



The Global Language of Business
Connecting Supply Chain with Innovations

Annual Report 2019

Igniting Data-Driven Business Transformation



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Unleashing the Power of Standards Globally and Locally

在全球及香港釋放標準的力量

GS1 standards enable organisations to identify, capture and share information smoothly, creating a common language that underpins systems and processes all over the world.

We empower organisations to grow efficiently, sustainably and safely — and ultimately to transform the way we work and live.

GS1的標準讓企業能夠獨有識別、準確擷取、暢順地分享資訊，為商界不同的系統和流程創立一個共同的語言。

我們推動企業提升效率、安全性、以及可持續發展能力，最終改變我們的工作和生活方式。

GS1 Standards are recognised by the following global associations and partners

GS1 標準獲得以下環球組織及合作夥伴認可

Food and Retail 食品及零售



Healthcare 醫療保健



Logistics 物流



ICT 資訊及通訊科技



Today's GS1 Hong Kong

香港貨品編碼協會概況



Serving Hong Kong for
31 years
 服務香港31年



Supporting
8,000
 corporate members
 支援8000名企業會員



>3.5 billion
 annual barcode scans
 每年的條碼掃描次數
 >35億次



~20 million
 annual EDI transactions
 每年電子數據交易~2000萬個



95%
 of supermarkets in HK
 adopt GS1 Standards
 香港超級市場使用GS1標準



79%
 of hospitals' drug supply chains in
 HK are supported by GS1 Standards
 香港的醫院藥物供應鏈由GS1標準支援



70%
 of Chinese fast food restaurants in
 HK use GS1 system for purchase
 order processing
 香港中式快餐店使用GS1系統處理採購訂單

One Code· One Identity· Infinite Possibilities

一物一碼 · 締造無限可能

Nine areas that the barcodes have changed our lives for years:
條碼多年來改變我們生活的九個範疇：



Speedier shopping in store

Barcodes speed up the check-out process and enable self-check-out for retail.

店舖購物更快捷

條碼加快結帳流程，並為零售界帶來自助結帳服務。



Preventing counterfeit products

Fraudulent products can quickly be identified, verified and tracked, providing a stamp of authenticity to consumers and increasing trust.

防止偽冒產品

能快速識別、驗證和追蹤仿冒產品，為消費者提供可靠產品、提升信任。



Ensuring quality and safety

Track and trace the status and whereabouts of products in real-time, especially for environment sensitive items like food and medical supplies.

確保質量和安全

實時追蹤追溯產品的即時狀態及位置，對環境敏感的物品如食品和醫療用品尤為重要。



Trading your products globally

GS1 barcodes are compliant with major online & traditional retailers' system, enabling sellers to trade globally both online and offline.

讓您的產品全球通行

GS1條碼符合環球主要電商和傳統零售商系統，使賣家可以在線和離線進行全球貿易。



Enhancing customer experience

Engage with consumers by providing abundant product information and connecting seamless online/offline journey.

加強顧客體驗

提供豐富的產品資訊予顧客，並連繫線上線下購物旅程、與消費者互動。



Gaining consumer/market insight

Enable brand owners to capture consumer behaviour for analysis, providing insights and building consumer loyalty.

洞悉消費者行為

品牌商能收集消費者行為數據進行分析，提供情報及見解，建立消費者忠誠度。

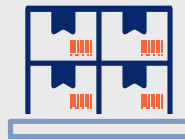


Facilitating scan, pick & pack operation

Easily fulfill orders with a simple scan and make logistics process as efficient as possible.

便利掃描、執貨及包裝操作

通過簡單掃描即可輕鬆完成訂單，讓物流過程更高效。



Automatic stock take

Combined with RFID tags, live updates of products are available to check the number in stock or size or at which store.

自動盤點

結合RFID標籤便能展示實時產品資訊，如檢查產品不同尺寸的庫存或哪個倉庫的存貨等。



Improving operational efficiency

Facilitate electronic data exchange with business partners and management of trading partners and their activities.

提升營運效率

促進與業務夥伴的電子數據交換，便利與貿易夥伴及其活動的管理。

Major Milestones in 30 Years

30年的時代標記

1989

GS1 Hong Kong (formerly named Hong Kong Article Numbering Association) was founded by the Hong Kong General Chamber of Commerce.

香港貨品編碼協會 (GS1 Hong Kong) 由香港總商會正式成立。



1998

Initiated trainings & certified courses in supply chain, later on topics of IoT/RFID, traceability, smart retail and big data.

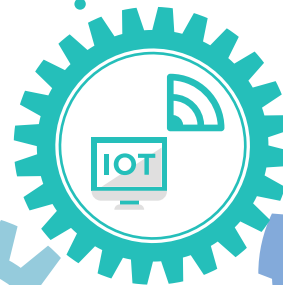
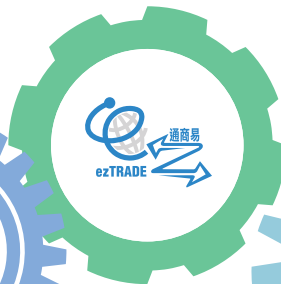
展開供應鏈的培訓和認證課程，隨後拓展至物聯網/RFID、追蹤追溯、智能零售和大數據等題目。



1995

Launched Hong Kong's first standard-based B2B e-commerce platform in retail sector to help business enhance competitiveness through electronic trading.

在零售界推出「通商易」，協助業界通過電子貿易來加強競爭力。



1991

7-11, Circle K, Mannings, ParknShop, Wellcome, etc., were among the first group of retailers to adopt the Code of Practice for barcode scanning in retail stores.

首批零售商如7-11、OK便利店、萬寧、百佳、惠康等一致採納《零售商引進電子銷售系統操作守則》，以掃描條碼加快結帳速度。

1996

Founding of ECR Hong Kong that led to the release of two SCM roadmaps, "SCM for HK's FMCG Industry" and "SCM for HK Exports Industries".

ECR香港正式成立，促成「全球貿易下的供應鏈管理」和「ECR貨盤標準化」倡議擴展至亞太地區。

1999

Auto-ID Centre coined "Internet of Things" (IoT) in 1999 and developed EPC/RFID standards, later GS1 took the lead to steer the global adoption.

Auto-ID Center於1999年首創「IoT」（物聯網）一詞並開發了EPC/RFID標準，後來GS1率先引領推廣全球應用。



2005

Started a two-year multi-pilot research project to develop the EPCIS network infrastructure, leading to the launch of ezTRACK in 2008, a globalised track-&-trace platform.

啟動為期兩年的多重試點研發計劃，在港測試和開發產品電子代碼訊息服務網絡的基建，促成全球追蹤追溯平台「縱橫網」的誕生。



2018

Launched “REAL Visibility” solution to protect your brand and build consumer trust by product authentication and anti-phishing capabilities, while identifying licensed goods to achieve better channel management.

推出「REAL Visibility」解決方案，通過產品認證及辨吃釣魚網站以保護您的品牌，並為消費者建立信心，並用於識別認證商品，以實現更好的管理渠道。



2015

Worked with APEC economies in Global Data Standards projects, using GS1 Hong Kong's ezTRACK to facilitate cross-border trade & reinforce supply chain connectivity.

與亞太經合組織合作進行全球數據標準先導計劃，利用「縱橫網」便利貿易及提升供應鏈聯通。



2009

BarcodePlus platform was launched as a cloud-based products & companies information portal for information exchange among the supply chain stakeholders.

推出BarcodePlus產品及位置資訊的雲端平台，有利公司之間交流資訊。



2016

Launched “Barcode Scan@ WeChat” to let consumers scan GS1 Hong Kong barcodes using WeChat.

推出「條碼掃一掃@微信」，讓消費者以微信掃描GS1 Hong Kong產品條碼。



2019

Introduced Smart Touch@Store for retail business and extended the breadth and depth of our solutions & services to 5 major categories: Enterprise trading services, smart business solutions, omnichannel commerce, brand protection, professional services.

為零售業推出Smart Touch@Store解決方案及拓展本會方案和服務的廣度和深度，主要分為5項類別：企業貿易服務、智慧商業營運方案、多渠道商貿、品牌保護及專業服務。

Chairman's Message

主席獻辭



Dr Kelvin Leung
Chairman

梁啟元博士
主席



It is an honour to be the Chairman of GS1 Hong Kong just as we concluded our 30th anniversary celebrations. I must thank my predecessors, in particular Joseph, the immediate past chairman, for all their great works, laying the foundations and building GS1 Hong Kong into what it is today.

Unsettled Times, Collaborative Spirit

The year under review has been an unprecedented one for GS1 Hong Kong and the local business community. Many companies, including many of our members, are struggling to get by in what is undeniably one of the most unsettled economic environments of recent decades.

As a member-centric organization, one of GS1 Hong Kong's most important goals is to help its members make their way through these challenging times by enhancing their core competencies. We do this with a multi-faceted approach, developing and deepening our range of services and proactively engaging with key industry players and the government.

Unleashing the Power of Data with Global Standards

Our iconic barcode – the Global Trade Item Number (GTIN) – continues to go from strength to strength. It helps diverse industries drive efficiency, safety, and growth – from retail to food & food services, healthcare and logistics – all thanks to what it can do to provide businesses with accurate, sharable, searchable, accessible and linkable data.

In fact, the ability to harness data spells the difference between champions and followers. Our CEO Pulse Survey 2019* identified that data analysis as the most important business priority for the coming two years. However, while 77 percent of the executives we polled said they had been collecting data, only one-third said they were currently analysing the information they had gathered. Clearly, we still have a long way to meet our goal of unleashing data's full potential!

2019年是香港貨品編碼協會的30周年慶典，我很榮幸能適逢其會，成為新一屆主席。感謝各位前主席、尤其是上一任主席Joseph的巨大貢獻，為香港貨品編碼協會奠定了堅實的基礎，成就了今天的我們。

動盪時代 協作精神

在過去一年，本會和本地企業同樣經歷了一段異常艱難的日子。這段日子無疑是數十年來最嚴峻的經濟環境之一，許多公司包括本會會員，都正竭力走出困境。

本會一直視會員為重心，而當中最重要目標之一，就是透過增強會員的營商競爭力，助其渡過艱難時刻。我們從多個不同領域著手，擴闊並加深我們的服務範疇，並積極與主要業界人士和政府交流，加強合作。

以全球標準 釋放數據力量

我們標誌性的條碼，即全球貿易貨品編碼（GTIN），其發展不斷壯大。條碼正協助各個不同行業，從零售到食品及餐飲服務、醫療保健及物流等，助他們提升營運效率，安全性和增長力。以上這些效益全賴條碼為企業提供準確、可共享、可被搜索、具鏈接能力的數據。

事實上，要判斷企業是市場領導者還是追隨者，亦取決於其應用數據的能力。本會的CEO Pulse Survey 2019*發現數據分析是未來兩年最重要的業務發展重點，雖然有77%受訪高級管理層表示一直有收集數據，但只有三分之一的企業對相關數據進行分析。由此可見，企業要充分發揮數據潛力，仍有一段距離。

*Jointly conducted by GS1 Hong Kong and KPMG China

*由香港貨品編碼協會與畢馬威中國聯合進行的調查報告

Connected World, Connected Business

By infusing GS1 standards with the latest data technologies and best practices, GS1 Hong Kong is in a unique position to bridge the gap between the world of things and the world of data, connecting the dots across the value chain throughout your business.

By using the data harvested from GS1 standard-based technologies and solutions, we aim at helping our corporate members in getting products to market faster, opening up new markets, building consumer trust, enhancing people's shopping experiences and gaining insight for better business decision. As companies collaborate and compete globally, these will help them stay at the forefront of competition from across the world.

Extending beyond Hong Kong

GS1 Hong Kong's footprint extends far beyond Hong Kong. We have worked on multiple projects aimed at improving the visibility, integrity and transparency of cross-border trade in Asia-Pacific, facilitating efficient customs clearance and declaration at Mainland China and other countries in the region, and strengthening food safety across Greater Bay Area (GBA). In addition, we have also stepped up our efforts in Hong Kong single-window for the Government-to-Government level to foster cross-border collaboration and integration of GBA cities.

Charting the Future with Members

Looking ahead to the rest of 2020, we see continuing economic uncertainty causing significant challenges and disruptions for Hong Kong businesses. Growing public concern over product safety, increasingly detailed cross-border trade rules and new environmental regulations will also add further complexity to the business landscape. Companies will need to be creative and adopt new technology-driven modes of collaboration with their partners to discover and explore new opportunities and improve their responsiveness to customer needs.

Finally, I would like to thank our Board of Directors, members and business partners for all the work they have done to help GS1 Hong Kong realise its goals. An extra credit goes to GS1 Hong Kong staff for their commitment and dedication under the leadership of its CEO, Anna, for her foresight and tenacity in gaining support from industry and government from the early days. The collaborative relationships we have fostered across the public and private sectors have cemented our status as a trusted partner with companies from a broad span of industries in Hong Kong. From these foundations, we will continue to innovate and pave the way to a smarter business environment and a better living standard for the society.

世界互聯 企業互通

透過融合GS1國際標準、最新數據技術和最佳範例，造就了GS1的獨特優勢，讓我們能有效連繫數據世界與物件世界，並緊密連接企業業務營運上的各個重要環節。

我們亦致力幫助會員透過基於GS1標準的技術和解決方案收集數據，助企業開闢新市場、將產品更快推出市場、建立消費者信心並提升購物體驗、洞悉市場先機以部署更有效的商業決策，讓企業在面對全球協作趨勢和競爭時能脫穎而出。

走出香港 成就更多

同時，香港貨品編碼協會的足跡早已延伸到其他地區。我們透過開展多個不同項目，包括提高亞太地區跨境貿易的可視性、推動產品資料完整度和透明度，促進在中國內地以及區內其他國家的清關和報關效率，及加強大灣區的食品安全。此外，我們亦提倡各地政府之間的貿易單一窗口連繫協作，促進跨境合作和大灣區融合。

與會員共創未來

預計於2020年餘下時間，經濟持續不穩將為香港企業帶來重大挑戰和轉變。此外，大眾對產品安全日趨關注，越來越嚴謹的跨境貿易規定和各項新環保法例，也會使商業營運模式變得更複雜。企業需具有創造力，並加強與合作夥伴之間的創新科技協作，快速回應顧客需求的改變，共同發掘新機遇。

最後，我希望藉此感謝本會的董事局成員、會員和商業夥伴，幫助香港貨品編碼協會實現其願景。同時亦特別感謝協會員工所付出的努力和貢獻，並在總裁Anna的遠見及堅毅的領導下，令我們在發展初期已成功獲得業界和政府的支持及信任，與公私營機構建立了緊密關係，並成為了各行各業值得信賴的合作夥伴。相信我們未來能憑藉這堅實的基礎，秉承創新理念邁步向前，引領智能商貿，為社會各界帶來優質生活。



Chief Executive's Report

總裁報告



Ms Anna Lin, JP, FCILT
Chief Executive

林潔貽女士 太平紳士
總裁



Transforming Business for Thirty Years, with One Code

The past 30 years has been a wonderful journey. Not only has GS1 Hong Kong established itself from zero to one, and forwarding to infinite possibilities, but we have always been a trusted partner to the Hong Kong business community. I'm delighted to report that our new-join members have grown healthily by 15% year-on-year, and my sincerest gratitude to those who have been with us for the last 30 years. You are the cornerstone and foundation to GS1 Hong Kong.

Our year-long 30th Anniversary campaign was kicked-off with a sparkling, entertainment-packed Gala Dinner, followed by a variety of celebratory events like tree planting, GS1 Hong Kong Summit, GS1 Asia Pacific Forum, and rounded off with yet another glamorous Finale Cocktail Reception. Thanks to all our members' and stakeholders' support, they were attended by thousands of business elites and senior government officials in the region. They are sweet moments that we can never forget, and so is GS1 Hong Kong's unceasing role to helping local industries become more efficient and competitive, through the innovative use of global standards, technologies and practices.

Barcode, the tiny data strip, has become indispensable to the business community and our daily lives. As it evolves over the last 3 decades, it has brought forth various kinds of paradigm shifts to Hong Kong: igniting the retail revolution, transforming the data exchange system, fueling supply chain management, unlocking the power of global IoT/EPC standard, and fostering seamless omni-channel commerce. We have also established an extensive portfolio of solutions and services based on GS1 standards, which are distinguished into five core categories: enterprise trading services, smart business operations, omni-channel commerce, brand protection/product authentication and professional services.

一個條碼 引領業務變革三十載

過去30年對本會而言實在是一段精彩萬分的歷程，香港貨品編碼協會不僅成功由「零」（售）開展到「一」個條碼，成就無限可能，同時亦成為了香港工商界所信賴的夥伴。我欣然報告，本會的新增會員與去年同期比較穩步上揚15%，在此衷心感謝過去30年來一直與本會結伴同行的會員，為本會發展奠定了堅實的基礎。

本會整年的連串30周年紀念活動以金光璀璨、節目豐富的30周年晚宴揭開序幕，隨後更舉辦了各項精彩的慶祝活動，包括植樹日、GS1 Hong Kong高峰會、GS1亞太區論壇，並以璀璨的壓軸酒會作總結。各項慶祝活動雲集了逾數千位商界精英、政府高級官員，同時亦感謝本會會員和各行業持份者的鼎力支持。在回顧這些美妙時光的同時，我們亦不會忘記本會矢志不渝的角色：以創新的全球標準、技術和實踐範例，協助本地各行業提升效率及競爭力。

條碼體積雖小，卻蘊藏大量數據，在商界和日常生活中發揮著舉足輕重的作用。它亦在過去30年間不斷演變，為香港帶來了多項標誌性改變：觸發零售革命、催化電子數據交換、推動供應鏈管理發展、發揮全球物聯網/EPC標準的力量，及促進無縫的全渠道商貿。此外，我們亦基於GS1標準發展出一系列解決方案和服務，涵蓋五大核心範疇：企業貿易服務、智能商業營運、全渠道商貿、品牌保護/產品驗證和專業服務。

Facilitating Enterprise Trading

GS1 Hong Kong's global standards assist both big corporations and SMEs to conduct their business more efficiently. Our ezTRADE platform, the leading B2B industry platform for the retail consumer goods, food services and healthcare industries in Hong Kong and South China, has recorded around 20 million trading messages a year.

Via collaboration with the finance sector, we are exploring ways of expanding ezTRADE's functionality to automate trade-finance document exchanges between the platform's users and their clients. And to enhance communication and collaboration between buyers and suppliers, we are developing the GS1 Supplier Portal, a hub-based solution for managing trading partner community and product information.

Offering Consumers a Peace of Mind

GS1 Hong Kong's REAL Barcode/QR Code, is now established as a leading authentication solution being adopted on food, health supplement, cosmetics, jewelry, gadgets and industrial supplies. Embedded with patented anti-counterfeit technology, it effectively helps brands deter counterfeiters and increase customer confidence during their purchase, with one simple scan. The solution can also support better channel management for brands by reducing parallel goods, protecting the interest of their partners and distributors.

