Connecting smart business with innovations

創新貫通智能商貿

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GS1 **believes** in the power of standards to transform the way we work and live**.**

GS1 **相信**標準的力量可以改變我們的工作及生活。

We **create** a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

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

We **enable** visibility through the exchange of authentic data.

透過協助企業交換真實數據，我們**賦予**透明度。

We **empower** business to grow and to improve efficiency, safety, security and sustainability.

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

We are:

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

我們是:

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

Global Presence
遍及全球

Located in more than **150** countries, GS1 Hong Kong is one of over **110** GS1 member organisations, representing multiple sectors and industries.

遍佈全球超過 **150** 個國家，香港貨品編碼協會是 GS1全球超過 **110** 個成員組織之一，是多個界別及行業的代表機構。

Local Coverage
本地覆蓋

Serving Hong Kong for over **25** years
服務香港逾 **25** 年

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

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

Handling over **600,000** EDI transaction documents per month
每月處理超過 **600,000** 萬份電子數據聯通交易文件

Member Services
會員服務

The biggest asset of GS1 Hong Kong is its thriving membership. Supporting the business growth and enhancing business efficiency of our members is the core of our mission. This is the driving force which gives us motivation to enhance business development and involve industry with new technology which is constantly changing. New members are our life blood and we are continually extending our reach to attract new enrolments.

會員基礎日益壯大，已成為我們最重要的資產。支援各會員的業務發展和提升他們的營運效率是我們的重要使命，更是我們工作的動力，鼓勵我們努力推動商業發展，協助業界善用日新月異的科技技術及產品。新會員是本會的原動力，因此我們不斷積極擴展版圖，務求吸納更多新會員。

As a GS1 Hong Kong full member, your company will be eligible to use GS1 company prefix, which is a globally unique number licensed by GS1 Hong Kong for your company's use only. You can then:

- develop major retail markets in Hong Kong and the globe
- track inventory conveniently
- speed up ordering process
- monitor sales
- collect sales data effortlessly to help lay down marketing strategies
- facilitate data exchange with business partners
- open the door to a world of e-Commerce benefits and unlimited global marketing possibilities

成為本會的全面會員後，您的企業將獲授權使用由香港貨品編碼協會編配的GS1公司字首，該字首是全球性的獨特編碼，並只限特定的會員使用。憑藉該編碼，您的企業將可：

- 開拓香港及全球的主要零售市場
- 快捷地追查存貨記錄
- 加快訂貨程序
- 監察銷售情況
- 輕易地收集銷售數據，有助訂定市場策略
- 更快捷地與商業夥伴交換貿易數據資料
- 開啟電子商貿的門檻，助您開拓全球市場無限商機

GS1 Hong Kong Membership Entitlements
香港貨品編碼協會會員權益

Being our corporate member, your company is entitled to access a variety of tools, expertise, support, services and benefits, depending on the type of membership.

成為本會的企業會員後，您的企業將可以因應所加入的會員類別，獲得多種的工具使用權、專業意見、支援、服務及效益。
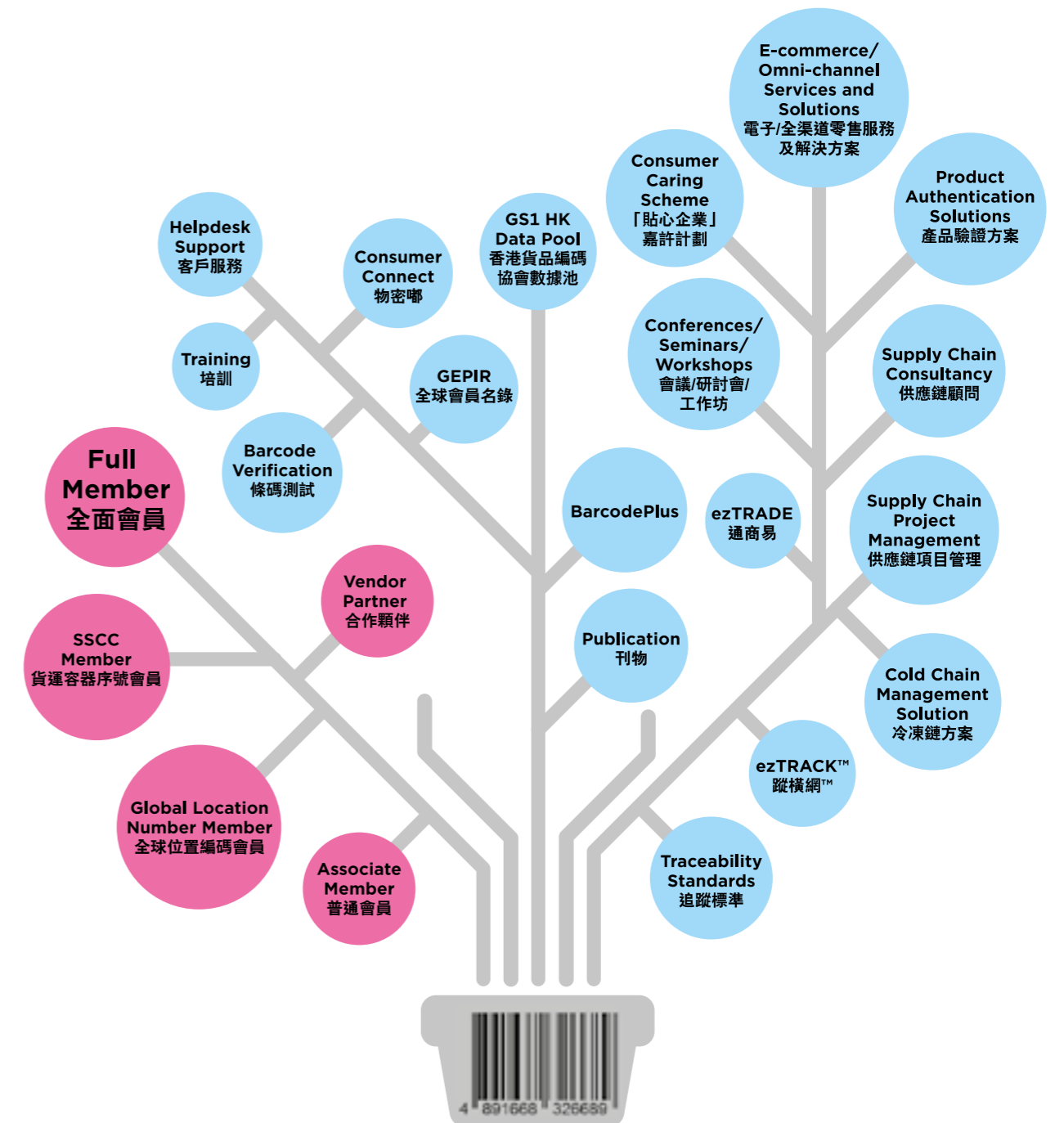
Milestones
里程碑

