GS1 Hong Kong

The Global Language of Business
Connecting Supply Chain with Innovations

Annual Report 2017
Unlock the Power of Data • Enhance Commerce Connectivity

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Unleashing globally the power of standards

在全球發揮標準的力量

Our 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.

我們的標準讓企業能夠獨有識別、準確擷取，及輕鬆地分享資訊，為商界不同的系統和流程創立一套共同的語言。

我們推動企業發展提升效率、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

FDA · European Commission · The Consumer Goods FORUM · GFSi Global Food Safety Initiative · FIA FOOD INDUSTRY ASIA

Healthcare 醫療保健

World Health Organization · FDA · (European Union) · International Hospital Federation · SNOMED International Leading healthcare terminology, worldwide

Logistics 物流

WORLD CUSTOMS ORGANIZATION ORGANISATION MONDIALE DES DOUANES · cen isss European Committee for Standardisation/Information Society Standardisation System · APEC Asia-Pacific Economic Cooperation · ABAC APEC Business Advisory Council · FIATA

ICT 資訊及通訊科技

ISO · UNITED NATIONS UNCTAD · AUTO-ID LABS · W3C

Today's GS1 Hong Kong
香港貨品編碼協會概況

Has been serving
Hong Kong
服務香港 **28** years
年

Supporting
more than
支援超過 **7,500** corporate
members
名企業會員

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

17 million annual EDI messages
每年電子數據交易訊息超過1700萬個

95%
of supermarkets in Hong Kong adopt GS1 standards
香港超級市場使用GS1標準

79%
of hospitals' drugs supply chains in Hong Kong 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 Hong Kong 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

Chairman's Message
主席獻辭

Mr Joseph Phi 彭焜燿先生
Chairman 主席

Technological Innovation Fuels HK Enterprises Growth

The world is now becoming an interconnected network of societies and economies, especially where the borders are disappearing. Digital innovation is the main driver, changing the way we do just about everything. This digitalization revolution affects every facet of every business. There is no exception.

Our members clearly acknowledge and appreciate the trend toward digitalisation. According to the latest members' survey, "developing eCom business" and "data analytics" are identified as two of the top strategic business initiatives in 2018. Whereas an omni-channel retail strategy can affect a company's revenue and growth, the ability to capture data from which to generate insights is deemed the most critical challenge going forward. Quoting Alibaba's Director and CEO Daniel Zhang, "We use data to refuel (our) business and refuel the participants in the ecosystems to help our partners to do business easier anywhere in this fast-changing digital world."

The Ability to Harness Data Separates Leaders from Followers

To ensure the availability of high-quality data, GS1's GTIN has over the years provided brand owners, manufacturers, logistics providers and other supply chain partners with best-in-class standards required to conduct business and connect with consumers in and outside of Hong Kong. As more companies collaborate and compete globally, their success becomes increasingly dependent on how well they orchestrate the different activities and manage the different parties along the supply chain. The ability to harness the

科技創新推動企業增長

全球社會及經濟體系正形成一個個千絲萬縷的網絡，國境邊界逐漸消退。數碼創新在推動著變革的巨輪，改變我們一切做事方式，數碼革命將會在所難免地影響著各行各業。

我們的會員對數碼趨勢理解，掌握透徹。據我們最近期的會員調查結果顯示，「發展電子業務」及「數據分析」是會員們在2018年首要的業務策略。全方位零售策略能影響公司營利及增長，而能夠擷取數據並將之變成有價值的資訊，便成為未來的挑戰。阿里巴巴董事兼首席執行官張勇曾表示：「我們應用大數據去提振自身業務生態及夥伴的生意，助他們在瞬息萬變的數碼世界中運籌帷幄。」

深耕數據的能力是成王敗寇關鍵

GS1 的全球貿易貨品編碼(GTIN)多年來為品牌持有人、生產商、物流供應商及其他供應鏈夥伴提供全球最頂尖的標準，務求讓他們獲得高價值的數據，在香港以至世界各地去營運業務及連繫消費者。當越來越多公司在全球市場中合作及競爭，他們成功與否將取決於其協作能力，以及管理供應鏈上不同持份者的能力。而他們發掘及應用數據的能力，亦

power of data spells the difference between great and good companies, and separates leaders from followers.

Most recently, by partnering with The Tencent Group, GS1 Hong Kong has helped members access high-quality and much-coveted consumer data. Using WeChat app, GS1 Hong Kong enables consumers to scan barcodes of Hong Kong products for detailed product information, which has paved the way for members to connect with 930 million monthly active WeChat users.

Our international standards also empower SMEs to conduct businesses more efficiently. Our ezTRADE platform enables efficient and accurate transmission of commercial documents among trading partners along the supply chain. Today, ezTRADE supports more than 2,000 companies on business transactions, helping them generate more than 17 million electronic data exchange messages per year.

Unleashing Opportunities in Big Bay Area and Belt & Road Initiative
Hong Kong SAR Government has pledged to actively participate in the development of the Guangdong-Hong Kong-Macao Bay Area and create favourable conditions for diversifying Hong Kong's industries to promote innovation and technology development. As the area develops, its influence is likely to extend beyond the city cluster and play a key role in China's Belt and Road Initiative.

The opportunities presented to Hong Kong companies are tremendous. GS1 Hong Kong is well positioned to contribute to supporting local businesses with its global, inter-operable standards. In the past years, GS1 has been supporting APEC (Asia-Pacific Economic Cooperation) on cross-border trade facilitation with global data standards, to enhance supply chain connectivity, reduce chokepoints and increase economic exchanges. GS1's neutral, open and trusted standards can effectively serve as the common business language in facilitating information connectivity and enabling supply chain visibility along the Bay Area and Belt and Road countries.

Looking Forward: Exploring New Innovations and Market Frontiers Together
GS1 Hong Kong has made great progress in facilitating the business growth of our 7,500+ corporate members. We will continue to support our members and the wider industry in four areas, namely E-commerce, Food Traceability, Supply Chain Management and IoT. Our aspirations to collaborate with them in creating 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 world and on the internet. All in all, GS1 Hong Kong acts as an enabling partner for businesses to adapt to the new age.

On behalf of the Board of Directors, I want to thank our members and partners, our Committees and GS1 Hong Kong staff for their effort, dedication and contribution throughout the year. With your continuing support, we will be the trusted voice that equips businesses with the ability to unleash the potential of standards and harness the power of data.

會成為其作為世界一流企業與普通企業、領導者與追隨者的分野。

我們與騰訊集團合作,為會員提供優質的消費者數據。GS1 Hong Kong讓消費者利用微信應用程式,掃描本地產品上的條碼從而獲取詳細資訊,對商戶而言,能輕易透過產品連繫多達9.3億的微信每月活躍用戶,潛在顧客量龐大。

我們的國際標準同時助中小企營運業務更有效率。我們通商易ezTRADE平台讓貿易夥伴在供應鏈之間更有效及準確地傳送商業文件,促進營運效率。時至今日,ezTRADE支援逾2,000間公司的商業交易往來,每年透過平台處理的電子數據聯通交易訊息超過1,700萬宗。

發揮大灣區及一帶一路倡議的機遇
香港特區政府承諾積極參與粵港澳大灣區的發展,為香港行業多元化發展創建有利環境,特別在推廣創新科技方面的發展。隨著該區擴展,其影響將超越粵港澳本身城市群,進而在一帶一路倡議中扮演重要角色。

對本港公司而言,兩項發展的機遇潛力龐大。GS1 Hong Kong已作好準備,透過全球互通的標準為本地企業開拓新機遇。GS1過往曾協助亞太經合組織,運用全球數據標準便利跨境貿易,提升供應鏈互通性、減省窒礙流通的阻塞點及增加經濟發展。GS1中立、開放及可信的標準可有效提升資訊連接流通及供應鏈透明度,成為大灣區及一帶一路交流的共同語言。GS1中立、開放和值得信賴的標準,是商業的共通語言,有效促信息聯繫和推動大灣區和一帶一路國家的供應鏈透明度。

展望未來:攜手跨越創新領域及新市場
GS1 Hong Kong在推動7,500多位企業會員的業務發展上不遺餘力,成果有目共睹。未來,我們會繼續與會員就四個主要範疇上加深協作:電子商貿、食品追蹤追溯、供應鏈管理及物聯網應用。不論在網上或實體營運,他們將擁有更透明及更有效的供應鏈、消費者會因更穩妥的食物安全及產品認證標準而提升信任、與持份者營造出更互動的數碼參與度,以及更佳的品牌忠誠度。總括而言,GS1 Hong Kong是企業邁向新時代的關鍵夥伴。

我謹代表董事局向所有會員及夥伴、以及管理團隊和所有員工表示衷心的謝意,感謝他們過往一年來作出的支持、投入及貢獻。作為一個全球緊密相連的國際機構,我們會繼續提供最合適的平台、產品及服務,共同發揮數據的力量。

Chief Executive's Report
總裁報告

Ms Anna Lin, JP 林潔貽女士 太平紳士
Chief Executive 總裁

Bridging the world of businesses and consumers

In today's marketplace where consumers and business partners are increasingly more sophisticated, it's more important than ever for brands to offer high transparency about product availability, traceability and authenticity, eventually building trust between the parties. As the saying goes, "trust takes years to build, seconds to break, and forever to repair". The need for consumer trust, coupled with the rapid rise of e-commerce has predominated much of our endeavor in the year 2016 – 17 to empower businesses to improve visibility and embrace digital transformation, helping them to thrive in the new economy.

Helping Members to Pave the Way to Digital Transformation

Our iconic barcode standard is growing in power and versatility as the trusted product information source in the booming omni-channel commerce. Major online market platforms like Amazon, Alibaba, eBay and Google have all required merchants to include GS1 barcode standard (GTIN) to ensure product authenticity, and improve searchability.

The exponential growth of product information in the digital world sets to start a major GS1 Global initiative: the development of an open GS1 Product Cloud platform, which is aspired to be the largest trusted source of product information in the world (Hong Kong's included). Consumers will soon be able to get the right product data, gaining better knowledge of what they buy and what they consume.

In Hong Kong, we have taken one step further to connect local businesses with consumers with the launch of the "WeChat Connect" service and the "e-Marketplace" platform. WeChat Connect enables members to promote their products and engage with consumers only by a scan of product barcode through WeChat, potentially reaching out to 963 million monthly active users in the app whereas our e-Marketplace platform on Taobao and JD.com helps members tap the China market opportunities in a cost-effective way, supporting them to construct a trusted online presence.

連繫商貿與消費者市場的橋樑

現今市場中消費者及生意夥伴越來越精明，品牌商必須提供高透明度的產品資訊，包括產品供應情況、追蹤追溯、真實性等資料，才可在市場中各持份者建立信任。信任難建易毀，一旦破壞更難以修復。公司需要構築消費者信任，與及電子商貿的迅速崛起，都是我們於2016-17年的業務及活動重點，助企業改善透明度及投入數碼變革，在新經濟中繼續綻放異彩。

為會員投入數碼變革鋪路

我們標誌性條碼標準的能力和通用性與日俱增，成為蓬勃的全方位商貿中最可靠的產品資訊來源。亞馬遜、阿里巴巴、eBay、谷歌等網上市場平台，都要求商戶包含GS1條碼標準(GTIN)，確保他們所銷售產品的真確性及改善搜尋準確度。

數碼世界中的產品資訊激增，讓GS1推展一項重大項目：研發開放的GS1產品雲端平台，並預期是全球最大、最可靠的產品資訊平台(當中包含香港產品數據)。消費者將會輕鬆取得真確的產品資料，更了解他們購入及消費的產品。

在本港，我們透過推出「WeChat Connect」服務及「信心港商城」平台，更進一步連繫本地企業與消費者。「WeChat Connect」讓會員運用微信掃描產品條碼，推廣其產品及與消費者互動，連繫微信9.63億每月活躍用戶。至於我們在淘寶及京東全球購設立的「信心港商城」平台，將有助會員以極具成本效益的方式把握國內市商機，在網上建立名氣及商譽。

Building Trust and Advocating Safety through Visibility

The prevalence of e-commerce does not come without issues. Our members had shared with us the rampant counterfeit / product quality issues concern not only themselves, but consumers are alerted and demand for more trusted source of information. I believe the best way to tackle is to demonstrate full visibility in a consumer-friendly way, and this is where GS1 Hong Kong can play an effective role.

I am delighted that GS1 Hong Kong rolled out QR Traceability solution to help increase product visibility for our members. The solution has been successfully implemented in cross-border e-commerce and food supply chain, where consumers can easily retrieve information of product, company, traceability, quality and marketing information by just a scan of the traceability QR code, providing a means for businesses to easily deploy traceability process.

For the third year GS1 Hong Kong continues to run the Quality Food Traceability Scheme 2017 and hosted the Food Safety Forum themed "Food Brand Protection: Increase Consumer Trust", that gathered hundreds of industry experts and professionals in the region together to strive for a safer, more traceable food ecosystem.

Visibility is essential when conducting businesses across borders. In the APEC's Global Data Standards (GDS) pilots project which GS1 Hong Kong was appointed as project manager, we had successfully completed three trade routes across six economies which demonstrated significant value including enhanced efficiency, better integrity, improved visibility and inspired innovations. Full report was published by APEC Policy Support Unit and a workshop was co-organised by the Hong Kong and New Zealand Governments during the APEC High Policy Dialogue in Vietnam. The achievement was also recognised at the APEC Joint Ministerial Statement: "We welcome the conclusion of the study on Global Data Standards (GDS) and encourage officials to explore the wider use of interoperable GDS in the APEC region."

There are also increasing emphasis on traceability and visibility in healthcare sector. In the UK, the National Health Service (NHS) started a "Scan4Safety" initiative that involves the adoption of standards and technologies that can potentially transform the NHS in driving patient-centered healthcare. GS1 Hong Kong invited senior representatives from NHS for a Healthcare Industry Roundtable with local professionals to share insights, and arranged exchange sessions with Food and Health Bureau, Department of Health and Hospital Authority on the NHS practices in fostering healthcare safety and efficiency.

Driving Internet of Things (IoT) Ecosystem Development

As the incubator and advocator for IoT and riding on the GS1/EPC standards, GS1 Hong Kong is committed to building industry and community awareness of IoT innovations, broadening its adoption in different sectors, and ultimately fostering an IoT ecosystem that will uplift the competitiveness of business and Hong Kong as a smart city.