Enhancing Omni-channel Commerce

With e-commerce demand continuing to soar, GS1 Hong Kong has established a series of partnerships offering new sales channels on different platforms. Our cooperation with China Travel Service WeChat Store offers a cross-border e-commerce sales channel for local brands aiming to capitalise on the Mainland China online opportunities. We have launched a sourcing matching platform with an eBay official partner, linking GS1 Hong Kong members as suppliers and eBay top sellers as sales agents, again expanding our members' sales channels to the globe. And to help members enhance their online visibility, we have partnered with web developers to offer one-stop website building service, that uses GS1's SmartSearch standards to enhance product page search ranking and to facilitate more efficient and accurate web searches. We have also developed smart retail solution which helps businesses to turn data into insight and intelligence for making better business strategy.

促進企業交易

香港貨品編碼協會的全球標準有助提升各大中小型企業的營運效率。本會「通商易」每年均錄得約2,000萬筆交易訊息，為業界首屈一指的B2B平台，獲華南地區及香港各行各業廣泛採用，包括零售消費品、食品及餐飲服務和醫療保健行業。

我們正積極探討與金融業界合作，擴展「通商易」平台的應用範圍，讓用戶可自動化處理與其客戶之間的貿易融資文件傳輸。此外，為了加強買家與供應商之間的溝通與協作，我們亦正在發展一個供應商為中心的解決方案，名為GS1 Supplier Portal（供應商平台），用於管理貿易夥伴社群和產品訊息。

讓消費者買得安心

本會的REAL條碼/QR二維碼是業界領先的產品驗證方案，現已應用於食品、保健品、化妝品、珠寶、電子產品和工業用品行業上。方案具專利的防偽技術，只需簡單掃碼，就可以幫助品牌遏制冒牌商家，讓消費者買得安心。方案還可幫助減少「水貨」買賣，保障合作夥伴和分銷商的利益，讓品牌達致更佳的销售渠道管理。

推動全渠道銷售

隨著電子商貿需求持續飆升，本會與多個夥伴合作，在不同平台上提供嶄新銷售渠道。當中包括與中旅巴士微信商城合作，為本地品牌提供跨境電商渠道，捕捉國內龐大網購商機。與此同時，我們亦與eBay官方合作夥伴推出全新採購配對平台，連繫本會供應商會員與eBay金牌賣家，助會員拓展全球銷售網絡。為協助會員提高網上曝光率，我們更與網站開發公司聯手，提供一站式網站建立服務，該服務應用了GS1 SmartSearch標準來提高產品的搜尋排名，達致更有效、更準確的網站搜索結果。另外，本會還開發了多項智慧零售解決方案，助企業將數據轉化為市場情報和見解，協助制定更佳的業務決策。

Strengthening Industry Knowledge and Skills

GS1 Hong Kong continues to work with our network of local and global experts to help members discover and apply best practices in their operations. We are currently collaborating with an Apache Projects-certified organization to offer a government-funded course* providing practical data-processing and analytic skills, particularly designed for the smart retail sector. We have also launched another subsidised course* on Supply Chain Management 4.0 certification, which focuses on supply chain automation and digitalization, helping companies to achieve digital transformation.

Coping the New Environment with New Initiatives

We will also be launching some value-added initiatives to better collaborate with our members, drive their sales and enrich their offerings. The first of these is GS1 Hong Kong Members Club, a community for members to promote their products with good deals to the staff and families of our 8,000 GS1 Hong Kong members. Next in line will be the Members Portal, a one-stop online platform featuring a range of customer services to enhance members' experience. More initiatives are in discussion, all aiming to help businesses stay afloat in the lackluster economy.

Creating Dream Work with Teamwork

2019 was a year characterised by a great number of unexpected economic, social and political challenges. Despite the deteriorating business environment, GS1 Hong Kong remains as committed as ever to helping our members and different industry sectors enhance their competitive advantages, supporting their journey of digital transformation.

As always, our efforts are empowered by teamwork. I would like to take this opportunity to express our appreciation for all the support GS1 Hong Kong has received from our board of directors, committees, members, business partners and government bodies in Hong Kong and Mainland China. Without the help and commitment of these people and organisations, it would be impossible for us to help our members continue their journey towards sustainable growth and long-term prosperity. Stay strong, and let's look forward to a quick rebound together!

* The courses have been included in the list of registered public courses under the Reindustrialisation & Technology Training Programme funded by Innovation and Technology Fund and administered by Vocational Training Council (VTC).

強化行業知識和技能

香港貨品編碼協會一直與本地和全球專家緊密合作，協助會員於其業務上發掘和應用最佳範例實踐。目前我們正與Apache Projects認證的機構，聯手提供由政府資助的課程*，講述與智慧零售相關的實用數據處理和分析技巧。此外，我們提供供應鏈管理4.0認證的資助課程*，聚焦探討供應鏈自動化和數碼化，幫助企業實現數碼轉型。

以嶄新項目 應對新時代轉變

本會亦推出多項增值項目，與會員更緊密合作，提升其銷售及強化產品優惠。頭炮項目為GS1 Hong Kong Members Club，旨在建立一個讓會員以優惠價格推廣其產品的社群，同時讓本會8,000名會員及其員工和家屬均可享購物優惠；另外是Members Portal，一個為會員提供增值服務的一站式平台，優化會員體驗。未來將推出更多項目，以支援企業在疲弱經濟中穩中求勝。

團隊合作 創造夢想

2019年是非比尋常的一年，無論政治、社會和經濟層面均出現令人意想不到的挑戰。縱使營商環境不斷惡化，本會仍會堅守初衷、致力幫助我們會員和不同行業提升其競爭優勢，支援其數碼轉型過程。

一如既往，團隊合作是驅策我們成就卓越的原動力。我希望藉此機會感謝本會董事局及委員會成員，以及遍佈中港兩地的會員、商業夥伴和政府部門的支持。全賴他們的幫助與支持，讓我們可繼續幫助會員業務持續增長及穩定向上。請大家繼續堅持和努力，與我們攜手養精速銳，迎接經濟復甦的一天！

* 課程已被列入由創新科技基金資助、職業訓練局籌辦的再工業化及科技培訓計劃下的已登記公開課程名單內。









30th Anniversary Celebration Activities 30周年慶祝活動

A series of activities were organised to commemorate and celebrate our 30th Anniversary milestone, and we were grateful to have received tremendous support from our members, the HKSAR Government, industry associations, and partners in our year-long campaign.

為慶祝本會三十周年誌慶，本會舉辦了連串活動。我們很榮幸能於整年的慶祝活動中獲得會員、香港政府、業界機構及合作夥伴的鼎力支持。

30th Anniversary Celebration

三十周年慶祝活動

📍 30th Anniversary Gala Dinner
30周年晚宴-編碼三十年 攜手踏向前

12 Mar / 2019







📍 **GS1 Asia Pacific Regional Forum 2019**
GS1亞太區論壇2019

25 Oct / 2019



📍 **GS1 Hong Kong Summit 2019 -
Smart Business: Creating, Connecting, Collaborating**
香港貨品編碼協會高峰會2019 - 「智能商貿：創造·連繫·協作」

25 Oct / 2019



📍 30th Anniversary Finale Cocktail
三十周年誌慶壓軸酒會

25 Oct / 2019







Congratulatory Messages

賀辭

GS1 Hong Kong has made tremendous efforts in engaging the industry associations, the HKSAR Government and business partners, committed to facilitating collaboration with our members. We believe our close partnership with different parties will bring us great success and achievement in the years ahead.

GS1 Hong Kong經常與不同業界協會、香港特區政府及合作夥伴交流互動，致力為會員創造合作機會。憑著與各界的良好夥伴關係，我們相信未來可以再創高峰，攜手締造更高成就。



The Hon.
Matthew CHEUNG Kin-chung,
GBM, GBS, JP
張建宗先生, 大紫荊勳賢, GBS,
太平紳士

The Chief Secretary for
Administration
The Government of HKSAR
政務司司長
香港特別行政區政府



The Hon.
Paul CHAN Mo-po, GBM,
GBS, MH, JP
陳茂波先生, 大紫荊勳賢, GBS,
MH, 太平紳士

The Financial Secretary
The Government of HKSAR
財政司司長
香港特別行政區政府



The Hon.
Nicholas W YANG, GBS, JP
楊偉雄先生, GBS, 太平紳士

Secretary for Innovation and
Technology
The Government of HKSAR
創新及科技局局長
香港特別行政區政府

匯才聚智
促商惠羣

香港貨品編碼協會三十一周年誌慶

政務司司長張建宗



才高識卓
業盛望隆

香港貨品編碼協會三十一周年誌慶

財政司司長陳茂波



才猷卓著
績譽崇隆

香港貨品編碼協會三十一周年誌慶

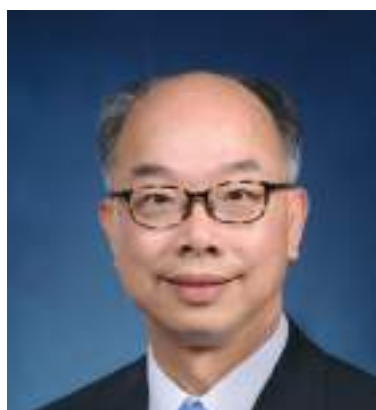
創新及科技局局長楊偉雄





The Hon.
James Henry LAU Jr, JP
劉怡翔先生, 太平紳士

Secretary for Financial
Services and the Treasury
The Government of HKSAR
財經事務及庫務局局長
香港特別行政區政府



The Hon.
Frank CHAN Fan, JP
陳帆先生, 太平紳士

Secretary for Transport and
Housing
The Government of HKSAR
運輸及房屋局局長
香港特別行政區政府



Prof. the Hon.
Sophia CHAN Siu-chee, JP
陳肇始教授, 太平紳士

Secretary for Food and Health
The Government of HKSAR
食物及衛生局局長
香港特別行政區政府

香港貨品編碼協會三十一周年誌慶

鴻才敏識
卓績嘉猷

財經事務及庫務局局長劉怡翔



香港貨品編碼協會三十一周年誌慶

範率同業
求進拓新

運輸及房屋局局長陳帆



香港貨品編碼協會三十一周年誌慶

宏籌益展
昌業利民

食物及衛生局局長陳肇始



Members of the Executive Council and
Legislative Council
行政會議成員及立法會議員



The Hon.
Edward YAU Tang-wah,
GBS, JP
邱騰華先生, GBS, 太平紳士

Secretary for Commerce and
Economic Development
The Government of HKSAR
商務及經濟發展局局長
香港特別行政區政府



The Hon.
Andrew LEUNG Kwan-yuen,
GBS, JP
梁君彥議員, GBS, 太平紳士

The President of the Legisla-
tive Council
The Government of HKSAR
立法會主席
香港特別行政區政府



The Hon.
Bernard Charnwut CHAN,
GBS, JP
陳智思議員, GBS, 太平紳士

The Convenor of the Non-
official Members of the
Executive Council
The Government of HKSAR
行政會議非官守議員召集人
香港特別行政區政府

香港貨品編碼協會三十一周年誌慶

臻善創優

商務及經濟發展局局長邱騰華



香港貨品編碼協會三十一周年誌慶

良籌益展
工貿宏通

中華人民共和國香港特別行政區
立法會主席 梁君彥



香港貨品編碼協會三十一周年誌慶

眾心凝聚
續展嘉猷

香港特別行政區
行政會議非官守議員召集人 陳智思
GBS 太平紳士



The Hon.
Jeffrey LAM Kin-fung,
GBS, JP
林健鋒議員, GBS, 太平紳士

Member, Executive Council
and Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府



The Hon.
Mrs. Regina IP LAU Suk-ye,
GBS, JP
葉劉淑儀議員, GBS, 太平紳士

Member, Executive Council
and Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府



The Hon.
WONG Ting-kwong, GBS, JP
黃定光議員, GBS, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府

香港貨品編碼協會三十一周年誌慶

匯才聚智
造福桑梓

香港特別行政區
行政會議成員暨立法會議員
林健鋒
GBS 太平紳士

香港貨品編碼協會三十一周年誌慶

條碼應用
嶄新服務

香港特別行政區
行政會議成員暨立法會議員
葉劉淑儀
GBS 太平紳士

香港貨品編碼協會三十一周年誌慶

合群興業
宏圖大展

香港特別行政區
立法會議員
黃定光
GBS 太平紳士





The Hon.
Frankie YICK Chi-ming,
SBS, JP
易志明議員, SBS, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府



The Hon.
Charles Peter MOK, JP
莫乃光議員, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府



Dr. the Hon.
Elizabeth QUAT, BBS, JP
葛珮帆議員, BBS, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府

香港貨品編碼協會三十一周年誌慶

創優求進
專業楷模

香港特別行政區
立法會議員 易志明
SBS 太平紳士

香港貨品編碼協會三十一周年誌慶

質優超卓
駿譽日隆

香港特別行政區
立法會議員 莫乃光 太平紳士

香港貨品編碼協會三十一周年誌慶

群策群力
嘉惠業界

香港特別行政區
立法會議員 葛珮帆
BBS 太平紳士



Ir. Dr. the Hon.
LO Wai-kiwok, SBS, MH, JP
盧偉國博士工程師, SBS, MH,
太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府



The Hon.
Jimmy NG Wing-ka, BBS, JP
吳永嘉議員, BBS, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府



The Hon.
Peter SHIU Ka-fai, JP
邵家輝議員, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府

香港貨品編碼協會三十一周年誌慶

善用創新技術
提升物流效益

香港特別行政區
立法會議員(工程界) 盧偉國博士 工程師
SBS
MH
太平紳士

香港貨品編碼協會三十一周年誌慶

聯通各界
溥惠工商

香港特別行政區
立法會議員 吳永嘉
BBS
太平紳士

香港貨品編碼協會三十一周年誌慶

拓展科技
綻放商機

香港特別行政區
立法會議員 邵家輝
太平紳士

Principal Officials, Officials of Directorate and other Officials
 主要官員、首長及其他官員



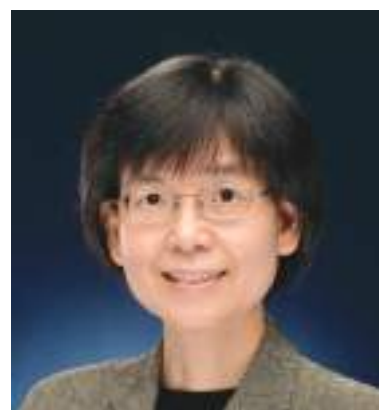
Mr. Hermes TANG Yi-hoi,
 CDSM
 鄧以海先生, CDSM

Commissioner of Customs &
 Excise
 The Government of HKSAR
 海關關長
 香港特別行政區政府



Mrs. Betty FUNG CHING Suk-ye, JP
 馮程淑儀女士, 太平紳士

Head, Policy Innovation and
 Co-ordination Office
 The Government of HKSAR
 政策創新與統籌辦事處總監
 香港特別行政區政府



Ms. Vivian LAU Lee-kwan, JP
 劉利群女士, 太平紳士

Director, Food and
 Environmental Hygiene
 The Government of HKSAR
 食物環境衛生署署長
 香港特別行政區政府

香港貨品編碼協會三十一周年誌慶

運籌有策
 卓績弘彰

海關關長 鄧以海先生



香港貨品編碼協會三十一周年誌慶

覃研專業
 銳展遠猷

政策創新與統籌辦事處總監 馮程淑儀 太平紳士

香港貨品編碼協會三十一周年誌慶

卓立良範
 繼往開來

食物環境衛生署署長 劉利群 太平紳士





Ms. Cathy CHU Man-ling, JP
朱曼鈴女士, 太平紳士

Postmaster General
The Government of HKSAR
郵政署長
香港特別行政區政府



Mr. Stephen Christopher
PHILLIPS
傅仲森先生

Director-General of Invest-
ment Promotion
The Government of HKSAR
投資推廣署署長
香港特別行政區政府



Ms. Salina YAN Mei-mei, JP
甄美薇女士, 太平紳士

Director-General of Trade
and Industry
The Government of HKSAR
工業貿易署署長
香港特別行政區政府

香港貨品編碼協會三十一周年誌慶

羣賢共濟
溥益工商

郵政署長
朱曼鈴
太平紳士

香港貨品編碼協會三十一周年誌慶

凝聚業界
共創商機

投資推廣署署長
傅仲森

香港貨品編碼協會三十一周年誌慶

樹標立範
貨通業榮

工業貿易署署長
甄美薇
太平紳士





Mr. Victor LAM Wai-kiu, JP
林偉喬先生, 太平紳士

Government Chief
Information Officer
The Government of HKSAR
政府資訊科技總監
香港特別行政區政府



Ms. Rebecca PUN Ting-ting,
JP
潘婷婷女士, 太平紳士

Commissioner for Innovation
and Technology
The Government of HKSAR
創新科技署署長
香港特別行政區政府

香港貨品編碼協會三十一周年誌慶

聚賢合志
匡業同心

政府資訊科技總監
林偉喬
太平紳士



香港貨品編碼協會三十一周年誌慶

翹彥策進
廣惠羣倫

創新科技署署長
潘婷婷
太平紳士

Mainland Government Officials
內地政府官員



Mr. LIU Yajun
劉亞軍先生

Deputy Director-General of EAD &
Head of Commercial Office
Liaison Office of The Central People's
Government in The HKSAR
Commercial Office of
Economic Affairs Department
經濟部副部長、貿易處負責人
中央人民政府駐香港特別行政區聯絡辦公室
經濟部貿易處



Mr. YANG Peng Fei
楊鵬飛先生

Deputy Director
Department of Industry and
Information
Commission of Guangdong
Province
副廳長
廣東省工業和信息化廳

銳意創新
貫通商貿

中央人民政府駐香港特別行政區
中聯辦經濟部副部長兼貿易處負責人

劉亞軍

香港貨品編碼協會三十一周年誌慶

萬物編碼連世界
信息聯通促繁榮

廣東省工業和信息化廳 副廳長 楊鵬飛

香港貨品編碼協會三十一周年誌慶

GS1 Hong Kong Board Representative Organisations

香港貨品編碼協會董事局代表機構

The list is in alphabetical order by organisation name

以下名單以機構英文字母次序排列



Dr. Dennis NG Wang-pun,
BBS, MH
吳宏斌博士, BBS, MH

President
The Chinese Manufacturers'
Association of Hong Kong

會長
香港中華廠商聯合會



Dr. Daniel YIP
葉中賢博士

Chairman
The Federation of Hong Kong
Industries

主席
香港工業總會



Ms. Veronica LOCKYER
駱凱燕女士

Executive Committee Chairman
The Hong Kong Coalition of
Services Industries

執行委員會主席
香港服務業聯盟

商機無限
前景輝煌

香港貨品編碼協會三十一周年誌慶

香港中華廠商聯合會會長

吳宏斌博士
BBS
MH

團結業界
共譜昌榮

香港貨品編碼協會三十一周年誌慶

香港工業總會主席

葉中賢博士

攜手奮進
創新里程

香港貨品編碼協會三十一周年誌慶

香港服務業聯盟

執行委員會主席

駱凱燕女士



Dr. Aron HARILELA
夏雅朗博士

Chairman
Hong Kong General Chamber
of Commerce

主席
香港總商會



Mrs. Annie YAU TSE
謝邱安儀女士

Chairman
Hong Kong Retail
Management Association

主席
香港零售管理協會



Dr. Henry TAN, BBS, LHD, JP
陳亨利博士, BBS, LHD, 太平紳士

Chairman
Textile Council of Hong Kong

會長
香港紡織業聯會有限公司

攜手奮進
創新里程

香港總商會主席
夏雅朗博士

香港貨品編碼協會三十一周年誌慶

匯才聚智
共創佳績

香港零售管理協會主席
謝邱安儀女士

香港貨品編碼協會三十一周年誌慶

凝集眾智
嘉惠工商

香港紡織業聯會有限公司會長
陳亨利博士
BBS
LHD
太平紳士

香港貨品編碼協會三十一周年誌慶

Partnering Organisations

合作機構

The list is in alphabetical order by organisation name

以下名單以機構英文字母次序排列



Mr. Fred LAM Tin-fuk, JP

Chief Executive Officer
Airport Authority Hong Kong

林天福先生, 太平紳士

行政總裁
香港機場管理局

香港貨品編碼協會三十一周年誌慶

連繫同業
共創新猷

林天福先生, 太平紳士
行政總裁
香港機場管理局



Mr. Simon WONG, BBS, JP

Chairman
The Chamber of Food and
Beverage Industry of Hong Kong

黃家和先生, BBS, 太平紳士

主席
香港食品及飲品行業總會

香港貨品編碼協會三十一周年誌慶

發揮創意思維
幫助行業發展

黃家和先生, BBS, 太平紳士
主席
香港食品及飲品行業總會



Mr. Ken CHUNG Hung-hing, FCILT

Chairman
The Chamber of Hong Kong Lo-
gistics Industry Ltd.