Era 1 時代之一

The rise of unique product ID - barcode
條碼標籤崛起，貨品擁有專屬識別碼

Early retail barcode scanning adopters included 7-11, Circle K, Mannings, ParknShop, Watson's The Chemist, Wellcome, Wing On Department Store and Chinese Resources Purchasing.
首批採用條碼掃描的零售商用戶包括7-11、OK便利店、萬寧、百佳、屈臣氏、惠康、永安百貨及華潤採購。

GS1 Hong Kong was founded by the Hong Kong General Chamber of Commerce.
香港總商會成立香港貨品編碼協會。

General Merchandising Barcoding Committee was formed to promote the use of source marking on general merchandise.
成立零售百貨業條碼推廣委員會，鼓勵一般商品使用原印條碼。

Era 3 時代之三

Fueling supply chain growth
推進供應鏈發展

ECR Hong Kong (formerly known as SCM Advisory Board) was established.
ECR香港正式成立(前身為供應鏈諮詢委員會)。

Era 5 時代之五

Omni-channel convergence
全渠道零售匯流

REAL Barcode 真的碼

REAL Barcode authentication solution was developed to provide higher protection for brands and consumers.
研發「真的碼」驗證解決方案，為品牌持有人及消費者提供高度保障。

GS1 E-commerce Highway Program was launched to help members extend their reach to digital e-tailing or e-Commerce platform.
推出「電子商貿高速公路」計劃，協助成員更有效地開拓電子零售領域。

The smartphone app "Consumer Connect" was launched, which allows consumers to access trusted source of product information.
推出智能手機程式「物密嘟」，讓消費者透過可靠的渠道獲取產品資訊。

GS1 SmartSearch standards were released with World Wide Web Consortium in collaboration with leading search engine providers such as Google.
與全球資訊網協會 (W3C) 共同推出GS1 SmartSearch 標準，並與領先的搜尋引擎供應商合作，例如Google。

The 1st SCM Summit was held in Hong Kong.
第一屆供應鏈管理高峰會於香港舉辦。

| 1989 | 1991 | 1992 | 1993 | 1995 | 1996 | | 1999 | 2001 | 2008 | 2013 | 2014 | 2015 | 2016 |

Launched ezTRADE in retail sector to help businesses enhance their competitiveness through electronic trading.
在零售界推出通商易，協助業界通過電子商貿來加強競爭力。

Era 2 時代之二

Revolutionised data exchange
邁向數據交換革命

Collaborated with the Retail Industry EDI Committee to launch an EDI pilot, with Wellcome, ParknShop, A.S. Watson, Circle K, Swire Coco-Cola Hong Kong and Nestle Dairy Farm among its participants.
與零售業電子數據聯通委員會合作推出電子數據聯通試點計劃，參與企業包括惠康、百佳、屈臣氏、OK便利店、太古可口可樂 (香港)和雀巢牛奶公司。

ezTRADE

通商易

MIT Auto-ID Lab and GS1 initiated the development of a globally applicable and economically viable RFID standard for supply chain usage.
美國麻省理工學院與GS1共同推動全球通用及經濟可行的無線射頻識別標準的發展，以應用於供應鏈上。

ezTRACK™ was established, a globalised track-and-trace platform based on EPCIS standard, enabling enterprises to gain real-time visibility of goods and product information and extending their connectivity to trading partners from other countries.
推出「蹤橫網™」，一個以產品電子代碼訊息服務為基礎的追蹤及追溯平台，讓企業實時獲取貨品和產品資訊，加強透明度，並把資訊網絡擴展至其他國家。

GS1 Hong Kong was appointed as the leading organiser of "Hong Kong ICT Awards: Best Smart Hong Kong Award".
香港貨品編碼協會獲委任為「香港資訊及通訊科技獎: 最佳智慧香港獎」的籌辦組織。

Era 4 時代之四

RFID and IoT technology to connect the world
無線射頻識別及物聯網科技連接全球

Establishment of Hong Kong Internet of Things Centre of Excellence.
香港物聯網科技應用中心正式成立。

蹤橫網®
eZTRACK
Built on EPCIS

How GS1 Standards Work
GS1 標準的作用

GS1 standards create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations, assets and more.

透過獨有識別、準確擷取及自動分享有關產品、位置及資產等的重要通訊，GS1標準為商界創造共同的基礎。

IDENTIFY 識別
GS1 Standards for Identification
GS1 識別碼

Company & Location 企業及位置
Global Location Number (GLN)
全球位置編碼

Product 產品
Global Trade Item Number (GTIN)
全球貿易貨品編碼
Serialised Global Trade Item Number (SGTIN)
全球貿易貨品編碼序號

Logistics & Shipping 物流及貨運
Serial Shipping Container Code (SSCC)
貨運容器序號
Global Shipment Identification Number (GSIN)
全球貨運識別碼
Global Identification Number for Consignment (GINC)
全球托運識別碼

Asset 資產
Global Individual Asset Identifier (GIAI)
全球個體資產識別碼
Global Returnable Asset Identifier (GRAI)
全球可回收資產識別碼

Services & More 服務及其他
Global Service Relation Number (GSRN)
全球服務關係識別碼
Global Document Type Identifier (GDTI)
全球文件類別識別碼
Global Coupon Number (GCN)
全球優惠券編碼

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

GS1 Barcodes GS1 條碼
Global Location Number (GLN)
全球位置編碼

EAN/U.P.C.

GS1-128

ITF-14

GS1 DataBar™

GS1 Data Matrix

GS1 QR Code

GS1 Composite
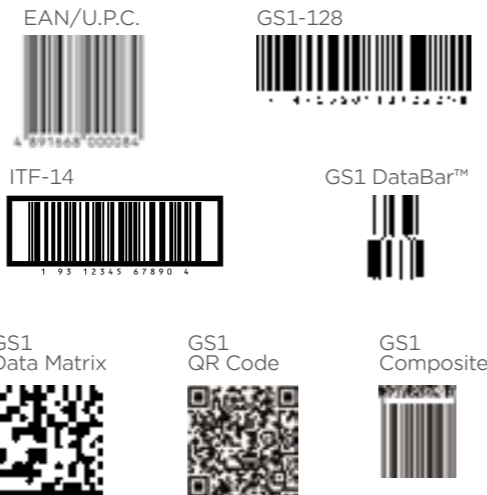
GS1 EPC/RFID GS1 產品電子代碼/無線射頻識別

EPC HF Gen 2
EPC 高頻第二代標籤

EPC UHF Gen 2
EPC 超高頻第二代標籤
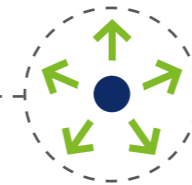
SHARE 分享
GS1 Standards for Data Exchange
GS1 數據交換標準

