



2006-2007 **ANNUAL REPORT**

Innovating Tomorrow's
Supply Chain



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Mission Statement 使命

To be the trusted partner of Hong Kong enterprises, enabling business to implement global multi-industry standards and solutions for collaborative commerce.

矢志成為香港企業信賴的合作夥伴，
協助工商界實施跨行業之全球標準及解決方案，
推動商貿協作。

The Role of GS1 Hong Kong

香港貨品編碼協會簡介

Incepted in 1989, GS1 Hong Kong is an independent, not-for-profit industry support organization for promoting and supporting the adoption of global standards for identification of goods and enabling technologies for supply chain management.

GS1 Hong Kong is the local Member Organization of GS1, a global organization dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility of supply and demand chains globally and across sectors. Today, the GS1 community comprises of 108 Member Organizations, serving more than one million member companies who are operating in more than 20 industries and located in 150 countries. Together, we act as one organization to drive the evolution of the GS1 System of standards.

Underpinned by the GS1 System of standards, GS1 Hong Kong supports a broad range of supply chain management best practices and enabling technologies to increase the business efficiency and global-market competitiveness of Hong Kong enterprises. We are the trusted partner of Hong Kong enterprises, enabling them to implement open, global multi-industry standards and solutions for collaborative commerce.

The GS1 System is based on a common set of Identification Keys and covers four main enabling technologies: Bar Codes, e-Commerce, the Global Data Synchronization Network (GDSN) and EPCglobal, which combines radio frequency identification (RFID) technology and Electronic Product Code™ (EPC).

We are the only organization in Hong Kong authorized to issue GS1 Identification Numbers as well as EPC Identification Numbers. These numbers enable companies to electronically collaborate with business partners using the same language. Specifically, our main responsibilities include:

- Allocating unique numbers - the basis for the complete range of standards
- Providing implementation support services and training programs for Bar Codes, e-Commerce, GDSN and EPC / RFID
- Providing consultancy services on the applications of global standards, technologies and best practices in efficient supply chain management
- Offering industry support programs for local knowledge transfer and enabling collaborative supply chain management

香港貨品編碼協會成立於1989年，是一個獨立、非牟利的工商業界支援組織，以推廣和支援全球識別標準及供應鏈應用技術為己任。

香港貨品編碼協會是GS1之本地成員組織。GS1是一間國際組織，致力設計和推廣國際標準及其解決方案，從而提升環球和跨行業供應及需求鏈之效率和透明度。GS1現時擁有108個成員組織，為逾100萬企業會員服務。企業會員來自20多個行業、遍佈於全球150個國家。憑著堅定一致的信念，GS1各成員組織共同推動GS1國際標準持續發展以迎合市場需要。

香港貨品編碼協會以GS1標準為基礎，提供一系列廣泛的供應鏈管理最佳實務及應用技術，協助本港企業提高業務效率及國際市場上之競爭力。本會矢志成為香港企業信賴的合作夥伴，幫助工商界實施開放、跨行業之全球標準及解決方案，推動商貿協作。

GS1標準是建基於一套共同採納之識別碼，涵蓋4大主要應用技術，分別為條碼、電子商貿、全球數據同步網絡(GDSN)，以及結合無線射頻識別(RFID)技術與產品電子代碼(EPC)之EPCglobal。

香港貨品編碼協會亦是本地唯一獲認可編發GS1及EPC國際貨品編碼的機構。國際貨品編碼有助企業透過共同語言，以電子方式與業務夥伴建立協作關係。具體來說，本會的主要任務如下：

- 編發獨一無二的編碼，此乃為建構一系列標準之基礎
- 在實施條碼、電子商貿、GDSN及EPC/RFID方面提供支援服務及培訓課程
- 就實施高效供應鏈管理之國際標準、應用技術及最佳實務提供專業顧問服務
- 推出業界支援計劃，為本地企業傳授及轉移知識，並建立供應鏈管理協作關係

Chairman's Statement

主席獻辭



The year 2006/7 was one of solid achievement for GS1 Hong Kong and, in my first term as Chairman, it was my privilege to benefit from the work of my predecessor, members of the board and advisory boards, and of course our dedicated and professional staff. We completed a number of ground-breaking projects which, I think, amply demonstrate our commitment to ensuring that Hong Kong remains an innovator in the supply chain revolution.

A decade after its return to Chinese sovereignty, Hong Kong is making significant economic progress as the beneficiary of closer integration with the fast-developing mainland economy. The trading and logistics sectors are now indivisible from the Pearl River Delta (PRD) region where Hong Kong businesses play an important role in the world's most efficient manufacturing base.

GS1 Hong Kong, as the local chapter of GS1, fully understands and appreciates the challenges faced by our members, many of which are Hong Kong-based companies operating in the PRD. Our focus now is to drive a fully collaborative relationship with the PRD. Businesses on both sides of the border realise the prime importance of continuing to drive supply chain efficiency, visibility and cost-effectiveness as a means of fending off competition from other regions and countries. Innovation is the key to transforming business challenges into growth opportunities. Therefore, GS1 Hong Kong is fostering supply chain innovation that will reinforce the PRD's position as a global manufacturing base and bolster Hong Kong's role as the region's leading sourcing, logistics and information hub.

On the pages of this report you can follow in detail the steps GS1 Hong Kong has taken to reinforce the competitive position of Hong Kong and the PRD. While enhancing and extending the utility of our bar code and

香港貨品編碼協會在過去一年取得豐碩成果。前任主席、董事局及各諮詢委員會成員及本會員工之努力實在功不可沒。本人於去年度首次擔任協會主席，深感榮幸。去年，本會先後完成了多個創新里程碑項目，這些佳績充分反映我們一貫持守宗旨，矢志鞏固香港繼續作為供應鏈改革歷程中之創建者角色。

回歸十年，香港憑藉中國內地經濟迅速發展，因而獲取與內地經濟整合之優勢，經濟顯著增長。香港企業在被譽為環球生產基地的珠江三角洲地區，一直扮演重要角色，促使本港貿易及物流行業成為珠三角經濟不可分割之一部分。

香港貨品編碼協會作為GS1組織之本地分會，深切了解本會會員所面對的不同挑戰。本會大部分會員為珠三角地區營運的香港企業。我們的當前重任是推動本港及珠三角建立整合式協作關係。事實上，兩地企業均深明唯有建立高效率、高透明度及具成本效益之供應鏈，方可與其他地域及國家競爭，並且脫穎而出。創新乃企業之致勝關鍵。因此，我們積極推動供應鏈管理創新思維，從而鞏固珠三角地區作為環球生產基地之優勢，以及加強香港作為地區性採購、物流及資訊樞紐之領導地位。

本年報詳細闡述我們如何增強香港及珠三角地區之競爭優勢。本會除了不斷提高及擴展條碼和電子商貿之應用外，更積極推廣新一代供應鏈中將佔重要一席的產品電子代碼/無線射頻識別(EPC/RFID)技術。為達至以上目標，我們成功完成一項為期兩年的試點計劃，此計劃展示如何利用EPC/RFID技術實現點對點的供應鏈透明度。本會並成立亞洲最全面的「供應鏈創科中心」，同時展開一項創

e-commerce solutions, we have also promoted Electronic Product Code™/Radio Frequency Identification (EPC/RFID) technologies that will play a pivotal role in next-generation supply chains. To this end, we completed a two-year pilot project that demonstrates how EPC/RFID enables end-to-end supply chain visibility. We established the Supply Chain Innovation Centre as Asia's most comprehensive centre of excellence in supply chain technology and initiated a ground-breaking Guangdong-Hong Kong collaboration to accelerate the adoption of RFID. I am pleased to add that GS1 Hong Kong has also branched out into new fields such as transnational logistics, healthcare and food safety.

As always, we cannot afford to rest on past achievements; they are a good start that need to be built on. During the year 2007/8 and beyond we will therefore be working hard to promote supply chain management best practices and enabling technologies while exploring new avenues to boost collaboration, innovation and supply chain efficiency across Hong Kong and the PRD. This is a challenging agenda which GS1 Hong Kong cannot fulfill on its own; we need the support of members, industry partners and government in order to continue innovating tomorrow's supply chain. I am confident that by working together we will succeed.

Philippe Giard

Chairman

新里程的粵港協作計劃，以促進RFID技術之應用。此外，我們更不斷把供應鏈管理之理念延伸至新的領域，其中跨國物流、醫療護理及食品安全為重點項目。

一如以往，我們不會因過去的成就而鬆懈。過去的成就正是明天良好的開始，我們會以此為重要基石，繼續向前。展望未來，我們將繼續竭力推廣供應鏈管理最佳實務及應用技術；並積極開拓新渠道，以促進香港及珠三角地區兩地協作、開發創新思維及提高供應鏈效率。這是一項充滿挑戰的使命。香港貨品編碼協會自當悉力以赴，但我們更需要會員、業界夥伴及政府的全力支持，以持續開創新一代的供應鏈。本人深信只要各界攜手合作，定能獲取成功！

簡力宏

主席

Chief Executive's Report

總監報告



Globalization continues to be the world's predominant business trend, reshaping the competitive landscape which, in today's marketplace, is very much between supply chains. In the year 2006/2007, GS1 Hong Kong helped the community face this major challenge.

GS1 Hong Kong recognizes the critical role of supply chain management (SCM) best practices and enabling technologies in assisting Hong Kong and Pearl River Delta (PRD) enterprises to achieve collaborative relationships with their supply chain trading partners and extend their reach in the global marketplace.

We are pleased to report that our pioneering efforts and commitment during the year have helped set the foundation for businesses to implement global multi-industry standards and solutions for collaborative commerce.

Multi-pilot RFID Project Provides a Trade Visibility Model

During the year, GS1 Hong Kong completed a two-year multi-pilot program, which was funded by the Innovation and Technology Commission, designed to demonstrate end-to-end supply chain visibility from manufacturing based in China via Hong Kong as the logistics hub to the global marketplace in Asia, the United States and Europe. The six companies that participated in the pilot, representing the retail, logistics and manufacturing sectors, made use of the Hong Kong EPCnetwork, which provided a conduit for information exchange among different trading partners along the supply chain.

The pilot program also tested the implementation of EPCglobal standard technology, including EPC UHF (Ultra High Frequency) Gen 2 tags and EPC Information Services, and showed the applicability of EPCglobal standards across different industry sectors. The pilot is now part of our knowledge transfer resources and it provides an excellent reference for other businesses which plan to implement EPC/RFID.

全球化繼續主導著世界各地的商業趨勢。這股趨勢重新塑造了環球市場的競爭環境，在今時今日的國際市場上，供應鏈管理已成為企業成功致勝的關鍵元素。香港貨品編碼協會在2006/2007年度全力協助本港工商界迎接這項重要挑戰。

香港貨品編碼協會確信供應鏈管理最佳實務及應用技術在環球供應鏈上扮演著非常的角色，能為本港及珠三角企業，與其供應鏈貿易夥伴建立協作關係，並幫助企業拓展其國際市場版圖。

我們感到十分欣喜，憑藉本會全仁於年內致力創新及投入的專業精神，為工商業實施跨行業之全球標準及解決方案以推動商貿協作，奠下了良好的基礎。

大型RFID試點項目 實現貿易資訊透明度

香港貨品編碼協會於年內成功完成一項為期兩年、涵蓋多個試點計劃的大型RFID項目。該項目是由創新科技署資助，項目旨在展示由位於中國的生產基地，途經作為物流中樞的香港，再抵達亞洲、美國及歐洲等國際市場的貨流路線上，能實現點對點的供應鏈資訊透明度。參與試點計劃的六家企業，代表著零售、物流及生產等不同行業，運用香港EPC網絡作為在供應鏈上與貿易夥伴進行資訊互換的管道。

該試點計劃並測試EPCglobal標準技術的應用，包括 EPC 超高頻第二代標籤(UHF Gen2 tags)和EPC訊息服務，並展示EPCglobal標準的跨行業應用性。該計劃的成功個案已成為我們傳授相關知識之重要資源，更成為其他欲實施EPC/RFID技術的企業之寶貴參考材料。

New Supply Chain Innovation Centre is Technology Resource

To help make available our expertise in the use of EPC/RFID, GS1 Hong Kong partnered the Hong Kong Science and Technology Parks Corporation to establish the 3,000 square foot Supply Chain Innovation Centre.

The Centre, which is Asia's most comprehensive supply chain technology resource, is supported by a consortium of companies from the technology, logistics services and retail sectors. The Centre provides expertise on global supply chain enabling technologies to boost the efficiency of enterprises in Hong Kong and the PRD. It facilitates knowledge transfer through live demonstrations and training programs in three theme zones: manufacturing, logistics and retail.

Maintaining an Active Knowledge Transfer Program

GS1 Hong Kong invests significant resources in knowledge transfer, aimed at promoting supply chain strategies, technologies and best practices to the local community. We offer businesses an extensive suite of training programs, industry seminars and conferences that provide participants with the skills and knowledge required to act on the profound shift in supply chain practice.

Our annual Supply Chain Management CEO Summit is well established as an important networking and information sharing platform for senior executives. The theme of the 6th Supply Chain Management CEO Summit was: "Time for Supply Chain Integration." This event underlined the pressing need for businesses to work with trading partners in a collaborative relationship in order to increase speed-to-market. It was attended by more than 300 top business executives from different sectors.

During the year, we ran numerous training sessions and workshops with over 1,500 attendees, ranging from SCM best practices implementation, including Category Management, Efficient Consumer Response (ECR) and Supply Chain Operations Reference-Model (SCOR), to EPC/RFID and bar code-related workshops that successfully provided industry practitioners with insights to implementing supply chain standards.

供應鏈創科中心 匯聚先進技術資源

為進一步推廣EPC/RFID技術之應用，香港貨品編碼協會與香港科技園公司攜手合作，成立佔地3,000平方呎的供應鏈創科中心。

該中心是亞洲最全面的供應鏈科技中心，獲得科技和物流服務供應商及零售業等企業團隊全力支持。該中心內將提供全球供應鏈應用技術的專業知識，以提高香港及珠三角企業的營運效率。該中心內三個分別為生產、物流及零售的主題區，展示於實際業務運作中EPC/RFID技術的應用情況，並提供相關的培訓，從而促進知識轉移。

知識轉移持續無間

香港貨品編碼協會於知識轉移上投放大量資源，為本地工商界推廣供應鏈管理策略、應用技術及最佳實務。我們提供一系列廣泛的培訓課程、業界研討會及會議，以便企業就供應鏈發展的重要變革過程中，能掌握所需的技術和知識。

本會的年度「供應鏈管理行政總裁會議」早已成為業內高級行政人員建立關係及交流資訊的重要平台。「第六屆供應鏈管理行政總裁會議」的主題是「聯繫夥伴 — 共拓商機」，強調企業與其貿易夥伴必需保持緊密聯繫，方可加快產品推出市場。是次會議共吸引超過300名來自不同界別的高級行政人員參加。

年內，本會舉辦多項培訓課程及工作坊，吸引逾1500名人士參加，活動的主題由實施供應鏈管理最佳實務，包括類別管理、高效消費者響應(ECR)和供應鏈運作模型(SCOR)，以至EPC/RFID及條碼技術相關的工作坊，為業界提供實施供應鏈標準之真知灼見。

Closer Collaboration between Hong Kong and PRD

Over the years, Hong Kong and the PRD continued to develop their close economic relationship and benefit from the resulting synergies. Today, there are some 60,000 factories in the PRD, set up by Hong Kong entrepreneurs. In June 2007, GS1 Hong Kong and the Foshan Chancheng Investment Service and Promotion Center under the Chancheng People's Government of Foshan City, Guangdong, signed the Guangdong-Hong Kong RFID Industry Co-operation Memorandum. This Co-operation Memorandum signifies a closer collaboration between Hong Kong and the PRD, allowing an integration of manufacturing and logistics services, which ultimately increases the competitiveness of Hong Kong and the PRD region. Together we have laid out a five-year plan that paves the way to make Foshan a leading centre for RFID technology implementation.

Reaching out to New Industries

During the year, GS1 Hong Kong undertook a range of activities to promote and support the adoption of global standards and enabling technologies for supply chain management, not only in sectors such as the retail consumer goods market where we have traditionally been most active, but also in new sectors including logistics, healthcare and food.

Retail consumer goods

Within the retail consumer goods market, GS1 Hong Kong and ECR Hong Kong jointly established the first-ever Efficient Consumer Response (ECR) Hong Kong Awards. The Awards aim to promote, encourage and give recognition to businesses that adopt ECR, which is the widely recognized best practice that benefits retailers and their suppliers by cutting unnecessary costs from the supply chain, while making it more responsive to consumer demand.

A cross-border supply chain study was undertaken in collaboration with ECR Hong Kong. The study was carried out in order to better understand the requirements of cross-border SCM and identify best practices to improve the efficiency and security of the cross-border supply chain process.

香港及珠三角更緊密協作

過去數年，香港及珠三角地區的緊密經濟關係持續發展，當中所產生的協同效應令兩地同時受惠。現時，珠江三角洲約有60,000家港資企業。香港貨品編碼協會與廣東省佛山市禪城區人民政府之佛山禪城區投資服務促進中心，於2007年6月簽訂《粵港RFID產業合作備忘錄》。此項合作備忘錄標誌著香港及珠三角地區將建立更緊密的協作關係，讓兩地的生產及物流服務業全面整合，最終全面提升香港及珠三角地區的競爭力。與此同時，合作雙方並制訂了五年發展計劃，逐步打造佛山成為中國重要的RFID產業基地。

推廣標準至新目標行業

香港貨品編碼協會於年內全面推廣並支援供應鏈全球標準及應用技術之實施，除了專注消費品零售行業外，我們更向物流、醫療護理及食品和新鮮農產品業進行推廣，令各行各業採用共同標準。

消費品零售行業

在消費品零售市場方面，香港貨品編碼協會與ECR香港攜手合作，成功舉辦首屆「香港高效消費者響應獎」，該獎項旨在推廣、鼓勵及表揚成功實踐ECR策略的企業。ECR已被廣泛公認為供應鏈管理之最佳實務，能協助零售商及其供應商削減供應鏈中不必要的成本，令各夥伴能迅速回應消費需要。

本會繼而與ECR香港合作進行一項跨境供應鏈研究，旨在進一步掌握跨境供應鏈管理的現況、識別最佳實務，以提高跨境供應鏈流程的效益和安全度。

Healthcare

In the healthcare industry, GS1's mission is to promote the effective utilization and development of global standards, with the primary focus on automatic identification to improve patient safety. We are committed to the local implementation of open global standards that will increase operational efficiencies and improve data integrity of the healthcare supply chain.

Being one of the Member Organizations of the eHealth Consortium, GS1 Hong Kong is dedicated to supporting the local adoption of information technology to create an efficient electronic healthcare supply chain system. Support was given to promote the eHealth Forum 2006, a signature event of the eHealth Consortium to maximize the awareness of the application of information technology to maintaining health.

The Food and Health Bureau initiated an eHealth Record (eHR) Sharing Infrastructure in 2007. The objective is to propose work plan to further the development of this territory-wide eHR Sharing Infrastructure in both public and private sectors. Being one of the members of the working group on eHealth Record and Information Standards, GS1 Hong Kong is assisting in addressing technical issues relating to the development of eHR sharing infrastructure and providing support to the work programs or pilots and the awareness programs.

Food and fresh produce

With the increasing attention on food safety and traceability, GS1 Hong Kong collaborated with Hong Kong SAR Government and industry to explore how global SCM standards and traceability practices can cope with the current demand for food safety management and traceability in the food supply chain. During the year, GS1 Hong Kong participated and shared the global SCM standards for food safety management in a seminar organized by the Food and Environmental Hygiene Department for their officials and those of the Health, Welfare and Food Bureau, aiming to increase government's understanding of GS1's system competence. In addition, we collaborated with leading IT service providers to host an industry seminar to increase the knowledge of food traceability among the food industry players.

