



Hong Kong

*Celebrating 20 years of
efficiency and innovation*

20

08

ANNUAL REPORT

09



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An aerial night view of a city skyline, likely New York City, with numerous skyscrapers illuminated. The scene is dominated by blue and white light from the buildings. Overlaid on the image are several glowing digital code elements, including a large QR code on a building facade, a barcode, and various geometric patterns and lines, suggesting a theme of digital technology and data. The text "Advancing through Codes" is centered in the upper half of the image.

Advancing through Codes

Chosen as the theme for GS1 Hong Kong's 20th anniversary, "One Code to Efficiency and Innovation" reflects our founding mission to drive business efficiency and innovation – two important engines of economic growth in Hong Kong with GS1 System of standards including Barcode and Electronic Product Code.

Over the past two decades, GS1 Hong Kong has succeeded in helping many local businesses become more efficient and thus more competitive through the innovative use of standardized technologies and practices.

Today, as we continue to grow with the local business community, we will remain focused on working closely with the industry in the deployment of world-class supply chain knowledge and services to help them achieve business sustainability.





**Celebrating
20 Years of
Efficiency and
Innovation**



1989

Our Journey with You – 20 Years of GS1

Formerly known as the Hong Kong Article Numbering Association, our organization was founded in 1989 with two core objectives: first, to help Hong Kong enterprises become more efficient, more cost-competitive and more accessible to global trade through the adoption of automatic identification technology; and second, to assist Hong Kong enterprises to create new business value by embracing global standards-based innovation.

Today, as the only organization authorized to issue and administer GS1 BarCode in Hong Kong, we continue to hold true to this mission,

Hong Kong Article Numbering Association

1989

- The Hong Kong Article Numbering Association (HKANA) with Mr George Elledge as chairman, was established by the Hong Kong General Chamber of Commerce (HKGCC).



HONG KONG
ARTICLE NUMBERING
ASSOCIATION
(EAN HONG KONG)
香港貨品編碼協會



1990

- HKANA successfully introduced the concept of barcode scanning to the retail industry and the general public through an aggressive promotional campaign. Within one year, the use of barcodes had penetrated Hong Kong's retail, distribution and manufacturing industries.



1991

- To provide protection for consumers against pricing ambiguity, HKANA introduced the Code of Practice for Scanning in retail stores.

1992

- The Electronic Data Interchange (EDI) Steering Committee initiated a retail industry pilot study to conduct live tests on the exchange of electronic purchase orders and invoices through EDI. Participating companies included A.S. Watson, Circle K, Nestlé Dairy Farm, PARKnSHOP, Swire Bottles and Wellcome. The results proved that EDI implementation could significantly reduce trading costs and increase supply chain efficiency.

1993

- The Association established the General Merchandising Barcoding Committee to promote the use of source marking.

1994

- HKANA opened a reference service providing members with access to a comprehensive range of publications about article numbering, barcodes and EDI.

1995

- With sponsorship from the Hong Kong Government, HKANA introduced an EDI trading software application called ezTRADE targeting SMEs and launched training programs to enhance competitiveness through electronic trading.



1996

- Supported by the Industry Department of Hong Kong Government, HKANA launched a Domestic Supply Chain Management Study to assess the applicability and potential for supply chain management implementation in Hong Kong.



always evolving and improving to meet the diverse business needs of more than 5,000 corporate members. We are proud of what we have achieved during the past two decades in helping Hong Kong enterprises become globally competitive by adopting supply chain standards.

Joseph C. Phi
Chairman, GS1 Hong Kong

Our Chairmen



George Elledge
(1989 - 1992)

Numbering Association

1997

- HKANA's Export Supply Chain Management Initiative concluded that Hong Kong's export industry could save significant costs and win market-entry by implementing supply chain management.



1998

- A web-based version ezTRADE was launched in Hong Kong allowing businesses to exchange trade documents with partners over the Internet.



- The Supply Chain Management (SCM) Resource Centre was opened.

1999

- HKANA celebrated its 10th anniversary.

2000

- The Association organized the first Annual Member Forum providing members with a platform to network and exchange information about e-commerce technologies.

2001

- The first annual Supply Chain Management CEO Summit was held in Hong Kong. Since then, the Summit has grown from strength to strength and become a platform for industry leaders to share the latest insights into modern supply chain management.



2002

- HKANA launched the AppTeXpress project to reinforce Hong Kong's position as a global sourcing centre for the apparel and textiles industries.
- The SME Ambassador Program aimed at improving SME retailers and wholesalers' modern supply chain capabilities was established.

2003

- The Vendor Alliance Program was launched, serving as a platform bringing user and vendor communities together for easy access to the latest SCM know-how and solutions.

2004

- HKANA initiated the formation of the Supply-Chain Council-Greater China Chapter (SCC-GCC) to promote the Supply-Chain Operations Reference Model (SCOR) in Greater China. The Association became the secretariat office of the SCC-GCC.



William Grimsey
(1992 - 1994)



Alastair McKendrick
(1994 - 1995)



Russell Stucki
(1995 - 1998)



Tim Harvey
(1998 - 1999)

2005

- HKANA was officially renamed GS1 Hong Kong. The name change introduced a fully integrated global system of open, multi-industry standards jointly developed by 101 member organizations worldwide.



- GS1 Hong Kong developed the EPCnetwork based on the EPCglobal standards of RFID, and initiated a 2-year, multi-pilot research project that tested the use of the EPC and RFID infrastructures among manufacturers, logistics providers and retailers in Hong Kong, China and the United States, sponsored by the HKSAR Government's Innovation and Technology Commission.

2006

- GS1 Hong Kong partnered with Intel to launch the PRD Alive! Program to help SMEs based in the Pan-Pearl River Delta region realize greater value from supply chain technology investments through the adoption of EPC/RFID technology.



2007

- Hong Kong Science and Technology Parks Corporation and GS1 Hong Kong established the Supply Chain Innovation Centre (SCIC), a comprehensive supply chain enabling platform, located at the Hong Kong Science Park.
- GS1 Hong Kong signed the Guangdong-Hong Kong RFID Industry Cooperation Agreement with the Foshan Chancheng District Government to establish Foshan as a base for RFID development.



2008

- Hong Kong Science and Technology Parks Corporation (SCIC), co-headed by GS1 Hong Kong and Intel, Innovation and Technology Commission, HKSAR Government and Hong Kong Science and Technology Corporation, opened as an arm of SCIC.
- ezTRACK, a global track-and-trace system based on EPCglobal standards, was launched to enable enterprises to enjoy real-time visibility of goods and flow globally.
- To recognize and encourage the use of RFID technology, GS1 Hong Kong organized the Hong Kong RFID Awards.



Logan Taylor
(1999 - 2002)

Glenn Smith
(2002 - 2006)

Philippe Giard
(2006 - 2008)

Joseph C. Phi
(2008 - Current)

Hong Kong

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RFID Centre
founded by
GS1 Hong Kong, the
Innovation and Technology
Commission of the
HKSAR Government
and Science
Technology Parks
Corporation was officially
extended.



Globalized
e-commerce platform
BarcodePlus/RFID
was launched
to help enterprises to
improve the visibility
of their information.



Excellence
in the
application of
technology,
GS1 Hong Kong
was the first Hong
Kong winner.



2009

- In collaboration with the GS1 EPCglobal Transportation & Logistics Services Industry Action Group, GS1 Hong Kong joined with the Innovation and Technology Commission of the HKSAR Government, Hong Kong Science and Technology Parks Corporation to organize Asia's first RFID/EPC Technology Live Test in Global Logistics, with support from Hong Kong Logistics Development Council and Monohakobi Technology Institute.



- GS1 Hong Kong signed a Memorandum of Understanding with four major testing and certification bodies in Hong Kong to develop BarcodePlus, a product information portal to enable businesses and consumers to access and share product quality-related information via different channels including the Internet, mobile phone and RFID smart kiosks for enhanced product quality and consumer safety.



- Funded by Office of the Government Chief Information Officer, a Product Authentication solution operating on BarcodePlus was launched in Hong Kong with an aim of increasing brand integrity for Hong Kong businesses and bolstering consumer confidence.

2009

Chairman's Statement

主席獻辭



It gives me great pleasure to present my first Chairman's statement in the year GS1 Hong Kong celebrates its 20th anniversary. While 2008 was a year marked by the realization of many business enhancing initiatives, 2009 was a year characterized by the enhancement and deployment of our core competencies in guiding business enterprises through the challenging times.

20 Years of Efficiency and Innovation

Formerly known as the Hong Kong Article Numbering Association, our organization was founded in 1989 with two core objectives: first, to help Hong Kong enterprises become more efficient, more cost-competitive and more accessible to global trade through the adoption of automatic identification technology; and second, to assist Hong Kong enterprises to create new business value by embracing global standards-based innovation.

Today, as the only organization authorized to issue and administer GS1 BarCode in Hong Kong, we continue to hold true to this mission, always evolving and improving to meet the diverse business needs of more than 5,000 corporate members. We are proud of what we have achieved during the past two decades in helping Hong Kong enterprises become globally competitive by adopting supply chain standards, including the globally accepted GS1 BarCode for retail automation and e-commerce, and the Electronic Product Code for traceability of information and goods flow.

很榮幸能在香港貨品編碼協會慶祝成立二十周年的珍貴時刻，首次以主席身份為協會的年報撰寫獻辭。在2008年，本會成功地完成了一系列協助業界提高競爭優勢的項目，踏入2009年，本會則集中把資源投放在不斷加強及實踐協會的核心能力上，藉以協助企業面對嚴峻經濟環境所帶來的挑戰。

推動效率及創新的二十年

香港貨品編碼協會於1989年成立，當其時目標有二，首要是透過推廣自動化識別技術，協助香港企業加強效率和成本效益，並促進企業參與環球貿易；此外，本會亦致力協助本地企業採納創新科技，為業務創優增值。

作為香港唯一獲認可簽發及管理GS1條碼的機構，本會今天依然貫徹其宗旨與任務，並精益求精，以回應逾五千名企業會員多種不同的業務需要。在過去二十年，本會積極推動本地企業採納供應鏈標準，包括用於零售業自動化和電子商貿之上、全球廣泛採用的GS1條碼，以及可追溯資訊流向及貨物流向的產品電子代碼，成功地加強企業在全球市場的競爭優勢，本會對此成就引以為傲。

A Year Enhancing and Deploying Core Competencies

The year under review has been an unprecedented one for GS1 Hong Kong, as it has been for the business community. While grappling with the worst economic recession of the recent decades, many enterprises have either failed or struggled to survive. Our members have not been immune to these harsh realities, with many responding by sensibly adopting more cautious business strategies. Against this backdrop, GS1 Hong Kong has prudently chosen to focus on enhancing the breadth and depth of our core competencies, and deploying such to help business enterprises survive and thrive during this period of crisis.

