

**Two Decades of R&D Effort Bears Fruit  
with Thousands of Bedding Products**

**by Local Sleep Expert**

睡眠專家 廿年研發萬款床品

**Rejuvenating the Rice Legacy  
with Entrepreneurship &  
Time-Honoured Wits**

米業傳承 靠年輕拼勁及老行尊智慧

**Jeju SamDaSoo Mineral Water  
Complies to Environmental  
Law with QR**

韓國濟州三多水 以QR符合環保法規

**Survey: 49% Businesses Fail to  
Update Inventory System  
on Return Goods**

調查: 49%公司退貨後

沒自動更新存貨系統



**Piony Leung**

CEO of Café de Coral Group

梁可婷

大家樂集團首席執行官

Executive Connect 管理層專訪

**Hong Kong Catering Giant Unveils Formula in Defying  
the Market Gloom – “Charge, Cope and Change”**

逆市突圍 本地餐飲龍頭的「攻、守、變」策略



### Aspire to Circular Economy 啟動循環經濟新紀元

Research shows that implementing circular economy can reduce carbon emissions by up to 40%. To successfully implement circular economy, companies need to track data throughout the product life cycle.

Greenhouse Gas Protocol, a global standardized frameworks to measure and manage greenhouse gas (GHG) emissions, has provided guidelines on product life cycle assessments - companies need to collect data from upstream and downstream supply chains, and ensure data quality and “shareability”.

Data quality refers to the accuracy, consistency, completeness and credibility of the data. GS1 standards are the key that enables companies to accurately identify, capture and share data, enhancing product life cycle traceability and transparency.

How to apply GS1 standards to enable the 3Rs of circular economy - Reuse, Recycle, Reduce waste, and even meet the Regulatory requirements for sustainability? Stay tuned for our updates on the upcoming industry publication about ESG, green transport & logistics.

Café de Coral Group, cover story of the issue, set 5-year/10-year targets in 2021 to reduce food waste, conserve water and energy, and reduce carbon emissions. How did they manage to meet these goals ahead of schedule this year? Who are the beneficiaries of the HK\$3,000-worth voucher card introduced by the group?

Bedding product brand Cherry Home procures in a sustainable way, including the precious eiderdown hand-picked from the bird nests in Iceland. The second-generation owner of Murray Rice knows the importance of ESG as well, because climate change and extreme weather can seriously affect crops and yields, so they are eager to pursue the natural health food market.

Enjoy reading, we hope you get inspired.



有研究顯示，推行「循環經濟」可以將碳排放降低達40%。要成功推行「循環經濟」，企業需要追蹤到產品生命周期上的數據。

國際標準體系Greenhouse Gas Protocol有就產品生命周期評估作出指引 - 企業需要從供應鏈上下游收集數據，並確保數據質量及可共享。

數據質量是指數據準確度、一致性、完整性及可靠性，而GS1標準便是關鍵，讓企業可以準確地識別、獲取、及分享數據，提升產品生命周期可追蹤性及透明度。

要如何善用GS1標準，促成循環經濟的3個R - Reuse (重用)、Recycle(回收)、Reduce(減廢)，甚至是符合其他R - Regulations(法規)上要求，推動可持續發展？請留意業界即將出版有關ESG綠色運輸及物流的新書。

今期封面故事大家樂集團曾於2021年設立5年/10年期的減少廚餘、節水節能、減碳排放等指標，更於今年提前達標，如何做到？集團推出價值HK\$3,000元的「開飯咭」有什麼用？

Cherry床上用品亦致力於採購上實踐可持續，包括從冰島鳥巢中採集的雁鴨絨，價值連城。美利米業第二代傳人非常理解ESG的重要，因氣候暖化和極端天氣都有機會令稻田失收，所以對天然健康食材市場看高一線。

歡迎閱覽今期Business Connect，掌握最新趨勢和洞見。

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## About GS1 Hong Kong 關於香港貨品編碼協會

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

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

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

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

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

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# Hong Kong Catering Giant Unveils Formula in Defying the Market Gloom –

## “Charge, Cope and Change” 逆市突圍 本地餐飲龍頭的 「攻、守、變」策略

**Piony Leung**

CEO of Café de Coral Group

**梁可婷**

大家樂集團首席執行官



The Hong Kong food service industry is facing headwinds from local consumers' increased fondness for day-trips across the border and a surge of outbound travel. While most caterers are playing defence until the storm passes, Hong Kong's leading food chain, Café de Coral Group (CdC) stays proactive and positive of the future. The optimism is fuelled by a number of factors: its multi-brand strategy, strong performance in the mainland market, and optimisation of its procurement and management processes through technology and data-driven approaches.

“We focus on being agile, which means being able to seize opportunities (charge), shield from risks (cope), and adapt in different market situations (change). For example, we are launching an upgraded version of mobile app to boost sales, enhancing work processes to improve efficiency, and at the same time cultivating a ‘breakfast and afternoon tea culture’ in the mainland cities. I believe only a multifaceted approach can continue to drive our growth,” said Piony Leung, CEO of Café de Coral Group.

### Dining Culture: Guangdong versus Hong Kong

The Group's three main business lines - quick-service restaurant, casual dining, and institutional catering - all posted a year-on-year revenue growth during the fiscal year 23/24. Besides its 380 stores in Hong Kong, it has achieved a record high of 171 stores in the mainland with 18 new stores opened in the past year.

With over 30 years of presence in the mainland market, Piony explained how Guangdong customers are different from Hongkongers in their dining habit, “In the mainland, breakfast is simply fried dough sticks and soy milk, while afternoon tea is uncommon. Whereas in Hong Kong, the ‘breakfast, lunch, tea, dinner’ dining culture is vibrant. We serve meals throughout the day, with breakfast to the commuters and retirees, lunch and afternoon tea to the white collars, blue collars and students after school hours.”

“But the integration within the Greater Bay Area has presented an excellent opportunity for us. We are actively introducing the Hong Kong dining

在北上消費潮、外遊潮影響下，本地零售餐飲市場表現疲弱，許多企業以守為攻，冀捱過難關。作為香港餐飲龍頭之一的大家樂集團面對經濟放緩，仍對未來業務發展保持樂觀，全賴其多元化餐飲品牌策略，內地業務強勁表現，及以科技和數據為基礎的採購與管理優化措施等。

大家樂集團首席執行官梁可婷(Piony)稱：「我們要做到『能攻、能守、能變』，例如會推出新版app刺激銷售，亦會審視及提升工作流程效率，並培養內地城市的早餐和下午茶文化等，我相信多管齊下方能持續帶動增長。」

### 粵港餐飲大不同

大家樂集團的速食餐飲、休閒餐飲、機構飲食三大範疇業務，在23/24年的營收比去年同期都有增長，在香港經營380間分店，內地分店更淨增加18間至171間，創數量新高。

Piony指集團在內地已累積30多年經驗：「過往內地食客會以油條豆漿作簡單早餐，亦不習慣吃下午茶，反觀香港在『早午茶晚』市都很旺，早餐有上班族、退休族；下午茶市有藍領、白領、學生等。」



culture to cities like Foshan and Guangzhou. With menus tailored to local tastes, we encourage parents to enjoy a big breakfast in a comfy setting after sending their children to school, or friends in the neighbourhood to gather leisurely for afternoon tea. We are striving to make this cultural shift happen.”

「現時大灣區融合正好提供契機，讓我們在佛山、廣州等地引進這些港式餐飲文化：譬如父母送子女返校後便在舒適環境下享受豐富早餐、或居民在午後找個休閒茶聚點，配上適合當地口味的餐單，這正是我們著力推動的餐飲文化變革。」



## Go Digital

When it comes to addressing customer behavioural changes and enhancing operational efficiency, Piony believes digitalisation is the key. CdC Fast Food recently launched an upgraded version of the mobile app “Club 100”, which has attracted over 1.7 million registered users to date. New members can enjoy e-coupons worth over HK\$600 upon registration to enable functions including one-stop mobile pre-ordering, meal ordering for dine-in/takeaway, collecting reward points, accessing eatCDC eCommerce platform, and making orders for mooncakes and other festive foods. In turn, the Group leverages the real-time data to better grasp consumer trends.

“We have also installed over 800 self-ordering kiosks and over 250 food delivery robots in our stores across mainland China, Hong Kong and Macau. These initiatives not only help us provide more efficient customer services, ease the workload of frontline staff, but also add fun to the overall dining experience. They are not meant to take away jobs: some cashiers have transitioned to other positions in the kitchen or the siu mei section, and they enjoy their new roles while learning new skills.”

## Seeing the Big Picture, Acting in Detail

Technology has done wonders for CdC in terms of alleviating manpower shortage, controlling costs and boosting productivity, which partly contributed to the Group’s gross profit margin risen to 11.4% in 23/24 from 8.8% in the previous year. Piony is now focusing on digitalisation and streamlining work processes at the stores, central processing plants and back offices. GS1 HK’s ezTRADE platform, a B2B digital trade community, and Smart Operation Solution are some of the initiatives that have been in place. The former provides a unified system for different suppliers to receive orders and issue invoices, enhancing efficiency for both outlets and suppliers. The latter solution is essential to central food processing: previously the staff would cut the raw meat upon delivery into meal portions, but variations in bone quantity and fat content could affect the final number of meals supplied by each shipment. Now, CdC has

## 專注數碼化

要掌握食客習慣和變化，同時要提升營運效率，Piony稱數碼化非常重要。大家樂快餐近月推出升級版「Club 100」手機app，新會員可享HK\$600優惠，提供一站式手機預先點餐，可以網上落單、到店堂食/自取，亦有積分換獎賞、連到eatCDC網購平台、網購節慶食品如月餅等功能，累積至今已有超過170萬名會員，有助集團透過即時數據了解消費趨勢。

「我們在中港澳三地分店內安裝了共800多部自助點餐機、超過250個送餐及收餐機械人，除了加快點餐、出餐效率外，亦減輕前線員工的工作負荷，還為整體用餐體驗增添趣味性。科技並非取代既有工種，有收銀同事調往廚房、燒味等其他工種，嘗試不同崗位，學習新技能之餘更喜歡上新工作呢。」

## 大處著眼 小處著手

科技有助紓緩餐飲業人手緊張問題，亦有助控制成本、提升生產力，間接令集團毛利率由22/23年的8.8%升至今年11.4%。Piony致力將門店、中央產製中心、後勤辦公室等處所的工序數碼化及智能化，以提升效率。當中包括GS1 HK「通商易」（ezTRADE數碼商貿社群平台）及智慧營運方案，前者讓不同供應商以同一系統接收訂單及寄發帳單，提升門店與供應商的效率，而後者有助中央產製，過往員工收到肉類後會切割成一份餐的份量，但來貨多骨或少骨、較肥或較瘦都會影響每日供應的餐數量。公司便制定出標準分量及工序，

established standard portions and procedures, introduced electronic scales and spreadsheets to accurately record quantities of divisible meat and time required for the process. The new system has not only increased sellable meat volume, improved cost control, ensured stable numbers of meal output, it also aligns with the CdC sustainability goals by boosting productivity and reducing food waste.