To raise awareness and foster knowledge sharing of IoT, GS1 Hong Kong endeavored to reach out to different audience in the past year: our IoT Centre has attracted thousands of visitors to explore various IoT applications, as well as inspiring hundreds of industry practitioners through the annual GS1

以高透明度建立信任及推廣安全

電子商貿盛行當然帶來巨大機遇，但並非不無危機。有會員曾向我們透露偽冒及產品質量事故日益頻繁，商家苦惱之餘消費者亦非常警覺，要求更全面可靠的產品資訊。我相信最合適的處理方法是以消費者容易掌握的手段展示全面透明度，這亦是本會能有效扮演的角色。

我很高興GS1 Hong Kong推出「QR Traceability」解決方案，為會員提升其產品透明度。方案曾成功在跨境電子商貿及食物供應鏈等環境中實施，其時消費者只需掃描一個具追溯能力的二維碼，即能輕鬆獲取有關產品、公司、追蹤追溯、品質及市場推廣等資訊，方便公司隨時部署追蹤追溯的營運流程。

GS1 Hong Kong連續第三年舉辦「優質食品源頭追蹤計劃」，並策劃題為「維護食品品牌信譽 提升消費者信心」的食品安全論壇，兩項活動凝聚數百位區內業界專家及精英，攜手締造一個更安全、更具追溯能力的食品生態系統。

對於營運跨境商貿的公司，透明度亦十分重要。此前我們在亞太經合組織(APEC)的「全球數據標準」(GDS)的先導計劃中，便曾在橫跨六個經濟體的三條貿易路線上，展示出更高效率、更完整表現、更佳透明度及推動創新等重大價值。該計劃由GS1 Hong Kong擔任項目經理，其過程及成果由APEC政策支援組刊登出版，而香港及新西蘭政府亦為此在越南舉辦的APEC高級政策對話環節期間，舉辦一場工作坊。APEC部長聯合聲明中亦表示：「我們歡迎GDS的研究計劃成果，並鼓勵官員進行下一步研究，讓具相互操作性的GDS在亞太區中的廣泛部署。」

在醫療護理方面，追蹤追溯和透明度亦備受重視。英國國民保健署(NHS)開展了一項名為「Scan4Safety」的項目，通過採用標準及科技，望能大力推進NHS以病患為中心的醫療護理系統的運作。GS1 Hong Kong邀得NHS高級代表，與本地專家聚首舉行圓桌會議，亦與食物衛生及福利局、衛生署及醫院管理局安排會面交流，分享NHS推動醫療護理安全及效率的意見及措施。

促進物聯網生態發展

GS1 Hong Kong一直運用GS1/EPC標準培育並推廣物聯網發展，致力提升業界及社會對物聯網創新的意識，擴大不同行業的應用，期望打造出本地物聯網生態，提升公司競爭力並推動香港發展智慧城市。

要達到目標，GS1 Hong Kong在過去一年努力聯繫不同持份者。我們的物聯網中心吸引數以千計的訪客，到場瞭解各項物聯網應用，同時通過籌辦題為「物聯網：從願景到實踐」的GS1 Hong Kong

Hong Kong Internet of Things Conference 2017 "IoT from Vision to Action", where technologies trends and applications of IoT were shared.

Designed to nurture the local IT community, we supported the Hong Kong Government HKICT Awards 2017 by organising the Best Smart Hong Kong Award. It is most encouraging to us as this year we received a record number of entries from the local ICT companies, some of which even went further to win the 7th Guangdong-Hong Kong IoT Awards.

Looking at the big picture of a smart city, we made responses to the Smart City Blueprint Report Consultation together with IoT Industry Advisory Council to the OGCIO, in hope to stimulate further discussion and explore wider industry adoption of more interoperable, standard-based technology on areas like smart food, smart healthcare, smart retail, and smart mobility.

Making Inroads to Bay Area and Belt and Road

We believe the greatest opportunities for the Belt and Road, leveraging on the Guangdong-Hong Kong-Macao Bay Area ("Bay Area") development, are on e-Commerce and supply chain, and in particular areas of global concern, such as effective food traceability to increase consumer trust. Most of our members are SMEs, who are more focused on easy access to markets, therefore, their utmost interest is unimpeded trade. GS1's neutral, open and trusted product standards can effectively serve as the common business language in facilitating information connectivity and enabling supply chain visibility along the Bay Area and Belt and Road.

We have been actively engaging with the government officials and key business leaders to advocate the use of standards for enhanced goods and information flow, hence facilitating and supply chain connectivity and cross-border trade.

We have also offered a series of IoT/RFID trainings in Hong Kong, China and Asia for hundreds industry practitioners. This forms a good collaboration on nurturing more IoT professionals in the Bay area and creating an IoT talent pool within the region.

Serving Our Members in the New Age

To our 7,500 members, we are most grateful for your trust and support. In the year ahead, we will continue to create cross industry business networking for members to share and co-create business opportunities. We will reinforce our professional expertise, and leverage the power of standards, solutions and services, to help our members address the challenges and capture the new opportunities emerged from the new business model, the Bay Area and Belt and Road initiatives and to sustain growth.

I am also indebted to the invaluable contributions of our Board, Advisory Committees, our partners and other stakeholders over the years. We look forward with confidence to navigate yet another year of achievement and success ahead.

物聯網年度會議，當中專家分享了物聯網技術趨勢及應用，啟發了數百位出席的從業員。

為培育本地創新科技社群，我們協助策劃由香港政府舉辦的香港資訊及通訊科技獎2017 － 最佳智慧香港獎。今年我們獲得記錄數目的本地科技單位參與，當中獲獎者更在第七屆粵港物聯網大賽中贏得獎項。

至於宏觀智慧城市，我們就香港智慧城市藍圖公眾諮詢，與物聯網產業諮詢委員會一起向政府資訊科技總監辦公室作出回應。我們望能引發更多討論，探討如何在不同行業如智慧飲食、智慧醫療、智慧零售、智慧出行等領域，推廣具相互操作性及以標準為基礎的科技達致更廣泛部署。

建設粵港澳大灣區及一帶一路

我們相信在一帶一路中最龐大的機遇，是基於大灣區發展基礎上的電子商貿及供應鏈行業，尤其兩者都逐漸全球化，如有效食品追溯以提升消費者信任。本會大部份會員都是中小企，他們著眼在市場開發的容易程度，令貿易暢通無阻。GS1中立、開放和值得信賴的標準，是商業的共通語言，有效促進信息連繫和推動一帶一路和大灣區供應鏈的透明度。

就此我們積極與政府官員及商界領袖聯繫，提倡以標準去提升貨物及資訊流動，從而促進供應鏈互聯互通及跨境貿易。

我們亦在中港兩地以至亞洲區，提供一系列的物聯網與無線射頻識別技術的培訓，惠及數以百計的從業員。這為培育大灣區內的物聯網專業人員提供優良的合作模式，為構建區內物聯網人才社群踏出重要一步。

服務會員邁向新世代

我們謹此機會向本會逾7,500名會員的信任和支持，表示由衷感謝。未來一年，我們會繼續締造更多跨行業的商業網絡交流機會，讓會員能分享及共創新商機。我們亦會加強專業服務能力，並運用標準、解決方案及服務的力量，助會員面對各項由新商業模式、大灣區、一帶一路倡議等新環境所帶來的挑戰和機遇，保持增長勢頭。

感謝董事局、諮詢委員會會員、我們的合作夥伴及其他持份者在過去所作出的寶貴貢獻。我們有信心在未來一年將獲得更大的進步和成就。

Congratulatory Messages
賀辭

The unfailing support from the HKSAR Government, industry associations and partners motivates GS1 Hong Kong to strive for the best for the industries and our members continuously.

Our close partnership with different parties has brought us another year of great success and achievement.

香港政府、業界機構及合作夥伴對我們的鼎力支持,是香港貨品編碼協會致力為業界和本會會員謀求最大福祉的原動力。和各界的良好夥伴關係,令我們今年得以再創高峰,攜手締造商業價值。

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

香港貨品編碼協會二十八周年誌慶

貨通物達
利商惠民

財政司司長陳茂波

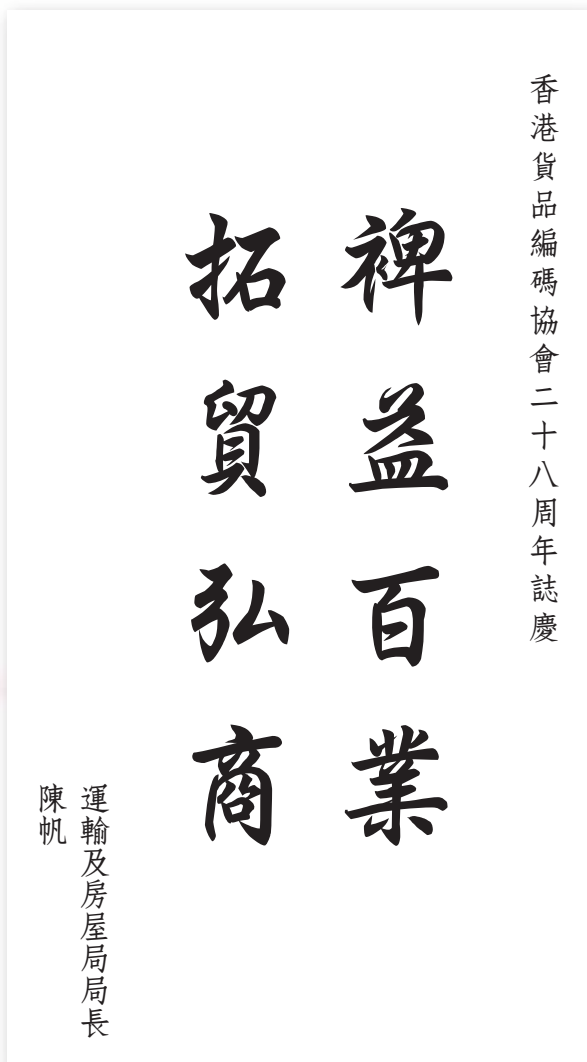香港貨品編碼協會二十八周年誌慶

宏籌益展
懋績顯彰

創新及科技局局長楊偉雄

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
食物及衞生局局長
香港特別行政區政府

香港貨品編碼協會二十八周年誌慶

裨益百業
拓貿弘商

運輸及房屋局局長
陳帆

香港貨品編碼協會二十八周年誌慶

樹標立範
協建昌榮

食物及衞生局局長陳肇始

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

The list is in alphabetical order sorted by person's last name
以下名單以姓氏英文字母排序。

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 Legislative Council
The Government of HKSAR
立法會主席
香港特別行政區政府

香港貨品編碼協會二十八周年誌慶

溥惠工商

商務及經濟發展局局長邱騰華

香港貨品編碼協會二十八周年誌慶

協領同業
續展嘉猷

中華人民共和國香港特別行政區
立法會主席梁君彥

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

Member,
Executive Council and Legislative Council
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-yee, 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

香港貨品編碼協會二十八周年誌慶

興商促貿
惠業利民

行政會議成員暨立法會議員
林健鋒 GBS 太平紳士

香港貨品編碼協會二十八周年誌慶

建立平台
溝通商貿

行政會議成員暨立法會議員
葉劉淑儀 GBS 太平紳士
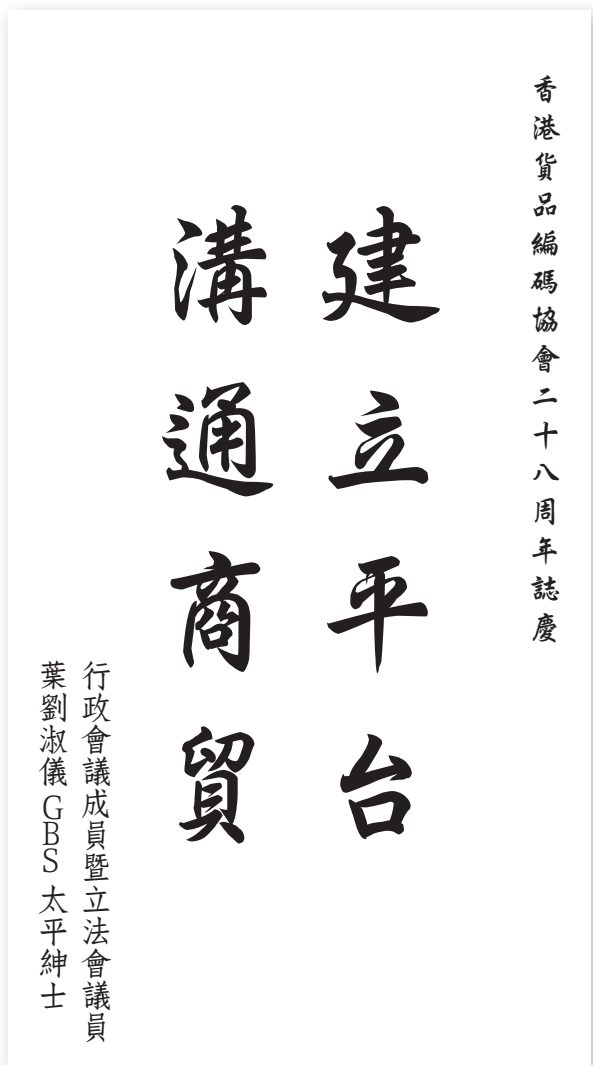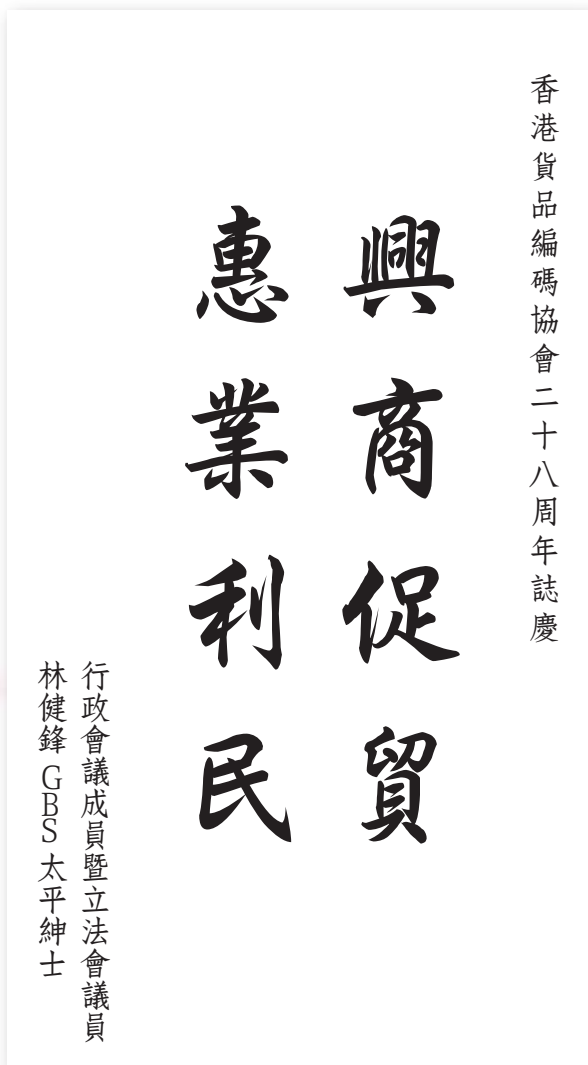
Ir. Dr. the Hon.
LO Wai-kwok, SBS, MH, JP
盧偉國博士工程師 SBS, MH, 太平紳士

