



HONG KONG  
ICT AWARDS  
2018 香港資訊及  
通訊科技獎

# 智慧出行獎 Smart Mobility Award

## 智慧旅遊 Smart Tourism

## 智慧交通 Smart Transport

## 智慧物流 Smart Logistics

Organiser  
籌辦機構



Hong Kong

# Content 目錄

<b>Background and Objectives</b> 背景及目的		<b>1</b>
<b>Message from Organiser</b> 籌辦組織獻辭		<b>2</b>
<b>Message from Chairman of Final Judging Panel</b> 評審委員會主席獻辭		<b>3</b>
<b>Hong Kong ICT Awards 2018: Smart Mobility Award Panel of Judges</b> 2018香港資訊及通訊科技獎：智慧出行獎 評審委員會名單		<b>4 - 6</b>
<b>Hong Kong ICT Awards 2018: Smart Mobility Grand Award</b> 2018香港資訊及通訊科技獎：智慧出行大獎		
BPS GLOBAL HOLDINGS LTD. 威裕環球控股有限公司	DKSH Hong Kong Smart Automated Warehouse Solution 香港大昌華嘉智能自動倉庫方案	<b>7 - 8</b>
<b>Hong Kong ICT Awards 2018: Smart Mobility Award (Smart Logistics)</b> 2018香港資訊及通訊科技獎：智慧出行獎（智慧物流）		
<b>Gold Award 金獎</b>		
BPS GLOBAL HOLDINGS LTD. 威裕環球控股有限公司	DKSH Hong Kong Smart Automated Warehouse Solution 香港大昌華嘉智能自動倉庫方案	<b>7 - 8</b>
<b>Silver Award 銀獎</b>		
Airport Authority / E-Business Solutions Ltd. 機場管理局 / 易新科技有限公司	Intelligent RFID-embedded Baggage Loading Robotics for Automated Baggage Reconciliation 內置無線射頻辨別技術智能機械臂的行李確認程序處理系統	<b>9</b>
<b>Bronze Award 銅獎</b>		
HK Pick-up Ltd.	Pickupp	<b>10</b>

## Hong Kong ICT Awards 2018: Smart Mobility Award (Smart Transport)

### 2018香港資訊及通訊科技獎：智慧出行獎（智慧交通）

#### Gold Award 金獎

Airport Authority / MTel Ltd. / Cherrypicks Ltd. 機場管理局 / 八達網有限公司 / 創奇思有限公司	“HKG My Flight” mobile app 「我的航班」手機應用程式	11
---	--	----

#### Silver Award 銀獎

GreenSafety Technology Ltd. 綠色安全科技有限公司	The 4S Solution 4S智能駕駛安全方案	12
---	-------------------------------	----

#### Bronze Award 銅獎

God Taxi App Ltd. 的神的士有限公司	God Taxi App 的神的士手機應用程式	13
-------------------------------	----------------------------	----

#### Certificate of Merit 優異證書

MTR Corporation Ltd. 香港鐵路有限公司	Rail Gen 2.0 - New Customer Experience 鐵路2.0 - 乘客新體驗	14
----------------------------------	---	----

## Hong Kong ICT Awards 2018: Smart Mobility Award (Smart Tourism)

### 2018香港資訊及通訊科技獎：智慧出行獎（智慧旅遊）

#### Gold Award 金獎

Pokeguide Ltd.	Pokeguide	15
----------------	-----------	----

TravelFlan by freeD Group Ltd.	TravelFlan AI Travel Concierge TravelFlan人工智能旅遊助理	16
--------------------------------	--	----

#### Bronze Award 銅獎

MotherApp Ltd.	PowerArena – Smart Crowd Management and Analytics Solution PowerArena — 智慧人流管理及分析系統	17
----------------	---	----

#### Certificate of Merit 優異證書

Harbour City Estates Ltd. / Compathnion Technology Ltd. 海港城置業有限公司 / 隨賞科技有限公司	Harbour City Navigation App 海港城導航流動應用程式	18
---	--	----

Openrice Ltd. 開飯喇有限公司	OpenRice 《開飯喇》	19
--------------------------	-------------------	----

## Introduction of Organiser

### 籌辦組織簡介

20

## Acknowledgement

### 鳴謝

21 - 23

# Smart Mobility Award 智慧出行獎



HONG KONG  
ICT AWARDS  
2018 香港資訊及  
通訊科技獎



## Background and Objectives 背景及目的

The Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talents and enterprises in their constant pursuit of creative and better solutions to meet business and social needs.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer and organised by 8 Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of ICT awards.

There are eight categories under the Hong Kong ICT Awards 2018. There will be one Grand Award in each category, and an "Award of the Year" will be selected from the eight Grand Awards by the Grand Judging Panel.

This year, the Hong Kong ICT Awards: Smart Mobility Award has the following objectives:

### 1. Building a Smart Hong Kong with novice Smart Mobility applications

Smart mobility is an integral part of a smart city, which should be well-connected and citizen-centric to allow the easy movement of people and goods. The award programme aims to encourage development of smart mobility solutions that leverage the Internet of Things ("IoT"), big data analytics as well as mobile applications, which in turn will bring convenience to residents and visitors and help create a smarter Hong Kong.

### 2. Championing Hong Kong as a hub for ICT talents, creativity and innovation

The award programme will serve as a platform for local industry players to engage in dynamic and transparent exchange with renowned ICT professionals, so as to spark innovative ideas and collaboration, and to nurture local ICT talents. GS1 Hong Kong will also nominate eligible winners for other regional and international awards in recognition of their creativity and innovation.

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和解決方案，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求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。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由政府資訊科技總監辦公室策動，並由八個香港業界組織及專業團體主辦，目的是為香港建立一個廣受本地社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2018香港資訊及通訊科技獎設有八個類別的獎項。每個類別均設有一個大獎，而最終評審委員會會再從八個大獎中甄選出「全年大獎」。

今年的香港資訊及通訊科技獎：智慧出行獎有以下宗旨：

### 1. 鼓勵開發智慧出行方案，同建「智慧香港」

智慧出行是智慧都市不可或缺的一部分。智慧都市應該四通八達，以市民的便利為依歸，讓人貨流動皆可暢行無阻。本計劃旨在鼓勵開發有利智慧出行發展的方案，希望集物聯網、大數據分析和流動應用程式之大成，便利訪客和居民，促進香港作為智慧都市的發展。

### 2. 匯聚資訊科技專才，打造創意創新之都

本計劃將成為本地業界與知名資訊及通訊科技專才交流的平台，藉雙方熱烈而坦誠的交流促進創新和合作，並培養科技人才。條件適合的優勝者更可獲香港貨品編碼協會提名競逐其他地區性及全球性獎項，作為對他們的創意與創新的嘉許。



Ms. Anna Lin, JP  
Chief Executive, GS1 Hong Kong

林潔貽女士太平紳士  
香港貨品編碼協會總裁



With the government's keen emphasis on innovation and technology, this year's "Hong Kong ICT Awards: Smart Mobility Award" gained incredible traction with active participation from ICT talents in different sectors. This new Award category, which is divided into three streams namely Smart Logistics, Smart Transport and Smart Tourism, meets with the latest ICT trends and market dynamics, serving to enhance the flow of people, goods, and tourists, with the ultimate goal to build a smarter living and business environment in Hong Kong.