“Nothing is too insignificant for us to address. Our management team regularly visit our work sites to pinpoint and rectify any issues. Participation and opinions of our staff are key, that is why we launched the “Have Your Say” initiative to regularly gather feedback from staff, which successfully led to the formulation of schemes to reduce costs. For instance, a colleague once noted that the wonton wrappers from a supplier were too moist, causing excessive usage and wastage when making wontons. We acted on it quickly, resulting in a significant increase in production and efficiency. Minor tweaks in raw material, staffing, and food quality management can all play a pivotal role in the seamless functioning of a food chain that serves hundreds of thousands of meals each day.”

## Promoting Sustainability

Food safety is fundamental to catering businesses. For 6 consecutive years, CdC has received the top award – Diamond Award – from the GS1 HK Quality Food Scheme, which not only exemplifies its high standards in food safety but also excellence in areas including food traceability, employee health and hygiene management.

The Group’s sustainability goals also pertain to its customers, employees, and the environment. A series of environmental indicators were set in 2021 focusing on food waste reduction, water and energy conservation, and carbon reduction, which has all been met in 2023/24 ahead of schedule. The recycling rate of food waste from its operations has also been increased to 40% in the same year. In response to the global call on plastic reduction, all of the Group’s outlets has discontinued the use of disposable plastic cutlery in April 2024, while \$1 will be charged on takeaway customers opting for non-plastic disposable cutlery. Since the introduction of this measure, 90% of the takeaway customers choose not to purchase disposable cutlery, indicating a success in waste reduction.

“To achieve these goals, we must mobilise all our staff: clearly communicate our goals and provide appropriate tools to them. This involves taking small steps like moving the scale in the kitchen to the ground to make it easier for staff to weigh the heavy food waste every day; it is also important to recognise outstanding performance in order to boost participation to these sustainable work practices. As such, we have already



引入電子磅及電子表格，準確記錄來貨可分割的份量及員工所需時間，不但提高可銷售的肉類產量、控制成本及確保出貨量穩定，員工亦因標準化工序提升生產力；這亦有助配合集團減少食物浪費的可持續發展目標。

「我們的管理團隊經常到不同場所視察、發掘和解決問題，從不會因『事小而不為』。同事的參與及意見非常關鍵，我們推出『好橋你有SAY』計劃收集同事意見，整合成多項減少浪費的計劃。曾經有同事指供應商的雲吞皮太濕，包雲吞時會黏在工具上，因而造成浪費及影響生產力，跟進後已大大改善。這涉及食材開支、人力資源和食品質素的管理，對於我們每日生產數十萬個餐的集團而言，絕對需要正視。」

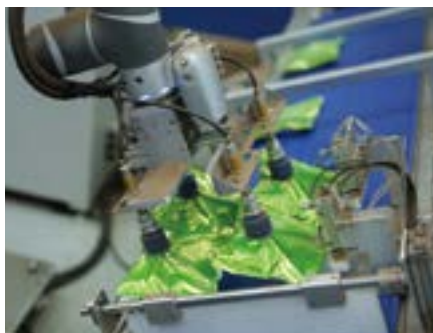
## 推動永續發展

食品安全是餐飲業的基本，而連續6年獲GS1 HK優質食品計劃最高殊榮的大家樂集團，除了食安符合高標準外，其食材追蹤溯源系統、員工健康及地方衛生監控等亦達優秀級別。

除食安外，集團其餘三大可持續發展範疇還包括顧客、員工及環境。Piony指集團於2021年已設立一系列減少廚餘、節水節能、減碳排放的環境指標，於23/24年度全部提前達標，廚餘回收率更提升至40%。此外，為響應減塑，集團全線分店於今年4月起停用即棄塑膠餐具，外賣顧客可以1元加購非塑膠即棄餐具，而數據顯示約9成外賣顧客均選擇不需要即棄餐具，可見措施成功鼓勵減廢。







「要達成目標，必須動員全公司力量：與前線同事清晰溝通目標，並提供合適工具。例如我留意到同事要將廚餘舉高才能磅重作記錄，實在不便，應將磅放地上，這小小改變其實有助同事更配合我們達成目標。同時必須表揚同事的出色表現，提升參與度。所以我們今年已超前完成減少溫室氣體排放、能源和水消耗、廚餘的4大指標。」

surpassed our four key ESG targets this year in reducing GHG emissions, energy and water consumption, and food waste,” said Piony.

## Supported 7,000 Underprivileged in 2 Years

The Group’s “Bon Appétit Café” food assistance programme has been launched for two years now. With a total funding of HK\$24 million, the programme has supported 7,000 individuals, including single parents, elderly living alone, caregivers of patients and etc. Unlike typical food distribution programmes, CdC relies on its community partners to identify the needy and distribute HK\$3,000 voucher cards to them. Beneficiaries can redeem meals of their choice at CdC anytime, avoiding scenes of long queues usually seen at food distribution events.

In the 2024 AC Nielsen mystery shopper survey, the Group received a record-high score, which Piony attributed to their “Happy Employees = Happy Customers” ethos.

“We set up the Lo Tang Seong Education Foundation in 1999 to provide university tuition subsidies to eligible staff members’ children, which had supported 766 employees to date. We also believe in creating a diverse and inclusive community, and have currently employed over 600 colleagues from ethnic minority backgrounds or with disabilities.”

## 兩年助7,000弱勢社群人士溫飽

大家樂集團連續第2年推出「大家開飯」食物援助計劃，受惠人士累計至今7,000人，涵蓋單親家長、獨居長者、病患照顧者等，資助總額達2,400萬港元。與坊間派飯計劃不同，合作機構會找出有需要受助人士，提供每張港幣3,000元的「開飯咭」，受助者可隨時到大家樂門店，根據自己喜好自由兌換餐點，免除日曬雨淋排隊等情況出現。

集團在2024年AC Nielsen的神秘顧客調查中的評分再創新高，Piony稱關鍵在於集團「快樂員工=快樂顧客」的理念。

她舉例：「我們自1999年設立『羅騰祥教育基金』，為員工子女提供大學學費資助，至今共有766位同事受惠。我們亦深信社區共融，現時有600多位少數族裔或殘疾同事在集團工作呢。」



Assuming the role of CEO in April this year, Piony has been actively revitalising the brand and streamlining costs concurrently, aiming to reinforce its leading position in a fast changing market. The Group’s strategic approach, characterised by its ability to “charge, cope and change” infuses the business with energy and resilience, enabling it to not only survive but thrive for over 56 years and beyond.

剛於今年4月上任為CEO的Piony既為集團品牌帶來革新，亦積極控制成本、穩中求變，集團正是憑著「能攻、能守、能變」策略，才能在超過56年間持續為業務注入幹勁和活力，在市場保持領導地位。



## Over 60% Consumers are Willing to Spend More Because of... 逾6成消費者願花更多錢因為...



Consumers usually check product usage, online reviews, unboxing articles and other information before making purchase decision. As business owner, how will you meet consumers' expectations?

消費者購物前普遍會查看產品用法、網上評價、開箱文等資料。作為商家，你會如何為滿足消費者期望？



# 77%

of consumers say product information helps purchase decisions  
消費者表示產品資訊有助購買決定



# 62%

are willing to spend more on products with detailed information  
願意花更多錢購買具備詳細資料的產品

Retailers can capitalise on QR codes powered by GS1 Digital Link standards, which allows consumers to scan with their mobile phones and access a wealth of product information, such as product and component origins, nutrition labels, certificates, carbon footprint, recycling instructions, links to tutorial videos, styling advices, recipe and more.

商戶可善用加入GS1 Digital Link標準的QR碼，讓消費者以手機掃描，即可查閱大量產品資訊，如產品和組件來源、營養標籤、證書認證、碳足跡、回收方法，以至連到視頻教學、打扮造型建議、食譜推介等。

## 26 Corporate Giants Take the Helm 26家巨企帶頭號召

26 leaders from the world's biggest retail and consumer goods enterprises call for the transition to QR Codes with GS1 standards, including Alibaba.com (Taobao & Tmall Group), AS Watson, Carrefour, 7-Eleven (CP ALL Thailand), JD.com Group, L'Oréal, Nestlé, The Procter & Gamble Company, Tsingtao Beer Group, etc.

全球已有26間跨國企業的零售及消費品品牌領袖，包括阿里巴巴集團(淘寶天貓)、屈臣氏集團、7-11(CPALL泰國)、京東集團、歐萊雅(L'Oréal)、康師傅控股、蒙牛乳業、雀巢、P&G、青島啤酒等，攜手呼籲各界採用加入GS1標準的QR碼。

“ Consumers demand more information about the products they're purchasing, regulators require the disclosure of more information and there's an ongoing need to more effectively track and trace products through the supply chain. We can resolve this with 2D barcodes with GS1 standards inside – a single barcode that has the power to provide all the information consumers need and desire, improve traceability through the supply chain, and scans at checkout. 消費者對產品要求更多資訊，監管機構亦強調更多訊息披露，而商戶本身亦要更有效地對產品追蹤溯源。加入GS1標準的二維碼可解決這些問題 – 單一條碼就能提供消費者所需資料，提升供應鏈可追溯性，並能在結帳時掃描。”

詹慕仁 - P&G全球董事會主席、總裁兼首席執行官  
Jon R. Moeller, Chairman of the Board, President and CEO, The Procter & Gamble Company

Joint Statement Details  
聯署詳情





# Jeju SamDaSoo Mineral Water Uses QR Codes to Comply to Recycling Law & Boost Safety

## 韓國濟洲三多水 以QR符環保法規 加強食安



In December 2022, as part of the “Use Less Plastic” Initiative, Korea’s government announced that by 1 January 2026, all PET bottles of mineral water in Korea needed to be label-less\*. This would make bottle recycling easier, faster and more efficient.

The mandate further states that individual bottles should move all the information that would previously have been on the label into a QR Code on each individual bottle’s cap.

JPDC, a leading manufacturer of bottled water in Korea, spearheaded to adopt QR Codes powered by GS1 Digital Link standard, directly printed on their Jeju SamDaSoo water bottle caps.