鍾鴻興先生, FCILT

主席
香港物流商會

香港貨品編碼協會三十一周年誌慶

引領全球標準
共商行業創新

鍾鴻興先生, FCILT
主席
香港物流商會



Dr. Venus Yuen-ha LUN, FCILT

President
The Chartered Institute of
Logistics and Transport in
Hong Kong

倫婉霞博士, FCILT

會長
香港運輸物流學會

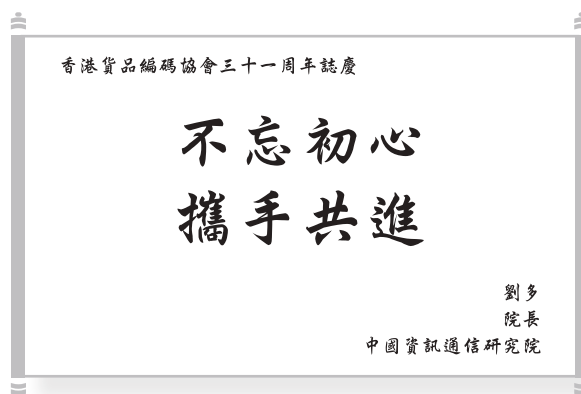
香港貨品編碼協會三十一周年誌慶

通商惠工
績望並彰

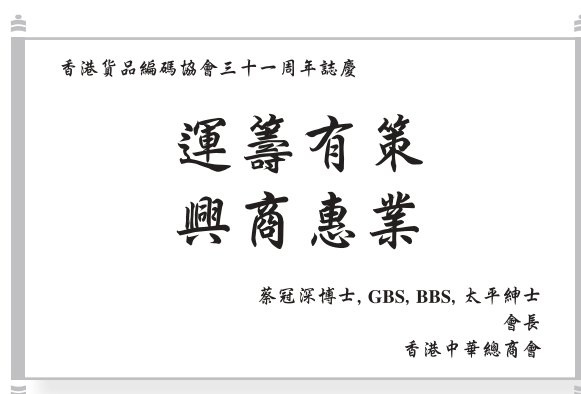
倫婉霞博士, FCILT
會長
香港運輸物流學會



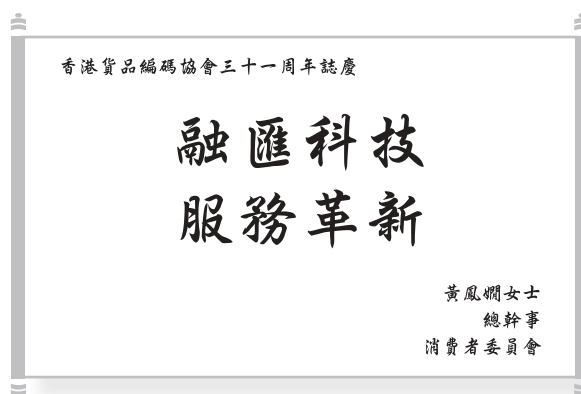
Ms. Duo LIU
President
China Academy of Information
and Communications
Technology
劉多女士
院長
中國資訊通信研究院



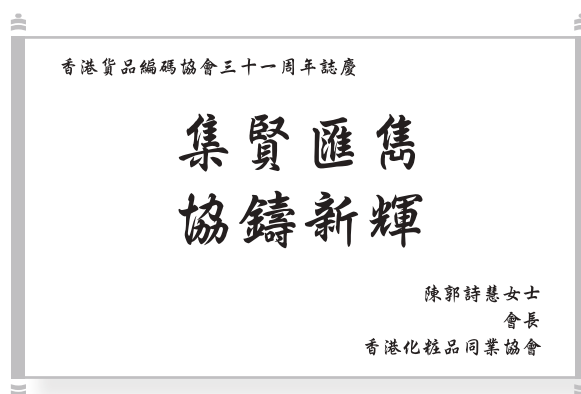
Dr. Jonathan CHOI Koon-shum,
GBS, BBS, JP
Chairman
The Chinese General Chamber
of Commerce
蔡冠深博士, GBS, BBS, 太平紳士
會長
香港中華總商會



Ms. Gilly WONG Fung-han
Chief Executive
Consumer Council
黃鳳嫻女士
總幹事
消費者委員會



Mrs. Melody KWOK CHAN
President
The Cosmetic & Perfumery
Association of Hong Kong
陳郭詩慧女士
會長
香港化粧品同業協會





Mr. Kenny CHIEN

President
eHealth Consortium

錢國強先生

主席
電子健康聯盟

香港貨品編碼協會三十一周年誌慶

源遠流長
嘉惠工商

錢國強先生
主席
電子健康聯盟



Mr. MA Ren-hong

Executive Chairman
Guangdong Logistics Industry
Association

馬仁洪先生

執行會長
廣東省物流行業協會

香港貨品編碼協會三十一周年誌慶

發揮全球標準引領作用
助推灣區經濟科學發展

馬仁洪先生
執行會長
廣東省物流行業協會



Ir. Sunny LEE Wai-kwong, JP

Chairman of the Board
Hong Kong Applied Science
and Technology Research
Institute

李惠光工程師, 太平紳士

董事局主席
香港應用科技研究院

香港貨品編碼協會三十一周年誌慶

卅載耕耘
成就斐然

李惠光工程師, 太平紳士
董事局主席
香港應用科技研究院



Mr. Brian WU

Chairman
Hong Kong Association of
Freight Forwarding and
Logistics

胡百浞先生

主席
香港貨運物流業協會

香港貨品編碼協會三十一周年誌慶

興旺工商
播惠八方

胡百浞先生
主席
香港貨運物流業協會



Ms. Kara CHEUNG

President
The Hong Kong Association of
the Pharmaceutical Industry

張欣庭女士

會長
香港科研製藥聯會

香港貨品編碼協會三十一周年誌慶

On behalf of the Hong Kong Association of the Pharmaceutical Industry, I would like to extend my congratulations to GS1 Hong Kong to its 30th anniversary.

It has been our great pleasure in working together over the past decades to enhance the traceability of medicines. We hope to continue our strong partnership in striving for improving patient safety in Hong Kong.

Wish GS1 Hong Kong continued success and more great achievements in the future.



Ir. Ted SUEN

President
Hong Kong Computer Society

孫耀達工程師

會長
香港電腦學會

香港貨品編碼協會三十一周年誌慶

數碼創新
共創繁榮

孫耀達工程師
會長
香港電腦學會



Mr. CHUA Hoi-wai

Chief Executive
The Hong Kong Council of
Social Service

蔡海偉先生

行政總裁
香港社會服務聯會

香港貨品編碼協會三十一周年誌慶

追求卓越
利濟民生

蔡海偉先生
行政總裁
香港社會服務聯會



Dr. George LAM, BBS

Chairman
Hong Kong Cyberport
Management Company Limited

林家禮博士, BBS

董事局主席
香港數碼港管理有限公司

香港貨品編碼協會三十一周年誌慶

貨暢其流
匯通所需

林家禮博士, BBS
董事局主席
香港數碼港管理有限公司



Mr. Victor CHOI

Chairman
Hong Kong Electronics &
Technologies Association

蔡劍誠先生

主席
香港電子科技商會

香港貨品編碼協會三十一周年誌慶

精準便捷
四海稱頌

蔡劍誠先生
主席
香港電子科技商會



Mr. Benson PAU

Chairman
The Hong Kong Exporters'
Association

鮑潔鈞先生

會長
香港出口商會

香港貨品編碼協會三十一周年誌慶

積極創新
惠澤工商

鮑潔鈞先生
會長
香港出口商會



Mr. Thomas NG, MH, FPVC (Hon)

Chairman
Hong Kong Food Council

吳永恩先生, MH, FPVC (Hon)

主席
香港食品委員會

香港貨品編碼協會三十一周年誌慶

凝聚業界
興港惠群

吳永恩先生, MH, FPVC (Hon)
主席
香港食品委員會



Mr. Daniel CHAN Chor-koon

Founding Chairman
Hong Kong General Chamber
of Cross-Border e-Commerce

陳楚冠先生

創會會長
香港跨境電子商貿總會

香港貨品編碼協會三十一周年誌慶

電商惠民
弘薈貿業

陳楚冠先生
創會會長
香港跨境電子商貿總會

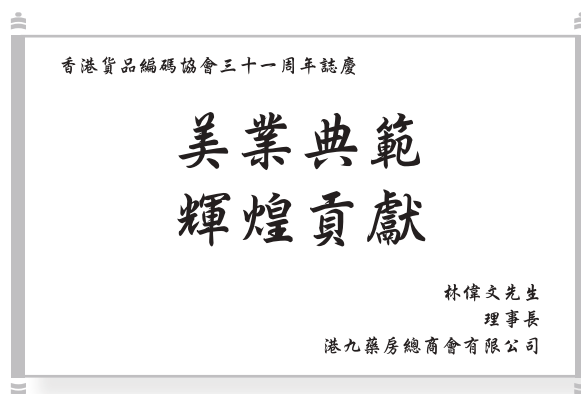


Mr. LAM Wai-man

Chairman
Hong Kong General Chamber
of Pharmacy Limited

林偉文先生

理事長
港九藥房總商會有限公司

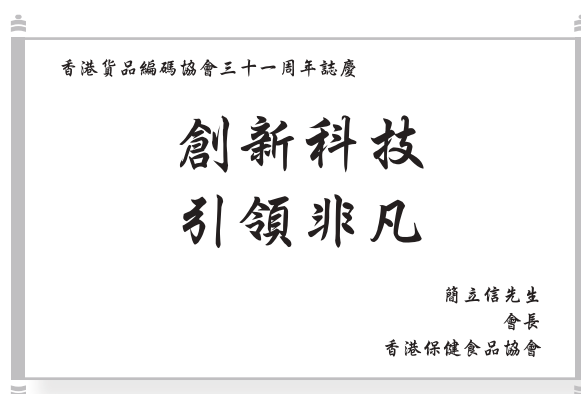


Mr. Nasser Iqbal KHAN

President
Hong Kong Health Food
Association

簡立信先生

會長
香港保健食品協會

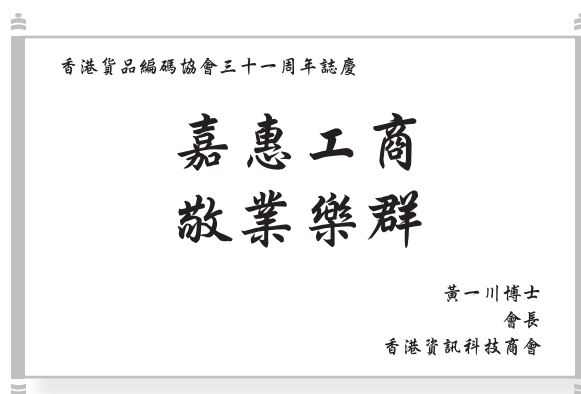


Dr. Allen WONG

President
Hong Kong Information
Technology Federation

黃一川博士

會長
香港資訊科技商會

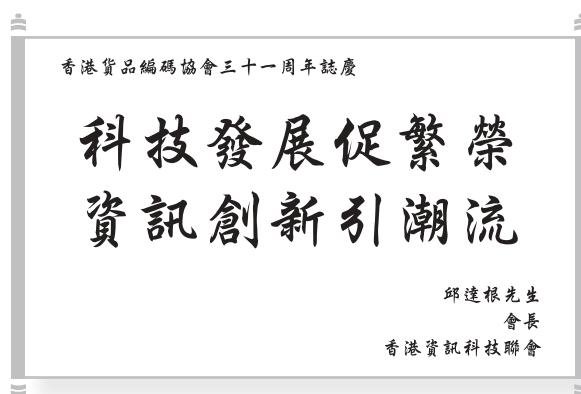


Mr. Duncan CHIU

President
Hong Kong Information
Technology Joint Council

邱達根先生

會長
香港資訊科技聯會





Dr. Michael Y.K. CHAN

Honorary Chairman
Hong Kong Institute of
Marketing

陳裕光博士

榮譽主席
香港市務學會

香港貨品編碼協會三十一周年誌慶

創意騰飛
實現夢想

陳裕光博士
榮譽主席
香港市務學會



Dr. Ernest LO

President
Hong Kong Internet of Things
Alliance

盧思遠博士

會長
香港物聯網聯盟

香港貨品編碼協會三十一周年誌慶

惠益同業
澤施香江

盧思遠博士
會長
香港物聯網聯盟



Ir. Elsa YUEN

President
The Hong Kong Logistics
Association

袁美儀工程師

會長
香港物流協會

香港貨品編碼協會三十一周年誌慶

賢能匯聚
共創輝煌

袁美儀工程師
會長
香港物流協會



Ms. Martha HAO

Chairman
Hong Kong Medical and
Healthcare Device Industries
Association

郝梅鳳女士

主席
香港醫療及保健器材行業協會

香港貨品編碼協會三十一周年誌慶

與時並進
創優求新

郝梅鳳女士
主席
香港醫療及保健器材行業協會



Mr. Willy LIN Sun-mo, GBS, JP, FCILT

Chairman
Hong Kong Productivity
Council

林宣武先生, GBS, 太平紳士, FCILT

主席
香港生產力促進局

香港貨品編碼協會三十一周年誌慶

睿智拓新
百業橋樑

林宣武先生, GBS, 太平紳士, FCILT
主席
香港生產力促進局



Mr. Calvin YIP

Chairman
Radio Frequency Identification
(RFID) General Chamber of
Commerce

葉長春先生

主席
射頻識別總商會

香港貨品編碼協會三十一周年誌慶

滙聯業界
共創繁榮

葉長春先生
主席
射頻識別總商會



Mr. Vincent SO

Chairman
Hong Kong Retail Technology
Industry Association

蘇增慰先生

會長
香港零售科技商會

香港貨品編碼協會三十一周年誌慶

精英匯聚
廣惠業界

蘇增慰先生
會長
香港零售科技商會



Dr. Sunny CHAI, BBS

Board Chairman
Hong Kong Science and
Technology Parks Corporation

查毅超博士, BBS

董事會主席
香港科技園公司

香港貨品編碼協會三十一周年誌慶

匯聚精英展宏圖
引領業界招商機

查毅超博士, BBS
董事會主席
香港科技園公司



Mr. Alex CHAN

Chairman
Hong Kong Sea Transport and
Logistics Association

陳秉友先生

主席
香港航運物流協會

香港貨品編碼協會三十一周年誌慶

精益求精
會務昌隆

陳秉友先生
主席
香港航運物流協會



Mr. Willy LIN Sun-mo, GBS, JP,
FCILT

Chairman
The Hong Kong Shippers'
Council (Government Subvented)