醫療護理

醫療護理行業方面，GS1組織致力推動世界各地發展並有效運用全球標準，其首要工作是透過自動化識別技術加強對病人的安全保障。而香港貨品編碼協會將全力推動本地醫療界推行一套開放的全球標準，藉以提升供應鏈的營運效率和改善資訊整合。

香港貨品編碼協會作為電子健康聯盟的成員組織之一，全力支持本地業界採納資訊科技，建立高效的電子醫療供應鏈系統。本會協助電子健康聯盟推廣旗下年度盛事「2006電子健康論壇」，該活動旨在進一步鼓勵醫療界應用資訊科技，提升服務質素，以保障全民健康。

食物及衛生局於2007年倡議e-Health Record (eHR) Sharing Infrastructure項目，目的是為公營及私營醫療業界，進一步發展全港性的網上電子健康記錄分享之基礎設施，提供工作進程的建議。香港貨品編碼協會作為該項目旗下eHealth Record and Information Standards工作組成員之一，現正協助推動該計劃，並提供所需之技術支援。

食品和新鮮農產品

隨著社會大眾對食物安全及其來源日益重視，香港貨品編碼協會與香港特區政府及本地業界合作，共同探討如何藉著全球供應鏈管理標準和追蹤技術，以滿足社會對食品供應鏈實施食物安全管理及追溯源頭之需求。本會於年內出席由食物環境衛生署為旗下官員及衛生福利及食物局官員所舉辦之研討會，與參加者分享如何應用全球供應鏈管理標準以推行食物安全管理，讓政府機構對GS1標準效能有更深入的了解。我們並與資訊科技服務供應商合辦研討會，加強食品行業對食品追蹤系統之認知。

Logistics

In the logistics industry, GS1 Hong Kong participated in two cross-border logistics projects that demonstrated continuous supply chain information visibility.

Firstly, GS1 Hong Kong played a pivotal role in an RFID pilot program organized by EPCglobal's Transportation and Logistics Industry Action Group. The purpose of the pilot was to track the movement of cargo containers shipped from Hong Kong to Japan in real-time. Phase 1 of the pilot, completed in April 2007, provided valuable experience and data that indicated that users of EPCglobal standards can gain cargo visibility that enables them to better control lead-time, inventory and cash flow.

Secondly, we initiated an industry support program to provide technology and implementation support to Fat Kee Stevedores Limited (Fat Kee), a Hong Kong-based logistics provider, aiming to accelerate the local adoption of EPC/RFID technology. Under the program, Fat Kee was provided with EPC/RFID technology knowledge transfer, business process review, equipment, training, advisory services and consultancy, as well as Hong Kong EPCnetwork implementation support.

Export sourcing

The global SCM evolution from product quality, environment to SCM competence has redefined the export sourcing industry today. This evolution of trade practices has a far-reaching impact on Hong Kong which is a leading centre for sourcing. GS1 Hong Kong took the lead in establishing the Export Supply Chain Advisory Board, aiming to strengthen the SCM competency of industry buyers together with their suppliers, through efficient use of SCM tools, adoption of global standards and provision of value-added service.

物流

物流行業方面，香港貨品編碼協會參與兩個跨境物流項目，實現了持續的供應鏈資訊透明度。

首先，香港貨品編碼協會在EPCglobal轄下的運輸及物流業界工作組進行的RFID試點計劃中，擔當一個重要的角色。該試點計劃的主要目的，是實時追蹤由香港經船運至日本的貨櫃流向。第一階段試點計劃已於2007年4月完成，為業界提供寶貴的經驗和數據，結果顯示採納了EPCglobal標準的用戶將可率先掌握貨運透明度，從而讓企業更有效地控制生產時間、存貨及現金流動。

為促進本地業界加快採用EPC/RFID技術，本會展開另一項業界支援試點計劃，為本地物流供應商發記運輸有限公司，提供技術及實施支援，包括EPC/RFID技術知識轉移、業務流程檢討、設備、培訓、諮詢和顧問服務，以及香港EPC網絡應用與支援。

出口採購

全球供應鏈管理持續發展，由以往注重產品質素、營商環境以至現今供應鏈管理效益層面，這一切轉變令今日的出口採購業需為業務流程重新定義。上述貿易環境的轉變對香港作為一個具領導地位的採購中心實有深遠的影響。本會遂率領業界成立出口供應鏈諮詢委員會，希望透過有效運用供應鏈管理工具、全球標準及增值服務，以加強出口和採購公司與其供應商的供應鏈管理效能。

Apparel and textile

Since 2005, we have been working with the garment and textile industry to develop Apparel & Textile Express (AppTex), a set of coding and classification standards. Subsequently, a Collaborative Product Development (CPD) initiative based on AppTex standards was launched by GS1 Hong Kong in co-operation with the Voluntary Interindustry Commerce Solutions Association (VICS), aiming to improve the end-to-end order-fulfillment cycle. The CPD is fully supported by a work group presenting the interests of manufacturers, retailers and solution providers. The formation of four sub-committees to pursue aspects of CPD development is underway.

A Bright Outlook

We believe that the success of enterprises in Hong Kong and the PRD depends upon achieving close collaboration between trading partners along different segments of the supply chain.

In the years to come, GS1 Hong Kong will continue to pursue its mission of being the trusted partner of Hong Kong enterprises, enabling business to implement global multi-industry standards and solutions for collaborative commerce.

We will make a continuous effort to drive the adoption of common standards – bar codes, e-Commerce and EPC/RFID - across different vertical markets and promote knowledge transfer of these critical standard and technologies.

We will leverage our worldwide network of expertise, combining global knowledge with local implementation experience and helping Hong Kong enterprises to adopt best practice for supply chain management using GS1 standards.

We look forward to serving the local business community in the coming year and long into the future.

Anna Lin
Chief Executive

成衣及紡織業

香港貨品編碼協會早在2005年已聯同成衣及紡織業，合作開發一套名為「成衣及紡織業物料標準化計劃」(AppTex)的編碼通用標準。其後，本會與產業共同商務標準協會(VICS)攜手推出「協同產品開發」(CPD)計劃，推動採用AppTex作為界定物料標準的基礎，從而改善整個履行訂單的流程。此CPD計劃由一個工作小組專責推行，小組成員來自生產商、零售商及解決方案供應商。另成立四個小組委員會以跟進CPD各項事務發展之工作，亦正在進行中。

前景光明

我們深信香港及珠三角企業的致勝之道，關鍵在於能否在供應鏈的每個環節，與其貿易夥伴達成緊密的協作關係。

展望未來，香港貨品編碼協會將繼續履行其使命，即矢志成為香港企業信賴的合作夥伴，協助工商界實施跨行業之全球標準及解決方案，推動商貿協作。

我們將繼續努力推動各行各業採納共同標準，包括條碼、電子商貿及EPC/RFID技術，並促進有關技術的知識轉移。

憑藉世界各地分會所組成的全球網絡、再結合環球知識和本地實踐經驗，香港貨品編碼協會全力協助企業實施符合GS1標準之供應鏈管理最佳實務。

我們展望在未來的日子繼續為本地工商界服務。

林潔怡
總監

Organization Structure

協會架構



Board of Directors 董事局

2006 / 2007

Chairman 主席



Mr Philippe Giard
*Managing Director, Hong Kong
PARKnSHOP
Representative, Hong Kong
Retail Management Association*
簡力宏先生 香港區董事總經理
百佳超級市場
香港零售管理協會代表

Directors 董事



Mr Victor Mok *Senior Vice President –
Greater China
DHL Global Forwarding
Representative, Hong Kong Coalition of
Service Industries*
莫志明先生 資深副總裁 — 大中華區
DHL Global Forwarding
香港服務業聯盟代表



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Hong Kong General Chamber of
Commerce*
方志偉先生 總裁
香港總商會



Mr Peter Lee *Chairman
Euroasia Group
Representative, Hong Kong General
Chamber of Commerce*
李雨川先生 主席
華寶實業集團
香港總商會代表



Mr Joseph Phi *COO
IDS Group Management Ltd
Representative, ECR Hong Kong*
彭焜耀先生 首席業務總裁
利和經銷管理有限公司
ECR香港代表



Mr Saunders Tam *Chief Executive Officer
Forewide Company (HK) Ltd
Chairman, SMEs Advisory Board*
譚澤生先生 行政總裁
福揚行（香港）有限公司
中小型企業諮詢委員會主席



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Kimberly-Clark (HK) Ltd
Vice Chairman, ECR Hong Kong*
劉冰瑩女士 總裁兼董事總經理
金佰利（香港）有限公司
ECR香港副主席



Dr Gordon Yen *Executive Director
Fountain Set (Holdings) Ltd
Representative, Textile Council of
Hong Kong*
嚴震銘博士 執行董事
福田實業（集團）有限公司
香港紡織業聯會代表



Mr Sandroff Ma *Director
Kingsway International Holdings Ltd*
馬智駒先生 執行董事
港基國際集團有限公司



Mr Anthony Au *Director
Futuresuccess Consultants Ltd*
區煒洪先生 行政總裁
舊金山顧問有限公司



Mr Leung Wai Fung
*Group Managing Director
Lam Soon (HK) Ltd
Representative, Federation of Hong
Kong Industries*
梁偉峰先生 集團董事總經理
南順（香港）有限公司
香港工業總會代表



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Lee Kum Kee Co Ltd
Representative, Chinese Manufacturers'
Association of Hong Kong
李惠中先生 主席 - 中國
李錦記有限公司
香港中華廠商會聯合會代表



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Shun Sang Holdings Ltd
Representative, SMEs Advisory Board
徐國才先生 董事總經理
信生集團有限公司
中小型企業諮詢委員會代表



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MGB METRO Group Buying HK Ltd
Chairman, Export Supply Chain Advisory
Board
傅多瑪先生 *Finance Director*
MGB METRO Group Buying HK Ltd
出口供應鏈諮詢委員會主席



Mr Glenn Smith *Chief Executive*
Sims Trading Co Ltd
Representative, ECR Hong Kong
史密夫先生 總裁
慎昌有限公司
ECR香港代表



Mrs Cindy Cheng *Managing Director*
Octopus Rewards Ltd
Representative, Hong Kong Coalition of
Service Industries
鄭韓菊芳女士 董事總經理
八達通獎賞有限公司
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The Dairy Farm Company Ltd
Representative, Hong Kong Retail
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鄭朝豐先生 總裁—惠康
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Pricerite Group Ltd
Chairman, Hong Kong Retail
Management Association
關百豪先生 主席
實惠集團有限公司
香港零售管理協會主席

Ex-Officio Member 當然委員



Ms Laura Xiong *Managing Director*
Procter & Gamble (HK) Ltd
Representative, Hong Kong General
Chamber of Commerce
熊青雲小姐 總經理
香港寶潔有限公司
香港總商會代表



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GS1 Hong Kong
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香港貨品編碼協會

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Horvath & Giles
鮑皓華律師 合夥人
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Auditor 核數師



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羅安狄先生 首席董事
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香港寶潔有限公司

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全球國際貨運有限公司

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Cisco Systems

麥家駿先生 *Manager, Manufacturing*

思科系統(香港)有限公司

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IBM China Group

李實恭博士 *IBM中國研究院院長*

IBM China

Secretary General 秘書長

Ms Anna Lin *Chief Executive*

GS1 Hong Kong

林潔貽女士 總監

香港貨品編碼協會

Treasurer 司庫

Ms Carrie Yu *Partner*

PricewaterhouseCoopers

余葉嘉莉女士 合夥人

普華永道會計師事務所

Membership Sales & Support Group Leader

會員拓展及事務組議長

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Eprologistics Ltd

黃德先生 行政總裁

易寶物流科技有限公司

Marketing & Communications Group Leader

市場推廣及對外聯絡組議長

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Institute for Information Industry

王志修先生 組長

財團法人資訊工業策進會

SCOR Training Group Leader

SCOR培訓組議長

Dr Victor H. Y. Lo *Professor*

The University of Hong Kong - Department of Industrial and Manufacturing Systems Engineering

盧興猷博士 教授

香港大學 - 工業及製造系統工程系

Industry & Product Development Group Leader

行業及產品發展組議長

Mr Tony C. K. Wong *Head of Supply Chain*

Newell Rubbermaid GSA Ltd

黃振基先生 *Head of Supply Chain*

Newell Rubbermaid GSA

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CRMG - Cash Retail Management Group

阮北流先生 副營運總監及集團財務總監

時惠環球(香港)有限公司

Mr Roger Amrol Jr. *Vice President, Bench Top & Associated Products*

Techtronic Industries Co Ltd

Roger Amrol Jr. 副總裁 - 產品工程, 桌面工具及有關產品

創科實業有限公司

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Mr Thomas Burkhalter *Finance Director*
MGB METRO Group Buying HK Ltd

傅多瑪先生 *Finance Director*
MGB METRO Group Buying HK Ltd

Vice Chairman 副主席

Mr Felix Chim *Managing Director, HK Office*
L G Sourcing, Inc.

詹兆輝先生 *Managing Director, HK Office*
L G Sourcing, Inc.

Members 委員

Mr Karl Graham
Boots (Retail Buying) Ltd

Mr Karl Graham
普施採購有限公司

Mr Raymond Woo *Regional Manager - Business Process & IT*
Hallmark Cards (HK) Ltd

胡偉明先生 *Regional Manager - Business Process & IT*
豪馬(香港)有限公司

Mr Wang Lu Yen *Chairman*
Linmark Group Ltd

王祿閻先生 *主席*
林麥集團有限公司

Mr Sven Jasper *General Manager, Information Technology Asia*
OTTO International Asia

卓柏宏先生 *General Manager, Information Technology Asia*
歐圖國際

Ms Shirley Ng *Managing Director*
Target Sourcing Services/AMC

伍麗萍小姐 *Managing Director*
Target Sourcing Services/AMC

Ms Julie More *Regional Finance Project Manager*
Tesco International Sourcing

Ms Julie More *區域財務項目經理*
Tesco International Sourcing

Objectives and Achievements of Advisory Boards

諮詢委員會的目標和成就

ECR Hong Kong

ECR 香港

Objectives

- ECR Hong Kong was established in 1997 to facilitate the development of Supply Chain Management/Efficient Consumer Response (SCM/ECR) initiatives in Hong Kong and also to form a link with regional and international SCM/ECR bodies, such as ECR Asia, Global Commerce Initiative and GS1.
- ECR Hong Kong provides an industry platform for retailers and suppliers to improve collaboration on supply-chain-related matters.
- To help the Fast-Moving Consumer Goods industry to increase business efficiency and customer services, ECR Hong Kong provides knowledge transfer on ECR/SCM best practices and enabling technologies for better management of demand and supply chain.

Accomplishments

- Three ECR training workshops were held to promote awareness and understanding of the ECR concept. These provided updates on the latest technology, case sharing and site visits.
- A study of "Cross-border Supply Chain Cost" was completed, which created a better understanding of the realities and constraints of cross-border supply chain management between Hong Kong and China and also recommended ways to improve efficiency and reduce the costs of cross-border supply chain process.
- The first-ever Efficient Consumer Response Awards were presented with the intention of establishing an industry recognition event for trading partners who attain superior business success by adopting ECR in Hong Kong.

工作目標

- ECR香港於1997年成立，旨在推動本港供應鏈管理/高效消費者響應(SCM/ECR)的發展，以及連繫SCM/ECR的地區及國際性組織，例如ECR 亞洲、全球商業計劃和GS1等。
- ECR香港為零售商及供應商提供業界平台，協助改善供應鏈方面的協作。
- ECR香港提供SCM/ECR最佳實務及應用技術之知識轉移計劃，幫助企業強化需求和供應鏈管理，從而協助快速流轉消費品行業提升營商效率和客戶服務。

主要成就

- 舉辦3項ECR培訓工作坊以加強業界對ECR概念的認知和認識，工作坊除提供嶄新技術之最新發展外，並安排個案分享及實地參觀。
- 完成「跨境供應鏈成本」研究，令業界對香港及中國之跨境供應鏈管理的實況和限制有更深入的认识，報告並就改善跨境供應鏈流程效率和降低成本作出建議。
- 頒發香港首屆「高效消費者響應獎」，冀藉此建立一個備受業界認同的年度獎項，以表揚在香港成功實踐ECR並表現卓越之企業。

SMEs Advisory Board

中小型企業諮詢委員會

Objectives

- Promote the application of SCM among SMEs.
- Enhance the competitiveness of the SMEs.
- Enhance the operational efficiency of SMEs through the promotion of SCM and e-commerce.
- Enhance awareness within the Hong Kong SAR Government of the need to assist SMEs to increase their international competitiveness.

Accomplishments

■ Collaboration with SME Support Organization

The SME Advisory Board (SMEAB) participated in the SME Mentorship Program 2007/08 organized by the Trade and Industry Department's Support and Consultation Centre for SMEs (SUCCESS).

SMEAB was the mentor for two SME entrepreneur applicants – a health drink exporter and a beauty center. During the 9-month mentorship, the SMEAB chairman provided directions and advice to the two SME applicants on marketing strategy, customer relations, financial and human resources management on one-to-one basis.

As one of the co-organizers of the SME Mentorship program, GS1 Hong Kong provided matching service to bridge the needs of SMEs with the support of the SMEAB.

■ Advisor of Hong Kong Legendary Brand Gala Dinner

Many of Hong Kong's established brands, some dating back 400 years, originated from typical SME family business. To bring this brand management experience to the SME community, SMEAB advised on the rollout programs of the Hong Kong Legendary Brand Gala Dinner held in September 2007 and attended by more than 250 guests.

The event showcased the history of 17 famous Hong Kong brands, sharing their winning brand strategies and demonstrating how they were developed over the years. The importance of quality in brand development was underlined together with the role that GS1 Identification Keys can play in developing a trusted brand.

■ SME Ambassador Program 2007-2008

SME Ambassador Program has been running since 2002 with support from the Trade and Industry Department's SME Development Fund and produces industry guidelines and reference cases for SMEs who wish to raise their e-SCM capabilities. This year the programme extended its focus beyond inventory management, to encompass a wider scope of end-to-end supply chain operations, including site inspection and process flow analysis in procurement, production, warehouse and logistics.

工作目標

- 推動中小企應用供應鏈管理。
- 增強中小企的競爭力。
- 藉著推廣供應鏈管理及電子商貿，協助中小企提升營運效率。
- 提高香港特區政府對中小企的關注，協助中小企提升國際競爭能力。

主要成就

■ 與中小企支援機構協作

中小型企業諮詢委員會參與由工業貿易署旗下之中小企業支援與諮詢中心主辦的2007/08中小企業「營商友導」計劃。

委員會分別是健康飲品出口商及美容中心兩家中小企東主之導師。在為期九個月的友導期內，中小型企業諮詢委員會主席分別與兩名計劃申請人會面，為他們提供市務策略、客戶關係、財務及人力資源管理的方向和建議。

香港貨品編碼協會是中小企業「營商友導」計劃的協辦機構之一，藉著中小型企業諮詢委員會的支援，提供迎合中小企需要的配對服務。

■ 「香港老品牌·條碼新世界」晚宴顧問

很多著名的香港品牌，部分至今已有400年歷史，他們昔日皆是中小規模的典型家族生意。為了把有關的品牌管理經驗引進中小企社群，「香港老品牌·條碼新世界」晚宴於2007年9月舉行，吸引了超過250名嘉賓出席，中小型企業諮詢委員會並就活動提供建議。

當晚的活動展示了17個香港著名品牌的歷史、品牌致勝策略以及歷年來品牌之發展和演變。產品質素對品牌的建立相當重要，活動並探討如何運用GS1識別碼建立值得信賴的品牌。

■ 中小型企業大使計劃2007-2008

中小型企業大使計劃早於2002年經已展開，該計劃由工業貿易署之中小企業發展支援基金資助，旨在為欲提升電子供應鏈管理技能的中小企，提供行業指引及參考個案。本年度該計劃所涉及的範疇由倉存管理擴展至點對點的供應鏈運作，覆蓋範圍更廣，當中包括實地考察及就採購、生產、倉庫及物流方面進行流程分析。

EPC Partners Advisory Board EPC 夥伴諮詢委員會

Objectives

- Create market awareness of EPC standards and EPC/RFID solutions.
- Track the development and adoption of EPC standards.
- Support solution partners in adopting EPC standards.
- Influence the development of global EPC standards across multiple industries.
- Develop and promote EPC/RFID implementation case studies from different industries.
- Lobby the Hong Kong SAR Government to support EPC/RFID adoption.