One of our more notable milestones this year has been the introduction of BarcodePlus, a product information portal that enables businesses and consumers to access and share product quality-related information. The solution, which can be accessed through the Internet, mobile phone and RFID smart kiosks, aims to help enterprises improve product quality and consumer safety. Within BarcodePlus, we also have a new Product Authentication solution, which aims to help manufacturers raise their brand equity and bolster consumers' confidence in their products.

Another significant achievement of our organization this year has been the roll-out of ezTRADE to the Mainland China market. This initiative has allowed leading local retailers to collaborate more closely with their Mainland suppliers.

We also collaborated with technology providers to develop various solutions using ezTRACK to help businesses enhance their supply chain competencies. The recent establishment of the ezTRACK-powered Guangdong-Hong Kong RFID platform, for example, will enable food and pharmaceutical enterprises to extend the tracking and tracing of their products across the border for ultimate food and drug safety.

We also revamped our Hong Kong RFID Centre to provide visitors with a richer experience and deeper understanding of how the real-time track-and-trace capabilities of EPC/RFID technology can allow different industries to improve product safety and service quality.

增強及實踐核心能力的一年

在過去一年，香港貨品編碼協會以及業界同樣經歷了一段異常艱難的日子。數十年以來最嚴重的經濟衰退，令不少企業面臨倒閉，其餘的則竭力掙扎求存。本會的會員同樣要面對這種營商環境，當中有不少公司採取了相對於以往更審慎的商業策略。本會經詳細的考慮，決定首要加強協會的核心能力，令本會在廣度與深度上更具實力，藉以更有效地協助企業在逆境中求進。

香港貨品編碼協會在過往一年最重要的里程之一，是開發產品資訊網站BarcodePlus，此解決方案可讓企業和消費者獲取及分享與產品品質有關的資訊，並有助企業提高產品品質和消費者安全。用戶只須透過互聯網、流動電話或RFID智能資訊站便可進入網站使用有關的功能。此外，BarcodePlus亦設有一個嶄新的產品驗證功能，有助生產商提高品牌價值及加強消費者對產品的信心。

本會在過去一年的另一項重要成就，是將「通商易」服務引進中國內地市場，成功協助本地零售商與內地供應商達至更緊密的合作。

協會於去年亦與多家技術供應商達成合作，開發出各種以「縱橫網」為基礎的解決方案，有效地協助業界提升供應鏈效能。新近建立完成，由「縱橫網」支援的粵港RFID平台就是最好的例子，此平台將為食品商及製藥商帶來更強的跨境產品追蹤及追溯能力，有效提高食品及藥物安全。

我們亦為香港RFID中心換上全新面貌，讓訪客可以獲得更豐富的體驗，加深了解產品電子代碼/無線射頻識別技術的實時追蹤與追溯能力，及其如何協助不同行業改善產品安全和服務質素。

Chairman's Statement 主席獻辭

Finally, we have added Supply-Chain Operations Reference (SCOR) analysis and modeling to our portfolio of services, and launched Hong Kong's first SCOR Professional (SCOR/P) Certification program for local supply chain management professionals.

At GS1 Hong Kong, we believe innovation is critical to maintaining a competitive edge. By continuing to innovate and enrich our core services within a standards-based framework, we aim to fulfill our mission to help local enterprises efficiently sharpen their service offering and effectively compete in the global marketplace.

Outlook for 2009/10

Enterprises face another tough year ahead amidst the continuing global economic uncertainty and the ever-increasing complexity of global supply chains. Enterprises also need to make themselves more relevant to the needs of the market, and become more sensitive to consumer concerns. Product quality and safety, for example, have become major discussion points for consumers and enterprises alike.

GS1 Hong Kong will continue to help local enterprises tackle these challenges through services that offer an intelligent, standards-based approach to global supply chain harmonization. We want to equip local enterprises with the tools to conduct business more efficiently, and engage more effectively with the global marketplace. This means creating an agile, responsive and value-driven supply chain from which both enterprises and the community at large can benefit.

We will also continue to serve as an advocate for global supply chain standards, educating local enterprises and professionals about the best practices and effective strategies in supply chain management.

Charting the Future

Last and certainly not the least, I would like to take this opportunity to thank our members for their support, and our Board of Directors, management and staff for their invaluable contributions and tireless dedication. Because of their collective efforts, GS1 Hong Kong takes pride in celebrating our 20 years of success. Cheers!

Joseph C. Phi
Chairman

最後，我們亦增設了供應鏈運作參考 (SCOR) 分析及模型的服務，並推出了香港首個專為本地供應鏈管理專業人士而設的 SCOR 專業認證計劃。

本會相信創新是維持競爭力的主要關鍵。我們將繼續在以標準為基礎的框架上，提供更創新、更豐富的核心服務，從而實踐我們的使命，協助本地企業提升服務質素，及增強其在全球市場的競爭優勢。

2009/10年展望

由於全球經濟狀況持續不明朗，而環球供應鏈亦日趨複雜，業界在來年仍要面對嚴峻的營商環境。企業必須更進一步緊貼市場需要，並加深對消費者意欲的了解。就以產品品質與安全為例，便是目前消費者與企業非常重視的議題。

香港貨品編碼協會將繼續透過以標準為本之解決方案，積極發展出標準化的環球供應鏈服務，藉以協助本地企業面對以上的挑戰。本會的目標是為香港的企業提供合適的工具，藉以提升其營運效率，並讓其以更有效的方式與全球市場聯繫。因此，本會將致力為企業創造靈活、反應迅速和以價值為本的供應鏈，冀能讓營商者和整個社會同時受惠。

本會將繼續積極推動全球供應鏈標準，並與本地企業和專業人士分享供應鏈管理的最佳實務和有效策略。

引領未來

最後，我在此感謝各會員一直以來的支持，並向董事局、管理層及各員工表達謝意，感激他們為協會作出的貢獻。因為他們的努力，本會才能於今天回顧及慶祝過往二十年的成就並以此為榮。

彭焜耀
主席

Chief Executive's Report

總監報告



Twenty years ago, the Internet was in its infancy, email was largely an experimental tool, and the World Wide Web had yet to be invented. Today, these technologies form the backbone of the way the world communicates, having dramatically transformed the way we live and do business. As an organization that seeks to promote business efficiency and innovation through the adoption of global standards, technology and practices, GS1 Hong Kong has witnessed this technological revolution and evolved with it.

When our organization was established in 1989 as the Hong Kong Article Numbering Association, we were tasked with administering and promoting barcodes to local businesses. Today, our role is much richer and more complex, as we have evolved into a globally-connected industry-support organization, which promotes internationally-recognized coding standards and offers an array of cutting-edge supply chain management services. As we celebrate our 20th anniversary, we are proud to say we have become a trusted partner to the Hong Kong business community, helping local enterprises find new competitive edges and become more accessible to the global marketplace.

We are delighted to report that 2008/09 was the year in which we continue to evolve and improve with times. Against the backdrop of a global economic crisis, we have adopted a long-term vision to help local businesses become leaner and more responsive to market changes through the development of intelligent, transparent and agile supply chains, and we have made significant progress in realizing this goal.

二十年前，互聯網方處於搖籃期，電子郵件亦仍在試驗階段，而萬維網更是有待發明。現在，此等技術已成為全球通訊的主要骨幹，徹底改變了我們的生活與工作模式。香港貨品編碼協會見證了這場科技革命，並與之一起發展壯大，力求透過推動企業採納全球標準、技術和實務，提高營運效率和創新。

在1989年成立時，我們的主要任務是管理及推廣條碼。今天，協會已發展成為一個全球性組織的本地分會，支援本港業界的發展，我們的服務亦變得更加豐富，扮演的角色也更加多元化。除推廣國際認可的編碼標準以外，協會亦提供一系列尖端的供應鏈管理服務。在我們慶祝二十周年之際，我們喜見，協會已成為香港工商界所信賴的合作夥伴，幫助本地企業建立新的競爭優勢，並在全球開拓更大的市場。

我們欣然報告，協會在2008/09年繼續與時並進，即使在全球經濟危機的背景下，仍然秉持我們的長遠目標，協助本港企業建立智慧、具透明度和靈活的供應鏈，從而減低成本和更迅速回應市場轉變。我們在達成這目標方面取得了重要的進展。

Chief Executive's Report 總監報告

The work we have done for the year under review can be divided into three major areas. These include:

- Extending and improving our business-enabling services
- Forging closer ties and expanding collaboration with industry
- Facilitating knowledge exchange and promoting innovation

Expanding and Improving our Business-enabling Services

We continued to improve the quality and expand the scope of GS1 Hong Kong's portfolio of supply chain management services in 2008/09. Working within the framework of GS1 System of standards, including GS1 BarCode and the Electronic Product Code, we sought to extend the reach of our existing business-enabling services and launch innovative new services to help our members generate velocity, visibility and value throughout their supply chain.

BarcodePlus – the New Product Quality and Safety Portal

During the year, we signed a Memorandum of Understanding with four major product testing and certification bodies in Hong Kong to develop a new product quality information portal named BarcodePlus. Extending the value of conventional retail barcode scanning, BarcodePlus makes product data available to consumers via the Internet, mobile phone and RFID smart kiosks. In so doing, the solution helps enterprises build up consumer trust in their brands and products.

With the HKSAR Government's support, we also created a Product Authentication solution, which was built upon the EPC/RFID track-and-trace platform and operated through BarcodePlus. Providing companies with the means to combat counterfeiting and protect their brands, the solution also allows customers to enter a product barcode number on BarcodePlus or by SMS to instantly check the authenticity of a product.

Extending the Reach of ezTRADE

Another important task for GS1 Hong Kong during the year was to extend our e-commerce service ezTRADE to Southern China. With this move, ezTRADE was able to assist major retailers in bringing EDI-based (electronic data interchange) automatic ordering and invoicing processes to their and China operations.

As at the end of August, over 1,700 GS1 Hong Kong members used the ezTRADE platform for paperless trade in Hong Kong and Mainland China. The service now processes more than 220,000 transactions per month.

