during the pandemic – students and middle-aged people, and shared their e-com demand. They also listed 5 dos to incentivize first purchase, as well as 7 don’ts of e-commerce practice.

GS1 HK shared how businesses can open the door of e-commerce simply with a product barcode, as well as strategic initiatives to sell products globally!

各大網購平台於雙11的銷售額再創新高，單單是首日的成交額按年增長已逾90%。電子商貿成為商家新戰場，企業亦「Go Digital」，出盡招數爭奪過百億美元巨大商機。

於早前投資推廣署舉辦的電子商貿網上研討會上，JD.com(京東)及GS1 HK分享了電子商貿未來成功秘訣及各大突圍策略。京東揭示了疫情期間的2大新用戶類型—在校學生及中年老人，以及他們對網購的不同需求，並且分析了不同商家於京東上的5大成功吸引顧客首購因素及7項應避免的障礙因素。

GS1 HK則分享了企業可如何以一個簡單條碼及新市場策略，開啟電商之門，迅速將產品賣到全球！

“Go Digital” Tips at a glance 招數一覽：



Improve search results ranking, so shoppers can easily find products online
提升搜尋排名，讓潛在客戶更易找到您產品



Unlock cross-border business opportunities on WeChat Mall via one-stop e-com service
一站式跨境電商服務，進駐微信商城



Tap into social commerce opportunities with barcode scan
掃「碼」開拓社交平台無限商機



Expand sales channel with Digital Coupon
發放電子優惠券，開拓新銷售渠道



Match with top-rated e-commerce sellers to sell products globally
配對優質電商賣家，將產品賣到全球

Watch the Webinar Now
立即重溫精彩內容



Tips to Seize Holiday Shopping Opportunities

幾招助您把握消費旺季大商機

The holiday shopping season is already well underway, right after e-commerce festivals like Double 11, Black Friday, Cyber Monday and Thanksgiving Day, offering massive opportunities for retailers!

又到年尾的消費旺季，除有各大電商節日如雙11、Black Friday、Cyber Monday等，還有各大購物節如感恩節、聖誕節以及除夕等，為商家帶來無限商機！

The following consumer spending trends may give you a hint on how to unlock holiday shopping success*:
要成功搶攻節慶消費大商機，可先一覽以下消費新趨勢*：



Product price & discounts are the major concern of holiday shoppers, whereas convenience and product availability come next.

消費者在節日購物時，最主要考慮商品價格和優惠，其次為方便程度和商品供應情況



46% of online shoppers expect retailers to offer discounts

46%的網上消費者更期望零售商提供產品折扣優惠



77% of holiday shoppers would browse for gift ideas online, not in-store

77%的節日消費者會先於網上搜尋產品，而非前往實體店

To drive sales in this holiday season, retailers can attract festive shoppers online with product discount strategies (e.g. double discounts). **GS1 HK BARzaar** can be one of the free promotional channels for corporate members to list their products with good deals online. Hundreds of products have been listed on the platform to reach over 8,000 companies and their staff, family and friends!

由此可見，商家要把握消費旺季大商機，於網上展開促銷、推出優惠絕對是一大招數，「折上折」也是其中一個吸客大法！**GS1 HK BARzaar**就是其中一個助大家免費推廣產品優惠的網上平台，至今已過百件產品於平台上架，接觸超過8000間企業和機構員工和他們的家人朋友！

Become our merchant and seize holiday shopping opportunity!

立即成為GS1 HK BARzaar合作商戶，把握節慶消費大商機！

Please contact us 請電郵至 services-web@gs1hk.org



Visit **GS1 HK BARzaar**
立即瀏覽GS1 HK BARzaar平台

Brilliant offers as follow 各精選優惠如下：



Casablanca Bedding Products - Up to 80% off

Casablanca 優質床品 - 低至2折

Promotion period till 28th February, 2021
優惠期至2021年2月28日



Haagen-Dazs Ice-cream Fondue Early Bird Offer - Up to 29% off

Haagen-Dazs 雪糕火鍋早鳥優惠 - 低至81折

Promotion period till 20th April, 2021
優惠期至2021年4月20日



da dolce Gelato Italiano Pack - Buy 10 Get 2 Free

da dolce 60雪糕/乳酪/雪葩 套裝 - 買10送2

Promotion period till 24th February, 2021
優惠期至2021年2月24日

“Brilliant • All-round • Reliable” 「多元化、多優惠、多放心」盡在GS1 HK BARzaar

VP at MIT shared

3 Tech Trends to Watch in the “New Normal”

MIT 副校分享

「新常態」下三大關鍵科技助您部署未來

Watch his sharing
觀看分享

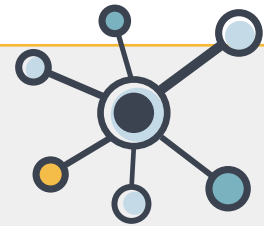
Technology has significantly reshaped the way we live and work, especially under the “New Normal”. **Sanjay Sarma, Vice President for Open Learning, MIT** shared his predictions towards the 3 most important technologies that will dominate in the post-pandemic world - IoT, Artificial Intelligence (AI) and “trusted technologies”. Sarma also serves on GS1 Innovation Board and EPCglobal Board of Governors.

於「新常態」下，科技正不斷改變著我們的的生活和工作模式。麻省理工學院開放式學習副校長暨機械工程學系教授**Sanjay Sarma**早前預測了3大將在疫後大放異彩的科技：物聯網、人工智能及「信任」科技。Sarma亦是GS1全球創新董事局及EPCglobal總會理事。

Internet of Things (IoT) 物聯網

“IoT is going to explode, and supply chain has to be more instrumented for cold chain, etc.”

「物聯網將爆炸式增長，而供應鏈必須具備冷鏈管理運作。」



The latest US-made vaccine is just one example to show the importance of IoT-connected cold chain. Many companies, especially for the perishable goods sellers like frozen meat traders, are adopting sensor technologies and IoT devices to monitor temperature and humidity in real-time. GS1 HK's Cold Chain Solution, empowered by the global traceability platform ezTRACK™ and RFID sensor tags, helps companies assure product quality and safety with end-to-end traceability and visibility along the supply chain.