As the leading organisation of the award, GS1 Hong Kong is committed to fostering knowledge exchange and collaborations among ICT industry players, and promoting technological adoption to uplift the competitiveness of the local industries. With the experience to run the Best Smart Hong Kong Awards from 2015 to 2017, this year we worked with a broad spectrum of industry experts and are excited to see the wide-spreading, advanced and yet practical applications in those industries. The enthusiasm of the industry and individual participation in this year's award, and their ingenious and inspiring ideas have impressed us a lot.

Congratulations to all Awardees, their creative innovation and business acumen generated marvelous value to us all. The winning applications attest to successful implementation, helping users in Transport, Logistics and Tourism understand the value of smart business applications, encouraging industry adoption, creating a mutually beneficial interaction between technology and business sectors, which leads to a sustainable eco-system of technology-driven new business paradigm.

On behalf of GS1 Hong Kong, I am very grateful for the support from the Office of the Government Chief Information Officer, supporting organisations and our respectable judging panel. GS1 Hong Kong will continue to work closely with our partners to connect the various stakeholders, co-creating cross industry business opportunities arisen from technologies.

We look forward to seeing more high standard entries next year!

香港政府積極推動創新科技，本年度的「香港資訊及通訊科技獎：智慧出行獎」也獲各行各業的資訊科技人才鼎力支持。這個新設立的獎項分為三大類別，分別是智慧物流、智慧交通及智慧旅遊，針對最新的資訊科技潮流和市場趨勢，旨在促進人才、貨物及旅客的流動，最終為香港構建更智能化的生活及營商環境。

香港貨品編碼協會作為「智慧出行獎」的主辦單位，一直致力推動資訊科技業界的合作和知識交流，並鼓勵本地產業善用科技、提升競爭力。本會在2015年至2017年主辦「最佳智慧香港獎」，是次亦有幸與多個行業的專家合作，見證不同行業廣泛採用先進而實用的創新技術。本年度有許多行業人才踴躍參與競逐獎項，他們的創新意念極具啟發性，令人印象深刻。

在此恭喜所有得獎者，他們的創意和商業頭腦對整個社會而言都極具價值。各個得獎作品均成功應用到實際環境上，使交通、物流和旅遊業界更了解智能商業解決方案的價值，藉此鼓勵業界採用這些成功的案例，建立科技界與商界之間的互惠關係，構築以科技推動的嶄新可持續商業模式。

本人謹代表香港貨品編碼協會，衷心感謝政府資訊科技總監辦公室、支持機構及尊貴的評審委員會全力支持是次活動。本會將繼續與各合作夥伴和相關持份者緊密聯繫，共同透過科技為各行業締造商機。

我們期待來年看到更多高質素的參賽作品！



## Message from Chairman of Final Judging Panel 評審委員會主席獻辭

**Hon Charles Mok, JP**  
**Legislative Councillor (Information Technology)**  
**Legislative Council of the HKSAR**

莫乃光太平紳士  
香港特別行政區立法會  
立法會議員（資訊科技界）



Years ago, 'smart mobility' was only a growing concept, now it steers policy changes and becomes another necessity to us. With one app, we can arrange pick-up transportation services anywhere. Online shopping now prevails with the help of data which allows customers track their products easily and also with AI technology, companies now can respond to customers more quickly and effectively. The way of travelling has also changed dramatically. With only smartphones and Internet access, tourists can find any information they want.

I am always confident of the potential of Hong Kong in developing innovation and technology. It is impressive seeing how local startups and technology companies developed apps that help citizens to map through different transportation tools to get to their destinations, and also platforms providing interactive information about local tourism.

The HKSAR ICT Awards 2018 - Smart Mobility Award includes the categories of Smart Transport, Smart Logistics and Smart Tourism. It is noteworthy that these areas are also the keystones of implementing the Smart City concept in Hong Kong. As such, the event serves as a perfect showcase of how the vast potential and opportunities of our city can be unlocked.

I would like to take this opportunity to congratulate the winners of this year's award, as you have all demonstrated Hong Kong's capability of transforming into a Smart City. My gratitude also goes to the organiser and members of the judging panel, for their tremendous effort in bringing together this important Award.

幾年前「智慧出行」才剛起步，今時今日已和我們日常生活密不可分。簡單快捷的叫車服務，令市民安排交通更為容易；網上購物現在除了可以隨時追蹤貨物的去向、到達時間等，顧客服務運用人工智能亦令網上購物過程更為方便、安心。創新科技亦同時為我們旅行帶來新體驗，單單靠一機在身及網絡，身處異地的種種不便彷彿不再，地圖、旅遊書等以往必備的物品現在鮮有人會攜帶出門。創新科技為生活上帶來的改變之巨猶如響在耳邊，近在眼前。

我對香港的創新力一向充滿信心，近年看見有本地初創企業和科技公司開發出交通數據服務，幫助市民容易轉駁不同交通工具到達目的地，亦見有公司開發平台，為旅客提供本地旅遊資訊，在香港正發展智慧城市之際，我們看到香港無窮的潛力。

「2018香港資訊及科技獎——智慧出行獎」的比賽組別中包括智慧交通、智慧物流及智慧旅遊三大類別，恰好都是智慧城市發展的重要元素。我樂見比賽提供一個優秀的平台，展現香港的創新力，對外顯示我們本地的企業和本地的科研人才如何能激發創新令社會進步，創造更多經濟效益和機遇，將香港推向智慧城市的方向，為市民的生活帶來改變。

我謹此祝賀各得獎公司和參賽者，相信憑著你們的創意和技術，香港在創科發展必定騰飛。而今屆「香港資訊及科技獎」活動得以完滿舉行亦有賴主辦機構和各評審的幫忙和支持，我在此向各位表示感激。



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



**From left to right**

Ms. Sylvia Chung, Mr. Will Li, Prof. Yue On-ching, Mr. Brian Wu, Ms. Wendy Chow, Ir Stephen K M Lau, JP, Hon Charles Mok, JP, Ir Susanna S C Shen, Mr. W H Tsang, Dr. Toa Charm, Ms. Au Kit-ying Brenda, Ir Yuen May Yee, Elsa, Dr. David Ho, Mr. Roland Yau

**由左至右**

鍾慧敏女士，李鍵文先生，余安正教授，胡百浚先生，周寶芬女士，劉嘉敏工程師太平紳士，莫乃光太平紳士，孫淑貞工程師，曾永鏗先生，湛家揚博士，區潔英女士，袁美儀工程師，何志盛博士，游子威先生

**Chairman  
主席**

Hon Charles Mok, JP  
Legislative Councillor (Information Technology), Legislative Council of the HKSAR  
香港特別行政區立法會 立法會議員（資訊科技界）  
莫乃光太平紳士