我們去年的工作可分為三大領域，當中包括：

- 擴展及提升商業應用服務
- 與業界建立更緊密關係，加強雙方協作
- 促進知識交流，推廣創新應用

擴展及提升商業應用服務

去年，香港貨品編碼協會繼續提高供應鏈管理服務的質素，並擴展其服務範圍。我們在GS1系統標準（包括GS1條碼和產品電子代碼）的框架下，積極拓展現有的商業應用服務以及推出創新的服務，以協助會員企業提高其供應鏈的速度、透明度和價值。

BarcodePlus — 嶄新的產品品質及安全網站

在過去一年，我們與香港四大質檢中心簽訂合作備忘錄，攜手開發一個名為「BarcodePlus」的嶄新產品品質資訊網站。BarcodePlus延展了傳統零售條碼掃描的價值，讓消費者可透過互聯網、流動電話和RFID智能資訊站取得產品數據，從而協助企業建立消費者對其品牌和產品的信心。

在香港特區政府的支持下，我們推出了一項產品驗證方案。該方案建基於EPC/RFID追溯與追蹤平台，並透過BarcodePlus提供服務，協助企業打擊假貨和保護品牌，同時讓消費者透過BarcodePlus或以短訊輸入產品上的條碼，即時驗證產品的真偽。

拓展「通商易」服務

香港貨品編碼協會去年的另一項重要工作，是將我們的電子商貿服務「通商易」拓展到華南地區，藉以協助主要零售商，把以電子數據聯通為基礎的自動化採購訂單及發票流程，引入中國內地的業務。

截至2009年8月底止，有超過1,700名協會會員採用「通商易」在中港兩地進行無紙化商貿，目前每月的交易次數已超逾22萬次。

ezTRACK Facilitating Global Trade

Our global RFID track-and-trace solution ezTRACK made good progress last year as we forged partnerships with leading technology providers to provide various industry solutions such as fleet management, logistics management, manufacturing management, channel management and asset management to support businesses with different challenges. One of the most significant collaborative projects was to work with supply chain solution provider Asia Pallet Pooling LLC (APP) to develop and deploy a global pallet pooling service based on the EPCIS standard, providing end-to-end supply chain visibility and advanced cold chain management.

In line with the Chinese Central Government's strategy to transform PRD enterprises into high value, hi-tech industries, we also signed a Memorandum of Understanding (MoU) with the Information Center of Panyu to promote the adoption of RFID technology in Guangdong and cemented our co-operation with the Guangdong RFID Technology Service Center (GDRC) to establish a Guangdong-Hong Kong RFID platform powered by ezTRACK.

On behalf of Hong Kong RFID Centre, we also signed a MoU with the GDRC and Malaysia National RFID Center this year to pave the way for a Pan-Asia RFID Collaboration which involves sharing resources and joint strategic planning.

Enabling Trading Parties to Share Timely Product Information through GS1 HK Data Pool

We have also seen growth in the adoption of our Global Data Synchronization Network (GDSN), which enables companies to automate the synchronization of validated product information with their trade partners instantaneously. During the year, we assisted a leading US-based retailer and its international suppliers in Hong Kong to deploy standards-compliant global data synchronization using GS1 HK Data Pool, resulting in significant savings in operational cost for the US-based retail group.

Forging Closer Ties and Expanding Collaboration with our Partners

As part of our continued efforts to promote and facilitate the adoption of the GS1 System of standards by businesses, GS1 Hong Kong undertook a number of collaborative projects with industries and the government during the year.

Our work in this arena covered a number of industries including retail, healthcare and logistics.

「縱橫網」促進全球貿易

今年，我們的「縱橫網」全球無線射頻追溯與追蹤解決方案取得良好的進展。我們與主要技術服務供應商成功建立合作夥伴關係，提供多項商業解決方案，包括運輸隊伍管理、物流管理、生產管理、渠道管理和資產管理方案，以協助企業面對不同的挑戰。當中最重要的合作案例之一，是與供應鏈解決方案供應商 APP，開發及推行一套以 EPC 訊息服務標準為基礎的全球性托盤聯營系統，提供點對點供應鏈透明度和先進的冷鏈管理。

為配合中國中央政府發展珠三角地區公司成為高價值、高科技企業的策略，本會和番禺信息中心簽訂了合作備忘錄，攜手在廣東省推廣無線射頻識別技術的應用，以及鞏固協會和廣東省 RFID 公共技術支持中心的合作，發展由「縱橫網」驅動的粵港 RFID 平台。

此外，本會在今年亦透過香港 RFID 中心，與廣東省 RFID 公共技術支持中心和馬來西亞國家 RFID 中心簽訂合作備忘錄，為建立泛亞地區無線射頻識別協作計劃奠定基礎，共同分享資源和制定策略性規劃。

透過 GS1 HK 數據池與貿易夥伴分享最新產品資訊

本會在全球數據同步網絡應用上亦有所增長。全球數據同步網絡讓企業把經核對的產品資訊自動同步化，令貿易夥伴可即時取得最新的產品資料。年內，本會協助一家美國著名零售商及其在香港的全球供應商，透過 GS1 HK 數據池，使用符合標準的全球數據同步網絡，令該美國零售集團省下可觀的營運成本。

與業界建立更緊密關係 加強協作

本會一直致力協助及促進業界採納 GS1 標準，為此，我們在過去一年與業界及政府共同推行了多個協作項目。

這方面的工作涵蓋多個行業如零售、醫療護理和物流業。

Chief Executive's Report 總監報告

EPCglobal Transportation and Logistics Pilot Program

Under the current turbulent economic condition, the local transportation and logistics industry is under increasing pressure to modernize in order to remain competitive.

During the year, GS1 Hong Kong broke new ground in helping the industry achieve such efficiency gains through the application of EPC-compliant RFID technologies. Leveraging our experience in implementing the EPCglobal Transportation and Logistics Pilot Programs, GS1 Hong Kong and the EPCglobal Transportation & Logistics Services Industry Action Group (TLS IAG) initiated Asia's first "RFID/EPC Technology Live Test in Global Logistics".

Co-organized by the Innovation and Technology Commission of the HKSAR Government and Hong Kong Science and Technology Parks Corporation, the event conducted five test scenarios, clearly illustrating how RFID/EPC technology enables visibility of goods and information flow and add value at critical points in a variety of operations.

ECR Hong Kong Shelf-life Cycle Study

In the retail space, we collaborated with ECR Hong Kong to roll out the ECR Hong Kong Shelf-life Cycle Study, which was launched to establish standards for shelf-life management in the fast-moving consumer goods sector. The initial groundwork for the project, which included the collection of data on shelf-life requirements from retailers was completed this year after two years of hard work.

Global GS1 Healthcare Conference

We are also pleased to report our work in promoting supply chain harmonization in the healthcare industry through partnering with the Food and Health Bureau of the HKSAR Government, Hospital Authority and leading pharmaceutical and medical associations to host the Global GS1 Healthcare Conference in October 2009.

The Conference, which was attended by more than 300 representatives of regulatory bodies, hospitals, manufacturers, logistics services providers and associations from over 29 countries, provided a forum for stakeholders of the global healthcare supply chain to share views and developments in order to advance harmonization. It also provided an invaluable opportunity for Hong Kong's healthcare community to connect and collaborate with international stakeholders.

EPCglobal 運輸及物流業試點計劃

在現時艱難的經濟環境下，本港的運輸和物流業必須要進行現代化，方可維持競爭力。

在過去一年，香港貨品編碼協會透過應用符合EPC標準的無線射頻識別技術，在協助業界提高效率方面取得突破性的成績。憑藉我們在推行EPCglobal運輸及物流業試點計劃的經驗，本會與EPCglobal運輸及物流業界工作組舉辦了亞洲首個「RFID/EPC環球物流現場實地測試」活動。

活動由香港特別行政區政府創新科技署及香港科技園公司協辦，共進行了五項實地現場測試，成功展示RFID/EPC技術如何提高貨品及資訊流的透明度，以及如何在不同業務運作的關鍵環節上創優增值。

ECR香港貨架壽命週期研究

我們聯同ECR香港進行了一項ECR香港貨架壽命週期的研究，為快速流轉消費品行業供應鏈建立一套貨架壽命週期管理的行業標準。經過兩年的努力，此研究計劃的基本工作，包括從零售商收集有關貨架壽命要求的數據，已於今年完成。

GS1全球醫療護理會議

為促進醫療護理行業的供應鏈標準化發展，本會於2009年10月與香港特別行政區政府食物及衛生局、醫院管理局以及主要的醫藥和醫學協會合辦了GS1全球醫療護理會議。

會議共吸引來自逾29個國家逾300名業界代表出席，當中包括來自監管機構、醫院、製造商、物流服務供應商和業界組織的代表。會議不但為全球醫療護理供應鏈持份者提供一個有效促進醫護供應鏈的標準化的發展平台，同時亦為香港醫療護理界提供一個寶貴的機會，讓其與全球持份者進行交流和協作。

Facilitating Knowledge Exchange and Promoting Innovation

During the year, GS1 Hong Kong significantly increased both the breadth and depth of its knowledge exchange programs, while encouraging innovation through a variety of channels. Our key initiatives in this area of work included new SCOR (Supply-Chain Operations Reference model) training accreditation and training schemes, the re-launch of the Hong Kong RFID Centre and the expansion of the Hong Kong RFID Awards.

SCOR and SCOR/P

SCOR is a proven tool for analyzing and optimizing supply chain operations. In 2008/09, we renewed our efforts with the launch of SCOR training courses and a SCOR Professional (SCOR/P) Certification program. During the year, over 30 participants became eligible to take the SCOR/P Certification examination held in May and June.

Hong Kong RFID Centre

The Hong Kong RFID Centre was set up to help raise awareness of the use and benefits of various EPC-compliant RFID supply chain applications in Hong Kong and Mainland China, and showcase the latest innovations in this field. During the year, the Centre received tremendous support from our major partners and the general public, with more than 6,000 visitors since its opening, representing 330 companies and organizations as well as 110 schools.

To improve the facilities further, the Centre has been revamped during the year to place a greater emphasis on demonstrating how EPC/RFID-based applications can be applied to a diverse range of industries such as retail, food, healthcare and more for enhanced supply chain traceability and visibility, and hence product and patient safety.

Hong Kong RFID Awards

GS1 Hong Kong launched the Hong Kong RFID Awards in 2008. As speed and transparency in the supply chain becomes increasingly critical to sustainable business success in today's globally interconnected marketplace, our mission through this award scheme is to promote and stimulate innovation and best practices in RFID-based supply chain management in the local business community.

This year, we broadened the remit of the awards scheme to promote RFID technology within the academic sphere, launching the new U-21 category of RFID awards aimed at giving tertiary educational students the opportunity to showcase their talents.