林宣武先生, GBS, 太平紳士, FCILT

主席
香港付貨人委員會

香港貨品編碼協會三十一周年誌慶

業界翹楚

林宣武, GBS, 太平紳士, FCILT
主席
香港付貨人委員會



Ms. Margaret FONG

Executive Director
Hong Kong Trade
Development Council

方舜文女士

總裁
香港貿易發展局

香港貨品編碼協會三十一周年誌慶

數據聯通
利業惠群

方舜文女士
總裁
香港貿易發展局



Mr. Roy LAW

Chairman
Hong Kong Wireless
Technology Industry
Association

羅國明先生

主席
香港無線科技商會

香港貨品編碼協會三十一周年誌慶

善賈向榮
福澤四海

羅國明先生
主席
香港無線科技商會

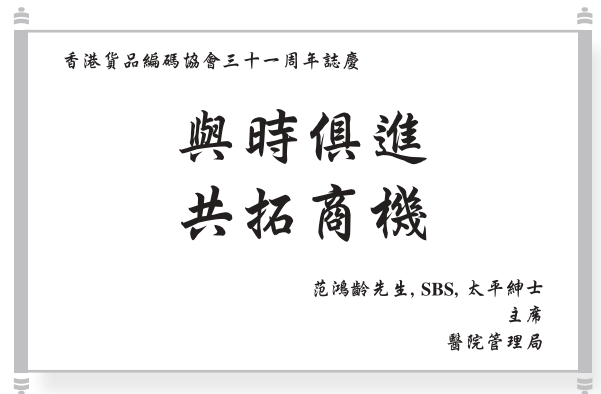


Mr. Henry FAN, SBS, JP

Chairman
Hospital Authority

范鴻齡先生, SBS, 太平紳士

主席
醫院管理局

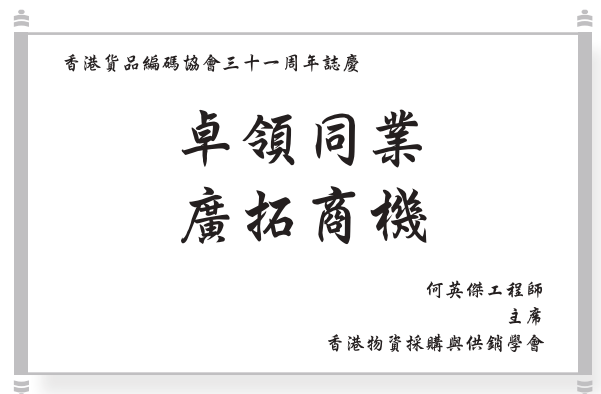


Ir. Dannies Y.K. HO

Chairman
The Institute of Purchasing
& Supply of Hong Kong

何英傑工程師

主席
香港物資採購與供銷學會

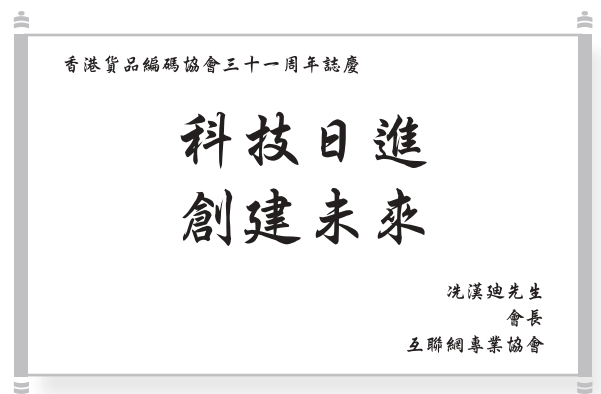


Mr. Hendrick SIN

Chairman
Internet Professional
Association

冼漢迪先生

會長
互聯網專業協會

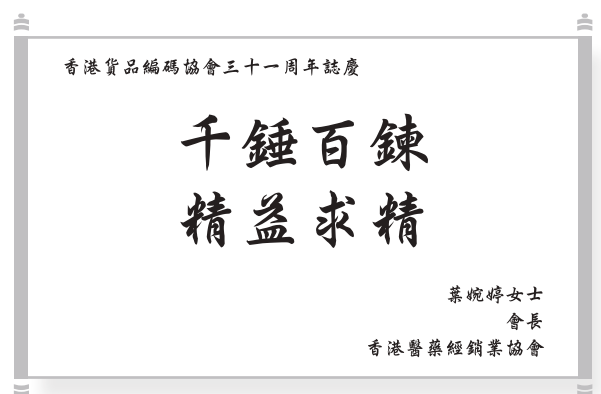


Ms. Tina YAP Woan-tyng

Chairman
The Pharmaceutical Distributors
Association of Hong Kong

葉婉婷女士

會長
香港醫藥經銷業協會



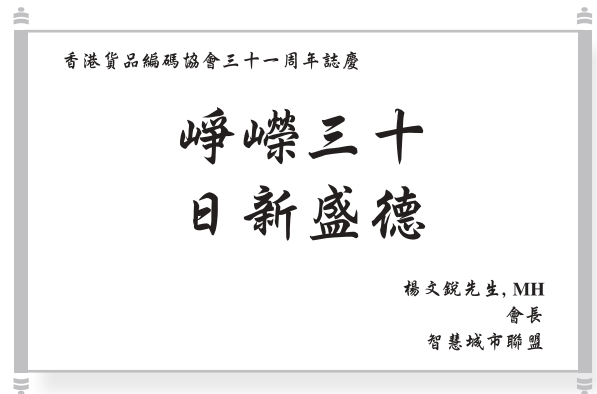


Mr. Gary YEUNG, MH

President
Smart City Consortium

楊文銳先生, MH

會長
智慧城市聯盟

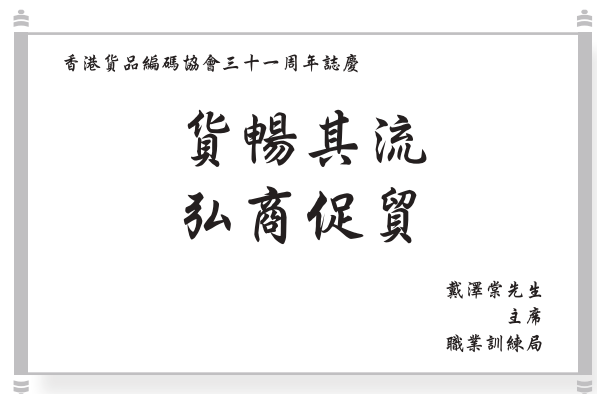


Mr. Tony TAI Chark-tong

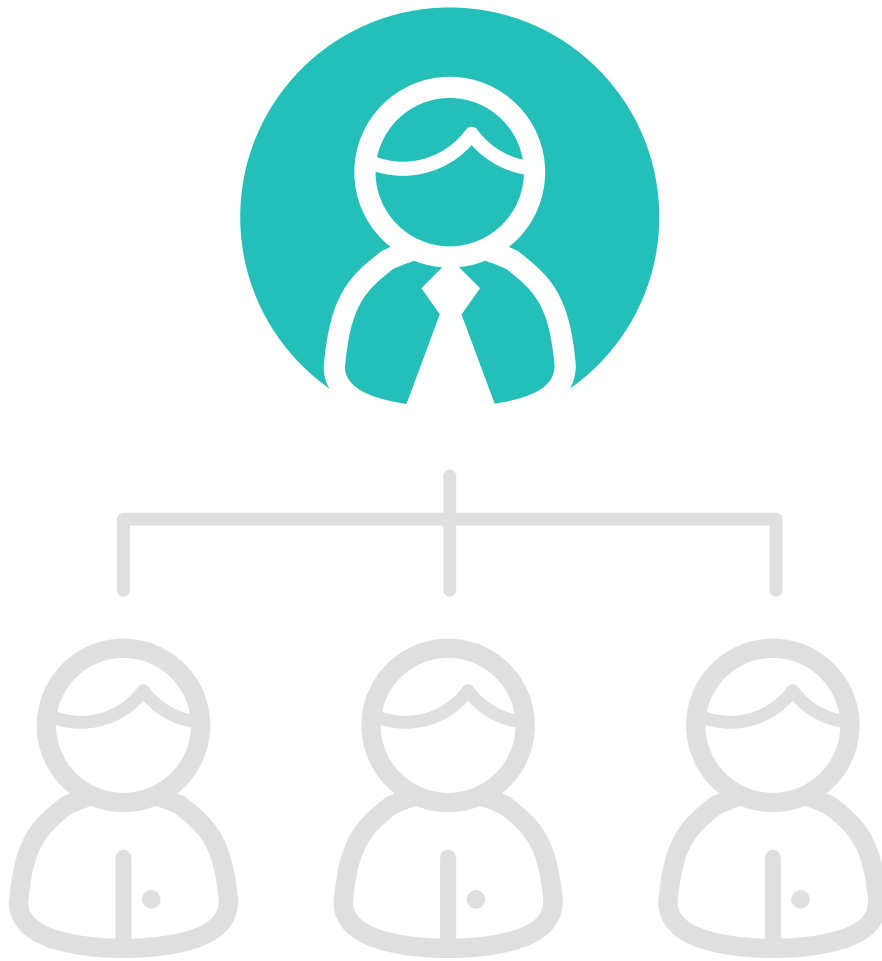
Chairman
Vocational Training Council

戴澤棠先生

主席
職業訓練局







Structure and Governance 架構及管理

GS1 Hong Kong works closely with the local business community to meet their ever-changing needs. The Board of Directors, which directs and guides GS1 Hong Kong initiatives, comprises of senior executives representing a wide range of sectors such as retail, food & food services, trading, trade services, manufacturing, technology and more. We also continue to run various advisory boards to improve industry competitiveness.

香港貨品編碼協會一直與本地商業群體緊密合作，以配合他們日新月異的需求。本會董事局為協會提綱挈領，由來自零售、食品及食品服務、貿易、貿易服務、製造、科技等界別的高級行政人員組成。同時我們亦透過成立多個諮詢委員會，提升各行業的競爭力。

Board of GS1 Hong Kong 香港貨品編碼協會董事局



Board of Directors in 2020

2020年年度董事局



Left to right
由左至右

Chairperson 主席

Dr. Kelvin Leung 梁啟元博士

Chief Executive Officer,
Asia Pacific, DHL Global
Forwarding (HK) Ltd.
DHL全球貨運物流亞太區
行政總裁

Vice-Chairperson 副主席

Ms. May Chung 鍾美玲女士

General Manager,
Nestlé Hong Kong Ltd.
雀巢香港有限公司
總經理

Ex-Officio Member 當然會員

Ms. Anna Lin 林潔貽女士

Chief Executive,
GS1 Hong Kong
香港貨品編碼協會
總裁

Company Secretary 公司秘書

Mr. Nicholas Horvath 鮑皓華律師

Sole Proprietor,
Bodnar Horvath
鮑皓華律師行
獨營執業者



Board Directors

董事

Front Row,
left to right
前排由左至右

Mr. Peter Lee
李雨川先生
Chairman,
Eurosia Group
華寶實業集團
主席

Mr. Roy Ng
伍俊達先生
Chairman & CEO,
Star Lite (HK) Ltd.
暉星(香港)有限公司主席
及行政總裁

Ms. Shirley Yuen
袁莎妮女士
Chief Executive Officer,
Hong Kong General
Chamber of Commerce
香港總商會
總裁

Mrs. Annie Yau Tse
謝邱安儀女士
Chairman & CEO,
Tse Sui Luen Jewellery
(International) Ltd.
謝瑞麟珠寶(國際)
有限公司
主席及行政總裁

Ms. Betty Leung
梁佩貞女士
Chief Executive,
Sims Trading Co Ltd.
慎昌有限公司
總裁

Mr. Neil Waters
利偉達先生
Director &
General Manager,
Swire Coca-Cola HK Ltd.
太古可口可樂香港有限公司
董事兼總經理

Mr. Simon Hui
許慶得先生
Chief Executive Officer,
E.P.S.A. Corporation
Limited
億世集團有限公司
行政總裁

Back Row,
left to right
後排由左至右

Mr. Gary Lau
劉樂濤先生
Executive Director,
Renley Watch Group
運年集團
執行董事

Mr. Calvin Chan
陳家偉先生
Chairman & CEO,
Catalo Natural Health
Foods Ltd.
美國家得路集團
主席及行政總裁

Mr. Jeffrey Chen
陳宇先生
President,
Greater China Product
Supply, Procter &
Gamble (China) Ltd.
寶潔大中華區供應鏈
總裁

Mr. Eddie Chan
陳育懋先生
Chief Executive Officer,
Lever Style
利華集團
首席執行官

Mr. Gordon Farquhar
范國華先生
Chief Executive Officer,
Mannings North Asia,
The Dairy Farm Group
牛奶公司集團萬寧北亞區
總裁

Mr. Andrew Yu
余偉傑先生
Director,
Yue Hwa Chinese
Products Emporium
Ltd.
裕華國產百貨有限公司
董事總監

GS1 Hong Kong Management

香港貨品編碼協會管理層



The GS1 Hong Kong management team is composed of the following members:
香港貨品編碼協會領導團隊由以下成員組成：

Ms. Anna Lin, JP, FCILT , Chief Executive	總裁 林潔貽女士 太平紳士
Dr. Stephen Lam , Chief Operating Officer	首席營運總監 林漢強 博士
Ms. Mignone Cheng , Chief Marketing Officer	首席市場推廣總監 鄭逸齡女士
Mr. Anthony Chan , Head of Data Services	數據服務總監 陳達明 先生
Ms. Corinna Fung , Head of Corporate Marketing	企業營銷及傳訊總監 馮美珠女士
Ms. Angie Ling , Head of Human Resources	人力資源總監 凌秀娟女士
Mr. Edward Choy , Head of Business Development	業務拓展總監 蔡勇恆 先生

Front row, left to right : Mignone Cheng, Anna Lin, Stephen Lam

Back row, left to right : Angie Ling, Corinna Fung, Anthony Chan, Edward Choy

前排由左至右：鄭逸齡，林潔貽，林漢強

後排由左至右：凌秀娟，馮美珠，陳達明，蔡勇恆

Industry Advisory Board

業界諮詢委員會

Efficient Consumer Response HK

ECR HK is an industry platform set up by GS1 Hong Kong in 1997 with representation from key players in the FMCG industry, including retailers, manufacturers and distributors. It aims to facilitate industry collaboration and development of retail consumer goods value chain in Hong Kong, as well as to provide linkage to regional and international ECR bodies, such as ECR Asia Pacific (ECR AP) and the Consumer Goods Forum (CGF).

2018-19 Strategic Pillars for ECR HK are illustrated as below diagram.



Operation Excellence

In 2018-2019, the workgroup agreed to explore a pilot on recommendations for optimising one of the significant supply chain process flows - returns management between retailers & suppliers.

Technology & Innovations

Two industry stakeholders' site visits were arranged in the year under review : HKTVMall's automatic Pick & Pack Warehouse Management System; and Empower SCM Ltd.'s (third-party logistic service provider) Automated Guided Vehicle (AGV) for Goods-to-Person order picking and replenishment management system. The workgroup agreed more site visits should be further arranged.

Consumer Engagement & E-commerce

In 2018-19, the workgroup did a sharing on SmartSearch & other use cases to facilitate e-Commerce and online category management.

ECR香港

ECR香港由GS1 Hong Kong於1997成立，是一個擁有眾多快速消費品業主要持份者代表的行業平台，當中包括零售商、製造商和分銷商等。ECR香港旨在促進零售消費品價值鏈在港的發展及行業合作，並聯繫區內與全球的供應鏈管理/ ECR組織，例如ECR亞太區及消費者商品論壇。

2018-19 ECR香港所定的策略如下圖所示。

卓越營運

工作小組在2018-19年度同意探討一個優化供應鏈程序的試點項目，以簡化零售商與供應商之間的退貨管理。

科技和創新

本會在2018-19年度安排了兩項實地考察，讓持份者參觀HKTVMall的自動揀選和包裝倉庫管理系統，及Empower SCM Ltd. (第三方物流服務供應商) 的AGV自動導向車系統，用於貨到人的訂單揀配和補貨管理。工作小組同意安排更多的實地考察。

顧客連繫與電子商貿

在2018-19年度，工作小組分享了GS1智慧搜尋及其他應用案例，以便利電子商貿及網上目錄管理的方法。

Traceability & Transparency

In 2018-19, GS1 Hong Kong conducted a street survey with 629 consumers. The survey results revealed that 79% of respondents would like to get more product/supply chain related information via scanning barcode/QR code. Among these 79%, 54% wanted to know nutrition related information whereas 37% wanted to know additional product information such as ingredients etc. The workgroup agreed to further explore on "Smart product label" for the retail consumer goods industry.

可追溯性與透明度

在2018-19年度，本會對629位消費者進行街頭訪問，結果顯示有79%受訪者希望通過掃描條碼或二維碼獲取更多與產品和供應鏈相關的資訊。該批受訪者中，有54%想了解營養相關資訊，而37%想知道其他產品信息，例如食材等。工作小組同意進一步探討為零售消費品業而設的「智能產品標籤」。

Efficient Consumer Response HK Board ECR香港委員會

Chairman 主席

A. S. Watson Group 屈臣氏集團

Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司

Mr. Matthew Lee 李智豪先生

Mr. Neil Waters 利偉達先生

Member 委員

Accenture Company Ltd. 埃森哲有限公司

Aeon Stores (Hong Kong) Co., Ltd. 永旺（香港）百貨有限公司

Baush & Lomb (HK) 博士倫（香港）有限公司

CHEP Hong Kong 集保香港

Circle K Convenience Stores (HK) Ltd. OK便利店（香港）有限公司

City Super Ltd.

Colgate - Palmolive (HK) Ltd. 香港高露潔棕欖有限公司

DCH Logistics Co., Ltd. 大昌行物流有限公司

DKSH Hong Kong Ltd. 大昌華嘉香港有限公司

Getz Bros. & Co. (HK) 美國吉時兄弟（香港）有限公司

Hospital Authority 醫院管理局

Jebsen Group 捷成集團

Lam Soon Hong Kong Group 南順香港集團

L'ORÉAL Hong Kong Limited 歐萊雅香港有限公司

Loscam (HK) Limited 招商路凱（香港）有限公司

Nestlé Hong Kong Limited 雀巢香港有限公司

Procter & Gamble 寶潔

Power Hub Limited 力泓有限公司

Sa Sa International Holdings Ltd. 莎莎國際控股有限公司

Sims Trading Co Ltd. 慎昌有限公司

The Dairy Farm Company Limited 牛奶有限公司

Unilever HK Limited 香港聯合利華有限公司

Vitasoy International Holdings Ltd. 維他奶國際集團有限公司

Wyeth Nutrition Hong Kong 香港惠氏營養品

Ms. Christina Wong 黃雪明女士

Mr. Ben Lee 李昇平先生

Mr. Johnny Wong 黃炳全先生

Mr. Philip Tan 譚家欣先生

Mr. Alan Law 羅炳倫先生

Ms. Mona Liu 廖夢娜女士

Ms. Angel Qi 戚華麗女士

Mr. Johnson Kwong 鄭志聖先生

Mr. Brian Lui 呂震瑜先生

Mr. Philip Ho 何文錦先生

Mr. Benjamin Lee 李祥美先生

Mr. Brian Chan 陳煜民先生

Mr. Eric Chow 周昭揚先生

Ms. Kaylee Wong 黃詠恩女士

Mr. Louis Poon 潘俊華先生

Mr. Aaron Wong 王偉光先生

Mr. Jeffrey Chen 陳宇先生

Mr. Stephen Chan 陳鏡治先生

Mr. Laruent Wong 黃馬建先生

Ms. Betty Leung 梁佩貞女士

Mr. Dallas Choi 蔡述洲先生

Ms. Ellen Chien 簡毓汝女士

Mr. Marco Wong 黃國雄先生

Ms. Traci Chow 周秀翹女士

Ex-officio Member 當然委員

GS1 Hong Kong

GS1 Hong Kong

Ms. Anna Lin 林潔貽女士

Ms. Mignone Cheng 鄭逸齡女士

Secretariat 秘書處

GS1 Hong Kong

Ms. Christine Hong 康安蓓女士

Electronic Commerce Users' Committee

The ezTRADE Users Committee, with the composition of key ezTRADE users representing different sectors, was set up to monitor ezTRADE service including service quality and enhancements as well as to promote the efficient use of standard-based and paperless "Order-to-Cash" B2B electronic commerce platform in Hong Kong and Mainland China. The Committee meetings were held three times in 2018-2019.

Under the governance of the committee, GS1 Hong Kong signed a new contract with a supplier, who was awarded by the committee in the tender and vetting exercise in 2019, for another 5 year of service until 2024. The new contract will maintain the service charge at reasonable level while providing extra new functions and features for the benefits of the ezTRADE community, such as Paper Digitization, Omi-Channel and Supply Chain Analytics.

Besides, this year, with the support of the Committee, ezTRADE is seeking to collaborate with the finance sector to realise the benefit of Electronic Data Interchange in Fintech. The collaboration aimed to automate the document exchanges between the parties for certain processes which conventionally are paper driven as trade financing. Given the maturity and data reliability of ezTRADE, the sector has showed great interest in the collaboration and aimed to develop proof of concept cases with ezTRADE.