Master Data 主體數據
Global Data Synchronisation Network (GDSN)
全球數據同步網絡

Transactional Data 交易數據
GS1 EDI: EANCOM and GS1 XML
GS1 電子數據聯通：EANCOM 及
GS1 可擴展標示語言

Event Data 事件數據
EPC Information Services (EPCIS)
產品電子代碼訊息服務

USE 應用
Streamlining Business Processes
簡化營運流程

Businesses can also combine different GS1 standards to streamline business processes such as:
企業可以同時使用多種 GS1 標準，從而精簡業務流程，例如：

Traceability 追溯性

Data Quality 數據質素

Digital Coupon Management 電子優惠券管理

GS1 Hong Kong's Strategic Pillars
香港貨品編碼協會策略支柱

Member Services & Programmes
會員服務及計劃

Who We Serve
服務行業

Omni-channel and E-Commerce
全渠道零售及電子商貿

Food and Food Services
食品及餐飲

Healthcare
醫療護理

ICT
資訊及通訊科技

Transport and Logistics
運輸及物流

Retail and Apparel
零售及成衣

Vendor Partnership Programme (IT Business Solution Network)
合作伙伴計劃（商業技術解決方案網絡）

GS1 Hong Kong's Platforms
香港貨品編碼協會平台

- Consultancy and Training
  諮詢及培訓
- Omni-channel and E-commerce Services
  全渠道零售及電子商貿服務
- EPICS-based ezTRACK™
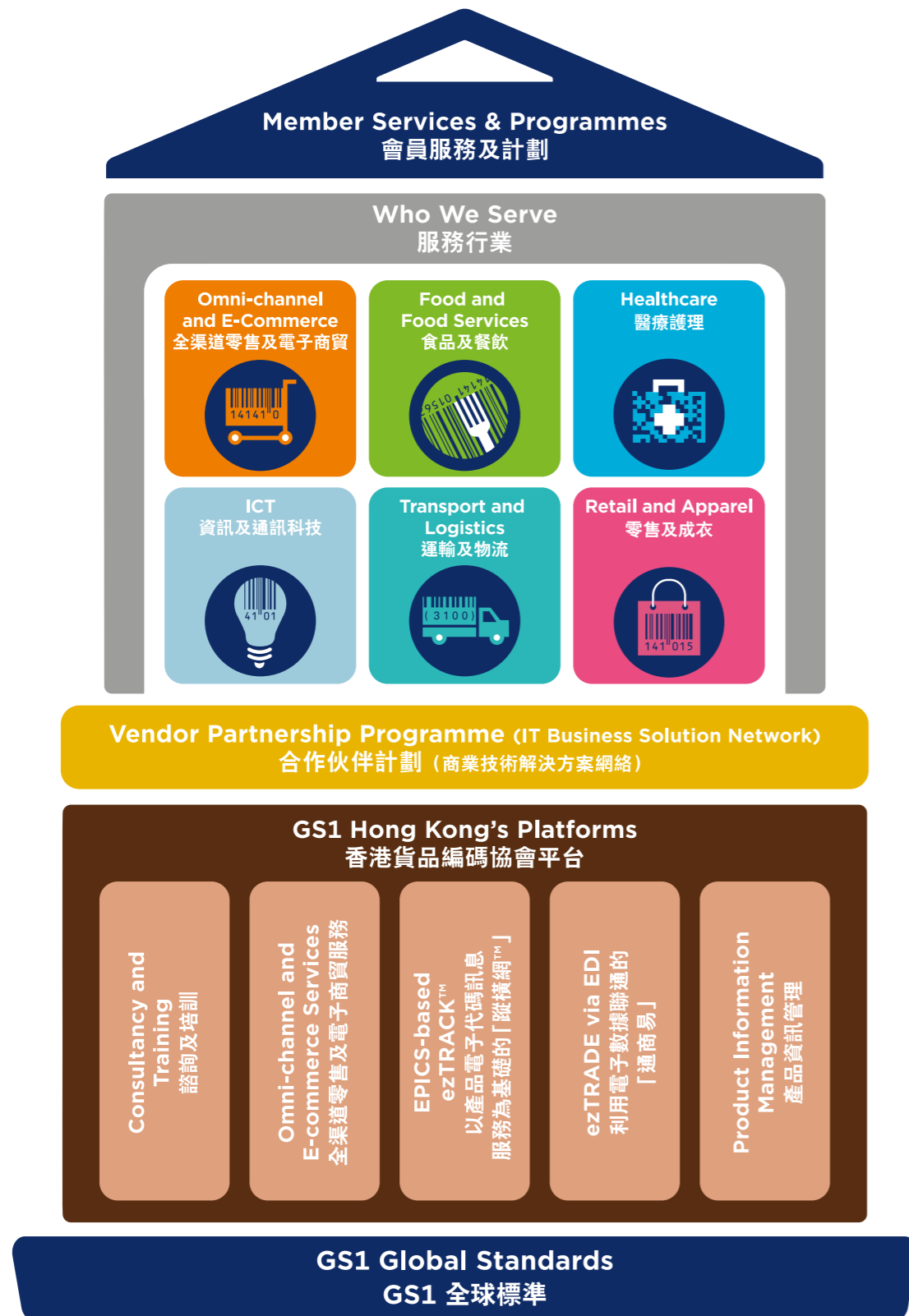 以產品電子代碼訊息服務為基礎的「蹤橫網™」
- ezTRADE via EDI
  利用電子數據通的「通商易」
- Product Information Management
  產品資訊管理

GS1 Global Standards
GS1 全球標準

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

- GS1 SmartSearch
- REAL Barcode Authentication Solution
  「真的碼」條碼驗證解決方案
- SmartQR Product Authentication Solution
  「智慧QR碼」產品驗證方案
- Fast Track Membership Application for E-commerce
  電子商貿特快會員申請
- Hong Kong Trusted Product
  香港信心產品
- SMEs Advisory Board
  中小企業諮詢委員會
- Electronic Commerce Users' Committee
  電子商貿用戶委員會

Food and Food Services
飲食及餐飲

- Global Traceability Standards (GTS)
  全球追溯標準
- Cold Chain Management Solution
  冷凍鏈管理方案
- Consumer Connect Mobile App
  「物密嘟」流動應用程式
- Quality Food Traceability Scheme
  優質食品源頭追蹤計劃
- Food Traceability Training Workshop
  食品追溯培訓課程
- Food Safety Forum
  食品安全論壇
- "Capability Building on Product Data Management for Food SMEs" Project
  「《食得有據》食品業界產品資訊管理手冊」項目

Healthcare
醫療護理

- ezTRADE
  通商易
- Cold Chain Management Solution
  冷凍鏈管理方案
- Healthcare Supply Chain Management Training
  醫療供應鏈管理工作坊
- Unique Device Identification
  醫療器材獨有識別
- GS1 Signed a New Collaborative Agreement with International Health Terminology Standards Development Organization (IHTSDO)
  GS1 與國際衛生術語標準制定組織(IHTSDO) 簽訂新的協議