**Deputy Chairperson  
副主席**

Ir Susanna S C Shen  
Head of Corporate Information Technology, The Hong Kong and China Gas Company Ltd.  
香港中華煤氣有限公司 企業資訊科技總監  
孫淑貞工程師

**Members  
成員**

Mr. Roland Yau  
Managing Partner, CoCoon  
浩觀 執行合夥人  
游子威先生

Ms. Au Kit-ying Brenda  
Head of Energizing Kowloon East Office, Energizing Kowloon East Office, DEVB  
香港特別行政區政府發展局 起動九龍東辦事處 起動九龍東專員  
區潔英女士



## Smart Mobility Award Judging Panel 智慧出行獎評審委員會

### Members 成員

Mr. Brian Wu  
Chairman, Hong Kong Association of Freight Forwarding and Logistics  
香港貨運物流業協會 主席  
胡百浹先生

Ir Stephen K M Lau, JP  
Secretary General (Hon), Hong Kong Computer Society  
香港電腦學會 秘書長 (名譽)  
劉嘉敏工程師太平紳士

Dr. Toa Charm  
Chief Public Mission Officer, Hong Kong Cyberport Management Company Ltd.  
香港數碼港管理有限公司 公眾使命總監  
湛家揚博士

Dr. David Ho  
HKF Group General Manager, Hong Kong Ferry (Holdings) Company Ltd.  
香港小輪(集團)有限公司 集團總經理  
何志盛博士

Ir Yuen May Yee, Elsa  
President, Hong Kong Logistics Association  
香港物流協會 會長  
袁美儀工程師

Ms. Tina Chao  
General Manager, Marketing, Hong Kong Tourism Board  
香港旅遊發展局 市場推廣總經理  
曹天麗女士

Mr. Will Li  
Senior Service Promotion Manager, Hong Kong Trade Development Council  
香港貿易發展局 服務業拓展高級經理  
李鍵文先生

Prof. Yue On-ching  
Science Advisor, Innovation and Technology Commission, HKSAR Government  
香港特別行政區政府 創新科技署 科學顧問  
余安正教授

Ms. Wendy Chow  
Head of Information & Communications Technology, Invest Hong Kong, HKSAR Government  
香港特別行政區政府 香港投資推廣署 資訊及通訊科技行業主管  
周寶芬女士





**Smart Mobility Award Judging Panel**  
**智慧出行獎評審委員會**

Members  
成員

Ms. Sylvia Chung  
Executive VP, L'hotel Management Company Ltd.  
如心酒店管理有限公司 行政副總裁  
鍾慧敏女士

Mr. W H Tsang  
President, The Chartered Institute of Logistics and Transport in Hong Kong  
香港運輸物流學會 會長  
曾永鏗先生

# Smart Mobility Grand Award

## Smart Mobility (Smart Logistics) Gold Award

### 智慧出行大獎 及 智慧出行（智慧物流）金獎

#### BPS GLOBAL HOLDINGS LTD. 威裕環球控股有限公司

DKSH Hong Kong Smart Automated Warehouse Solution

香港大昌華嘉智能自動倉庫方案

[www.bps-group.net](http://www.bps-group.net)

In 2017, BPS Global developed a smart automated warehouse solution for DKSH Hong Kong, a leading Market Expansion Services provider in Asia with a focus on fast moving consumer goods, food services, pharmaceutical goods, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. The new warehouse facility performs secondary repacking, storage and distribution for pharmaceutical goods, and addresses DKSH Hong Kong's challenges of tight manpower, rising operational costs and increasingly stringent regulatory requirements.

2017年，威裕環球集團成功為香港大昌華嘉 (DKSH HK) 設立自動化智能倉庫設施。DKSH HK 為亞洲領先的市場拓展服務供應商，服務對象包括快速消費品、食品、醫藥用品、奢侈品、時尚生活用品以及頭髮護膚品等公司。新落成的倉庫將用作藥物二次包裝、存儲及配送。它針對處理 DKSH HK 面對的多項挑戰，包括人手供應緊張、營運成本上升以及監管機構要求日益嚴格等。



While most warehouses in Hong Kong are still manually operated, this all-in-one automated warehouse is an innovative breakthrough that integrates a five-metre-high carousel storage system, mobile robot technology, drop-to-light panel and conveying system for goods-to-person order fulfillment. Another key feature of the solution is its full compliance with the related GMP/GDP/WDL/CSV statutory requirement stipulated by the Department of Health and the World Health Organization.

This solution demonstrates that smart logistics automation is feasible in Hong Kong despite the low ceilings and small compartments in traditional multi-storey industrial/warehouse buildings. With the modular system integration approach, clients can easily re-engineer the automation products they have invested in, having the devices fitted into their future business models or relocated to other sites, which is common in Hong Kong for its short lease period.



現時，香港大部分倉庫仍為人手管理，這個自動化綜合物流配送倉庫結合了五米高的多功能輪盤存儲系統、智能移動機械人技術、電子標籤揀選以及高速輸送系統，實現貨到人的訂單處理方式，絕對是一項嶄新的突破。這套方案更符合衛

生署和世界衛生組織對生產質量管理規範(GMP)、分銷質量管理規範(GDP)、藥物批發商牌照(WDL)、電腦系統驗證(CSV)的嚴格標準。

香港傳統的多層工廈／倉庫建築一般樓底較低、間隔狹小，這套智能倉庫方案正好顯示香港的環

境一樣可以實現物流智能自動化。通過採用模組式的系統整合設計，客戶可以輕鬆地重組他們買入的自動化設施，將自動化裝備延伸到未來的商業模式中，或遷移至其他倉庫。即使在香港常見的短期租約制度下，客戶仍可靈活運用自動化設備。



## Comments from Judging Panel 評審委員會評語

The smart automated warehouse solution is an outstanding application. It has successfully overcome the challenge of integrating different warehouse equipment within limited space to maximize operational efficiency.

這套自動化智能倉庫方案非常出色，成功克服了在有限的空間內集合倉庫不同設備的難題，大大提高了營運效率。

# Smart Mobility (Smart Logistics) Silver Award 智慧出行 (智慧物流) 銀獎

Airport Authority / E-Business Solutions Ltd. 機場管理局 / 易新科技有限公司

Intelligent RFID-embedded Baggage Loading Robotics for Automated Baggage Reconciliation

內置無線射頻辨別技術智能機械臂的行李確認程序處理系統

[www.hongkongairport.com](http://www.hongkongairport.com) / [www.ebsl.hk](http://www.ebsl.hk)

The Hong Kong International Airport (HKIA) has been using Radio-Frequency Identification (RFID) technology in baggage handling operation since 2004. The application of RFID in baggage tracking and reconciliation process has enhanced not only the efficiency of the HKIA baggage operation but also the travelling experience of passengers.