Accomplishments

- A new executive committee was elected for the service of 2007 and 2008.
- Task forces were formed to take responsibility for EPC marketing and promotions as well as special projects.
- Two regular advisory board meetings were held to update board members on the local and global EPC/RFID issues such as industry adoption of EPC standards worldwide, EPC standards regulatory issues and development, as well as marketing and training activities.
- Regular EPC/RFID technical training workshops and seminars were held to update solution partners on the ratification of various EPC standards.

工作目標

- 提升市場對產品電子代碼標準及產品電子代碼/無線射頻識別技術解決方案之認識。
- 關注產品電子代碼標準的發展及其市場採納的情況。
- 支援解決方案夥伴採用產品電子代碼標準。
- 對環球產品電子代碼標準於不同行業的發展作出建議。
- 於各行業提供及推廣產品電子代碼實踐個案。
- 游說香港特區政府支持產品電子代碼/無線射頻識別技術的採用。

主要成就

- 選出2007至2008年度新一屆行政委員會。
- 成立工作組專責產品電子代碼的市場推廣和宣傳工作，以及處理特別項目。
- 在兩次定期的諮詢委員會會議中，為委員會成員提供本地及環球產品電子代碼/無線射頻識別技術之最新發展，例如世界各地不同行業之應用情況、監管條例及其發展、市場推廣及培訓活動等。
- 定期舉辦產品電子代碼/無線射頻識別技術培訓工作坊和研討會，為採用解決方案夥伴提供各類型產品電子代碼標準之最新進展。

Supply-Chain Council - Greater China 供應鏈管理委員會(大中華區總會)

Objectives

- Build a neutral environment where supply chain professionals can meet committed supply chain practitioners.
- Create industry awareness of the Supply Chain Operations Reference-model (SCOR) and build industry capabilities.
- Localise SCOR materials and encourage practical SCOR applications.
- Assess industry performance in supply chain operations and support the continued development of the SCOR.

Accomplishments

- Secured the SME Development Fund from the Trade and Industry Department of the Hong Kong SAR Government and with the funding, the development of the Supply Chain Maturity Reference Model was initiated to help Hong Kong SMEs to improve supply chain operations, assessing SME's readiness for the adoption of proven supply chain models such as SCOR.

工作目標

- 營造一個中立環境可讓供應鏈專家會集商討及交流。
- 提升業界對供應鏈運作模型(SCOR)的認識及建立業界的營商能力。
- 將SCOR模型的內容本地化及鼓勵業界應用。
- 評估行業在供應鏈運作之績效及持續支援發展SCOR模型。

主要成就

- 獲香港特區政府工業貿易署之中小型企業發展支援基金審批撥款，發展「供應鏈成熟水平參考模型」，以協助本港中小企業改善供應鏈流程，評估他們採納成效的供應鏈模型如「供應鏈運作模型」的程度。

Export Supply Chain Advisory Board 出口供應鏈諮詢委員會

Objectives

- Facilitate better supply chain collaboration and integration between the Hong Kong export and sourcing industries.
- Help Hong Kong exporters and sourcing offices improve business processes.
- Establish supply chain industry standards for the Hong Kong exporters.
- Contribute to improving product quality in the course of production.
- Strengthen Hong Kong's knowledge and competence in supply chain management.
- Maintain Hong Kong as the world's major sourcing hub.

Accomplishments

- A supply chain competence key performance indicators (KPI) project was initiated with the goal of identifying a common set of KPIs of supply chain competence for Hong Kong suppliers in the export and sourcing industry. These KPIs can be used as a benchmark to measure suppliers' SCM capability in the area of maintaining efficient and effective SCM implementation. The first phase of the project was completed in August 2007 and in 2007/08 the Board will focus on KPI implementation and knowledge transfer to the industry.

工作目標

- 促進香港出口及採購行業實踐更佳的供應鏈協作及整合關係。
- 改善香港出口及採購商業務流程。
- 為香港出口業建立供應鏈行業標準準則。
- 在生產程序上改善產品質素作出貢獻。
- 鞏固香港掌握行業技術及供應鏈管理的優勢。
- 維持香港成為國際主要採購中心的地位。

主要成就

- 展開一項供應鏈優勢之主要表現指標的項目，旨在為香港出口及採購行業的供應商，訂立一套統一的、用來評估供應鏈優勢之主要表現指標 (KPIs)。此可將被作為一套基準，用來量度供應商的供應鏈管理效能，以維持推行高效率及高效益之供應鏈管理。該項目的第一階段計劃已於2007年8月完成，並計劃將於2007/08年度為業界推行KPIs應用方案及知識轉移計劃。



Services and Accomplishments

服務及成就

Services and Accomplishments

服務及成就



Building on the GS1 organization's 36 years of global experience in the development and implementation of standards for the identification of goods and services, GS1 Hong Kong has been fostering co-operation among local business and encouraging enterprises in information-sharing with their trade partners around the world since our inception in 1989.

As GS1's local chapter, we play a leading role in promoting the GS1 System of standards to the local business community and providing a complete portfolio of products and services that support increased efficiency in supply chains and demand chains by providing information visibility necessary to any exchange of goods and services. These include bar codes, e-commerce and next-generation solutions such as Global Data Synchronization, and Electronic Product Code™/Radio Frequency Identification, as well as professional consultancy and training. By promoting an integrated system of global standards that provides for accurate identification and communication of information regarding products, assets, services and locations, GS1 Hong Kong enables local businesses to be fully integrated into global commerce.

Bar Codes

As materials, components and goods move through the supply chain, they need to be tracked and traced.



GS1 Identification Keys are unique and secure numbers which support local business in the identification of items and services, locations and logistic units. The most common Identification Keys deployed in Hong Kong are the Global Trade Item Number (GTIN), Global Location Number (GLN) and Serial Shipping Container Code (SSCC).

Bar codes containing these globally-recognized GS1 Identification Keys can be quickly and accurately scanned at any point in the supply chain process, thus enabling traceability for retailers and suppliers, providing rapid check-out to retail consumers, and helping deliver logistics efficiency.

GS1組織於發展和推廣貨物及服務之識別標準上，擁有36年國際經驗。香港貨品編碼協會作為GS1的成員組織之一，自1989年成立以來，一直秉承其理念，致力促進本港工商界交流合作，並鼓勵企業與世界各地的貿易夥伴進行資訊互換。

香港貨品編碼協會作為GS1的香港分會，在推動本地工商界應用GS1標準上扮演領導角色，提供一套全面的服務和解決方案，提升互換貨物與服務資料過程中所需的資訊透明度，從而強化供應和需求鏈之效率。本會所提供的服務和解決方案包括條碼、電子商貿、新一代解決方案包括全球數據同步、產品電子代碼/無線射頻識別技術，以及專業顧問服務和培訓。本會透過推廣符合全球標準的整合系統，為貨品、資產、服務和位置提供準確之識別及資訊傳輸，協助本港工商界與全球商貿全面整合。

條碼

企業經常需要追蹤和追溯在供應鏈上流動的物料、零部件及貨物。GS1識別碼屬獨一無二及安全度高的編碼，用以支援本地企業識別貨品、服務、位置和物流單位。目前在香港最廣泛採用的識別碼，包括全球貿易貨品編碼(GTIN)、全球位置編碼(GLN)，以及貨運容器序號(SSCC)。

條碼內載入了全球認可的GS1識別碼，在供應鏈運作的每一環節可被快速和準確地掃描，為零售顧客提供快捷之付款程序，而零售商和生產商亦可追蹤貨物流向，使物流運作更具效率。



Numbering assignment and bar code testing services

We offer GS1 System users a web-based database - The HK e-ID Registry - to authenticate, manage and share product and company information for distribution in Hong Kong. The HK e-ID Registry contained 1.1 million Global Trade Item Numbers as of August 2007, up by 15% over 2006 and by 34% compared to 2005. This registry acts as a catalogue of Hong Kong-owned product data information, enabling local GS1 System users to exchange authorized and internationally standardized product data, and registered local buyers to search suppliers' product information.

The local repository of the registered companies is linked to the GS1 Global Electronic Party Information Registry (GEPIR), which is a distributed database that contains basic information on one million companies in over 100 countries. GEPIR is an initiative of GS1 that links the different databases or repositories operated by the GS1 Member Organizations in order to fulfill information requests from GS1 System users. The Registry thus serves as an online "yellow page" global directory to allow trading partners to share internationally standardized company information on a global scale.

To ensure that all bar codes generated are accurate and comply with the international standards adopted by GS1 System users worldwide, we also provide a program - Bar Code Quality Control Program - which is designed to provide bar code testing services for our members.

Through our helpdesk, we provide supportive services on general SCM information, standards, technical and implementation related inquiries to help members and industry practitioners better understand and implement the GS1 standards.

Members' interactions

During the year, we provided a variety of programs and services for our members. These programs included workshops, member-to-member seminars and networking opportunities, which were designed to meet business needs of our members and offer valuable opportunities for our members to share the latest information and maximize their brand awareness.

編碼分配及條碼測試服務

香港貨品編碼協會為GS1標準用戶提供一個網上數據庫，名為香港e-ID登記處，用以管理和驗證於本港登記使用的產品及企業資料，並讓本地用戶分享該等數據。截至2007年8月，香港e-ID登記處所貯存的全球貿易貨品編碼已超過1,100,000項，分別較2006年及2005年上升15%及34%。此登記處旨在提供香港產品數據資料的產品目錄，以便本地GS1標準用戶可交換認可及符合國際標準的產品數據，以及讓已登記的本地買家搜尋供應商的產品資料。



此外，該數據庫中的註冊公司名錄亦已經與GS1全球電子公司資料庫(GEPIR)連接。GEPIR是一個分佈式數據庫，貯存一百萬家公司之基本資料，遍佈逾100個國家。GEPIR乃GS1用以連接由各GS1成員組織所操作的數據庫或資料庫的計劃，令GS1標準用戶可從該數據庫中搜索所需資訊。GEPIR 猶如一個網上「黃頁」全球名錄，讓全球貿易夥伴可分享符合國際標準之公司資料。

為確保GS1標準用戶所採用的條碼均準確無誤，並符合全球通行準則，香港貨品編碼協會並推出條碼品質控制計劃，為會員提供條碼測試服務。

我們的客戶服務，為會員及業界就一般供應鏈管理資訊、標準、技術及實施等問題，提供支援服務，讓他們對實踐GS1標準有更多的認識。

To reinforce members' understanding of GS1 System of standards and GS1 Hong Kong's bar code services, we organized the *Buyer Workshop for Retailers and Sourcing Offices* for executives from different retailers in February 2007, raising their know-how on effective GS1 bar code standard implementation and introducing our *Rollout Management Services* that serve to provide implementation support for them, assisting retailers in managing their rollout activities with their suppliers.



Member-to-member seminars are designed to provide a promotion platform for GS1 Hong Kong members to promote their products and share knowledge among members, with the objectives to increase members' corporate visibility, product awareness and facilitate SMEs' business growth. We co-organized two different seminars with our members on *Frontline e-POS and Backend Efficient Inventory Management* in December 2006 and *Explore China and Overseas Market and Upgrading Inventory Management Efficiency* in March 2007 respectively. More than 50 participants attended the seminars, in which common issues encountered at the point of sales and inventory management were addressed.

We also launched the *Business Advertising Service* that was aimed to offer an on-line business platform for member companies to promote products and services via the GS1 Hong Kong website in 2006. Advertisers included food and beverage suppliers, IT solution providers and bar code printing services providers.

By way of thanks to members for the continued support, we get together with our members every year. Our annual

會員交流及聯繫

年內，香港貨品編碼協會為會員提供不同類型的活動和服務，包括舉辦工作坊及會員研討會，為他們提供互相交流機會，建立更鞏固關係。而透過這些活動，更可配合會員的商業需要，讓他們藉此分享最新資訊，以及增強其品牌的認知度。

為了加強會員對GS1標準及條碼服務的認識，本會於2007年2月為零售業界的行政人員舉辦了「零售及採購業買家工作坊」，旨在讓學員掌握有效應用GS1標準條碼的知識，並介紹本會為他們設計的「管理顧問服務」，協助零售業界管理其供應商之正確採用條碼程序。

會員研討會則旨在提供一個推廣平台，讓會員可藉此推廣產品並分享知識，從而提高其企業形象、產品認知度，以及促進中小企業會員的業務增長。本會於年內舉辦了兩項不同主題的會員研討會，分別是2006年12月的「前線零售點及後勤倉存高效管理研討會」，以及2007年3月的「拓展中外市場，提升後勤倉存效率研討會」，活動吸引了超過50名會員及業界參與，共同探討前線零售點及倉存管理的常見問題。

香港貨品編碼協會於2006年更推出「商品廣告服務」，該服務旨在透過本會網頁，為企業會員提供一個網上商貿平台以推廣其產品及服務。參與的廣告商包括食品及餐飲供應商、資訊科技以及條碼印刷服務供應商。





members' event, the *GS1 Hong Kong Annual Members Gathering 2006*, on the theme of "Innovation for Supply Chain Efficiency and Visibility", was held in December. About 300 members and business partners attended the event, the highlight of which was the screening of a video showcasing the success of five small-to-medium sized enterprises from different industries that were mentored under GS1 Hong Kong's *SME Ambassador Program for Inventory Management*.

E-Commerce

Since 1995, GS1 Hong Kong has been operating EZ*TRADE, an e-commerce platform that supports both the GS1 EANCOM and GS1 XML electronic business message exchange standards, giving Hong Kong enterprises a reliable and convenient means of conducting electronic commerce, irrespective of their internal hardware and software. The e-platform has been providing Hong Kong enterprises business services that enable the efficient and accurate transmission of commercial documents to trading partners using standard electronic data interchange messaging formats.



Service upgrades to EZ*TRADE

Over the past year, we have added new functions to the EZ*TRADE infrastructure in order to provide more value-added services for the EZ*TRADE users, helping them to streamline their business procedures with their business partners.

In May 2007, we added a new module to the EZ*TRADE web application platform that provides Purchase Order Change Request services to handle buyers' new order changes to Purchase Order (PO) documents and list the latest version of PO document to their suppliers. This new function can also turn the latest version of order change document into an electronic invoice (e-Invoice), enhancing efficiency in the document reconciliation process between

本會每年均舉辦年度晚宴與會員聚首一堂，以感謝他們對協會的長期支持。「2006周年會員晚宴」於12月舉行，主題為「高效供應鏈：一點創意，全面體現」，約300位會員及業務夥伴出席當晚活動，晚宴的重點環節是大會播放五間來自不同行業的中小企參與「中小型企業大使計劃—倉存管理」之成功個案。

電子商貿

香港貨品編碼協會於1995年開始推出「通商易」(EZ*TRADE)服務，「通商易」是一個電子商貿平台，全面支援GS1 EANCOM及GS1 XML這兩項電子商貿數據互換標準，它並可與企業內部硬件和軟件兼容，為本港企業提供一個可靠及便捷的渠道進行電子商貿。透過採用電子數據聯通的標準化訊息格式，香港企業便可利用這電子平台，快速及準確地傳送商業文件予貿易夥伴。

「通商易」服務提升

一直以來，香港貨品編碼協會不斷為「通商易」基礎設施提升功能，為用戶提供更多增值服務，幫助客戶與其業務夥伴簡化商業流程。

本會於2007年5月為「通商易」網上應用平台加入新程式，提供「採購訂單修改要求」服務，該服務可處理買家之訂單修改要求，並可為其供應商列出最新修改之訂單版本，此新增功能更可把最終完成修改的訂單，轉為網上電子發票(e-Invoice)，提高買賣雙方核實文件的效率。隨著該新服務正式推出，本會同時提升「通商易」網上應用功能，為用戶提供電郵提示，通知他們進入「通商易」網站





buyers and suppliers. In parallel with the new web module deployment, we upgraded the EZ*TRADE web application to provide users with email notification of new PO, PO change and Remittance Advice. By registering to this service, suppliers can be notified of any new document from their buyers via email, thus enabling them to make quick response to cater for their buyers' demands.

In August 2007, there was another important EZ*TRADE service upgrade, which was the enhancement of the web application platform catered for the Chinese electronic data interchange of documents. This will help streamline the ever increasing flow of business communication between local enterprises and their business partners in China.

Continued growth of EZ*TRADE users

The number of EZ*TRADE users grew substantially, increasing by more than 30% during the last reporting year. To help drive wider e-commerce adoption, GS1 Hong Kong has been fostering a collaborative relationship with local retailers and suppliers and, in particular, has been providing on-going support to the e-initiatives of different retail chains in Hong Kong.

GS1 Hong Kong conducted 17 workshops for the suppliers of a number of local retailers including PARKnSHOP, Watson's The Chemist and Fortress between April and May 2007, increasing these suppliers' understanding of e-commerce and facilitate the roll-out of data transactions on non-warehouse items using EZ*TRADE.

Connecting with international buyers

Starting April 2007, EZ*TRADE is capable of supporting different international buying teams based in Hong Kong to issue electronic purchase orders (e-POs) to overseas business units located in Taiwan, South East Asia and as far away as Turkey in addition to Hong Kong.

檢收新訂單、訂單修改以及匯款通知文件。登記了該服務的用戶，便可經電郵通知而收取買方發出之最新文件，加快回應買家的要求。

另一項重要的服務提升，是於本年8月為「通商易」網上應用平台安裝中文應用系統，該系統可處理中文版的電子數據聯通文件，此舉將可協助本地企業與其國內商業夥伴簡化日益頻繁之業務往來程序。

「通商易」用戶數目持續增加

「通商易」的用戶數目去年度錄得逾30%之增長。香港貨品編碼協會一直致力推動本地業界廣泛採用電子商貿，促進本地零售及供應商之協作關係，並且持續地支援本地零售連鎖商實施電子商貿計劃。

本會在2007年4月至5月為本地主要零售商包括百佳超級市場、屈臣氏及豐澤等之供應商舉辦了17項工作坊，以加強這些供應商對電子商貿的認識，並鼓勵他們採用「通商易」處理非倉存貨品之數據交易。

聯繫國際買家

「通商易」於2007年4月開始提供支援環球採購的服務，這項新的服務可因應個別用戶的需求，支援其香港環球採購隊伍，透過「通商易」發出網上電子採購訂單(e-POs)給其位於香港、台灣、東南亞以及遠至土耳其的海外業務單位。



System enhancement to meet China suppliers' needs

Our e-Commerce division is continuously on the lookout of opportunities to enhance EZ*TRADE in order to meet new user demands. In August 2007, a project was initiated to generate e-VAT invoices on EZ*TRADE, with data cross-check between e-POs and e-Invoices. The e-VAT invoice application will enable electronic data interchange between Hong Kong's retailers and China-based suppliers in an environment complying with China's trading taxation requirement. The project is expected to roll out in phases in 2008.

Global Data Synchronization

The Global Data Synchronization Network™ (GDSN) is an automated, standards-based environment that enables secure and continuous data synchronization, allowing trading partners to have consistent item data in their systems at the same time. It consists of certified data pools that provide suppliers and retailers with access into the network, and the GS1 Global Registry® which is the hub of the different data pools and acts as a yellow page directory, enabling trading partners reach out to more customers and product sources.



The GS1 HK Data Pool is one of the 23 certified GDSN data pools worldwide and enables Hong Kong-based retailers and suppliers to reliably share standardized trade item data for effective business transaction in both local and global markets, driving costs out of the supply chain. More than 13,000 retailers and suppliers worldwide are now reaping the full benefits of using GDSN. According to management consulting firm A.T. Kearney, companies adopting GDSN achieve cost savings of up to US\$25 million a year.