ICT
資訊及通訊科技

- Hong Kong IoT Center of Excellence
  香港物聯科技應用中心
- Best Smart Hong Kong Award
  最佳智慧香港獎
- Hong Kong U21 IoT Award
  香港U21物聯網大獎
- IoT Heroes Award
  物聯網英雄榜
- HK IoT Conference
  香港物聯網會議
- Hong Kong IoT Maturity Model
  香港物聯網成熟水平參考模型
- Vendor Partnership Programme
  合作夥伴計劃
- Hong Kong IoT Industry Advisory Council
  香港物聯網產業諮詢委員會

Transport and Logistics
運輸及物流

- Cold Chain Management Solution
  冷凍鏈管理方案
- Warehouse and Asset Management
  倉存及資產管理
- ECR Hong Kong
  ECR 香港

Retail and Apparel
零售及成衣

- Electronic Data Interchange (EDI)
  電子數據聯通
- Apparel Item Level Tagging (ILT)
  成衣單品標籤
- Consumer Caring Scheme
  「貼心企業」嘉許計劃

GS1 Hong Kong's Services and Solutions
香港貨品編碼協會服務及解決方案

GS1 Global Standards
GS1 全球標準

GS1 standards create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations, assets and more. Businesses can also combine different GS1 standards to streamline business processes such as traceability.

透過獨有識別、準確擷取及自動分享有關產品、位置及資產等的重要資訊，GS1標準為商界創造共同的基礎。企業可以同時使用多種GS1標準，從而精簡業務流程，例如改善供應鏈可追溯性。

Product information management 產品資料管理

Barcode
條碼

A barcode (technically called "GTIN" or "Global Trade Item Number") is a number represented in vertical lines of varying widths printed on labels to uniquely identify items enabling the rapid and un-ambiguous identification of products, assets, documents to people using a scanner.

條碼（亦即GTIN或全球貿易貨品編碼）是一個由不同闊度的垂直線所代表，並印在標籤上用作識別貨件的編碼。透過掃瞄條碼，人們能夠迅速及準確地識別任何貨品、資產、文件和個人身份。

BARCODES
4 891668 326689

BarcodePlus

A one-stop solution for management practices including Product Data Management, Product Quality Certificate Management and Consumer Loyalty Programme Management, etc., allowing businesses to enhance product data visibility.

此一站式產品管理解決方案包括產品資料管理、產品品質認證管理、客戶忠誠計劃管理，助企業提高產品數據可視化。

BARCODE PLUS

Order-to-cash 從訂單到現金

ezTRADE via EDI
利用電子數據聯通的「通商易」

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

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

通商易
ezTRADE

Supply chain traceability 供應鏈追溯

EPCIS-based ezTRACK™
以產品電子代碼訊息服務為基礎的「蹤橫網™」

An Electronic Product Code Information Services (EPCIS) standard-based, globalised track and trace platform that enables real-time visibility of goods and information from the production floor and warehouse via logistics to retail shops. Manufacturers, logistic providers and retailers are able to track and trace real-time information from manufacturing to the consumer.

這個以電子代碼訊息服務標準為基礎的全球化追蹤追溯平台，實時體現由廠房、倉庫、配送以至零售店舖的貨品及資訊。製造商、物流供應商和零售商可以追蹤和追溯從製造到消費者的產品實時信息。

蹤橫網
ezTRACK
Built on EPCIS

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

GS1 SmartSearch

A new standard enables web developers to embed standardised and structured product information in web pages so that it is usable by search engines. It enhances the product visibility on the web and product ranking on the search engine and e-commerce platforms.

新的標準讓網頁開發者能夠在網頁裡結合標準化和結構化的產品資訊，令這些資訊更容易被搜尋引擎採用，從而提升產品於網上的可視性，以及於網上引擎和電子商貿平台的產品排名。

Value+ Product Authentication Solution
Value+ 產品驗證方案

A brand protection & consumer engagement solution that appends a unique serialisation number label to allow end-to-end e-pedigree visibility to bolster consumer confidence and enable personalised post sales engagements.

這個解決方案用於保護品牌，以及增強與消費者的互動。它透過獨一無二的序列號標籤，達致由頭到尾的電子化流程可視化，從而提升消費者的信心，並能提供個人化的售後服務。

Value+

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

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

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

REAL Barcode
真 的 碼

Consumer Connect Mobile App
「物密嘟」流動應用程式

This mobile app provides a cost effective tool to help companies promote their products and brand images by interacting with mobile consumers.

此流動應用程式是一個具成本效益的工具，協助企業同消費者互動，以宣傳產品、提升品牌形象。

物密嘟
Consumer Connect

GS1HK Academy
GS1HK 學院

GS1HK Academy strives to provide a wide spectrum of high-quality, professional, training from operational methodology to implementation strategies to help industry sectors in:

1. Uplifting supply chain efficiency and traceability with and within trading partners
2. Capacity building on leadership and talent development
3. Complying with global standards and technologies
4. Achieving supply chain optimisation and service excellence

A series of training and workshops focusing on retail & e-commerce, food & food services, healthcare, supply chain management, and technology applications are designed for our members.

GS1HK學院旨在提供優秀、專業、高效的多元化綜合培訓課程，內容涵蓋礎知識、方法原則及實戰策略，以協助業界：

1. 改善與貿易夥伴之間以及自身供應鏈的效率及可追溯性
2. 訓練領袖及人才
3. 符合全球標準及技術
4. 優化供應鏈，提升服務質素

學院為本會會員提供一系列培訓及工作坊，主要針對五大範疇，包括：零售及電子商貿、食品及餐飲服務、醫療護理、供應鏈管理及科技應用。

Professional Consultancy Services
專業諮詢服務

GS1 Hong Kong actively brings in industry expertise, global standards, best practices and industry tools to support improvements and transformation of supply-chain processes at every critical stage.

GS1 Hong Kong Supply China Management (SCM) Professional Consultancy Services leverages on a worldwide network of global expertise and standard-based infrastructure framework, coupled with local implementation experience, to help Hong Kong enterprises adopt best practices in SCM and offer them robust solutions using GS1 standards and latest RFID/IoT technologies in meeting the evolving needs of their business processes. We help companies across a range of industries to understand the business opportunity and operational challenge they are facing, remove supply chain barriers and bottlenecks, lower business costs, incorporate SCM best practices and optimise their supply chain operations.