電子商貿用戶委員會

電子商貿用戶委員會由「通商易」各業界的主要用戶組成，旨在監管「通商易」的服務質素和提升水平。委員會亦致力在商業機構之界推動以標準為基礎的無紙化電子商貿平台應用。該會在2018-19年度共舉辦了3次會議。

在委員會的監管下，本會經過2019的招標與評審過程後與供應商簽訂新合同，服務期5年至2024年。新合約將服務費維持在合理水平，並為「通商易」用戶群添加新功能和特性，例如紙張數碼化、多渠道銷售和供應鏈的分析等。

在委員會的支持下，「通商易」積極尋求與金融業合作，有助實現金融科技中電子數據交換。合作旨在使貿易融資雙方能以文件交換數據化、自動化，取代過往以紙本形式的交易。「通商易」發展成熟並能提供可靠數據，行內人士對合作表現極大興趣，期望能發展出「通商易」的沙盤演練例子。

Electronic Commerce Users' Committee 「通商易」用戶委員會

Chairman 主席	
The Dairy Farm Company Limited 牛奶有限公司	Ms. Wendy Lam 林慧鳳女士
Member 委員	
Dah Chong Hong Holdings Ltd. 大昌行集團	Mr. Alan Yeung 楊雅倫先生
Hong Kong A.S. Watson Group 屈臣氏集團（香港）有限公司	Mr. Simon Tsoi 蔡俊光先生
Hospital Authority 醫院管理局	Mr. Leo Lee 李志豪先生
Maxim's Caterers Ltd. 美心食品有限公司	Mr. Will Ngai 魏進歡先生
Zuellig Pharma Ltd. 裕利醫藥有限公司	Mr. Andrew Wong 黃志賢先生
Ex-officio Member 當然會員	
GS1 Hong Kong	Ms. Anna Lin 林潔貽女士
GS1 Hong Kong	Dr. Stephen Lam 林漢強博士
Secretariat 秘書處	
GS1 Hong Kong	Ms. Althey Mak 麥錦霞女士

Hong Kong Food and Beverage Industry Advisory Board

The HK Food & Beverage Industry Advisory Board is an industry platform set up by GS1 Hong Kong in 2018 with representation from industry associations, academia & key industry stakeholders in the Food & Beverage industry, including retailers, manufacturers and distributors.

It aims to entail the vision to radically improve the supply chain efficiency for food & beverage industry in Hong Kong, thereby significantly enhancing food safety, improving service, strengthening business & brand sustainability, enlarging consumer empowerment, and thus positioning Hong Kong at the forefront of F&B supply chain management in Asia.

2018-19 Strategic Pillars for HK Food & Beverage Industry Advisory Board are illustrated as below diagram.



Supply Chain Management

In 2018-19, the workgroup agreed to conduct a study and drive the initiative on cold chain best practice for the HK food & beverage industry. The workgroup also agreed to move the topic of food waste control to a new workgroup named “Public Policy” as the key pain point of the industry was how to leverage HK Government policy on the food waste collection.

In addition, upcoming new initiative - Digital Supply Chain best practice guidelines for the Food & Beverage industry will also be further developed.

香港食品及飲品行業諮詢委員會

本會於2018年成立的香港食品及飲品行業諮詢委員會，是一個匯聚業界協會、學者、主要業界持份者及行業領袖組成，當中包括零售商、生產商及分銷商。

委員會的願景是期望能從根本上改善香港食品和飲品行業的供應鏈效率，從而大幅提高食品安全性、改善服務質量、增強企業和品牌的可持續性、擴大消費者的力量，從而使香港在亞洲餐飲供應鏈管理處於領先地位。

委員會的策略性架構如下：

供應鏈管理

2018-19年度，工作小組同意進行研究，為香港飲食行業推動冷鏈最佳範例項目。小組亦同意將食物垃圾監控項目轉移至「公共政策」的新工作小組，因其關注重點是香港特區政府收集食物垃圾的政策。

此外，新項目「飲食業的數碼供應鏈最佳範例指引」亦即將開展。

Technology & Innovation

In 2018-19, two industry stakeholders' site visits were arranged which were: HKTVMall's automatic Pick & Pack Warehouse Management System and Empower SCM Ltd.'s (third-party logistic service provider) Automated Guided Vehicle (AGV) for Goods-to-Person order picking and replenishment management system.

Omni-channel

The Omni-channel workgroup aims to study how to engage consumers via offering a consumer-centric journey. Fulfillment strategy was ranked as the top priority whereas business intelligence was the second in the workgroup. Next step is to further narrow down the scope and direction for this workgroup.

Public Policy

It was a brand new work group initiated in 2018-19. It aimed to work with local government representatives and trade associations to facilitate ideas exchange. Next step is to arrange meetings with HK Government representatives to share views with the industry.

科技及創新

本會在2018-19年度安排了兩項實地考察，讓委員會會員參觀HKTVMall的自動揀選和包裝倉庫管理系統，及Empower SCM Ltd.（第三方物流服務供應商）的AGV自動導向車系統。

連結線上線下渠道

此工作小組旨在研究如何在以消費者為中心的時代中與其加強互動。小組認為交付策略及行業情報是位列首兩位的優先項目，下一步工作是釐清小組的工作範圍和方向。

公共政策

新小組於2018-19年成立，目的與香港特區政府代表和行業協會合作，促進交流。小組下一步工作是安排與政府代表開會，分享業界的關注及意見。

Hong Kong Food and Beverage Industry Advisory Board 香港食品及飲品行業諮詢委員會

Chairlady 主席

Nestlé Hong Kong Ltd. 雀巢香港有限公司

Ms. May Chung 鍾美玲女士

Vice Chairman 副主席

Tsit Wing International Holdings Ltd. 捷榮國際控股有限公司

Mr. Keith Wu 鄔錦安先生

Member 委員

Bloomin' Brands, Inc.

Ms. Gail Chan 陳穎基女士

Café de Coral Holdings Ltd. 大家樂集團有限公司

Mr. Ivan Ng 吳子超先生

Cafe Deco Group

Mr. Patrick Lam 林卓漢先生

DCH Food Mart 大昌食品市場

Ms. Margaret Lau 劉碧鳳女士

Deliveroo Hong Kong 戶戶送（香港）

Mr. Brian Lo 羅家聰先生

foodpanda Hong Kong foodpanda（香港）

Mr. Paul Measor

FrieslandCampina (Hong Kong) Ltd. 菲仕蘭（香港）有限公司

Ms. Helena He 賀亞軍女士

Hung Fook Tong Group Holdings Ltd. 鴻福堂集團控股有限公司

Mr. Donald Tse 謝寶達先生

Maxim's Caterers Ltd. 美心食品有限公司

Mr. James Chen 陳建平先生

Rich Harvest Agricultural Produce Ltd. 豐泰農產品有限公司

Mr. Kenneth Chan 陳峰先生

Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司

Mr. Neil Waters 利偉達先生

Tai Hing Group Holdings Ltd. 太興集團控股有限公司

Mr. Federick Sin 冼偉洪先生

The Hong Kong Food Council 香港食品委員會

Mr. Kenneth Chan 陳建年先生

The Hong Kong Polytechnic University-Innovation & Technology

Dr. Terence Lau 劉樂庭博士

Development Office 香港理工大學－創新及科技發展處

Vitasoy International Holdings Ltd. 維他奶國際集團有限公司

Ms. Dorcas Lau 劉盛雪女士

Yamato Logistics (HK) Ltd. 雅瑪多運輸（香港）有限公司

Mr. Andy Heung 向秉中先生

Ztore 士多

Mr. Danny Shum 岑迪贊先生

Ex-officio Member 當然會員

GS1 Hong Kong

Ms. Anna Lin 林潔貽女士

GS1 Hong Kong

Ms. Mignone Cheng 鄭逸齡女士

Secretariat 秘書處

GS1 Hong Kong

Mr. Christine Hong 康安蓓女士



HK Internet of Things Industry Advisory Council

The HK IoT Industry Advisory Council aims to promote IoT adoption in Hong Kong to uplift the competitiveness of Hong Kong enterprises, and to create an IoT ecosystem for the continuous growth of the IoT adoption in Hong Kong.

A series of industry activities were arranged for our member community to experience the capabilities of IoT applications in business, such as touring and understanding the government OGCIO innovation lab initiative, and visits to the HK International Airport for RFID luggage handling system, the Inno Lab and autonomous vehicle.

The council is also active to advise Hong Kong and Mainland China administration on IoT-related development. Recommendation paper on Greater Bay Area was submitted to OGCIO and the Guangdong Provincial Economic and Informatisation Commission to propel the development of Bay Area as IoT hub.

In response to HKSAR Government Budget 2019-20, we recommended to offer financial assistance or tax deduction that encourage SMEs to take part in IT talent development initiatives, with an aim to bring forth structural changes to the workforce and be fully prepared for future market needs.

香港物聯網產業諮詢委員會

委員會旨在推廣物聯網的發展及應用，同時為本地企業提升競爭力，致力於香港建立物聯網生態系統。

委員會期內安排了多個業界活動，讓會員體驗物聯網在商業上的巨大潛力，包括參觀政府資訊科技總監辦公室的創新實驗室項目、考察香港國際機場的RFID行李處理系統、Inno Lab及無人駕駛系統等。

委員會亦積極向香港及內地相關政府機關提供策略性意見，推動物聯網發展。委員會就大灣區向政府資訊科技總監辦公室，及廣東省經濟及信息化委員會提出多項建議，期望推動大灣區成為物聯網樞紐。

我們亦就特區政府財政預算案2019-20的培育創科人才措施作出回應，建議政府提供資助或稅務優惠，讓中小企參與資訊科技人才培育工作，期望將現時勞動人口能力結構改變，為未來創科行業作好準備。



HK Internet of Things Industry Advisory Council 香港物聯網產業諮詢委員會

President 主席

Airport Authority Hong Kong 香港機場管理局

Mr. Andy Bien 卞家振先生

Vice President (Technology) 副主席 (科技)

Hewlett Packard Enterprise 慧與科技公司

Mr. KC Fung 馮家聰先生

Vice President (Business) 副主席 (商業)

Chow Tai Fook Jewellery Co., Ltd. 周大福珠寶金行有限公司

Mr. Patrick Tsang 曾紹光先生

Member 委員

Avery Dennison 艾利丹尼森

Mr. Johnson Yue 余頌源先生

C & C Joint Printing Co. (HK) Ltd. 中華商務聯合印刷 (香港) 有限公司

Mr. Ken Lee 李賢良先生

Cisco Systems (HK) Ltd 思科系統 (香港) 有限公司

Mr. Nelson Chu 朱錦滔先生

Digital China Holdings Ltd. 神州數碼控股有限公司

Mr. Kaiser Cheon 張凱旋先生

FlexSystem Ltd.

Mr. Jackie Wong 黃子傑先生

Fukui Shell Nucleus Factory 福井製核所

Mr. David Wong 王俊傑先生

HKT 香港電訊有限公司

Mr. Steve Ng 吳家隆先生

Intel Semiconductor (US) LLC 英特爾半導體 (美國) 有限公司

Ms. Trish Blomfield 李掬倩女士

Jebsen Group 捷成集團

Mr. Brian Chan 陳煜民先生

Johnson Controls 江森自控

Mr. Roger Tsang 曾定邦先生

Kerry Logistics 嘉里物流

Mr. Wilson Lee 李偉信先生

Kerry Wine 嘉里一酒香

Mr. Raphael Chow 周仲仁先生

Li & Fung (Trading) Ltd. 利豐 (貿易) 有限公司

Mr. Koray Sonmezsoy

Mainetti (HK) Ltd. 香港萬美有限公司

Mr. Paul Tai 戴麟先生

SP Infinity Technology Ltd. 安寶創科有限公司

Mr. John Wong 黃偉進先生

St. Teresa's Hospital 聖德肋撒醫院

Mr. Pascal Tse 謝穎勤先生

The Dairy Farm Company Limited 牛奶有限公司

Mr. Raymond Oh 胡展雄先生

Ex-officio Member 當然會員

GS1 Hong Kong

Ms. Anna Lin 林潔貽女士

GS1 Hong Kong

Ms. Mignone Cheng 鄭逸齡女士

Secretariat 秘書處

GS1 Hong Kong

Mr. Julian Sin 冼雋然先生

SMEs Advisory Board

The SMEs Advisory Board aims to foster SMEs harness technology and innovation, transform for sustainable growth and long-term prosperity.

During 2018-19, a series of industry activities were organised for members to improve their industry knowledge which include:

- Site visit to Logistic Center of HKTVmall
- Site visit to QianHai in China - Led by Anna Lin, together with almost 40 members including board members from SMEs Advisory Board, they visited Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone, logistics company at bonded areas, etc., understanding better Qianhai preferential policies, bonded harbour areas, its relevant Custom regulations.
- Sharing sessions on updates about BUD Fund by Manager of HK Productivity Council.
- Hosted 4 industry seminars on Practical Tips on Innovation & Leadership, with over a hundred of attendees.

Advocacy on Measures to Support SMEs

In response to HKSAR Government Budget 2019-20, we recommended to enhance the existing funding schemes to SMEs, supporting them to adopt new technology, develop e-Commerce business and expand overseas.

中小企業諮詢委員會

中小企業諮詢委員會目的在於協助中小企發揮創新科技的力量，變革達致可持續的長遠發展和增長。

在2018-19年，一系列有助會員增長業內專業知識的活動陸續舉辦：

- HKTVmall物流中心考察交流團
- 內地前海考察交流團 - 由總裁林潔貽率同中小企業諮詢委員會等一行約40人，參觀前海深港現代服務業合作區展廳、保稅港區內的物流公司等，瞭解前海優惠政策、保稅港資料、相關海關條例等。
- 由香港生產力促進局經理向委員講解最新「BUD專項基金」安排
- 舉辦四次與創新及領導能力秘訣相關的行業交流會議，吸引共過百人出席。

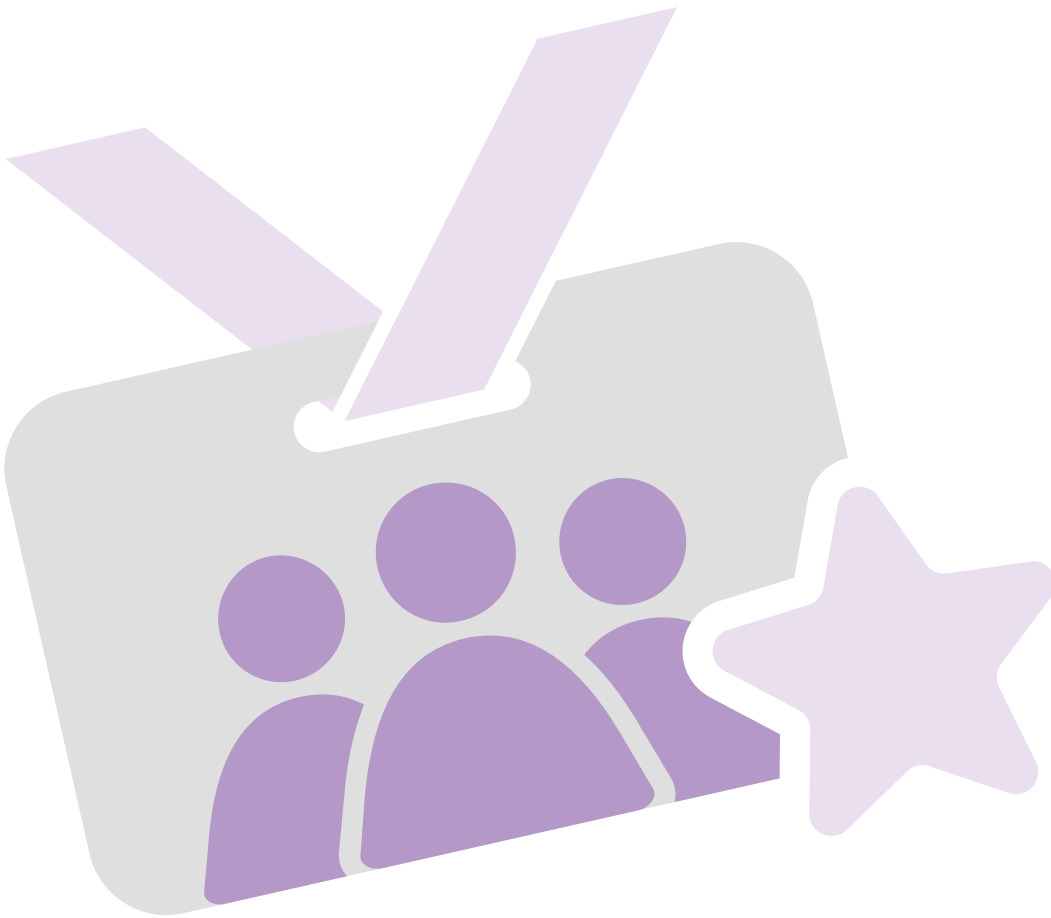
關於支援中小企措施的倡議

就特區政府財政預算案2018-19的支援中小企措施作出回應，建議政府進一步優化各項現有支援中小企的財政資助，協助中小企應用科技提振效率及開拓市場，以及支援中小企發展電子商貿，助他們成功開拓海外市場。

SMEs Advisory Board 中小企業諮詢委員會

Chairman 主席 E.P.S.A. Corporation Ltd. 億世集團有限公司	Mr. Simon Hui 許慶得先生
Vice Chairman 副主席 95 International Co Ltd. 95國際有限公司	Mr. Kenny Wong 黃耀明先生
Vice Chairlady 副主席 Kampery Development Ltd. 金百加發展有限公司	Ms. Phyllis Cheuk 卓鳳婷女士
Member 委員 China Aims Enterprises Ltd. (Health Aims) 華標企業有限公司 (源生坊) Crown Gas Stoves (Holdings) Co Ltd. 皇冠爐具 (集團) 有限公司 Kwok Kam Kee Cake Shop 郭錦記餅店 Mobicon Group Ltd. 萬保剛集團有限公司 Premier Living (Enterprises) Co Ltd. 卓越生活 (企業) 有限公司 Sun Fat Heung Food Products Ltd. 新佛香食品有限公司 Yummy House International Ltd. 美味棧國際有限公司	Mr. Ducan Ko 高照成先生 Ms. Joyce Lee 李蔓瑩女士 Mr. Martin Kwok 郭宇鈿先生 Ms. Beryl Yeung 楊敏儀女士 Mr. Richard Chu 朱家源先生 Mr. Jeff Law 羅孟慶先生 Mr. Eddie Lau 劉崇智先生
Ex-officio Member 當然會員 GS1 Hong Kong GS1 Hong Kong	Ms. Anna Lin 林潔貽女士 Ms. Winnie Sum 岑碧珊女士
Secretariat 秘書處 GS1 Hong Kong	Mr. Donald Chan 陳浚祺先生