促進知識交流 推廣創新應用

年內，香港貨品編碼協會推行了更廣泛、更深入的知識交流計劃，同時透過不同的渠道鼓勵業界創新。我們在這方面的主要發展，包括嶄新的SCOR模型（供應鏈運作參考模型）專業認證培訓項目、香港RFID中心的革新計劃，以及香港無線射頻識別大獎。

SCOR及SCOR專業認證計劃

SCOR是一個廣受認可的供應鏈運作分析及優化工具。在2008/09年，我們推出了多個SCOR培訓課程，以及一個SCOR專業認證計劃。年內，共有逾30名學員取得有關資格，可參與在5月和6月舉行的SCOR專業認證考試。

香港RFID中心

成立香港RFID中心的目的，是要提高大眾對符合EPC標準的RFID供應鏈應用技術在香港及中國內地的使用情況和對其效益的認知，並展示這方面的創新發展。中心得到多個主要合作夥伴和公眾的大力支持，開幕以來共接待了超過6,000名訪客，包括來自330家企業與組織以及110家學校的代表。

為進一步加強其設施，中心於過去一年進行了改善工程，冀能重點展示EPC/RFID應用技術如何用於包括零售、食品和醫療護理等不同行業，以提高供應鏈的追溯能力和透明度，從而加強產品和病人安全。

香港無線射頻識別大獎

香港貨品編碼協會在2008年首創香港無線射頻識別大獎。在今天一脈相連的全球市場，供應鏈的速度和透明度對企業的持續發展和成功愈來愈重要。本會設立此獎項，旨在向本地工商界推廣以RFID為基礎的供應鏈管理，並推動業界實踐相關的最佳實務和創新應用。

今年，為了在學界推廣無線射頻識別技術，大會增加了獎項的類別，為大專院校的學生設立了一個名為U-21 RFID的獎項，讓他們有機會一展所長。

The Way Forward

As we look ahead to 2010, we face the continued challenge of the global economic downturn. At GS1 Hong Kong, we believe we are well placed to assist our 5,000 members and more to weather the downturn by continuing to expand and improve our range of innovative standards-based supply chain management services. Our aim is to help our members unearth new business value and operate more efficiently in order to achieve a sustainable competitive edge.

To this end, we will strive to do the following:

- Offer our members proven values through enhanced services, such as BarcodePlus, backed by effective education.
- Further collaborate with our strategic partners in Mainland China to enable cross-border coverage for our ezTRACK traceability platform. In so doing, we aim to facilitate the wider adoption of EPC/RFID technology by local enterprises, thus helping them improve their supply chain capabilities and thus overall competitiveness in the global marketplace.
- Bring a broad range of solutions to the market in order to cater for the needs of different vertical industries.
- Leverage industry initiatives, such as the Hong Kong RFID Centre and the Hong Kong RFID Awards to develop Hong Kong as the Asian hub for RFID innovation, implementation and collaboration.

As a trusted partner to Hong Kong enterprises in supply chain management, we will continue to make our very best efforts to guide the entire local business community towards greater efficiency and innovation.

Anna Lin

Chief Executive

未來前瞻

展望2010年，香港貨品編碼協會仍然要面對全球經濟衰退帶來的挑戰。本會相信，我們可繼續透過擴展和改善以標準為基礎的創新供應鏈管理服務，協助逾5,000名會員渡過危機。本會的目標，是要協助會員發掘新的商業價值和提高營運效率，從而贏得可持續發展的競爭優勢。

要達到這個目標，本會將致力推動以下工作：

- 透過提供如BarcodePlus等卓越服務及知識轉移，為會員創優增值。
- 進一步與中國內地策略性夥伴協作，加強本會追溯平台「蹤橫網」在中港兩地的覆蓋，目的是鼓勵更多本地企業採納EPC/RFID技術，藉以協助他們改善供應鏈能力，提高其在全球市場的競爭力。
- 回應不同垂直行業的需要，在市場引進一系列不同的解決方案。
- 藉著如香港RFID中心和香港無線射頻識別大獎等業界項目，把香港發展成為亞洲地區在RFID技術上能驅動創意、推行及協作之重要樞紐。

作為香港企業在供應鏈管理方面深受信賴的合作夥伴，本會將繼續盡最大的努力，帶領本港工商界透過創新與創意達至更高的效率。

林潔貽

總監

Congratulatory Messages

賀辭



The Hon Henry Tang Ying-yen,

GBM, GBS, JP

Chief Secretary for Administration

The Government of the HKSAR

唐英年先生，

GBM, GBS, 太平紳士

政務司司長

香港特別行政區政府

專業實幹
建設香江

香港貨品編碼協會二十周年紀念特刊

政務司司長唐英年





The Hon John Tsang Chun-wah, JP

Financial Secretary
The Government of the HKSAR

曾俊華先生, 太平紳士

財政司司長
香港特別行政區政府

華新刻優
碩果存豐

財政司司長 曾俊華



香港貨品編碼協會二十周年紀念特刊



高玉琛先生

中華人民共和國外交部駐香港特別行政區副特派員

團 結 工 商
繁 榮 香 江

中華人民共和國外交部駐香港特別行政區副特派員

高玉琛



于二〇〇九年十月



The Hon Edward Yau Tang-wah, JP

Secretary for the Environment
The Government of the HKSAR

邱騰華先生, 太平紳士

環境局局長
香港特別行政區政府

香港貨品編碼協會二十周年誌慶

同心耕耘二十載
通商惠工利社群

環境局局長邱騰華





The Hon Eva Cheng, JP

Secretary for Transport and Housing
The Government of the HKSAR

鄭汝樺女士, 太平紳士

運輸及房屋局局長
香港特別行政區政府

My warmest congratulations to GS1 Hong Kong on its 20th anniversary. GS1 Hong Kong has played a leading role in promoting common global standards in data standardization, benefiting the local business community. Its work is conducive to enhancing the efficiency of our logistics processes and connectivity along the supply chain. This is very important to our competitiveness in a globalized logistics landscape.

May I take this opportunity to wish GS1 Hong Kong every success in the years ahead.

A handwritten signature in black ink, appearing to read "Eva Cheng". The signature is fluid and cursive, written on a light purple background.



The Hon Mrs Rita Lau Ng Wai-lan, JP

Secretary for Commerce and Economic Development
The Government of the HKSAR

劉吳惠蘭女士, 太平紳士

商務及經濟發展局局長
香港特別行政區政府

香港貨品編碼協會二十周年紀念特刊

廿載耕耘
譽滿四方

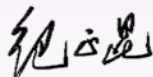
商務及經濟發展局局長劉吳惠蘭



紀正昆先生

國家標準化管理委員會主任

二十年来，香港货品编码协会开拓创新，铸造辉煌。愿香港货品编码协会为促进国际贸易和标准化事业的发展做出更大的贡献！

国家标准化管理委员会主任 

二〇〇九年十月十三日

鄒生先生

廣東省信息產業廳副廳長

加強粵港合作，推進兩地物聯網發展。
祝香港貨品編碼協會取得更大成績！

鄒生
二〇〇九年十月十日



The Hon Miriam Lau Kin-ye, GBS, JP

Member of Legislative Council
The Government of the HKSAR

劉健儀女士, GBS, 太平紳士

立法會議員
香港特別行政區政府

香港貨品編碼協會二十周年誌慶

通商惠工

興業利群

立法會議員
劉健儀 GBS 太平紳士



Dr the Hon Joseph Lee Kok-long, SBS, JP

Member of Legislative Council
The Government of the HKSAR

李國麟博士, SBS, 太平紳士

立法會議員
香港特別行政區政府

I would like to deliver my heartiest congratulation to the 20th anniversary of GS1 Hong Kong.

In the past 20 years, GS1 Hong Kong has been devoted to uplift supply chain efficiency and innovation for local businesses. The Company's remarkable achievement is highly commended.

On this memorable occasion, I would like to express my gratitude on the hard work and dedication of GS1 Hong Kong. I wish the Company every success in all its future endeavors.



The Hon Mrs Regina Ip Lau Suk-ye,

GBS, JP

Member of Legislative Council
The Government of the HKSAR

葉劉淑儀女士,

GBS, 太平紳士

立法會議員
香港特別行政區政府

香港貨品編碼協會二十周年會慶

創新科技
開拓商機

立法會議員葉劉淑儀 GBS 太平紳士



Dr the Hon Samson Tam Wai-ho, JP

Member of Legislative Council
The Government of the HKSAR

譚偉豪博士, 太平紳士

立法會議員
香港特別行政區政府

香港貨品編碼協會二十周年誌慶

致力推廣國際標準
齊心促進商貿協作

立法會譚偉豪議員 (資訊科技界) 敬賀

Congratulatory Messages 賀辭



Ms Sandra Lee Suk-ye, JP

Permanent Secretary for Food and Health (Health)
The Government of the HKSAR

李淑儀女士, 太平紳士

食物及衛生局常任秘書長(衛生)
香港特別行政區政府

Since its establishment in 1989, GS1 Hong Kong has been working strenuously to promote the adoption of multi-industry supply chain management standards and enabling technologies to improve business efficiency and global competitiveness. Their hard work has greatly facilitated the use of information technologies in healthcare and the development of e-health systems in Hong Kong, enhancing patient safety and quality of healthcare services. I congratulate GS1 Hong Kong on its accomplishments and wish it continuing success in the years to come.



Mr Duncan Pescod, JP

Permanent Secretary for Commerce and
Economic Development (Communications and Technology)
The Government of the HKSAR

柏志高先生, 太平紳士

商務及經濟發展局常任秘書長
(通訊及科技)
香港特別行政區政府

繼往開來
再創高峰

商務及經濟發展局常任秘書長 柏志高



香港貨品編碼協會二十周年紀念特刊



Mr Jeremy Richard Godfrey

Government Chief Information Officer
Office of the Government Chief Information Officer
The Government of the HKSAR

葛輝先生

政府資訊科技總監
政府資訊科技總監辦公室
香港特別行政區政府

廿載基業
績效斐然

香港貨品編碼協會二十周年紀念特刊

政府資訊科技總監葛輝



Ms Janet Wong Wing-chen, JP

Commissioner for Innovation and Technology
Innovation and Technology Commission
The Government of the HKSAR

王榮珍女士, 太平紳士

創新科技署署長
香港特別行政區政府

匡導工商
再創佳績

香港貨品編碼協會二十周年紀念特刊

創新科技署署長王榮珍



Mr Simon Galpin

Director-General of Investment Promotion
Invest Hong Kong
The Government of the HKSAR

賈沛年先生

投資推廣署署長
香港特別行政區政府

Congratulations to
GS1 Hong Kong on their 20th Anniversary



Ms Maria Kwan Sik-ning

Director-General of Trade and Industry
Trade and Industry Department
The Government of the HKSAR

關錫寧女士

工業貿易署署長
香港特別行政區政府

與時並進
廣拓商機

工業貿易署署長關錫寧

香港貨品編碼協會二十周年紀念特刊



Mr Kim A. Salkeld, JP

Head, Efficiency Unit
Chief Secretary for Administration's Office
The Government of the HKSAR

蘇啟龍先生, 太平紳士

效率促進組專員
政務司司長辦公室
香港特別行政區政府

"There can be no economy where there is no efficiency". That maxim of Disraeli's in the mid nineteenth century still holds true today. I congratulate GS1 Hong Kong for twenty years of dedication to helping sustain Hong Kong's economy by encouraging innovation and improvement in supply chain efficiency.