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

The Hon.
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

香港貨品編碼協會二十八周年誌慶

促進環球商貿
加強數據聯通

香港特別行政區立法會議員（工程界）
盧偉國博士工程師 銀紫荊星章、太平紳士

香港貨品編碼協會二十八周年誌慶
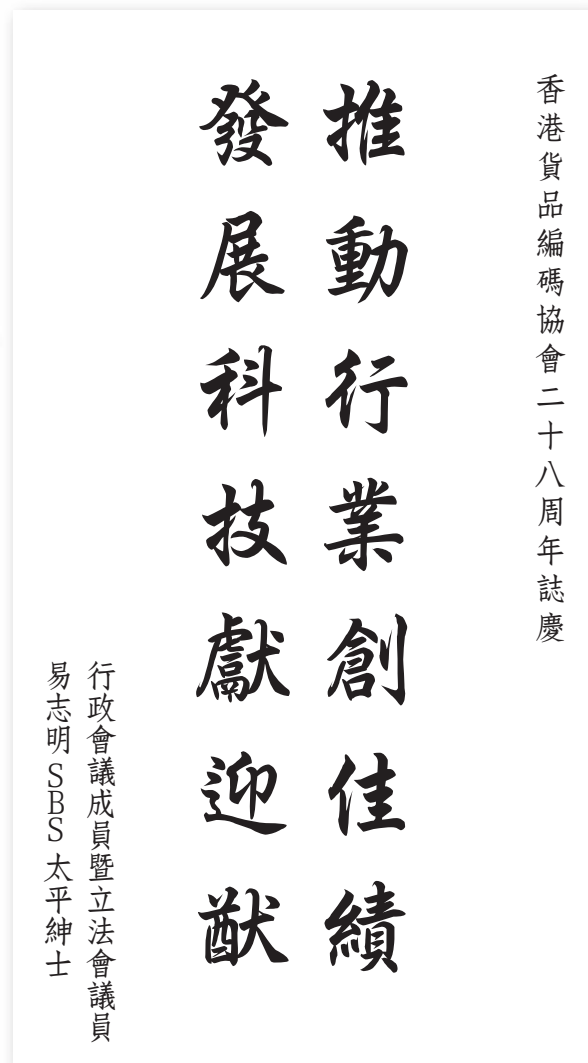
駿業宏發
名学中外

香港特別行政區立法會議員
莫乃光太平紳士

The Hon.
Peter SHIU Ka-fai
邵家輝議員

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

The Hon.
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

香港貨品編碼協會二十八周年誌慶

革新創優
裕業興商

香港特別行政區立法會議員
邵家輝

香港貨品編碼協會二十八周年誌慶

推動行業創佳績
發展科技獻迎猷

行政會議成員暨立法會議員
易志明 SBS 太平紳士

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

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

Ir. Allen YEUNG Tak-bun, JP
楊德斌先生, 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. Annie CHOI Suk-han, JP
蔡淑嫻女士, 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

Mr. Stephen Christopher PHILLIPS
傅仲森先生

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

香港貨品編碼協會二十八周年誌慶

翹彥策進
裕業圖新

香港特別行政區政府創新科技署署長
蔡淑嫻女士

香港貨品編碼協會二十八周年誌慶

興商促貿
共創新猷

香港特別行政區政府投資推廣署署長
傅仲森先生

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

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
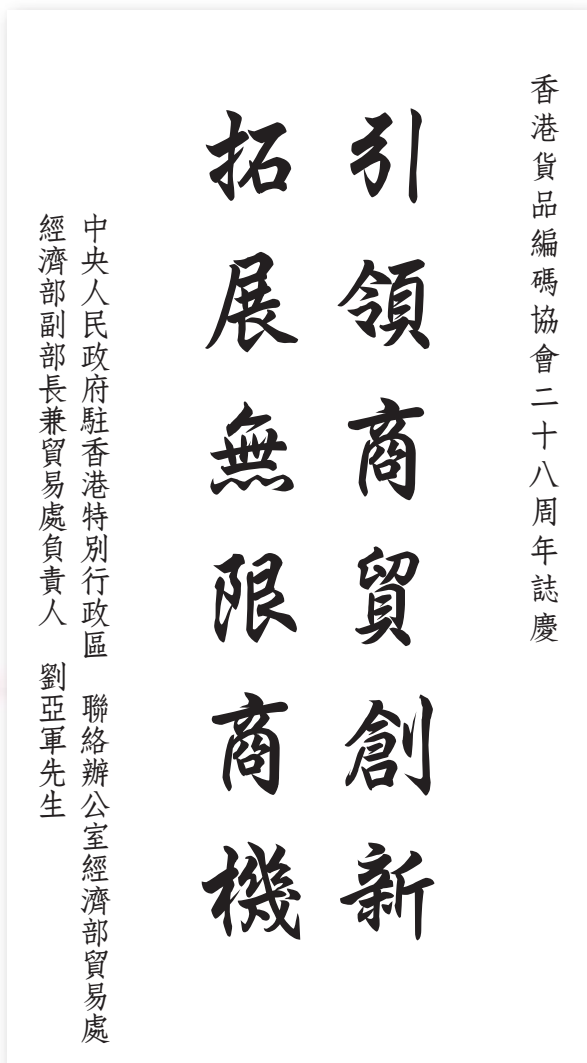Economic Affairs Department

經濟部副部長、貿易處負責人

中央人民政府駐香港香港特別行政區聯絡辦公室經濟部
貿易處

Mr. SHEN Zhixiong
神志雄先生

Deputy Director
Guangdong Provincial Economic and
Informatization Commission, P.R. China

副巡視員
廣東省經濟和信息化委員會

香港貨品編碼協會二十八周年誌慶

引領商貿創新
拓展無限商機

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
經濟部副部長兼貿易處負責人　劉亞軍先生

香港貨品編碼協會二十八周年誌慶

數據聯通
促進商貿

廣東省經濟和信息化委員會
副巡視員　神志雄先生

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。

Annual Report 年報 2017

Dr. Eddy LI SH, BBS, JP
李秀恒博士, BBS, 太平紳士

President
The Chinese Manufacturers'
Association of Hong Kong
會長
香港中華廠商聯合會

Mr. Jimmy KWOK
郭振華先生

Chairman
Federation of Hong Kong Industries
主席
香港工業總會

香港貨品編碼協會二十八周年誌慶

創新前程
宏猷共商

香港中華廠商聯合會 會長
李秀恒博士 BBS 太平紳士敬賀

香港貨品編碼協會二十八周年誌慶

廣拓編碼促發展
推動物流倡繁榮

香港工業總會 主席
郭振華敬賀

Dr. Mark C Michelson
麥高誠博士

Executive Committee Chairman
The Hong Kong Coalition of
Service Industries
執行委員會主席
香港服務業聯盟

Mr. Stephen NG Tin-hoi
吳天海先生

Chairman
Hong Kong General Chamber of
Commerce
主席
香港總商會

香港貨品編碼協會二十八周年誌慶

廣拓商機
共創繁榮

香港服務業聯盟 執行委員會主席
麥高誠博士敬賀

香港貨品編碼協會二十八周年誌慶

匯聚同業
譽滿四方

香港總商會 主席
吳天海敬賀

Mr. Thomson CHENG Wai-hung
鄭偉雄先生

Chairman
Hong Kong Retail Management
Association
主席
香港零售管理協會

Mr. Stanley SZETO Chi-yan
司徒志仁先生

Chairman
Textile Council of Hong Kong
會長
香港紡織業聯會

香港貨品編碼協會二十八周年誌慶

運籌有策
宏圖共展

香港零售管理協會 主席
鄭偉雄敬賀

香港貨品編碼協會二十八周年誌慶

與時並進
精益求精

香港紡織業聯會 會長
司徒志仁敬賀

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

Chief Executive Officer
Airport Authority Hong Kong

香港貨品編碼協會二十八周年誌慶

林天福先生

行政總裁
香港機場管理局

樹 立 標 準
創 優 求 新

林天福先生
行政總裁
香港機場管理局
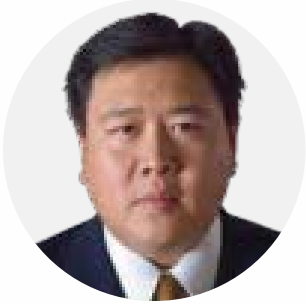
Mr. Pindar WONG

Founding Chairman
The Belt and Road
Blockchain Consortium

香港貨品編碼協會二十八周年誌慶

黃平達先生

創會會長
一帶一路區塊鏈聯盟

匯 業 界 精 英
拓 各 路 商 機

黃平達先生
創會會長
一帶一路區塊鏈聯盟

Mr. Simon WONG, BBS, JP

Chairman
The Chamber of Food and
Beverage Industry of Hong Kong

香港貨品編碼協會二十八周年誌慶

黃家和, BBS, 太平紳士

主席
香港食品及飲品行業總會

發 揮 業 界 潛 能
改 善 企 業 營 商

黃家和,銅紫荊星章,太平紳士
主席
香港食品及飲品行業總會

Mr. Ken CHUNG Hung-hing

Chairman
The Chamber of Hong Kong
Logistics Industry

香港貨品編碼協會二十八周年誌慶

鍾鴻興先生

主席
香港物流商會

引領創新技術
共拓物流商機

鍾鴻興先生
主席
香港物流商會

Mr. TSANG Wing-hang

President
The Chartered Institute of
Logistics and Transport in
Hong Kong

香港貨品編碼協會二十八周年誌慶

曾永鏗先生

會長
香港運輸物流學會

開物成務
嘉惠工商

曾永鏗先生
會長
香港運輸物流學會

Dr. Jonathan CHOI Koon-shum,
GBS, BBS, JP

Chairman
The Chinese General Chamber
of Commerce

香港貨品編碼協會二十八周年誌慶

蔡冠深博士, GBS, BBS, 太平紳士

會長
香港中華總商會

提升專業
嘉惠萬商

蔡冠深博士
GBS, BBS, 太平紳士
會長
香港中華總商會

Mr. Stephen HO

Chairman
Communications Association
of Hong Kong

香港貨品編碼協會二十八周年誌慶

何偉中先生

主席
香港通訊業聯會

匯 聚 精 英
會 務 日 進

何偉中先生
主席
香港通訊業聯會

Ms. Gilly WONG Fung-han

Chief Executive
Consumer Council

香港貨品編碼協會二十八周年誌慶

黃鳳嫻女士

總幹事
消費者委員會

開 拓 消 費 新 體 驗
推 動 科 技 創 未 來

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

香港貨品編碼協會二十八周年誌慶

陳郭詩慧女士

會長
香港化粧品同業協會

匯 聚 翹 楚
共 拓 商 機

陳郭詩慧女士
會長
香港化粧品同業協會
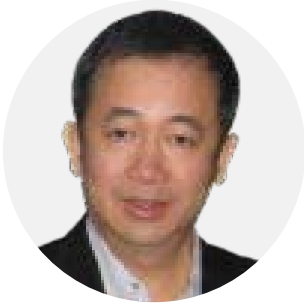
Mr. CHAN Wai-kwok, Kenneth　　陳煒國先生

President　　　　　　　　　　主席
eHealth Consortium Limited　　電子健康聯盟

香港貨品編碼協會二十八周年誌慶

樹 信 樹 誠 待 客
互 惠 互 得 經 商

陳煒國先生
主席
電子健康聯盟

Mr. Brian WU　　胡百浠先生

Chairman　　　　　　　　　　主席
Hongkong Association of　　　香港貨運物流業協會
Freight Forwarding and Logistics

香港貨品編碼協會二十八周年誌慶

精 益 求 精
惠 澤 工 商

胡百浠先生
主席
香港貨運物流業協會

Mr. Andy BARNETT　　貝安德先生

President　　　　　　　　　　主席
The Hong Kong Association of　香港科研製藥聯會
the Pharmaceutical Industry

香港貨品編碼協會二十八周年誌慶

求 變 拓 新
利 商 惠 群

貝安德先生
主席
香港科研製藥聯會

Ir. Ted Y.T. SUEN

President
Hong Kong Computer Society

香港貨品編碼協會二十八周年誌慶

孫耀達工程師

會長
香港電腦學會

善用創新科技
拓展業界商機

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

香港貨品編碼協會二十八周年誌慶

蔡海偉先生

行政總裁
香港社會服務聯會

匯聚專才
續展鴻猷

蔡海偉先生
行政總裁
香港社會服務聯會

Dr. Lee G. Lam

Chairperson
Hong Kong Cyberport
Management Company Limited

香港貨品編碼協會二十八周年誌慶

林家禮博士

主席
香港數碼港管理有限公司

凝聚業界
造福香港

林家禮博士
主席
香港數碼港管理有限公司

Mr. Benson PAU

Chairman
The Hong Kong Exporters'
Association

香港貨品編碼協會二十八周年誌慶

鮑潔鈞先生

會長
香港出口商會

積　極　創　新
惠　澤　工　商

鮑潔鈞先生
會長
香港出口商會

Mr. Joseph YUEN

Board Chairman
Hong Kong Federation of
e-Commerce

香港貨品編碼協會二十八周年誌慶

袁念祖先生

委員會主席
香港電商聯會

不　斷　創　新
鵬　程　萬　里

袁念祖先生
委員會主席
香港電商聯會

Mr. Kenneth CHAN Kin-nin

Chairman
Hong Kong Food Council

香港貨品編碼協會二十八周年誌慶

陳建年先生

主席
香港食品委員會

銳　意　求　進
懋　績　常　新

陳建年先生
主席
香港食品委員會

Mr. LAM Wai-man

Chairman
Hong Kong General Chamber
of Pharmacy Ltd.

香港貨品編碼協會二十八周年誌慶

林偉文先生

理事長
港九藥房總商會有限公司

風可績懋
民利商便

林偉文先生
理事長
港九藥房總商會有限公司

Mr. Calvin CHAN

President
Hong Kong Health Food
Association

香港貨品編碼協會二十八周年誌慶

陳家偉先生

會長
香港保健食品協會

才聚賢匯
商工惠廣

陳家偉先生
會長
香港保健食品協會

Ms. Irene LEUNG

President
Hong Kong Information
Technology Federation

香港貨品編碼協會二十八周年誌慶

梁淑儀女士

會長
香港資訊科技商會

貫通全球商貿
推動科技創新

梁淑儀女士
會長
香港資訊科技商會

Mr. Duncan CHIU

President
Hong Kong Information
Technology Joint Council

香港貨品編碼協會二十八周年誌慶

邱達根先生

會長
香港資訊科技聯會

專 才 薈 萃
與 時 俱 進

邱達根先生
會長
香港資訊科技聯會

Ir. YUEN May-yee, Elsa

President
The Hong Kong Logistics
Association

香港貨品編碼協會二十八周年誌慶

袁美儀工程師

會長
香港物流協會

與 時 並 進
成 就 卓 越

袁美儀工程師
會長
香港物流協會

Ir. Prof Andros CHAN

Chairman
Hong Kong Medical and
Healthcare Device Industries
Association

香港貨品編碼協會二十八周年誌慶

陳令名教授工程師

主席
香港醫療及保健器材行業協會

提 升 技 術
創 優 求 新

陳令名教授工程師
主席
香港醫療及保健器材行業協會
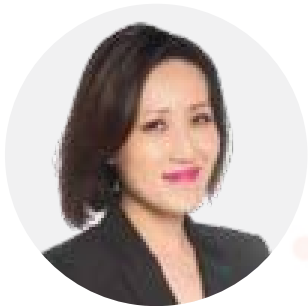
Ms. Karen CHAN