香港貨品編碼協會積極提供行業專業知識、全球標準、最佳實務和解決方案，以支援供應鏈每個關鍵步驟的升級轉型工程。

香港貨品編碼協會供應鏈管理專業諮詢服務善用全球專家網絡、環球知識、標準化的基建和本地實踐經驗，協助香港企業在供應鏈管理上採用最佳實務，為它們提供以GS1標準為基礎的健全方案及最新的無線射頻識別/物聯網科技，以配合他們的商業流程裡日新月異的需求。通過採用世界級的供應鏈管理及無線射頻識別實務，協會幫助多個行業的企業，了解問題根源，對症下藥，移除供應鏈上的障礙和瓶頸，減省商業成本，並採納供應鏈最佳實務和優化供應鏈運作。

How We Help Various Industries
我們如何協助各行各業

Industry engagement starts when an industry reaches out to GS1 Hong Kong for assistance in solving a problem or identifying an opportunity. GS1 Hong Kong works with the industry to define its needs and goals around the challenge and to create adoption plans. We believe that it's important to understand how standards are being adopted and used among businesses within their industries. GS1 standards underpin supply chains, reduce costs and deliver exceptional efficiency in many different industries. Our core sectors are omni-channel and e-commerce, food and food services, healthcare, ICT, transport and logistics, as well as retail and apparel.

當有行業希望香港貨品編碼協會為其解決難題或尋找發展機會，我們便會偕同業內人士釐清其需要及目標，然後制定解決方案。我們相信業界必須了解行內企業如何引入及使用 GS1 標準，因為這些標準是各行各業的供應鏈運作基礎，能助企業節省成本，同時達至驕人的營運效率。我們主要為四個核心行業提供支援，分別是全渠道零售及電子商貿、食品及餐飲、醫療護理、資訊及通訊科技、運輸及物流，以及零售及成衣。

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

Convergence of Information and Divergence of Commerce Channels
匯聚資訊及散佈商務渠道

To create a seamless consumer experience in the trend of omni-channel retailing, retailers and brands must have visible, accurate and interconnected information about products at all times. With the growth of e-commerce and mobile technology, consumers are more empowered than ever before and have increasingly high expectations of product information, product availability and buying experience.

By enabling the unique identification and smooth exchange of products and information – from source to consumers – GS1 standards are facilitating the integration of store operations, delivery and inventory management to fulfil consumers' expectations.

在全渠道零售流行之際，若要創造無縫的消費體驗，零售商和品牌商就必須有任何時候都提供高可視性、準確及有關聯的產品資訊。隨著電子商貿及移動科技不斷發展，消費者不再陷於被動，對產品資訊、貨品供應及購物體驗的要求亦相應提高。

GS1標準可用作識別個別貨品，並促進從製造源頭到消費者之間的產品及資訊交流，把商舖運作、貨品配送及倉存管理結合為一，以求更完善地滿足消費者的需要。

Our Services and Initiatives

1. GS1 SmartSearch
Working collectively with global GS1 members, standards organisations (W3C) and search engine companies to make it easier to discover and describe products on the web, the GS1 SmartSearch project is intended to lay a foundation to make it easier to discover products and understand information about them on the web.

2. REAL Barcode Authentication Solution
"REAL Barcode" is an integrated barcode combining a mark of multiple layers of tamper resistant security features with a GS1 standard barcode, providing high level of security which prevents replication. Through using the mobile app "REAL Barcode", consumers can simply scan the barcode and obtain authentication results within a few seconds.

3. Value+ Product Authentication Solution
A brand protection & consumer engagement solution that appends a unique serialisation number label to allow end-to-end e-Pedigree visibility to bolster consumer confidence and enable personalised post sales engagements.

4. Fast Track Membership Application for E-commerce
In order to facilitate e-Bay merchants to obtain the Global Trade Item Number (GTIN), GS1 Hong Kong provides a fast track for online merchants to complete the membership application 40% faster than normal application.

5. Hong Kong Trusted Product
GS1 Hong Kong works with different e-commerce platforms for listing of Hong Kong Trusted Products. We also provide authorised product barcodes validation service to help consumers make smart purchase decision on-line.

我們的服務與舉措

1. GS1 SmartSearch
GS1各分會與標準機構全球資訊網協會(W3C)及搜尋引擎公司合作，推出「GS1 SmartSearch」計劃，希望令用戶在網上搜索產品及理解相關資訊時更加容易。

2. 「真的碼」條碼驗證解決方案
「真的碼」是一個融合多層防修改保安塗層及GS1標準條碼的綜合條碼，能有效防止條碼被複製。透過利用手機應用程式「真的碼」，消費者可以分辨真品及複製品。

3. Value+ 產品驗證方案
這個解決方案用於保護品牌、增強與消費者的互動。它透過獨一無二的序列標籤，達致由頭到尾的電子化流程可視化，從而提升消費者的信心，並能提供個人化的售後服務。

4. 電子商貿特快會員申請
為加快e-Bay的商家申請全球貿易貨品編碼(GTIN)，香港貨品編碼協會為網上商家提供一個特快申請服務，會員申請的程序比平常快40%。

5. 香港信心產品
香港貨品編碼協會與不同的電子商貿平台合作，確保上架貨品為香港信心產品，並提供獲授權產品條碼的驗證服務，有助消費者在網上購物時作明智選擇。

Industry Advisory Boards

1. SMEs Advisory Board
The SMEs Advisory Board was formed in 1999 to help enhance the competitiveness and efficiency of SMEs by driving their adoption of best practices in supply chain management and e-commerce.

2. Electronic Commerce Users' Committee
The Electronic Commerce Users' Committee, with the composition of ezTRADE users, was set up in 1999 to monitor ezTRADE service including service quality and enhancements and promote the use of electronic commerce in Hong Kong.

業界諮詢委員會

1. 中小企業諮詢委員會
中小企業諮詢委員會在1999年成立，藉著推廣供應鏈管理和電子商貿的最佳實務，協助中小企提升競爭力及營運效率。

2. 電子商貿用戶委員會
電子商貿用戶委員會成立於1999年，旨在透過「通商易」平台於香港推廣電子商貿並提升有關服務質素。

Learn more 了解更多

www.gs1hk.org/our-industries/selling-marketplaces

Food & Food Services
食品及餐飲

Holistic Approach to Food Traceability
食品追溯性的全方位接觸

GS1 Standards help improve traceability and visibility on a global scale, ensuring a safer food supply chain for all industry stakeholders, including brand owners, manufacturers, retailers, logistics providers and consumers.

By leveraging our food traceability programme, supply chain visibility solutions, order-to-cash management solution, as well as e-commerce and omni-channel services in various business processes, the food industry can achieve higher safety, quality, operation efficiency and better consumer engagement.

GS1標準有助提升全球供應鏈的可追溯性及可視性，從而製造更安全的食品供應鏈予各業界持份者，包括品牌持有人、製造商、零售商、物流供應商及消費者。

透過在供應鏈多個程序中採用本會的食品追溯計劃、供應鏈可視化解決方案、無紙交易解決方案，以及電子商貿及全渠道零售服務，食品業界將能達至更高的安全性、質素、營運效率，並與消費者有更佳的互動。

Our Services and Initiatives

1. Global Traceability Standards (GTS)
Improve food product traceability from suppliers to end consumers through Global Traceability Standards, a business process standard that enhances the ability to track and trace the movement of products along the supply chain.