提升系統配合國內供應商需要

本會亦不斷提升「通商易」系統以滿足用戶的新要求，並於2007年8月推出以「通商易」編製網上電子增值稅(e-VAT)發票的項目，該新增功能配備了覆核網上電子訂單及網上電子發票的功能。網上電子增值稅發票的應用，可讓本地零售商與其國內供應商在符合中國貿易稅制要求之環境下，進行電子數據聯通。有關項目將於下年度逐步展開。

全球數據同步

全球數據同步網絡(GDSN)提供一個自動化、標準化的環境，方便零售商和供應商進行安全及持續不斷的數據同步化交換程序，亦使其貿易夥伴的系統於同一時間套取一致的貨品資料。該網絡的組成部分，包括分佈於各地的認可數據池，以及與各地數據池連接的GS1全球註冊資料庫。全球各地的供應商和零售商透過數據池進入網絡進行數據交換，至於GS1全球註冊資料庫，則相等於一個黃頁目錄，各貿易夥伴可透過此資料庫與更多客戶保持連繫和獲取更多產品資料。

GS1 HK數據池是全球23個GDSN認可數據池之一，讓本港零售商和供應商，可與其貿易夥伴互換準確和標準化的產品資料，促進本地與及全球市場的商業交易，並減低供應鏈成本。目前全球超過13,000家零售商及供應商正受惠於採用GDSN。根據顧問管理公司A. T. Kearney的研究顯示，應用GDSN的企業每年可節省高達二千五百萬美元的成本。



Enhanced feature of GDSN

As shifting demand changes business requirements, retailers also need to share attributes - related to sales, logistics and marketing - that support their order-to-cash business process. As these are retailer-specific and do not comply with GS1 standards, many retailers have built their own portals to share proprietary attributes with their business partners. This introduces additional costs to all parties and risks inaccuracy as suppliers have to input data manually.

To address this issue, the GDSN community has been striving to find the best method for retailers' business needs for exchanging non-standard attribute data with business partners. The GDSN Extended Attribute Program now supports retailer-specific attributes sent as an extension of the GDSN Catalogue Item Notification Message, enabling proprietary data to be transported via the GDSN.

To ensure GDSN-certified data pools comply with global standards, GS1 introduced an update of the business message standard for item synchronization early this year that enables data pools to exchange virtually any trading partner's attribute, both standard and non-standard, via the GDSN. As one of the 23 GDSN-certified data pools, the GS1 HK Data Pool also fully conforms to the updated standard.

全球數據同步網絡新增功能

由於商業要求不斷改變，零售商需同時對有關銷售、物流和營銷的數據進行交換，以支援其由訂購至現金交易的商業程序。但這些數據只適用於個別零售商，而並不符合GS1標準，所以很多零售商只能自行建立其數據網站與貿易夥伴交換業務資訊。此舉不但為零售商帶來額外成本，亦因供應商需人手輸入數據而大大增加錯誤風險。

針對上述難題，GDSN組織因而致力尋找最佳方案，推出GDSN「擴展數據屬性計劃」，以配合零售商與貿易夥伴之間交換非GS1標準數據的商業需要。該計劃現可支援個別零售商把非GS1標準數據轉化成GDSN項目數據目錄(CIN)的擴展數據屬性，便可透過GDSN傳輸。

為確保所有GDSN認可數據池均符合全球標準，GS1於本年初推出最新版本的數據同步化商業信息標準，此舉令各個數據池皆可讓各貿易夥伴透過GDSN進行標準及非標準數據的數據同步化交換程序。GS1 HK 數據池作為全球23個GDSN認可數據池之一，亦已符合上述的最新標準規格。





Electronic Product Code™ / Radio Frequency Identification

GS1 Hong Kong is the only organization authorized to issue EPC Manager Numbers in Hong Kong. The Electronic Product Code™ (EPC), accompanied by Radio Frequency Identification (RFID) data-capturing devices and further supported by the Internet backbone EPCglobal Network™ infrastructure, is a recognized standard worldwide. It enables stakeholders at any point along a supply chain to share and synchronize real-time, automatic identification of product information from any company over the Internet, thereby creating end-to-end visibility.

Completion of multi-pilot RFID project

EPCglobal Hong Kong, operating under the auspices of GS1 Hong Kong, has been playing an active role in realizing the EPC vision through pilot projects that are important precursors to broad implementation.



In March 2007, we completed a two-year pilot program with six companies representing the retail, logistics and manufacturing sectors. The companies involved in the pilot project included Wal-Mart, VTech Telecommunications Ltd, Maersk Logistics, Cheong Tai International Holdings Ltd, Esquel Group and Group Sense (International) Ltd.

These companies made use of the Hong Kong EPCnetwork, which served as a conduit for information exchange among different trading partners along the supply chain. The ultimate goal of the project was to demonstrate end-to-end supply chain information visibility from China via Hong Kong to the world.



產品電子代碼 / 無線射頻識別技術

香港貨品編碼協會是香港唯一獲授權編發EPC管理單位代碼的機構。產品電子代碼(EPC)是全球認可的標準，與無線射頻識別(RFID)數據擷取裝置不可分割，並結合了以互聯網為骨幹的EPCglobal網絡基建作交換數據的平台。無論貿易夥伴處於供應鏈上任何一點，均可以透過互聯網，與任何一間公司分享產品資料，及進行實時、自動化資訊的數據同步交換，以實現點對點的透明度。

完成多項RFID試點計劃

EPCglobal香港由香港貨品編碼協會資助成立，一向以積極推廣EPC為宗旨，並推行多項試點計劃，為產品電子代碼的全面推行奠下穩固基礎。

於本年3月，本會完成了一項為期兩年的試點計劃，該計劃由6間來自零售、物流及生產等不同行業的公司參與，包括沃爾瑪、偉易達通訊設備有限公司、馬士基物流、昌泰國際集團有限公司、溢達集團和權智（國際）有限公司。

參與該計劃的企業均採用香港EPC網絡，作為在供應鏈上與貿易夥伴進行資訊互換的管道。計劃的最終目的是驗證由中國經香港至全球各地市場的點對點供應鏈資訊透明度。

為了發展可應用於業界的EPC/RFID技術標準解決方案，以便各試點用戶提高營運效率，該計劃為每家試點公司分析其不同的業務要求及個別物流程序作，並就整體資訊系統設計及功能作出研究，並評估該系統對香港EPC網絡發展的影響。

In order to develop an applicable industry EPC/RFID solution to enhance the operational efficiency for the pilot companies, the pilot program examined the different business requirements and investigated the unique logistics process for each company. A study on overall information systems design and functionality was carried out, evaluating their impact on the development of the Hong Kong EPCnetwork.

The pilot program also tested the implementation of EPCglobal standards technology - including EPC UHF (Ultra High Frequency) Gen 2 tags and EPC Information Services (EPCIS), a critical component to enable real-time data exchange - for two clusters of supply chains: linking China and Hong Kong as well as linking China via Hong Kong to overseas markets.

The value proposition of the technology to specific business needs was explored and the results showed the applicability of EPCglobal standards across different sectors. As a result, four successful industry case studies were created.

Establishment of Supply Chain Innovation Centre

To better leverage our growing knowledge and experience in the application of EPC/RFID, GS1 Hong Kong joined up with Hong Kong Science and Technology Parks Corporation to establish Asia's most comprehensive supply chain technology centre in February 2007. The 3,000 square foot Supply Chain Innovation Centre - which is

計劃亦同時測試了EPCglobal標準技術的施行情況，包括EPC超高頻第二代標籤(EPC UHF Gen 2 tags)及用作進行實時數據交換的重要元件：EPC訊息服務(EPCIS)。計劃主要測試供應鏈分兩個類別，分別為中國至香港，以及中國經香港至全球各地。

是次計劃探討有關技術對個別行業之價值，結果顯示EPCglobal標準可應用於跨行業，並完成4個業界成功個案作參考之用。

成立供應鏈創科中心

為進一步推廣EPC/RFID技術之應用和分享實施經驗，香港貨品編碼協會與香港科技園公司攜手合作，於2007年2月成立供應鏈創科中心，該中心佔地3,000平方呎，是亞洲最全面的供應鏈科技中心。中心獲科技、物流服務及零售業等不同企業全力支持，使中心成為全球供應鏈應用技術的知識轉移平台，提高本港及珠三角企業的營商效率。

該中心由跨行業專家組成，為業界提供供應鏈管理專業意見及培訓，促進供應鏈知識轉移。中心內劃分為生產、物流及零售等3個主題區，用以展示EPC/RFID技術標準於實際業務環境運作的情況。中心更持續與企業合作舉辦各類型業界活動，為本港企業帶來更多發展供應鏈標準的機會，加速整合香港與珠三角地區之發展。





supported by a consortium of companies representing the technology, logistics services and retail sectors - provides a platform for transfer of expert knowledge on global supply chain enabling technology in order to boost efficiency of Hong Kong and Pearl River Delta enterprises.

The Centre was established by cross-industry experts who provide professional advice on supply chain management and facilitate knowledge transfer through live demonstration and training programs in three themed zones: manufacturing, logistics and retail. On-going industry activities through joint efforts will introduce opportunities associated with the development of supply chain standards to Hong Kong enterprises, accelerating integration between Hong Kong and the PRD region.

Since it was launched, the Centre hosted 112 tours and attracted some 1,400 visitors from retail, logistics, information and technology, standard organizations, industry associations, education institutions and government bodies.

The EPCglobal community

The EPCglobal community continued its growth and expansion around the world. As of September 2007, it stood at 1,163 members with head offices located across 38 countries. In Hong Kong, EPCglobal Hong Kong has a membership of 39 companies as of September 2007 including IT system and software vendors, consultants, system integrators, logistics service providers and manufacturers. The EPCglobal membership in Hong Kong currently ranks fourth worldwide and second in Asia.

By joining EPCglobal Hong Kong, members can stay aligned with the development and implementation of EPCglobal Standards within industries and around the world and it also enables them to influence the development of EPC and RFID technology. Last reporting year, EPCglobal Hong Kong hosted a number of networking activities for members, providing an excellent platform for them to link up with the EPC community locally and internationally.

該中心歡迎各界人士參觀，自成立以來，已接待了112個團體，約1,400名人士到訪，分別來自零售、物流、資訊科技、標準開發機構、行業組織、學術機構及政府部門。

EPCglobal組織

EPCglobal組織在全球持續增長及擴展。截至2007年9月，該組織的辦事處遍及全球38個國家，會員人數達1,163名；至於EPCglobal香港在本港的企業會員共39家，當中包括資訊科技系統和軟件供應商、顧問公司、系統整合供應商、物流服務供應商以及生產商。EPCglobal香港的會員數目現時在全球及亞洲分別排名第四及第二。

作為EPCglobal香港的會員，便可時刻緊貼EPCglobal標準於全球及業內之最新發展及實踐情況，並可參與EPC/RFID技術的拓展工作，為業界作出貢獻。去年度，EPCglobal香港舉辦了多項聯誼活動，為會員提供寶貴機會與本地及海外的EPCglobal成員交流及加深彼此的認識。





Professional Services

As the local chapter of GS1, GS1 Hong Kong leverages a worldwide network of expertise and combines global knowledge with local implementation experience, helping Hong Kong enterprises adopt best practice for supply chain management and robust solutions using GS1 standards.

Our solutions bundle GS1 standards with services which integrate to meet the supply chain needs for different business. These solutions employ a standardized infrastructure framework that optimizes available and emerging technologies to support evolving business process and are deployed by members of GS1 Hong Kong's professional service team who have extensive experience in complex logistics projects and deep knowledge in supply chain management.

Inventory management for SMEs

Further to the success of the SME Ambassador Program for Inventory Management in 2006 and the five case studies delivered on inventory management for industries (including foodstuffs, garments, consumer electronics, medical equipment and paper products), we continued to organize seminars oriented to SMEs. The two seminars entitled *Effective Inventory Management in Practice*, which took place in November 2006 and January 2007, were held in collaboration with the Support and Consultation Centre for SMEs of the Trade and Industry Department. Some 100 participants from the SME sector attended the seminars in which inventory management issues were addressed with the illustrations of the five cases. As a result, participants acquired necessary know-how on how the adoption of GS1 System of standards can be applied in inventory management to heighten operation efficiency and shared views with different industry practitioners to enhance future collaborations.

專業服務

作為GS1組織的香港分會，香港貨品編碼協會憑藉其環球專家網絡，再配合所擁有之全球知識及本地實踐經驗，一直致力協助香港企業採用GS1標準，以實施供應鏈管理最佳實務及最具效益的解決方案。

香港貨品編碼協會的專業顧問服務團隊，擁有處理繁複物流項目的豐富經驗，以及深厚的供應鏈管理知識，為業界提供一系列符合GS1標準的整合式解決方案，以配合不同行業供應鏈之需要。這些解決方案以標準化的基礎設施為本，配合嶄新技術，為不斷發展的商業流程提供支援服務。

中小型企業加強倉存管理

繼2006年成功推行「中小型企業大使計劃 - 倉存管理」項目，並完成了五個來自食品、成衣、電子消費品、醫療器材及紙品等行業的倉存管理個案研究，我們去年度與工業貿易署之中小型企業支援與諮詢中心合作，分別於2006年11月及2007年1月合辦了兩個「實踐有效倉存管理研討會」，與會員及中小企業分享這些個案。約100名來自中小企業界的參加者出席了這兩個活動。本會之專業顧問於會中向學員闡釋倉存管理之道，並以該五個個案為實例探討倉存管理的常見問題，讓參加者更進一步了解如何在倉存管理上應用GS1標準，以提高營運效率，並藉此機會與不同業界交流經驗，加強未來的合作。



Process re-engineering projects

Supply Chain Operations Reference-model (SCOR)

As the founding member of the Supply-Chain Council-Greater China (SCC-Greater China), we continued to facilitate the adoption and continued development of the Supply Chain Operations Reference-model (SCOR), which is developed by the Suppl-Chain Council (SCC). SCOR has been used by practitioners across sectors for many years. The SCC now has closer to 1,000 corporate members world-wide and its membership consists of primarily practitioners representing a broad cross section of industries, including manufacturers, services, distributors, and retailers.

In March 2007, GS1 Hong Kong started a supply chain project with a renowned Hong Kong food and beverage service provider. Our consultants are leveraging the SCOR in the project to strengthen the different functions in its supply chain in order to drive operational excellence. Through this engagement, which runs through to the second half of 2008, the food and beverage provider will develop a better understanding of the strengths and weaknesses of its supply chain. The company expects to advance its supply chain management systems and embrace best practices in order to realize the company's vision of becoming a world-class food and beverage service provider.

The scope of the project, for which GS1 Hong Kong is the project manager, covers both strategic supply chain planning and functional management including procurement, production, warehouse and distribution and information flow management. Improvement is expected in different areas such as supply chain reliability, responsiveness, flexibility and cost of operation.

流程重整項目

供應鏈運作模型(SCOR)

香港貨品編碼協會作為供應鏈管理委員會(大中華區總會)(SCC-Greater China)的創會成員，一直致力推動由供應鏈管理委員會(SCC)制定的「供應鏈運作模型」(SCOR)於區內應用和持續發展。多年來SCOR已為不同行業所廣泛採用。目前，供應鏈管理委員會在全球擁有近1,000名企業會員，而會員的行業分佈極廣，包括製造業、服務性行業、供應商及零售商等。

香港貨品編碼協會與本港一家著名食品及餐飲服務供應商於2007年3月展開了一項供應鏈項目，由本會的專業顧問為該供應商引進SCOR，用以增強該公司供應鏈的各項功能，以提高營運效率。這個項目將於2008年下半年完成，旨於讓參與的企業對其供應鏈的優勢和弱點有更深入的認識，進一步改善該企業的供應鏈管理系統，並透過採納SCOR為最佳實務，以配合其發展成為世界級食品及餐飲服務供應商之目標。

香港貨品編碼協會乃是次計劃之項目經理，而計劃所覆蓋的範疇包括策略性供應鏈規劃和職能管理，當中可再分為採購、生產、倉存、配送及資訊流程管理等。預期參與企業於計劃完成後，將於供應鏈穩定性、回應速度、靈活程度及營運成本各方面均獲得改善。





Supply Chain Maturity Reference Model (SCMRM)

The expertise of the professional service team is being put to good effect in support of Hong Kong's SMEs through the development of a Supply Chain Maturity Reference Model (SCMRM). Many SMEs have achieved only basic organization of their supply chain processes and are not able to cope with the supply chain requirements of large companies using advanced models such as the Supply-Chain Council's SCOR.

The SCMRM under development by GS1 Hong Kong defines a five stages of maturity in the management and integration of SMEs' operations. The goal is to achieve improvements by providing step-by-step guidance and best practice on operations such as inventory and warehouse management, until they can reach at least maturity level 3 - the integration level and are able to integrate with the SCOR model adopted by large enterprises.

The SCMRM project commenced in June 2007 supported by the SME Development Fund under the Trade and Industry Department of the Hong Kong SAR Government. The project is expected to be completed in two years and the deliverables include a web-based self-assessment system that allows SMEs to measure their maturity level and identify areas for improvement, training sessions, pilot case studies and shared sessions, helpdesk services and a bilingual SCMRM implementation guidebook.

供應鏈成熟水平參考模型(SCMRM)

香港貨品編碼協會的專業顧問服務團隊現正發展「供應鏈成熟水平參考模型」(SCMRM)項目，目的是要幫助中小企與大型企業的商業流程整合。目前很多中小企對供應鏈流程僅作出最基本的安排，尚未能達到已採用SCOR等先進供應鏈模型的大型企業所要求之供應鏈水平。

本會現正開發的SCMRM項目，就中小企營運的管理和整合方面，制定出五個級別的成熟水平，為中小企在營運上提供逐步指引和最佳實務，例如倉存及倉庫管理，以達至改進流程的目的。當企業達至第三級成熟水平，亦即整合級別，便可與大型企業所採用的SCOR模型進行整合。

SCMRM項目已獲香港特區政府工業貿易署之中小型企業發展支援基金審批撥款發展，並已於2007年6月展開。該項目預期於兩年內完成，屆時可為企業提供相關的配套，包括：網上自行評估系統，讓中小企可自行評估其成熟程度及需要改善的範疇、培訓課程、試點用戶個案研究及分享研討會、電話查詢支援服務及雙語編製的SCMRM推行指南。





Knowledge Transfer
知識傳授

Knowledge Transfer 知識傳授

Excellence in logistics and information connectivity is essential to maintaining Hong Kong's position as Asia's premier logistics centre and the Pearl River Delta (PRD) region as a world manufacturing hub. GS1 Hong Kong therefore makes a continuous effort to transfer knowledge on supply chain strategies, technologies and industry-specific best practices to enterprises in Hong Kong and the PRD region. We deliver a wide range of industry knowledge transfer programs including practical workshops, technical skills training, sector-specific seminars and industry conferences addressed by global supply chain gurus. These programs give enterprises access to a large knowledge base and gain valuable insights into operational efficiency, enabling them to sharpen their competitive edge in the global marketplace.

Industry Training

Bar code workshops

Hong Kong retailers, suppliers and consumers have been benefiting from the application of bar codes since our inception. Hence, training on the implementation bar code is an essential part of GS1 Hong Kong's knowledge transfer program. Eight bar code workshops, attended by more than 400 participants, were held during the year. These were designed to deliver the fundamentals on GS1 bar code standards and their applications to article numbering assignments for trade items, locations, logistic units and assets identifications. The workshops showcased the latest bar code solutions and covered important considerations for industry-specific applications. Attendees were also introduced to the Hong Kong e-ID Registry which provides an easy way to search for company and product information.