Founding Chairlady
Hong Kong O2O eCommerce
Federation

香港貨品編碼協會二十八周年誌慶

陳嘉賢女士

創會會長
香港O2O電子商務總會

凝 集 眾 智
嘉 惠 工 商

陳嘉賢女士
創會會長
香港O2O電子商務總會

Mr. Ronald PONG

Chairman
Hong Kong PKI Forum

香港貨品編碼協會二十八周年誌慶

龐博文先生

會長
香港公匙基建論壇

匯 聚 精 英
會 務 日 進

龐博文先生
會長
香港公匙基建論壇

Mr. Gordon LEUNG, JP

Postmaster General
Hongkong Post

香港貨品編碼協會二十八周年誌慶

梁松泰先生, 太平紳士

署長
香港郵政

專 才 薈 萃
商 機 廣 開

梁松泰先生, 太平紳士
署長
香港郵政

Mr. Willy LIN Sun-mo
SBS, MBE, JP

Chairman
Hong Kong Productivity Council

香港貨品編碼協會二十八周年誌慶

林宣武先生
SBS, MBE, 太平紳士

主席
香港生產力促進局

商 工 通 會
新 創 業 產

林宣武先生
SBS, MBE, 太平紳士
主席
香港生產力促進局

Dr. Harry LEE, SBS, JP

Chairman
The Hong Kong Research
Institute of Textiles and
Apparel

香港貨品編碼協會二十八周年誌慶

李乃熺博士, SBS, 太平紳士

主席
香港紡織及成衣研發中心

萃 蘊 英 群
隆 昌 務 會

李乃熺博士, SBS, JP
主席
香港紡織及成衣研發中心

Dr. Sunny CHAI

Chairman of the Board
Hong Kong R&D Centre for
Logistics and Supply Chain
Management Enabling
Technologies (LSCM R&D Centre)

香港貨品編碼協會二十八周年誌慶

查毅超博士

董事局主席
香港物流及供應鏈管理應用技術研發中心

新 創 實 務
念 理 持 堅

查毅超博士
董事局主席
香港物流及供應鏈管理應用
技術研發中心

Mrs. Fanny LAW FAN Chiu-fun, GBS, JP

Chairperson
Hong Kong Science and Technology Parks Corporation

香港貨品編碼協會二十八周年誌慶

羅范椒芬女士, GBS, JP

主席
香港科技園公司

匯百業促創新
拓商機創輝煌

羅范椒芬議員, GBS, JP
主席
香港科技園公司

Dr. Byron LEE

Chairman
Hong Kong Sea Transport and Logistics Association

香港貨品編碼協會二十八周年誌慶

李福全博士

主席
香港航運物流協會

商彥策進
匡扶業界

李福全博士
主席
香港航運物流協會

Mr. Willy LIN Sun-mo SBS, MBE, JP

Chairman
The Hong Kong Shippers' Council

香港貨品編碼協會二十八周年誌慶

林宣武先生
SBS, MBE, 太平紳士

主席
香港付貨人委員會

業績斐然
絕倫逸群

林宣武先生
SBS, MBE, 太平紳士
主席
香港付貨人委員會

Mr. Jimmy NG, JP

Chairman
Hong Kong-Taiwan Business
Cooperation Committee

香港貨品編碼協會二十八周年誌慶

吳永嘉先生, 太平紳士

主席
香港 ─ 台灣商貿合作委員會

匯 賢 創 智
增 港 優 勢

吳永嘉先生, 太平紳士
主席
香港 ─ 台灣商貿合作委員會

Ms. Margaret FONG

Executive Director
Hong Kong Trade
Development Council

香港貨品編碼協會二十八周年誌慶

方舜文女士

總裁
香港貿易發展局

創 新 求 進
惠 及 百 業

方舜文女士
總裁
香港貿易發展局

Dr. LEUNG Pak-yin, JP

Chief Executive
Hospital Authority

香港貨品編碼協會二十八周年誌慶

梁栢賢醫生, 太平紳士

行政總裁
醫院管理局

廣 繫 商 賢
齊 創 商 機

梁栢賢醫生, 太平紳士
行政總裁
醫院管理局

Mrs. Becky CHEUNG

Chairperson
International Food Safety
Association

香港貨品編碼協會二十八周年誌慶

張劉麗賢女士

主席
國際食品安全協會

創 新 理 念
服 務 社 群

張劉麗賢女士
主席
國際食品安全協會

Dr. Witman HUNG, JP

Chairman
Internet Professional
Association

香港貨品編碼協會二十八周年誌慶

洪為民博士, 太平紳士

會長
互聯網專業協會

互 聯 業 界
物 通 四 海

洪為民博士, 太平紳士
會長
互聯網專業協會

Mr. Philip CHIU

President
The Pharmaceutical
Society of Hong Kong

香港貨品編碼協會二十八周年誌慶

趙國亮先生

會長
香港藥學會

匯 聚 百 業
共 創 成 果

趙國亮先生
會長
香港藥學會

Mr. Eric YEUNG Chuen-sing

President
Smart City Consortium

香港貨品編碼協會二十八周年誌慶

楊全盛先生

會長
香港智慧城市聯盟

智 聚 才 匯
隆 昌 務 會

楊全盛先生
會長
香港智慧城市聯盟

Mrs. Carrie YAU, GBS, JP

Executive Director
Vocational Training Council

香港貨品編碼協會二十八周年誌慶

尤曾家麗女士, GBS, JP

執行幹事
職業訓練局

進 精 瞻 前
商 澤 工 惠

尤曾家麗女士, GBS, JP
執行幹事
職業訓練局

Structure and Governance
架構及管理

Our mission is to enable Hong Kong enterprises to have more efficient, visible and safer supply chains, making possible business optimisation and value creation. We also continue to run various advisory boards to improve industry competitiveness.

本會的管理團隊一直傾盡全力，讓本地企業可以有更具效率、更透明及更安全的供應鏈，助企業優化增值。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。

Organisation Structure
協會架構

GS1 Hong Kong works closely with the local business community to thrive amid the ever-changing business landscape. The Board of Directors, which directs and guides GS1 Hong Kong initiatives, is comprised of senior executives representing the trading, manufacturing, retail, wholesale, trading and services sectors.

GS1 Hong Kong maintains strong ties with global and local industry leaders, inviting representatives of leading Hong Kong businesses and organisations to sit on different advisory boards and working committees.

香港貨品編碼協會一直與本地商業社群緊密合作，在千變萬化的商業世界中茁壯成長。董事局為本會提綱挈領，成員由來自貿易、製造、零售、批發以及貿易服務界的高級行政人員組成。

為了維持與全球及本地業界領袖的緊密聯繫，本會同時邀請了多位香港主要企業及組織代表，加入本會轄下的不同委員會及工作小組。

Board of GS1 Hong Kong
香港貨品編碼協會董事局

GS1 Hong Kong
香港貨品編碼協會

GS1 Hong Kong Management
香港貨品編碼協會管理層

Business Development
業務拓展

Human Resources
人力資源

Industry Development
行業拓展

Marketing
市場營銷

Membership & Customer Services
會員事務及顧客服務

Office Administration
行政

Solutions & Professional Services
解決方案及專業服務

Industry Advisory Boards
業界諮詢委員會

ECR Hong Kong
ECR 香港

Electronic Commerce Users' Committee
電子商貿用戶委員會

Hong Kong IoT Industry
Advisory Council
香港物聯網產業諮詢委員會

SMEs Advisory Board
中小型企業諮詢委員會

Board of Directors
董事局

Chairman
主席

Mr Joseph Phi
彭焜燿先生

President
LF Logistics

總裁
利豐物流管理有限公司

Vice Chairman
副主席

Dr Kelvin Leung
梁啟元博士

Chief Executive Officer, Asia Pacific
DHL Global Forwarding(HK) Ltd.

行政總裁 (亞太區)
敦豪全球貨運物流(香港)有限公司

Directors
董事

Mr Peter Lee
李雨川先生

Chairman
Eurosia Group

主席
華寶實業集團

Mr Steve Chuang
莊子雄先生

Chairman and CEO
ProVista Group

主席及行政總裁
保力集團

Mr Glenn Smith
史密夫先生

Managing Director
Pivotal Advisors Limited

董事總經理
柏緯圖顧問公司

Mr Allen Li
李家強先生

Director & General Manager
Swire Coca-Cola HK Ltd.

董事兼總經理
太古可口可樂香港有限公司

Mr Jackson Leung
梁兆賢先生

Chief Executive Officer
C&C Joint Printing Co (HK) Ltd.

董事總經理
中華商務聯合印刷(香港)有限公司

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 Saunders Tam
譚澤生先生

Chief Executive Officer
Forewide Company (HK) Ltd.

行政總裁
福揚行(香港)有限公司

(Retired in November)
(十一月退任)

Ms Shirley Yuen
袁莎妮女士

Chief Executive Officer
Hong Kong General
Chamber of Commerce

總裁
香港總商會

Dr Gordon Yen
嚴震銘博士

Managing Partner
Radiant Tech Ventures Limited

執行合伙人
慧科科創投資有限公司

Mr Roy Ng
伍俊達先生

Chairman & CEO
Star Lite (HK) Ltd.

主席及行政總裁
暉星(香港)有限公司

Company Secretary
公司秘書

Mr Nicholas Horvath
鮑皓華律師

Bodnar Horvath
鮑皓華律師行

Mr Thomson Cheng
鄭偉雄先生

President
Walton Brown Group

集團總裁
華鐙集團

Ex-Officio Member
當然委員

Mr Choo Peng-chee
朱秉志先生

Regional Director
North Asia - Food
The Dairy Farm Group

北亞區地區董事 - 食品
牛奶公司集團

Ms Anna Lin
林潔貽女士

Chief Executive
GS1 Hong Kong

總裁
香港貨品編碼協會

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, 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 Angie Ling, Head of Human Resources | 人力資源總監 **凌秀娟女士**

Mr Benedict Chan, Head of Industry Engagement | 行業拓展總監 **陳光賢先生**

Ms Corinna Fung, Head of Corporate Marketing | 企業營銷及傳訊總監 **馮美珠女士**

Mr Joe Ho, Head of Membership & Customer Services | 會員事務及顧客服務總監 **何子龍先生**

Ms Nora Ho, Head of Office Administration | 行政總監 **何小君女士**

Mr Anthony Chan, Head of Product & Professional Services | 產品及專業服務總監 **陳達明先生**

Front Row, left to right: Stephen Lam, Anna Lin, Anthony Chan
Back Row, left to right: Angie Ling, Nora Ho, Benedict Chan, Joe Ho, Corinna Fung
前排由左至右: 林漢強, 林潔貽太平紳士, 陳達明
後排由左至右: 凌秀娟, 何小君, 陳光賢, 何子龍, 馮美珠

Industry Advisory Board
業界諮詢委員會

GS1 Hong Kong has established various advisory boards across a number of sectors in Hong Kong, to provide strategic advice on the new and ongoing initiatives implemented by the organisation to improve industry core competencies and competitiveness.

Each of these four boards is comprised of a group of seasoned industry representatives, in addition to experts drawn from related fields of expertise, to study, review, and identify the key industry trend and challenges and, more importantly, to develop industry best practices and resolutions through innovation pilots.

By assembling these multi-disciplinary teams, GS1 Hong Kong is better positioned to foster an optimal environment to fully support the growth and business expansion of local enterprises, while helping the different industry sectors enhance their competitive advantages.

香港貨品編碼協會成立了多個諮詢委員會，就協會推行的各項新計劃和現有計劃提供策略性建議，以提升本港各行各業的核心能力和競爭力。

以下四個委員會均由業界代表以及相關領域的專家所組成。他們研究、檢視和識別業界的主要趨勢和挑戰。更重要的是，他們通過創新的試點計劃，向業界推薦最佳實務和方案。

這些跨界別團隊有助香港貨品編碼協會為本地企業營造理想的環境，支援它們擴展業務，再創高峰，並協助各行各業加強競爭優勢。

Efficient Consumer Response (ECR) Hong Kong
ECR香港

ECR HK is a non-statutory body set up by the GS1 HK in 1997. The Advisory Board has gained supports from key players in the FMCG industry, including retailers, distributors, traders, manufacturers and supporting organizations. It aims to facilitate the development of Supply Chain Management/Efficient Consumer Response (SCM/ECR) initiatives in Hong Kong and also provides a link to regional and international SCM/ECR bodies, such as ECR Asia Pacific (ECR AP) and the Consumer Goods Forum (CGF).

2017 Pillars for ECR HK are illustrated as below diagram.

ECR香港是一個1997年由GS1 HK成立的非法定組織。其諮詢委員會得到了不少快速消費品業主要持份者的支持，包括零售商、分銷商、貿易商、製造商和支援機構。ECR香港旨在促進香港發展供應鏈管理/高效消費者響應技術，並聯繫區內與全球的供應鏈管理/高效消費者響應組織，例如ECR亞洲和零售商品論壇。

2017 ECR香港所定的策略如下圖所示。

ECR Hong Kong

Working together to respond to the "new consumer"
攜手合作，回應「新消費者」的訴求。

Operation Excellence 卓越營運	Consumer Engagement & e-Commerce 顧客連繫與電子商貿	Product & Supply Chain Traceability 產品與供應鏈可追溯性

Knowledge & Best Practice Sharing
知識與最佳實務共享

Operation Excellence

The Supply Chain Processes Workgroup was established since 2015 with the aim to explore how to streamline the good receiving processes between suppliers and retailers. The workgroup agreed to conduct ROI simulation pilots to proof the results on certain recommendations and develop industry best practices guideline. The pilot project is intended to start by the end of 2017.

Consumer Engagement & E-commerce

Consumer Engagement & E-commerce workgroup was established since 2015 in response to the rapid transformation of the retail landscape. In 2017, GS1 HK has initiated discussions and share several e-commerce initiatives with the board members. Furthermore, the two publications with GS1 HK involvement on e-commerce, including the Best Practice of e-Commerce and Outlook for e-commerce Hong Kong have been shared.

Product & Supply Chain Traceability

Product & Supply Chain Traceability was also ranked as top priority in ECR HK and a workgroup was set up since 2015. Global and local case studies with successful product traceability implementation are demonstrated.

卓越營運

供應鏈流程工作小組自2015年成立。其目的旨在探索如何進一步精簡從供應商到零售商的供應鏈流程。小組同意基於某些建議,進行投資回報率模擬測試,開發行業最佳實務守則,計劃在2017年底開展。

消費者拓展與電子商貿

顧客連繫與電子商貿工作小組自2015年成立,主要負責應對迅速變化的零售版圖。在2017年,GS1 HK除了舉辦了不少的研討會與董事會成員分享數項電子商務的倡議,亦出版了兩本有關本會與電子商貿相關的刊物,包括電子商貿展望2017及電子商貿最佳實務。

產品與供應鏈可追溯性

自2015年成立相關工作小組後,產品與供應鏈可追溯性是ECR香港極為重視的範疇。全球和本地的案例也展示了成功的產品追溯應用。

Knowledge and Best Practice Sharing

In 2016-17, we continued to offer three industry specific trainings including retail, food traceability and healthcare supply chain. Industry seminars on Supply Chain Best Practices, e-Commerce, Internet of Things and the annual GS1 Summit were also held during the year which covered over thousands of attendees. GS1 HK was also invited to share in the 15th ECR China Forum in Hangzhou. This forum invited leading enterprises from consumer goods, retail giants, well-known scholars, electrical appliances companies and consultants for some in-depth discussion to share their views on the new retail, O2O, intelligent supply chain, block chain, big data and other topics related to ECR.