2. Cold Chain Management Solution
Empowered by ezTRACK™, RFID-based Cold Chain Management Solution enables real-time supply chain visibility and temperature monitoring for temperature sensitive food products to ensure high quality and safety.

3. Consumer Connect Mobile App
Increase food safety and consumer confidence through Consumer Connect, a direct mobile communications platform for brand owners to provide trusted product information to consumers.

4. Quality Food Traceability Scheme
The Scheme aims to recognise enterprises that demonstrate excellence in food traceability practices, including the effective adoption of international standards and technology for its food management systems with the ultimate goal in serving better and safer food to consumers.

5. Food Traceability Training Workshop
The Workshop helps enterprises enhance food safety and traceability through global traceability standards, technologies and implementation of strategies.

6. Food Safety Forum
This annual Forum aims to bring together the collective wisdom of industry experts and practitioners to drive effective adoption of international standards and technology for food management systems to improve food traceability practices with the ultimate goal of serving better and safer food to consumers.

7. "Capability Building on Product Data Management for Food SMEs" Project
Organised by the International Food Safety Association, implemented by GS1 Hong Kong and funded by the SME Development Fund of the Trade and Industry Department, HKSAR Government, the Project aims to provide best practices, guidelines and knowledge on managing data to food SMEs through a series of seminars and a Best Practice Special Issue.

我們的服務與舉措

1. 全球追溯標準
全球追溯標準可以改善供應鏈流程，加強食品於供應鏈中的可追溯性。在食品從供應商運送至消費者手中期間，企業可以更輕易地追蹤及追溯該貨品的流向。

2. 冷凍鏈管理方案
以「蹤橫網™」為基礎的無線射頻識別(RFID)冷凍鏈管理方案，能實時監測供應鏈的溫度，確保易受溫度影響貨品的質素及安全。

3.「物密嘟」流動應用程式
直接的流動通訊平台「物密嘟」協助品牌持有人向消費者提供可靠的產品資訊，藉此提升食品安全，加強消費者對品牌的信心。

4. 優質食品源頭追蹤計劃
計劃旨在嘉許食品源頭追溯措施表現優異的企業。得獎企業成功把國際標準及科技有效地應用於其食品管理系統，提高食品可追溯性，從而達到為消費者提供更優質服務及更安全食品的最終目標。

5. 食品追溯培訓課程
課程幫助企業使用全球追溯標準、科技及實行不同的策略以提升食品安全及追溯。

6. 食品安全論壇
這個年度論壇旨在雲集業界專家及從業員，以推動有效應用國際標準及科技於食品管理系統以提升食品供應鏈的追溯措施，期望最終能為消費者提供更優質及安全的食品。

7.「《食得有據》食品業界產品資訊管理手冊」項目
由國際食品安全協會主辦、香港貨品編碼協會執行，並由香港特別行政區政府工業貿易署「中小企業發展支援基金」撥款資助，名為「《食得有據》食品業界產品資訊管理手冊」的項目，旨在透過一系列的研討會及最佳實務特刊，為食品業的中小企提供食品產品資訊管理的最佳實踐案例、指引和知識。

Learn more 了解更多

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

Healthcare
醫療護理

Standards that Benefit All Patients
標準為全球病人帶來裨益

Healthcare systems around the globe are facing challenges that affect the entire supply chain, from pharmaceutical to medical device suppliers, manufacturers, wholesalers, distributors, group purchasing organisations and healthcare service providers. Also, the regulatory landscape continues to evolve and new regulations make further impact on the healthcare supply chain. GS1 Hong Kong is committed to enabling the local healthcare sector to implement global standards to create a more efficient and cohesive supply chain with the objectives of enhancing patient safety, achieving greater regulatory compliance and increasing operational efficiency.

全球醫療體系正在面對不少挑戰，供應鏈的所有持份者，包括藥物及醫療設備的供應商、生產商、批發商、分銷商和團購組織，以及醫療服務機構，都深受這些挑戰影響。同時，醫療監管機制不斷演變，推出的新規例亦影響著醫療供應鏈的運作。香港貨品編碼協會致力協助本港醫療業引入全球通用標準，打造更有效率及更緊密合作的供應鏈，從而為病人提供更周全的保障，進一步配合監管規例，並提升醫療機構的營運效率。

Our Services and Initiatives

1. ezTRADE
A standard-based platform that facilitates paperless pharmaceutical procurement process such as order automation. Hong Kong Hospital Authority (HA) started using ezTRADE in 1996. Supply Chain Modernisation project was implemented by HA in 2010 after that encompasses seven clusters of 42 public hospitals and clinics under HA implemented the project in 2014. With 88% of its pharmaceutical orders automated, HA has experienced higher efficiency and consistency in its supply-chain operations, from product orders to physical receipt of the items procured.

2. Cold Chain Management Solution
Achieve real-time traceability and visibility of pharmaceutical products through Cold Chain Management Solution with RFID technology.

3. Healthcare Supply Chain Management Training
The training covers the benefits of implementing global traceability standards in healthcare products and processes, shares tactics in adopting standards and enabling technologies across the entire supply chain to tackle the diversified healthcare challenges.

4. Unique Device Identification
In 2013, The U.S. Food and Drug Administration (FDA) accredited GS1 as issuing agency for Unique Device Identifiers (UDIs). UDIs aim at creating a common worldwide system for product identification that will improve healthcare business processes and patient safety. Healthcare manufacturers in the U.S and around the world can create and maintain a compliant UDI number (i.e. GTIN) by following the requirements of the U.S. FDA UDI Rule and the GS1 General Specifications.

5. GS1 Signed a New Collaborative Agreement with International Health Terminology Standards Development Organization (IHTSDO)
GS1 also has signed a new collaborative agreement with International Health Terminology Standards Development Organization (IHTSDO) that supports the interoperability in health information systems globally. This new agreement focuses on concrete projects to facilitate the linkage between GS1's GTIN and IHTSDO's SNOMED CT global standard, which ensures semantically accurate clinical terminology for consistent use across health systems and services.