韓國政府於2022年12月宣佈，所有礦泉水PET膠樽必須於2026年起推出無標籤包裝。這將有助膠樽回收(因毋須除去標籤外套)，更快更高效。

條例進一步規定，原本放在每一個膠樽標籤上的所有信息，都應放入每個瓶蓋的QR碼中。

韓國首屈一指的樽裝水生產商JPDC，便率先決定應用加入GS1 Digital Link標準的QR碼，直接印製在其濟洲三多水瓶蓋上，領先同儕。

Each cap has a QR Code that contains a GTIN which beeps at the checkout just like any barcode; and when a consumer scans the code with a smartphone, the GS1 Digital Link embedded in the code takes them to a product information page on the web.

現時每個瓶蓋上的QR碼都會包含GTIN(產品編碼)，在收銀櫃枱掃描時會如常發出「beep」聲結帳；而當消費者以手機掃描該碼時，其中的GS1 Digital Link會連結到網上的產品訊息頁面。



### Benefits 效益



Enhance consumer engagement with access to rich info  
讓消費者獲取豐富資料，加強互動



Boost safety & quality levels as the best-before-dates in QR codes facilitate easier recalls  
將最佳食用日期放入QR碼方便產品回收，提升安全及質量



Enable JPDC to create promotions easily  
讓企業能輕鬆製作推廣活動



Optimise the First-In-First-Out process & minimized obsolete stock  
優化先進先出的貨倉管理流程，減過期庫存



Ensure compliance with Korean legislation re recycling of plastic water bottles  
確保符合韓國政府有回收膠水樽的相關法規



Read the Case  
閱覽案例詳情



GS1 HK provides QR code to members for free, contact us to know more

GS1 HK亦免費為會員提供QR碼，聯絡我們了解更多  
T:2863 9740 E:corpinfo@gs1hk.org



## Two Decades of R&D Effort Bears Fruit with Thousands of Bedding Products by Local Sleep Expert 睡眠專家 廿年研發萬款床品



**Alice Cheng**  
Director, Cherry Home  
**鄭淑麗**  
Cherry床上用品董事長



**Flora Cheng**  
Director, Cherry Home  
**鄭淑芳**  
Cherry床上用品董事長

With one-third of our lives spent in bed, sleeping quality is crucial to our health, cognitive power, and ability to relieve stress and emotional control according to the Hong Kong Department of Health. Established in 2004, the Hong Kong brand Cherry Home (Cherry) has introduced thousands of high-quality bedding products tailored to individuals of different ages and preferences. Flora Cheng, Director of Cherry made an interesting analogy: "Choosing a pillow is like choosing a partner; it is more than just its appearance, but requires trying, comparing, and experiencing to arrive at the most suitable choice. This is why we introduce new products regularly to meet the needs of customers at different life stages."

### Good Craft Needs no Push

Cherry has over 50 point-of-sales in Hong Kong and Macau, each with a different set of product displays. For example, stores in large shopping malls display functional bedding products, while locations with more young families may feature popular cartoon or baby sets. "Our extensive range of product stands out in the market with competitive pricing, stylish elegance, and various functions. We invest heavily in research and quality control, believing that customer word-of-mouth is the best kind of promotion, so we never leverage celebrity for endorsements," said Flora.

Business Development Manager, Jacob Hung, who is also the son of the other co-founder of the firm Alice Cheng, understands the level of perseverance needed for the elder generation to build the business more than anyone else. "When I visited the factory for observation, I noticed that every detail of the production process was meticulous, from the thread, dye, cutting, and the machines are strictly monitored. But we didn't shift the rising costs onto our customers, even as the overheads kept rising. I believe that's the recipe for our reputation, which is fundamental to the company's long-standing success."

衛生署指人生有三分之一的時間用於睡眠，所以優質睡眠非常重要，有助健康、專注、排解壓力及負面情緒等。香港品牌Cherry床上用品於2004年成立至今，推出過萬款優質床品，配合不同年齡、不同喜好的人士。其董事長鄭淑芳(Flora)笑稱：「揀枕頭有如揀伴侶般，不能單靠外表，要試及比較、體驗過才可找到最適合自己的床品。這正是為何我們會定期推出新品，迎合顧客在不同人生階段的需要。」

### 有麝自然香

Cherry於港澳設50多個銷售點，鋪面的陳列品各有不同，如在大型商場會展示多款功能性的床品、或在年輕家庭較多的地區放置人氣卡通或嬰兒套裝等。「我們產品極多，主要以高性價比、時尚優雅、兼具保健效能市場取勝。我們會投資於研發、品質監控上，相信顧客口碑就是最好的代言，甚少用明星廣告。」





## A Wide Choice of Options for Masses

Flora keeps a close eye on market trends and is sensitive to shifts in customer preferences. She has witnessed how customers who used to value comfort and durability came to prioritize antibacterial, anti-dust mite, antiviral properties during the pandemic; and more recently, started shifting their focus to striking a balance in mental and physical well-being. To stay ahead of the market, Cherry constantly innovates for new products to provide new benefits that satisfy consumers' evolving needs.

"We were first in the market to introduce 100% pure silk fabric, Outlast® thermo-technology (a "Certified Space Technology™" developed by NASA), and the world's finest cotton Supima®. Recently, we set 2 other new milestones by introducing the 'Graphene Energy Pillow' that emits far-infrared rays when stimulated by body heat, improving blood microcirculation and possessing antibacterial and moisture-wicking properties, as well as the BioCrystal® Biotechnology Pillow which contains 16 types of natural crystals combined with gold and silver, promoting stress relief and enhancing energy. These are the results of our dedication to research for the benefits of mankind," said Flora.

"Changes in customer behaviours during the pandemic, such as the way they try out products in-store and make reviews and purchases online, prompted us to set up an e-shop to bridge offline and online business. Now that we have accumulated over ten thousand of members, it is time to engage more with them through digital means, instead of relying just on traditional face-to-face service." That is a task Flora has to delegate to the younger generation given her "lack of tech-savviness" as she humorously admitted.

Jacob is well-suited for the task to enhance Cherry's business digitally. While the company is making plans to relocate its office and warehouse, he took the opportunity to initiate an upgrade of the company's inventory system with RFID technology. Besides, Jacob also expressed interest in '1QR', a 2D barcode that he hopes to improve consumer experience by unlocking more product information conveniently through a simple mobile phone scan. Such product information may include certifications, washing instructions, maintenance methods and more.

“ Since becoming a GS1 HK member in 2005, the barcode system has helped us efficiently manage stock in-and-out of the warehouse; the use of RFID will further improve stocktake efficiency and traceability 我們自2005年成為GS1 HK會員以來一直有用條碼管理貨倉，加快出入貨效率。未來打算以RFID進一步提高盤點、追蹤貨物等效率。 ”

業務拓展經理洪敬軒(Jacob)是Cherry另一創辦人鄭淑麗(Alice)之子，作為企業接班人，他亦親身體驗長輩的堅持。「我到工廠觀察時，留意到公司床品製作工序的每一個細節均一絲不苟，採用的紗線、染料、裁剪，甚至配備工具亦有嚴謹監控，而生產成本一直上漲，但銷售價格卻沒有相對調整。我後來知道許多顧客都是因口碑而來選購，就了解長輩的堅持品質正是公司長做長有的原因。」

## 「萬」貨應「萬」客

Flora時刻觀察市場變化，留意到顧客由過往推崇舒適耐用的床品，至疫情期間會重視抗菌防蟻防病毒，到近年更關注身心靈健康平衡，所以公司亦與市場同步、推陳出新。

「我們在過去率先引入100%天絲™纖維、美國太空總署(NASA)研發和認證的Outlast®恆溫及透氣物料技術、世界頂級棉花匹馬棉Supima®之外，最近亦推出能以體溫激發遠紅外線、能改善血液微循環和抗菌排濕的石墨烯能量枕，以及蘊含16種天然水晶加上金和銀結合而成的BioCrystal®生物水晶科技枕、具舒壓增強能量等作用，這些都是我們『以人為本』、了解顧客需要而研製的心血結晶。」

「疫情下顧客消費模式改變，例如在店舖試用、看網上評價、在網上選購等，所以我們也趁勢開設網店，打通線下線上生意。我們現時有逾萬會員，未來會加強與會員互動，除了面對面服務外，亦會以數碼方式與顧客溝通。」Flora笑言自己不諳科技，全靠後生一輩去打點。

公司有計劃搬遷，順道會將舊系統升級，Jacob預期會應用RFID等技術。得悉GS1 HK推出1QR二維碼，他表示會積極考慮使用，以便利顧客用手機掃描閱覽大量資訊、加強購物體驗，例如床品證書認證、洗滌教學、保養方法等。



## A \$100,000+ Naturally-Sourced Eiderdown Product

Flora is committed to sourcing natural and environmentally friendly materials from around the world to create the highest quality products. “When it comes to down feathers, we only procure materials with international certifications in compliance to ethical standards. For example, materials with the Downpass certification label allows us to trace back and ensure the supply chain has passed necessary animal welfare and quality audits. Icelandic Eiderdown, known to be used in royal bedding, requires Iceland Government’s approval before procurement. The eiderdown farmers have to wait until the Eider ducks finish nesting and hatching their eggs and fly away with their full-fledged babies before collecting the down feathers in the nests. Eiderdown is rare and valuable because each nest yields only about 15 grams of down feathers.”

Natural and eco-friendly doesn’t necessarily mean high price. Cherry’s commitment to sustainability is evident in their use of biodegradable materials, such as Tencel™ fibers, corn fibers, and organic dyes, in their mass market products. “We firmly believe that energy conservation, waste reduction, and recycling are not just duties but moral obligations for every individual and organisation. As a local SME, we take this responsibility seriously. We also treat our employees like family, placing great emphasis on their physical and mental health, cultivating good intentions and walking the right path. This is the foundation of our unwavering belief in quality, regardless of cost or efficiency concerns.”

With a persistent focus on quality, customer-centricity, fulfilling social responsibility, and providing a friendly and trusting work environment for employees, Cherry has received the Consumer Caring Company accolade from GS1 HK for 13 consecutive years since 2011, and similar recognitions by various other institutions.

## A Shining Example of Hong Kong Brand

During this interview, Flora shared several times that her greatest joy in the business is not profits or expansion, but the genuine satisfaction of customers experiencing improved sleep and comfort with Cherry products.

‘I met a cardiologist a few days ago who praised our pillow for easing his snoring, granting him a good night’s sleep. He mentioned his intention to recommend us to others, and that alone was enough to make my day.’ Flora’s and Alice’s steadfast philosophy are underpinned by good beliefs, which they hope to amplify and establish Cherry as a global beacon of trust in Hong Kong’s brand landscape.