Mr Stanley Hui

Chief Executive Officer
Airport Authority Hong Kong

許漢忠先生

行政總裁
香港機場管理局

香港貨品編碼協會二十周年誌慶

提升物流 促進商貿

香港機場管理局行政總裁許漢忠致賀

Congratulatory Messages 賀辭



Ms Connie Lau

Chief Executive
Consumer Council

劉燕卿女士

總幹事
消費者委員會

廿載耕耘
建業益群

香港貨品編碼協會二十周年誌慶

消費者委員會
總幹事

劉燕卿



Mr Nicholas Yang

Chief Executive Officer
Hong Kong Cyberport Management Company Limited

楊偉雄先生

行政總裁
香港數碼港管理有限公司

I extend my warmest congratulations to GS1 Hong Kong on its 20th Anniversary for their exceptional achievement in promoting the standards and enabling technologies of global supply chain management. Hong Kong really needs a champion like GS1 to maintain a competitive edge in the international supply chain marketplace.

I sincerely wish GS1 Hong Kong continuing success in its future endeavors.



Mr Wilson Fung

Executive Director
Hong Kong Productivity Council

馮永業先生

總裁
香港生產力促進局

通達貨品資訊 開拓環球市場

香港生產力促進局
總裁馮永業



Prof Tan Chung-jen

Chief Executive Officer
Hong Kong R&D Centre for Logistics and Supply Chain
Management Enabling Technologies (LSCM R&D Centre)

譚崇仁教授

行政總裁
香港物流及供應鏈管理應用
技術研發中心

On behalf of LSCM R&D Centre, it is my great pleasure to extend my warmest greetings and best wishes to GS1 Hong Kong which is celebrating the 20th Anniversary. All of us in the industry, as well as the members of the general public, greatly admire your accomplishments. 20th anniversary is a significant milestone – one worth of much reflection and joy. I wish you all the best and continue success on this happy occasion and for the next twenty years as well.

Congratulatory Messages 賀辭



Mr E Anthony Tan

Chief Executive Officer
Hong Kong Science & Technology Parks Corporation

陳蔭楠先生

行政總裁
香港科技園公司

For the past two decades, GS1 Hong Kong remains determined and focused on helping build a world where businesses can operate efficiently and people's lives can be improved through the adoption of global supply chain standards, technology and best practices. On behalf of Hong Kong Science and Technology Parks Corporation, I wish to congratulate GS1 Hong Kong on their 20th Anniversary and look forward to further collaboration in promoting future supply chain excellence in Hong Kong.



Mr Fred Lam

Executive Director
Hong Kong Trade Development Council

林天福先生

總裁
香港貿易發展局

On behalf of the Hong Kong Trade Development Council, I'm pleased to offer my congratulations to GS1 Hong Kong on the occasion of your 20th anniversary. My best wishes, too, for your anniversary celebration dinner.

For two decades, you have worked admirably, and tirelessly, to bring global business standards of technology, supply chain management and operational efficiency to Hong Kong companies. For that, all Hong Kong should be grateful.



Mr Shane Solomon

Chief Executive
Hospital Authority

蘇利民先生

行政總裁
醫院管理局

I warmly congratulate GS1 Hong Kong on its 20th Anniversary and the many achievements to support supply chain efficiency and collaboration across industries. At the forefront of quality improvements, Hospital Authority is also continuously enhancing supply chain traceability and will adopt GS1 Standards in healthcare to raise both the supply efficiency and the benefits for patient safety.

The mission of GS1 Healthcare is well communicated globally and widely recognized by leading healthcare providers and purchasing bodies on its open and neutral role to develop and implement global standards. As a Voting Member of GS1 Healthcare, we are honored to co-host the international conference in October and will continue to contribute and collaborate in challenges ahead for directions and for global standardization and harmonization. Integration and optimization will come albeit afar at the present time.

I hope that at the Conference to be held in Hong Kong in October, all experts and leaders will further explore world-class options and opportunities for global data harmonization in healthcare and will continue to engage all concerned stakeholders in "raising the bar on efficiency, security and safety". I also wish a very fruitful, rewarding and enjoyable discussion for all participants at the Conference.

Shane Solomon



Robert A. McDonald

Mr Robert A. McDonald

President and Chief Executive Officer
The Procter & Gamble Company
Chairman
GS1 Management Board

Robert A. McDonald 先生

總裁兼首席執行官
寶潔公司
主席
GS1 Management Board

Mr Miguel A. Lopera

President & Chief Executive Officer
GS1

Miguel A. Lopera 先生

President & Chief Executive Officer
GS1



Miguel A. Lopera

We are pleased and honoured to extend our congratulations and best wishes to GS1 Hong Kong on the occasion of its 20th Anniversary.

Hong Kong has changed in countless ways in the past two decades, but the efforts and dedication of the people of GS1 Hong Kong have been steady and unwavering.

In today's challenging economy, GS1 standards are more important than ever before. By reducing complexity, they allow for clear, understandable exchanges that keep costs down for everyone. At GS1 Hong Kong, you have taken the framework of the GS1 System of Standards, and added unsurpassed insight into your market and a unique understanding of the needs of your members. Thanks to you, GS1 standards can benefit businesses and improve people's lives.

We thank you for being the trusted partner of thousands of Hong Kong companies; we applaud the impressive milestone of your 20th Anniversary; and we wish you the best for your next twenty years and well beyond.

Handwritten signature of Robert A. McDonald in black ink.

Handwritten signature of Miguel A. Lopera in black ink.

Board of Directors 董事局

The Board of Directors list is in alphabetical order by organization name.
以下董事局名單以機構英文字母次序排列。



Dr David Hui

Chairman
A-Fontane Group Limited

許章榮榮譽博士

集團主席
雅芳婷集團有限公司

香港貨品編碼協會二十周年誌慶

推動工商 造福人群

許章榮榮譽博士
雅芳婷集團有限公司集團主席



Mr Kelvin Leung

Chief Executive Officer, North Asia Pacific
DHL Global Forwarding (Hong Kong) Limited

梁啟元先生

行政總裁 (北亞太區)
敦豪全球貨運物流 (香港) 有限公司

香港貨品編碼協會二十周年誌慶

開拓創新 再展鴻猷

梁啟元
敦豪全球貨運物流 (香港) 有限公司行政總裁 (北亞太區)



Mr Peter Lee

Chairman
Eurosia Group

李雨川先生

主席
華寶實業集團

香港貨品編碼協會二十周年誌慶

廿載耕耘 建樹良多

李雨川
華寶實業集團主席



Mr Saunders Tam

Chief Executive Officer
Forewide Company (HK) Limited

譚澤生先生

行政總裁
福揚行(香港)有限公司

I would like to extend my warmest congratulations to GS1 Hong Kong on its 20th Anniversary.

GS1 Hong Kong has been playing a leading role in improving SME's productivity as well as competitiveness to cope with the ever demanding business environment. Through organizing industry specific activities and collaboration with major business organizations, the GS1 Hong Kong's professional team is both passionate and focused on serving the needs of its SME members.

The initiatives in promoting supply chain management best practices, the use of RFID, and driving product authentication projects, to name just a few, have helped the vision and capabilities of many SME members to new horizons and helped them stay competitive in today's demanding environment.

Congratulations on GS1 Hong Kong's achievements and best wishes for continual endeavors in the years ahead.



Dr Gordon Yen

Executive Director
Fountain Set (Holdings) Limited

嚴震銘博士

執行董事
福田實業(集團)有限公司

Since its establishment in 1989, GS1 Hong Kong has taken a significant role in promoting supply chain efficiency, bringing best practices, and enabling technologies to industries in Hong Kong including the textile and apparel industry. Please accept my heartfelt congratulations on your 20th anniversary. I look forward to seeing more contributions to Hong Kong enterprises by GS1 Hong Kong and wish GS1 Hong Kong every success in its future developments.



Mr Anthony Au

Director
Futuresuccess Consultants Limited

區焯洪先生

行政總裁
舊金山顧問有限公司

香港貨品編碼協會二十周年誌慶

廿載耕耘 功在社會

區焯洪
舊金山顧問有限公司行政總裁

Congratulatory Messages 賀辭



Mr Simon Wong, JP

Chairman
Hong Kong Food Council

黃家和先生, 太平紳士

主席
香港食品委員會

On behalf of the Hong Kong Food Council, I would like to extend my heartfelt congratulations to GS1 Hong Kong's 20th Anniversary.

GS1 Hong Kong has been a very close partner with the local food industry. With the adoption of global supply chain standards, technologies and practices, GS1 Hong Kong has helped local business uplift efficiency and innovation, especially on food safety matters.

We wish GS1 Hong Kong all the best and the partnership of GS1 Hong Kong with the food industry continues to flourish.

A handwritten signature in black ink, appearing to read 'Wong'.



Mr Alex Fong

Chief Executive Officer
Hong Kong General Chamber of Commerce

方志偉先生

總裁
香港總商會

香港貨品編碼協會二十周年誌慶

推廣國際標準
促進全球貿易

香港總商會總裁方志偉敬賀



Ms Caroline Mak

Chairman
Hong Kong Retail Management Association

麥瑞琮女士

主席
香港零售管理協會

On behalf of the Hong Kong Retail Management Association, I would like to extend my warmest congratulation to GS1 Hong Kong on its 20th Anniversary.

Taking a leading role in Asia, GS1 Hong Kong has been continuously advancing supply chain technologies with high velocity, visibility, and value. It promotes goods and information to move efficiently and securely, contributing to the flourishing development of diverse business sectors.

We look forward to work more closely with GS1 Hong Kong. May I offer the best wishes to GS1 Hong Kong and its members in the years to come.

Caroline Mak



Ms B Y Lau

President & Managing Director
Kimberly-Clark (Hong Kong) Limited

劉冰瑩女士

總裁兼董事總經理
金佰利(香港)有限公司

香港貨品編碼協會二十周年誌慶

廿年建業 成績斐然

劉冰瑩
金佰利(香港)有限公司總裁兼董事總經理



Mr Sandroff Ma

Director
Kingsway International Holdings Limited

馬智駒先生

執行董事
港基國際集團有限公司

香港貨品編碼協會二十周年誌慶

廿載耕耘
不問回報
開拓創新
惠澤社群

馬智駒
港基國際集團有限公司執行董事



Mr Thomas Burkhalter

Finance Director
MGB METRO Group Buying HK Ltd

傅多瑪先生

Finance Director
MGB METRO Group Buying HK Ltd

Since its modest inception as a barcode numbering association in 1989, GS1 Hong Kong has grown steadily and now boasts more than 5,000 member companies across 15 industries in Hong Kong.