Membership Profile

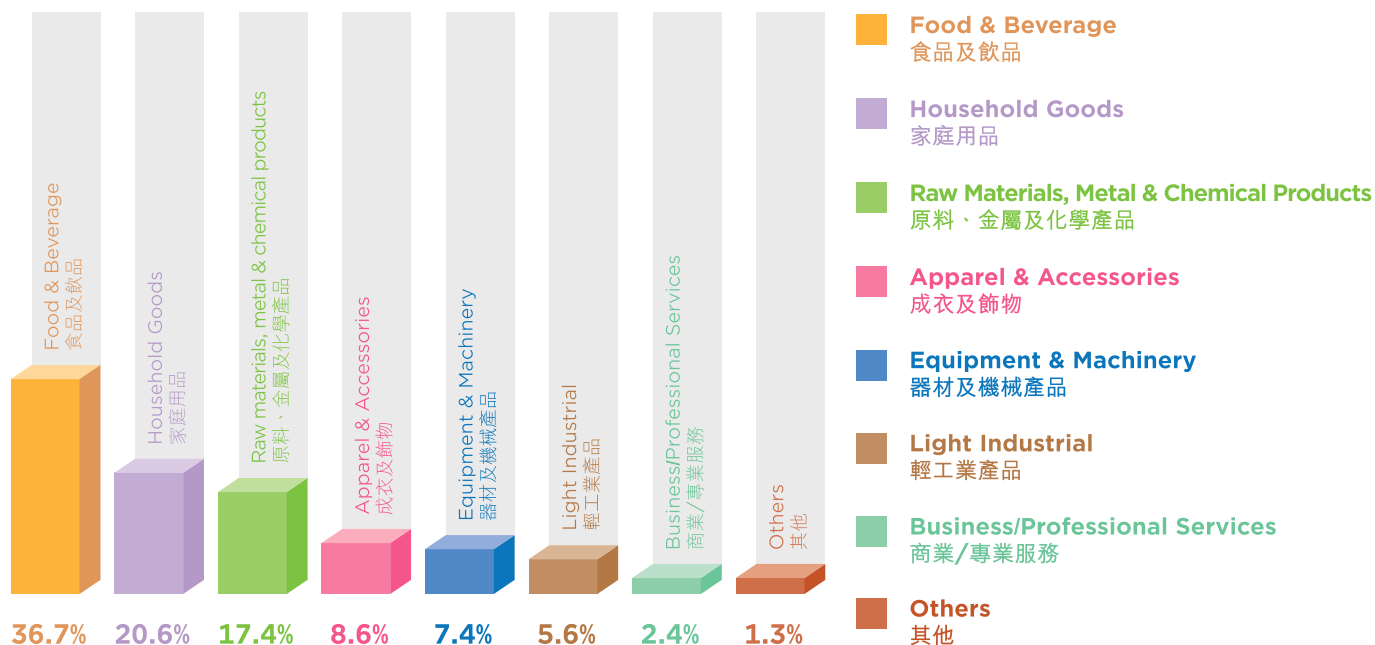
會員概覽

As the curtain for our 30th Anniversary falls, a new chapter begins. Over the past three decades, GS1 Hong Kong has strived hard to help members transform and enhance their competitiveness, by offering practical and expert help in the adoption of global standards, technologies and practices. Today, we continue to hold true to this mission, always evolving and improving to meet the diverse business needs of our 8,000 corporate members.

隨著香港貨品編碼協會30週年紀念活動落幕，本會正式步入新里程。過去三十載，香港貨品編碼協會一直致力就全球標準、技術及實務向會員提供實質及專業的協助，讓會員變革、增強競爭力。時至今日，我們始終恪守使命、不斷演變，以滿足8,000位企業成員各式各樣的業務需求。

Membership Distribution by Product Classification (as of August 31, 2019)

會員分佈（以產品類型劃分）（截至2019年8月31日止）

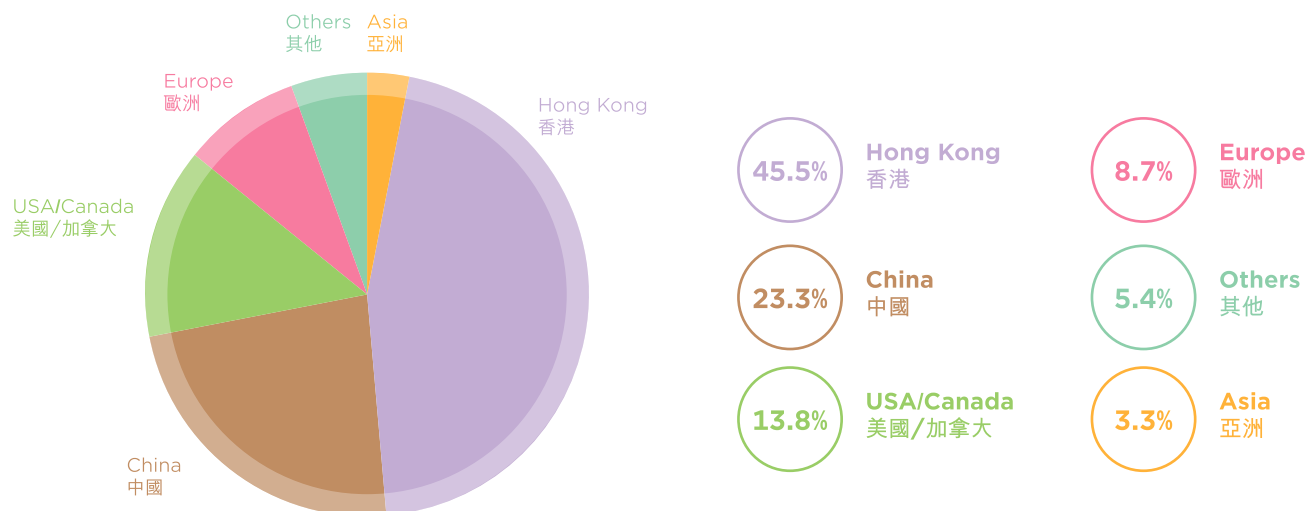


For the year of 2018-19, GS1 Hong Kong engaged & connected our members via various activities, such as GS1 Hong Kong Executive Luncheon Club (GEL Club), regular members visits, Annual Members Dinner, Knowledge Seminar Series and more.

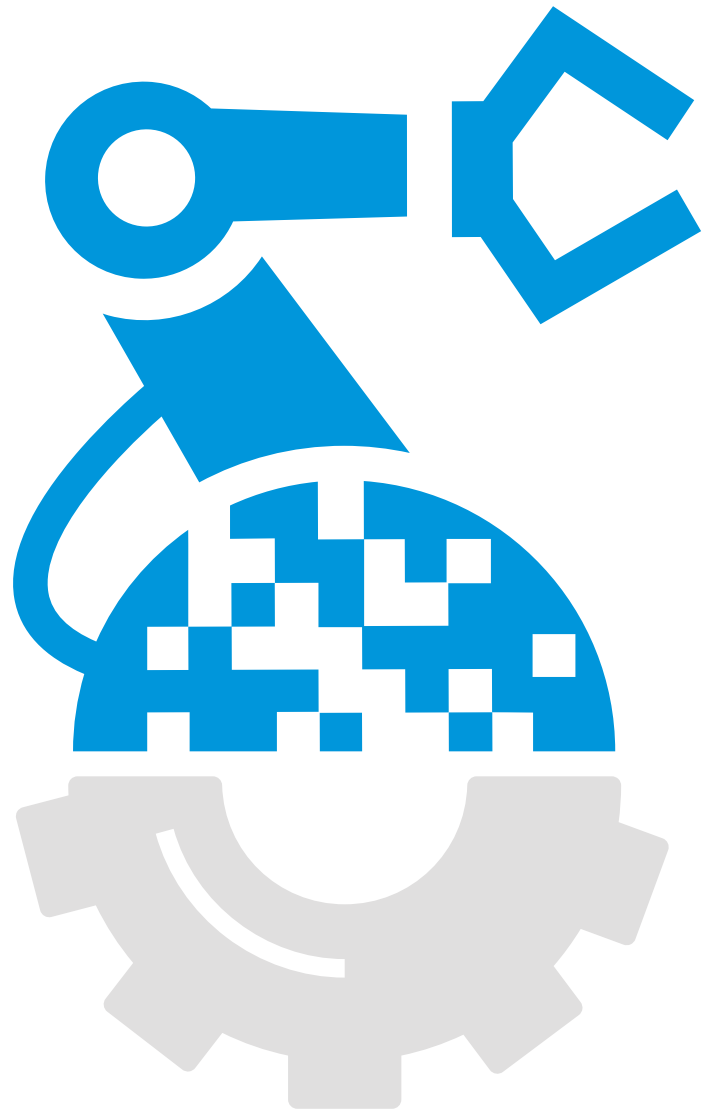
在2018-19年度，本會通過一連串活動與會員持續聯繫交流，如GS1 Hong Kong「聚」活動、定期的會員拜訪、周年晚宴、以及業內知識講座等。

Membership Distribution by Major Market Location (as of August 31, 2019)

會員分佈（以主要銷售市場劃分）（截至2019年8月31日止）







Our Industries 我們服務的行業

GS1's open, neutral, global standards create a strong foundation to help our members in different industries. With various events and programmes arranged, together with meetings, initiatives and fostering dialogue with the Government in the past year, we created a striking change in various industries, including Omni-channel & Consumer Packaged Goods (CPG), Food and Food Services, Healthcare, Information and Communications Technology (ICT) and Transport and Logistics.

GS1的開放、中立的國際標準為不同行業的會員提供一個穩健基礎。本會透過各項會議、倡議及與政府緊密溝通，期望為各行各業帶來變革，當中包括全渠道零售及包裝消費品、食品及餐飲服務、醫療護理、資訊及通訊科技、運輸及物流業務領域。

Omni-channel Retail and Consumer Packaged Goods

全渠道零售及包裝消費品



Embracing New Retail with Data Analytics

以數據分析開啟
新零售時代

In the world of new retail, it is all about customer-centricity, personalisation and data. GS1 Hong Kong smart retail solutions powered by data intelligence help industries gain insight and address the modern consumer needs, triumph in the smart retail era.

在新零售領域，最關鍵元素莫過於以客戶為中心、個人化及數據。建基於數據智能的GS1 Hong Kong智能零售解決方案正有助行業獲取洞見、針對現代消費者的需要，在智能零售時代取得成功。

Key initiatives 2018/2019

Omni-channel Commerce Enablement

- To enable members capitalise on the worldwide e-com opportunities, GS1 Hong Kong collaborates with partners to offer a series of new programmes and services: 1) Sourcing matching platform on eBay; 2) WeChat Store on China Travel Service (CTS); 3) Website building service.
- The first programme bridges GS1 Hong Kong members as suppliers with eBay top sellers and provides low-cost, one-stop service for members to easily tap into eBay's 183-million active buyers' global markets. The second programme allows members to extend their sales channel to WeChat, reaching out to more than 4 million followers on the CTS WeChat official account. The third partnership offers a GS1 SmartSearch Standard-enabled website building service to help members construct their own e-shop at an affordable cost, enhancing better search ranking and visibility in the online world.



Smart Touch@Store

- Driven by data intelligence and IoT technologies, the Smart Touch@Store is launched to empower members drive sales, offer interactive customer engagement, and harness consumer behavioral data for analysis. It can go with multiple smart touch points and any form factors – a kiosk, shelf, tray, etc. – connecting customers' bricks-and-clicks experience and transforming data into insight for the best business strategies. La Raine and freshfarm330 are among the first cases for the solution.



GS1 Hong Kong's Smart Kiosk brings our customers a whole new experience by connecting online and offline sales platforms and leveling up the customers journey we offer at physical store. On top of that, it also works to help gauge market interest and provides insights into customers behavior.

GS1 Hong Kong的Smart Kiosk打通了線上和線下渠道，不但為顧客帶來嶄新體驗，推動門店購物旅程升級，亦有助我們把握市場脈搏、洞悉消費行為。

Ms. Sonia Lam
Product Director,
95 International Co. Ltd.

林素蓮女士
產品總監
95國際有限公司

2018/2019年主要舉措

支援全渠道商貿發展

- 為使會員能夠把握環球網上商機，GS1 Hong Kong與多個夥伴合作提供一系列新計劃和服務：1) 在eBay的採購配對平台；2) 中旅巴士微信商城（CTS）；3) 網站建立服務。
- 配對平台將GS1 Hong Kong供應商會員與eBay金牌賣家連繫，讓他們能以低成本、一站式服務，輕鬆進軍1.83億活躍買家的eBay全球市場。第二項計劃讓會員將銷售渠道拓展至微信，觸及CTS微信官方帳戶的400萬關注人士。第三個合作項目是以GS1智慧搜尋為標準的電子商貿平台建構服務，企業會員可以更符合成本效益的方法建立電子商貿平台，同時以GS1標準提高搜索排名及網上曝光率。



Smart Touch@Store

- 本會推出以數據智能和物聯網技術驅動的Smart Touch@Store，助會員增進銷售、強化與顧客連繫互動，並利用消費者行為數據進行分析。方案能設置多個智能接觸點配合使用，並能以任何形式展示（自助服務機、層架、托盤等）。方案能連繫顧客的實體店與網購體驗，並能將數據轉化為市場見解，讓管理層制定更佳業務策略。La Raine和freshfarm330是該解決方案的首批用戶。

REAL Visibility -

Product Authentication and Channel Management

- GS1 Hong Kong REAL Barcode/QR Code solution has become a leading anti-counterfeit solution adopted by local retail brands in jewellery, cosmetics, food and consumer electronics accessory industry sectors. Together with our track-and-trace platform, ezTRACK, we have extended it to become REAL Visibility, a consumer engagement, brand protection, channel management and anti-phishing solution. In 2018-19, about 1.5 millions items are tagged with REAL QR code.

Digital & E-commerce Seminars and Courses

- GS1 Hong Kong partnered with major e-commerce and digital leaders like Google, Alibaba, eBay, UDomain etc to organise a series of e-commerce seminars to exchange ideas on the best practices of e-commerce and cross-border trade.
- A course jointly organised with EmblocSoft, the only official organisation providing CPFA, has also been introduced to educate members how data analytics can be applied in retail supply chain. Attendees drawn from diverse sectors include Cisco, MTR, Chow Tai Fook, Jebsen, DCH Food Mart, Hospital Authority, etc.



REAL Visibility解決方案－

產品認證和渠道管理

- GS1 HK REAL條碼/二維碼解決方案已成為許多本地珠寶、化妝品、食品和電子配件品牌所採用的防偽解決方案。結合本會全球追蹤追溯平台「縱橫網」ezTRACK，我們研發推出REAL Visibility方案，為會員提供品牌建立和保護、加強銷售渠道管理及辨認釣魚網站的功能。在2018-19年度，約150萬件貨品載有REAL二維碼的標記。

數碼及電子商貿講座＋培訓課程

- 與各大電商平台如阿里巴巴、eBay、Google、UDomain等合作舉辦了一系列數碼及電子商貿講座，交流電子商貿及跨境貿易的最佳範例及意見。
- 本會同時與唯一於本港提供CPFA的官方組織EmblocSoft聯合舉辦課程，教導會員如何在零售供應鏈中應用數據分析。參與者來自各個領域，包括思科、港鐵、周大福、捷成、大昌行食品市場、醫院管理局等。



GS1 Hong Kong created a perfect opportunity for us to scale up our promotion and business. By using the barcode, BarcodePlus and Digital Coupon, the user-friendly interface could help to promote our self-branded products effectively.

GS1 Hong Kong能有效地協助我們提升推廣及業務規模。條碼、BarcodePlus及電子優惠券等一系列方案既創新又易於使用，助我們以有限資源，更有效率地推廣社企與及自家品牌產品。

Ms. Kris Wong
General Manager (Social Enterprise),
New Life Psychiatric Rehabilitation Association

黃素娟女士
總經理（社會企業）
新生精神康復會



Consumer Caring Scheme 2018

- To recognise outstanding members that demonstrate excellence in consumer care, the Scheme awarded a record-breaking of 94 local enterprises, with 34 of them being awarded with “5-year +” awards, increasing their brand image, equity and reputation.



Smart Retail Insight - Survey Report 2019

- Partnering annually with KPMG China and YouGov, the survey investigates Hong Kong CEOs and consumers' views on digitalisation and various trends that affect omni-channel business models and shopping experience. The 2019 report, titled “Digital Retail on the Rise”, consolidated an online survey of over 1,500 consumers in HK and 9 Greater Bay Area (GBA) cities, and more than 300 CEOs in HK, pinpointing opportunities for GBA.

「貼心企業」2018

- 為表揚致力關愛消費者的傑出會員，2018年共有破紀錄的94家本地「貼心企業」獲嘉許，當中34家更獲得「五年+賞」榮譽，有效提升其品牌形象及名聲。



智慧零售洞察 - 2019年調查報告

- 該年度調查與畢馬威中國和YouGov合作，調查香港CEO和消費者對數碼化的看法以及影響全渠道商業模式和購物體驗的各項趨勢。2019年題為「數碼零售的興起」的報告匯集了逾1,500多名位處香港和9個大灣區城市消費者及本地300多名CEO的調查，釐清大灣區的機遇。



Food and Food Services

食品及餐飲服務



Enhancing Food Traceability and Business Efficiency

加強食品追溯及業務效率

The growing complexity of the global food supply chain has been adding up to the risk for food safety in Hong Kong. We are dedicated to improving the supply chain efficiency for food & beverage industry, enhancing food safety, boosting service, strengthening business & brand sustainability and enlarging consumer empowerment.

面對全球食品供應鏈日益複雜，本地的食物安全風險有增無減。本會一向致力為香港餐飲業提升供應鏈效率，推動食品安全、改善服務、強化業務及品牌可持續性，增強消費者對自身權益維護的意識。

Key initiatives 2018/2019

Quality Food Traceability Scheme 2019

- The 5th edition of Quality Food Traceability Scheme marked the achievement of 20 food-related companies, among which 7 of them participated for 5 consecutive years. A new audit component, ECR (Efficient Consumer Response) Index was added to assess the speed and capability of those companies dealing with food incidents.



Food Safety Forum and Roadshows

- To promote food safety and recognise companies for their remarkable efforts in food traceability, GS1 Hong Kong held the Forum on 23 August 2019 with the theme of "Technology, Innovation, and Food Safety". More than 300 food industry stakeholders were present to exchange ideas, shared best practice and explored collaboration opportunities. The Award Presentation Ceremony for Quality Food Traceability Scheme 2019 was held concurrently.
- We organised a series of roadshows to raise public awareness on food safety and traceability, also to promote the Quality Food Traceability Scheme. We also conducted a street survey of over 600 respondents, where close to 80% called for more product/supply chain related information, reflecting the importance of food product transparency.