Since 2017, HKIA has introduced a semi-automated robotic arm in departure baggage loading and reconciliation. HKIA has also engaged E-Business Solutions Ltd. (EBSL) to design,

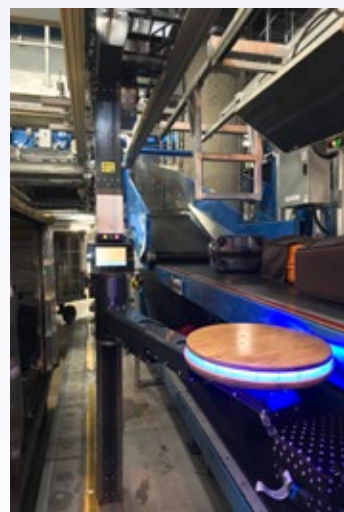


invent and implement a bespoke RFID device that integrates with this robotic arm. The RFID device can identify, verify and record whether every baggage is loaded properly into the target flight. Furthermore, the RFID device accurately records the specific

container/dolly that houses the baggage – an important feature to comply with the International Air Transport Association (IATA) Safety and Security Requirements. The increased automation in the baggage handling process also helps enhance workplace safety by reducing labour-intensive work.

HKIA is the first airport in the world to adopt such technologies.

香港國際機場自2004年起，引進了無線射頻識別(RFID)技術來處理行李。在行李追蹤和確認程序中應用RFID技術，不但可以提升香港國際機場行李處理操作的效率，也改善了旅客的行李托運體驗。



2017年，香港國際機場成功引入半自動化智能機械臂以協助離境行李

的搬運和確認程序。香港國際機場及後聘請了易新科技有限公司(EBSL)，為機場度身設計、研發和安裝適用於機械臂的RFID設備。該設備能夠識別、驗證和記錄每件行李是否正確裝載到指定航班。此外，RFID設備還能準確記錄行李清單和相關的飛行集裝箱和運輸車的資料，以符合國際航空運輸協會的安全和保安規定。隨着行李處理程序更自動化，機場亦可減少程序中的勞動作業，從而提升職場安全。

香港國際機場是世界上第一個應用這項技術的機場。

## Comments from Judging Panel 評審委員會評語

Accurate and efficient baggage handling is vital to the overall satisfaction of travellers at the airport. The use of RFID technology helps optimise the baggage tracking and reconciliation process, which in turn may enhance travellers' experience at HKIA. Also, the semi-automated robotic arm greatly improves the working environment by reducing the chance of injuries among workers.

行李處理流程是否準確、快捷，往往會左右旅客對機場的整體滿意度。利用RFID技術協助追蹤和確認行李，不僅有助改善程序效率，亦對提升旅客在香港國際機場的體驗有一定作用。另外，應用半自動化智能機械臂可助減少工傷，大大改善了工人的工作環境。

# Smart Mobility (Smart Logistics) Bronze Award

## 智慧出行（智慧物流）銅獎

### HK Pick-up Ltd.

Pickupp

hk.pickupp.io

The booming e-commerce industry has led to increasing demand for B2C and C2C deliveries. Founded in 2016 by a team of four Hong Kong talents, Pickupp is a logistics technology platform providing both online merchants and retailers at physical stores with cost-efficient delivery solutions.

Unlike conventional delivery service providers, Pickupp relies on a diverse pool of crowdsourced agents to provide on-demand, 4-hour, door-to-door deliveries without the need of warehouses or fixed delivery fleets. Delivery agents, such as walkers, motorcyclists and van drivers, can decide whether to accept delivery requests after taking into account their routes and capacity. With real-time optimisation on capacity and costs, Pickupp allows retailers to utilise idle manpower for routine deliveries as well as sporadic demand spikes at a low cost without having to compromise on delivery speed.

Currently, Pickupp has partnered with local merchants from over 50 industries, ranging from fashion and apparel, food and beverages, gifts and hampers, grocery and Chinese medicine. It has also expanded into the Singapore market to provide island-wide delivery service for over 700 merchants.



隨着電子商貿普及，市場對B2C及C2C的送遞服務需求日增。成立於2016年的Pickupp是四位香港人共同創辦的物流科技平台，為電商及實體零售商提供高效快捷、兼具成本效益的物流解決方案。

有別於傳統的運送服務供應商，Pickupp並無利用自家倉庫或固定車隊，而是透過各種速遞專員提供四小時點對點的送貨服務。速遞專員包括步行速遞員、電單車司機及貨車司機等，可按自己的路線需要和能力決定是否接受送貨訂單。Pickupp通過實時運算，優化運力和降低成本，讓零售商利用閒置人

手應付零星或購物高峰時的大量送貨需求，在不犧牲運送速度的同時，又無需承受高昂成本。

Pickupp現時與本地超過50個行業合作，包括時裝、食品餐飲、禮品、雜貨及中醫藥等。Pickupp並已打入新加坡市場，為700多名商戶提供全國送貨服務。

### Comments from Judging Panel

#### 評審委員會評語

The innovative business model has successfully disrupted the conventional logistics industry. By leveraging idle manpower, Pickupp can offer flexible and cost-efficient delivery solutions without the hassle of managing delivery fleets or running on fixed delivery routes.

Pickupp嶄新的業務模式成功顛覆了傳統物流業。透過利用閒置人手，Pickupp無需管理自家送貨車隊或制訂固定送貨路線，因此能提供靈活又符合成本效益的交付方案。

# Smart Mobility (Smart Transport) Gold Award 智慧出行（智慧交通）金獎

Airport Authority / MTel Ltd. / Cherrypicks Ltd. 機場管理局 / 八達網有限公司 / 創奇思有限公司

“HKG My Flight” mobile app

「我的航班」手機應用程式

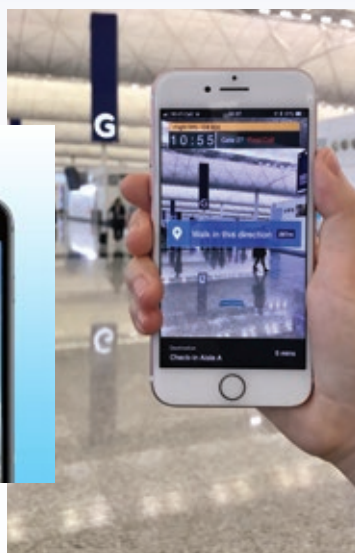
[www.hongkongairport.com](http://www.hongkongairport.com) / [www.mtelnet.com](http://www.mtelnet.com) / [www.cherrypicks.com](http://www.cherrypicks.com)

Being one of the busiest airports in the world, the Hong Kong International Airport (HKIA) handles over 70 million passengers annually. Striving to enhance travellers' experience at the airport, HKIA launched its official mobile app, “HKG My Flight” (My Flight) in 2013 and has since then introduced several innovative functions and constant upgrades to provide travellers with personalized and dynamic information throughout the end-to-end journeys with HKIA.