On the joyous occasion of its 20th Anniversary, I extend my sincere congratulations to GS1 Hong Kong for its exceptional accomplishments over the past two decades. I am sure it will continue to play a vital role in helping local enterprises improve operational efficiency and drive innovation through automating and optimizing the supply chain.



Mr Philippe Giard

Regional Managing Director
Greater China (Food Retail)
PARKnSHOP

簡力宏先生

區域董事總經理
(大中華區食品零售)
百佳超級市場

Since its establishment in 1989, GS1 Hong Kong has accomplished much in helping local enterprises gain competitiveness in the international marketplace through innovative implementation of global supply chain standards. Today, in addition to issuing and administering GS1 BarCodes, GS1 Hong Kong provides a broad array of services that enable businesses to achieve efficiency and innovation.

I have pleasure in extending my warmest congratulations to GS1 Hong Kong on its 20th Anniversary and wish the organization many more successful years to come!



Mr K C Tsui

Managing Director
Shun Sang Holdings Limited

徐國才先生

董事總經理
信生集團有限公司

香港貨品編碼協會二十周年誌慶

與時俱進 推動工商

徐國才
信生集團有限公司董事總經理

Congratulatory Messages 賀辭



Mr Glenn Smith

Chief Executive
Sims Trading Company Limited

史密夫先生

總裁
慎昌有限公司

Congratulations to GS1 Hong Kong on reaching the 20th anniversary of its founding. GS1 Hong Kong, formerly the HKANA, has greatly contributed to making Hong Kong businesses more efficient through the application of bar code technology, electronic data interchange and supply chain initiatives and collaborations. It has been the principal proponent in Hong Kong of modern supply chain management practices. Looking to the next 20 years I believe GS1 Hong Kong will continue to play a key role in driving business efficiency through its support of Electronic Product Code, RFID, Global Data Synchronization and the establishment of global standards.



Mr Roy Ng

Chief Executive Officer
Star Lite (Hong Kong) Limited

伍俊達先生

行政總裁
暉星(香港)有限公司

A heartfelt congratulations to GS1 Hong Kong on its 20th Anniversary celebration. During the past twenty years, GS1 Hong Kong has relentlessly and consistently strived to set the highest standards in the industry. GS1 Hong Kong is synonymous to "efficiency and innovation", as it continues to explore and implement new levels of technological innovation. Thus, ultimately enhancing efficiency for the industry, which leads to a better served commercial and consumer market. Without a doubt, there will be many more 20 years ahead for GS1 Hong Kong.



Mr Alex Tay

Chief Executive Officer, Wellcome
The Dairy Farm Company Limited

鄭朝豐先生

總裁 — 惠康
牛奶有限公司

Wellcome congratulates GS1 Hong Kong on their 20th anniversary. We express our thanks and gratitude for their commitment to made the Hong Kong Retail and FMCG industry a world class centre in supply chain management. This has been achieved by driving innovation, leading process standardization, sharing best practices & promoting more collaboration with key stakeholders within our industry. We will continue to be a key partner with GS1 Hong Kong in order to make Hong Kong a world class centre for supply chain management.



Mr Nicholas Horvath

Partner
Horvath & Giles

鮑皓華律師

合夥人
鮑皓華湛偉霖律師行

Congratulations to GS1 Hong Kong, previously known as HKANA, on their 20th anniversary. From a small acorn in 1989 to a strong oak tree today, GS1 Hong Kong has grown to become a leader in the fields of barcode, EDI, Supply Chain Management, RFID and EPC. GS1 Hong Kong is now the leading standards body in the Information Technology industry and a major player in these cutting edge technologies. I wish GS1 Hong Kong every success for the next 20 years. I am sure they will continue to grow in future years in collaboration with the retail industry.

Industry Partners & Associations 業界合作夥伴

The companies listed are in alphabetical order by organization name.
以下機構排名以機構英文字母次序排列。



Mr Keith Bartlett

Chairman
ECR Hong Kong
Director, Group IT & Logistics
A.S. Watson Group

鮑卓祺先生

主席
ECR Hong Kong
集團資訊科技及物流總監
屈臣氏集團

I would like to convey my heartfelt congratulations to GS1 Hong Kong on its 20th Anniversary.

Over the past two decades, GS1 Hong Kong has made significant contributions to enhancing local enterprises' business efficiency and innovation through promoting the adoption of international supply chain standards. I particularly appreciate that it has worked closely with ECR Hong Kong in effectively advancing the use of ECR techniques in the FMCG sector.

Please accept my warmest wishes for an even more successful future!



Mr Cliff Sun, BBS, JP

Chairman
Federation of Hong Kong Industries

孫啟烈先生, BBS, 太平紳士

主席
香港工業總會

香港貨品編碼協會二十周年誌慶

建立合作平台 發揮紐帶作用

香港工業總會
主席孫啟烈敬賀



Mr Peter Wong

Chairman
Hong Kong Association of Freight Forwarding & Logistics

黃明同先生

主席
香港貨運物流業協會

On behalf of HAFFA, I warmly congratulate GS1 Hong Kong on its 20th anniversary.

Over the past two decades, GS1 Hong Kong has been rigorously playing a very unique role in promoting global standards, best practices and enabling technologies in the arena of global value and supply chain management. Being a longstanding industry partner, HAFFA will continue to treasure our amicable relationship and join hands with GS1 Hong Kong to empower the core competences and competitiveness for Hong Kong's freight & logistics industry.

I am delighted to celebrate this remarkable milestone with you and wish GS1 Hong Kong every success in the years ahead.

A handwritten signature in black ink, consisting of stylized initials and a surname, enclosed within a circular scribble.



Mr Sunny W K Lee

President
Hong Kong Computer Society

李惠光先生

會長
香港電腦學會

I congratulate GS1 Hong Kong (Hong Kong Article Numbering Association) on its 20th Anniversary.

For the past 20 years, GS1 Hong Kong has been playing a pivotal role in promoting best practices, enabling technologies and supply chain excellence in the Hong Kong business community. Through the adoption of global supply chain standards and EPC/RFID technology, it has built standardisation awareness and a common global language of business for the Hong Kong enterprises. I commend the role GS1 Hong Kong has played in making Hong Kong a global trade and supply chain hub.

HKCS is currently implementing the Certified Professional of IT (CPIT) scheme to raise the competences and professionalism of the IT professionals. With the same goal of fostering the IT industry's development and competitiveness, the HKCS is looking forward to work together with GS1 Hong Kong to ensure the innovative use of IT and to contribute to the prosperity of the Hong Kong's IT industry.

I wish GS1 Hong Kong every success in the years ahead.

A handwritten signature in black ink, appearing to be 'ASL' with a stylized flourish.



Prof Wong Kam-fai

President
Hong Kong Information Technology Joint Council

黃錦輝教授

會長
香港資訊科技聯會

服務廿載
領導市場
創優革新
國富民殷



黃錦輝
香港資訊科技聯會會長



Mr Stephen K C Chan

President
Hong Kong Logistics Association
Managing Director
Power Hub Limited

陳鏡治先生

會長
香港物流協會
董事總經理
力泓有限公司

It is my great honor to contribute this short piece of message to GS1 Hong Kong for her 20th anniversary. GS1 Hong Kong's setting standards and promoting best practices for the supply chain processes is utmost important for strengthening the competitiveness of Hong Kong trading and retailing businesses.

GS1 Hong Kong has been launching various supply chain management initiatives in the past two decades that contribute immensely in enhancing Hong Kong logistics and supply chain capability in both system and process streams. Her achievement is persuasive and influential.

Congratulatory Messages 賀辭



Mr Nelson Tse

Chairman
Hong Kong Retail Technology Industry Association

謝小江先生

主席
香港零售科技商會

It is a pleasure to congratulate the GS1 Hong Kong on the occasion of its 20th anniversary. The hard work of your association over the past 20 years has made an important contribution to Hong Kong Retail and Logistics industries.



Mr Ken Fong

Chairman
Hong Kong Wireless Technology Industry Association

方健僑先生

主席
香港無線科技商會

On behalf of Hong Kong Wireless Technology Industry Association (HKWTIA), I extend my sincere congratulation to GS1 Hong Kong on the remarkable occasion of celebrating its 20th anniversary.

Over the past decades, GS1 Hong Kong has played an important role to foster a business environment conducive to collaboration and the deployment of global supply chain standards, technologies and best practises.

We deeply appreciate the work of GS1 Hong Kong and I wish GS1 Hong Kong every success in the years to come.



Dr Winnie Tang, JP

President
Internet Professional Association

鄧淑明博士, 太平紳士

會長
互聯網專業協會

I like to extend my warmest congratulations to GS1 Hong Kong on reaching its new milestone – the 20th Anniversary.

For 20 years, GS1 Hong Kong has been very successful in helping local businesses in different industries to enhance their supply chain efficiency and innovation through adopting a common global language of business. While sharing their joy celebrating 20 years of glorious achievements, I sincerely wish GS1 Hong Kong continuous success in the next decade and more!



Dr Harry Lee, SBS, JP

Chairman
Textile Council of Hong Kong

李乃熿博士, SBS, 太平紳士

會長
香港紡織業聯會

Congratulations to GS1 Hong Kong on its 20th Anniversary this year. For the past two decades, the Hong Kong Article Numbering Association – now GS1 Hong Kong, has been instrumental in promoting the use of electronic coding technology for Hong Kong, their tireless effort has also lifted Hong Kong's readiness in adopting electronic business, allowing enterprises to be readied for a more efficient supply chain, achieving better management capability and obtaining greater competitiveness in the market place. Today, GS1 Hong Kong has continued to evolve to meet the changing needs of the textile and garment community. By providing the latest technical support and advisory services, the establishment has been and certainly will continue to be a valuable partner to our industry.

The Council is pleased to see GS1 Hong Kong's achievements, on behalf of The Textile Council of Hong Kong, our congratulations again and best wishes to the GS1 Hong Kong's continuous success.



Prof Steve Lo, JP

Chairman
The Chamber of Hong Kong Logistics Industry

羅煌楓教授, 太平紳士

主席
香港物流商會

香港貨品編碼協會二十周年誌慶

開拓科技
創建未來

香港物流商會主席羅煌楓太平紳士



Mr Paul Yin

President
The Chinese Manufacturers' Association of Hong Kong

尹德勝先生

會長
香港中華廠商聯合會

溥益工商
創建未來

香港貨品編碼協會二十周年紀念特刊誌慶

香港中華廠商聯合會
會長尹德勝敬賀



Mr Tom Tang, JP

Chairman
The Hong Kong Exporters' Association

唐慶年先生, 太平紳士

會長
香港出口商會

It is my pleasure to congratulate GS1 Hong Kong, as it celebrates its 20th Anniversary.