最近美國研製的疫苗完美展現了在冷鏈管理上應用物聯網的重要。許多企業，尤其是銷售容易腐壞食品如冷凍肉類的企業，均在使用傳感器及物聯網技術去實時監控食品儲存溫度和濕度，當中GS1 HK的冷鏈管理方案就以全球追溯平台「縱橫網™」和無線射頻識別 (RFID) 科技為基礎，幫助企業端到端追溯供應鏈上的產品動向及提升供應鏈透明度，從而確保產品安全及質素。

Besides cold chain, a majority of enterprises (54%) invested in IoT projects for cost-reduction, according to survey*. In Hong Kong, a pharmaceutical company uses GS1 barcodes and smart systems to connect all machineries in the warehouse, automating all processes such as picking & packing, delivery, stock-taking, etc., boosting much efficiency. GS1 HK's Smart Operations is an IoT solution that helps companies of all sizes to “do more with less”, derive insights from data and take predictive measures to achieve operational excellence.



此外，有調查顯示過半數企業(54%)會投資於物聯網項目上，以降低成本*。在香港，就有藥廠透過GS1產品條碼及智能系統連繫倉庫內

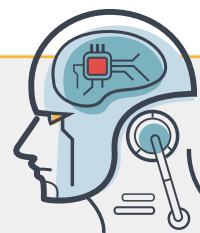
的所有機器，於執貨、包裝、送貨及盤點等都能實現業務流程自動化，大大提升營運效率。GS1 HK的智慧營運方案亦可助各大中小企業於營運上達至**事半功倍**的效益，從大數據擷取洞見及預防措施，達至卓越營運。



Artificial Intelligence 人工智能 (AI)

“AI will become more important, because we have to rapidly predict the changing demand.”

「人工智能會變得更加重要，以應對及預測不斷改變的需求。」



Survey showed more than two-thirds of companies had an increased revenue after adopting AI*, contributing to 20% or more of the company's earnings before interests and taxes. An international consulting firm believed that data and analytics combined with AI technologies will be able to predict, prepare and respond in a proactive and accelerated manner to global crisis and its aftermath.

AI can be a powerful tool to help companies drive sales, unlock consumer insights and predict consumer behavior. For example, GS1 HK's Smart Retail solution enable retailers to capture generic consumer demographics data from various networked locations, with its “7x24 shopkeepers” - Smart Kiosk/ Smart Tray equipped with video analytics. With data-driven insights, company can then formulate better, more interactive consumer journey, e.g. providing instant offers to shoppers, recommending products based on consumers' behavior and preference.



的互動策略 (例如:即時彈出優惠券)、根據顧客產品偏好提供相關產品建議等。

根據調查*,有三分之二的企業在應用AI技術後錄得收入增加,更佔了公司稅前利潤的20%。有國際諮詢公司亦認為,將人工智能與大數據分析技術融合,可助企業更快更主動的預測、準備及應對全球危機及應付未來。

人工智能亦是企業推動銷售、獲得對消費者的見解甚至是預測消費者行為的關鍵科技之一。GS1 HK的智慧零售方案便是其中一個例子,助零售商於各個配備影像分析技術的「7x24店員」- Smart Kiosk/Smart Tray零售點上擷取顧客數據,讓企業可透過大數據分析獲得見解,從而改善與消費者的



Blockchain 區塊鏈

“Blockchain, or more generally digital certifications and trusted technology will become important.”

「區塊鏈,或者說成是數字認證或信任科技,將會越見重要。」



As supply chains grow more complex in nature with diverse stakeholders, companies are increasingly dependent on trust, transparency and resilience more than ever.

Blockchain can champion here: it helps secure the supply chain with immutable records from disparate entry systems of numerous organisations. It is therefore important to have all systems, or ecosystems in the blockchain to speak the same language, and GS1 open standards like EPCIS (for event data sharing), GTIN (for identification of products), etc., can improve the interoperability of blockchain networks across the supply chain, providing additional integrity and solidified trust.

NEC Hong Kong and GS1 HK had jointly developed a wine traceability solution using NEC's blockchain technology and GS1's Global Supply Chain Standards interfacing with GS1 HK's ezTRACK™ platform. The solution aims to ensure provenance and authenticity for every bottle of wine, also enhancing the visibility of its supply chain.



NEC HK及GS1 HK攜手開發出葡萄酒溯源解決方案,透過將NEC的區塊鏈科技結合GS1全球標準,並連接至GS1 HK建基於EPCIS標準的「縱橫網™」平台,以確保每瓶葡萄酒的原產地質量及真確性,並提升其供應鏈的透明度。

隨著供應鏈變得更為複雜,並涉及更多持份者,企業供應鏈間的信任、透明度及彈性變得前所未有的重要。

區塊鏈可於以下情況發揮作用: 區塊鏈讓供應鏈上由各個不同系統所提供的資訊都不能被篡改,確保供應鏈「安全性」。故此,所有於區塊鏈內的系統及生態圈,都必須使用共同的語言去溝通及連繫,而GS1開放的全球標準如用作分享產品動態資訊的EPCIS、識別產品的GTIN等於此擔當著重要的角色,提升供應鏈上不同區塊鏈網絡的相互操作性,強化供應鏈的可信度,鞏固相互之間的信任。

Latest “Go Smart” Online Video “Survive”: 4 Business Survival Tips & Take a Virtual Tour at Food Factory

全新Go Smart求「新」機系列「Survive」： 帶您走入食品廠房 拆解逆市尋新機4大秘訣



Businesses are trying to survive the COVID-19 crisis and economic challenges. 70% of businesses have suffered a decline in revenues due to the pandemic, and half of them fear their businesses can't survive in the coming 12 months, according to survey*. Heidi Ho, Principal Consultant of GS1 HK also witnessed the closure of some businesses during the pandemic, but in her point of view, **“The current disruption is the prime time for enterprises to rethink their business models”**

In our latest e-learn video “Survive”, International Gourmet Foods shared how they thrived through challenges over the years, and grew from adversity. You can also take a virtual tour of their 77,000-square-foot food factory, producing “Made in Hong Kong” sausages and processed smoked salmon. Gordon Chan, Deputy General Manager of the company also shared how they created opportunities during the pandemic, which include listing their products on e-commerce platforms to diversify their B2B business to B2C, and enhancing food safety management and operation process with GS1 global standards to meet consumer needs.

Gordon also shared the 4 survival tips for businesses, whereas Heidi Ho, Principal Consultant of GS1 HK, cited how businesses can “Go Smart” and transform with GS1 HK solutions and services to tackle new challenges.