## 天然採集 價值逾10萬的雁毛被

Flora指公司致力從世界各地搜羅天然環保的物料，打造最優質產品。「以羽絨為例，我們採購的物料均符合國際認證及道德規範標準，如Downpass認證可從產品標籤上追溯其供應鏈已通過動物保護與品質審核。而冰島雁鴨絨(eiderdown)是宮廷寢具，要經政府批准才可採集它們的絨毛。方法是靠雁鴨在築巢孵化幼鴨時脫下的毛，等幼鴨長大飛走後才去採集，每個巢大概可收集15克羽絨，可見價值連城。」

天然環保當然不代表貴，公司亦會用可生物降解物料，如天絲™纖維、粟米纖維，及應用有機的印染原料去製作大眾化產品。「我相信節能減碳、減廢回收是社會上每個人、每個機構的責任，我們作為中小企亦責無旁貸。我們待員工如家人，非常著重身心健康，修善念、行正道。這也是我們公司執著於品質，不因成本或效率而影響品質的信念基礎。」

品質至上、以客為本、盡社會責任，並為員工提供友善互信的工作環境，這些都是Cherry自2011年、連續13年獲得GS1 HK貼心企業殊榮及各界社會機構認可的原因。

## 成為香港金漆招牌

訪問期間，Flora多次強調這盤生意最讓她開心的，不是賺更多錢或越做越大，而是聽到顧客用了Cherry床品後表示舒服優質、提升睡眠質素。

「前兩天與一位心臟科醫生碰面，他說我們送他的枕具幫他舒緩鼻鼾，終於可以嘍個好覺，還說要告訴身邊有睡眠問題的朋友，這已足以讓我高興一整天。」她與Alice最期望將這份持之以恆、堅定不移的理念發揚光大，成為全球消費者對香港品牌的信心。



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掃瞄二維碼

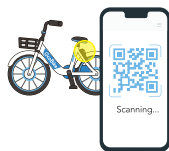


\* 使用前請參閱使用條款  
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## 1 登入 loco 應用程式



## 2 解鎖單車



掃瞄車鎖上的二維碼

\*記得允許應用程式使用相機及打開手機藍芽。

## 3 結束行程



打開應用程式，  
選擇「結帳」

## 環保冷知識

...如果每人都以單車代步



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**400卡路里**相當於慢跑

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# Rejuvenating the Rice Legacy with **Entrepreneurship & Time-Honoured Wits**

## 米業傳承 靠年輕拼勁及老行尊智慧

**Julia Chu**  
General Manager  
Murray Rice  
**朱麗儀**  
美利米業總經理



Statistics from Hong Kong's Trade and Industry Department in 2021 showed that the average annual rice consumption per person in HK was 37kg, about 17% less than 8 years ago. Facing the downsized rice sector and uncertain market conditions, the second-generation leader of Murray Rice, General Manager, Julia Chu, said the company is developing new brands and product lines drawn on the company's 20+ years of solid experience, hoping to attract the health-conscious customers. Murray Rice is also relying on the experience and wisdom of the seniors and veteran staff, led by a "in good times and bad" mentality to overcome these challenging times.

### Diversify to Retail x Entrepreneurship Spirit

Started as a logistics firm, Murray Rice later grew into a rice stockholder by chance when the liberalization of rice trade in HK befell, and become a major OEM supplier of packaged rice for a sizable supermarket. In addition to OEM, it has also launched its own branded packaged rice, aimed to expand into the retail market.

"Despite Thai rice popularity in Hong Kong, some Hongkongers would go extra miles to Japan to buy rice because of their purities and qualities. So we obtained the exclusive dealership to the rice from Tottori prefecture government in Japan, where light pollution is absent in the rural area and the paddies are irrigated by fresh water running from Japan's third tallest mountain, yielding the highest quality of rice. My old folks once thought OEM business was good enough, but I tried to let them know we can mitigate risks if we put our eggs in multiple baskets. Luckily the products are taking off nicely so far."

The company also procures rice from Miyagi and Shiga prefecture for sale on HKTvmall and its own e-shop. It offers gift set containing 9 rice packs from different prefectures in Japan, tapping into the gift market.

據工業貿易署2021年統計，每名港人全年平均消耗37公斤食米，較8年前相比減少約17%。面對行業萎縮及市道不明朗，美利米業第二代接班人、總經理朱麗儀(Julia)稱，公司在20多年基礎上正開發新品牌及產品線，冀吸引關注健康新客，亦依靠父輩及老員工經驗與智慧，以「生意齊齊搵」的心態去度過難關。

### 少年的拼勁 轉身拓零售

美利米業以運輸物流起家，在香港米牌開放後、因緣際會下投身米業生意，為本地一家大型超市生產包裝米OEM代工至今。除代工外，近年更推出自家品牌包裝米，望開拓零售市場。

「泰國米在香港雖是主流，但我留意到有港人會從日本千里迢迢『托』米返港，貪其較少雜質、『不用洗米』。所以我們特地從日本鳥取縣政府拿到其食米的獨家經營權，因當地鄉村零光污染、稻田由日本第三高大山流下來的水所灌溉，粒粒飽滿有營養。雖然父輩當年認為代工已足夠，但我期望能分散業務太單一的風險，尚幸產品發展至今算是有點成績。」





Julia is planning for the launch of a new brand called the "Institute of Light", sourcing globally for sustainable, natural health food products to bring to market. Alluding to products illuminated under sunlight, the brand name implies its merchandises are of minimal environmental impact and processing. Julia believes this aligns with the preferences of most consumers today, who opt for quality foods over processed products.

## Get Upper Hand x Veteran Experience

The company's core logistics business has remained steady, serving major clients like Japan's major rice merchant, as well as various local small and medium suppliers. The company's fleet, which takes up most of the company's manpower, delivers to over 500 buyers every month, covering restaurants, hotels, local groceries, supermarkets, etc. The cold storage and warehouses for rice also enable Murray Rice to provide cold chain management services.

"Business is about sharing yields, my father told me, so we take on a number of clients even their margins are low to us. We thus developed an extensive network with diverse clients, and we stayed supportive with them through thick and thin."

"2 years ago, we sold half of our 300,000 sqft. factory, and looked to find place for expansion again. Business has continued to scale back however, so we decided to move the production line to Thailand. This helps us reduce costs and meets the 'Made in Thailand' product description requirement. We are indebted to the foresight of our leaders, so we can brave out the current adversity in an easier way."



公司現在HKTVmall及自家網店銷售產自宮城縣、滋賀縣等地的食米，亦有9種不同縣包裝而成的日本米禮品裝，冀打開送禮市場。

Julia正積極籌劃「光之研究所」品牌，在全球搜羅可持續發展、天然健康食品應市。「品牌意思是在陽光下照耀的產品，即對環境影響輕微、無甚加工的產品。我相信這是大部份現今消費者的取態，寧揀優質食品而非加工品。」

## 前輩經驗 洞悉先機

公司運輸本業的生意平穩，既有日本第二大型米商、亦有本地各類中小型供應商。現時佔公司大部份人手的車隊每月送貨至500多家餐廳酒樓、酒店、士多、超市等買家，同時因儲米冷凍倉所以亦提供冷鏈管理服務。

「父輩教導要以『有福同享』的態度去做生意，即使有些客戶利潤微薄，我們亦不會拒諸門外，所以現時公司運輸網絡覆蓋廣、客路多，並會與夥伴共渡時艱。」

「我們在2年前將30,000萬呎廠房減半賣掉，原冀覓地再發展，詎料生意持續疲弱，便決定把生產線遷往泰國。這既減成本、亦符合真正『泰國製造』的商品說明；這還多得父輩的先見之明，才能輕裝面對現時逆境。」



## Embracing Tech x New Prospects

Murray Rice was among the first batch of GS1 HK “ezTRADE” member since 1996 to trade with supermarket, which has improved ordering and invoicing efficiency over the years. **The launch of its own brand later has prompted the company to use barcode, which accelerated product listing at supermarkets and online stores, and sped up inventory management in the warehouse.**

“We’ve introduced digital systems like vehicle scheduling, cloud collaboration, etc. to complement our veteran staff experience – who knows the secret parking spots, best cargo loading times like the back of their hands – these help with our manpower shortage issue.”

Referring the senior staff as invaluable assets, Julia is striving to promote integration of the new and old and co-dependence of tradition and innovation. “Our company accountant in his 70s worked until he wanted to retire, and we got an assistant to get him on board with the IT system. We also hire young fellows to manage online shopping and digital stuff, to which their efficiency and capabilities really amaze me.”

The company was its first GS1 HK Caring Company title, precisely because of its caring for employees while embracing innovation, as well as its collaborative style of sharing success and benefit with the environment, partners and customers, bringing high-quality foods to the market. “Rice yield is highly sensitive to any changes of the environment. Past crises like the bushfires in Australia and floods in Thailand underline why we pay close attention to climate change and extreme weather events. This also explains why our company is passionate about sustainably-sourced food ingredients.”

## 融合科技 迎新氣象

美利米業自1996年因與超市交易，成為首批GS1 HK「通商易」(ezTRADE)會員，多年來提升接訂單、出發票效率遂沿用至今。**及後推出自家品牌，便利用條碼方便產品在超市及網店上架，亦加快貨倉出入貨管理。**

「我們已引入貨車排更、雲端協作等數碼化系統，配合老一輩同事經驗，因他們熟知哪個地方泊車較易、哪個時間上落貨最快等，正好緩解人手短缺、新血不足的問題。」

Julia笑言公司老行尊是寶，正努力推動新舊融合、傳統與創新共存。「我們會讓一位70多歲的會計工作至他自願退休，並請助理協助『入機』，亦會聘請年輕同事管理網購等，他們的效率和能力實在令我大開眼界。」

公司首年獲得GS1 HK貼心企業嘉許，正因其對員工念舊、亦擁抱創新，同時以協作理念，與環境、夥伴、顧客共生共贏，並為市場帶來高質食品。「食米是個很受環境影響的行業，早年澳洲山火、泰國水災都構成危機，所以我們對氣候變化、極端天氣非常關注，亦解釋了我們公司會積極開拓具永續發展特質的食品原因。」



“ I am hopeful of the future of the local rice market, despite the current ‘cut carb’ or ‘rice makes you fat’ narratives. I believe what matters most is to find what suits your own dietary needs. Traditional wisdom says drinking rice water enhances circulation, benefits the spleen and stomach with high nutritional value, so I believe rice will continue to be the food staple, though perhaps in new forms or new ways 我對未來米業前景感樂觀，即使現時坊間許多『戒澱粉』、『食米會肥』等論調，但其實最重要是適合自己飲食需要才是正道。傳統智慧說飲米水來補血氣、健脾養胃，深具營養價值，所以我相信米業會以新姿態、新形式繼續是本地主流食材 ”





# The Secret Sauce for **Generative AI** and **Sustainability: Data Quality**

## 生成式AI和可持續發展的秘訣



Extract from GS1 US article (22 Apr, 2024) 摘錄自GS1 US的網上文章：

<https://www.supplychaindive.com/spons/the-secret-sauce-for-generative-ai-and-sustainability-data-quality/713558/>

Sustainability has become a top-of-mind issue for many organisations, but how can you make improvements to your organisation's sustainability if you don't know where materials and products came from, how they're traveling and where they're going? Visibility and traceability are critical to both making your business more sustainable and demonstrating your commitment to less wasteful practices.