我們的服務與舉措

1. 通商易
以GS1標準為基礎所研發的「通商易」平台，有助促進無紙化藥物採購過程，如採購訂單自動化。香港醫管局由1996年開始採用此服務，其後於2010年推行供應鏈現代化計劃，整項計劃於2014年在七大聯網的42家醫院全面落實。88%的訂單已經自動化，從落訂到接收實物藥品的整個供應鏈均更有效率和劃一。

2. 冷凍鏈管理方案
以RFID科技為基礎的冷凍鏈管理方案，有助醫療機構提升藥物供應鏈的實時源頭可追溯性及透明度。

3. 醫療供應鏈管理工作坊
醫療供應鏈管理工作坊工作坊涵蓋在醫療護理產品和流程中採納全球可追溯性標準的益處，分享在整個供應鏈採納標準和應用技術的策略，以應付種種醫療護理上的挑戰。

4. 醫療器材獨有識別
2013年，GS1獲美國食品藥品監督管理局(FDA)委任為醫療器材獨有識別(UDIs)的簽發機構。醫療器材獨有識別系統為提供全球統一的產品識別而設，以改善醫療護理的程序及病人安全。美國及全球的醫療護理製造商可以依照新美國食品藥品監督 管理局的規例及GS1通用規範，製造及持續使用UDI代碼。

5. GS1 與國際衛生術語標準制定組織 (IHTSDO) 簽訂新的協議
GS1與國際衛生術語標準制定組織(IHTSDO)簽訂了新的協議，讓雙方的健康資訊系統於全球互通。新的協議主要協助建立GS1全球貿易貨品編碼(GTIN)及IHTSDO全球標準 SNOMED CT間的聯繫，幫助醫療系統及服務能使用更精確定義的臨床醫療術語。

Learn more 了解更多
www.gs1hk.org/our-industries/healthcare

Information and Communications Technology
資訊及通訊科技

Empowering Smart City with Global Standards
以全球標準驅動智慧城市

Information and Communications Technology (ICT) is not only a key enabler underpinning Hong Kong's thriving economy; it is also taking shape as an economic sector in its own right. Recent radical and fast developments in IoT have reshaped many industries, business models and the interaction between people, businesses and governments.

Responding to the Government's policy and measures, GS1 Hong Kong, with a large member base, has been proactively building a healthy and sustainable ecosystem to promote the development of ICT by serving as a bridge between ICT solution providers and users.

資訊及通訊科技行業除了是支撐香港蓬勃經濟的重要支柱，本身也是一個獨立的經濟產業。物聯網近年發展迅猛，不但革新了不少行業和商業模型的面貌，還改寫了個人、企業和政府之間的溝通模式。

為響應政府的政策及措施，香港貨品編碼協會充分利用其廣大會員基礎，積極建設資訊及通訊科技解決方案供應商及使用者之間的橋樑，為資訊及通訊科技構築健康、可持續的發展環境。

Our Services and Initiatives

1. Hong Kong IoT Center of Excellence
The Centre serves as an industry support platform that enables the development of IoT and showcases the successful use of innovative technologies in various industries. It features live demonstration in six thematic zones which visitors can touch and feel the power of IoT technologies.

2. Best Smart Hong Kong Award
The Award aims to recognise and promote outstanding ICT inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talents and enterprises in their constant pursuit for creative and better solutions to meet business and social needs.

3. Hong Kong U21 IoT Awards
The Award aims to bring recognition to creative young talents who were committed to innovating and developing new IoT applications or technological products to address business issues and problems of daily lives.

4. IoT Heroes Award
The Award aims to recognise industry individuals who have devoted great efforts in spearheading IoT technology innovation and accelerating adoption in the local community.

5. Hong Kong IoT Conference
The annual Conference aims to gather industry experts to discuss the latest technology trends and development, as well as further raise the awareness and promote the adoption of IoT.

6. Hong Kong IoT Maturity Model
A reference model for enterprises to self-assess IoT adoption, identify room for improvement and achieve business excellence.

7. Vendor Partnership Programme
The Programme creates a business solution network which can provide the best-of-breed solutions accommodating the growth drivers of our corporate members. GS1 Hong Kong promotes the application and development of ICT by matching those partners who provide ICT-related solutions to our members.

Industry Advisory Board

1. Hong Kong IoT Industry Advisory Council
Established in July 2013, the Council aims to drive IoT development, promote IoT adoption to uplift the competitiveness of local industry, and foster an ecosystem for continuous growth in Hong Kong.

Learn more 了解更多
www.gs1hk.org/our-industries/information-and-communication-technology

我們的服務與舉措

1. 香港物聯網科技應用中心
作為行業支援平台，中心促進物聯網的發展，以及展示不同行業的創新科技應用項目。中心內亦劃分成六個主題區展出互動的展品，讓造訪者可以觸摸及感受物聯網技術在不同行業的效能。

2. 最佳智慧香港獎
獎項旨在表揚及推廣優秀的資訊及通訊科技發明和解決方案，以鼓勵香港業界精英和企業不斷追求創新和卓越，創造更佳和更具創意的方案，滿足企業和營運需要，為社會帶來福祉。

3. 香港U21物聯網大獎
獎項旨為表揚有志投入創新及發展新物聯網應用程式或科技產品，以解決業務或日常生活的問題兼具創意的年青才俊。

4. 物聯網英雄榜
獎項旨在表揚於推動物聯網技術創新及本地應用付出巨大努力的行業領袖。

5. 香港物聯網會議
一年一度的會議聚集行業專家探討最新的技術趨勢及發展，並推動各界認識及採用物聯網科技。

6. 香港物聯網成熟水平參考模型
為企業提供參考模型，評估自身應用物聯網的情況，藉此找出改善空間，以改善營運模式。

7. 合作夥伴計劃
本計劃創造商業解決方案的網絡，為本會會員提供配合其業務增長的最佳解決方案，並透過配對資訊及通訊科技業界夥伴和本會會員，推廣有關科技的應用和發展。

業界諮詢委員會

1. 香港物聯網產業諮詢委員會
自2013年7月成立，香港物聯網產業諮詢委員會一直致力推動物聯網發展及推廣物聯網在香港的應用，提升本地行業的競爭力；同時，促進物聯網生態系統的發展，令物聯網在香港茁壯成長。

Transport and Logistics
運輸及物流

(3100)

Enhancing Traceability, Empowering Visibility
提升追溯性，造就可視性

The transport and logistics industry forms the backbone of global supply chains. As goods move from points of origin to points of sale, logistics services providers (LSPs), freight transporters and their customers need to know precisely where shipments are at all times to make informed business decisions.

GS1 standards provide a framework that allows products, services, and information about them to move efficiently and securely for the benefit of businesses. The use of GS1 standards and solutions will facilitate interoperability between systems and processes for enhanced traceability, empowered supply chain visibility, security and sustainability. Further, it will result in increased efficiencies in shipping and receiving as well as better warehouse, transport and asset management.

運輸及物流業是全球供應鏈賴以運作的根基。當貨品從原產地運送至銷售點時，物流服務供應商、貨運公司及其客戶均有需要隨時掌握貨品的精確位置，以便作出正確的商業決定。

GS1標準為產品、服務及相關訊息提供高效而安全的傳送模式，從而便利商業運作。使用GS1標準和解決方案，可以促進不同系統與運作流程之間的互動合作，藉此提升可追溯性，加強供應鏈的透明度、安全性和可持續性，還可以改善貨物收發的效率，提升倉存、運輸及資產管理水平。

Our Services and Initiatives

1. Cold Chain Management Solution
Enabling Cold Chain Management to protect temperature sensitive product's quality by capturing real-time data, including temperature, humidity, time and location of products in transit, empowered by ezTRACK™

2. Warehouse and Asset Management
Enabling efficient warehouse and asset management via ezTRACK™, a globalised EPCIS-standard traceability network, by capturing real-time in-stock, out-stock and stock take information.