EPC training

To advance Hong Kong's adoption of the Electronic Product Code™ (EPC) and Radio Frequency Identification (RFID) technology, EPCglobal Hong Kong designs different training on strategy planning, technology implementation and supply chain operations. During the year, five EPC/



香港及珠三角地區得以成為亞洲首屈一指的物流中心和環球生產基地，全賴優秀的物流業及其緊密的資訊聯繫。有見及此，香港貨品編碼協會一直致力為本港和珠三角地區的企業傳授知識，包括供應鏈策略、技術和業界的最佳實務。我們提供一連串的業界知識轉移培訓計劃，計有應用工作坊、專業技術培訓課程、針對不同界別的研討會以及由環球供應鏈專家主講的業界會議。透過這些項目，參與企業汲取龐大的知識寶庫，在提升營運效率方面得到寶貴見解，有助企業加強在環球市場上之競爭力。

業界培訓

條碼工作坊

自本協會推廣條碼應用後，香港零售商、供應商和顧客均同時受惠。因此，推廣條碼應用的工作是香港貨品編碼協會知識轉移培訓計劃之重要一環。本會於年內共舉辦了8項條碼工作坊，參加人數逾400名。工作坊的目的是傳授GS1標準條碼之基本概念，以及如何將之應用於國際貨品編碼的編配工作，如用於貿易貨品、位置、物流單位和資產識別。工作坊亦展示了最新的條碼解決方案和應用於不同行業時需注意的事項。香港貨品編碼協會亦介紹香港e-ID登記處予參與者，登記企業可透過簡易渠道搜尋其他公司和產品資料。

產品電子代碼培訓課程

為了進一步推動本地企業採納產品電子代碼(EPC)和無線射頻識別技術(RFID)，EPCglobal香港就策略規劃、施行技術和供應鏈營運方面設計了不同的培訓課程。於年內，共舉辦了5個EPC/RFID培訓課程，吸引了250名業界人士參加。其中專為EPC會員而設的季度課程——「產品電子代碼標準及開發培訓工作坊」，主要從技術層面介紹EPC網絡、自動資料套取標準以及認可EPC規格之最新發展。另外，「EPC/RFID及EPC網絡基建培訓工作坊」乃專為營



RFID training sessions attracted 250 industry participants. The *EPC Standard and Development Training Workshop* specifically tailored for EPC subscribers – held on a quarterly basis – provided technical updates on the Hong Kong EPCnetwork, automated data capture standards and ratified EPC specifications. The *EPC/RFID & EPCnetwork Infrastructure Workshop*, designed for operations and technology executives, provided insights on Hong Kong EPCnetwork infrastructure and the architectural framework and standards of EPC as well as the business cost and benefit analysis with reference of local business cases. At the *Bar Code and EPC/RFID Workshop*, participants learnt the fundamental knowledge of the two GS1 standards and the difference and advantages between the two technologies in terms of optimizing operational efficiency were identified as well.

In addition, we organized 11 EPC/RFID related seminars with a total attendance of more than 1,000 during the year. These seminars catered to multiple audiences, ranging from university students to executives from the manufacturing, transportation, logistics, distribution, retail and IT sectors. Participants learnt more about how EPC/RFID transforms the supply chain, the developments and implementation of EPC/RFID technology; and the progress in Hong Kong and the PRD toward realizing the potential of EPC/RFID in terms of supply chain efficiency and visibility.

Best practices workshops

Category Management

In February 2007, GS1 Hong Kong conducted a two-day best practice workshop on Category Management. The training was aimed to give retail industry practitioners the practical knowledge of Category Management. The best practice is set to foster a closer collaboration among trading partners, enabling the FMCG companies to offer the right goods at the right time and right place to cater for intelligent consumer needs. The workshop provided the participants a more in-depth understanding of the roles of retailers and suppliers who are involved in the process chain as well as the on-the-job skills required in their retailing operation.

運和技術行政人員而設，旨在展示香港EPC網絡基建的要求、整合規格和標準，以及透過本地企業案例作為參考其營商成本及效益分析。而在「條碼及EPC/RFID培訓工作坊」中，學員亦從中了解到兩項GS1標準的基本知識，以及兩項技術在提升營運效率上之分別和優點。

除此之外，我們於年內亦舉辦了11項與EPC/RFID相關之研討會，出席人數逾1,000名。這些研討會所覆蓋的對象非常廣泛，由大學生以至來自不同界別如製造、運輸、物流、分銷、零售和資訊科技行業的行政人員皆有出席。與會者從中認識到EPC/RFID技術的發展和實施、EPC/RFID如何改善供應鏈運作，及逐漸掌握到EPC/RFID應用於香港和珠三角地區在發揮供應鏈效率和透明度上的潛能。

最佳實務工作坊

類別管理

香港貨品編碼協會於2007年2月舉辦了一項為期兩天的類別管理最佳實務工作坊，該培訓課程旨在為零售業從業員提供實用之類別管理知識，從而促進貿易夥伴間緊密的協作關係，協助快速流轉消費品企業能於適當的時間及地點，提供合適的貨品，以切合精明消費者之需要。學員藉著工作坊可深入了解供應鏈運作過程中零售商與供應商之角色，並可掌握零售業日常運作所需之職業技能。



ECR

ECR Hong Kong has, since 1996, been nurturing collaborative management along the supply chain to better serve customers of the "fast-moving consumer goods" sector through Efficient Consumer Response (ECR) principles. To continue the drive, a two-day workshop was held in June 2007 to encourage sharing and continual learning among FMCG retailers and distributors.

The workshop provided valuable insight into how master data alignment, SCM reference modelling, global scorecard tools and category management planning can greatly reduce out-of-stock situations and speed up introduction of new products to market. Fortress, one of Hong Kong's largest consumer electronics retail chains, and Kimberly-Clark (HK), the local distribution arm of the global health and hygiene products company, also shared their real-life ECR experience in the workshop.

The workshop was followed by a tour to the Supply Chain Innovation Centre located in the Hong Kong Science Park where participants were shown how EPC/RFID technology was used to attain end-to-end visibility along every stage of the supply chain.

高效消費者響應

ECR香港自1996年成立以來，致力推廣高效消費者響應 (ECR) 的理念，並在供應鏈上建立協作式管理，以迅速回應「快速流轉消費品」行業消費者的需求。為了持續推動有關理念，於2007年6月舉辦了一項為期兩天的工作坊，以鼓勵快速流轉消費品的零售商和分銷商分享交流經驗及不斷學習新知。

該工作坊為業界提供寶貴經驗，指出透過運用統一的主體數據、供應鏈管理參考模型、全球評分表工具以及類別管理策劃，有助企業大大減少缺貨情況的出現，加快新產品推出市場。香港其中一家最具規模的電器零售連鎖店——豐澤，及作為全球健康和衛生用品企業的本地分銷商——金佰利（香港），在工作坊與業界企業分享他們的真實案例。

該工作坊結束後，業界企業隨即參觀位於香港科技園的供應鏈創科中心，中心展示如何運用EPC/RFID技術在供應鏈的每一環節上實現點對點資訊透明度。



SCOR

Lack of a structured approach and evaluation tools, together with difficulties in choosing the right supply chain practices, have proven to be significant obstacles for improving supply chain management processes. The Supply-Chain Operations Reference Model (SCOR) is one of the best-known guidelines used to examine the configuration of companies' supply chains, identify and measure metrics in the chain, determine weak links, and achieve best practices.

In June 2007, GS1 Hong Kong held a two-day *Supply Chain Management Workshop* for Hong Kong companies on the subject of *Improving Supply Chain Performance with SCOR Model*. The workshop introduced concepts of supply chain operations, management and SCOR modelling, then took attendees through the key SCOR steps and techniques with case sharing in re-engineering operation and financial performance.



供應鏈運作模型

缺乏有系統的架構和評估工具、加上在選擇合適的供應鏈實務時遇上困難，確實為改善供應鏈管理流程帶來重大障礙。供應鏈運作模型(SCOR)乃最為人熟悉的指引之一，用以檢視企業的供應鏈流程各環節、識別及量度供應鏈的各項指標、認清弱點，從而達至最佳實務。

香港貨品編碼協會於2007年6月為本港企業舉辦了一項為期兩天的「供應鏈管理工作坊」，主題為「採用SCOR提高供應鏈表現」。該工作坊介紹了供應鏈營運、管理以及SCOR模型的概念，並帶領學員藉著個案分享掌握主要的SCOR程序和技巧，重新改善營運和提升財務表現。





VAP Joint Seminars

GS1 Hong Kong's Vendor Alliance Program (VAP) builds closer links between GS1 System users and IT service providers, with the aim of increasing value-added services. During the reporting year, five VAP seminars were held with over 150 participants in attendance. A range of topics were discussed to connect both the users and vendor community to attain the latest SCM market information and grasp collaborative business opportunities.

- *The Impact of IT on Supply Chain Visibility Seminar* focused in the use of EPC to create end-to-end supply chain visibility
- *Best Practices in Inventory Management Seminar* looked at 2D barcodes and RFID in warehouse and tracking operations
- *From RFID, Middleware to ERP Seminar* covered RFID enhancements to ERP
- *Achieving Effective Warehouse Operations and Inventory Management Seminar* emphasized on the pharmaceutical, cosmetic and food & beverage industries
- *How to Better Manage with Auto-ID Systems Seminar* dealt with the benefits of barcodes in warehouse and supply chain applications.

供應商夥伴計劃聯合研討會

香港貨品編碼協會的供應商夥伴計劃旨在加強協會旗下的GS1標準用戶與資訊科技供應商的聯繫，為本地企業帶來更多增值服務。本年度內，本會共舉辦了5項供應商夥伴計劃研討會，吸引了逾150名業界人士出席。在研討會中所討論的一系列議題將會員和供應商們連繫起來，讓雙方獲得最新的供應鏈管理市場資訊，藉此捕捉協作商機。

- 「資訊科技對供應鏈透明度的影響研討會」：探討運用產品電子代碼實現點對點供應鏈的資訊透明度
- 「倉存管理最佳實務研討會」：探討如何應用二維條碼和無線射頻識別技術於倉存管理及追蹤貨品
- 「剖析從無線射頻識別技術、中介軟件至企業資源規劃之關係研討會」：探討採用無線射頻識別技術以提升企業資源規劃
- 「實踐有效的倉庫操作和貨存管理研討會」：主要針對藥業、化妝品、餐飲及食品行業
- 「如何利用自動識別技術更有效管理業務研討會」：探討條碼於倉存和供應鏈應用方面所帶來的效益



Annual Conference

Each year, GS1 Hong Kong hosts conferences that bring together local and global supply chain experts, senior executives and practitioners to share their business strategies and best practices with the Hong Kong business community. Our annual conference has become Hong Kong's major event in supply chain management, giving decision-makers privileged access to world-class supply chain solutions and an excellent networking opportunity for industry leaders to exchange ideas.

The 6th *Supply Chain Management CEO Summit*, organized by GS1 Hong Kong and co-organized by ECR Hong Kong and the Supply-Chain Council-Greater China, has been Hong Kong's major supply chain management event for the past six years. Its goal is to equip senior business executives with the strategy and trends they need to plan and implement global standards for supply chain management.

Held in October 2006 on the theme that it is "*Time for Supply Chain Integration*", the 6th *Supply Chain Management CEO Summit* underlined the need to link buyers and suppliers along the supply chain of multiple industries in order to increase speed-to-market. The Summit was opened by Ms Eva Cheng, Permanent Secretary for Economic Development, Hong Kong Special Administrative Region. More than 300 executives were in attendance during the two-day event, which was supported by 24 industry organizations. Over 30 local and international supply chain speakers, drawn from multiple sectors, gathered to explore the latest supply chain practices, discuss global implementation trends and present international case studies.

年度會議

香港貨品編碼協會每年所主辦的各類型會議，均匯聚了本地和環球供應鏈專家、高級行政人員及各業界代表，與香港工商界共同分享其商業策略及最佳實務案例。年度會議已成為香港供應鏈管理業界之一大盛事，不但讓決策者優先接觸世界級的供應鏈解決方案，並提供寶貴機會讓業界翹楚聚首一堂、互相交流。

由香港貨品編碼協會主辦、ECR香港及供應鏈管理委員會（大中華區總會）協辦之「第六屆供應鏈管理行政總裁會議」，於過去6年該會議一直是香港供應鏈管理的主要業界盛事。該會議的目的是為頂尖的商業行政人員提供供應鏈管理策略和市場趨勢的真知灼見，以協助他們策劃和實行符合全球標準之供應鏈管理。

「第六屆供應鏈管理行政總裁會議」於2006年10月舉行，主題是「聯繫夥伴 — 共拓商機」，指出不同行業供應鏈中之買家及供應商必須保持緊密聯繫，以加快產品推出市場的重要性。該會議由香港特別行政區經濟發展常任秘書長鄭汝樺正式揭幕，為期兩天的會議吸引了逾300名行政人員出席，並獲得24家商會及業界機構鼎力支持。超過30位來自多個界別的本地及國際供應鏈專才發表演說，精英匯聚共同探討最新的供應鏈實務、討論全球實施之最新概況以及講解國際案例。



Participation In Major Industry Events

To reach potential GS1 standards and solutions users, GS1 Hong Kong participated in numerous major events in Hong Kong and China organized by industry players, professional bodies, trade associations and universities. GS1 Hong Kong showcased the latest supply chain standards, technology and best practices in these industry events, for example, demonstrating the application of EPC/RFID technology in enabling the concept of "Future Store"; hosting panel discussions that provided insights into how EPC and RFID make people's work-time more efficient; as well as sharing local EPC/RFID implementation experience and exploring related business opportunities with potential EPC/RFID end-users in the PRD. These speaking opportunities enabled us to transfer knowledge to a wider audience group and encourage users adoption.

Major industry events in the fields of retail, logistics, telecommunications and information technology supported by GS1 Hong Kong during the year, included:



World SME Expo 2006

2006中小企國際市場推廣日



Hong Kong Logistics Technology Management Forum 2007

2007香港物流科技應用管理論壇

參與業界主要活動

為了讓大眾更了解GS1標準和解決方案，香港貨品編碼協會積極參與多項由業界代表、專業團體、商會以及大學於本港和中國內地所舉辦的主要活動。本會藉著這些機會展示出最新的供應鏈標準、技術和最佳實務，例如展示以EPC/RFID技術來實現「未來商店」概念、專家討論環節中闡析EPC及RFID技術如何提高營運效率、分享本地企業推行EPC/RFID的經驗，以及發掘珠三角的EPC/RFID潛在用家以開拓商機。上述的演講及討論機會讓本會進一步傳授知識予大眾，鼓勵更多用戶採納。

年內，香港貨品編碼協會分別支持零售、物流、電訊及資訊科技等不同界別之主要業界活動，當中包括：

The 8th China Chain Store Expo, Beijing, China

於北京舉行的第8屆
中國連鎖店展覽會



ITU Telecom World 2006

國際電信聯盟2006年世界電信展



International ICT Expo

國際資訊科技博覽





Scan & RFID China 2007, Supply Chain Summit Forum 2007, Guangzhou

於廣州舉行的2007中國(廣州)國際自動識別暨RFID展覽會、2007供應鏈管理高峰論壇

A Guangdong RFID Study Tour including visits to the Guangdong RFID Technology Service Centre, NanSha Information Technology Park, and an E-lock system provider - Guangzhou LongSun Network Technology Development Co Ltd in Shenzhen and Guangzhou

廣東無線射頻識別(RFID)考察團，學員實地參觀廣東省RFID公共技術支持中心、南沙資訊科技園，以及在深圳和廣州的智能電子鎖供應商—廣州朗昇網絡科技有限公司



Information And Technology Centre

Supply Chain Innovation Centre

The opening of the Supply Chain Innovation Centre in February 2007 represented another major step forward by GS1 Hong Kong in the area of knowledge transfer to Hong Kong-based enterprises. Established in conjunction with Hong Kong Science and Technology Parks Corporation, the Centre is Asia's most comprehensive supply chain-enabling technology platform, occupying more than 3,000 square feet at Hong Kong Science Park.

With the Pearl River Delta (PRD) being one of the world's most important manufacturing bases and Hong Kong regarded as a critical part of the global trading network, the Supply Chain Innovation Centre was created to provide a platform for supply chain and logistics experts to transfer knowledge on global supply chain enabling technology in order to boost efficiency of enterprises across the PRD region.

資訊及科技中心

供應鏈創科中心

供應鏈創科中心在2007年2月開幕，標誌著香港貨品編碼協會為本港企業推行的知識轉移培訓計劃踏上新里程。該中心是由本會與香港科技園公司攜手合作成立，是亞洲最全面的供應鏈科技平台，位據香港科學園，佔地面積逾3,000平方呎。

隨著珠三角成為全球其中一個重要生產基地，而香港亦被視為全球貿易網絡的一個重要部分，供應鏈創科中心因而成立，目的是為供應鏈和物流專家提供一個知識轉移的



The aim of the Centre is to promote Hong Kong and the PRD region as a centre of gravity for the accelerated adoption of EPC/RFID technology and for the supply chain management best practices. It is set up to provide the necessary infrastructure and environment to nurture the rapid development of integrated RFID solutions.

The Centre has three themed zones – manufacturing zone, logistics zone and retail zone – which demonstrate an extensive suite of EPC/RFID technology and integrated solutions applicable to different operational environments in order to achieve real-time end-to-end tracking and information visibility along the supply chain via the Hong Kong EPCnetwork.



The Centre is open to different industry sectors for visit and a dedicated website (www.scic.org) was also created for the general public to access the latest news about the Centre and its upcoming activities.

Supply Chain Management Knowledge Center

Established to track innovations being made worldwide and to transfer cutting-edge knowledge to forward-looking business leaders, the Supply Chain Management Knowledge Center located within the GS1 Hong Kong office offers comprehensive learning and information-based tools, enables Hong Kong business community to acquire necessary knowledge to achieving its business goals. Today, the Knowledge Center houses more than 2,700 reference items, including books, periodicals, multimedia resources and specialist publications. In addition, to cater the needs of the emerging EPC standards for RFID, the Knowledge Center has installed a number of EPC simulation kiosks in which the programs simulate how EPC/RFID works to create information visibility for trading partners.

平台，推動全球供應鏈應用技術，提升珠三角一帶企業的營運效率。

該中心的目標乃推動香港及珠三角發展成為主要樞紐，以加快採納EPC/RFID技術及實施供應鏈管理最佳實務。中心提供一個合適的基礎設施及環境，有助加快發展整合EPC/RFID的解決方案。

中心內劃分為三個主題區 — 生產區、物流區及零售區。每個主題區均展示一系列EPC/RFID技術和解決方案，適合在不同的實際業務環境中運作，並透過結合香港EPC網絡實現供應鏈點對點實時追蹤及資訊透明度。

該中心開放予業界人士參觀，並設立網站(網址為www.scic.org)供公眾人士查閱中心的最新消息及未來活動。

供應鏈管理資源中心

位於香港貨品編碼協會的供應鏈管理資源中心，成立目的旨在讓高瞻遠矚的商界領袖時刻緊貼國際供應鏈管理的創新思維，汲取最尖端的科技知識。該中心提供全面的學習及資訊為本的工具，協助本港工商界獲取所需知識，以達至商業目標。該中心目前收藏超過2,700多項參考資料，包括書籍、期刊、多媒體資源及專業刊物。此外，為配合以EPC作為RFID技術標準之趨勢，該中心設有產品電子代碼模擬電腦軟件，有關程式可模擬如何透過EPC/RFID技術與貿易夥伴提升資訊透明度。





Industry Initiatives
行業發展

Industry Initiatives 行業發展



The fundamental goal of supply chain management (SCM) is to effect a seamless flow of products and information with the fewest resources and the highest customer service possible. To accomplish this goal, it requires integration and coordination among trading partners through information sharing. The GS1 System of standards can overcome human language and cultural barriers while meeting local and industry requirements in a globally cohesive way. These standards are the strategic enabler of information visibility and data accuracy for companies.

GS1's 108 Member Organizations worldwide have been putting great effort into promoting the core values and driving the development and adoption of such open, global multi-industry standards for collaborative commerce. Practitioners across industries are also encouraged to implement supply chain best practices to improve customer service, lower logistics costs, and build sustainable competitive advantage. The GS1 System of standards is the foundation that binds the world together for the benefit of industry and consumers as a whole.

The GS1 community continued to create value through new and expanded uses of the GS1 System of standards. Riding on the worldwide trend, GS1 Hong Kong also undertook a range of initiatives last year to promote value creation and professional solutions not only in the markets where we have traditionally operated, such as the retail consumer goods sector, but also in new sectors including logistics, healthcare, food and apparel. It was a year in which GS1 Hong Kong tested new technologies and applications, took stock of learning and evangelized the benefits of the GS1 System of standards that can provide to people's everyday lives.