知識與最佳實務分享

在2016-17年，我們繼續提供三個針對特定行業的培訓課程，包括零售、食品可追溯性和醫療護理供應鏈。年內我們舉辦了有關電子商貿及物聯網的研討會，以及年度GS1高峰會。除此之外，本會亦有幸獲邀請到杭州第十五屆ECR中國論壇進行分享。論壇主要邀請消費品的領導企業、零售巨頭、知名學者、電器企業和顧問等進行深入探討，分享他們對新零售、O2O、智能供應鏈、區塊鏈、大數據和其他有關話題的真知灼見。

Chairman	主席
Swire Coca Cola HK Ltd.	太古可口可樂香港有限公司
Board Members	**委員會成員**
Accenture	埃森哲
Aeon Stores (HK) Co Ltd.	永旺（香港）有限公司
Bausch & Lomb (HK)	博士倫（香港）
CHEP Hong Kong	CHEP 香港
Circle K Convenience Stores (HK) Ltd.	OK便利店（香港）有限公司
City Super Ltd.	City Super Ltd.
Colgate Palmolive (Hong Kong) Ltd.	香港高露潔棕欖有限公司
The Dairy Farm Company Ltd.	牛奶有限公司
DCH Logistics	大昌行物流
Getz Bros. & Co. (HK)	美國吉時兄弟(香港)有限公司
Hospital Authority	醫院管理局
Kimberly-Clark (HK) Ltd.	金佰利香港有限公司
Lam Soon Hong Kong Group	南順香港集團
LF Logistics	利豐物流
L'OREAL Hong Kong Ltd.	歐萊雅香港有限公司
Loscam (HK) Ltd.	路凱（香港）有限公司
Nestle Hong Kong Ltd.	雀巢香港有限公司
Power Hub Ltd.	力泓有限公司
Quasar Asia Ltd.	Quasar Asia Ltd.
Sims Trading Co Ltd.	慎昌有限公司
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
The Wing On Department Stores (HK) Ltd.	永安百貨有限公司
Wyeth Nutrition	惠氏營養品

Electronic Commerce Users' Committee
電子商貿用戶委員會

The Committee is comprised of key ezTRADE users representing different sectors, with the aim 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. The Committee regularly provide feedbacks on the e-commerce initiatives introduced by GS1 Hong Kong, including functional development and implementation roadmap.

In addition to its existing focus on retail consumer goods, healthcare and food and catering service, the Committee has been extending its services to a more diverse spectrum of industry sectors to elicit more feedbacks and enrich membership composition. 4 Committee meetings were held in 2016-17 for members to share views on ezTRADE service and e-commerce development.

In 2016-17, the Hospital Authority further extended EDI to facilitate the messages exchange with vendors for equipment maintenance. The project broadened the scope of EDI from the supply chain of commodities to management of service request.

電子商貿用戶委員會由「通商易」各業界的主要用戶組成，旨在監管及推廣香港以標準為基礎的無紙化商業對商業電子商貿平台「通商易」的質素及服務提升。委員會經常就GS1 HK的嶄新電子商貿項目向本會提出意見，包括功能上的新要求及實施的計劃。

除了持續關注零售消費品、醫療護理、餐飲服務業等行業，委員會亦積極邀請更多行業加入，以獲取相關企業的意見，使委員會更多元化。2016-17年度進行了四次會議，讓成員得以交流使用通商易服務的心得及電子商貿的發展。

在2016-17年度，委員會成員之一的醫院管理局進一步擴展電子數據交換的應用，方便與廠商交換有關設備維修的資訊，項目將電子數據交換範圍從商品供應鏈拓展到服務要求的管理。

Chairman

The Dairy Farm Company Ltd.

主席

牛奶有限公司

Committee Members

AEON Stores (Hong Kong) Co. Ltd.
Hong Kong A.S. Watson Group
Hospital Authority
Maxim's Caterers Ltd.
Procter & Gamble Hong Kong Limited
Zuellig Pharma Ltd.

委員會成員

永旺（香港）有限公司
屈臣氏集團（香港）有限公司
醫院管理局
美心食品有限公司
香港寶潔有限公司
裕利醫藥有限公司

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

The Council was established in July 2013, by like-minded companies under the auspices of GS1 Hong Kong, to promote IoT innovations and broaden their adoption to uplift the competitiveness of local enterprises, and foster an IoT ecosystem for the continuous growth of this game-changing technology in Hong Kong.

This year, the two special interest groups (SIGs) Consumer Journey & Analytic (CJ&A) and e-commerce achieved significant progress. In the CJ&A SIG, an implementation guide was created to provide guidance for appropriate consumer journey identification, gap prioritization, and selection of appropriate technologies enabler in the journey. The desktop research on the choice of IOT enabler was also completed.

委員會於2013年7月成立，在本會支持下，多家志同道合的企業積極推廣與物聯網相關的創新意念，希望更多本地企業可藉此提升競爭力，並致力建立物聯網生態系統，務求這種革命性技術得以在香港茁壯成長。

本年度兩個特別小組－電子商貿和消費者體驗分析小組皆取得重大進展。消費者體驗分析組成功創立了實施指南，為識別合適的消費者旅程、差距優次劃分、和選擇合適的技術支援單位提供指引；亦完成有關物聯網支援器選擇的桌面研究。

In the e-commerce SIG, the e-Commerce Best Practice Guideline was published which consolidated valuable information to facilitate e-commerce logistics business model.

Serving as industry ambassadors, the board members work closely with their respective professionals and business sectors to jointly promote the adoption of IoT as well as related programmes and initiatives. Collectively, they provide strategic advice to the HKSAR Government on the direction of IoT development, build linkages with mainland and international IoT bodies and organisations for technology exchanges.

A response to the Smart City Blueprint Report Consultation to the Office of the Government Chief Information Officer (OGCIO) opened the new term of service (2017-19); together with a few initiatives introduced to encourage IoT adoption in Cold Chain Management and arouse the concerns in IoT Security.

而在電子商貿小組則出版了電子商貿最佳實務指引，指引整合具參考價值的資訊，助推動電子商貿物流的商業模式。

作為行業大使，委員會成員與其所屬專業及商業界別人士密切合作，共同推廣物聯網的應用以及相關計劃和舉措。他們共同為特區政府提供策略意見，推動物聯網發展，並與內地和國際物聯網機構及組織聯繫，以便進行技術交流。

隨著任期（2017-19）展開，委員會向政府資訊科技總監辦公室就香港智慧城市藍圖諮詢報告呈交了回應。同時委員會推行不同項目以鼓勵物聯網在冷鏈管理的應用，及提升對物聯網安全的關注。

President
Airport Authority Hong Kong

主席
香港機場管理局

Vice President (Technology)
Cisco Systems (HK) Ltd

副主席（科技）
思科系統（香港）有限公司

Vice President (Business)
VF Asia Ltd.

副主席（商業）
威富（亞洲區）有限公司

Board Members
Ad Infinitum Technology Ltd.
ADT Tyco
Avery Dennison
C & C Joint Printing Co. (HK) Ltd.
Chow Tai Fook Jewellery Co. Ltd.
The Dairy Farm Company Ltd.
Esquel
Esprit Regional Services Ltd.
FlexSystem Ltd.
Fukui Shell Nucleus Factory
Intel Semiconductor (US) LLC Ltd.
Kerry Logistics
Kerry Wines Ltd.
Hong Kong Telecommunications Ltd.
Li & Fung (Trading) Ltd.
Mainetti (HK) Ltd.
SecurePro Group (Holdings) Ltd.
SML Group
St. Teresa's Hospital

委員會成員
無量科技有限公司.
ADT Tyco
艾利丹尼森
中華商務聯合印刷(香港)有限公司
周大福珠寶金行有限公司
牛奶公司集團
溢達
思捷環球
FlexSystem有限公司
福井製核所
英特爾半導體(美國)有限公司
嘉里物流
嘉里一酒香
香港電訊有限公司
利豐貿易
香港萬美有限公司
安寶集團（控股）有限公司
SML
聖德肋撒醫院

SMEs Advisory Board
中小企業諮詢委員會

The SMEs Advisory Board aims to enhance the competitiveness and efficiency of small-and-medium enterprises through the adoption of best practices in supply chain management and e-commerce.

In 2016/17, the Board focused on addressing the major concern from Hong Kong SMEs who were expanding their businesses to the mainland China via e-marketplaces. GS1 Hong Kong "e-Marketplace" initiative was developed on the most popular cross-border platforms in JD.com and Alibaba with the advice from the Board.

Moving forwards, the Advisory Board will continue to focus on digital initiatives to support SMEs expanding their business scope, for example: leveraging WeChat multiple functions, utilising digital coupon to launch effective marketing campaigns etc. The Board also serves as an important channel to collect SMEs feedback, and jointly develop standard and solution which is beneficial to the industry.

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

在2016/17年度，委員會重點幫助中小企開展銷售至中國內地網上購物平台的項目。GS1 HK在京東和阿里巴巴這兩個極受歡迎的銷售平台啟動的「信心港商城」項目，委員會亦給予許多寶貴意見。

展望來年，委員會將聚焦在不同的數碼舉措，協助本地中小企拓展業務，包括：運用微信各功能、利用電子優惠券進行有效的市場營銷活動等。委員會亦是向中小企業收集回饋意見的重要渠道，共同制定有利於行業的標準和解決方案。

Chairman
Forewide Co (HK) Ltd.

Board Members
Angel Cosmetics International Ltd.
Chan Yin Kee Co Ltd.
Harmonic Health Pharmaceutical Co Ltd.
Kui Fat Yuen Ltd.
Mekim Ltd.
Morita Biotech (HK) Co Ltd.
Royal Medic (Holdings) Ltd.
Wai Yuen Tong Medicine Co Ltd.
Wan Ho Holdings Inc.
Woods Pharmacy
World-Link Roadway System Co Ltd.
Yummy House International Ltd.
Zenith Cosmetics Trading Co Ltd.

主席
福揚行(香港)有限公司

委員會成員
天使化妝品國際有限公司
陳賢記有限公司
康和堂藥業有限公司
鉅發源有限公司
美儉有限公司
森田藥粧(香港)有限公司
御藥堂(控股)有限公司
位元堂藥業控股有限公司
運豪集團
活士藥房
環宇貨業有限公司
美味棧國際有限公司
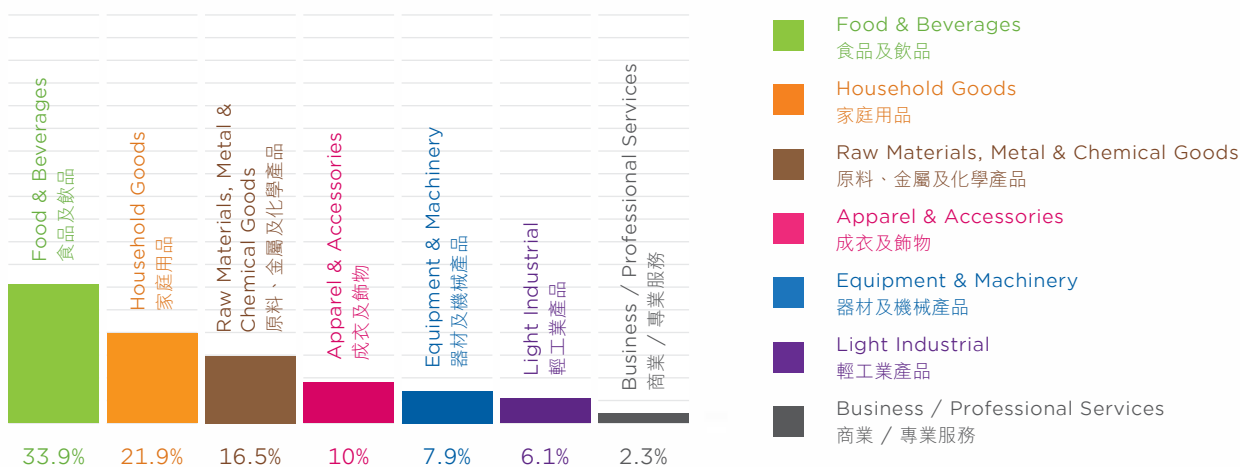新力化粧品有限公司

Membership Profile
會員概覽

A thriving membership is the biggest asset of GS1 Hong Kong. Collaboration and interaction with our members form the backbone of our activities to achieve success in our mission. It is this driving force which gives us the motivation to continually enhance business development and industry application of ever-changing technology. New members are our life blood and we will continue to reach out to attract new enrolments.

會員基礎日益壯大，已成為我們最重要的資產。與各位會員的合作和交流不但對於達成本會使命起著關鍵作用，更是我們工作的動力，鼓勵我們努力推動商業發展，協助業界善用日新月異的科技及產品。新會員是本會的原動力，因此我們不斷積極擴展版圖，務求吸納更多新會員。

GCP Barcode Membership Distribution by Product Classification (as of August 31, 2017)
GCP條碼會員分佈 (以產品類型劃分) (截至2017年8月31日止)

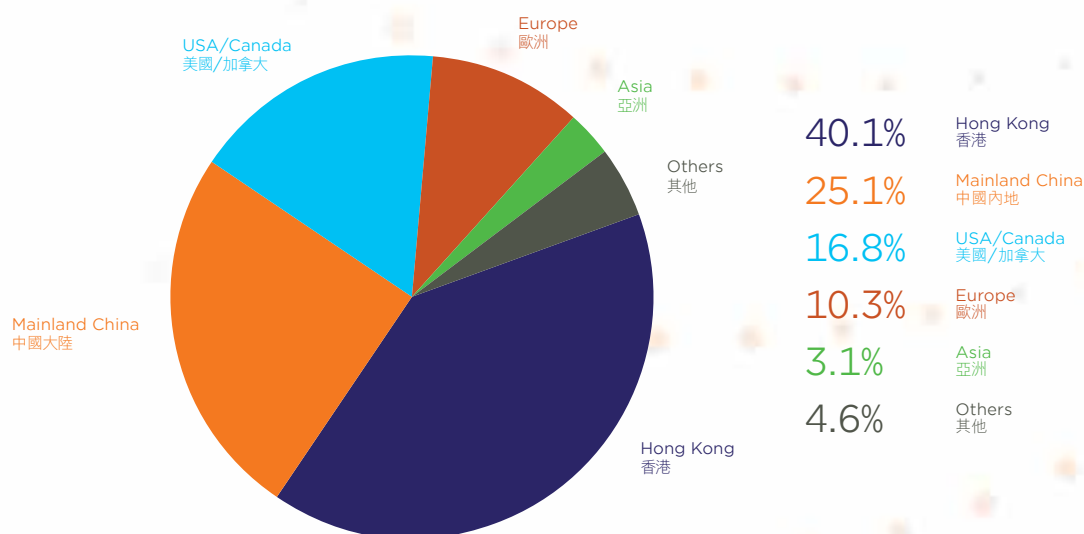|	
Food & Beverages 食品及飲品	33.9%
Household Goods 家庭用品	21.9%
Raw Materials, Metal & Chemical Goods 原料、金屬及化學產品	16.5%
Apparel & Accessories 成衣及飾物	10%
Equipment & Machinery 器材及機械產品	7.9%
Light Industrial 輕工業產品	6.1%
Business / Professional Services 商業 / 專業服務	2.3%

GS1 Hong Kong is relentlessly dedicated to promoting and providing the application of GS1 Systems of Standards in multiple sectors and industries in Hong Kong. During the year in review, we strived to enhance our services and strengthen communication with our members through a wide and diverse range of activities. These initiatives included forming user groups, organising our annual member gathering, a series of informative seminars and industry-related workshops.