One way companies have attempted to handle this challenge is adopting technologies like Radio Frequency Identification (RFID) and Internet of Things (IoT) sensors, as well as 2D barcodes, such as QR Codes. But this leads to another challenge: mountains of data generated that they have to make sense of in order to gain business intelligence.

Generative AI is a strong answer to this problem. Using AI tools, you can streamline your logistics operation, plan better routes, right-size inventory levels and more.

可持續發展成為各行業焦點，而其中關鍵是在於能夠掌握原材料和產品的來源、運輸方式和動向，才能得知如何調整可持續發展方向。所以要讓業務變得更可持續，並能展示減碳減費的承諾，可見性(Visibility)和可追溯性(Traceability)都是至關重要。

有機構會採用無線射頻識別(RFID)、物聯網(IoT)傳感器及二維碼(如QR碼)等技術，來確保可見性和可追溯性。但這卻帶來新問題：龐大數據需要被分析，才能從中獲得行業洞察。

生成式AI正好為此提供答案。機構可以使用AI工具來精簡物流操作、優化路線規劃及庫存等。

**All of these business actions require quality, standardised data that you can share easily across your trading partners - and AI offers an excellent opportunity to ensure that data is clean and you're getting the best insights from it.** 其中要訣在於標準化的高質量數據，讓公司可輕鬆與業務夥伴分享數據，而AI亦能保證數據清晰一致完整，從而獲得真正深刻獨到見解。

“ The first step toward better visibility to support sustainability initiatives is to cleanse your data. The adage that's existed since the dawn of computing applies: garbage in, garbage out. AI tools are only as accurate as the data you plug into them. 『數據清洗』(Data Cleansing)是提升可見度、支持可持續發展的第一步。正如多年來IT行業中人所言，『Garbage In, Garbage Out』，即是AI工具分析出來的結果，其準確性和表現與輸入的數據品質直接掛鉤。”

Bob Czechowicz, Senior Director of Innovation, GS1 US  
GS1 US高級創新總監Bob Czechowicz

When it comes to new technologies enabling better visibility and more context, IoT devices have delivered much better insight into the journey of products through an organisation's supply chain. Advanced data carriers like 2D barcodes and sensor-based technologies like RFID capture information about products, assets and locations; this information can inform better decisions to support sustainability and ESG requirements.

新興科技能增加可見性及提供相關資訊，例如物聯網裝置便可提供產品在供應鏈不同位置的即時動態。結合二維碼及RFID等技術去捕捉產品、資產和位置資訊，有利推進可持續發展及使ESG發揚光大。

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# 90% Businesses Include Standard Return Process **but Fail to Update Inventory System Causing Pressure on Warehouse**

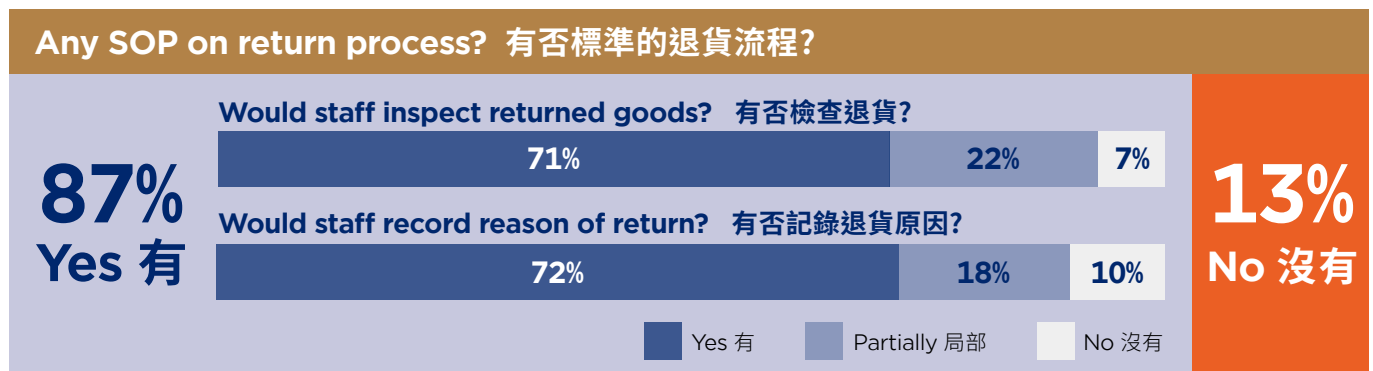
## 近9成公司有標準退貨程序 唯沒更新系統易惹屯積



A robust returns mechanism not only reduces inventory costs, but also enables companies to better understand customer needs and improve consumer satisfaction. The aggregate results of GS1 HK's "Supply Chain Maturity Model (SCMM)" self-assessment found that 87% of companies maintains standard operation procedures (SOP) on return processes. The majority (71%) of businesses would have the staff to inspect the returned items and record the reasons for the return (72%). Also, 82% of companies designate specific locations for storing returned merchandise.

良好的退貨管理不但可降低庫存成本，亦讓企業更了解顧客要求，有利提升消費者滿意度。本會的「供應鏈成熟度模型(SCMM)」自我評估結果發現，87%企業有標準退貨流程，大部份(71%)會包括員工檢查退貨，並會記錄退貨原因(72%)，亦有82%企業會指定地方儲存退貨。

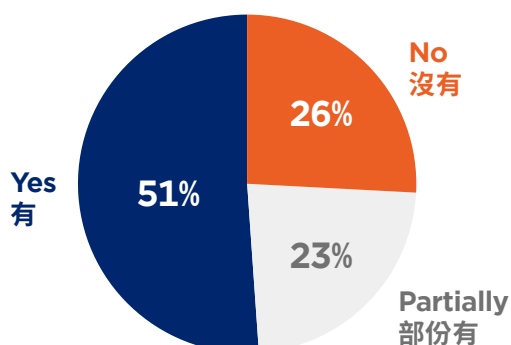
### Companies has Done Fairly Well in Return Process 企業普遍已做好退貨管理



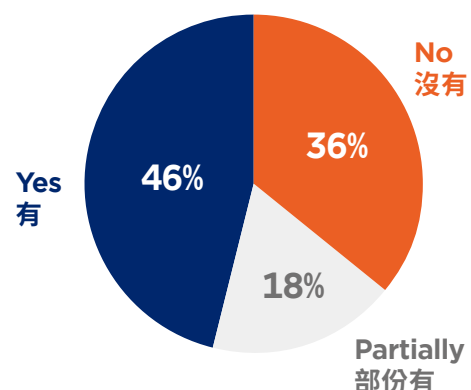
Despite so, only about 50% of companies would automate the inventory update using IT systems like ERP, and define KPIs to measure the return process. This could potentially increase pressure on warehouse storage and cost, or turn product obsolete and write-offs, which might hurt the bottom line.

然而只有約5成公司會在退貨後，以ERP等系統自動更新存貨量，亦不會設定明確關鍵指標(KPI)，這或會增加庫存壓力及成本，或令貨品成瑕疵品或報銷，失卻獲利機會

### Does ERP or IT system update the inventory level after the return process? 退貨處理後有否自動更新存貨量?



### Do you define KPIs to measure return performance? 有否制定退貨指標?



GS1 HK's Principal Consultant, Heidi Ho, pointed out that as online shopping prevails and more consumers aware of their rights, goods return becomes increasingly common after consumers find the products cannot meet their needs. This process involves transport & logistics, inspection, storage, re-label / re-package, re-shipping, etc. Merchants should have a proper return mechanism in place to draw repeat customers, **which also help reuse or repurpose and waste reduction that supports circular economy.**

本會首席顧問何雅賢指，隨著社會日益著重消費者權益及網購盛行，因產品不合適而退貨亦越來越普遍，當中牽涉運輸物流、查檢、暫存、重新標籤包裝、重新發送等。商戶須做好退貨機制讓顧客「買完再買」，**更能做到重用或改變用途、減廢，有利「循環經濟」。**

“ The goods return rate for online shoppers is generally higher than that of physical stores', about 20% to 30% according to market studies. To facilitate the process, businesses should use barcode or RFID to automate identification and information flow to the warehouse management system (WMS) to enhance return efficiency. This helps inventory update and management, and **optimises the use / reuse of returned products and materials that prevent unnecessary wastage or write-offs, which is a key part in the development of circular economy.** 有研究指網購的退貨率普遍比實體店為高，約為20%-30%。要處理好退貨，商戶應以條碼或RFID等技術輔助，將退貨單和相關產品資訊快速輸入WMS倉儲管理系統，提高退貨效率，亦有助後續的庫存更新和管理。**做好退貨，能優化產品/物料的運用和重用，避免不必要浪費或報銷，是推動『循環經濟』發展的重要一環。**”



Heidi Ho 何雅賢  
GS1 HK Principal Consultant  
GS1 HK 首席顧問

## 6 Best Practices in Return Management 退貨流程 - 6項最佳實務守則



**Define and enforce standard operating procedure on return process**  
釐定並切實執行退貨的標準流程



**Record the reason of return (e.g. defective, wrong amount)**  
記錄退貨原因(如有瑕疵、送錯數量等)



**Maintain a fixed location to store returned goods**  
在倉庫內規劃特定的退貨區



**Inspect returned goods at return & before stock-in to warehouse**  
退貨時及入倉前都需檢查



**Apply automatic return system (supported by barcode/RFID)**  
應用自動退貨系統(可用條碼/RFID輔助)



**Define Key Performance Indicators (KPIs) to measure return performance & efficiency**  
釐定KPI來評估退貨效率及表現

## Supply Chain Maturity Model Self-Assessment 供應鏈成熟度自我評估



**Complete the self-assessment to understand your company's supply chain maturity level in 5 minutes.**

只需短短5分鐘，就能初步了解公司的供應鏈成熟程度。

[www.gs1.hk.net](http://www.gs1.hk.net)

**GS1 Smart Professional Service team helps review your processes, make them more agile and responsive to market changes, and more importantly increase your profit margin.**

**GS1 HK智慧專業團隊幫您檢視流程，令日常營運更快更靈活、隨時迎合市場變化，更重要是提升盈利。**



# Establishment of Digital Policy Office

## 「數字政策辦公室」正式成立

The Digital Policy Office (DPO) led by Ir Tony Wong, JP, the Commissioner for Digital Policy, has recently been established. DPO will formulate related policies and initiatives on Digital Government, Data Governance and Digital Infrastructure, unleashing the potentials & power of digital technology & data to promote digital economy & smart city development.