受疫情及各樣經濟因素影響，企業面臨生存危機。有調查*指，70%的企業因為疫情影響導致收入下降，更有一半的企業對未來一年能否繼續營運感到擔憂。本會首席顧問何雅賢(Heidi)亦目睹疫情期間不少企業因突如其來的挑戰而措手不及，甚至要離場，但她認為：**「淡市是企業整頓現有系統及配套的好時機。」**

於最新的網上課程「Survive」上，就有經歷高高低低的寰宇美食(International Gourmet Foods)分享其「疫」境自強，創造機遇的方法，更帶大家走入77,000呎的食品廠房，一睹企業生產「香港製造」腸仔和加工煙三文魚過程！寰宇美食副總經理Gordon亦分享了他們面對「疫」境方法，例如是將其B2B業務拓展到B2C，於不同網上平台售賣其產品；或是以GS1全球標準提升食品安全管理及營運工序，滿足消費者需求等。

Gordon更帶出企業四大面對逆境秘訣，而GS1 HK首席顧問何雅賢(Heidi)則分享企業可如何「Go Smart」轉型面對各項新挑戰，以及GS1 HK的各項方案及服務可如何大派用場！

Register to watch now!
立即登記觀看!



* Source: Mckinsey 資料來源：麥肯錫



Over Half of Consumers Believe Food Safety is a Top Issue

Trio Standards Bring Triple Confidence

過半消費者視食品安全為全球重中之重

企業以三重保障讓消費者食得安心

Food safety has always been the primary concern for consumers, especially in the “New Normal”. According to study*, over half of the consumers consider food safety as one of the top three global issues. GS1 HK launched a brand new “Quality Food Scheme+” (the Scheme), with SGS HK as the audit partner to uphold food safety. Participating enterprises of the Scheme will be assessed based on 3 internationally accredited food safety standards, including **GS1 Global Traceability Standard (GTS)**, **ISO 22000**, as well as **HACCP** to boost food traceability, food safety management and food safety control, instilling triple confidence among consumers.



Enterprises will receive a full report with recommendations from “Quality Food Scheme+” for improvement after the assessment, or even disease prevention advice. The food industry showed their support to the Scheme and joined to strengthen their food safety management system.

在新常態下，消費者對食品安全日漸關注，最近有調查*指出，超過一半的受訪者認為食品安全是全球三大問題之一。GS1 HK早前推出全新「優質食品計劃+」，除加入檢測認證有限公司 (SGS HK) 為審計夥伴外，還參照三大國際認可標準 (**GS1全球追溯標準、ISO 22000、HACCP**)，幫助餐飲業做好食品追溯、食品安全管理、食品安全控制，帶給消費者三倍安心。

參與企業經過評審後，可獲全方位的評估，並可獲得「優質食品計劃+」嘉許及改善建議，甚至是疫情防控建議。計劃獲食品業界支持，以強化現有食品安全管理及系統。

Companies will be appraised by 2 international standard bodies, to improve food traceability and enhance food safety management and control throughout the supply chain. When consumers see the new Scheme logo, they feel safer to buy and consume.

業界可獲兩家國際標準機構審核，既能做好食品源頭追溯，又能於供應鏈過程中做好食品安全管理及事前監控。消費者看到新計劃的嘉許標誌，就能食得安心。

May Chung 鍾美玲 Chairperson of Hong Kong Food and Beverage Industry Advisory Board of GS1 HK, and General Manager of Nestlé Hong Kong Ltd
GS1 HK 香港食品及飲品行業諮詢委員會主席、雀巢香港有限公司總經理



Nestlé Good food, Good life

Food safety has always been our focus. We have decided to step up to join the new Scheme, to allow more extensive review on our food safety management and pre-monitoring system, which I believe will elevate our standard in that regard.

唐順興向來非常重視食品安全。今年我們會多行一步參加新計劃，更全面審視食品安全管理體系和事前監控準備，提升食品安全管理。

Patrick Tong 唐振峰 General Manager of Tong Shun Hing Poultry (HK) Co. Ltd.
唐順興家禽(香港)有限公司總經理



Join “Quality Food Scheme+” to enhance your **food traceability, control and management!**
立即參加「優質食品計劃+」，全面提升食品追蹤、控制、管理！

SMEs were the Biggest Winner in the Annual ICT Extravaganza - Smart Mobility Award

科技界年度盛事 - 「智慧出行獎」 結果揭盅 中小企成大贏家



Steered by the Office of the Government Chief Information Officer (OGCIO) and co-organised by GS1 Hong Kong for 3 consecutive years, the presentation ceremony for HKICT Awards 2020 - Smart Mobility Award was successfully held. Under the “New Normal”, more entries than previous years (65 entries) from the 3 different streams - Smart Tourism, Smart Logistics and Smart Transport applications were received, in which SMEs were the biggest winner and claimed most of the awards, including the Smart Mobility Grand Award!

由GS1 HK連續三年籌辦、政府資訊科技總監辦公室策動的2020香港資訊及通訊科技獎「智慧出行獎」頒獎典禮早前舉行。在「新常態」下，今年的參賽人數更勝往年，共收到65份來自三個組別（智慧旅遊、智慧物流、智慧交通）的作品，中小企表現更突圍而出，囊括本屆大部份獎項，包括智慧出行大獎！

View the Winners
觀看各得獎作品



Video Sharing
from Winner
觀看得獎者
訪問片段



The judging panel of Smart Mobility Award
智慧出行獎評審委員會



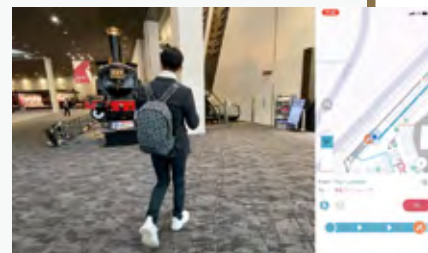
“Smart Mobility Grand Award” & “Smart Mobility (Smart Tourism) Gold Award” 「智慧出行大獎」及「智慧出行(智慧旅遊)金獎」

Maphive Technology Ltd. – Enhancing Mobility of Tourists/ Visitors with Indoor Navigation Platform

蜂圖科技有限公司 室內導航技術方便旅客/遊人出行

Using Wifi fingerprints, sensor fusion and AI, the solution digitalises the indoor environment and helps visitors to navigate their ways at unfamiliar venues to enhance their travel experience.