香港貨品編碼協會一直努力不懈，於本港不同界別及行業推動應用GS1標準。在過去一年，我們特別著力擴展服務範圍及加強會員之間的溝通，並且透過各種活動拉近會員與協會之間的距離。這些活動包括組織用戶小組、舉辦會員年會，還有一系列與業界需要有關、內容豐富的研討會和工作坊。

GCP Barcode Membership Distribution by Major Market Location (as of August 31, 2017)
GCP條碼會員分佈 (以主要銷售市場劃分) (截至2017年8月31日止)

40.1%	Hong Kong 香港
25.1%	Mainland China 中國內地
16.8%	USA/Canada 美國/加拿大
10.3%	Europe 歐洲
3.1%	Asia 亞洲
4.6%	Others 其他

Our Industries
我們服務的行業

In the world of digitalization and globalization, industries are facing more challenges than ever. GS1 Hong Kong is committed to help our members to transform their business through the adoption of global standards and appropriate technology. We hosted an array of programmes, meetings and knowledge exchange activities in the past year, to strength our communication and connection with the Food and Food Services, Information and Communications Technology, Retail, Healthcare and E-commerce sectors.

在數碼化和全球化的影響下，香港企業面對前所未有的挑戰。而本會致力透過推廣全球標準和科技的應用，幫助不同行業乘勢而上，改革企業。在過去一年裡，我們在推行了一系列計劃、會議及知識交流活動，加強與食品及餐飲、資訊及通訊科技、零售、醫療及電子商貿等業內人士的連繫。

FMCG and Omni-channel Retail
快速消費品及全渠道零售

Capturing e-commerce opportunities
把握電子商貿機遇

WeChat Connect

GS1 Hong Kong partnered with Tencent to launch WeChat Barcode Scanning service to all our members in April 2017. This free service helps members to promote their products and engage with consumers directly. Consumer can obtain basic product information and be directed to the member e-shop while they scan a barcode through WeChat.

GS1 HK WeChat Official Account

GS1 Hong Kong WeChat Official Account was launched. It helps to create a social media channel for GS1 HK members to connect with consumers directly. Members can list their brand story and discounted products to drive traffic to their e-shop.

eMarketplace

GS1 Hong Kong established an eMarketplace on two of the largest eMarketplace platforms in China, i.e. JD.com and Taobao. The eMarketplace includes a full range of services such as product photo shooting, marketing, online customer service, etc., helping our members to enter China market by using cross border e-commerce channel. Over 100 products form more than 20 sellers have been listed on the platform.

微信連繫

本會與騰訊合作，於2017年四月向所有香港會員開放微信條碼掃描服務。該免費服務幫助會員推廣產品，並直接與消費者互動。消費者可以通過微信掃描條碼功能，獲取基本的產品信息，並直接進入會員網店。

GS1 HK微信公眾號

本會正式啟動微信公眾號。它有助本會會員建立社交媒體渠道，直接與消費者聯繫。會員可以刊登他們的品牌故事和優惠產品，以帶動網上商店流量。

信心港商城

本會在中國兩大主要網上市場京東「商城」和淘寶建立信心港商城。信心港商城包括一系列商城服務：產品拍攝、市場營銷、在線客服等，幫助本會會員通過跨境電商渠道打入中國市場。來自超過20間企業的百多個產品現已上線。

> As an e-commerce platform, maintaining consumer confidence is of utmost important. ezTRACK™ not only enhances the visibility of the entire supply chain and becomes an important part of the supply chain through enabling consumers to obtain logistics from supplier to last mile data through mobile app, but also enhances their confidence on our product.
>
> 作為電商平台，維護客戶信心至關重要，縱橫網™不但提升了整條供應鏈的透明度，成為整個供應鏈的重要一環讓消費者能夠透過手機應用程式讀取由供應商至最後一公里之間的物流數據，亦提升了他們對我們產品的信心。
>
> **Wemeshops** - Ms. Kara Cheung, Chief Supply Chain Officer
> **懂事兒** - 首席供應官 張敏儀

In the digital era, consumers are more demanding than ever. They do not only look for quality product and service, but an enjoyable, personalised consumer journey through the use of technology. GS1 standards help different industries to realise omni-channel commerce to fulfill consumer expectations and push forward business development.

現今數碼時代的消費者比以往更高要求。他們不僅期望更高質量的產品和服務，更希望擁有一個愉快和個人化的消費旅程。GS1標準可幫助不同行業實踐全渠道商貿，從而滿足消費者的期望，進一步推動業務發展。

GS1 SmartSearch

GS1 collaborated with Scheme.org to enhance searchability in major search engines, including Google, Yahoo and Bing etc with GS1 SmartSearch standards.

Digital & E-commerce Seminars

GS1 Hong Kong partnered with Alibaba and eBay to organise a series of digital and e-commerce seminars, where they shared their valuable experience with our member on how to go online in different markets through different channels. The seminars also serve as a knowledge sharing platform for members.

Consumer Caring Scheme 2017

To recognise outstanding members that demonstrate excellence in consumer care and in implementing Efficient Consumer Response (ECR) best practices, the Scheme endorsed a total of 89 local enterprises as a "Consumer Caring Company" in 2017.

GS1智慧搜尋

GS1與Scheme.org合作，通過GS1智慧搜尋標準提高在主要搜索引擎排名，包括Google、Yahoo和Bing等的排名。

數碼及和電子商貿研討會

本會與阿里巴巴和eBay合作舉辦一系列數碼化和電子商貿研討會，其專家與本會會員分享如何透過不同渠道開拓網上市場的寶貴經驗。研討會亦成為會員知識交流的平台。

貼心企業嘉許計劃2017

「貼心企業嘉許計劃」旨在嘉許關愛消費者需要，並實行快速消費者回應（ECR）最佳實務的優秀企業。2017年，共有89家本地企業獲本計劃認可成為「貼心企業」。

Food and Food Services
食品及餐飲服務

Comprehensive Food Traceability & Safety Enhancement
全方位提升食品可追溯性及食品安全

Quality Food Traceability Scheme 2017

For the third year GS1 HK continues to run the Scheme – an audit scheme that assists the industry to evaluate traceability capability against GS1 Global Traceability Standard. This year, British Standards Institution (BSI) and Hong Kong Quality Assurance Agency (HKQAA) participated as professional auditor to further enhance the credibility of the Scheme. 21 companies participated in the scheme including 5 being awarded with the highest recognition - Diamond Enterprise Award.

優質食品源頭追蹤計劃2017

今年已是本會第三度舉辦此計劃，旨在協助行業利用GS1全球追溯標準，評估企業的追溯能力。今年亦首次加入英國標準協會（BSI）和香港品質保證局（HKQAA）作為專業審計合夥人，以進一步提升計劃認受性。有21家企業參與了今年度的計劃，其中5家企業更榮獲最高榮譽的「鑽石企業獎」。

QUALITY FOOD Traceability Scheme **Diamond** 2017

QUALITY FOOD Traceability Scheme **Gold** 2017

QUALITY FOOD Traceability Scheme **Silver** 2017

> "
> Hong Kong is a gourmet paradise. A gourmet paradise counts not only on the varieties of food products and choices, but significantly on food safety and quality. Ensuring food safety is one of the top priorities of the HKSAR Government.
>
> 香港是美食天堂，不但提供多元化的各國美食種類選擇，更重要是食品安全及質素。維護食品安全正是香港特區政府的首要工作。
>
> **Dr. Chui Tak-yi**, Under Secretary for Food and Health
> 食物及衞生局副局長 **徐德義醫生**
> "

Behind the increasingly globalised food supply chain is a number of food safety crises. This results in a closer collaboration in Asia and around the world to safeguard the health and safety of consumers. GS1 Hong Kong is committed to uplift food safety through promoting food traceability and visibility, with the ultimate goal to protect our consumers.

全球化的食品供應鏈暗藏不少食品安全危機，促使亞洲區內和世界各地更緊密地合作，以保障消費者的健康和安全。本會致力促進食品可追溯性和透明度，提高食品安全程度，以保障消費者為最終目標。

Food Safety Forum 2017

Themed "Food Brand Protection: Increase Consumer Trust", the Forum was held on 30 August, 2017 to provide a platform for over 300 industry experts to share experience in latest food trend, brand management and ways to increase consumer trust. The Award Presentation Ceremony of the Quality Food Traceability Scheme 2017 also took place concurrently.

食品安全論壇2017

論壇於2017年8月30日舉行，以「維護食品品牌信譽 提升消費者信心」為題，為超過300位行業專家和從業員提供平台，交流最新行業趨勢、品牌管理和如何加強消費者信心的方法。同場亦舉行優質食品源頭追蹤計劃2017頒獎典禮。

Food Traceability Training and Seminars

GS1 Hong Kong continues to run food seminars to uplift traceability knowledge for industry practitioners by offering up-to-date sharing and trends. This year, a total of 15 seminars and trainings were held, topics include food traceability, cold chain management, food branding and food procurement, attracting over hundreds of participants. Partners include HKQAA, BSI, FHKI, HKCIPS.

QR Traceability Solution

The solution has been successfully implemented in several business environment. By scanning the QR code on food products, consumer can retrieve product information, company information, traceability information, promotion information, marketing information, providing a means for industry to facilitate digitalisation.

食品可追溯性培訓及講座

本會持續舉辦食品培訓和講座,透過提供最新的分享和知識,提升行業從業員的可追溯性知識。研討會主題包括食品追溯、冷鏈管理、食品品牌提升、食品採購等。今年度共舉辦15場培訓,吸引超過300名人士參與。合作夥伴包括香港品質保證局、英國標準協會、香港工業總會、英國特許採購及供應學會等。

QR追蹤追溯解決方案

方案亦已在幾個商業活動環境中成功實踐。消費者在掃描產品上的QR碼後,即可以檢索產品資訊、公司資料、產品追溯資料、推廣和營銷信息等、為行業提供一個數碼化變革的方案。

Quality Food Traceability Scheme 2017 Gold Winner
優質食品源頭追蹤計劃2017金獎得主

Our brand focuses on soya products for the consumer market, that is why we think food safety is very important. We implemented the ERP system this year to make tracing the root more systematic. The Scheme not only helps us to implement the system operation thoroughly but also helps to reduce cost and enables us to gain recognition after winning the award. We therefore will recommend it to food manufacturers, suppliers and clients.

我們品牌多年來都專注為消費市場提供豆品類產品,因此我們尤其著重食品安全。我們今年落實ERP系統,藉此令追溯源頭更有系統。計劃除了有效幫我們貫徹系統的運作,更加可以減低成本,在獲獎後亦令我們獲得認同,我會將此計劃推介給食品商、供應商或客戶。

Sun Fat Heung Food Products Ltd. - Mr. Jeff Law, Chief Executive
新佛香食品有限公司 - 行政總裁 羅孟慶先生

> **"**
>
> Quality Food Traceability Scheme 2017 Diamond Winner
> 優質食品源頭追蹤計劃2017鑽石獎得主
>
> Joining this Scheme really helps the entire industry to improve and ensure food safety. Educating our frontline staff and internal stakeholders plays a crucial in terms of food safety management is crucial. I certainly recommend the Scheme as GS1 has provided us with a lot of insights on food track and trace. The Scheme has helped us to improve our food traceability system and contributes to food safety in Hong Kong.
>
> 加入這項計劃，有助整個行業一同進步，並確保食物安全。教育我們的前線員工和內部持分者在食品安全管理方面至關重要。我當然推薦這個計劃，因為GS1為我們提供了很多關於如何改善食品追蹤追溯的見解。該計劃亦助我們提升食物追溯系統，並為香港的食物安全作出貢獻。
>
> **Maxim's Caterers Limited** - Mr. Norbert Tan, General Manager, Supply Chain & Quality Assurance
> **美心食品有限公司** - 供應鏈管理及品質監控總經理 曾廣堅先生 **"**

Other Food Safety Initiatives

GS1 Hong Kong actively participated as a core member of the Trade Consultation Forum organised by the Centre of Food Safety to strengthen the collaboration with the food trade and government, with the ultimate goal of enhancing food safety. The forum served as an industry platform for the practitioners to exchange views on food safety matters, comments on food safety control measures as well as risk communication activities.

GS1 Hong Kong was also invited to speak at the expert consultation for one of the APEC funded multi-year project - Food Loss and Waste Reduction. The adoption of global data standards such as GS1 barcode was elaborated and well received by audience.

其他食品安全項目

本會積極參與由食物安全中心舉辦的業界諮詢論壇，以加強與飲食業界和政府的合作，目的為提升食物安全。論壇是行業交流平台，讓大家就食品安全、其管理措施及食品風險溝通活動進行探討。

本會亦應邀在由亞太經合組織資助以食物損耗及減廢為題的會議上發言，闡述GS1條碼等全球數據標準在其中的應用，大獲與會者好評。

> **"**
>
> Quality Food Traceability Scheme 2017 Gold Winner
> 優質食品源頭追蹤計劃2017金獎得主
>
> We have participated in the Scheme for three years. The industry needs a professional and transparent platform to assess food safety and traceability, hence to increase consumer confidence in food safety. And this Scheme is built on a professional judging standard. We continue to strive for improvement and often examine and improve our internal system, as well as optimising product monitoring and traceability. Being recognized by the Scheme shows our effort gained public recognition and it also enhances consumer confidence on our products.
>
> 我們已經第三年參與計劃。業界需要一個專業、具透明度的平台去評估食品安全及追蹤，以加強廣大市民對食品安全的信心，而此計劃正正建立了一個專業的評審制度。我們一向都力求進步，對內部系統作出檢討及改進，優化產品監控及追蹤。獲獎除了證明我們的努力獲得外界肯定，亦加強消費者對我們產品的信心。
>
> **Wyeth (Hong Kong) Holding Company Limited** - Ms. May Chung, Business Executive Officer
> **惠氏（香港）控股有限公司** - 總經理 鍾美玲女士 **"**

Healthcare
醫療護理

Enhancing healthcare and patient safety with global standards
全球標準提升醫療及病患安全

Key initiatives 2016/2017:

National Health Service (NHS) Healthcare Roundtable

The Roundtable was hosted by GS1 Hong Kong with the theme "Driving Patient-centred Healthcare Safety". The event was attended by around 30 industry experts, with keynote speech delivered by Prof. Philip Dean, Head of Pharmacy & Quality Control Laboratory Services from North Tees & Hartlepool NHS Foundation Trust and Glen Hodgson, Head of Healthcare from GS1 UK.

Experts also shared with HK government and the healthcare industry their work in patient journey, bedside scanning, electronic health record, product traceability, inventory management and e-procurement.

Participation at 41st World Hospital Congress

GS1 Hong Kong participated in the 41st World Hospital Congress held in Taipei to discuss how global standards realise a safe patient journey. Dr Anthony Wong, Senior Pharmacist of Hong Kong Hospital Authority was invited to share his insights on supply chain modernisation in HKHA.