GS1 Hong Kong has been making an outstanding contribution to the demand and supply chain management by enabling companies across the globe to communicate. We applaud your wide-range services which have facilitated the rapid development of the trade within and outside the territory.

I wish for the GS1 Hong Kong continued growth and success in the ensuing years.



Mr Willy Lin, SBS, MBE, JP

Chairman
The Hong Kong Shippers' Council

林宣武先生, SBS, MBE, 太平紳士

主席
香港付貨人委員會

The Hong Kong Shippers' Council extends its heartiest congratulations to GS1 Hong Kong as it marks its 20th year and a job well done. GS1 Hong Kong has kept Hong Kong apace with global technological innovations, enabling traders, manufacturers, shippers to be more competitive and achieving a market edge in global competition.

GS1 Hong Kong has achieved what it set/out to do: to enable product and data synchronization among Hong Kong's traders, manufacturers and shippers, and their trading partners.

As a GS1 global organization member, GS1 Hong Kong lives up to its mandate, that is, to empower core competences and competitiveness of the Hong Kong business community in adopting a common global language for trade.

Congratulations to GS1 Hong Kong as we anticipate future innovations that will send Hong Kong moving forward technologically and competently. More power to you!



Supporting our Members



Organizational Information and Membership Update

架構、服務及會員概況

Who is GS1?

GS1 is a neutral, not-for-profit global organization with 108 member organizations dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility of supply and demand chains. More than a million companies across 20 industries, in over 150 countries are using the GS1 System of standards.

About GS1 Hong Kong

GS1 Hong Kong was founded by the Hong Kong General Chamber of Commerce in 1989 as the Hong Kong Article Numbering Association (HKANA) and was renamed GS1 Hong Kong in 2005 under the GS1 Global Charter. Since this rebranding, the membership of GS1 Hong Kong has been expanded to more than 5,000 member companies across 15 industries in Hong Kong.

Value to Industry

The GS1 System of standards' unique automatic product identification capabilities enable GS1 Hong Kong to offer a broad portfolio of services and solutions, backed by its global knowledge and local experience.

The organization is dedicated to helping enterprises in Hong Kong improve operational efficiency through automating and optimizing supply chain management in order to be responsive to market demand, work more effectively with trading partners and remain competitive in the global marketplace.

誰是 GS1?

GS1 是一個中立、非牟利的全球組織，擁有全球 108 個成員組織，致力設計和執行全球標準和解決方案，以提高供應鏈和需求鏈的效率和透明度。現時，世界上有來自超過 150 個國家、20 個行業逾 100 萬家公司採納 GS1 標準。

關於香港貨品編碼協會

香港貨品編碼協會由香港總商會於 1989 年成立。根據 GS1 環球憲章，協會於 2005 年正式把英文名稱 Hong Kong Article Numbering Association (HKANA) 易名為「GS1 Hong Kong」。在此以後，協會在香港的會員總數增至超過 5,000 名，涵蓋 15 個不同的行業。

對業界的貢獻

香港貨品編碼協會憑藉豐富的環球知識以及本地實踐的經驗，透過 GS1 標準獨特的自動產品識別能力，提供一系列廣泛的服務及解決方案。

協會致力協助香港企業透過自動化及優化供應鏈管理來改善營運效率，從而加快企業回應市場需求的速度，促進其與貿易夥伴的有效合作，以及保持企業在國際市場的競爭力。



The Global Language of Business 環球貿易的共通語言

Overall Benefits: Improving efficiency and visibility in supply and demand chains

整體效益：有效提升供應鏈及需求鏈的效率與透明度



Global standards for automatic identification and data capture

自動識別與數據擷取系統的全球標準



BarcodePlus is a quick, simple and fully-automated way to cache transaction information for retail automation and efficiency. Exploiting the value of barcode beyond retail POS scanning, BarcodePlus is a reliable product information portal to enable consumers to access to product quality-related information using GS1 BarCode via the Internet for consumer safety

編碼為各界提供了一個簡單快捷及全自動化的交易資料記錄方法，以自動化提高零售業的運作效率。為發揮條碼在銷售點掃描以外的潛能，產品品質資訊網站 BarcodePlus 正正為各界提供一個可靠的平台，並透過GS1條碼與互聯網，讓消費者獲取與產品品質有關的資料，藉以提升消費者的安全

Global Electronic Party Information Registry (GEPIR)

GEPIR is a global online directory of suppliers, with information of over 1 million companies worldwide, creating boundless business opportunities

全球電子公司資料庫
全球電子公司資料庫是一個網上供應商名錄，記錄全球逾一百萬家公司的資料，締造無限商機



Global standards for electronic business messaging

電子商業訊息的全球標準



An industry B2B platform facilitating paperless trading and helping companies achieve greater efficiency

企業對企業的網上平台，旨在促進無紙化貿易，並以協助企業提升營運效率為目標



Global standards for product data synchronization

產品數據同步的全球標準



A certified platform operating with the GS1 Global Registry® to allow the exchange of timely and accurate product information between trading parties

連接GS1全球註冊資料庫®並獲國際認可的資訊平台，讓貿易夥伴可適時互換準確無誤的產品資料



Global standards for RFID-based identification and traceability

以無線射頻識別為基礎造就識別及追溯功能的全球標準



Globalized EPC/RFID-based track-and-trace platform enabling visibility of goods and information flow throughout the supply chain bringing forth solutions like product authentication, asset management, product recall, etc.

以產品電子代碼/無線射頻識別技術為基礎的全球性追蹤及追溯平台，目的是協助企業實現供應鏈貨物及資訊流的透明度，並提供產品驗證、資產管理及產品回收等解決方案



The Hong Kong RFID Centre demonstrates the latest EPC/RFID applications in various sectors aiming to create awareness, nurture development and facilitate knowledge transfer of EPC/RFID technology
香港RFID中心展示各行各業最新的EPC/RFID技術應用，提高業界對該技術的認識，推動發展，以及知識轉移

Supply Chain Management Practices

KPI-driven model for supply chain excellence

為優化供應鏈而設計，以主要表現指標為基礎的管理模型



World's proven KPI-driven supply chain management model helping different businesses uplift overall supply chain competencies

獲國際認可、以主要表現指標為基礎的供應鏈管理模型，目標是協助各行各業提升供應鏈的整體效益



Hong Kong's Maturity Reference Model designed for SMEs with a step-by-step roadmap to assess and improve supply chain performance

為中小企制定的本地供應鏈完善程度參考模型，旨在提供一套循序漸進的指引，以評估及改善供應鏈表現

Industry Engagement and Adoption 業界推廣活動及採納情況



Organization Structure

協會架構



Board of Directors

董事局

2008/2009

Chairman
主席

Directors
董事



Mr Joseph C. Phi

President & Executive Director
IDS Group

彭焜耀先生

總裁及執行董事
利和經銷集團



Dr David Hui

Chairman
A-Fontane Group
Ltd

許章榮榮譽博士

集團主席
雅芳婷集團有限公司



Mr Kelvin Leung

Chief Executive Officer
North Asia Pacific
DHL Global Forwarding
(Hong Kong) Ltd

梁啟元先生

行政總裁(北亞太區)
敦豪全球貨運物流
(香港)有限公司

Directors
董事



Mr Peter Lee

Chairman
Euroasia Group

李雨川先生

主席
華實實業集團



Mr Saunders Tam

Chief Executive Officer
Forewide Company
(HK) Ltd

譚澤生先生

行政總裁
福揚行(香港)
有限公司



Dr Gordon Yen

Executive Director
Fountain Set
(Holdings) Ltd

嚴震銘博士

執行董事
福田實業(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 Alex Fong

Chief Executive Officer
Hong Kong General
Chamber of
Commerce

方志偉先生

總裁
香港總商會



Mr Simon Wong, JP

Group Chairman
Kampery Group

黃家和太平紳士

集團主席
金百加集團

Directors
董事



Ms B Y Lau
President & Managing Director
Kimberly-Clark (HK) Ltd
劉冰瑩女士
總裁兼董事總經理
金佰利(香港)有限公司



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



Mr Philippe Giard
Regional Managing Director
Greater China (Food Retail) PARKnSHOP
簡力宏先生
區域董事總經理
(大中華區食品零售)
百佳超級市場



Ms Laura Xiong
General Manager
Procter & Gamble (HK) Ltd
熊青雲小姐
總經理
香港寶潔有限公司



Mr K C Tsui
Managing Director
Shun Sang Holdings Ltd
徐國才先生
董事總經理
信生集團有限公司

Directors
董事



Mr Glenn Smith
Chief Executive
Sims Trading Co Ltd
史密夫先生
總裁
慎昌有限公司



Mr Roy Ng
Chief Executive Officer
Star Lite (HK) Limited
伍俊達先生
行政總裁
暉星(香港)有限公司



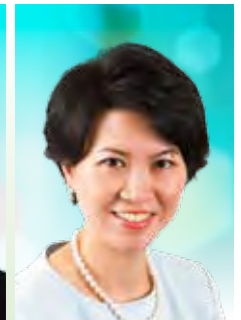
Mr Alex Tay
Chief Executive Officer – Wellcome
The Dairy Farm Company Ltd
鄭朝豐先生
總裁 – 惠康
牛奶有限公司



Ms Caroline Mak
Group Specialty Retail Director
The Dairy Farm Group
麥瑞琮女士
集團特項零售業務董事
牛奶公司集團



Mr Nicholas Horvath
Partner
Horvath & Giles
鮑皓華律師
合夥人
鮑皓華湛偉霖
律師行



Ms Anna Lin
Chief Executive
GS1 Hong Kong
林潔貽女士
總監
香港貨品編碼協會

Company Secretary
公司秘書

Ex-Officio Member
當然委員

Advisory Boards

諮詢委員會

ECR Hong Kong

ECR Hong Kong aims to facilitate the development and adoption of global Efficient Consumer Response (ECR) concepts in Hong Kong. As a member of ECR Asia, and hosted by GS1 Hong Kong, ECR Hong Kong is a joint industry forum comprising local retailers, distributors, traders, manufacturers and industry organizations.

Established in 1996, ECR Hong Kong strives to assist the Fast Moving Consumer Goods (FMCG) sector to enhance competitiveness in domestic and international trade through the use of ECR techniques to remove unnecessary costs from the supply chain and make the sector, as a whole, more responsive to consumer demand. ECR Hong Kong is also responsible for promoting supply chain management (SCM) development and providing links to other regional and international SCM/ECR bodies as well as offering an industry platform to different stakeholders to enhance collaboration.