「蜂圖無障礙室內導航平台」透過WiFi指紋、傳感器融合技術及人工智能技術，有效地將室內空間數碼化，為訪客和旅客在不熟悉的場所中提供實時室內導航。



“Smart Mobility (Smart Logistics) Silver Award” 「智慧物流銀獎」

Chow Sang Sang Jewellery Co Ltd. – Fulfilling Over 700,000 pieces of Orders Intelligently

周生生珠寶金行有限公司 – 以智能配送處理70萬訂單

Intelligent Fulfillment Centre (IFC) integrates automated vehicles, robotic arms and vision analytics for warehouse management and order fulfillment, overcoming the difficulties of picking and packaging small pieces of jewellery individually.

智能配送中心(IFC)將自動導向車、機械臂和視覺分析等三款技術巧妙融合，集成一套大型自動化智慧機器，以創新方式克服獨立揀選和包裝小型珠寶的困難。



HKTVM Shopping Network Company Ltd / BPS Global Holdings Ltd – Automating Logistics and Delivery Services with Technology

香港電視購物網絡有限公司 / 威裕環球控股有限公司 – 善用科技達至物流自動化

BPS Global works closely with HKTVMall to provide logistics automation technologies including efficient Autonomous Guided Vehicle (AGV), Conveying System, Ergonomic Lifting Device and Crossbelt Sorting System combined with cutting-edge technologies such as robots, big data, AI and others to reduce the process time and resources per order.

HKTVMall透過與威裕環球緊密合作，運用物流及運送服務科技如自動導向車(AGV)、物流輸送設備、人體工學升降設備和分揀系統，結合機器人、大數據、人工智能等達至物流自動化，成功減少每張訂單的處理時間。



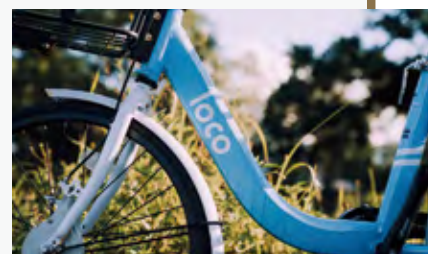
“Smart Mobility (Smart Transport) Silver Award” 「智慧交通銀獎」

Locolla Ltd – Integrating Technology in Smart Bikes to Offer Greater Convenience

Locolla Ltd – 將科技融入智能單車 帶來衣食住行便捷

LocoBike provides a systematic bike-sharing service empowered by IoT technologies that allows users to search and unlock the bikes easily through mobile app., and has expanded its business to leisure activities booking and food ordering.

LocoBike於其共享單車服務系統上配備IoT技術，讓用家可以透過應用程式搜尋準確的單車位置定位及快速解鎖，最近更將業務拓展到玩樂預訂服務及食品訂購。



oneCHARGE Solutions Ltd. – Activating the Charging Stations in 15 Seconds

即充能源有限公司 – 15秒啟動充電站 推動電動車發展

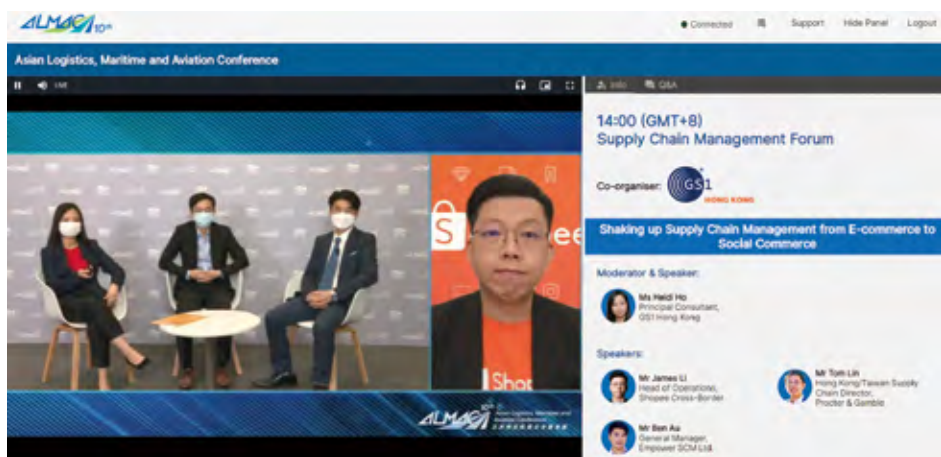
With the use of computer vision, AI, cloud technologies and mobile app, oneCHARGE electric vehicle (EV) enables owners, property owners, developers, Government and charging network operators to search and take full control of EV charging stations, activate the charging station in 15 seconds and pay the charging fee through smartphones & browsers.

oneCHARGE透過採用電腦視覺技術、人工智能、雲端技術及手機應用程式讓電動車車主、業主、政府及充電設備營運商等能透過智能手機及瀏覽器管理及搜尋充電站，並於15秒內啟動充電站及支付充電費。



Sharing the Key to Social Commerce Success @ ALMAC 2020

亞洲物流航運及空運會議2020 拆解社交電商成功要訣



(From left to right) Tom Lin, Hong Kong/Taiwan Supply Chain Director of Procter & Gamble, Heidi Ho, Principal Consultant of GS1 HK and Ben Au, General Manager of Empower SCM Ltd.
(左至右)香港寶潔有限公司(P&G)香港台灣供應鏈總監連鈺鈿、GS1 HK首席顧問何雅賢及邦盛供應鏈管理有限公司總經理區中傑

The global market for social commerce is projected to reach the size of USD604.5 billion by 2027*, bringing new business opportunities to brands. In Asian Logistics, Maritime and Aviation Conference (ALMAC) held online this year, GS1 HK and HKTDC co-organised the “Supply Chain Management Forum” where industry experts from Shopee, P&G and Empower exchanged insights on trends of social commerce and tips to tap into the opportunities ahead.

“There is no boundary, no time nor regional limitation in social commerce, therefore **supply chain is always the key element to success.**” said Heidi. She also shared the 3 critical success factors. Executives from Shopee, P&G and Empower also exchanged insights on trends and challenges, as well as their social commerce strategies.