This marks an important milestone in Hong Kong's digital transformation journey - the establishment of the DPO is one of the new initiatives announced in "The Chief Executive's 2023 Policy Address". Furthermore, the Digital Economy Development Committee (DEDC) chaired by the Financial Secretary, has also made core recommendations to advance the development of digital economy in Hong Kong.



Photo source: Digital Policy Office Facebook Page  
相片來源: 數字政策辦公室Facebook專頁

由黃志光擔任數字政策專員的「數字政策辦公室(數字辦)」正式成立,將就數字政府、數據治理及數字基建三個科別制定相關政策和措施,發揮數字科技和數據的潛力和功用,推動數字經濟及智慧城市發展。

這也標誌著香港在數碼轉型道路上的一個重要里程碑 - 成立數字辦是《行政長官2023年施政報告》的其中一項新措施,旨在加快數字政府建設;而由財政司司長擔任主席的數字化經濟發展委員會(DEDC)也有於推動香港數字經濟發展策略和措施上提供意見。



Digital technology and data are also important elements in driving high-quality development and new quality productive forces. The DPO will promote the implementation of digital policies based on innovative technology and data, and make every effort to steer bureaux/departments in leveraging innovative technology to enhance public services as well as putting in place more digital government initiatives that will bring convenience to the public and benefit the business sector to meet the ever-changing needs and public expectations in the digital era.

數字科技和數據是驅動高質量發展及新質生產力的重要元素。數字辦會倡導以創新科技和數據為本的數字政策,全力引領政府各局/部門利用創新科技優化公共服務,落實更多便民利商的數字政府措施,以切合數字時代下不斷轉變的需要和公眾期望。

Professor Sun Dong, JP - The Secretary for Innovation, Technology and Industry Bureau  
創科科技及工業局局長 - 孫東教授 JP



GS1 HK looks forward to seeing more digital government initiatives being put in place with the establishment of DPO. We will definitely support the Government's future endeavors in accelerating digital transformation and digital economy development.

GS1 HK非常期待在DPO成立後,更多數碼政府措施得到落實。我們定會全力支持政府在推動數碼轉型和發展數碼經濟的未來工作。

Ms Anna Lin, MH, JP, FCILT, FHKIM - Chief Executive, GS1 Hong Kong  
香港貨品編碼協會總裁 - 林潔貽 MH, JP, FCILT, FHKIM



### Key Initiatives at a Glance 主要措施一覽

- ① Facilitating Cross-boundary Data Flow within the Greater Bay Area  
促進粵港澳大灣區數據跨境流動
- ② Foster closer collaboration with the Mainland on the connectivity of digital infrastructures and data  
促進與內地數字化發展
- ③ Digital Government  
推動數字政府
- ④ Promoting Digital Inclusion  
推動數碼共融
- ⑤ Data Sharing & Application  
數據共享和應用
- ⑥ Information & Cybersecurity  
提升資訊及網絡安全

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# Driving F&B and Retail Industry Transformation at DTSP Solution Day

## 數碼科技案展示日 推動餐飲及零售業轉型



Cyberport organised a “Digital Transformation Support Pilot Programme (DTSP) Solution Day” to help local food & beverage (F&B) and retail SMEs in understand about digital transformation solutions & the funding support of DTSP.

As the Chairperson of Advisory Group of DTSP, Cyberport, Anna Lin joined the event to exchange insights with the industry, and support companies to adopt ready-to-use digital solutions.

為了讓餐飲及零售業的中小企了解數碼化轉型方案，以及DTSP對企業的配對資助，數碼港早前舉行了「數碼轉型支援先導計劃(DTSP) - 數碼科技方案展示日」。

本會總裁林潔貽為「數碼轉型支援先導計劃」顧問小組主席，參與活動與業界交流的同時，支持及推動企業採用現成的數碼科技方案。



This program is beneficial for SMEs. Digital transformation has become a key trend, and SMEs should leverage DTSP to grow their customer base. DTSP covers a diverse range of solutions, including funds for promotion, as well as digital payment solutions. We encourage SMEs to actively participate in the program to grow their businesses and reduce costs.

這個計劃對中小企業是非常有好處。數碼轉型是個大趨勢，中小企就要好好善用這個數碼轉型支援先導計劃，擴闊客源。計劃涵蓋推廣資助，亦可以推動電子支付等，方案很多元化。希望大家都可以積極參與計劃，做好生意，減低成本。



Ms Anna Lin, MH, JP, FCILT, FHKIM - Chief Executive, GS1 Hong Kong  
香港貨品編碼協會總裁 - 林潔貽 MH, JP, FCILT, FHKIM



### About DTSP 關於數碼轉型支援先導計劃 (DTSP)

DTSP was launched to provide local SMEs with subsidies on a one-to-one (1:1) matching basis in order to assist SMEs in applying ready-to-use basic digital solutions. SMEs applying for funding under the Pilot Programme must belong to the Food and Beverage (“F&B”) or retail industries. The Programme targeted solution categories as below:

- Digital Payment Solutions and Shopfront Sales
- Online Promotion
- Customer Management and Loyalty Solutions

數碼轉型支援先導計劃會以一對一(1:1)配對方式為本地中小企提供資助，協助中小企應用現成的基礎數碼科技方案。現階段申請計劃撥款資助的中小企必須屬於餐飲業或零售業。計劃目標方案類別包括：

- 電子支付系統及店面銷售
- 線上推廣
- 客戶管理及優惠系統

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# New Book Launch: **Industry Players Sharing 35 Years of Long-standing Bonds**

## 新書發佈 業界人士分享卅五載點滴



Close to 70 industry members joined the book launch event, **《From Zero to +01》(從零到+01)**. Our Chief Executive Anna shared how GS1 HK started from introducing barcodes into the city, to the development of Electronic Data Interchange (EDI) platform that facilitates digital trade, and driving digital transformation through bringing in supply chain management. Industry members also shared their precious experience:

近70名業界人士親臨**《從零到+01》**新書發佈會。本會總裁林潔貽分享了GS1 HK將條碼引進香港開始，拓展至促進數碼貿易的電子數據交換(EDI)平台，及至推動供應鏈管理、助企業數碼轉型等歷程。多位業界人士亦親臨分享珍貴點滴：

“ For decades before barcodes were introduced, retail checkout was a cumbersome process. Cashiers had to manually input product prices, which was often prone to errors. This not only resulted in customer complaints, but also long queues at checkout. Barcode has indeed led a retail revolution. 幾十年前沒有barcode收銀很痛苦，要人手打入價錢，不但價錢不對，又有顧客投訴，排隊時間長。條碼讓零售業踏入新紀元。”

Norman Yum, Business Advisor, PARKnSHOP  
百佳超級市場業務顧問 - 任安良



“ The F&B sector is distinctive because suppliers are made up of local merchants like fruit stalls, vegetable vendors & poultry farms, etc. Thanks to GS1 HK, we have become a buyer hub in 2015, supporting local suppliers to digitalise the procurement & supply processes, transforming the ecosystem. 餐飲業的獨特之處在於有果欄、菜欄、雞欄等較地道的供應商。2015年我們成為了buyer hub(買家)，與供應商建立了數碼系統，改革了採購、供應等流程，這都是GS1 HK帶動的。”

Louis Mah, Director, Group Information Technology, HK Maxim's Group  
美心集團資訊科技高級總監 - 馬慶和



The book will be available in JP Books, Commercial Press and Chung Hwa Book.

**All proceeds will be donated to charitable organisations.**  
「從零到+01」書籍將於三聯、商務、中華書店上架。  
**書本收益將撥捐予慈善機構。**

請掃描訂購本書  
Please scan to buy



## Exploring ESG Value Chain 探討 ESG 價值鏈



As one of the advisors of “BUSINESS GOVirtual Expo & Conference” held in July, our Chief Executive Anna was invited to and attended the opening ceremony, whereas our Principal Consultant, Heidi Ho, exchanged insights with Bloomberg, Cyberport, DBS and InvestHK at a panel discussion moderated by Plato Yip, Chairperson of Friends of the Earth (HK), to explore ways to :

在7月舉行的「BUSINESS GOVirtual科技博覽及會議2024」上，本會總裁林潔貽以顧問團隊身份出席了開幕典禮。其中於「ESG價值鏈：由建立可信數據到融資」論壇上，主持人香港地球之友董事會主席葉廣濤與本會首席顧問何雅賢、投資推廣署、彭博智庫、星展銀行及數碼港代表分享見解，包括如何：



Collect, process and analyse ESG data  
收集、處理和分析ESG數據



Improve data quality  
改善數據質量



Improve ESG disclosure issues  
改善ESG信息披露問題



Make good use of ESG in digital financing  
善用ESG數據融資

Want to know how? Contact us 想知點做?聯絡我們: [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)

## Happy 30<sup>th</sup> Birthday to HK Transport & Logistics Association 恭喜香港航運物流協會三十周年

As the Honorary Advisor, our Chief Executive, Anna Lin, joined the 30th Anniversary cum Rebranding Ceremony of HK Transport & Logistics Association. The association was renamed from “Hong Kong Sea Transport and Logistics Association” to “Hong Kong Transport and Logistics Association”. A tour was arranged to GS1 HK’s Smart Business Innovation Centre to experience the various innovative IoT applications and solutions in transport & logistics, retail, food & foodservice, healthcare, apparel sectors.