2018/2019年主要舉措

優質食品源頭追蹤計劃2019

- 第五屆「優質食品源頭追蹤計劃」嘉許了20家於食品安全具備卓越表現的食品及餐飲企業，其中7間企業更連續五年參與。計劃新加入了高效回應消費者（Efficient Consumer Response）指標，審視參與機構在應對食品回收等事件上的反應速度及能力。



食品安全論壇及街頭活動

- 食品安全論壇於2019年8月30日舉行，以「科技x創新x食品安全」為主題，旨在推廣食品安全及表彰企業在食品追蹤追溯方面所作的堅持努力。逾300位食品行業持份者出席交流最新見解、分享最佳範例及探討合作機會。同場亦舉行了「優質食品源頭追蹤計劃2019」頒獎典禮。
- 本會舉辦了一系列的街頭推廣，以增加公眾對食品安全、食品追蹤追溯及「優質食品源頭追蹤計劃」的認識，同時對逾600位受訪者進行了街頭訪問，瞭解食品追蹤追溯的哪項元素對消費者最為重要。結果超過八成希望獲得更豐富產品/供應鏈資訊。





The Centre for Food Safety is now working full steam ahead to develop and revamp its information technology systems to achieve better efficiency and seek improvements in a wide range of functions, including food import control, surveillance, food incident management and traceability.

食物安全中心現正發展及更新其資訊科技系統，在不同範疇上提升效率及作出改善，包括食品入口管制、監控、食品事故管理及追蹤追溯。

Ms. Vivian Lau, JP
Director of Food & Environmental Hygiene

劉利群女士
食物環境衛生署署長



Public Advocacy and Collaboration - Food Trader Portal and other initiatives

- Supporting FEHD (The Food and Environmental Hygiene Department) on the development on Food Trader Portal (FTP) in terms of Trader Import Requirements, Data and Documentation Requirements and User Engagement. FTP is a one-stop electronic platform for the food import and export trading community to lodge Business-to-Government documents to meet certain import and export regulatory requirements.
- Signed a MOU of joint collaborations with AutoID Lab of Fudan University to implement and promote GS1-enabled traceability system in Greater Bay Area, including leveraging GS1-based Food Safety Warning System at GBA and Interoperation of Traceability System between Hong Kong and Zhuhai.
- Met the Secretary of Zhuhai Technology and Innovation Bureau to explore the information connectivity in facilitating GBA food safety.

政策倡儀及合作一

「食物貿易商入門網站」及其他舉措

- 支援食物環境衛生署發展「食物貿易商入門網站」，在包括進口貿易商要求、數據及文件紀錄要求、用戶參與度等範疇上積極配合。FTP是為食品進出口貿易社群而設的一站式電子平台，記錄企業提供予政府的文件，滿足進出口監管要求。
- 與復旦大學AutoID實驗室簽署合作諒解備忘錄，旨在大灣區實施和推廣GS1驅動的可追溯系統，包括在大灣區善用以GS1為基礎的食品安全警報系統，及香港和珠海相互可操作的可追溯系統。
- 與廣東省珠海市科技創新局會面，探討如何促進大灣區食品安全的資訊連繫。



We have joined the Scheme for 5 years. Through this Scheme, we can continuously strengthen and improve the food supply chain of our company with detailed records, such as the country of origin, processing, packaging, and distribution.

我們已經是第五年參與此計劃。通過此計劃，我們可以進一步將每一個細節記錄清楚，例如由生產地、加工、包裝、配送，從而令公司生產過程不斷改進及優化。



Mr. Keith Wu
Executive Director and Group COO
Tsit Wing International Holdings Limited

鄔錦安先生
執行董事及首席執行官
捷榮國際控股有限公司



Digital Food Traceability Workshop & Seminars

- Conducted for more than 5 years, the workshop incorporated more elements about data management. Apart from practical knowhow about food traceability design within company, attendees also learnt how to digitalise data management to maximize the overall visibility and effectiveness.
- At the food-related seminars, a range of topics were covered, including food traceability, cold chain management, food product authentication, cross-border e-commerce, etc., attracting hundreds of participants. Partners such as HKFC, HKLA, BSI, BV, HKQAA, PWC, Alibaba Cloud, were keen to share their knowledge.



Other Food Safety Initiatives

- Continued to support the promotion of “Salt/Sugar” Label Scheme of Food & Health Bureau for prepackaged food products.
- Participated as the core member of the Trade Consultation Forum organised by the Centre for Food Safety.

數碼食品追蹤工作坊及研討會

- 相關工作坊已舉辦超過5年，今年新增數據管理項目。除學習如何訂定食品追蹤系統的實用技巧外，參加者亦掌握了數碼化數據管理，加強公司整體可見度及效率。
- 多個食品相關的研討會以探討食品追蹤追溯、冷鏈管理、食品真偽驗證、跨境電子商貿等作為主題，吸引共百多人參與。合作夥伴包括香港食品委員會、香港物流協會、英國標準協會、必維國際檢驗集團、香港品質保證局、PWC及阿里巴巴雲等代表都在會上踴躍發言，分享知識。



其他食品安全項目

- 繼續支持食物及衛生局的預先包裝食品「鹽/糖」標籤計劃。
- 本會是食物安全中心業界諮詢論壇的主要成員之一。



Through the Scheme, it helps us enhance communication of the team and establish a more effective traceability system. With the rapid technological development, traceability is important in the production process. As the food processing involves manual operation, by joining the Scheme, we can continuously enhance our technological and hardware system.

參加此計劃有助建立更高效的團隊和追蹤體系。在現今科技發展當中，食品生產過程之中的可追蹤性非常重要。食品在加工時候由於涉及很多人為操作，透過參加這個計劃和合作，便可以不斷提升系統科技和硬件更新。



Ms. Margaret Lau
General Manager
DCH Food Mart

劉碧鳳女士
總經理
大昌食品市場



Healthcare

醫療護理



**Safer,
More Efficient Care with
Global Standards**
善用全球標準 實現更安全、
更高效的護理體系

GS1 Hong Kong is committed to enabling the local healthcare sector to implement global standards to create a more efficient and cohesive supply chain with the objectives of enhancing patient safety, achieving greater regulatory compliance and increasing operational efficiency.

GS1 Hong Kong致力於本地醫療保健領域推動應用全球標準，創建更高效、更具凝聚力的供應鏈，以保障病人安全，加強法規合規性並提高營運效率。

Key initiatives 2018/2019

Industry Engagement Training and Seminar

- Organized a healthcare industry roundtable with Tania Snioch, Director Healthcare of GS1 Global Office as the speaker, attracting key industry players such as Hospital Authority, Hong Kong Baptist Hospital, Bayer, Zuellig.
- Participated at the Gerontech and Innovation Expo cum Summit on November 21-24, where a GS1 Hong Kong-developed dashboard integrated with real-time data from three partner solutions for the elderly care was showcased.



- Offered healthcare training to leading healthcare service providers, topics covering healthcare standards applications, Electronic Data Interchange (EDI) messaging and technologies implementation, etc. Apart from transfer practical knowhow for attendees on local and global healthcare requirements, discussion on how to automate its operations to maximize the overall efficiency and accuracy was addressed.

2018/2019年主要舉措

行業拓展、研討會及培訓

- 舉辦醫療護理業圓桌會議，並邀得GS1醫療總監Tania Snioch作演講嘉賓，吸引業界舉足輕重的持份者如醫院管理局、浸信醫院、拜耳集團、裕利醫藥等的參與。
- 參與11月21-24日舉行的樂齡科技博覽暨高峰會，展示GS1 Hong Kong開發的電子報表，該報表結合三家合作夥伴的長者護理解決方案，提供實時數據。



- 為領先的醫療服務供應商安排醫療護理項目培訓，培訓範圍涉及醫療標準應用、電子數據聯通（EDI）訊息和醫療科技應用等。除了分享了有關本地和全球醫療保健要求的實際知識外，還探討了自動化運作，大幅提高整體效率和準確性。



Healthcare Projects

- Wrapped up a deal of ezTRADE project for the Chinese University Hong Kong Medical Centre, the first Smart Hospital in Hong Kong planned for Mid-2020, to enhance their operation efficiency via handling their daily supplies ordering digitally.

Advocacy on Smart Healthcare/Healthcare Digitalisation

- In response to HKSAR Government Policy Address 2018, we called for expanding application of global identification standards to realise track and trace capability from drugs procurement to drugs disbursement, patient-targeted recalls, drugs replenishment process, and medical devices, thereby strengthen traceability, increase operational efficiency and help ensure patient safety.
- Actively engaging Hospital Authority to promote the adoption of DataMatrix on drug packaging, GS1 standards for prescription label and vaccine identification.
- Participated as the core member of the Food & Healthcare Bureau Working Group on Data and Information Standards.

醫療護理合作項目

- 與香港中文大學醫學中心就ezTRADE項目達成協議，助中心以數碼方式處理日常用品訂單、提高營運效率。中心計劃於2020年中開幕，是香港成立的第一家智能醫院。

關於智慧醫療護理倡議/電子化醫療護理

- 就《行政長官2018年施政報告》的智慧醫療發展作出回應，建議採用全球標準，擴大全球識別標準的應用範圍，實現從藥品採購到藥品發放、針對病人的藥品回收、藥品補充流程和醫療設備的追蹤能力，打造更有效率及更緊密的供應鏈，為病人提供保障及提升營運效率。
- 積極與醫院管理局合作，推動DataMatrix於藥物包裝上的應用，及於處方標籤和疫苗鑑定上善用GS1標準。
- 本會是食物及衛生局旗下電子健康紀錄資料及信息標準工作小組的主要成員之一。



Information and Communication Technology (ICT)

資訊及通訊科技



Connecting Business and Building a Collaborative ICT Ecosystem

連繫業務協作 建設資訊及通訊科技的有機生態

Innovation & technology holds the power to improve business performance, stimulate new business models, and even inspire novel industry. GS1 Hong Kong aims to construct a collaborative IoT ecosystem to drive a smarter living and smarter business environment for Hong Kong.

創新科技不但能提高業務效能、推動全新業務模式，甚至激發新興行業。本會致力促進於香港構建物聯網生態，以建設更智慧的居住及營商環境。

“

The rapid advancement of IoT technologies is creating endless possibilities for enterprises and the Government. Let us work together to embrace and leverage these new technologies to better serve the Hong Kong public.

物聯網科技高速發展，為企業和政府帶來無限可能。讓我們攜手擁抱和善用這些新科技，共建更美好香港。

Mr. Nicholas W Yang, GBS, JP
Secretary for Innovation and Technology Bureau

楊偉雄 GBS太平紳士
創新及科技局局長

”

Key initiatives 2018/2019

Hong Kong Internet of Things Conference 2019

- Themed “Connected World · Connected Business”, the IoT Conference was held on 14 June 2019 with Mr. Nicholas W Yang, Secretary for Innovation and Technology as the Guest of Honour. It was attended by close to 600 executives and practitioners across pillar industries, and achieved an overall delegate satisfaction rate of 91%.

The Hong Kong ICT Awards – Smart Mobility Awards 2019

- GS1 Hong Kong was appointed as the Leading Organiser for the Smart Mobility Award of the HKICT Awards 2019, steered by OGCIO, HKSAR Government. The Award included three streams: Smart Transport, Smart Logistics and Smart Tourism. Aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, the Award was well received by the industry with 61 applications and 13 awards presented, which were documented in a casebook that spread out the gospel.
- Participated in ICT Expo in Apr 2019 with Smart Mobility Awards winners.



Smart Business Innovation Centre (Former name: IoT Centre of Excellence)

- Renamed as Smart Business Innovation Centre, it continues to serve as an industry support platform that enables companies experience the use case of RFID/IoT-related services, with new addition of Smart Retail solutions utilizing advanced technologies like AI, video analytics and data analytics. The Centre attracted more than 1,200 visitors from the industries of retail, food, healthcare, logistics, apparels, ICT industries, in 2018/19.

Value Partner Programme (VPP)

- The programme aims to promote the adoption of global standard-based services and solutions through partnership with services and solution providers. A total of 30 vendors joined the programme with diversified solutions and services portfolio.

2018/2019年主要舉措

香港物聯網會議2019

- 題為「世界互聯·商業互通」的物聯網會議於2019年6月14日舉行，邀得創新與科技局局長楊偉雄先生作為主禮嘉賓。近600位不同界別的管理層和業內人士出席會議，他們的整體滿意率為91%。

香港資訊及通訊科技獎-智慧出行獎2019

- 本會為由政府資訊科技總監辦公室策動的2019香港資訊及通訊科技獎的「智慧出行獎」籌辦機構。獎項分為三個組別：智慧交通、智慧物流及智慧旅遊。獎項旨在表彰和推廣傑出的資訊及通訊技術（ICT）發明和應用，受業界歡迎，共收到業界61家機構報名參與，當中13家獲獎，獲獎者案例已輯錄成編彙表揚其成就。
- 與智慧出行獎得獎者一起參與2019年4月舉行的國際資訊科技博覽。



智慧企業創新中心（前身為香港物聯網科技應用中心）

- 更名為智慧企業創新中心仍是行業支援平台，旨在讓商界認識物聯網、無線射頻識別及物聯網相關服務的行業應用。中心添加了基於人工智能、影像及數據分析等先進技術的智慧零售解決方案，於2018/19年吸引來自零售、食品、醫護、物流、服飾等業界逾1,200人到訪參觀。

價值夥伴計劃

- 該計劃旨在與服務和解決方案供應商合作，推動應用基於全球標準的服務和解決方案。現時共有30個供應商為計劃提供多元化的解決方案和服務組合。

RFID/IoT Training & Certification

- C&A, a global fashion retail chain, continues to appoint GS1 Hong Kong to provide supplier's on-boarding training on RFID Item Level Tagging for more than 3 consecutive years.
- Continued to support Guangdong Provincial IoT Public Technology Support Center to co-organise "IoT Global Supply Chain Application Training" aiming to lay a solid foundation for IoT to kick off in mainland.
- To support Hong Kong-China cross-country collaboration on traceability and IOT, GS1 Hong Kong appointed by the Vacation Training Council (VTC) as training partner for China delegation. In 2018-19, GS1 Hong Kong supported 4 exchange workshops for VTC.

ICT Industry Engagement

- Reported status and offered advice on informatisation in GBA cities in terms of industrial internet identifier, Food Trader Portal, etc, in the 14th plenary meeting of the Hong Kong/Guangdong Expert Group on Co-operation in Informatisation hosted by OGCIO on 12 Jul 2019.
- Spearheaded a delegation comprising of 10 local technology organisations to form a Hong Kong Pavilion at the China Industrial Internet Conference cum GBA Digital Economy Conference held in Guangzhou on 27-28 Aug. At the Conference, MOUs were signed between GS1 Hong Kong, China Academy of Information and Communications Technology and other leading enterprises, such as Kingdee Software Group, Yonyou Network Co., China Resources Corporations, etc., aiming to match GS1 global standards with industrial internet identification that helps transmit HK-Mainland product import/export and traceability data along the supply chain, facilitating trade and connecting all trade partners across the globe.



無線射頻識別技術（RFID）及物聯網培訓課程和認證

- 全球時尚零售連鎖店C&A連續三年以上與GS1 Hong Kong合作，為其供應商提供有關RFID產品標籤的入職培訓。
- 持續與廣東省物聯網公共技術支持中心協辦「物聯網全球供應鏈應用培訓」，為中國內地的物聯網發展提供堅實基礎。
- 職訓局（VTC）委派GS1 Hong Kong作為中國交流團的培訓合作夥伴，以支援中國與香港在可追溯性和物聯網方面的跨境合作。在2018/19年度，GS1 Hong Kong為VTC舉辦了4次交流研討會。

ICT的行業拓展

- 獲邀參與出席於2019年7月12日、由政府資訊科技總監牽頭的粵港信息化合作專責小組第14次會議，報告進度並提出促進大灣區標準化的建議，包括工業互聯網標識、「食物貿易商入門網站」等。
- 本會率領一個由10家本地科技企業組成的代表團，參與在2019年8月27-28日於廣州舉行的中國工業互聯網大會暨首屆粵港澳大灣區數字經濟大會，設立香港館。會上GS1 Hong Kong與中國信息通信研究院及其他領先企業簽署了諒解備忘錄，例如金蝶集團、用友集團、華潤集團等，旨在將GS1全球標準與業互聯網標識相匹配，有助在整個供應鏈上傳輸香港及內地的進出口產品和可追溯性數據，促進貿易並連接全球所有貿易夥伴。



Transport and Logistics 運輸及物流業



**Improving Traceability,
Increasing Visibility**
改善追蹤追溯
提升透明度

The transport and logistics industry provides critical links in the global economy, connecting the supply chains of countless stakeholders in a wide range of industries. GS1 standards and solutions play a pivotal role here to facilitate interoperability between systems and processes for enhanced supply chain visibility, security and sustainability.

運輸和物流業在環球經濟中起著關鍵連結作用，連繫各行業中供應鏈的持份者。GS1標準和解決方案在這裡起著至關重要的作用，以促進系統和流程之間的互操作性，從而增強供應鏈的可見性，安全性和可持續性。

Key initiatives 2018/2019

GS1 Hong Kong Belt and Road Forum 2018

- Themed “Vision to Action: Logistics and Trade Facilitation from Bay Area to Belt & Road”, GS1 Hong Kong organised Belt & Road Forum on 23 Nov 2018, gathering government officials and business leaders from APEC and Greater Bay Area to discuss ways to foster trade and logistics collaboration and achieve trade and logistics synergy in the cities.
- GS1 Hong Kong and Chamber of Hong Kong Logistics Industry signed MOUs with Guangdong Logistics Industry Association, Vietnam Logistics Business Association and Young Entrepreneurs Association of Cambodia respectively, aiming to provide a strategic framework to promote adoption of Global Data Standards and IoT-based traceability network in e-commerce and cross-border trade.

APEC GDS Implementation Guide

- After the completion of Global Data Standards (GDS) pilots, we helped Trade and Industry Department in HK Government to develop a GDS implementation guideline for APEC economies in order to support their implementation. It was presented at the APEC Senior Officials Meeting in Aug 2019.

APMEN Visualisation of Sea Freight Logistics Project

- Phase I of the project was completed in Q4 2018, successfully improved the visibility, integrity and transparency of cross-border trade in the Asia-Pacific by automating the exchange of sea freight data between APMEN members and using GS1 Global Data Standards. Phase II was kicked off in August 2019 and will invite more ports to participate in the project.

Industry Engagement @ALMC 2018

- Close to 300 delegates joined Supply-chain Management and Logistics Forum co-organized by HKTDC and GS1 Hong Kong at Asian Logistics and Maritime Conference 2018. Heidi Ho, our principal consultant, facilitated the discussion on “Driving Supply Chain Innovation with Smart Logistics”. GS1 Hong Kong solutions were featured at the exhibition floor.

Public Advocacy

- Submitted suggestion paper to Guangdong Logistics Industry Association on pallet standardization and pooling in GBA, aiming to facilitate GBA trade integration and reduce waste.
- In response to HKSAR Government Budget 2019-20, we recommended to provide additional funding to facilitate the implementation of Single Window.