全球社交電商市場規模預計會於2027年達6045億美元*，帶來無限商機。於早前在網上舉辦的「亞洲物流航運及空運會議(ALMAC)」上，貿發局與GS1 HK聯合舉辦了「供應鏈管理論壇」，本會首席顧問何雅賢(Heidi)與來自Shopee、P&G及Empower的行業專家聚眾探討了社交電商發展趨勢及如何把握商機。

Heidi表示：「社交電商世界裡，不受界限、時間或地區影響，所以**供應鏈是成功的一大要素**。」她亦分享了於社交電商上突圍的三大關鍵及成功框架。此外，來自Shopee、P&G及Empower高層則分享了社交電商的發展趨勢和挑戰，以及他們的社交電商策略。

3 critical success factors at a glance:

- **Get the Basics Right : “Data”** – Data is the foundation for business to run with efficiency, speed and quality
- **Get the Connectivity Right** – Merchants must ensure a secure and traceable shopping journey for all consumers
- **Get the Innovations Right** – Leverage disruptive technologies like AR, smart sensors, IoT, AI etc to “Go Digital · Go Smart” and gain insights.

一覽三大關鍵策略:

- **準確構建數據基礎: 數據** – 數據是業務的基礎，可助提升業務營運效率、速度及質素
- **準確連繫消費者:** 各商戶需要確保消費者可以有一個安全且可追溯的消費旅程
- **準確運用創新科技:** 透過應用各項創新科技如擴增實境(AR)、智慧傳感器、物聯網及人工智能(AI)等去實踐「Go Digital · Go Smart」策略，從而獲得數據見解



Unleash social commerce opportunities with GS1 standards and barcodes, and facilitate your consumers with a smooth social shopping journey.
要拓展社交電商新機遇，可從最簡單的產品條碼著手，連繫消費者的社交購物旅程。

Learn how
了解更多



*Source 資料來源: ResearchAndMarkets.com

MoU Signed with buildingSMART HK Chapter to Achieve **Digital Supply Chains in Construction** 與buildingSMART香港分會 簽訂合作備忘錄 **推動建造業數碼化**

GS1 HK has signed a Memorandum of Understanding (MoU) with HKABAEIMA (Hong Kong Alliance for Built Asset & Environment Information and Management Associations), the Hong Kong chapter of buildingSMART, to promote the use of global standards in construction industry that enable digital transformation.

GS1 Standards can be used for product identification and exchange of product data, enabling interoperability between participants in BIM (Building Information Modeling) processes and life cycle traceability of building materials.

Learn more
了解更多



Watch the highlights
觀看花絮



早前，GS1 HK與香港建設資產及環境信息管理聯盟(HKABAEIMA)、即buildingSMART的香港分會簽訂了合作備忘錄，共同促進全球標準在建築領域的應用，助行業邁向建造業新時代。

GS1標準可用於產品識別及數據交換，讓建築信息模擬(Building Information Modeling, BIM)技術流程中的各持份者能相互操作，並且追溯整個建築材料的生命週期。



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

(in alphabetical order 以英文名字排列)

1. 10A LTD
2. 1331 LTD
3. 2 DEGREE STUDIO LTD
異度空間工作室有限公司
4. A Z TECHNOLOGY LTD
5. AABY TECHNOLOGY LTD
雅博科技有限公司
6. ABLE TRILLION MANUFACTURE CO LTD
佳兆製造有限公司
7. ACME GROUP OF COMPANIES
8. ALL BIG CORPORATION LTD
宏眾有限公司
9. ALLIED STAR (HK) INDUSTRIAL LTD
滙星(香港)實業有限公司
10. ALLWINS.COM LTD
鑄博共贏商機圈有限公司
11. ALWAYS SUMMER LTD
永向有限公司
12. AMERASIA FOOD SERVICE CO LTD
美亞食品貿易有限公司
13. ANNIE HEALTH PLUS LTD
安來健康產品有限公司
14. ARMSTRONG INTERNATIONAL LTD
阿姆斯特朗國際有限公司
15. AUMEIKEI INT'L BIOTECHNOLOGY CO LTD
澳美姬國際生物科技有限公司
16. AUSTRALIA HERTZ BIOMEDICAL RESEARCH AND
DEVELOPMENT GROUP LTD
澳大利亞赫芝生物醫學研發集團有限公司
17. AVANT SCIENCE CO LTD
智研醫學科技有限公司
18. AVOBAGEL CO LTD
愛寶貿易有限公司
19. BABISIL INTERNATIONAL LTD
貝兒欣國際有限公司
20. BAI QU INTERNATIONAL HOLDINGS (HK) LTD
百趣香港國際控股有限公司
21. BAO ZI TANG MEDICINE CO
寶芝堂藥業公司
22. BDF INTERNATIONAL TRADING CO LTD
寶德豐國際貿易有限公司
23. BDH RICE MERCHANT LTD
農堡米業有限公司
24. BEAUTIDEAL CO LTD
純美工作坊有限公司
25. BEAUTY MIRROR LTD
26. BEAUTY SMART INTERNATIONAL CO LTD
必智國際有限公司
27. BEIJING HOME LTD
北京老家有限公司
28. BESTJOY DEVELOPMENT LTD
福怡發展有限公司
29. BINDUN (HK) FOOD CO LTD
濱頓(香港)食品有限公司
30. BIOCEUTICAL LAB LTD
31. BIOLIFE DIGNITY HEALTH INTERNATIONAL LTD
倍爾尊享健康國際集團有限公司
32. BIOSC HEALTH PRODUCTS CO LTD
柏澳斯健康產品有限公司
33. BLACK LTD
34. BREEZE BEE TRADING CO LTD
微蜂貿易有限公司
35. BRIDGE MEDS CO LTD
橋醫療有限公司
36. BRIGHT STAR (HK) TRADING LTD
亮星(香港)有限公司
37. BRIGHT VISION COMPONENTS LTD
百威訊有限公司
38. BROADEN LEISURE OUTLETS CO LTD
開闊文娛有限公司
39. BYQ CO LTD
愛範兒化妝品有限公司
40. CAFGANIC IMPORT & EXPORT TRADING CO LTD
啡常棧進出口貿易有限公司
41. CAOMU TINGYU BIOTECHNOLOGY HONG KONG LTD
香港草木聽雨生物科技有限公司
42. CHEUNG LOONG HONG LTD
長隆行有限公司
43. CHINA ALDERPHIN GROUP CO LTD
中國奧爾德芬集團有限公司
44. CHINA HEART UNION GROUP HONG KONG CO LTD
中國心聯手集團香港有限公司
45. CHINA-PAK (HK) HOLDING CO LTD
中巴(香港)控股有限公司
46. CHUNGKI INTERNATIONAL GROUP (HK) LTD
眾喜國際集團(香港)有限公司
47. CK ONE LTD
廚房壹號有限公司
48. CONCORD MEDICAL LTD
康鈞醫療有限公司
49. COOL COOL FROZEN FOOD LTD
俊興冷凍食品有限公司
50. CTM GLOBAL LTD
達美全球有限公司
51. DE LUCCA FASHION LTD
52. DECOVIBE LTD
53. DESKX LTD
54. DOG DOG COLLECTION
獒
55. DONG FAT TRADING CO LTD
東發環球貿易有限公司
56. DREAM CITY LTD
夢之都有限公司
57. DUCO INTERNATIONAL TRADE CO LTD
杜柯國際貿易有限公司
58. EASYFORM MEDICAL LTD
億澄醫療科技有限公司
59. ECCA BRANDS LTD
60. EGS HONG KONG LTD
61. ELAI PRODUCT DEVELOPMENT INSTITUTION (HK) LTD
一來物研所(香港)有限公司
62. ENGLISH PRO MEDIA LTD
英堡媒體有限公司
63. ENTROPY MEDICAL TECHNOLOGY (HK) CO LTD
安顧彼醫療科技(香港)有限公司
64. ERAONE BEAUTY THERAPY LTD
泰殿美療有限公司
65. EROCOME LTD
伊珞有限公司
66. ESSER (HK) GROUP LTD
忒斯緹(香港)集團有限公司
67. EVERGRANDE WANCHAI (HK) FOOD CO LTD
恒太灣仔(香港)食品有限公司
68. F & G LTD
香港傑西有限公司
69. FARMACY HK LTD
70. FIRSTONE CORPORATE LTD
港樂行有限公司
71. FIVERAM GROUP CO LTD
五羊集團有限公司
72. FOFU (HK) DEVELOPMENT LTD
豐阜(香港)發展有限公司
73. FORICA FOODS (HK) CO LTD
厚利加食品(香港)有限公司
74. FORTWELL PRINTING & GIFT PACKAGING LTD
李聖翔(香港)有限公司
75. G AND LEE HOUSEWARES LTD
吉利家庭用品有限公司
76. GAODIAN FOOD INT'L CO LTD
高點國際食品有限公司
77. GARDEN & LIGHTS CO LTD
嘉勵有限公司
78. GARDEN CAFFEINATION LTD
79. GC DESIGN LTD
80. GERMAN BUMBLEBEE BREWING BEER CO LTD
德國熊蜂精釀啤酒有限公司
81. GERMAN CAISA 1718 BEER CO LTD
德國凱撒1718啤酒有限公司
82. GERMANY ADOLF INTERNATIONAL GROUP CO LTD
德國阿道夫國際集團有限公司
83. GERMANY AKAW INDUSTRY LTD
德國愛家屋實業有限公司