The latest versions of My Flight leverage various emerging technologies to provide travellers with real-time flight and baggage information and alerts. For example, through the Bluetooth-enabled iBeacon, travellers can receive location-based and time-based notifications. They can also navigate their way in the airport with the help of augmented reality (AR) technology and AR-based signage translation. The radio-frequency identification (RFID)-embedded luggage tag (MyTag) allows travellers to be notified when their luggage is ready for pick up, making HKIA the pioneer airport in providing baggage arrival notice. Outside the airport, travellers can also reserve airport car park space prior to driving towards the airport.



香港國際機場是全球最繁忙的機場之一，年度客運量超過7,000萬人次。為提升旅客體驗，香港國際機場於2013年推出「我的航班」官方手機應用程式。「我的航班」一直與時並進，並推出多項創新功能，以提供個人化及互動的資訊，讓他們由出門至回港的旅程更便捷充實。



最新版本的「我的航班」運用多項嶄新科技，讓旅客可隨時接收航班及行李的即時資訊。透過iBeacon藍芽技術，旅客可收到按其所在位置及時間而度身訂造的訊息，或利用擴增實境技術協助室內導航和翻譯指示標誌。配合應用了無線射頻識別技術的

行李牌（「行李通」），旅客亦會在行李送抵行李帶時，收到通知。香港國際機場是首個提供有關服務的機場。另外，旅客在出發至機場前，亦可利用手機程式預約停車位。



## Comments from Judging Panel 評審委員會評語

The user-centric mobile app integrates some state-of-the-art technologies that iron out the international passengers' pain points, like waiting for luggage and translation of signage. Its well thought-out O2O features, like navigation, not only benefits the users, but retailers at the airport also profit from in-app promotion, effectively connecting different parties and realising a tripartite win situation.

這個手機應用程式設計以客為先，利用先進技術解決國際旅客不時遇到的難題，例如等候行李及路標翻譯等。除了旅客可受惠於貼心的導航及其他線上到線下功能外，機場商舖亦可透過程式提供優惠資訊，實現「旅客－商戶－機場」三贏的局面。

# Smart Mobility (Smart Transport) Silver Award 智慧出行（智慧交通）銀獎

## GreenSafety Technology Ltd. 綠色安全科技有限公司

### The 4S Solution

#### 4S 智能駕駛安全方案

greensafety.com.hk

Empirical research suggests most traffic accidents are related to poor driving behaviour. 4S Solution is a fleet safety management tool to help quantify and reduce driving risk, thereby promoting road safety.

By linking up with Advanced Driving Assistance System (ADAS) with patent technologies, 4S Solution can identify a comprehensive set of driving behavioural data and capture relevant videos, which are being fed into a cloud server for fleet monitoring and management in real time. Analytical data such as Driver Safety Score and Abnormal Driving Alerts enables companies to better examine the correlation between human driving behaviour and traffic accidents, and follow up with targeted training programmes for drivers or other remedial measures. This will not only lower the likelihood of traffic accidents for the fleet, but will also potentially help reduce maintenance cost, insurance claims and fuel consumption.

Besides, the big data collected can provide insight into the accident rates at particular driving zones. Drivers will receive sound alerts when approaching dangerous driving areas, and the information can also be useful for the government to conduct road design improvements, town planning, autonomous driving study, etc.



研究顯示，大多數交通事故與駕駛行為不當有關。4S智能駕駛安全方案是一套車隊安全管理系統，用以量化和降低駕駛風險，從而提升道路安全。

4S方案以包含專利技術的先進駕駛輔助系統，收集全面的駕駛行為數據並拍攝相關影片。車隊管理人員可透過雲端伺服器作出實時監控及管理，利用安全評分、異常警示等分析數據，了解人類駕駛行為與事故之間的關聯性，從而作出針對性的司機培訓或其他跟進補救措施。這不但有助降低車隊的交通事故風險，亦可減少維修保養、保險索償及燃料消耗等方面的支出。

此外，系統所收集的大數據有助識別個別地點發生交通事故的頻密程度，當司機駛近交通黑點時，系統會發出提醒警號。政府亦可利用相關數據改善道路設計、進行城市規劃及自動駕駛研究等。

### Comments from Judging Panel 評審委員會評語

The solution offers a complete set of fleet management practice entailing monitoring, data analytics, improvement measures, and support for the broader road management. By enhancing driver safety and helping business management, the solution also encourages road safety and carbon reduction for the greater good of the community.

這是一套完善的車隊管理方案，包含監控、數據分析、改善措施及宏觀路面管理支援等功能。透過提升司機駕駛安全和協助車隊管理，此方案能促進道路安全並減低碳排放，為社會帶來莫大裨益。

# Smart Mobility (Smart Transport) Bronze Award 智慧出行（智慧交通）銅獎

## God Taxi App Ltd. 的神的士有限公司

God Taxi App

的神的士手機應用程式

godtaxi.com.hk

God Taxi App offers taxi-hailing services in Hong Kong. The mobile application has registered over 600,000 downloads so far and is used by more than 15,000 taxi drivers in the city, processing 20,000 daily rides on average. The company has collaborated with a 40-strong taxi driver group to provide around-the-clock customer service and support.

God Taxi is the first and only taxi-hailing application in Hong Kong to have partnered with leading electronic payment platform, Alipay, and its authorized system integrator, Yedpay. The partnership has significantly increased God Taxi's market share. Under the partnership, Alipay will recommend God Taxi to its users who are looking for taxi service in Hong Kong, and passengers can then pay the taxi fare via Alipay without the hassle of handling change. God Taxi is now looking for possible collaborations with other local electronic payment platforms to further expand its customer base.

The mobile app also features a rating mechanism to help improve the service of taxi drivers and boost customer satisfaction. Passengers can rate the performance of an individual taxi driver, and those drivers with a higher overall rating would be given priority in receiving hailing orders.

的神的士手機應用程式提供香港的士預約服務，至今累積超過60萬次下載，並有15,000多名加盟司機，每天訂單數目平均達20,000次。公司亦與本地某的士司機團體合作，40多名司機為乘客提供24小時的客戶支援服務。



的神的士是本港首個及目前唯一一個與「支付寶」及其指定系統供應商「交易寶」合作的的士預約應用程式。支付寶作為全球數一數二的第三方電子支付平台，大大提升了的神的士的市場份額。支付寶會向需要電召的士服務的用家推薦的的士程式，而乘客亦可透過支付寶繳付車資，省卻找續的麻煩。現時，的神的士亦積極尋求與本地其他電子支付平台合作，以進一步拓展客戶群。

為了提升司機服務質素和乘客滿意度，的神的士特別設有司機評分制度，乘客可透過手機應用程式為司機表現評分，評分較高的司機將獲優先接單，作為獎勵。

## Comments from Judging Panel 評審委員會評語

The app not only offers an easy, cashless payment method for both passengers and drivers, but its rating system also promotes better service quality, creating a healthy ecosystem for the industry. The creative business model and progressive partnership have made the app prevalent among the target customers.