2018/2019年主要舉措

一帶一路論壇2018

- 本會於2018年11月23日舉辦題為「從願景到實踐：由大灣區至一帶一路的物流及貿易便利化」的一帶一路論壇，雲集東盟及大灣區城市內的政府官員及商界領袖出席。會上討論大灣區及東盟地區各城市的貿易及物流合作，如何達致多贏。
- 會上，本會與香港物流商會分別與廣東省物流行業協會、越南物流商會及柬埔寨青年企業家協會簽訂備忘錄，攜手在一個策略性的框架下，推動全球數據標準及物聯網追蹤網絡於電子商貿及跨境貿易的應用。

亞太經合組織全球數據標準實施指南

- 在完成亞太經合組織（APEC）全球數據標準先導計劃後，本會繼續協助香港工業貿易署，擬定全球數據標準的實行計劃指引，助APEC經濟體實踐標準，並於2019年8月向APEC高級官員會議展示。

亞太示範電子口岸網路的海運物流可視化計劃

- 項目首階段計劃已於2018年第四季完成，成功運用GS1全球數據標準將APMEN會員間的航運數據溝通自動化，改善亞太地區跨境貿易的可見度，完整一致性及透明度。項目第二階段已於2019年8月展開，將邀請更多港口參與。

行業交流互動@亞洲物流及航運會議2018

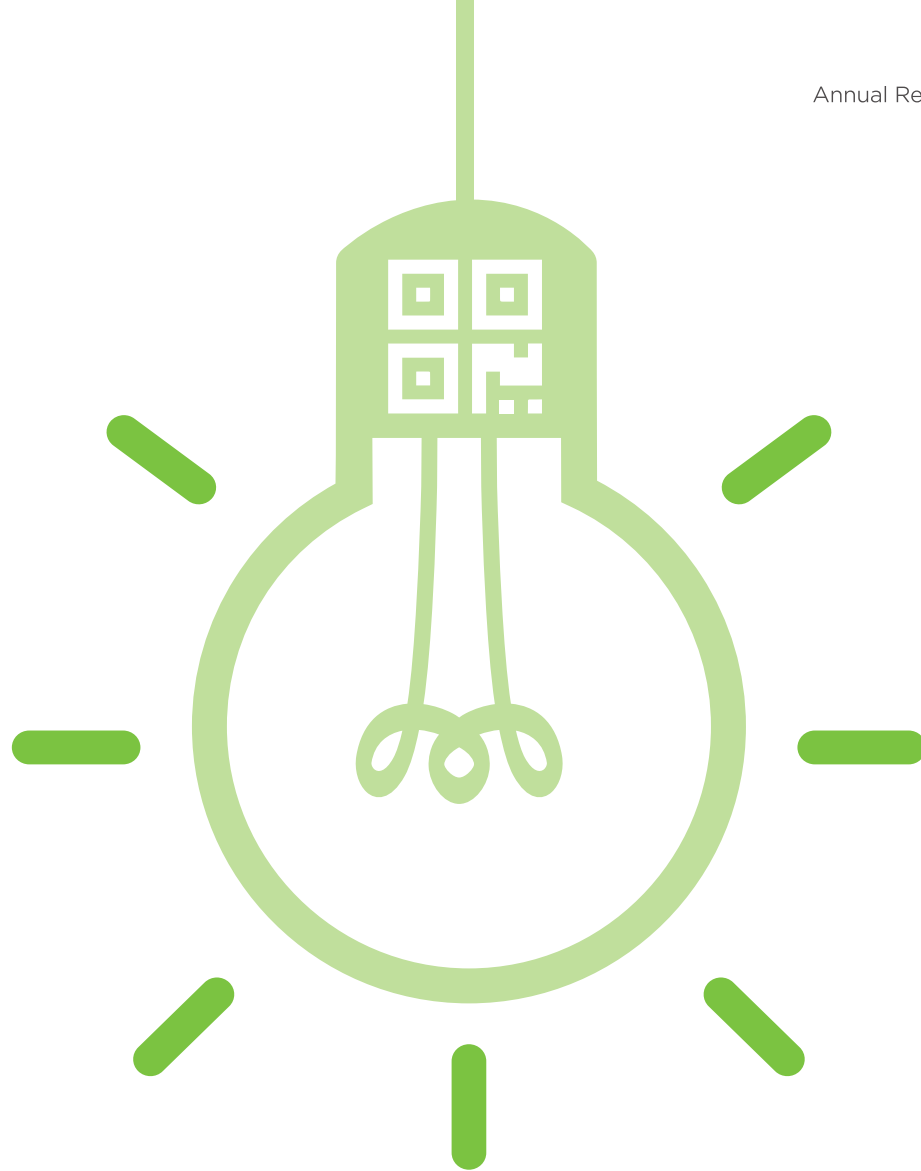
- 近300人參與了由香港貿易發展局與GS1 Hong Kong合辦的亞洲物流及航運會議2018供應鏈管理及物流論壇。論壇上，本會首席顧問何雅賢負責主持題為「智慧物流驅動供應鏈創新」的討論，同時在展覽中展示本會各方案。

公共倡議

- 向廣東省物流行業協會提交有關於大灣區托盤標準化和共用系統的建議文件，旨在促進區內貿易整合及減少浪費。
- 就特區政府財政預算案2018-19，建議政府增撥資源，加快落實大灣區內的單一窗口系統，促進香港與大灣區融合。







Our Solutions and Services 我們的服務及解決方案

Digital innovation has been the main driver for today's business, changing the way we do just about everything. This digitalization revolution affects every facet of every business. To keep our members up to speed with trends, we continually enhance and roll out new services and solutions, helping to create a transparent and efficient supply chain, enhanced consumer trust with food safety and product authenticity, better digital engagement with stakeholders and improved brand equity, both in the physical and digital worlds.

數碼創新在推動著變革的巨輪，改變我們一切做事方式。為協助會員適應新趨勢，本會不斷提升及推出新的服務和解決方案，讓會員不論在網上或實體營運，都能獲得更透明高效的供應鏈，而消費者亦會因更優質食物安全及產品認證標準而提升信任，並能與持份者營造出更有意義的數碼互動交流，提升顧客對品牌忠誠度。

GS1 Hong Kong Solutions and Services

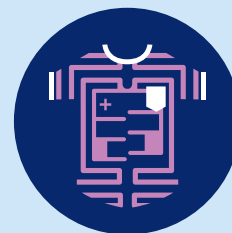
INDUSTRY 行業



Retail & CPG
零售及包裝消費品



Food & Food Services
食品及餐飲服務



Apparel & Footwear
成衣及鞋履

SOLUTIONS & SERVICES SCOPE 解決方案及 服務範疇

Omni-Channel Commerce 多渠道商貿



Consumer Engagement
與消費者互動交流



Digital Sales Channel
Expansion
數碼銷售渠道拓展



Online Presence
Enhancement
網上曝光提升

Smart Business Solutions 智慧商業營運方案



Smart Retail
智慧零售



Smart Operations
智慧營運



Smart Cold Chain
Management
智慧冷鏈管理



Smart Property
Management
智慧物業管理

DATA PLATFORMS & TECHNOLOGY ENABLERS 數據平台及支援技術

Product Data
產品數據



Transactional
Data
交易數據



Internet of
Things (IoT)
物聯網



Blockchain
區塊鏈



GS1 Standards

GS1 Hong Kong的解決方案及服務一覽



Healthcare
醫療護理



Transport & Logistics
運輸及物流



Information &
Communication Technology
資訊及通訊科技



Government
政府機構

Enterprise Trading Services 企業貿易服務



Trading Partner
Management
貿易夥伴管理



Order-to-Cash
從訂單到現金



Sustainable Operation
可持續性業務

Brand Protection 品牌保護措施



Product Authentication
產品驗證



Channel Management
渠道管理



Consumer Engagement
與消費者互動交流

Professional Services 專業服務



Business Process
Consultancy
業務諮詢



Professional Training
專業培訓



Partner Solutions
Certification
夥伴解決方案認證

Event Data
事件數據



Behavioral Data
行為數據



AI & Analytics
人工智能(AI)及大數據分析



GS1標準





Flagship Events & Other Activities 旗艦活動及其他活動

GS1 Hong Kong has also organised various flagship events and other activities to help our members stay abreast of the latest developments in the industry and foster the exchange of insights. We will continue to engage with communities through events and seminars.

香港貨品編碼協會亦舉辦了多個旗艦活動及其他活動，幫助本會會員掌握各行業最新發展及促進彼此交流。本會會繼續舉辦各項活動及研討會，與各單位緊密連繫。

GS1 Hong Kong Flagship Events

GS1 Hong Kong 旗艦活動

📍 **GS1 Hong Kong Summit 2018 - "Digital Business Transformation: Connecting the Dots"**
香港貨品編碼協會高峰會2018 - 「連繫業務重心 達致數碼轉型」

29 Nov / 2018



23 Nov / 2018

📍 GSI Hong Kong Belt and Road Forum 2018 - "Vision to Action: Logistics and Trade Facilitation from Bay Area to Belt & Road"
香港貨品編碼協會一帶一路論壇2018 - 「從願景到實踐：物流及貿易便利化，由大灣區至一帶一路」



📍 **GS1 Hong Kong Internet of Things Conference 2019 -**
“Connected World · Connected Business”
香港物聯網會議—「世界互聯·企業互通」

14 Jun / 2019



23 Aug / 2019

📍 Food Safety Forum 2019 -
“Technology, Innovation and Food Safety”
食品安全論壇2019 - 「科技 × 創新 × 食品安全」



GS1 Hong Kong Activities

活動回顧

📍 Co-hosted Seminar with The Cosmetic & Perfumery Association of Hong Kong - "The Secret to Success for Cosmetics e-Commerce in China"
與香港化妝品同業協會合辦「化妝品國內營銷新秘技」講座

📅 7 Sep 2018



📍 GEL Executive Luncheon "GEL" 「聚」會
📅 12 Sep 2018, 8 May 2019, 29 Aug 2019



📍 Government Representatives from Foreign Countries, China and Hong Kong Visits to Smart Business Innovation Centre
外國、中國及香港政府部門代表參觀智慧科技創新中心

📅 19 Sep 2018, 10 Oct 2018



Food and Drug Administration of Shenzhen Municipality
深圳市食品藥品監督管理局



Mr. Matt Tett, Chair of IoT Alliance Australia (IoTAA) Work Stream 5 - Cyber Security and Network Resilience
澳洲IoT Alliance Australia 網絡安全主席Matt Tett

📍 Government Representatives from Foreign Countries, China and Hong Kong Visits to Smart Business Innovation Centre
外國、中國及香港政府部門代表參觀智慧科技創新中心

📅 19 Oct 2018, 13 Mar 2019



Government officials from State of Terengganu, Malaysia
馬來西亞登嘉樓州政府官員



Ms. Betty Fung, Head of Policy Innovation and Co-ordination Office and Legislative Councillor Charles Mok
政策創新與統籌辦事處總監馮淑儀及立法會議員莫乃光

📍 Meeting with Food and Environmental Hygiene Department and Trade and Industry Department on Greater Bay Area
與食物環境衛生署及工業貿易署探討大灣區機遇

📅 17 Sep 2018



📍 GS1 Asia Pacific Regional Forum 2018 in Macau
GS1亞太地區論壇2018匯濠江

📅 18 - 21 Sep 2018



📍 Barcode Scan @ WeChat Roadshow
條碼「掃一掃」@微信演示

📅 22 - 23 Sep 2018



📍 Inauguration of Logistics Innovations Collaboration in Greater Bay Area
「粵港澳大灣區創新物流科技協作計劃」啟動儀式

📅 12 Oct 2018



GS1 Hong Kong Activities

活動回顧

📍 Visited HKTVmall Logistic Hub
參觀HKTVmall物流中心

📅 22 Oct 2018, 15 & 22 Mar 2019



GS1 Hong Kong members and Hong Kong Shippers' Council members
GS1 Hong Kong會員及香港付貨人委員會委員



InvestHK & GS1 Hong Kong Management team
投資推廣署及GS1 Hong Kong管理層



GS1 Hong Kong Industry Advisory Boards members
GS1 Hong Kong業界諮詢委員會成員

📍 GS1 Hong Kong Awarded "Distinguished IOT Cloud Service Award" at 2018 Greater Bay Area Summit on IOT Application and Development
GS1 Hong Kong於2018大灣區物聯網應用及發展峰會上獲頒「傑出物聯網雲平台服務獎」

📅 15 Nov 2018



📍 Asian Logistics and Maritime Conference 2018
亞洲物流航運及空運會議

📅 20 - 21 Nov 2018



📍 Exhibited at 2018 Gerontech and Innovation Expo cum Summit
參展樂齡科技博覽暨高峰會2018

📅 22 - 25 Nov 2018



📍 Three HK ICT Awards 2018 - Smart Mobility Awardees won Guangdong-Hong Kong IoT Award
三間香港資訊及通訊科技獎-智慧出行獎得主勝出粵港物聯網大賽

📅 12 Dec 2018



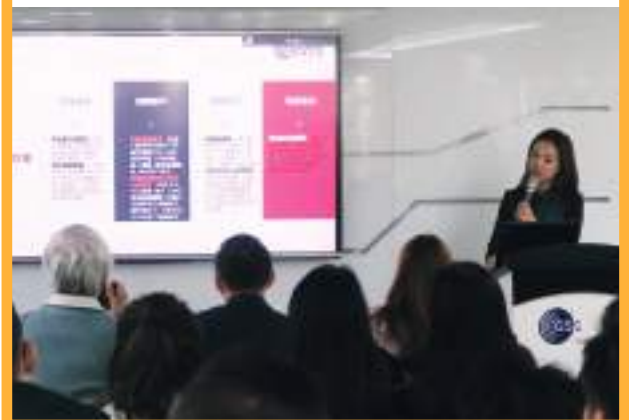
📍 Delegation Tour to Qianhai Zone
前海考察交流團

📅 17 Dec 2018



📍 Co-hosted Seminar with SF Express "Cross border Logistics for Smart Retailer"
與順豐速運合辦「零售業跨境物流研討會」

📅 18 Jan 2019



GS1 Hong Kong Activities

活動回顧

📍 Participated in Government's StartmeupHK Festival - Smart Retail Solutions and Smart City Showcase
參與政府舉辦的StartmeupHK創業節 展示智慧零售方案及智慧城市

📅 23-24 Jan 2019



📍 Quality Food Traceability Scheme Winner's Sharing Award Presentation Ceremony
優質食品源頭追蹤計劃得獎者分享會

📅 15 Feb 2019



📍 Introducing REAL Visibility Solution at LOHAS Expo
於樂活博覽上展示REAL Visibility方案

📅 22 Feb 2019



📍 GS1 Global Forum
GS1全球論壇

📅 18 - 22 Feb 2019



★ Students from Department of Food & Health Sciences of VTC paid visit to Smart Business Innovation Centre
職業訓練局食品與健康科學學系學生到訪智慧科技創新中心

📅 28 Feb 2019



★ Consumer Caring Scheme 2018 Award Presentation Ceremony
「貼心企業」嘉許計劃2018頒獎典禮

📅 12 Mar 2019



★ Discussion with Guangdong Logistics Association on Greater Bay Area Collaboration
與廣東省物流行業協會討論大灣區合作

📅 28 Mar 2019



★ Supported “dayday330” Campaign by New Life Psychiatric Rehabilitation
支持新生精神康復會「dayday330」行動

📅 30 Mar 2019



★ Hong Kong ICT Awards 2019 - Smart Mobility Award Presentation Ceremony
2019香港資訊及通訊科技獎「智慧出行獎」頒獎典禮

📅 4 Apr 2019



★ Delivered Speech on “New Retail Driven by Data Intelligence” at Consumer Electronics Conference
在「環球資源消費電子展」中演講關於「以數據智能驅動新零售」主題

📅 12 Apr 2019



GS1 Hong Kong Activities

活動回顧

📍 Strategic Partnership with OpenCertHub
與OpenCertHub成為策略性夥伴

📅 24 Apr 2019



📍 Management team from Hong Kong Productivity Council visited Smart Business Innovation Centre
香港生產力促進局管理層到訪智慧科技創新中心

📅 26 Apr 2019



📍 Exhibited and Delivered speech on the topic of “Redefining the future of retail with smart data” at Retail Asia Conference & Expo
在《亞洲零售論壇》中參展及分享了關於「如何以大數據推動智慧零售」

📅 7 - 8 May 2019



📍 OGCIO paid visit to IoT Centre and shared the launch of Smart Government Innovation Lab
政府資訊科技總監辦公室（OGCIO）參觀物聯網科技應用中心及分享智慧政府創新實驗室

📅 20 Jun 2019



📍 Visited Automated Warehouse
參觀自動化倉庫

📅 20 Jun 2019, 5 Jul 2019



📍 Joined Panel Discussions on Blockchain and Anti-counterfeiting Technologies at Global Trade Development Week Conference in Shanghai

於上海舉行的全球貿易發展週中國論壇上參與了關於區塊鏈及防偽科技的小組討論

📅 25 - 27 Jun 2019



📍 Workshop on IoT and Smart City Technology for Guangdong-Hong Kong-Macau Greater Bay Area held in Zhuhai Fudan Innovation Institute

珠海復旦創新研究院物聯網智慧城市技術與應用論壇

📅 26 Jun 2019



📍 HKSTLA paid visit to GS1 Hong Kong's Smart Business Innovation Centre

香港航運物流協會到訪本會智慧科技創新中心

📅 8 Jul 2019



📍 14th Plenary Meeting of the Hong Kong/Guangdong Expert Group on Co-operation in Informatisation

粵港信息化合作專責小組第十四次會議

📅 12 July 2019



📍 Visited Hong Kong International Airport

參觀香港國際機場

📅 12 Jul 2019



📍 Spearheaded Hong Kong Pavilion at the China Industrial Internet Conference cum GBA Digital Economy Conference in Guangzhou

於「中國工業互聯網大會暨首屆粵港澳大灣區數字經濟大會」上主辦香港館

📅 27 - 28 Aug 2019



About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of 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 empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data. Our EPC standard lays the foundation for IoT, powering a range of IoT-based services and applications. We are helping industry to meet the challenges of omni-channel commerce and create a seamless customer experience. By engaging with communities of trading partners, industry organisations, government, and technology providers, we are fostering a collaborative ecosystem and aiming for "Smarter Business, Better Life".

關於香港貨品編碼協會

香港貨品編碼協會（GS1 Hong Kong）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。

GS1 Hong Kong透過提供以全球標準為本的一系列平台、解決方案及服務，為不同行業的企業提升效率、安全性、真確性和可持續性，並推動商業之間的連繫。全球標準能確保數據可信、準確，讓業務夥伴易於分享、搜索該些數據，並連結到相關資訊。而本會的產品電子代碼（EPC）標準是物聯網的基礎，有助研發出一連串物聯網服務及應用。我們亦協助業界應付全渠道商貿帶來的挑戰，為其營造無縫的顧客體驗。GS1 Hong Kong與各貿易夥伴、行業機構、政府及資訊科技公司積極構建協作生態，實踐「智能商貿，優質生活」的願景。

GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

香港灣仔告士打道160號海外信託銀行大廈22樓

T +852 2861 2819

E info@gs1hk.org

www.gs1hk.org



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