84. GERMANY GENTINFELD BEER (INT'L) TRADING CO LTD
德國根廷費爾德啤酒(國際)貿易有限公司
85. GLOBAL CLOTHING GROUP LTD
86. GOLD FAME TECHNOLOGY LTD
高富科技有限公司
87. GOUALLTY PROFESSIONAL LTD
高麗緹生物科技有限公司
88. GRACE BUSINESS SERVICE CONSULTANT LTD
恩典商業服務顧問有限公司
89. GRAND COFFEE CO LTD
瓊基咖啡有限公司
90. HAMUI LTD
91. HANG WING FUNG TRADING INTERNATIONAL CO LTD
恒榮豐貿易國際有限公司
92. HEALTH ONLINE HOLDING LTD
大健康在綫控股有限公司
93. HENG LAI GROUP LTD
恆麗食品集團有限公司
94. HK NATURALISM STEM CELL BIO TECHNOLOGY CO LTD
香港漢植秀乾細胞生物科技股份有限公司
95. HK GIAOWEI FOODSTUFF CO LTD
香港巧味食品有限公司
96. HK RENHE PHARMACEUTICAL INDUSTRY CO LTD
香港仁和藥業有限公司
97. HK TIMI BIOTECH CO LTD
香港天美生物科技有限公司
98. HONG KONG ALIDE FOOD CO LTD
香港阿里德食品股份有限公司
99. HONG KONG BURBERRY COSMETICS GROUP CO LTD
香港巴寶莉化妝品集團有限公司
100. HONG KONG EXTREME LIGHTING BIOTECHNOLOGY LTD
香港甄熙生物科技有限公司
101. HONG KONG FLANNY BIOTECHNOLOGY CO LTD
香港弗蘭妮生物科技有限公司
102. HONG KONG FUCOIDAN HEALTH PRODUCTS CO LTD
香港福高堂健康食品有限公司
103. HONG KONG FUNG PLATINUM GROUP CO LTD
香港豐鉅集團有限公司
104. HONG KONG HOLA TASTY FOOD INTERNATIONAL TRADING CO LTD
香港美味之源國際貿易有限公司
105. HONG KONG JINLING HOLDING GROUP LTD
香港金領集團控股有限公司
106. HONG KONG LITTLE HORSE FAMILY INDUSTRY CO LTD
香港小馬家族實業有限公司
107. HONG KONG LITTLE PIG BENBEN GROUP CO LTD
香港小豬笨笨集團有限公司
108. HONG KONG QINQIN GROUP HOLDING LTD
香港親親集團控股有限公司
109. HONG KONG QIRUN TECHNOLOGY LTD
香港柒潤科技有限公司
110. HONG KONG RICH OCEAN LTD
香港富洋有限公司
111. HONG KONG ROYAL FOOD (INT'L) LTD
香港御食味(國際)有限公司
112. HONG KONG RUIMA INTERNATIONAL TRADING LTD
香港銳馬國際貿易有限公司
113. HONG KONG TIANZHIHE INTERNATIONAL FOOD CO LTD
香港天之合國際食品有限公司
114. HONG KONG UNICORN FOOD CO LTD
香港獨角獸食品有限公司
115. HONG KONG Y&L PHARMACEUTICAL LTD
香港億力藥業有限公司
116. HONG KONG YUECHEN INDUSTRIAL CO LTD
香港悅臣實業有限公司
117. HONG KONG YUEDELI INTERNATIONAL FOOD CO LTD
香港悅得利國際食品有限公司
118. HONG KONG ZHUOYI INTERNATIONAL LTD
香港卓熠國際有限公司
119. HONGKONG BAOLEDI FOOD CO LTD
香港寶樂迪食品有限公司
120. HONGKONG DUOLIDUOZI FOOD CO LTD
香港多力多滋食品股份有限公司
121. HONGKONG GLAM EVER LTD
香港禧柏有限公司
122. HONGKONG HONGDA INTERNATIONAL FOODSTUFF LTD
香港鴻達國際食品有限公司
123. HONGKONG MACTOP TECHNOLOGY LTD
香港邁拓科技有限公司
124. HONGKONG MILE BROTHER LTD
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香港清蓮國際口腔護理品有限公司
127. HONGKONG SHENGLANG GROUP CO LTD
香港升浪集團有限公司
128. HONGKONG SHINTIM GROUP LTD
香港星叮集團有限公司
129. HONGKONG SUNSHINE COSMETICS CO LTD
香港商科士威化妝品有限公司
130. HONGKONG YICAILI INTERNATIONAL COSMETICS CO LTD
香港奕彩麗國際化妝品有限公司
131. HONGKONG ZH INDUSTRIAL CO LTD
香港眾航實業有限公司
132. HONGKONG ZHENGWANG GROUP LTD
香港正旺集團有限公司
133. HUANG JI (HK) CO LTD
煌記(香港)有限公司
134. HUMBOLDT TECHNOLOGY (HK) LTD
洪堡科技(香港)有限公司
135. HUNG KAY JEWELRY MANUFACTORY LTD
鴻基首飾廠有限公司
136. INFINITY TECHNOLOGY INTERNATIONAL LTD
無制限科技國際有限公司
137. INRC ASIA LTD
138. INVERSE LTD
139. I-STAR CO
幸運星
140. ITALY MEDIOLANUM APPAREL LTD
意大利米迪歐蘭尼恩服飾有限公司
141. J2F BEVERAGES LTD
142. JAPAN HIROMI ITOU COSMETICS CO LTD
日本伊藤弘美株式會社有限公司
143. JOLLY THINKERS' LEARNING CENTRE LTD
創思樂教室有限公司
144. JWYL GROUP LTD
145. KAIJU MATTER LTD
怪獸事務所有限公司
146. KAM SHING FOK DAM
錦城福點
147. KAM YAT TRADE LTD
錦逸貿易有限公司
148. KILIKALA LTD
祈利拿有限公司
149. KIN SHING CO LTD
建成行有限公司
150. KING OF THE ONE LTD
什皇有限公司
151. KING ON LTD
國際安健有限公司
152. KONG CIGARETTES (GROUP) TOBACCO CO LTD
港煙(集團)煙草有限公司
153. KOREA BOBO FOOD INTERNATIONAL LTD
韓國波波食品國際有限公司
154. LANTENE (INT'L) BIOLOGICAL TECHNOLOGY LTD
藍汀(國際)生物科技有限公司
155. LEDINGBORG BEER BREWING (GROUP) CO LTD
德國樂丁堡啤酒釀造(集團)有限公司
156. LETENG MEDICAL INDUSTRY (HK) SHARE CO LTD
157. LIP ON TRADING LTD
立安貿易有限公司
158. LOCKHEI LTD
樂熹有限公司
159. L'OEIL LTD
160. MALAYSIA BINZHOU FOOD GROUP LTD
馬來西亞濱洲食品集團有限公司
161. MANY FAMOUS INTERNATIONAL ENTERPRISES (HOLDINGS) LTD
千名庄國際企業(集團)有限公司
162. MARUNAGA HONG KONG LTD
丸永香港有限公司
163. METRO ONE CO LTD
駿一貿易有限公司
164. MINIBASE HOBBY CO LTD
微型基地模型有限公司
165. MIRACLE CONNECTS GROUP LTD
美瑞德集團有限公司
166. MOWI INTERNATIONAL DEVELOPMENT GROUP LTD
莫文國際發展集團有限公司
167. MR SUNSHINE (HK) DEVELOPMENT LTD
陽光先生(香港)發展有限公司