這個應用程式不但方便乘客和的士司機採用無現金支付方式，其評方制度亦有助改善司機服務，推動行業的健康發展。的神採用了極具創意的業務模式，並積極尋求對外合作，成功吸引了不少目標客戶。



# Smart Mobility (Smart Transport) Certificate of Merit 智慧出行（智慧交通）優異證書

## MTR Corporation Ltd. 香港鐵路有限公司

### Rail Gen 2.0 — New Customer Experience

#### 鐵路2.0 — 乘客新體驗

[www.mtr.com.hk](http://www.mtr.com.hk)

With the vision to deliver excellent customer experience, MTR has been adopting emerging technologies including Artificial Intelligence (AI), Big Data analytics and the Internet of Things (IoT) to optimize the business process and provide more personalized and digitized services to customers.

Under the marketing umbrella theme “Rail Gen 2.0 – New Customer Experience”, MTR has developed a digitization roadmap with a rolling program of digital initiatives from 2017 onwards. The flagship mobile application, MTR Mobile, now includes functions such as AI Ticket Suggestion, AI Chatbot, “In-Station Finder” and Airport Express Shuttle Bus Real-Time Schedule to serve as an end-to-end user-centric travel assistance tool for passengers. With big data collected from the MTR Mobile application, MTR can tailor its engagement and communication with customers to provide them with more personalized pre-journey, during-journey and post-journey experience.

At present, over 1,100,000 monthly users are using MTR mobile. In 2017, MTR was named both “Hong Kong Digital Transformer of the Year” and “Asia Pacific Digital Transformer of the Year” by the International Data Corporation (IDC) in recognition of its efforts to drive continuous digital transformation in Hong Kong and the region.



港鐵公司致力提供高質素客戶體驗，運用人工智能、大數據及物聯網等新科技優化業務流程，為客戶提供更個人化和數碼化的服務。

在「鐵路2.0—乘客新體驗」的框架下，港鐵公司訂立了優質數碼化服務計劃，於2017年起透過MTR Mobile手機應用程式陸續推出更多數碼服務，包括智能車票建議、智能Chatbot互動查詢、站內搜尋、機場快綫免費穿梭巴士實時到站時間提示等服務，為乘客提供以客為本的全面旅程支援。MTR Mobile手機應用程式所收集的大數據，可助港鐵公司提供更個人化資訊予乘客，讓他們無論在上車前、乘車期間或下車後均享受到貼心體驗。

目前，MTR Mobile應用程式每月有超過110萬用戶使用。2017年，港鐵公司獲IDC選為「香港數位轉型綜合領導者」及「亞太區數位轉型

綜合領導者」，在推動本港及亞太區數碼轉型方面不遺餘力。

## Comments from Judging Panel 評審委員會評語

The mobile app features a comprehensive range of functions, and allows passengers to receive customised information that facilitates the journey experience. As the major mode of transport in Hong Kong, the app can benefit the community by bringing more time-critical information to the users.

MTR Mobile手機應用程式功能全面，度身訂造的資訊有助提升乘客的旅程體驗。港鐵作為本港主要的運輸系統，其手機應用程式為用家適時提供有用資訊，惠及普羅大眾。

# Smart Mobility (Smart Tourism) Gold Award 智慧出行（智慧旅遊）金獎

## Pokeguide Ltd.

Pokeguide

[www.pokeguide.com](http://www.pokeguide.com)

The complicated design of a subway station can make it difficult for tourists and even local residents to navigate. Incorporating both proprietary and public data, Pokeguide helps users find their way easily in the intricate subway system in Hong Kong and other cities in the world.

Users can simply key in a building name or an address, and Pokeguide will tell them where to board the train, guide them inside the station with virtual reality (VR) content, and show them how to get to their destination from the nearest subway exit. The mobile app also provides the location of escalators and lifts inside the station to help wheelchair users, elderly people and those in need to navigate more easily. Supported by its machine learning algorithm, Pokeguide can further provide information on restaurants, shops and activities near a user's destination.

Pokeguide has been hugely popular since its launch, with over 200,000 downloads and extensive media coverage. The app now covers four cities and offers multilingual support.



地鐵站設計複雜，往往令旅客一頭霧水，甚至本地居民也可能在車站內迷路。Pokeguide手機應用程式結合了自家收集的數據和公開資料，協助用家穿梭香港及其他世界城市錯綜複雜的鐵路網絡。

用家只需輸入大廈名稱或地址，Pokeguide即可找出最佳的上車車廂號碼，配合虛擬實境(VR)站內

導航，指示用家走到最近的車站出口，並顯示完整的步行路線方便他們前往目的地。Pokeguide亦載有站內扶手電梯及升降機的位置資訊，方便輪椅使用者、長者及其他有需要人士。此外，Pokeguide利用了機器學習算法，為用家提供目的地附近的吃喝玩樂資訊。

Pokeguide自推出以來一直大受歡迎，至今已有超過20萬人下載，並獲傳媒廣泛報道。現時，Pokeguide已覆蓋四個城市，並支援多國語言。

## Comments from Judging Panel 評審委員會評語

Beginning as a mobile app that focuses on in-station navigation, Pokeguide now includes further functions such as the latest offers from nearby shops and restaurants. The local start-up has consistently received positive feedback from app users and expanded into overseas markets.

Pokeguide手機應用程式以提供站內導航服務起家，現時已加入更多功能如鄰近餐廳及商舖優惠資訊等。這家本地初創企業一直大獲用家好評，並成功打入海外市場。

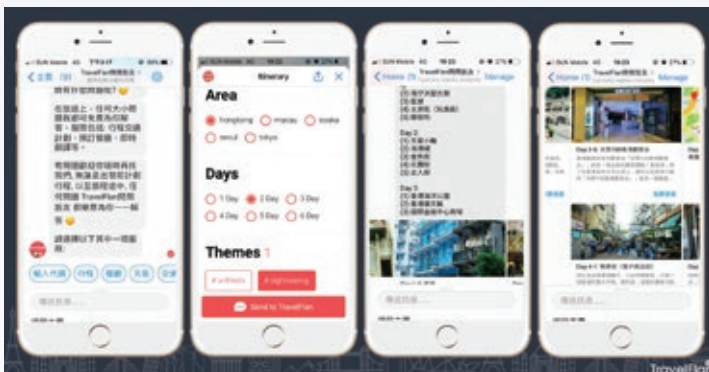
# Smart Mobility (Smart Tourism) Gold Award 智慧出行（智慧旅遊）金獎

## TravelFlan by freeD Group Ltd.

TravelFlan AI Travel Concierge

TravelFlan 人工智能旅遊助理

[www.facebook.com/TravelFlan](http://www.facebook.com/TravelFlan)



TravelFlan is a one-stop travel platform which provides travellers with a personalised and hassle-free travel experience with the use of AI Chatbot Technology. The AI Travel Concierge service is available to all travellers via popular instant messaging platforms like Facebook Messenger and WeChat. Users can enjoy a variety of customised travel services including itinerary planning, restaurant booking, transportation guides and instant translation without the need to download additional apps.