本會總裁林潔貽作為香港航運物流協會(協會)的榮譽顧問，早前出席了協會的三十周年慶祝午宴暨改名典禮(由Hong Kong Sea Transport and Logistics Association改名為Hong Kong Transport and Logistics Association)。GS1 HK更為業界安排參觀GS1 HK智慧科技創新中心，探討及體驗物聯網在運輸物流、零售、食品及餐飲服務、醫藥保健、成衣等不同場景的應用。





## 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. A PLUS INTERNATIONAL LIMITED  
晉昇國際集團有限公司
2. AAB CO. LIMITED
3. ADMIRAL GLOBAL LIMITED
4. ALLROUND PHARMA (HONG KONG) LIMITED  
傲然藥業(香港)有限公司
5. A-MARK INTERNATIONAL COMPANY LIMITED  
雋一國際發展有限公司
6. ANGUANGDA INTERNATIONAL CO., LIMITED  
安廣達國際有限公司
7. ASPARK CO., LIMITED  
熒火箭然有限公司
8. BELGIUM DK BILLIARDS SUPPLIES LIMITED  
比利時蒂凱臺球用品有限公司
9. BELLA STAR CO., LIMITED
10. BENATURE LIMITED
11. BFF ASSET HOLDINGS LIMITED  
最家同學集團有限公司
12. BIO-TREE TRADING COMPANY LIMITED  
五葉草有限公司
13. BOSSING INT'L CO., LIMITED  
柏森國際有限公司
14. BOT BIOLOGICAL PHARMACEUTICAL TECHNOLOGY CO., LIMITED  
博特生物藥用科技有限公司
15. BRINY RIVER LIMITED  
百利可有限公司
16. CANLES LIMITED
17. CHAMTENT TECHNOLOGY HONGKONG CO., LIMITED  
泓騰科技香港有限公司
18. CHIKODO (HONG KONG) LIMITED  
知光堂(香港)有限公司
19. CHINA DUTY FREE (HONG KONG) GUANGLONG GROUP  
TRADING CO., LIMITED  
中國免稅(香港)遠東集團貿易有限公司
20. CHINA GRAND MASTER ZHONGYI POPULARIZE ASSOCIATION LIMITED  
中國國手中醫推廣協會有限公司
21. CHINA HOME FASHIONS INDUSTRIES LIMITED  
中國家紡有限公司
22. CLOUDWALK LIMITED  
香港雲起有限公司
23. CREATE EVER LIMITED  
創恒顧問有限公司
24. DEBACK LIMITED  
德巴克有限公司
25. DUNHUA GROUP LIMITED  
敦華集團有限公司
26. ECO-GLOBE DEVELOPMENT LIMITED  
盈康環球發展有限公司
27. ECOSTRYKE HONG KONG CORPORATE LIMITED
28. EFFOREST COMPANY LIMITED
29. EMITCODE LIMITED
30. ENDOVISION LIMITED
31. FAT KEE NOODLE FACTORY LIMITED  
佛記粉麵廠有限公司
32. FEYSO HEALTHCARE PRODUCTS LIMITED
33. FINN BRANDS LIMITED  
斐斐有限公司
34. FOREVER HEALTH PHARMACEUTICAL LIMITED  
恆健藥業有限公司
35. GAMMA HONG KONG LIMITED  
伽馬香港有限公司
36. GCM BAKERY LIMITED  
焙樂食品有限公司
37. GERMANY HEFEILEI (HK) DEVELOPMENT LIMITED  
德國赫菲勒(香港)發展有限公司
38. GRAND COFFEE COMPANY LIMITED  
瓊基咖啡有限公司
39. GUCHENG (HONG KONG) LIMITED  
固成(香港)有限公司
40. GUOHUA TOBACCO HONGKONG CO., LIMITED  
國華煙草香港有限公司
41. HAIBEI INTERNATIONAL INVESTMENT AND TRADE LIMITED  
海貝國際投資貿易有限公司
42. HAIR REJUVENATION CO., LIMITED  
活髮社有限公司
43. HEE KEE TRADING LIMITED  
喜記貿易(香港)有限公司
44. HK BIYOU FOOD LIMITED  
香港必優食品有限公司
45. HK CHINA MEDICAL STORE LIMITED  
香港中華大藥行有限公司
46. HK DAYAOFANG THE PACIFIC LIMITED  
香港大藥房太平洋有限公司
47. HK DISTRICT WEIWEI FOOD LIMITED  
香港微味食品有限公司
48. HK IML TECHNOLOGY CO., LIMITED  
香港艾美翎科技有限公司
49. HK JIULONG DAYAOFANG PHARMACEUTICAL SHARE LIMITED  
香港九龍大藥房藥業股份有限公司
50. HK PHARMACY JINGPIN LIMITED  
香港大藥房京品有限公司
51. HK PHARMACY MEDICAL TREATMENT DRUG CO., LIMITED  
香港大藥房醫療藥業有限公司
52. HK SANRIO (CHINA) FOOD LIMITED  
香港三力歐(中國)食品有限公司
53. HK TOWIN CO., LIMITED  
香港途穩有限公司
54. HK YAMALI INTERNATIONAL COSMETICS CO., LIMITED  
香港亞瑪麗國際化妝品有限公司
55. HOME ELECTRONICS LIMITED
56. HONG KONG BELLODI BIOTECHNOLOGY LIMITED  
香港貝樂迪生物科技有限公司
57. HONG KONG BK BIOTECHNOLOGY CO., LIMITED  
香港博可生物科技有限公司
58. HONG KONG CHENXU IMPORT & EXPORT TRADING CO., LIMITED  
香港晨旭進出口貿易有限公司
59. HONG KONG DAO XIANG CUN FOOD LIMITED  
香港稻香村食品有限公司
60. HONG KONG FREEDOM INTERNATIONAL TOBACCO CO., LIMITED  
香港飛途國際煙草有限公司
61. HONG KONG GLOBAL BANG IMPORT & EXPORT COMPANY LIMITED  
香港環宇驚嘆號進出口有限公司
62. HONG KONG ISEN INTERNATIONAL LIMITED
63. HONG KONG JIULONG INTERNATIONAL BUSINESS AND  
TRADE CO., LIMITED  
香港九龍國際商貿有限公司
64. HONG KONG JOLY INTERNATIONAL TRADE CO., LIMITED  
香港喬利國際貿易有限公司
65. HONG KONG LIFE TEMPLE TECHNOLOGY CO., LIMITED  
香港萊福坦泊科技有限公司
66. HONG KONG MING DE TANG PHARMACEUTICAL LIMITED  
香港明得堂製藥有限公司
67. HONG KONG OLD CHINESE MEDICINE PHARMACY LIMITED  
香港老中醫大藥房有限公司
68. HONG KONG PHARMA COMPANY LIMITED  
香港製藥株式會社有限公司
69. HONG KONG PHARMACY MATERIA MEDICA LIMITED  
香港大藥房本草有限公司
70. HONG KONG SHANGKANG TRADING CO., LIMITED  
香港尚康商貿有限公司
71. HONG KONG SHANGXI HEALTH CARE PRODUCTS CO., LIMITED  
香港尚熙健康護理品有限公司
72. HONG KONG SHUNCHANGHANG PRODUCTS CO., LIMITED  
香港順昌行產品有限公司
73. HONG KONG TASTING HERB HEALTH INDUSTRY CO., LIMITED  
香港嘗百草健康產業有限公司
74. HONG KONG TRADITIONAL CHINESE MEDICINE CO., LIMITED  
香港中醫藥業有限公司
75. HONG KONG UNITED INSTITUTE OF MEDICAL RESEARCH LIMITED  
香港聯合醫學研究院有限公司
76. HONG KONG WINE ASSOCIATION TRADE CO., LIMITED  
香港酒業協會有限公司

77. HONG KONG XINKE BIOTECHNOLOGY CO., LIMITED  
香港新科生物科技有限公司
78. HONG KONG ZHONGKE DERMATOLOGY RESEARCH INSTITUTE LIMITED  
香港中科皮膚研究院有限公司
79. HONGKONG DLS CO., LIMITED  
香港朵零拾有限公司
80. HONGKONG MEINAER CULTURE PRODUCTS LIMITED  
香港美奈兒文化用品有限公司
81. HONGKONG SENAI TECHNOLOGY CO., LIMITED  
香港森愛科技有限公司
82. HONGKONG SHENGJIANHENG BIOLOGICAL TECHNOLOGY CO., LIMITED  
香港生健衛生物科技有限公司
83. HONGKONG TONGZHANTANG HEALTH FOOD LIMITED  
香港同盞堂養生食品有限公司
84. HONGKONG XINTAI DEVELOPMENT BUSINESS TRADE LIMITED  
香港新泰發展商貿有限公司
85. HST-RC LIMITED
86. HUADUN GROUP (HK) LIMITED  
華頓集團(香港)有限公司
87. HUI'S TRADING (INTERNATIONAL) LIMITED  
許記貿易(國際)有限公司
88. HUMBLE GRACE LIMITED
89. IKKI COMPANY  
一喜食品貿易公司
90. IMHKB GROUP LIMITED
91. JY HEALTH INTERNATIONAL COMPANY LIMITED  
晉譽健康國際有限公司
92. KAM SHEK JEWELLERY COMPANY LIMITED  
金石首飾有限公司
93. KANE TOP COMPANY LIMITED  
勤拓有限公司
94. KINHARVEST CO., LIMITED  
子成貿易有限公司
95. KOSHINE HONG KONG LIMITED  
開禧香港有限公司
96. KPSS HONG KONG LIMITED  
常美有限公司
97. LAU & SHER COMPANY LIMITED  
兆樞有限公司
98. LEGENDARY CULTURE INHERITAGE LIMITED  
傳奇文化傳承有限公司
99. LETO TRADING CO.  
樂淘貿易行
100. LINGHE (HONG KONG) PHARMACEUTICAL PHARMACY LIMITED  
香港領和醫藥大藥房有限公司
101. LINPO INDUSTRIAL LIMITED  
英寶實業有限公司
102. MARIGOLD ENTERPRISES LIMITED  
萬高企業有限公司
103. MARK LIFE HEALTH INTERNATIONAL ENTERPRISE CO., LIMITED  
瑪柯萊英健康國際企業有限公司
104. MBB TECHNOLOGY LIMITED  
世初科美生物科技有限公司
105. MISTER E LIMITED
106. MOBILEMINGLE LIMITED  
明禾科技有限公司
107. NAN TONG HEALTH PHARMACEUTICAL CO., LIMITED  
南同健康藥業有限公司
108. NEW URTOPIA HOLDINGS HK LIMITED
109. NTET TECHNOLOGY CO., LIMITED  
尼特技術有限公司
110. ONE ABALONE HK LIMITED  
一隻鮑魚香港有限公司
111. ONEAFTER ASSOCIATES LIMITED  
壹壹創作有限公司
112. ONEVATION TECH CO., LIMITED  
一騰科技有限公司
113. ORIENTAL TRADING (ASIA) CORPORATION LIMITED  
東方貿易(亞洲)有限公司
114. POSI (INTERNATIONAL) GROUP CO., LIMITED  
珀思(國際)集團有限公司
115. POWERNATION LIMITED
116. QEELIN LIMITED
117. R & S LIMITED
118. RICCA FOODS (H.K.) CO., LIMITED  
利家食品(香港)有限公司
119. RISE PROSPECT LIMITED  
德榮行有限公司
120. RITA TEA TRADE CO., LIMITED  
瑞塔茶貿有限公司
121. ROOPY AROMA LIMITED
122. SAFETECH GLOBAL LIMITED
123. SALOME ROSE HONG KONG LIMITED  
香港薩莉曼有限公司
124. SHANXI XINGHUACUN WINE GROUP HOLDING LIMITED  
山西杏花村酒業集團控股有限公司
125. SHENG YU TRADING (HK) LIMITED  
聖域貿易(香港)有限公司
126. SHENZHEN BJOY TECHNOLOGY CO., LIMITED  
深圳必悅科技有限公司
127. SHIMERAY LIMITED  
世美瑞有限公司
128. SKYITL LIMITED
129. SPRINGBACK WELLNESS LIMITED  
澄沁健康科技有限公司
130. STARZ INTERNATIONAL TOBACCO LIMITED  
星耀國際煙草有限公司
131. SUPERSTAR NEO (HONG KONG) GROUP LIMITED  
新超級明星(香港)集團有限公司
132. SWISS NATURAL MEIJIAN CO., LIMITED  
瑞士自然美健有限公司
133. SWITZERLAND LAC DA PRALALL (HONG KONG) CO., LIMITED  
瑞士希博謎(香港)有限公司
134. TDB GROUP LIMITED  
三然集團有限公司
135. THAILAND ZIYANGTANG PHARMACEUTICAL TECHNOLOGY CO., LIMITED  
泰國資養堂醫藥科技有限公司
136. TONGANTANG INTERNATIONAL (HONG KONG) GROUP CO., LIMITED  
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137. TRANSWELL INTERNATIONAL (HONG KONG) LIMITED
138. TRIO TALENT HOLDINGS LIMITED  
德悅控股有限公司
139. TRIOPET TECH LIMITED  
三合寵物科技有限公司
140. UK INGRID INTERNATIONAL LIMITED  
英國英格利特國際有限公司
141. USA ALL NATURE PHARM GROUP LIMITED  
美國安美奇藥業集團有限公司
142. USA PETHEALTH LIMITED  
美國派特海斯有限公司
143. WELL CONNECTED INTERNET SERVICES DEVELOPMENT LIMITED  
萬家通互聯網科技發展有限公司
144. WHYSOMUSIC LIMITED
145. WU JIN XIN LIMITED  
鑒金鑫有限公司
146. XIANGYUNCAI INTERNATIONAL TOBACCO CO., LIMITED  
香雲財國際煙草有限公司
147. XIAOGUAN TONGXUE (HONG KONG) GROUP LIMITED  
小莞同學(香港)集團有限公司
148. YANGTZE RIVER (HONG KONG) LIMITED  
揚子江(香港)有限公司
149. YIMPRESSION (HK) GROUP LIMITED  
因貝森(香港)集團有限公司
150. YLM HOLDING GROUP (CHINA) CO., LIMITED  
優萊美控股集團(中國)有限公司
151. YOUPIN DEVELOPMENT (HK) LIMITED  
優品開拓(香港)有限公司
152. YOUR LADYSHIP HOLDINGS CO., LIMITED  
小主控股有限公司
153. YU HEI (HONG KONG) TRADING LIMITED  
譽曦(香港)貿易有限公司
154. YU YAT TRADING COMPANY  
如一貿易公司
155. ZHENCHUNG INTERNATIONAL TRADE CO., LIMITED  
震承國際貿易有限公司
156. ZHIWEI (HONG KONG) INDUSTRIAL GROUP CO., LIMITED  
知末(香港)實業集團有限公司