2016/17年度主要舉措：

英格蘭國民保健署醫療保健圓桌會議

會議以「推動以病患者為重心的醫療安全」為主題，吸引約30位來自醫療保健和製藥行業的專業人士參加，並由來自North Tees & Hartlepool NHS Foundation Trust 的 Philip Dean 教授(Head of Pharmacy & Quality Control Laboratory Services)和GS1 UK的Glen Hodgson先生(Head of Healthcare) 負責主題演講部分。

專家們亦與香港政府部門和醫療行業分享他們在病患旅程、床邊掃描、電子健康記錄、產品追溯、庫存管理和電子採購等方面的工作。

第41屆世界醫院大會

本會參與該大會，提出有關有助全球標準如何實現病患安全護理的環節，邀得香港醫院管理局高級藥劑師黃博士出席，分享醫院管理局的供應鏈現代化的成果。

GS1 Hong Kong is fully committed to working in collaboration with drug retailers, distributors and suppliers in the local healthcare sector in the way forward with the objectives of enhancing patient safety, achieving greater regulatory compliance and increasing operational efficiency – through the implementation of global standards to create a more efficient and cohesive supply chain.

本會致力與本地醫療業的藥品零售商、分銷商和供應商合作，共同努力，通過採用全球標準創造一個更高效和連貫的供應鏈，從而為病人提供更周全的保障，符合有關的法則和提高營運效率。

Beijing Healthcare Delegation

A Hong Kong delegation was arranged to join the GS1 Healthcare Conference 2016 held in Beijing where key healthcare stakeholders across the world meet to advance adoption of global standards in improving patient safety while enhancing healthcare supply chain efficiency. Visits to Beijing Shijitan Hospital and Beijing University of Chinese Medicine Third Affiliated Hospital were also arranged.

Unique Device Identifier (UDI) Training

A half day training was held to share the knowledge of the basics of UDI initiatives, a 3-step approach for manufacturer in compliance with the new requirements from US Food and Drug Administration (FDA). We demonstrated a structured framework and methodology to stakeholders in fulfilling the regulations from US to global markets.

Electronic Health Record

As a member of the Working Group on Data and Information Standards of e-HR Information and Standards committee, GS1 Hong Kong constantly shows support to the group and shares our expertise on global identification standards. We also met with the group to discuss and exchange the public policy on healthcare and how we can further enhance patient safety, increase operational efficiency and achieve better regulatory governance.

北京醫療大會代表團

本會安排香港代表團參加於北京舉行的GS1醫療大會2016。會議上來自世界各地的主要醫療行業持分者討論如何可提升全球標準的應用，以加強病患者安全及提升醫療供應鏈效率。代表團亦前往北京世紀壇醫院及北京中醫大學附屬第三醫院。

醫療器材單一識別（UDI）培訓

培訓旨在分享有關醫療器材單一識別（UDI）的基礎知識，以符合美國食品和藥物管理局新要求，提出讓生產商合規的三個步驟。我們示範了一個結構性框架和方法，讓持份者能滿足從美國以至全球市場的規例。

電子健康紀錄

作為電子健康紀錄資訊和標準委員會下的數據和資訊標準的工作小組成員，本會透過分享全球識別標準予以持續的支持。我們亦會見小組，討論和交流公共衛生政策、如何進一步加強病患者安全、提高營運效率、實現更佳的法規監管。

Information and Communications Technology (ICT)
資訊及通訊科技

Driving ICT ecosystem and smart city development
推動資訊及通訊科技生態系統及智慧城市發展

Hong Kong Internet of Things Conference 2017

The Conference was held on 28 June 2017 to promote the development and adoption of IoT technologies so as to foster smart city development in Hong Kong. With Mr. Nicholas W Yang, Secretary for Innovation and Technology as the Guest of Honour, it was a huge success applauded by over 500 professional attendees across industries.

The Hong Kong ICT Awards – Best Smart Hong Kong Award 2017

GS1 Hong Kong was once again appointed as the Leading Organiser for the Best Smart Hong Kong Award of the HKICT Awards 2017, steered by OGCIO, HKSAR Government.

The Award consisted of three award streams, namely "Internet of Things" Application, "Open Data / Big Data" Application and "Digital Inclusion". It successfully encouraged the industry to strive to innovate and to make Hong Kong a smarter city. It also served as a valuable platform for expertise exchange.

香港物聯網會議2017

會議於6月28日舉行，旨在推動物聯網的發展和應用，進一步加快香港發展成智慧城市的步伐。會議邀得創科局局長楊偉雄先生作主禮嘉賓，並匯集了超過500多名行業的精英和專家參加。

香港資訊及通訊科技獎2017：最佳智慧香港獎

本會再次獲委任成為「最佳智慧香港獎」的主辦機構。「最佳智慧香港獎」為「香港資訊及通訊科技獎」類別之一，由政府資訊科技總監辦公室策動。

今年獎項分為三個類別，包括物聯網應用、開放數據／大數據應用及數碼共融應用。它成功鼓勵業界在創新科技上倍加努力，齊心締造更具智慧的香港。獎項亦成為行業持分者一個難得的專業知識交流平台。

"

The standards, protocols, technologies and applications for IoT are widely divergent to date. It is necessary to bring the industry together to facilitate interoperability between different applications, as well as applications and devices, to truly realise the full potential of IoT.

現今市面上對物聯網的標準、架構協定、技術和應用的設定有著極大差異。我們必須匯集各行各業力量，一起推動不同應用程式之間、以及應用程式與智能裝置之間的相互操作性，以充分發揮物聯網的潛力。

Mr Robert Burton, President of Hong Kong Internet of Things Industry Advisory Council
香港物聯網產業諮詢委員會主席 **Robert Burton先生**

"

We have been working closely with the ICT industry over the years to promote the adoption of standard-based solution and services from barcode to e-commerce, EPC/RFID and Internet of Things to boost supply chain performance and operation efficiency.

我們一直與資訊及通訊科技界緊密合作，多年來積極推動基於標準的解決方案；從條碼到電子商貿的服務、EPC及無線射頻識別技術、到物聯網應用，助提升供應鏈表現和營運效率。

The Award was well received by the industry with over a hundred nominations received and 14 awards presented.

該獎項獲得業界熱烈支持，廣受好評，共收到一百多項提名，並頒發了十四個獎項。

The Hong Kong Internet of Things Centre of Excellence

The Centre aims to drive continuous development and improve competitiveness in different industries with IoT Technology. With 6 thematic zones including 19 exhibits, the Centre continues to serve as an industry support platform that enables the development of IoT, RFID/ IoT-related services.

In 2016-17, it attracted more than 1000 visitors from the ICT, retail, food, healthcare, logistics, apparels industries etc.

Value Partner Programme

The programme aims to build up partnership with services and solution providers in the market and to grow business together through joint promotion and adoption of global standard-based services and solutions. The programme successfully brought together 28 partners this year.

香港物聯網科技應用中心

香港物聯網科技應用中心旨在推動業界透過物聯網科技，持續發展及提升行業競爭力。中心設有六個主題區域一共19個展品，能作為行業支援的平台，支持物聯網、無線射頻識別及物聯網相關服務的發展和行業應用。

本年度中心吸引了過千人次參觀，參觀者來自資訊及通訊科技、零售、食品、醫療護理、物流、成衣等不同行業。

價值夥伴計劃

該計劃旨在與市場上的服務和解決方案供應商建立夥伴關係，並通過共同推廣和採用全球標準服務和解決方案，一同更有效地發展業務。本年度計劃成功招攬28位合作夥伴。

> " Mainetti strives to embrace the latest technology to enrich our product portfolio. The training provided by GS1 Hong Kong equipped our people with essential knowledge about barcode and RFID implementation, which builds a solid foundation for our future development.
>
> 萬美致力採用最新的技術，使我們的產品組合更為豐富。GS1 Hong Kong的培訓為我們的員工提供有關條碼和實踐無線射頻識別技術的基礎知識，為我們未來發展建立了穩健的基礎。
>
> **Mainetti (HK) Limited** - Mr. Paul Tai, Regional Director
> **萬美(香港)有限公司** - 區域總監 戴麟先生 "

> "
> The Government is most interested in putting IoT applications to popular use by the community, and stimulating further development of industries and the economy. Building on Hong Kong's world-class ICT infrastructure, we encourage the business community to step up adoption of IoT technologies in commercial applications.
>
> 香港特區政府對物聯網在社會中普及應用表現積極，望能進一步助長各界行業及經濟的發展。香港具備世界級的資訊及通訊科技基建設施，我們鼓勵商業社會各界別能在其業務中積極應用物聯網技術。
>
> **Mr. Nicholas W Yang**, Secretary for Innovation and Technology
> 創新及科技局局長 **楊偉雄先生**
> "

RFID Training

A RFID Regional Training programme was tailor-made to meet the business need of Mainetti, world's leading garment hanger supplier. The training programme was conducted at 4 locations, namely Hong Kong, Shenzhen, Shanghai and Vietnam, and over 60 staff members from the Asia Pacific region were trained.

Internet of Things Training

GS1 Hong Kong and Guangdong Provincial IoT Public Technology Support Center co-organised the "IoT Global Supply Chain Application Training" for 200 industry practitioners in July 2017, aiming to lay a solid foundation for IoT to kick off in mainland. The training was well-received by the participants.

無線射頻識別技術培訓課程

為滿足世界領先的衣架供應商－萬美的業務需求，本會度身訂做無線射頻識別技術培訓課程。該課程在香港、深圳、上海和越南四個地方舉行，來自亞太地區的60多名員工接受培訓。

物聯網培訓課程

本會聯同廣東省物聯網公共技術支持中心合辦「物聯網全球供應鏈應用師專題培訓班」，為200位從業員進行培訓，助中國內地的物聯網未來發展打好基礎，培訓廣受好評。

> "
> The response to this award (HKICT Awards) has been overwhelming with enthusiasm from industries continuing unabated. This year, a record number of entries has been received. The entries reflect closely the needs of our society, ranging from real-time control, to social aids, and cold chain platform. They all can contribute immensely towards enhancing the efficiency of users.
>
> 業內人士參與（香港資訊及通訊科技獎）的熱烈程度有增無減，今年，我們收到破紀錄數量的參賽作品。各參賽作品都能緊貼社會所需，不論是實時操控平台，或是社交輔助器，還是冷鏈平台，每個項目都能提高用家效率。
>
> **Ms. Anna Lin, JP**, Chief Executive, GS1 Hong Kong
> 香港貨品編碼協會總裁 **林潔貽女士**
> "

Transport and Logistics
運輸及物流業

Realising cross-border supply chain traceability and visibility
實現跨境供應鏈可追溯性及透明度

Key initiatives 2016/2017:

APEC Global Data Standards Pilot Project 2016-17

The implementation of APEC Global Data Standards (GDS) for Malaysian Durian, Peruvian Asparagus and Mexican Tequila pilot projects were completed in 2016. Supply chain efficiency of the three trade routes increased significantly as a result of the pilot project. Project users benefited from major cost savings, some amounting to USD16,500 savings a year.

After that, the Hong Kong and New Zealand government co-organised a sharing workshop in Vietnam during APEC High Policy Dialogue session. APEC GDS pilot users and GS1 GDS team shared their experience, benefits and challenges during the workshop.

2016/17年度主要舉措：

亞太經合組織全球數據標準先導計劃 2016-17

馬來西亞榴槤、秘魯新鮮蘆筍和墨西哥龍舌蘭酒的先導計劃於2016年度完成，三條貿易路線的供應鏈效率都有顯著提升。於用家而言成效顯著，包括每年節省高達16,500美金成本。

期後，香港及紐西蘭政府於在越南舉行的亞太經合組織高級政策對話環節期間，主辦一場交流研討會。亞太經合組織全球數據標準先導計劃用戶和GS1團隊在研討會上分享了他們的經驗、全球數據標準的好處和各項挑戰。

> By adopting GS1 RFID standard and supporting services, the TCS system achieved a positive outcome, in particular with the increased number of trucks to be loaded per working day and reduced average loading time and queuing time. Furthermore, real time data can be collected so that management can react instantly in terms of decision making.
>
> 通過採用GS1無線射頻識別標準和配套服務,我們的TCS系統取得正面成果,尤其是每個工作日的裝載卡車數量得以增加,而平均裝載時間和輪侯時間亦得以減少。我們亦可收集實時數據,令管理層可以適時決策。
>
> **Swire Coca Cola HK**
> **香港可口可樂**

GS1 standards and solutions play a pivotal role in logistics by enabling products, services, and information to move efficiently and securely along the supply chain. They facilitate interoperability between systems and processes for enhanced supply chain visibility, security and sustainability, resulting in increased efficiencies in shipping and receiving as well as better warehouse, transport and asset management.

GS1標準和解決方案的在物流上扮演重要角色,使產品、服務及相關訊息的傳送更具效率和安全。透過促進系統與流程之間的相互可操作性,能提高供應鏈的透明度、安全和可持續性,達致更有效的運輸和接收效率,以及更好的倉庫、運輸和資產管理。

Belt and Road Whitepaper

We continued to update the draft whitepaper developed in March 2016 and held meeting with government officials to provide support to trade facilitation, enable supply chain efficiency and commerce connectivity, as well as consolidate Hong Kong's position as an international logistics hub.

Participation in Belt & Road Summit 2017

The 1st Pakistan-Hong Kong APAC One Belt One Road Summit 2017 was held on 7 July. Ms. Anna Lin, Chief Executive of GS1 HK gave a speech on "Global Data Standards - Connecting Trade along the Belt and Road" and shared how international standards connect different economies and entities, with the aim to further promote co-operations between different parties in CPEC and pave the way to One Belt One Road.

一帶一路白皮書

我們一直持續更新2016年3月製定的白皮書,並與不同政府部門會面,以支持貿易便利化、促進供應鏈效率和商業連繫、並鞏固香港作為國際物流樞紐的地位。

參與一帶一路2017高峰會

首屆巴基斯坦 - 香港亞太一帶一路2017高峰會2017於7月7日舉行。本會總裁林潔貽女士獲邀演講,以全球數據標準(GDS)聯繫「一帶一路」貿易為題,大談國際標準如何連接不同經濟體系,希望能夠進一步深化多方包括巴基斯坦與香港的合作,共同把握「一帶一路」機遇。

Our Services & Solutions
我們的服務及解決方案

In order to keep our members up to speed with the current trends, and to grasp every business opportunity by eliminating business difficulties, we continuously roll out new services and solutions and enhance our existing ones.