The scalable Chatbot can also be embedded on the websites and apps of partnering industry players to provide 24/7 assistance to their customers. This does not only save manpower but also helps the industry better engage travellers with more personalised services.

At present, TravelFlan covers Japan, Korea, Taiwan, Macau and HK, and is looking to expand its services to Southeast Asian markets such as Thailand.

### Comments from Judging Panel 評審委員會評語

The use of AI technology allows TravelFlan to provide tailor-made itinerary recommendations and travel solutions. This customer-centric approach helps enhance the overall user satisfaction to cater especially to the growing Fully Independent Traveller (FIT) population.

TravelFlan是一個採用人工智能(AI)技術的一站式旅遊平台，致力為旅客提供個性化和貼心的旅遊體驗。TravelFlan人工智能旅遊助理透過AI聊天機器人在各大即時通訊平台（如Facebook Messenger和微信）提供服務，用戶無需額外下載軟件程式，即可享受度身設計的旅遊服務，如行程規劃、餐廳預約、交通指南和即時翻譯等。

TravelFlan亦可以小部件的形式，在旅遊同業的網站或手機應用程式上設置對話框，利用聊天機械人全天候為旅客提供服務。此舉不但為旅遊同業減少人力需求，也有助他們提供更個人化的服務，加強與客戶的聯繫。



目前，TravelFlan的服務地區包括日本、韓國、台灣和港澳，未來將會擴充至泰國等東南亞地區。

TravelFlan利用人工智能技術，為用家提供度身設計的行程建議及其他旅遊方案。在自由行日漸普及的年代，TravelFlan以客為本的方針特別切合到自由行旅客的需要，令他們的整體滿意度上升。

# Smart Mobility (Smart Tourism) Bronze Award 智慧出行（智慧旅遊）銅獎

## MotherApp Ltd.

PowerArena — Smart Crowd Management and Analytics Solution

PowerArena — 智慧人流管理及分析系統

[www.motherapp.com](http://www.motherapp.com)

PowerArena is a smart crowd management and analytics solution that enables the real-time collection, analysis and dissemination of crowd information, using mobile, Internet of Things (IoT), Artificial Intelligence (AI) and Big Data technologies.

Powered by deep learning AI technology, PowerArena's video analytics system can turn typical CCTV cameras into smart sensors capable of object recognition and tracking (people, vehicles, etc.) and behaviour detection. Together with data from third-party sources such as turnstiles and ticketing systems, PowerArena allows the processing and analysis of real-time crowd information in a centralised platform, and provides alerts for abnormal situations. It can also integrate with external systems (e.g. digital signage, chatbot) to provide real-time information to the public.

PowerArena has been adopted in theme parks, exhibitions and large-scale public events. Ocean Park, for example, uses PowerArena to manage the average wait time of their attractions. The HKSAR Development Bureau has also selected the PowerArena solution for its Smart City initiative on crowd management.



PowerArena智慧人流管理及分析系統利用了流動通訊、物聯網、人工智能和大數據技術，實時收集、分析和發放人流資訊。

PowerArena的影像分析系統採用深度學習人工智能技術，將傳統監控鏡頭變為智能感應器，可偵測和追蹤人、車等物件並作出行為分析。PowerArena的中央管理平台會連接第三方（如旋

轉柵閘、售票系統）的數據來源，方便使用者管理及分析實時人群信息。PowerArena亦可與其他系統（如電子顯示屏和聊天機械人）整合，將即時的資訊向公眾發放。

PowerArena目前應用在主題樂園、展覽及大型公開活動等，例如海洋公園就利用此系統管理景點的平均等候時間。PowerArena亦獲發展局選用作為人潮管理，以推動本港智慧城市發展。

## Comments from Judging Panel 評審委員會評語

The solution demonstrates great potential of applications in different scenarios. Its compatibility to integrate with other systems enables new functionalities to the typical CCTV infrastructure, making video data meaningful for administrative and business purpose.

這套系統的發展潛力龐大，能夠應用到不同環境上。由於PowerArena可兼容其他系統平台，因此能夠為傳統的閉路電視加入新功能，為行政及業務方面提供實用的影像數據。

# Smart Mobility (Smart Tourism) Certificate of Merit 智慧出行（智慧旅遊）優異證書

Harbour City Estates Ltd. / Compathnion Technology Ltd. 海港城置業有限公司 / 隨賞科技有限公司

Harbour City Navigation App

海港城導航流動應用程式

[www.harbourcity.com.hk](http://www.harbourcity.com.hk) / [www.compathnion.com](http://www.compathnion.com)

Being the largest shopping mall in Hong Kong, Harbour City is a popular landmark attracting both local and foreign visitors. The Harbour City Navigation App provides O2O digital concierge service for visitors to easily obtain way-finding assistance, shop details and information on tourist attractions in the neighbourhood.

Supported by Compathnion's indoor positioning technology, the mobile app can show the route to any retail stores, F&B outlets and mall facilities based on the real-time location of the user. It can also serve as a digitalised personal shopper to record the user's favourite shops in the mall for future reference.

Harbour City is the first mall in Hong Kong to introduce in its app a real-time indoor navigation service based on the Wi-Fi signals around the user. With the mobile app, Harbour City can provide visitors with up-to-date information to allow them a hassle-free visit and an enjoyable experience.



海港城作為全港最大型商場，一向吸引不少本地顧客及外地旅客。海港城導航流動應用程式為訪客提供線上到線下的智能禮賓服務，包括商場導航、商舖介紹及鄰近景點的旅遊資訊等。

此應用程式利用了隨賞科技的室內定位技術，可根據用戶位置提供點對點實時導航路線，讓他們輕鬆前往海港城內任何商店、餐廳及設施。另外，程式亦可化身電子私人導購專員，用戶可在程式上標記喜愛的商舖品牌，方便未來購物參考。

海港城導航流動應用程式是全港首個根據用戶附近的Wi-Fi信號，提供實時室內導航服務的商場應用程式。顧客可透過應用程式獲得海港城的最新資訊，享受輕鬆無憂的商場體驗。

## Comments from Judging Panel 評審委員會評語

This is an impressive application to provide visitors with indoor navigation service and the latest updates at Harbour City, the biggest retail hub in Hong Kong. The technology may be applied to other shopping malls in Hong Kong to enhance the overall experience of visitors.

海港城是全港最大的購物中心，這個令人讚歎的應用程式為訪客提供室內商場導航服務和最新資訊，設計周全。有關技術亦可用於本地其他商場，以提升遊客的整體購物體驗。

# Smart Mobility (Smart Tourism) Certificate of Merit 智慧出行（智慧旅遊）優異證書

## Openrice Ltd. 開飯喇有限公司

OpenRice

《開飯喇》

www.openrice.com

OpenRice is more than an ordinary restaurant search engine. With Search, Offers, Table Booking, Vouchers, Remote Queuing and Delivery functions, the all-in-one dining platform has consolidated the restaurant database of Hong Kong, Macau, Taiwan, Thailand, Malaysia, Singapore, Japan and other Asian regions. The powerful search function allows users to look for a restaurant by its name, cuisine type, district and other specific filters. Users can also send out meal invitation and share restaurant information via social media platforms and instant messaging apps. Since its launch nearly two decades ago, OpenRice has not only linked up restaurants and consumers, but also built a community of local gourmets who are keen to write restaurant reviews and share their dining experience.