168. NANO SOLUTION LTD
169. NATURAL BEAUTY & HEALTH LTD
正本谷天然康健有限公司
170. NEW LUCK INVESTMENTS HOLDING LTD
新運投資控股有限公司
171. NEW WAH FUNG LAAN LTD
新華豐欄有限公司
172. NEW ZEALAND HAITONG QIANYE GROUP CO LTD
新西蘭海童千葉集團有限公司
173. NEXT SKY ASIA LTD
新天亞洲有限公司
174. NEXTFOOD GLOBAL LTD
未來食品環球有限公司
175. NHH TECHNOLOGY CO LTD
毅興科技有限公司
176. NID CONCEPTS LTD
177. NOBLE CLUB INTERNATIONAL LTD
家樂會國際有限公司
178. OHMYKIDS LTD
179. PALETТА CO LTD
180. PARAMITA INTERNATIONAL CO LTD
帕咪國際有限公司
181. PEMA LIGHT & LIFESTYLE CO LTD
貝瑪燈具及家居產品有限公司
182. PERFECT TEC LTD
柏迪科技有限公司
183. PHARMASON CO LTD
醫臣藥業有限公司
184. PIANOFORTE ASIA PACIFIC LTD
185. PO LUN FOOD CO LTD
寶倫食品有限公司
186. PRETTY MASTER CO LTD
美主有限公司
187. QCOMPASS VOYAGE LTD
易途國際有限公司
188. QUESTMARK ASIA LTD
傑標亞洲有限公司
189. RAYSUN INDUSTRIAL LTD
傑新實業有限公司
190. RCD SOURCING LTD
191. RHYTHMATIC ENTERPRISE CO LTD
192. RICE (HONG KONG) LTD
臻思(香港)有限公司
193. RICEMANN CO LTD
米米多有有限公司
194. RONGYU INT'L (HK) LTD
榮豆國際(香港)有限公司
195. RUIHEXIANG (HK) TRADING LTD
瑞和祥(香港)貿易有限公司
196. RUSSIA MILE TRADING CO LTD
俄羅斯米勒貿易有限公司
197. S & B HEALTH THERAPY HK CO LTD
栢麗莊香港有限公司
198. SAMBO GROUP TECHNOLOGY LTD
森寶科技有限公司
199. SAVEWO HONG KONG LTD
救世香港有限公司
200. SENSIBLE INNOVATION LTD
明智創意有限公司
201. SEVEN GUANG CO LTD
202. SHING FUNG FOODS CO LTD
成豐食品有限公司
203. SIMPLUS COOP LTD
合樸良作社有限公司
204. SKETTO LTD
205. SMALL FAT TASTE LTD
小肥味道有限公司
206. SMART SHINE GROUP LTD
易恒集團有限公司
207. STARBLUE PRODUCTS LTD
208. STARLITE DEVELOPMENT LTD
209. STOR NY LTD
210. STOREFRONT LTD
211. SUCCESS HEALTH GLOBAL LTD
212. SUN YUET KEE LTD
新悅記餐飲有限公司
213. SUNWAY FOOD LTD
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214. SWEETY INTERNATIONAL LTD
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養生一族有限公司
217. TASTE CHARMING INTERNATIONAL TRADING LTD
味之都國際貿易有限公司
218. TEAM RIVER CORPORATION LTD
滙河有限公司
219. TEAS AND THES (CHINA) LTD
尋茶記(中國)有限公司
220. TECHKING TIRES HONGKONG LTD
泰凱英輪胎香港有限公司
221. TELEADAPT (HK) LTD
環球通訊設備有限公司
222. TELOMERE LTD
泰勒有限公司
223. THE AVANT GUARD LTD
224. THE BOTTLE SHOP PTY LTD
225. THE EMPIRE (INT'L) ENTERPRISE CO LTD
帝豪(國際)企業有限公司
226. THE GREATER BAY HONG KONG ARTS EXCHANGE CENTER CO LTD
大灣區香港藝術品交易中心有限公司
227. THE SHINING FOOD CO LTD
傑晴食品有限公司
228. TIKY INTERNATIONAL LTD
迪期國際有限公司
229. TIN FOOK TRADING (HK) CO LTD
天福貿易(香港)有限公司
230. TIN JYUN INTERNATIONAL GROUP (HK) LTD
天源國際集團(香港)有限公司
231. TO YOU HOLDINGS LTD
天悅控股有限公司
232. TOMODACHI (INT'L) ENTERPRISES LTD
友達(國際)企業有限公司
233. TOYS"R"US (ASIA) LTD
234. TRANSFORMCUBE PRODUCT DESIGN LTD
變形立方產品設計有限公司
235. TRENDZ INT'L (HK) GROUP LTD
卓勵國際(香港)集團有限公司
236. TRIPLE KENT LTD
三勤有限公司
237. U.I.E INTERNATIONAL LTD
238. UFINE LIFE SCIENCE LTD
239. US SYSENIC MEDICINE LTD
美國新興和醫藥有限公司
240. VICOMM TECHNOLOGY CO LTD
維通信息技術有限公司
241. VOYAGER GLOBAL LTD
宇行環球有限公司
242. WAI MING METAL MANUFACTURER LTD
威明金屬製品廠有限公司
243. WANMEI (HK) DAILY CHEMICAL GROUP CO LTD
丸美(香港)日化集團有限公司
244. WEALTH LEAD INDUSTRIAL LTD
領康實業有限公司
245. WELL CONNECTIONS INDUSTRIAL CO LTD
246. WIN HING TRADING (HK) LTD
永興貿易(香港)有限公司
247. YAT YUEN TONG GROUP LTD
一元堂集團有限公司
248. YVS INTERNATIONAL BEAUTY LTD
雅比斯國際護膚美學有限公司
249. ZERO GROUP (JAPAN) CO LTD
零零集團(日本)株式會社有限公司
250. ZHENYOUJI(HK) FOOD CO LTD
珍友記(香港)食品有限公司
251. ZIGLITE SMART HEALTH CARE PRODUCTS CO LTD
節亮康護產品有限公司
252. ZIONBURG LTD
世安堡有限公司
253. ZOOPAA INTERNATIONAL EDUCATION LTD