Industry Advisory Board

1. ECR Hong Kong
Established in 1996, ECR Hong Kong aims to facilitate the development of Supply Chain Management/ Efficient Consumer Response (SCM/ECR) initiatives in Hong Kong and also provides a link to regional and international SCM/ECR bodies, such as ECR Asia and the Consumer Goods Forum. It serves as an industry platform for retailers, manufacturers and distributors to enhance collaboration on supply-chain-related matters. It also enables the (FMCG) industry to increase operating efficiency and improve customer services through knowledge transfer on SCM/ECR best practices and enabling technologies.

我們的服務與舉措

1. 冷凍鏈管理方案
「蹤橫網™」亦可用於冷凍鏈管理，實時記錄貨品於運送過程中的溫度、濕度以及當時的時間和地點，從而保證易受溫度影響產品的質素。

2. 倉存及資產管理程
以 EPCIS（產品電子代碼訊息服務）為標準的「蹤橫網™」全球追溯網絡，實時擷取入倉、出倉及盤點記錄，提升倉存及資產管理的效率。

業界諮詢委員會

1. ECR香港
自1996年成立以來，ECR香港旨在促進香港發展供應鏈管理/高效消費者響應技術，並聯繫區內與全球的供應鏈管理/高效消費者響應組織，例如 ECR 亞洲和零售商品論壇。它亦是零售、製造及分銷商的業界平台，能推動各方就供應鏈相關議題攜手合作。它同時向快速流轉消費品(FMCG)行業進行知識轉移，協助它們掌握高效消費者響應/供應鏈管理的最佳實務和應用技術，從而加強營運效率，改善顧客服務。

Learn more 了解更多
www.gs1hk.org/our-industries/transport-and-logistics

Retail and Apparel
零售及成衣

Foundation for the Future of Commerce
未來商務根基

The retail industry is quickly responding to the changing habits of consumers, who switch seamlessly between in-store and e-commerce channels while expecting a consistent shopping experience. GS1 standards are helping the retail sector integrate store operations, delivery and inventory management to meet the challenges of the new omni-channel marketplace and satisfy the expectations of consumers at all stages of their purchase. GS1 Standards enable trading partners to develop a more efficient, safe and sustainable supply chain, and help build trusted connection with consumers.

今天的消費者在實體和電子商店之間來去自如，亦期望兩者能帶來一致的購物體驗，零售業界正迅速應對消費者這種新的購物習慣。GS1標準為零售業界整合商舖、送貨及倉存的管理流程，協助企業迎接全方位零售市場帶來的新挑戰，在每一個購物步驟中都能滿足消費者的期望。藉著GS1標準，貿易夥伴可以打造更高效、安全及可持續的供應鏈，並與消費者建立更緊密的互信關係。

Our Services and Initiatives

1. Electronic Data Interchange (EDI)
Improving operational efficiency of order-to-cash by EDI, which is an electronic communication system that provides standards for different companies to exchange data such as orders, invoices via electronic means.

2. Apparel Item Level Tagging (ILT)
The Item Level Tagging (ILT) Supplier Support Programme equips apparel suppliers of Hong Kong and Asia Region with the expertise and tools they need to comply with Electronic Product Code (EPC) standards from source to store. The objective is to enable industry players to provide faster delivery, better customer services and minimise out-of-stock situations and markdowns.

3. Consumer Caring Scheme
The Scheme is to recognise local enterprises which demonstrate excellence in consumer care through effective use of technology and practice of consumer value-related strategies with ultimate goal to lift industry's overall capabilities in delivering consumer product and service.

我們的服務與舉措

1. 電子數據聯通
電子數據聯通是一套電子溝通系統，為須以電子方式互傳數據（例如訂單、發票等）的企業訂立標準。有關系統能提高「訂單到現金」流程的整體運作效率。

2. 成衣單品標籤
「單品標籤供應商支援計劃」為香港及亞太區的成衣供應商提供專業建議及工具，以協助它們把產品電子代碼標準應用到從源頭至商店的整個供應鏈流程。計劃目標是協助業界持分者提供更快捷的送貨方式和更優質的客戶服務，並把缺貨和割價促銷的情況減至最少。

3. 「貼心企業」嘉許計劃
計劃旨在表揚「以消費者為先」的本地企業，通過應用資訊科技，實踐與消費者價值相關策略，最終全面提升各行各業的產品及服務水平。

Learn more 了解更多
www.gs1hk.org/our-industries/retail-and-fmcg

GS1 Standards Footprints: A Day in Your Life
GS1 標準的足跡: 你生活中的一天

08:00
A brand new day
全新的一天

Issue invoice and receive purchase order through ezTRADE for paperless trading
在「通商易」發票和接收訂單，進行無紙化交易

10:00

11:00
Scan barcode to know more about the product, share with friends instantly, or even purchase immediately through Scan@WeChat function
透過條碼「掃一掃」@微信了解產品詳情，即時和朋友分享，甚至立即購買產品

13:00
Use REAL Barcode smartphone app to authenticate products before purchase
使用智能手機中「真的碼」於購物前驗證產品真偽

RFID tagging enables automatic provision of production information, thus enhances shopping experience
RFID 標籤能自動提供產品資訊，從而提升購物體驗

18:00

16:30
Visit to a Consumer Caring Company which offers dedicated Chinese medication services
到提供貼心中醫服務的「貼心企業」就診

13:30
GS1 SmartSearch for enhanced product visibility on online search engines
GS1「智慧搜尋」提升產品在網上搜尋器的曝光率

By using cold chain management solution to track and trace food ingredients along the food chain, you can rest assured of food safety
透過冷凍鏈管理技術追蹤追溯食品供應鏈，令你安心地享用冷凍食品

20:00

Purchase "Hong Kong Trusted Product" through a reliable source and enjoy reliable delivery
由可信賴的來源在網上購買「香港信心產品」，並享用可靠的派遞服務

21:00

23:00
Smart living with GS1 Standards
使用 GS1 標準享受智慧生活

Smarter Business, Better Life
智能商貿 • 美好生活

About GS1 Hong Kong

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

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

Currently, GS1 Hong Kong has over 7,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. GS1 Hong Kong continually en hances and rolls out new services and solutions to help our corporate members to embrace new realities, new challenges, and new opportunities.

關於香港貨品編碼協會

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

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

香港貨品編碼協會目前有逾7,000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。協會不斷提升及推出新的服務及解決方案,協助各企業會員抓緊新景象、新挑戰和新機遇。