Serving 6 million users with 8 million daily page views, the platform now features over 26,000 restaurants with more than 2.3 million registered members. The mobile app enjoys high ranking in Google Play and App Store in Hong Kong, Macau, Taiwan, Malaysia and Thailand.



有別於一般的餐廳搜尋引擎，開飯喇集搜尋、優惠資訊、訂座、餐飲券、遙距排隊、外賣等功能於一身。平台結合了香港、澳門、台灣、泰國、馬來西亞、新加坡、日本等亞洲地區的餐廳資料庫，用家可透過食肆名稱、菜式、地區或其他特定條件搜尋餐廳，亦可利用社交平台及通訊軟件邀約飯局或分享餐廳資訊。開飯喇至今推出近二十年，不但成功連繫了食肆和消費者，其餐廳評價功能亦讓用家分享用餐體驗，建立本地食家社群。

開飯喇現時載有26,000多家食肆資料，累計有超過600萬名用戶，當中逾230萬為註冊會員，每日瀏覽數量達800萬人次。開飯喇手機應用程式在香港、澳門、台灣、馬來西亞及泰國等地的Google Play及App Store均排名甚高。

## Comments from Judging Panel 評審委員會評語

The application is regularly upgraded with new features that meet the latest needs of food patronage, making it the locals' favourite for a long time. Its efficient localization in different countries has quickly acquired a major part of Asian foodie market and contributed to its regional success.

為滿足食客的需求，這個手機應用程式會不時作出更新，長踞本地最受歡迎程式之一。另外，開飯喇在其他國家推出的版本亦切合當地市場，廣受亞洲區食家歡迎，成功建立區域業務。

# Introduction of Organiser 籌辦機構簡介



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 7,500 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 enhances and rolls out new services and solutions to help our corporate members to embrace new realities, new challenges, and new opportunities.

For more information about GS1 Hong Kong, please visit [www.gs1hk.org](http://www.gs1hk.org).

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7,500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。

如欲進一步了解香港貨品編碼協會，請瀏覽 [www.gs1hk.org](http://www.gs1hk.org)。



Tel 電話 2861 2819  
Fax 傳真 2861 2423

Email 電話 [ictawards@gs1hk.org](mailto:ictawards@gs1hk.org)  
Website 網址 [www.gs1hk.org](http://www.gs1hk.org)



# Acknowledgement

## 鳴謝



### Panel of Assessors 審核委員會

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

Chief Assessor  
主席

Mr. Peter Mok  
Hong Kong Science And Technology Parks Corporation  
莫偉軒先生  
香港科技園公司

Deputy Assessor  
副主席

Dr. Lawrence Cheung  
Hong Kong Productivity Council  
張梓昌博士  
香港生產力促進局

Members  
成員

Mr. Andrew Ling  
Esquel Group  
凌子良先生  
溢達企業有限公司

Ir Dr. Karl R.P.H. Leung  
Hong Kong Institute of Vocational Education  
梁秉雄博士工程師  
香港專業教育學院

Prof. S.C. Cheung  
Hong Kong University of Science and Technology  
張成志博士  
香港科技大學

Mr. Jeffrey Au  
Incu-Lab Hong Kong  
歐贊年先生  
創格工房

Mr. Daniel Chun  
Smart City Consortium (SCC)  
秦仲宇先生  
智慧城市聯盟

Prof. Ke Li WU  
The Chinese University of Hong Kong  
吳克利教授  
香港中文大學

Mr. Ken Ngai  
The Hong Kong Federation of Youth Groups  
魏遠強先生  
香港青年協會



# Acknowledgement 鳴謝



## Panel of Assessors 審核委員會

Members  
成員

Mr. Sunny Ho  
The Hong Kong Shippers' Council  
何立基先生  
香港付貨人委員會

Prof. George Huang  
The University of Hong Kong  
黃國全教授  
香港大學

# Acknowledgement 鳴謝



Award Sponsorship  
大會贊助

Gold Sponsors  
金贊助機構



网龙  
NETDRAGON

Silver Sponsors  
銀贊助機構



General Sponsors  
贊助機構







HONG KONG  
ICT AWARDS  
2018 香港資訊及  
通訊科技獎

Office of the Government Chief Information Officer  
The Government of the Hong Kong Special Administrative Region  
香港特別行政區 政府資訊科技總監辦公室

Organiser  
籌辦機構



GS1 Hong Kong  
香港貨品編碼協會

Awards  
Supporting  
Organisations  
大會支持機構



Hong Kong Applied Science and  
Technology Research Institute  
Company Limited  
香港應用科技研究院有限公司



Hong Kong Cyberport  
Management Company Limited  
香港數碼港管理有限公司



Hong Kong Science and  
Technology Parks Corporation  
香港科技園公司



Hong Kong  
Trade Development Council  
香港貿易發展局



Innovation and  
Technology Commission  
創新科技署



Invest Hong Kong  
投資推廣署

Supporting  
Organisations  
支持機構

CoCoon

Communications Association of Hong Kong

Federation of Hong Kong Industries

Hong Kong Association of Freight Forwarding and Logistics Ltd.

Hong Kong Container Terminal Operators Association Ltd.

Hong Kong Logistics Association

Hong Kong Productivity Council

Hong Kong R&D Centre for Logistics & Supply Chain Management  
Enabling Technologies

Hong Kong Retail Management Association

Hong Kong Retail Technology Industry Association

Hong Kong Sea Transport and Logistics Association

Hong Kong Tourism Board

Hong Kong Wireless Technology Industry Association

Incu-Lab

Smart City Consortium

The Chamber of Hong Kong Logistics Industry

The Chartered Institute of Logistics and Transport in Hong Kong

The Hong Kong Shippers' Council

浩觀

香港通訊業聯會

香港工業總會

香港貨運物流業協會有限公司

香港貨櫃碼頭商會有限公司

香港物流協會

香港生產力促進局

香港物流及供應鏈管理應用技術研發中心

香港零售管理協會

香港零售科技商會

香港航運物流協會

香港旅遊發展局

香港無線科技商會

創格工房

智慧城市聯盟

香港物流商會

香港運輸物流學會

香港付貨人委員會

Scoring  
System  
評分系統



Disclaimer: This brochure was published by GS1 Hong Kong. All information was provided by the winning companies. While every effort is made to ensure the accuracy of the above information, GS1 Hong Kong cannot guarantee this to be so and will not be held liable for any reliance placed on the same.

此刊物由香港貨品編碼協會出版。得獎產品簡介均由得獎公司提供。上述資料已經力求準確，惟本會不能作出任何保證，亦不會對信賴此等資料的人士負上任何責任。