實施供應鏈管理的基本理念，旨在運用最少的資源，促進物件及資訊流的效能，為客戶提供最優質的服務。要達到該目標，貿易夥伴在資訊互換方面必需作出整合及協調。GS1標準乃一全球共通之標準，能消除因不同語言及文化所引起之障礙，並同時滿足各地域及不同行業之個別需要。這些標準成為企業提升資訊透明度及數據準確性的策略性工具。

GS1於全球各地之108個成員組織，一直致力推廣組織的核心價值，積極推動其全球開放式、跨行業標準之發展及應用，以加強商貿協作。組織亦鼓勵不同行業的從業員採納供應鏈管理最佳實務，改善客戶服務、降低物流成本，並建立持續性的競爭優勢。GS1標準是連繫全球貿易夥伴、及為各行業和消費者帶來裨益的基礎。

GS1各成員組織，透過開拓及擴展GS1標準之應用範疇，不斷為業界帶來增值。香港貨品編碼協會為配合這環球趨勢，於去年進行一連串計劃，推動該價值創建及相應之專業解決方案，覆蓋範圍並由零售消費品行業等現有市場，進一步擴展至物流、醫療護理、食物及成衣等新目標行業。過去一年，香港貨品編碼協會驗證多項以GS1標準為本的嶄新技術和應用方案，累積了豐富知識和經驗，並宣揚該標準為改善人們生活帶來益處。



Retail Consumer Goods

In an ever-changing consumer society, retailers, distributors and manufacturers of retail consumer goods face increasing pressure to respond rapidly to changing customer demand. By adopting best practices in supply chain management, these stakeholders can optimize their operations, improve their services, raise consumer satisfaction and generate customer loyalty.

ECR Hong Kong Awards

Efficient Consumer Response (ECR) is a business concept aimed at better satisfying consumer needs through businesses and trading partners collaborating together. ECR is now recognized worldwide as a best practice that benefits retailers, distributors and manufacturers by cutting unnecessary supply chain costs while making them more responsive to consumer demand.

Introduced to Hong Kong in 1996, ECR is proven to be an effective strategy in improving collaboration among retailers and suppliers. In recognition of industry's successful implementation of ECR strategies in their businesses, GS1 Hong Kong and ECR Hong Kong started to organize the first Efficient Consumer Response Hong Kong Awards early this year. The awards were made in three categories and were dedicated to encourage local business sectors to provide best practice and innovative customer service by utilizing ECR principles:

- Supply Chain Operation Excellence Award – for excellence in all areas of supply chain operations, including the delivery of products and services
- Demand Creation Excellence Award – for excellence in executing business strategies to maximize the value extended to customers
- ECR Innovation Award – for innovation based on ECR practices and enablers that resulted in a more responsive and efficient supply chain



零售消費品行業

零售商、分銷商及生產商為了迅速回應不斷轉變的消費需求，現正面對沈重的壓力。透過採納供應鏈管理最佳實務，貿易夥伴便能優化營運、改善服務質素，從而提高消費者滿意度及為企業帶來更多忠實客戶。

香港高效消費者響應獎

高效消費者響應(ECR)是一項營商概念，藉著業務與貿易夥伴之間的合作，更有效滿足消費者需要。ECR目前已被世界各地公認為供應鏈管理之最佳實務，能協助零售商、分銷商及生產商削減供應鏈流程中不必要的成本，令各夥伴能迅速回應消費需要。

香港貨品編碼協會於1996年引進ECR至香港，被業界證實為改善零售商與供應商協作之有效策略。香港貨品編碼協會與ECR香港於本年初已開始着手籌備首屆「香港高效消費者響應獎」，以表揚在業務營運中成功實踐ECR策略的企業。該獎項共設三大類別，旨在鼓勵本地工商界採納ECR以實踐最佳實務及提供創新客戶服務。該三大類別為：

- 最佳供應鏈管理大獎 - 頒予在各個供應鏈營運範疇，包括產品及服務付運上表現出色的企業
- 最佳需求響應管理大獎 - 頒予成功執行業務策略並為顧客增值的機構
- 創新高效消費者響應大獎 - 頒予致力實施ECR最佳實務及驅動技術的企業，並成功實行建立更快速回應市場及高效率的供應鏈管理。

The ECR Hong Kong Awards were presented during the GS1 Hong Kong SCM Excellence Conference 2007 on 12 October. The winning cases are set to serve as industry reference for ECR adoption.

Cross-border supply chain study

As the Pearl River Delta (PRD) region has become an important manufacturing base in recent years, tens of thousands of Hong Kong-based companies operating production lines in China have become involved with their business partners from logistics to warehousing and distribution in cross-border supply chains. With the advent of new SCM enabling technologies and best practices to enhance information visibility in supply chains, GS1 Hong Kong realized that a new level of co-operation is needed in cross-border supply chain management.

During the reporting year, GS1 Hong Kong collaborated with ECR Hong Kong to form a cross-border supply chain study work group, aiming to better understand the cross-border supply chain management, identify best practices and make recommendations about the efficiency and security of the cross-border supply chain process. The work group studied six key manufacturing centres in Shenzhen, Guangzhou, Dongguan, Zhuhai, Huizhou and Foshan and their logistics costs of shifting goods between these cities and Hong Kong.

The study found that today cross-border efficiency has been much improved as it only takes around 30-to-40 minutes for cargo to pass through any one of China's three cross-border controls. It also indicated that establishing buffer stock in the PRD is possible and easy for suppliers and logistics providers to reduce overall supply chain costs. Based on these findings, the study recommended that suppliers and logistics service providers could consider reducing overall supply chain costs by adopting warehousing facilities in the PRD. On the other hand, the impact of the competition was studied which might call for the need to develop a long-term strategy in response to the infrastructural change of the local logistics industry and provide local logistics workforce with appropriate education and training.

「香港高效消費者響應獎」已於2007年10月12日舉行的「香港貨品編碼協會供應鏈管理年會2007」上頒發，得獎企業的個案並可用作為業界將來採納ECR之參考。

跨境供應鏈研究

珠三角地區近年已成為全球重要的生產基地，數以萬計於中國內地設立生產線的香港企業，逐漸與其貿易夥伴在物流、倉存、配送等各方面進行跨境供應鏈流程。隨著能提高供應鏈資訊透明度的新興供應鏈應用技術及最佳實務相繼推出，香港貨品編碼協會深明貿易夥伴之間必需提高跨境供應鏈管理之協作，以配合未來發展。

香港貨品編碼協會於去年與ECR香港攜手合作，成立跨境供應鏈研究工作組，旨在進一步掌握跨境供應鏈管理現況、識別最佳實務，並就提升跨境供應鏈流程的效益及安全度提供建議。該工作組研究位於深圳、廣州、東莞、珠海、惠州及佛山的六個主要生產中心，以及由上述城市付運貨件至香港的物流成本。

該研究發現目前處理過境程序的效率已較以往大為改善，貨櫃車只需30至40分鐘，便可於內地三大過境管制站其中之一完成過境程序，報告亦指出在珠三角地區建立暫存倉庫之可行性，及建議供應商及物流服務商可考慮在珠三角地區建立倉庫設施，以降低整體供應鏈成本。另一方面，該研究更探討兩地物流服務的競爭及對本港業界的影響，並建議有關方面必需就本地物流業基礎設施制定長遠發展策略，及為本地物流業工作人員提供適當的教育和培訓。



Healthcare

There are compelling cases around the world with evidence of real improvements to patient safety when coding systems are used to match patients to their care – fewer medication errors, a more accurate track and trace of medical equipment and devices, as well as better record keeping. GS1 coding could be a powerful tool in the fight against counterfeit products as well.

To provide the right guidance and support to the healthcare practitioners, GS1's Member Organizations have been working with local authorities to apply the GS1 System of standards in the healthcare sector. Initiatives are under way to explore quality and accurate data sharing among healthcare administrators and practitioners in order to improve asset management and patient safety. For example, Australia's national e-health authority has endorsed the adoption of GS1 standards such as GS1 XML and Global Trade Item Number (GTIN) which form a major part of their e-procurement strategy. New Zealand also launched a medication safety project in which GS1 identification numbers are used to reduce medication errors. Likewise, GTIN is now mandatory for implants in China after a new regulation was issued in Shanghai last November. Under the regulation, manufacturers must establish a product tracking and tracing system and provide trading partners along the supply chain a unique product ID for managing their services of implants in Shanghai. There are 12,000 Chinese healthcare companies who are ready to apply GTIN.

GS1 Hong Kong is committed to facilitating the development and implementation of open and neutral standards that will increase operational efficiencies and improve data integrity of the healthcare supply chain. We have already taken steps to introduce the benefits of the GS1 System to local healthcare providers.



醫療護理

世界各地已有確實的個案顯示，醫療界採用編碼系統為病人資料進行配對，能顯著保障病人安全，包括減少醫療失誤、更準確地追蹤及追溯醫療工具和設備，以及更能妥善保存病人醫療記錄。此外，GS1編碼亦是打擊假藥的有效工具。

GS1各成員組織一直致力與其當地政府或有關機構合作，為當地醫療界提供正確採用GS1標準的指引及支援。現時，他們正進行不同項目，協助醫療界的管理層及從業員有效及準確地進行數據互換，以改善資產管理及加強病人安全。例如，澳洲的全國性電子健康管理機構已贊同採用GS1標準，例如GS1可擴展標示語言(GS1 XML)及全球貿易貨品編碼(GTIN)，並以此作為其電子採購策略之重要部分。紐西蘭亦推出醫療安全計劃，該計劃採納GS1識別碼以減少醫療錯誤。同樣，中國上海市已於去年11月頒布新法例，強制植入式醫療器材採用GTIN，在新法例下，醫療產品生產商必須建立產品追蹤及追溯系統，為其供應鏈之貿易夥伴提供獨一無二的產品識別碼，以方便他們管理於上海所提供的植入式醫療服務。中國目前已有12,000家醫療企業就全面採用GTIN作好準備。

香港貨品編碼協會致力促進醫療護理行業建立和推行一套開放式及中立的標準，藉以提升醫療護理供應鏈的營運效率和改善數據整合。本會並已開始向本地醫療護理供應商推廣GS1標準所帶來的益處。

Support on eHealth

Being one of the Member Organizations of the eHealth Consortium, GS1 Hong Kong is dedicated to supporting the adoption of information technology (IT) to create an efficient electronic healthcare supply chain system. The eHealth Consortium is a public-private partnership to promote collaboration between healthcare and IT professionals in both private and public sectors for healthcare services with enhanced accessibility, quality and effectiveness for a healthier tomorrow for Hong Kong. Support was also given to promote the "eHealth Forum 2006", a signature event of the Consortium to maximize the awareness of the application of IT to maintaining health, serving as a platform to enhance communication between public and private healthcare sectors.

GS1 standards to safeguard ehealth records

The Food and Health Bureau initiated an eHealth Record (eHR) Sharing Infrastructure in 2007. The objective is to propose work plan to further the development of this territory-wide eHR Sharing Infrastructure in both public and private sectors. Being one of the members of the working group on eHealth Record and Information Standards, GS1 Hong Kong is assisting in addressing technical issues relating to the development of eHR sharing infrastructure and providing support to the work programs or pilots and the awareness programs.

支持電子健康聯盟

香港貨品編碼協會作為電子健康聯盟(eHealth Consortium)的成員組織之一，全力支持採納資訊科技，以建立一套高效率的電子醫療護理供應鏈系統。電子健康聯盟是一項公私營醫療服務合作計劃，旨在推動公營及私營的醫療護理和資訊科技人員之間的合作，以提升醫療服務的透明度、質素及效益，讓香港擁有更健康的明天。香港貨品編碼協會支援電子健康聯盟所推廣之大型活動「2006年電子健康論壇」(eHealth Forum 2006)，該活動旨在為公營及私營的醫療服務機構提供一個溝通的平台，促進雙方交流，並提升業界對資訊科技應用於健康上的認知。

GS1標準有效保護網上電子健康記錄

食物及衛生局於2007年倡議e-Health Record (eHR) Sharing Infrastructure項目，目的是為公營及私營醫療業界，進一步發展全港性的網上電子健康記錄分享之基礎設施，提供工作進程的建議。香港貨品編碼協會作為該項目旗下eHealth Record and Information Standards工作組成員之一，現正協助推動該計劃，並提供所需之技術支援。





Food and Fresh Produce

Governments around the world are increasingly concerned with food safety to public health. GS1 System is an open, global standard that supports users in 150 countries and economies spanning more than 20 industries for data capturing, identification and communication within and in external supply chain as well. As a globally-recognised set of standards, the GS1 System provides unique identification numbers for food product tracking, tracing and auditing, enabling a more rigorous approach to be taken to managing food safety.

Promoting food traceability systems to food bureaus

GS1 Hong Kong continued to promote and demonstrate how the adoption of global SCM standards can help deal with the imminent needs and demands for food safety management and traceability in food supply chains. To increase government's understanding of GS1's system competence, we participated and shared the global SCM standards for food safety management in a seminar organized by the Food and Environmental Hygiene Department of the Hong Kong SAR Government for their officials and those of the Health, Welfare and Food Bureau this April. At the seminar, GS1 Hong Kong delivered a presentation on food traceability systems. The participants were updated on the latest global standards geared for food supply chains and illustrated how the GS1 Traceability System can be applied to track and trace the food from its origin of production to the retail outlets.

Enhancing industry understanding of food safety management

Further in June 2007, we collaborated with leading IT providers to host an industry seminar, entitled *Food Safety Management and Traceability*, for senior executives from food manufacturers, wholesalers, distributors, retailers and the catering industry. The seminar was designed to show how GS1 System of standards enable end-to-end information visibility in the food and catering supply chain; explain what integrated Food Safety Management System (ISO22000) is all about; and demonstrate how enabling technologies are used to create seamless information flow.

食品和新鮮農產品

全球各地政府日益關注食物安全對公共衛生的影響。GS1標準是一套開放式的全球標準，現正支援遍佈150個國家和經濟體系以及20多個行業的用戶，在內部及對外供應鏈運作過程中進行資料擷取、貨品識別和通訊。GS1標準為全球公認的統一標準，提供一套獨一無二的編碼系統追蹤、追溯及審核食品，幫助業界以更嚴謹精確的方法管理食品安全。

推動採納食品追蹤系統

香港貨品編碼協會不斷推廣並展示如何應用全球供應鏈管理標準，以協助有關方面對食品供應鏈實施食物安全管理和追蹤系統之迫切需求。為了加強政府認識GS1標準之效能，本會於2007年4月參與由香港特區政府轄下的食物環境衛生署所舉辦的研討會，向食環署旗下以及衛生福利及食物局的官員分享應用於食物供應鏈的最新全球標準，並於其中環節主講食物追蹤系統，解說如何應用GS1追蹤系統追蹤及追溯食物由生產地至零售點上。

加深業界對食物安全管理的認識

香港貨品編碼協會於2007年6月與資訊科技服務供應商合作，為來自食品生產商、批發商、分銷商、零售商和餐飲服務行業的高級行政人員舉辦「*食品安全管理及追蹤技術研討會*」。該研討會旨在展示GS1標準如何在食品及餐飲服務供應鏈上實現點對點的資訊透明度、闡釋食品安全管理系統(ISO22000)的概念，並展示如何透過應用技術提升資訊流的效能。





Export Sourcing

The global SCM evolution from product quality, environment to supply chain management competence has redefined the export sourcing industry today. The consumer value equation is changing, demanding for a higher level of service quality. Buyers around the world are also restructuring their supply chains to cope with this global market demand. These restructural changes have far-reaching impacts on the Pearl River Delta (PRD) region, which is a leading supply base especially for Hong Kong's export and sourcing industry. Export and sourcing industry players are not only required to achieve technical compliance and social compliance during the course of goods production but also closely collaborate with their global buyers along the supply chains. In response to these SCM challenges, these industry players together with their suppliers must strengthen their SCM competence through efficient use of SCM tools, adoption of global standards and provision of value-added services in order to maintain international trade competitiveness for Hong Kong and the PRD region.

Setup of Export Supply Chain Advisory Board

Recognizing the importance of export and sourcing industry for Hong Kong, GS1 Hong Kong took the lead in establishing the Export Supply Chain Advisory Board (ESCAB) in October 2006, whose membership are drawn from leading exporters and sourcing offices with GS1 Hong Kong as the secretariat. The ESCAB aims to improve business processes and facilitate better supply chain collaboration and integration among Hong Kong export and sourcing industry, establish industry standards for Hong Kong exports, maintain Hong Kong as a major sourcing hub worldwide, and strengthen Hong Kong's knowledge and competence of SCM.

The ESCAB work plan calls for SCM building blocks and business process improvement, with the initial task of developing a set of supply chain competence key performance indicators (KPIs) that can be used as a benchmark to measure suppliers' SCM capability. The next steps are to implement these KPIs and then deliver training to creating awareness and knowledge transfer in order to upgrade the suppliers in Hong Kong and the PRD.

出口採購

全球供應鏈管理的發展，已從以往針對產品質素的要求、社會環境的轉變，以至追求供應鏈管理效益，正正改變現今的出口採購業。由於消費者價值觀正在轉變，不斷要求更高層次的服務質素，世界各地的買家亦因此需要調整其供應鏈，以配合環球市場的需要。這種結構性轉變，對珠三角地區，特別是該區作為重要供應基地的香港出口及採購業，有著深遠的影響。目前，出口及採購業除了須於產品生產過程中符合技術及企業責任要求外，更需要與全球買家在供應鏈上緊密合作。為了應付供應鏈管理所面對的挑戰，出口和採購業界與其供應商必須共同協力，透過有效運用供應鏈管理的相關工具、採納全球標準及提供增值服務，進一步加強供應鏈效能，以維持香港及珠三角區在國際貿易市場上的競爭力。

成立出口供應鏈諮詢委員會

香港貨品編碼協會明白出口及採購業對香港的重要性，遂於2006年10月成立出口供應鏈諮詢委員會，委員會的會員來自大型出口商及採購公司的代表，而香港貨品編碼協會則為秘書處。該會的宗旨是改善香港出口及採購行業的業務流程，並促進各貿易夥伴在供應鏈上進行協作及整合，為出口業建立行業準則、維持香港作為國際主要採購中心的地位，以及鞏固其掌握專業知識及供應鏈優勢之領先地位。

委員會已定下明確的工作進程表，集中實踐全球供應鏈管理之建設模型及改善業務程序的工作，其首項工作是訂立一套供應鏈優勢主要表現指標 (KPIs)，以此作為指標去量度供應商的供應鏈效能。該委員會隨後會展開KPI實施計劃，並為業界提供培訓，以提升本港及珠三角地區供應商的技術知識。



Logistics

With supply chains stretch across national boundaries, the need for a common language to enable a smooth flow of information and physical goods becomes more pressing. EPC/RFID technologies - which promise supply chain information visibility, optimal efficiency and security - are set to meet this need and increase the competitive edge of the logistics sector. GS1 Hong Kong also contributed to the standard implementation in the logistics sector via two logistics projects with cross-border technology application and international tracking.

Japan RFID pilot

In 2006, GS1 Hong Kong was actively involved in EPCglobal's Transportation and Logistics Industry Action Group RFID pilot program. The pilot, which is EPCglobal's largest EPC/RFID project to date, tracked the location of cargo containers shipped from Hong Kong to Japan in real time. A large group of hardware and software companies, government bodies, and global supply chain providers from Hong Kong, Japan and the United States collaborate to deliver the two-phased pilot project.

Phase one, which ran in collaboration with a footwear manufacturer and a consignee, assessed the use of both passive and active EPC tags for sea-shipment of cartons and containers. The pilot addressed specific business needs of the partners, such as matching tagged products with purchase orders. This multi-industry, multi-stakeholder initiative extensively tested EPCglobal standards developed in response to specific user requirements. Through the use of the EPC Information Services (EPCIS) standard in particular, true visibility at critical junctions throughout the global supply chain was achieved.

Based on this phase of the pilot, which was completed in April 2007, we can already anticipate that users of EPCglobal standards will gain advanced cargo visibility, enabling them to control lead time, inventory and cash flow.