Join Us
成為我們的會員



GS1 HK Calendar



2020	17 DEC Go Digital Webinar: Tap into Business Opportunities on Tmall	2021	15 JAN The 6 th GS1 HK Food Safety Forum	24 FEB The Economist: Asia Trade Summit* (GS1 HK will join as speaker)
	18 DEC - IoT Series: Digital Twin Market - Barcode and Digital Service Workshop		16 MAR GS1 HK Annual Dinner 2021	

Upcoming Events
即將舉行的活動



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

Explore The Power of Innovation for Food Safety @ The 6th Food Safety Forum 參加第六屆食品安全論壇 探討創新科技如何推動食品安全



Look into how innovative technologies are transforming the food industry to improve food traceability and safety management at our annual Food Safety Forum to be held online (Only winners and speakers will be invited to join physically). The award presentation ceremony for Quality Food Traceability Scheme 2020 will also be held on the same day, recognising enterprises that demonstrated excellence in food traceability and safety.

本年度的食品安全論壇將移師到線上舉行，聚焦如何以創新科技改善食品追蹤追溯及安全管理(只有獲嘉許企業代表及講者可現場出席)。同場亦會舉辦「優質食品源頭追蹤計劃2020」頒獎典禮，嘉許及表揚於食品安全和追蹤追溯上有卓越表現的本地企業。

Date 日期 | 15th January 2021
2021年1月15日

Time 時間 | 13:30 - 16:50

Join to hear from industry experts from HKTvmall, Nestlé and others!
HKTvmall、雀巢及其他食品行業專家將參與分享他們的見解，立即參加！





QUALITY
FOOD
Scheme



QUALITY
FOOD
Scheme



參加「優質食品計劃」/「優質食品計劃+」 以全球標準提升食品安全及追溯能力

「**優質食品計劃+**」: 參照3重國際標準(GS1全球追溯標準GTS、ISO 22000食品安全管理體系標準及HACCP食品安全控制標準), **更全面做好食安管理。**

「**優質食品計劃**」: 採用GS1全球追溯標準 (GTS) 為審核準則,
為食品及餐飲企業**加強食品源頭追溯管理**

[瀏覽計劃詳情](#)



「優質食品計劃2020」獲嘉許企業 (按公司名稱字母順序排列)

鑽石企業 Diamond Award Enterprise



金獎企業 Gold Award Enterprise



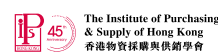
銀獎企業 Silver Award Enterprise



「優質食品計劃+」
審計夥伴



支持機構



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