Join Us  
成為我們的會員



## 2 Key Strategies to Build Brand Image

Gain Exposure and Consumer Trust

## 2大建立品牌形象策略

贏曝光 贏信心



**81% of consumers need to trust a brand before making a purchase\*. Brands need to promote their positive image across all channels, such as promoting “customer centricity”.**

**81%消費者在購買產品前，需要先對品牌建立信任\*。因此品牌更需於各個接觸消費者渠道上宣傳品牌正面形象，例如是「以客為先」理念。**

Many local brands participated in third-party certification programmes to enhance brand image. **“Consumer Caring Scheme”** is one of the programmes to recognize companies for their outstanding performance in 4 key areas of consumer care – consumer centric, conforming to commitment, strive for quality & caring for staff. In the previous year, 85 companies have successfully built their brand image via the Scheme.

本地品牌都有透過參加第三方發出的品牌認證，去提升品牌形象。「貼心企業嘉許計劃」便是其中一個計劃去認證於4大貼心範疇表現出色的企業 - 以消費者為中心、信守承諾、追求品質及關愛員工。去年就有85間企業透過嘉許建立品牌形象。

### Enjoy Exclusive TV Ad Promotion Opportunities by joining “Consumer Caring Scheme+”

#### 全新「貼心企業嘉許計劃+」 尊享電視廣告宣傳

To further strengthen the promotional benefits of the Scheme, companies recognised by the newly launched “Consumer Caring Scheme+” can enjoy exclusive TV ad promotion opportunities – broadcast advertisements on **TVB or Now TV** for up to 120 times, thereby promoting positive, “consumer-first” brand image.

為加強計劃對品牌的宣傳效益，全新「貼心企業嘉許計劃+」讓參加企業尊享電視廣告推廣機會，於電視台如**TVB或Now TV**等播放廣告達120次，宣揚正面、貼心品牌形象！



### Key Benefits of “Consumer Caring Scheme+” & “Consumer Caring Scheme” 「貼心企業嘉許計劃+」及「貼心企業嘉許計劃」效益

Recognised companies of both basic “Consumer Caring Scheme” & “Consumer Caring Scheme+” can leverage various channels to boost your company profile:

不論是基礎版「貼心企業嘉許計劃」，還是「貼心企業嘉許計劃+」，企業也能透過不同渠道，提高企業知名度：

- ✓ Participate at award presentation ceremony to be held at GS1 HK’s flagship event 參加於GS1 HK旗艦活動上的年度頒獎典禮(乙席)
- ✓ Promote on GS1 HK Channels (Business Connect Magazine, enewsletter, social media & website) 於GS1 HK渠道(Business Connect雜誌、每月快訊、社交媒體、網站)
- ✓ Enjoy media exposure to promote consumer-first service, reaching out to **over 800,000 potential readers** 於媒體上宣揚貼心服務，接觸**超過80萬讀者**
- ✓ Use “Consumer Caring Scheme” logo on promotional materials, products & shops to boost consumer trust 於宣傳品、產品、店鋪上展示「貼心企業」標誌，提升消費者信心
- ✓ Receive “Consumer Caring Scheme” certifications & trophy 獲得「貼心企業嘉許計劃」證書、獎座

..... and more! 及更多!

\*Source 資料來源: Edelman





## GS1 HK Calendar

### 28 AUG

Smart Robotics Tour: Exploring Green & Low Carbon Technologies  
參觀智能機械人: 探索綠色低碳轉型新科技

Experience Sharing Seminar for "Guidelines for application of emerging technologies in cold chain logistics" (GS1 HK is one of the Implementation Organisations, and our Chief Executive Anna Lin will share at the event)

「冷鏈物流新興技術應用指南」項目經驗分享會(GS1 HK為執行機構之一,本會總裁林潔貽是其中一位演講嘉賓)

### 29 AUG

T-box Workshop: Brand Strategies & Tips to Build Loyalty (GS1 HK is one of the speakers)  
工作坊:「品牌策略經營心法,建立忠粉秘訣」  
(GS1 HK為講者之一)

### 26 SEP

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

### 24 OCT

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

### 29 - 31 OCT

GS1 Asia Pacific Regional Forum  
(GS1 HK is the host)  
亞太地區論壇 (GS1 HK為主辦分會)

### 1 NOV

GS1 Hong Kong Summit 2024  
GS1高峰會2024

### 18 - 19 NOV

Asian Logistics, Maritime and Aviation Conference (ALMAC) 2024  
(GS1 HK as Supporting Organisation & Co-Organiser of SCM and Logistics Forum)  
2024亞洲物流航運及空運會議  
(GS1是支持機構及「供應鏈管理及物流論壇」協辦單位)

Upcoming Events  
即將舉行的活動



## Barcode Knowledge 條碼小知識

Besides being used at retail checkouts, barcodes also offer multiple marketing benefits & unlock infinite business opportunities. Read about 4 barcode facts, barcode implementation tips & extended benefits of barcodes:

條碼除了用於零售結賬上,還有可以為企業帶來多個不同營銷效益,創造無限商機。大家又有多了解條碼?以下為4大您要知道的條碼小知識、應用條碼要注意事項、以及條碼延伸功能:



Unleash the Power of Barcodes: 6 Benefits & 3 Easy Steps to Get Started  
條碼有6大好處?  
3步簡單快捷申請條碼!



What should you be aware of when generating barcodes?  
Different barcodes needed for products of the same style but different colors!  
生成條碼有什麼要注意?  
產品同款不同色,都要編配不同條碼!



Be Careful when using Barcode Generators:  
4 Printing Details at a Glance  
條碼生成器不可亂用!  
一覽4大印刷細節



Essential element for Google Shopping Ads  
要投放Google Shopping Ads購物廣告,必備什麼元素?



Contact us to learn more  
聯絡我們了解更多

Tel 電話 2863 9740  
Email 電郵 [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)





# GS1 Hong Kong Summit

Transforming for **Next** Generation **C**ommerce

Supporting Bureau



## Innovation, Technology and Industry Bureau

The Government of the Hong Kong Special Administrative Region  
of the People's Republic of China



## Transport and Logistics Bureau

The Government of the Hong Kong Special Administrative Region  
of the People's Republic of China



**1 November 2024 (Fri)**



**HKCEC S200 Series**



**9:15am - 5:15pm**



**English**

(Cantonese for selected afternoon sessions)



## Guest of Honour

**Mr. LAM Sai-hung, GBS, JP**

Secretary for Transport and Logistics

The Government of the Hong Kong Special Administrative Region

## Join us for:

- ✓ Excellent Networking Platform
- ✓ Unique Collaboration Opportunities
- ✓ Valuable Insights & Actionable Solutions
- ✓ First GS1 HK Digital Transformation Awards

## Last call!

20% Off before 30 Aug



## Learn from policymakers, industry shakers & leaders about:



Sustainability



Digital Transformation



Nex-gen Supply Chain



O2O (Omni-channel)



AI-created opportunities

Become a sponsor, showcase your solutions to 600+ C-suite executives & brand owners from retail, food & foodservice, healthcare, transport & logistics sectors!

Contact Ms Eva Cheung



(852) 2863 9709



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