物流

隨著供應鏈逐漸跨越國家地域，業界對一套有助資訊及物件流動的共同語言需求殷切。EPC/RFID技術的興起，可有效實現供應鏈資訊透明度、優化營運效益和提高安全度。這不但切合業界對統一語言的需求，並有效加強物流業的競爭優勢。香港貨品編碼協會於年內進行兩個物流項目，分別是跨境技術的應用和國際物流追蹤，為物流業界實施標準統一作出貢獻。

參與日本RFID試點計劃

香港貨品編碼協會於2006年積極參與EPCglobal轄下的運輸及物流業界工作組所進行的RFID試點計劃。該試點計劃是EPCglobal至今最大規模的EPC/RFID項目，分為兩階段進行，利用EPC/RFID技術監測和追蹤全球船運。第一階段是實時追蹤由香港經船運至日本的載貨箱及貨櫃之物流位置。整個計劃獲眾多機構參與，包括硬件及軟件公司、政府機構，以及香港、日本和美國的全球供應鏈供應商。

第一階段試點計劃獲一家鞋類生產商及其分銷商之合作，為應用於船運貨箱和貨櫃上之被動式及主動式EPC標籤，進行效能評估。結果顯示，計劃能夠解決不同行業夥伴之間的業務需要，譬如將貼上標籤的產品與採購訂單進行配對。是項涵蓋多個行業及不同合作夥伴的計劃，廣泛測試因應不同用戶業務需求而開發之EPCglobal標準技術的效益，尤以透過EPC訊息服務(EPCIS)標準的應用，為在全球供應鏈上每一個重要匯點取得訊息透明度。

隨著首階段試點計劃於2007年4月完成，我們預期採納了EPCglobal標準的用戶，可率先掌握高效之貨運透明度，讓他們更有效控制生產時間、存貨及現金流動。



EPC / RFID implementation for local logistics provider

Numerous benefits in terms of efficient processes, better goods availability and improved planning capacities can be reaped by implementing EPC/RFID technology. The MGI METRO Group (METRO), based in Germany, experienced the benefits through the roll-out of its Advanced Logistics Asia (ALA) initiative in import supply chains to its trading partners in Asia.

ALA project entailed the end-to-end application of EPC/RFID tags in the international supply chain from the consolidation centre in the Pearl River Delta to METRO's distribution centre in Unna, Germany. EPCglobal Hong Kong was involved in the ALA project by providing technology and implementation support to Fat Kee Stevedores Limited (Fat Kee), a Hong Kong-based logistics provider. The project was under the EPC Industry Support Program managed by EPCglobal Hong Kong in which Fat Kee was provided with EPC/RFID technology knowledge transfer, business process review, equipment, training, advisory services and consultancy as well as the Hong Kong EPCnetwork implementation support.

During the ALA project, Fat Kee attached passive EPC/RFID transponders based on the Generation 2 standard to selected shipments, programmed them with tag printing equipment, and used EPC-compliant fixed readers to upload data to the Hong Kong EPCnetwork. The Hong Kong EPCnetwork provided real-time access for data, enabling both METRO and Fat Kee to monitor the goods and information flows efficiently.

協助本地物流供應商推行EPC/RFID

實施EPC/RFID技術可為企業帶來多項益處，包括提高流程效率、加快貨品供應市場速度，以及增強企業規劃營銷策略的能力。德國的麥德龍集團(METRO) 率先於其入口供應鏈上，與亞洲之貿易夥伴啟動「亞洲先進物流」(ALA)計劃，並因而受惠。

ALA計劃充分應用EPC/RFID標籤之點對點功能於國際供應鏈貨物追蹤，追蹤從珠三角集裝中心至麥德龍集團位於德國烏恩納的配送中心之物流。EPCglobal香港透過旗下的業界解決方案參與ALA計劃，支援參與該計劃的本地物流供應商發記運輸有限公司，為其提供所需技術及實施支援，包括EPC/RFID技術知識轉移、業務程序檢討、設備、培訓、諮詢、專業顧問服務，以及香港EPC網絡應用與支援。

於ALA計劃中，發記運輸負責於指定付運船貨的貨箱貼上第二代標準的被動式EPC/RFID標籤，然後利用標籤打印機將標籤上資料程式化，再運用符合EPC標準的閱讀器將數據上載至香港EPC網絡。香港EPC網絡提供實時數據擷取，讓麥德龍集團及發記運輸可有效監控供應鏈中之貨物流及資訊流。



Apparel and Textiles

China is the world's largest exporter of clothing while Hong Kong is acknowledged as an apparel sourcing hub that boasts a well-established network of offshore raw material sources and garment manufacturing bases in China and Asia Pacific. Due to a lack of raw material standards, manufacturers and exporters have been prevented from creating a more streamlined product development and sourcing processes with global buyers. It was for this reason that we have been working with our industry partners to create industry standards for raw materials, providing a common business language for a faster and more efficient information business process and information exchange within the apparel and textile value chain.

AppTex reaches out to a wider apparel community

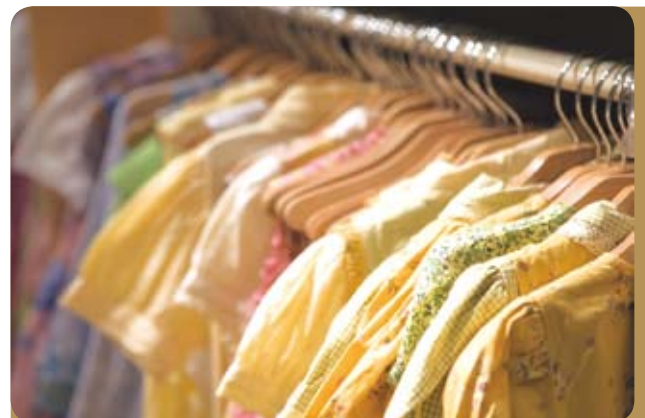
In 2005, in partnership with over 30 major apparel and textile companies, technology solution providers, industry bodies and educational institutes in Asia Pacific, GS1 Hong Kong developed the Apparel & Textiles Express (AppTex), a set of coding and classification standards that define the specifications and identification coding of seven commonly used apparel raw materials: button, interlining, knit fabric, label and tag, thread, woven fabric and yarn.

成衣及紡織業

中國是全球最大的服裝出口地，而香港則被譽為區內成衣採購中心，並在中國及亞太區擁有完善的境外物料供應網絡及成衣製造基地。由於香港製造商及出口商一直欠缺一套共通的物料標準，故難以與全球買家進行更精簡的產品開發及採購程序。因此，香港貨品編碼協會一直與業界合作制訂物料之行業標準，為成衣及紡織價值鏈提供共通的語言，以改善合作夥伴之間業務程序及訊息交流的效率。

拓展AppTex與業界廣泛接觸

香港貨品編碼協會早在2005年，聯同亞太區30多家主要成衣及紡織公司、技術方案供應商、業界組織及教育機構，合作開發一套名為「成衣及紡織業物料標準化計劃」（AppTex）的編碼通用標準。AppTex為七種最常用的成衣物料，包括鈕扣、襯裡、針織布料、標籤及掛咭、縫紉線、梭織布料及紗線釐定規格及識別編碼。



To maximize the awareness of AppTex, GS1 Hong Kong together with a Hong Kong fabric supplier Fountain Set (Holdings) Ltd., attended U Connect 2007 held in Orlando, Florida, an annual supply chain event organized by GS1 US. At the conference, representatives from Fountain Set, Kurt Salmon Associates, Federated Department Stores, Liz Claiborne and Parametric Technology Corporation shared their Collaborative Product Development (CPD) vision with a wider apparel industry community.

Following the conference, a series of web casts were held between June and August, attracting participation of large apparel industry players, brand owners and retailers including AAAS Hangers, Gerson & Gerson, NIKE, TCS, VF, Wal-Mart, and Brooks Brothers, whom showed interests in the CPD initiative.

Moving forward, the CPD group plans to set up a steering committee and four sub-committees to handle the various aspects of the CPD project including priorities, timing and road map development.

為了提高業界對AppTex的認識，香港貨品編碼協會與香港紡織企業福田實業（集團）有限公司（Fountain Set (Holdings) Ltd.）一起出席在美國佛羅里達州奧蘭多舉行的U Connect 2007會議，該會議由GS1美國主辦，乃一年一度的大型供應鏈盛事。在會議舉行期間，來自福田實業（Fountain Set）、嘉思明諮詢公司（Kurt Salmon Associates）、美國聯邦百貨（Federated Department Stores）、麗詩卡邦（Liz Claiborne）及參數科技股份有限公司（Parametric Technology Corporation）等公司的代表，與其他更多的成衣業界分享「協同產品開發」（CPD）計劃的發展目標。

這次會議後，一連串的網上會議亦於6月至8月間相繼舉行，並吸引更多對CPD計劃感興趣的大型成衣企業、品牌持有商及零售商參與，當中包括全美服裝配飾公司（AAAS Hangers）、Gerson & Gerson、NIKE、TCS、VF、沃爾瑪（Wal-Mart）及布克兄弟（Brooks Brothers）等。

展望未來，CPD工作小組計劃成立一個指導委員會及四個小組委員會，以處理CPD計劃下的不同事項，包括執行各項目的先後次序、時間表及藍圖等。





China Initiative
中國視野



China Initiative 中國視野

Hong Kong's economic hinterland has been expanding into China – across the Pearl River Delta (PRD) region and beyond – since the start of the 1980s. Over the years, Hong Kong and the PRD have gradually developed into an integrated and synergistic economic relationship with Hong Kong's role now largely that of a supply chain integrator rather than a producer. Today more than 60,000 Hong Kong-owned enterprises operate across the border with most of them using Hong Kong-based logistics, accounting and other professional services.

In June 2007, GS1 Hong Kong and Foshan Chancheng Investment Service and Promotion Center (the economic development agency of Guangdong Province's Foshan Chancheng City Government) signed a milestone RFID Industry Co-operation Memorandum. The Memorandum signifies a closer collaboration between Hong Kong and the PRD, allowing integration of manufacturers and logistics services in the region.

自80年代開始，香港的經濟腹地已逐步擴展至橫跨珠江三角洲地區以至中國內陸。過去數年，香港和珠三角的經濟關係已逐漸融為一體，互相發揮協同效應，而香港亦由生產者的角色發展成供應鏈的協調者。目前，超過60,000家香港企業在中港兩地營運，當中大部分企業仍採用本港的物流、會計以及相關專業服務。

香港貨品編碼協會與佛山禪城區投資服務促進中心(廣東省佛山市禪城區人民政府旗下之經濟開發中心)於2007年6月簽訂《粵港RFID產業合作備忘錄》，該備忘錄標誌著香港及珠三角將建立更緊密的協作關係，促進兩地的生產商及物流服務業全面整合。



Guangdong-Hong Kong RFID Industry Co-operation

Foshan is one of the PRD's major manufacturing centres, ranking third in terms of Guangdong's economic output. The collaboration agreement with GS1 Hong Kong will make Foshan a leading center for the development and application of RFID technology, and ultimately at increasing the operational efficiency and competitiveness of PRD manufacturing.

The Foshan government has actively encouraged the development of industries to embrace and adopt various process and technological innovations and they share a vision with GS1 Hong Kong to use RFID to excel in manufacturing excellence and quality. Standard-based RFID could form a planned systematic implementation process, which collectively, a value-building ecosystem for seamless, efficient and resource-optimized supply chain could be realized for both upstream and downstream

粵港RFID產業合作

佛山是珠三角地區主要生產基地之一，其經濟產量在廣東省排名第三。是次的合作協議將令佛山成為中國發展及應用RFID技術的領先地區，最終將有助增強珠三角區內製造業的營運效率及競爭力。

佛山市政府一直積極鼓勵企業於當地開發及實施不同流程及創新科技的產業，並與香港貨品編碼協會持相同願景，希望藉RFID技術，提升生產效率及質素至更卓越水平。納入標準為基礎的RFID技術，提供一套有計劃及系統的實施流程，並可形成可創造價值的生態系統，讓上游及下游的業務夥伴，得以實現無縫、高效及優化資源的供應鏈流程。與此同時，雙方並制訂了五年發展計劃，推行以EPC標準為基礎的RFID應用技術，藉以改革及整合供應鏈，進一步將珠三角發展為世界級生產基地。該五年計劃包括四



trading partners. Together we have laid out a five-year plan that supports the further development of PRD as a world-class manufacturing hub through supply chain innovation and integration on EPC standards as the foundation for RFID implementation. The plan has four main objectives: the development of a base for RFID applications; the opening of an RFID demonstration centre; the establishment of an RFID product testing centre; and the creation of an RFID industry chain.

As an initial step, GS1 Hong Kong is providing technical and supply chain consulting support to leading Foshan enterprises in pioneering the adoption of EPC/RFID solutions. These projects will establish a local development and testing environment for innovative supply chain management applications, enabling more effective processes and higher information visibility. The subsequent establishment of the demonstration and testing centres will encourage and support the growth of local RFID hardware and software providers, ultimately creating a complete RFID industry chain.

大目標，分別是發展RFID應用產業的基地、成立RFID模擬示範中心與及RFID產品測試中心，以及建立RFID產業鏈。

香港貨品編碼協會首階段將為佛山市的大型企業提供技術支援及供應鏈管理顧問服務，協助他們率先採納EPC/RFID解決方案。有關項目將為當地未來實施創新思維供應鏈管理，奠定理想的發展環境，以實現更高效商業流程及資訊透明度。其後所成立的模擬示範中心及測試中心，將進一步鼓勵並支援當地RFID硬件及軟件供應商茁壯成長，最終於該區建立完備的RFID產業鏈。





Global Activities
環球動向

Global Activities 環球動向

The evolution of item identification has undergone significant changes in its 36-year history of adoption. The concerted efforts of GS1's 108 Member Organizations at promoting the value of the GS1 standards and solutions as well as driving adoption around the world have rapidly expanded our core business standards and generated opportunities for new sectors. It makes the GS1 System the most widely used supply chain standards system in the world today. The wide range of programs implemented by GS1 last year assures a sustainable model for GS1 standards growth, management and support application across sectors.

Standard Development

Evolution of bar codes technology

Robust identification remains one of GS1's core competencies. We are moving to respond to additional needs with evolutionary developments such as GS1 DataBar symbology. GS1 DataBar pilot activity began occurring in multiple regions during the year, and major North American retailers began planning for national roll-outs on loose-produce items. The small size and increased information content with GS1 DataBar is driving significant momentum for fresh foods. The adoption of GS1 DataBar on all trade items at the retail point-of-sale is expected to take place by January 2010.

Ratification of complete suite of EPCglobal standards

In April 2007, the EPCglobal Board ratified the EPC Information Services (EPCIS) standard which completed the initial suite of global standards developed by the EPCglobal community. EPCIS is an interface standard that allows two entities to share information easily. With the ratification of EPCIS, the identification of objects, data capture, and sharing of information can now be undertaken based on global standards.



貨品識別技術發展至今，已應用了36年，期間曾經歷重大改革。憑著GS1的108個成員組織共同努力，致力推廣GS1標準價值及其解決方案，並積極推動全球實施，令國際標準體系迅速壯大，營造更多商機拓展新市場。GS1標準已是現今全球最廣泛應用之供應鏈標準。去年，GS1推行了多項不同類型計劃，為確保GS1標準之發展、管理及支援其應用於跨行業上得以持續維繫。

標準開發

條碼技術的發展

完善的識別技術仍是GS1核心業務之一。為滿足新市場需要，必須實行革命性的開發，如研發縮減空間碼。去年，GS1於多個地區進行縮減空間碼試點計劃，其中北美洲的主要零售商亦開始計劃實施全國性應用該條碼在散裝農產品上。由於縮減空間碼面積細小，可貯存大量資料，正大力推動在新鮮食品市場上應用。預期零售銷售點的所有貿易貨品將於2010年1月全線實施採用縮減空間碼。

EPCglobal標準獲審批

EPCglobal已完成開發EPC訊息服務(EPCIS)的首套國際標準，該標準並於2007年4月獲得EPCglobal董事局審批。EPCIS是一項界面標準，它容許兩個體系以簡易方式分享資訊。隨著EPCIS獲批，企業便可根據國際標準進行貨品識別、套取數據及分享資訊。



Substantial progress in the framework of regulation

EPCglobal has been working with technical experts and regulators in many countries in order to harmonize the regulations worldwide. Substantial progress was achieved in 2006–2007, moving from 76 to 92 percent of the world's economy having adequate regulations in place for using RFID at the Ultra High Frequency specified by the Gen 2 protocol.

China is the critical part of many global supply chains. The approval of regulations in China in May 2006 was a significant step to regulation framework of the entire Asia-Pacific region, which is now RFID-enabled and getting ready for massive RFID implementations that are expected in the coming years.

Industry Pilots

GS1 e-Com in the public sector

Many GS1 Member Organizations have set up projects in the areas of customs, public procurement and agriculture. To support these areas, the eCom Business Unit at GS1 launched an eGovernment project with a primary focus on eProcurement. The project will update the eCom standard through the GSMP process when required, but the main focus will be on information sharing, marketing and education. As a first deliverable, a brochure aimed at raising the awareness of GS1 eCom solutions for eProcurement has been published.

監管架構取得重大進展

EPCglobal一直與多國的技術專家及監管機構攜手合作，冀協調各國的RFID監管條例。在2006至2007年間取得重大進展，由原先76%增長至92%的全球地區均訂立足夠條例，監管使用無線射頻識別技術超高頻第二代(UHF Gen 2)的規格。

中國在眾多全球供應鏈處於重要位置。有關條例於2006年5月獲中國批准，對亞太區整個監管架構發展來說，可謂邁出重要的一步。目前中國已掌握RFID技術，預期在未來數年將可作大規模實施。

業界試點計劃

GS1電子商貿進軍公營行業

很多GS1的成員組織均已參與清關、公共採購及農業等研發項目，而GS1的電子商貿工作小組(eCom Business Unit)遂推出一項電子政府項目，主要針對電子採購。該項目將會先集中處理資訊分享、市場推廣及知識傳授，在有需要時可透過全球標準管理程序更新電子商貿標準。為提高業界對GS1電子商貿解決方案有更深認識，有關電子採購指南亦已出版。





Veracity of global synchronization

There are now more than 13,000 global users registering and/or synchronizing data within the Global Data Synchronization Network and over 1.7 million items contained in the GS1 Global Registry®. There are 23 certified data pools, representing over 38 countries around the globe including the North America, South America, Asia, Europe, the Middle East and Africa.

GS1 also demonstrated great efforts in the Project Etoile, which is a worldwide pilot program to validate the veracity of global synchronization in the marketplace. The choreographed adoption program involved with 7 global retailers, 17 multinational manufacturers utilizing 7 data pools in 6 countries was launched. The primary project focus is to work through implementation and interoperability barriers and therefore enable an easier path for adoption by a broader user base. This project is intended to complement other GDSN market development activities well-beyond 2007. Etoile will identify implementation and interoperability learnings that can be shared with others data pools, trading partners and industry sectors.

Pilots of EPC/RFID across multiple industries

EPCglobal estimated that there are over 2,000 pilots currently underway around the world. The most significant one was the phase one pilot of the EPCglobal's Transportation and Logistics Industry Action Group, which tracked in real time the location of cargo containers shipped from Hong Kong to Japan. The pilot examined the implementation of EPCglobal standards based technology (including Gen 2 and EPCIS) across the supply chain linking China and Japan via Hong Kong. The pilot showed the applicability of EPCglobal standards across a complex international supply chain.

核實全球數據同步

目前，逾13,000名全球用戶已在全球數據同步網絡(GDSN)登記及/或透過該網絡進行數據同步，亦有超過1,700,000種產品載於GS1全球註冊資料庫內。該網絡共有23個認可數據池，代表全球超過38個國家，遍佈北美洲、南美洲、亞洲、歐洲、中東及非洲。

GS1在“Etoile”項目上亦彰顯佳績，Etoile是一項全球性試點計劃，旨在測試各地市場進行全球數據同步之真實性。是次試點計劃設計精心，共有7家來自全球的零售商、17家跨國生產商參與，覆蓋範圍涉及6個國家及7個數據池。該計劃主要集中測試系統執行流程和互運性等問題，找出能被廣泛用戶採納的較簡易模式。此項目擬於2007年後繼續配合其他GDSN市場拓展活動進行測試。Etoile計劃就實行及互運性問題所得出的結論，將為其他數據池、貿易夥伴及不同行業作為借鑒之用。

多個行業實施EPC/RFID試點計劃

EPCglobal估計全球目前有超過2,000項試點計劃正在進行。其中最重要的一項為EPCglobal轄下的運輸及物流業界工作組(Transportation & Logistics Industry Action Group)所進行之第一階段試點計劃，實時追蹤貨櫃箱由香港經船運至日本之位置。該計劃亦測試從中國經香港至日本整個供應鏈流程以EPCglobal標準為基礎技術(包括Gen 2及EPCIS)的實施情況。結果顯示，EPCglobal標準適用於繁複的國際供應鏈流程。

The EPCglobal Media and Entertainment Interest Group was also formed to define requirements and guidelines for the adoption of EPC/RFID-based solutions for the media and entertainment industry. The Group launched a number of pilot programs in both North America and Europe. The goal is to create industry guidelines based on EPCglobal standards that can be affordably applied to DVDs, games and software.