為了確保會員能夠緊貼最新行業趨勢，排解業務上的難題以捉緊每個機遇，本會定期推出新的解決方案和服務，並不斷優化現有的方案和服務。

GS1 HK Solutions and Services

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

Retail and Apparel
零售及成衣

Healthcare
醫療護理

Solutions 解決方案

Omni-channel & E-commerce
全渠道及電子商貿

WeChat Connect
微信連繫

Hong Kong Trusted Product
香港信心產品

e-Marketplace
信心港商城

SmartSearch
智慧搜尋

Supply Chain Efficiency
供應鏈效率

Order-to-Cash
從訂單到現金

Product Data Management
產品數據管理

Cold Chain Management
冷凍鏈管理

Solutions Enabling Platforms 解決方案支援平台

Barcode Plus

BARCODE PLUS

ezTRADE 通商易

IDENTIFY 識別
GS1 Standards for Identification
GS1 識別碼

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

GS1 Global Standards

香港貨品編碼協會解決方案與服務

Food and Food Services
食品及餐飲

Transport and Logistics
運輸及物流

ICT
資訊及通訊科技

Product Authentication & Traceability
產品驗證&可追溯性

REAL Barcode
真的碼

Smart QR
智慧QR碼

Track & Trace
追蹤追溯

Consultancy & Training
諮詢及培訓

1. Solutions Consulting
   解決方案顧問

2. Supply Chain Management
   Professional Service
   供應鏈管理專業服務

3. Technology Advisory Service
   技術諮詢服務

4. Food Traceability Training
   食物追溯培訓

5. RFID / IoT Training
   無線射頻識別 / 物聯網培訓

6. Quality Food Traceability Scheme
   優質食品源頭追蹤計劃

ezTRADE 通商易

ezTRACK™ 蹤橫網™

蹤橫網® eZTRACK
Built on EPCIS
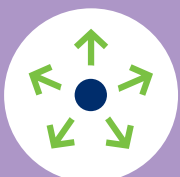
SHARE 分享
GS1 Standards for Data Exchange
GS1 數據交換標準

USE 應用
Streamlining Business Processes
簡化營運流程

GS1 全球標準

GS1 HK Solutions and Services
香港貨品編碼協會解決方案與服務

WeChat Connect – by using WeChat scan function to scan barcodes issued by GS1 Hong Kong, consumers can instantly obtain product information, share the product with friends and directly purchase on linked-up online shopping platform

「微信連繫」 一透過使用微信掃描功能去掃描GS1 Hong Kong的條碼，消費者即能獲得產品資料、和朋友分享、及連至指定的網上銷售平台

HK Trusted Product Programme – a programme to enhance consumer confidence towards purchasing registered products online and in physical stores by identifying the "HK Trusted Product" logo, consumers can easily identify trusted brands or merchants.

「香港信心產品計劃」 一計劃旨在提高消費者購買本地註冊品牌的信心，消費者可憑在網上及實體店購物時辨認「香港信心產品」的標誌，輕易識別出值得信賴及支持的品牌或商戶。

e-Marketplace – an affordable and one stop solution to help members to enter China market. GS1 Hong Kong established e-Marketplace on two of the largest online market platforms in China, i.e. JD.com and Taobao.

「信心港商城」 一一個低成本的一站式方案讓會員打入中國內地市場。本會在中國其中兩個主要線上購物平台，包括京東全球購和淘寶，成立信心港商城。

GS1 SmartSearch – by following GS1 SmartSearch standard and guideline, the solution creates structured data on web and helps to enhance product visibility and product ranking on search engines.

GS1「智慧搜尋」 一透過GS1智慧搜尋標準和指南，解決方案令網上的數據變得結構化，提高產品可見度和在網上搜尋器的搜尋排名。

ezTRADE – a standard-based e-commerce platform that supports the exchange of business transactions including purchase order, invoice and shipment notice using Electronic Data Interchange (EDI) to facilitate connection and paperless trading among trading partners along the supply chain.

「通商易」 一以GS1標準為基礎的「通商易」的電子商貿平台，貿易夥伴可利用電子數據聯通的標準在平台傳送電子訂單、發票及付運通知書，可促進無紙交易，無縫地連繫供應鏈中的各個貿易夥伴。

BarcodePlus

BarcodePlus is a product and location information portal that provides companies, brand owners in particular, with a B2B information exchange tool.

BarcodePlus是一個儲存產品及位置資訊的平台，為品牌持有人提供商業對商業資訊交流工具。

Cold Chain Management Solution – an effective and reliable tool that Coverage RFID technology and other standard to help stakeholders in the supply chain to optimise logistics management.

冷凍鏈管理方案 一方案以無線射頻識別（RFID）科技及其他標準作為基礎，是協助供應鏈持分者優化物流管理水平的有效及可靠工具。

Product Authentication & Traceability 產品驗證和可追溯性

REAL Barcode – an integrated barcode combining a mark of multiple layers of tamper resistant security feature and a GS1 standard barcode to prevent replication.

「真的碼」－融合多層防修改保安塗層及GS1標準條碼的綜合條碼，能有效防止條碼被複製。

SmartQR – an innovative dual factor security brand protection and consumer loyalty solution, combining an authentication code printed on QR code label and validated by the trusted GS1 Hong Kong mobile app, namely "Consumer Connect", with the integration of the ezTRACK™ cloud-based traceability platform.

「智慧QR碼」－一項同時提供品牌保障及客戶忠誠度解決方案的創新雙因素技術。利用結合「蹤橫網™」雲端追溯平台的「物密嘟」流動應用程式，消費者只需掃描正貨標籤上QR碼就可認證產品。

ezTRACK™ – an end-to-end cloud-based traceability platform that allows enterprises to uniquely identify, capture, and share real-time data about movement of a particular product from source to destination, providing visibility of information along supply chain.

「蹤橫網™」－是個點對點的雲端追溯平台，可以完全清晰地呈現整條供應鏈的資訊，讓企業可以識別、擷取及分享特定產品的實時資訊及流向，由來源地至目的地的相關資訊都一應俱全。

Consultancy and Training 諮詢及培訓

Supply Chain Management (SCM) Professional Consultancy Service
Leveraging a worldwide network of experts and combining global knowledge with local implementation experience, we assist Hong Kong enterprises to utilise best practices for SCM and robust solutions using GS1 standards.

供應鏈管理專業顧問服務
本會的專業顧問網絡包括來自世界各地的供應鏈專家。結合他們的環球供應鏈管理知識，以及本會的本地實踐經驗，能協助本港企業善用GS1標準，採納供應鏈管理最佳實務以及其他完善的解決方案。

Food Traceability Training – To demonstrate the importance and best practices of food safety and traceability to industry stakeholders, GS1 Hong Kong organizes regular 2-day "Food Traceability Training" to provide a step-by-step guidance in implementing global traceability standards in food supply chain and operation management system.

食品可追溯性培訓 － 為了向業界人士展示食品安全和可追溯性的重要性和最佳實務，本會定期舉辦為期兩天的培訓，為實施食品供應鏈和營運管理系統的全球可追溯性標準提供指導。

RFID/IoT Training – To help enterprises to meet their business needs, GS1 HK offers tailor-made training programmes to enrich their knowledge in RFID/ IoT applications.

無線射頻識別/物聯網培訓 － 為了助企業能夠迎合發展需要，本會提供度身訂造的無線射頻識別/ 物聯網培訓課程，加強企業員工在其方面知識。

Quality Food Traceability Scheme – help local food brands to identify their current strengths and weaknesses of food traceability practices and systems for further improvement through performing structural and professional audits in accordance with GTS.

「優質食品源頭追蹤計劃」－ 由專業審計人員以全球追溯標準 (GTS)為基礎，進行結構性審計，評估本地食品品牌的食品追溯方案/系統，識別當中的優勝及不足之處，有助品牌再作進一步改善。

HK IoT Centre of Excellence
香港物聯網科技應用中心

The IoT Centre, previously set up by GS1 Hong Kong at the Hong Kong Science Park in 2013, was successfully re-located in Wanchai and re-opened since Jan 2016 so as to drive continuous development and improve competitiveness indifferent industries with IoT Technology.

The IoT Centre continues to serve as an industry support platform that enables the development of IoT business and the delivery of Radio Frequency Identification (RFID)/IoT-related services, and its design is based on the concept of embedding the latest state-of-the-art IoT technologies with the objective to inspire innovations and sparkle IoT deployments.

Together with totally 6 thematic zones including 19 exhibits, it has received tremendous positive feedback and interest from industry and has attracted thousands of visitors from Hong Kong, mainland and around the world in the industries of e-commerce, retail, food, ICT industries, Academia etc. since it re-opened.

物聯網科技應用中心,由香港貨品編碼協會於2013年在香港科學園創設,並於2016年1月搬遷至灣仔重新開放,以便不同行業持續推動物聯網技術的發展和提高有關競爭力。

新的物聯網中心繼續作為一個行業支援平台,協助物聯網業務的發展,以及提供射頻識別(RFID)/物聯網相關服務,中心設計加入最先進的物聯網技術,旨在啟發並促進物聯網的技術創新及應用。

中心共設有6個主題區,包括19個展品,業界極感興趣和反應積極,自重新開放以來吸引了數以千計來自電子商務、零售、食品,ICT行業和學術界的香港,內地以及國外的行業人士參觀。

The 6 zones include:

參觀區覆蓋六大領域:

| Smart Retail & Omni-channel 智慧零售及全渠道零售 | Smart Food Safety 智慧食品安全 | Smart Healthcare 智慧醫療護理 | Smart Logistics 智慧物流 | Smart Consumer Trust 智慧消費信心 | Smart City 智慧城市 |

Visits to GS1 Hong Kong IoT Centre
不同組織到訪香港編碼協會物聯網中心

Various government units in Guizhou Province

44 IT leaders from various government units in Guizhou Province visited to learn about how IoT technology could collect data to promote development of big data industry.

貴州省各政府單位

貴州省各政府單位的信息技術領導前來參觀本會以作培訓、了解如何應用物聯網技術收集數據促進大數據產業的發展。

China Federation of Logistics and Purchasing Cold Chain Professional Committee

Committee members visited the centre and exchanged views on supply chain traceability technology and application.

中國物流與採購聯合會冷鏈物流專業委員會

委員會成員到訪,與本會交流供應鏈可追溯性科技和應用的知識。

Hong Kong General Chamber of Commerce

40 HKGCC members visited the Centre to learn about how the latest IoT technologies can support future development and enhance the competitiveness of different industries.

香港總商會蒞臨香港物聯網科技應用中心交流

四十位香港總商會成員到訪，體驗到最新的物聯網科技如何促進各行業的未來發展和提升它們的競爭力。

SZ-HK Alliance Technology Organisation

A professional delegation of 50 participants visited to understand IoT facilities in HK and successful stories of GS1 standards-based application.

深港科技聯盟協會

一行五十人的團隊到訪中心，了解香港的物聯網設備和GS1標準應用的成功案例。

Asian Logistics and Maritime Conference Delegation

The group of delegation visited our centre to learn about latest IoT adoptions in various industries.

亞洲物流及航運會議代表團

會議代表團特地蒞臨本中心參觀，以了解物聯網在不同行業的應用。

Major Corporate Activites

主要活動回顧

GS1 Hong Kong Annual Members Dinner 2017 –
International Themed Party
GS1 Hong Kong週年會員晚宴2017 - 「多國服飾」晚宴

2017-1-12

Major Corporate Activites
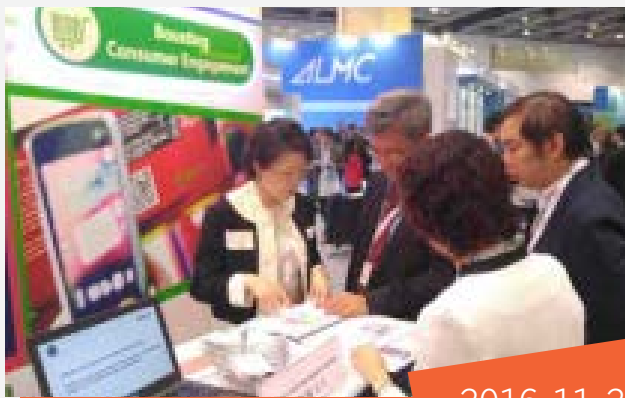
主要活動回顧

Other Activities

GS1 HK Delegation's Footprint Global GS1 Healthcare Conference
GS1 HK代表團參與國際物品編碼協會醫療大會足跡

2016-10-24

Official Launch of "Hong Kong Trusted Product" on ShopThruPost
「香港信心產品」正式在「樂滿郵」啟動

2016-10-28

Asia Logistic and Maritime Conference 2016
亞洲物流和航運會議2016

2016-11-22

Healthcare National Health Service (NHS) Industry Roundtable
英格蘭國民保健署醫療保健圓桌會議

2017-2-17

其他活動

Exchange Meeting with Healthcare Government Officials
與醫療護理政府官員交流

2017-2-17

GS1 Global Forum 2017
GS1全球論壇2017

2017-2-20 to 2-24

Policy Partnership on Food Security Meeting 2017
2017糧食安全政策夥伴會議

2017-2-26 to 28

NRI Japanese Food Tasting Event
日本美食免費試食會

2017-3-1

"Hong Kong ICT Awards 2017: Best Smart Hong Kong Award" Presentation Ceremony

「香港資訊及通訊科技獎2017：最佳智慧香港獎」頒獎典禮

2017-3-30

The Hong Kong ICT Awards (HKICTA) 2017 Awards Presentation Ceremony

「2017香港資訊及通訊科技獎」頒獎典禮

2017-4-7

GS1 Hong Kong Delegation for the 15th ECR China Conference
第十五屆中國杭州ECR大會代表團

2017-6-6 to 6-8

Asia-Pacific Economic Cooperation Expert Consultation on Food Losses and Waste Reduction meeting 2017

2017 APEC糧食損失與浪費專家諮詢會議
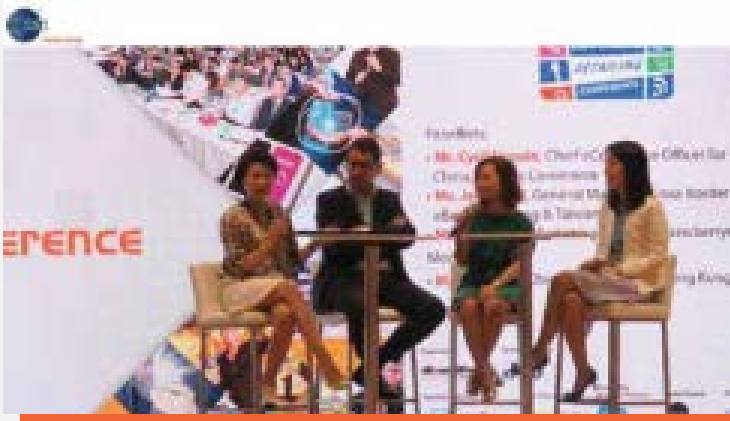
2017-6-13

Top 10 eCommerce Websites Awards 2017 Winner Announcement

嘉許「十大電子商貿網站大獎2017」得主

2017-6-14

Retail Asia Expo 2017

亞洲零售博覽會2017

2017-6-14

1st GS1 HK GEL Club Luncheon

GS1 HK GEL Club首次午餐聚會

2017-6-21

7.1 O2O Shopping Festival
7.1 O2O香港購物節

2017-7-1

12th Plenary Meeting of the Hong Kong/Guangdong Expert Group on Co-operation in Informatisation
本會出席粵港信息化合作專責小組第十二次會議

2017-7-5

1st Pakistan-Hong Kong APAC One Belt One Road Summit 2017
首屆巴基斯坦 - 香港亞太一帶一路高峰會

2017-7-7

BSI Cyber Security and Fintech Conference
網絡安全及金融科技會議

2017-7-28

2ndGS1 HK GEL Club Luncheon
GS1 HK GEL Club第二次午餐聚會

2017-8-8

Workshop on the Application of Global Data Standard for Supply Chain Connectivity in Vietnam
全球數據標準應用以連繫供應鏈工作坊

2017-8-24 to 25

About GS1 Hong Kong

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

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

關於香港貨品編碼協會

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

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

GS1 Hong Kong

22/F, OTB Building,
160 Gloucester Road,
Wanchai, Hong Kong
T +852 2861 2819
E info@gs1hk.org

www.gs1hk.org

4 891668 000879