New Sectors

Customs

GS1 and World Customs Organization (WCO) have a strong history of cooperation and share a common belief in the value and importance of making information available to all parties across the supply chains.



WCO is an intergovernmental organization ensuring effectiveness and efficiency of Customs administrations across the globe. In June 2007, GS1 together with the Customs authorities of the UK and Australia reported its successful completion to the WCO. GS1 assumed the role of project manager of the WCO's international project for proof of concept on the use of Serial Shipment Container Code (SSCC) as Unique Consignment Reference (UCR). UCR are numbers unique at both national and international levels and are issued during the early stage of supply chain and used by Customs to validate and provide clearance for goods arriving in their areas. The project demonstrated SSCC could be used as the electronic staple linking all key elements in the supply chain: transport, financial and commercial references and provided the Customs administrations with the access key to this data. Identification of bulk shipments with SSCC was also proven successful. The participants agreed to extend the trial to other countries and testing GS1 identification key to split loads (deconsolidation) and national distribution.



另外，EPCglobal亦成立媒體及娛樂事務工作組(Media & Entertainment Interest Group)，就媒體及娛樂行業採用EPC/RFID解決方案制訂了標準及指引。該工作組已於北美及歐洲推行多項試點計劃，其目標是以EPCglobal標準制訂行業指引，並希望有關技術價格相宜可應用於DVD光碟、遊戲軟件及其他軟件上。

新增目標行業

海關

GS1與世界海關組織(WCO)已有悠久的合作關係，憑著雙方的共同信念，深切了解到讓全球供應鏈中合作夥伴獲取共通資訊的價值及重要性。

世界海關組織是由國與國之政府共同組成的組織，成立的目的是確保全球海關行政部門所提供的服務具效率及有效。GS1與英國及澳洲的海關部門於2006年7月成功完成一項世界海關組織國際試點計劃。GS1擔當該計劃的項目經理，測試以貨運容器序號(SSCC)作為單一貨運編號(UCR)之概念。UCR在國家及國際層面上皆屬獨一無二的編碼，於供應鏈運作的最初階段被編發，以供海關於該編碼所屬貨物被送抵目的地後，進行貨品核實並完成清關程序。結果顯示，SSCC可以作為電子編碼，把供應鏈上所有主要資料串連起來，包括運輸、財務及商業證明等，並讓海關行政部門可擷取有關資料。同時，亦可利用SSCC識別大批貨運。是次計劃的參與者均同意把測試延伸至其他國家，以驗證GS1識別碼於處理散貨付運及國際間貨運配送之效能。

Logistics

Business Messaging Standards (XML and GS1 EANCOM) are commonly used to improve tracking, tracing and overall supply chain efficiency. The GS1 Logistics Forum, which brings together various stakeholders to lead the standardization efforts, established the Logistics Interoperability Model (LIM). The model defines standardized ways for each partner in the logistic chain to communicate, taking into account their various business processes and data communication needs. It also drives alignment at all levels of the chain, from master data to financial settlement. The LIM was initially focused on Road Transportation in Europe and will be extended to other regions as well as to maritime and air transportation.

Healthcare



The GS1 Global Healthcare User Group (HUG), a voluntary and open group formed by leading pharmaceutical and medical device manufacturers, wholesalers, hospitals, and trade associations, agreed to use a unified roadmap for the development of global

Automatic Identification Data Capture (AIDC) Application Standards to solve supply chain issues. The roadmap will be available in 2008.

Early this year, both the UK Department of Health and the Council of Europe's Expert Group on Safe Medication Practices recommended using GS1 System.

Furthermore, GS1 HUG and EPCglobal Healthcare and Life Sciences Industry Action Group (EPC HLS IAG) agreed to join forces, forming a united group "GS1 Healthcare" in June 2007.

物流



商業訊息標準(XML及GS1 EANCOM)乃常用的標準，用以改善貨物追蹤、追溯及整體供應鏈的效率。GS1物流論壇匯聚了不同業界代表，帶領推動國際標準化，並建立了物流互運性模型(Logistics

Interoperability Model)。該模型為物流鏈的每個夥伴制訂標準方法，作為溝通、處理業務流程及分享數據之用。此外，該模型亦把物流鏈不同層面的資料由主體數據至財務結帳均取得一致性。物流互運性模型目前僅應用於歐洲陸路運輸，稍後會將之推廣至其他地區和不同範疇，如航運及空運。

醫療護理

GS1全球醫療護理用戶小組(GS1 HUG)，是由著名藥廠、醫療設備生產商、批發商、醫院及商會自發組成的一個開放予業界組織。該小組同意擬定一套統一的藍本，開發以全球自動識別數據套取的應用標準，解決在供應鏈運作時所遇到的問題。上述藍本將於2008年完成。

2007年年初，英國衛生部及歐洲委員會之醫務安全專家小組均建議採納GS1標準。

此外，GS1全球醫療護理用戶小組與EPCglobal轄下之醫療護理及生命科學業界工作組(EPC HLS IAG)攜手合作，於2007年6月聯合組成「GS1醫療護理」(GS1 Healthcare)小組。

New Solutions and Services

Standards for mobile commerce



GS1 Mobile Commerce aims to provide open standards to link product information with consumer and business through mobile devices that can read bar codes, RFID tags and access Internet. At the kick-off meeting on June 19 2007 in Paris, representatives

of the FMCG, retail, healthcare and mobile industry agreed on common goals – building the marketplace by clarifying business cases and making sure the technology is cost effective and simple to use.

Traceability standard

A user-friendly version of GS1 Global Traceability Standard was also published in September 2006 and full chain traceability can be achieved for all companies who can now refer to the same document with their upstream and downstream business partners.

全新解決方案及服務

流動設備標準

GS1 流動商業工作組 (GS1 Mobile Commerce) 希望透過流動設備，提供一套開放標準把產品資料與顧客及企業連繫起來，此流動設備能讀取條碼、RFID 標籤等資料，且可與網上連結。於 2007 年 6 月 19 日，快速流轉消費品、零售、醫療護理及流動電話行業的代表在法國巴黎舉行會議，商討推行事宜，在會中各界代表達成共識，同意於市場推行之前必先認清企業實際情況及需要，並確保有關技術價格相宜且方便使用。

可追蹤性標準



一套更方便用戶使用的 GS1 全球可追蹤性標準已於 2006 年 9 月完成編制。所有企業現只須與其上游及下游業務夥伴根據上述同一份文件執行，便可在供應鏈上實現全方位追蹤。



Conformance and certification



The bar codes certification framework was also delivered in June 2007 to provide a consistent methodology to assess the quality of bar codes across the world, ensuring shoppers a good experience at the point-of-sale and avoid

the time lost when employees search for the price of the products.

Net solutions

GEPIR and Data Driver are the two enablers of GS1 Solutions. Data Driver is a tool that helps companies assign product and location codes and manage information links to GTIN and GLN. To continuously provide quality service, GS1 is improving the users' experience in browsing information on the GEPIR, and an international version of the Data Driver is now under development.

標準符合及認證

條碼認證框架於2007年6月實施，旨在提供一套統一的方法以評估世界各地的條碼質素，從而確保顧客不會因店員需要找尋貨品價格而浪費時間，使顧客獲得更佳的購物樂趣。

網絡解決方案



全球電子公司資料庫(GEPIR)及數據傳動器是兩項應用於GS1解決方案的工具。數據傳動器幫助企業編配貨品和位置編碼，並協助管理與GTIN及GLN連繫的有關資料。為了不斷提供優質服務予用戶，GS1

作出了改善工作，務求提升用戶於全球電子公司資料庫中瀏覽資訊的體驗，一份數據傳動器的國際版本亦正在編制。



Membership Update
會員發展概況

Membership Update 會員發展概況

GS1 Identification Keys provide a system of unique numbers to identify goods, services, assets and locations in support of automated and secure supply chain process for companies. These standards are key to supply chain information visibility and system accuracy. Our value propositions have performed well and the robust identification system will remain one of our core competencies. During the reporting year, we continued to work closely with different industry players and supply chain stakeholders, providing them the tools and technologies necessary to implement supply chain solutions based on GS1 standards throughout their enterprises.

GS1識別碼為企業提供一套獨一無二的編碼標準，用以識別貨品、服務、資產及位置，從而實踐自動化及高安全度的供應鏈流程。這些識別標準對實現供應鏈資訊透明度及系統準確性非常重要。香港貨品編碼協會所倡議之價值建議已見成效，而此配套完備的識別系統仍是我們未來核心服務之一。本會去年繼續與不同企業及供應鏈合作夥伴緊密合作，為他們提供必備的工具和技術，協助其實踐符合GS1標準的供應鏈解決方案。

Breakdown of GS1 Hong Kong Full Membership by business type (as at 31 Aug 2007)

香港貨品編碼協會全面會員行業分佈 (截至2007年8月31日止)



Membership Profile

GS1 Hong Kong continued to facilitate the application of GS1 System of standards in multiple sectors and industries in Hong Kong. Our membership continued to grow to nearly 5,000 as of August 2007, spanning 12 sectors and 15 product types. To accommodate the various needs of enterprises, we offer nine categories of memberships: Full Membership, EZ*TRADE Membership, Associate Membership, Serial Shipping Container Code (SSCC) Membership, GDS Membership, EPCglobal End User Membership, EPCglobal Solution Partner Membership, Vendor Alliance Program (VAP) Membership, and SCM Knowledge Center Membership.

Full members are mostly drawn from three sectors with importers and exporters comprising 84%, manufacturers accounting for 8%, while business/professional services making up 4%. The fourth and fifth largest sectors are wholesalers and retailers respectively.

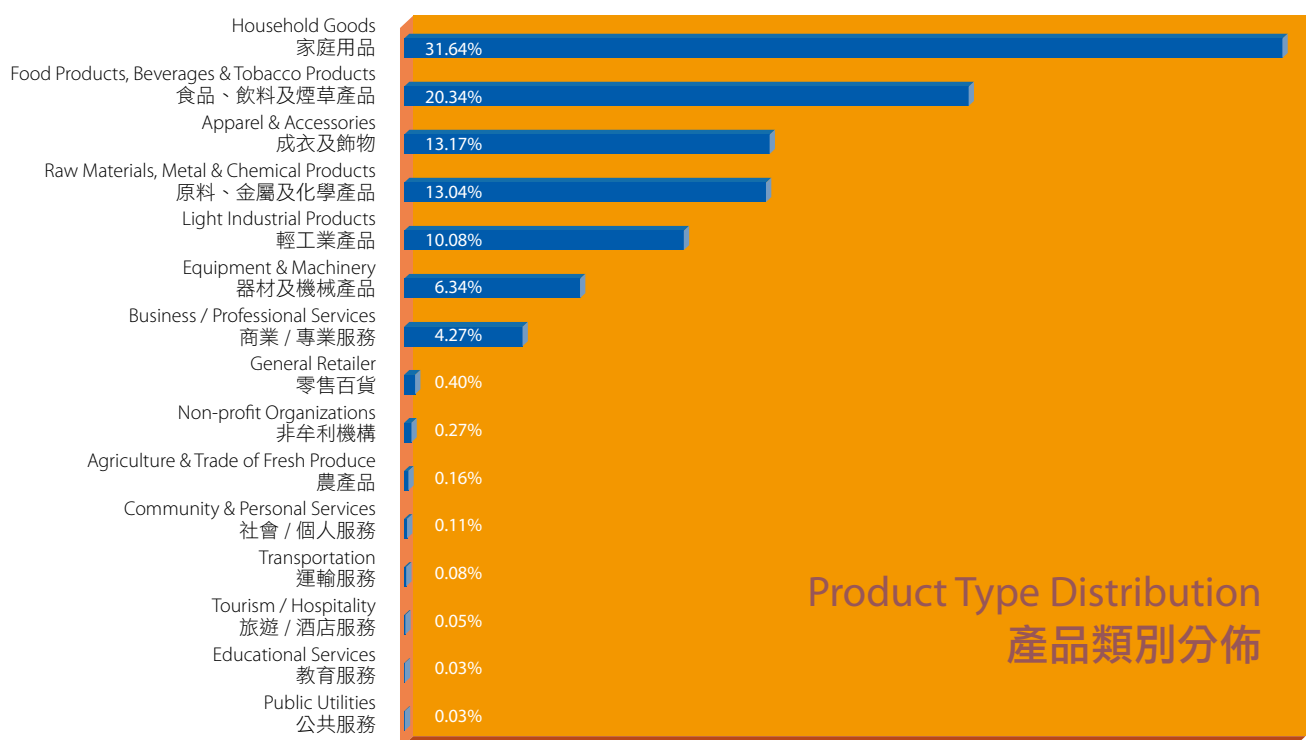
會員行業分佈

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GS1標準之應用。本會的會員數目持續增長，截至2007年8月，會員總數已接近5,000名，分佈於12個不同行業及涵蓋15個產品類別。為了配合不同類型企業之需要，本會提供9類會籍，分別是全面會員、通商會員、普通會員、貨運容器序號(SSCC)會員、全球數據同步會員、EPCglobal終端用戶會員、EPCglobal解決方案夥伴會員、供應商夥伴計劃(VAP)會員，以及供應鏈管理資源中心會員。

全面會員主要來自三個行業，其中出入口貿易佔84%，製造業佔8%，而商業/專業服務則佔4%。第四及第五大行業分別為批發及零售。

Breakdown of GS1 Hong Kong Full Membership by product type (as at 31 Aug 2007)

香港貨品編碼協會全面會員產品類別分佈 (截至2007年8月31日止)



Event Summary 活動一覽表



15-16 September 2006

eHealth Forum 2006 電子健康論壇2006

21 September 2006

Bar Code Workshop 條碼工作坊

29 September 2006

The EPC/RFID and EPCnetwork Infrastructure Workshop
EPC/RFID 及 EPC 網絡基建培訓工作坊

10 October 2006

EPC Essentials Workshop EPC基礎工作坊

11-12 October 2006

The 6th Annual Supply Chain Management CEO Summit
第六屆供應鏈管理行政總裁會議

27 October 2006

EPCglobal Hong Kong Quarterly EPC Standards and
Development Training Workshop
EPCglobal香港 產品電子代碼標準及開發季度培訓工作坊

2-4 November 2006

The 8th China Chain Store Expo
第八屆中國連鎖店展覽會

7 November 2006

Bar Code Workshop 條碼工作坊

9-10 November 2006

Hong Kong Optical Fair 2006 香港眼鏡展2006

17 November 2006

The Impact of IT on Supply Chain Visibility Seminar
資訊科技對供應鏈透明度的影響講座

21-23 November 2006

Scan China 2006 2006中國國際自動識別展覽會

24 November 2006

Effective Inventory Management in Practice Workshop
高效倉存管理實務工作坊

28 November 2006

Guangdong-Hong Kong RFID Conference Technology
Application Summit
粵港RFID會議科技應用高峰論壇

29 November 2006

Supply Chain Visibility using EPC/RFID - Opportunities for
Hong Kong and Pearl River Delta Seminar
運用EPC/RFID實現供應鏈透明度 — 在香港及珠三角的
機遇講座

29 November – 1 December 2006

World SME Expo 2006 2006中小企國際市場推廣日

29 November – 1 December 2006

Innovation and Design Expo 創新科技及設計博覽會

30 November 2006

The Next Generation Supply Chain - Creating End-to-End
Supply Chain Visibility with EPC Seminar
下一代供應鏈 — 利用EPC實現點對點供應鏈講座

4 December 2006

Bar Code and EPC/RFID Workshop 條碼及EPC/RFID工作坊

4-8 December 2006

The ITU Telecom World 2006
國際電信聯盟2006年世界電信展

5 December 2006

Putting RFID to work for you - EPC Seminar
EPC — RFID 為您服務講座

8 December 2006

The Annual Members Gathering 2006
2006周年會員晚會

12 December 2006

Hair Beauty - Information Technology Workshop
美容美髮業 — 資訊科技工作坊

15 December 2006

Frontline e-POS and Backend Inventory Efficient Management Seminar
前線零售點及後勤倉存高效管理研討會

19 December 2006

Bar Code Workshop 條碼工作坊

1 January 2007

EPC/VAP New Year Networking Hour
產品電子代碼 / 供應商夥伴計劃會員聚會

12 January 2007

Effective Inventory Management in Practice Workshop
高效倉存管理實務工作坊

24 January 2007

How to get the Most Out of your Point-of-Sale System Seminar
如何充分發揮銷售點系統效益講座

1 February 2007

The Supply Chain Innovation Centre Opening Ceremony / EPC/RFID Industry Implementation Forum
供應鏈創科中心開幕儀式 / EPC/RFID業界實踐論壇

6 February 2007

Bar Code Workshop 條碼工作坊

7 February 2007

EPCglobal Hong Kong Quarterly EPC Standards and Development Training Workshop
EPCglobal香港 產品電子代碼標準及開發季度培訓工作坊

9 February 2007

Buyer Workshop for Retailers and Sourcing Offices
零售、採購業買家工作坊 — 促進高效供應鏈的工具

2 March 2007

Best Practices in Inventory Management Seminar
倉存管理最佳實務講座

6 March 2007

Transforming Global Supply Chain with EPC/RFID Seminar
EPC/RFID正轉變整體全球供應鏈面貌講座

12 March 2007

Hong Kong Logistics Technology Management Forum 2007
2007香港物流科技應用管理論壇

14 March 2007

Explore China and Overseas Market and Upgrading Inventory Management Efficiency Seminar
拓展中外市場，提升後勤倉存效率研討會

26-28 March 2007

RFID World 2007 RFID 世界 2007

27 March 2007

From RFID, Middleware to ERP Seminar
剖析從無線射頻識別技術、中介軟件至企業資源規劃之關係講座

29 March 2007

Bar Code Workshop 條碼工作坊

29 March 2007

Biometrics Development & Application on Retail Staff Attendance Management Seminar
零售從業員管理：生物發展及應用講座

14-17 April 2007

International ICT Expo / Hong Kong Electronics Fair (Spring Edition)
國際資訊科技博覽 / 香港春季電子產品展

16 May 2007

Bar Code Workshop 條碼工作坊

23 May 2007

Achieving Effective Warehouse Operations and Inventory Management Seminar
實踐有效的倉庫操作和貨存管理講座

4-7 June 2007

U Connect 2007 - Collaborative Product Development for Apparel Session
U Connect 2007 — 成衣業協同產品發展環節

8 June 2007

Traders Meet for the Logistics Industry
物流業「商」聚「會」

8 June 2007

Food Safety Management & Traceability Seminar
食物安全管理及追蹤研討會

17 June 2007

Guangdong-Hong Kong RFID Industry Cooperation Memorandum Signing Ceremony
粵港RFID產業合作備忘錄簽署典禮

19-21 June 2007

Scan & RFID China 2007 / Supply Chain Summit Forum 2007 / Guangdong RFID Study Tour
2007中國(廣州)國際自動識別暨RFID展覽會 / 2007 供應鏈管理高峰論壇 / 廣東無線射頻識別(RFID)考察團

21 June 2007

CIPS International Conference CIPS 國際會議

27 June 2007

Bar Code Workshop 條碼工作坊

28-29 June 2007

Supply Chain Management Workshop - Improving Supply Chain Performance with SCOR Model
供應鏈管理工作坊 — 採用SCOR提高供應鏈效率

9 July 2007

How to Better Manage with Auto-ID Systems Seminar
如何利用自動識別技術更有效管理業務講座

10-13 July 2007

Hong Kong Fashion Week for Spring / Summer
香港春夏時裝節

14 July 2007

Opportunity 2007 Technology Business Forum and Technology Showcase
2007科技業務論壇及科技展覽之商機

17 August 2007

Bar Code Workshop 條碼工作坊

24 August 2007

EPCglobal Hong Kong Quarterly EPC Standards and Development Training Workshop
EPCglobal香港 產品電子代碼標準及開發季度培訓工作坊





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