ECR 香港

ECR 香港旨在促進香港發展及採納全球性高效消費者響應 (ECR) 概念。作為 ECR 亞洲 (ECR Asia) 成員之一、由香港貨品編碼協會主持的 ECR 香港，是一個連繫本地零售商、分銷商、進出口商、生產商及業界團隊的組織。

ECR 香港於 1996 年成立，致力協助「快速流轉消費品」行業透過使用高效消費者響應技術，減省供應鏈帶來的非必要成本，迅速回應消費者需求，從而提升該行業在本地以至國際貿易市場的競爭力。ECR 香港亦負責推動供應鏈管理的發展，協助企業與其他地區及國際性的供應鏈管理或 ECR 機構建立聯繫，為各持份者提供一個業界平台，以促進各方協作。

Chairman

Mr Keith Bartlett *Director – Group IT & Logistics*
A.S. Watson Group

主席

鮑卓祺先生 *集團資訊科技及物流總監*
屈臣氏集團

Vice Chairman

Ms B Y Lau *President & Managing Director*
Kimberly-Clark (HK) Ltd

副主席

劉冰瑩女士 *總裁兼董事總經理*
金佰利 (香港) 有限公司

Members

Mr Michael Tse *Partner*
Accenture Company Ltd

Mr Eugene Leung *Logistics & Customer Service Manager*
Campbell Soup Asia Ltd

Mr York Yao *Business Manager*
CHEP Hong Kong

Mr C K Pak *Managing Director*
Circle K Convenience Stores (HK) Ltd

Mr Alan Law *Division Manager – Supply Chain Management & Logistics Division*
Circle K Convenience Stores (HK) Ltd

Mr K C Ling *Distribution Manager*
Citrus Growers International
(A Member of A.S. Watson Group)

委員

謝德健先生 *大中華區副總裁*
埃森哲

梁瑞邦先生 *物流及客戶服務經理*
金寶湯亞洲有限公司

姚強先生 *業務經理*
集保香港

白志堅先生 *董事總經理*
OK便利店

羅炳倫先生 *供應鏈後勤支援部門經理*
OK便利店

凌家祥先生 *營運部經理*
時鮮菓汁國際
(屈臣氏集團屬下機構)

ECR Hong Kong

ECR 香港

Members

Mr Philip Ho	<i>Commercial Director, General Sales Division</i> Getz Bros. & Co (Hong Kong) Ltd
Mr Benjamin Lee	<i>Senior Manager (Support Services Development)</i> Hospital Authority
Mr Michael K K Ma	<i>HK SCM Leader, Global Business Services</i> IBM China/Hong Kong Ltd
Mr John Parkes	<i>Managing Director, Logistics Hong Kong</i> IDS Group Management Ltd
Ms Iris Lam	<i>Customer Development Director – Greater China</i> Johnson & Johnson (HK) Ltd
Mr Eric Chow	<i>General Manager – Group Supply Chain</i> Lam Soon Hong Kong Group
Mr Keith Chan	<i>Operations Manager</i> L'ORÉAL Hong Kong Ltd
Mr Patrick Chan	<i>General Manager – HK & Southern China</i> LOSCAM (HK) Ltd
Mr Stephen Chan	<i>Managing Director</i> Power Hub Ltd
Mr Teddy Che	<i>HK&TW Integrated Business Planning Leader & HK MDO PS Leader, Product Supply</i> Procter & Gamble (HK) Ltd
Mr Glenn Smith	<i>Chief Executive</i> Sims Trading Co Ltd
Mr Nelson Law	<i>Supply Chain Director</i> Swire Coca-Cola (HK) Ltd
Mr David Bound	<i>Fresh Food and Business Development Director</i> The Dairy Farm Co Ltd
Ms Maria Bong	<i>Director and General Manager, Merchandising & Concession Administration Division</i> The Wing On Department Stores (HK) Ltd
Ms Dorcas Lau	<i>Managing Director</i> Unilever HK Ltd

委員

何文錦先生	<i>消費品部商務總監</i> 美國吉時兄弟(香港)有限公司
李祥美先生	<i>高級行政經理(支援服務發展)</i> 醫院管理局
馬家駒先生	<i>HK SCM Leader, Global Business Services</i> 國際商業機器中國香港有限公司
彭嘉俊先生	<i>董事總經理, 物流香港</i> 利和經銷管理有限公司
林逸陶女士	<i>營業總監</i> 強生香港有限公司
周昭揚先生	<i>集團供應鏈總經理</i> 南順香港集團
陳其信先生	<i>Operations Manager</i> 歐萊雅香港有限公司
陳偉光先生	<i>總經理 – 香港及中國華南地區</i> LOSCAM (香港) 有限公司
陳鏡治先生	<i>董事總經理</i> 力泓有限公司
徐偉文先生	<i>HK&TW Integrated Business Planning Leader & HK MDO PS Leader, Product Supply</i> 香港寶潔有限公司
史密夫先生	<i>總裁</i> 慎昌有限公司
羅逸強先生	<i>物流總監</i> 太古可口可樂香港有限公司
鮑大衛先生	<i>新鮮食品及業務發展董事</i> 牛奶有限公司
黃貴敏女士	<i>董事兼總經理(貨務及專櫃管理處)</i> 永安百貨有限公司
劉盛雪女士	<i>董事總經理</i> 香港聯合利華有限公司

Export Supply Chain Advisory Board

The Export Supply Chain Advisory Board (ESCAB) was set up in 2006 with the goal of establishing supply chain standards and facilitating better supply chain collaboration and integration within Hong Kong's export and sourcing industries. The Board also aims to help Hong Kong exporters and sourcing agencies improve business processes, increase knowledge and build supply chain management competency, with the primary goal of maintaining Hong Kong's position as the world's major sourcing hub.

出口供應鏈諮詢委員會

出口供應鏈諮詢委員會於2006年成立，旨在為香港的出口及採購行業建立供應鏈標準，藉以促進有關的供應鏈協作及整合，委員會並致力協助本地的出口及採購商改善業務流程、增進知識，以及加強供應鏈管理的核心能力，以維持香港作為國際主要採購樞紐的地位。

Chairman

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

主席

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

Vice Chairman

Mr Felix Chim *Managing Director – Hong Kong Office*
L G Sourcing, Inc

副主席

詹兆輝先生 *Managing Director – Hong Kong Office*
L G Sourcing, Inc

Members

Mr Martin Fu *Supply Chain Manager, International Buying*
A.S. Watson Group

委員

符國棟先生 *供應物流經理，國際採購部*
屈臣氏集團

Mr Arnd Bornemann *Head of Representative Office*
Corporate Service Group GmbH

博立文先生 *Head of Representative Office*
企業服務集團

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 *Director – Information Technology*
OTTO International (Hong Kong) Ltd

卓柏宏先生 *資訊科技董事*
歐圖國際

Mr Nick Chapman *Supply Chain and Operations Manager*
TESCO International Sourcing

Mr Nick Chapman *Supply Chain and Operations Manager*
TESCO International Sourcing

Mr Raymond Lee *Senior Manager, Business Process & Systems*
Wal-Mart Global Procurement

李柏希先生 *業務系統及電腦部高級經理*
沃爾瑪百貨集團全球採辦

SMEs Advisory Board

Small and medium enterprises (SMEs) play a crucial role in Hong Kong's economy as over 90% of all Hong Kong businesses are SMEs. Since the emergence of e-commerce and SCM, SMEs cannot afford to be reactive to customers' requests.

Initiated by GS1 Hong Kong, the SMEs Advisory Board was established in 1999 to uplift the competitiveness and operational efficiency of SMEs through driving the uptake of SCM and e-commerce practices. The Board also raises awareness within the community about the diverse yet distinct needs of SMEs, especially the need to remain relevant and sustainable in a volatile economy.

中小型企業諮詢委員會

在香港，超過百分之九十的機構均屬中小型企業，其在香港經濟扮演著重要的角色。隨著電子商貿及供應鏈管理的興起，中小企已不能像以往般被動地等候客戶的訂單。

香港貨品編碼協會於1999年成立中小型企業諮詢委員會，透過推廣供應鏈管理及電子商貿，協助中小企提升競爭力及營運效率。該委員會致力提升社會各界關注中小企的不同訴求，並主力協助中小企在複雜多變的經濟環境下保持競爭力及維持企業的持續發展。

Chairman

Mr Saunders Tam *Chief Executive Officer*
Forewide Company (HK) Ltd

主席

譚澤生先生 *行政總裁*
福揚行(香港)有限公司

Vice Chairman

Mrs Candy Chan *Vice President*
Wan Ho Holdings Inc

副主席

陳燕兒女士 *副總裁*
運豪集團

Members

Mr Kenneth Chan Kin Nin *Director & Manager*
Kui Fat Yuen Ltd

Mr Raysive Fok Sai Kau *General Sales Manager*
Lam Soon (Hong Kong) Ltd

Mr Amedeo Tam *Sales & Marketing Controller*
Metro Distribution Networks Ltd

Mr Alex Cheong *Business Manager*
Procter & Gamble Hong Kong Ltd

Ms Cherry Lee *Data & System Administrator*
Procter & Gamble Hong Kong Ltd

Mr Kenneth Leung *Director*
Woods Pharmacy

Mr Desmond Luk *Commercial Director*
Worldlink Roadway System Ltd

委員

陳建年先生 *董事經理*
鉅發源有限公司

霍世球先生 *銷售總經理*
南順(香港)有限公司

譚嘉霖先生 *銷售及市場總監*
聯市行銷有限公司

張學主先生 *客戶業務拓展部經理*
香港寶潔有限公司

李詠儀小姐 *Data & System Administrator*
香港寶潔有限公司

梁廣熙先生 *董事*
活士藥房

陸有志先生 *商務總監*
環宇貨業有限公司

Ex-Officio Members

Ms Anna Lin *Chief Executive*
GS1 Hong Kong

Mr K C Tsui *Managing Director*
Shun Sang Holdings Ltd

當然委員

林潔貽女士 *總監*
香港貨品編碼協會

徐國才先生 *董事總經理*
信生集團有限公司

Supply-Chain Council – Greater China

The Greater China chapter of the Supply-Chain Council was set up in 2004 to introduce the process-modeling concept – Supply-Chain Operations Reference-model (SCOR). Continuous, dedicated efforts have been made to raise the awareness of SCOR in the region, and support companies using SCOR in pursuit of supply chain excellence.

The Council also assists in localizing SCOR, as well as promoting the wider utilization of SCOR to ensure the region's overall supply chain competencies.

供應鏈管理委員會(大中華區總會)

供應鏈管理委員會(大中華區總會)於2004年成立，致力引進一套流程模型的概念——SCOR 供應鏈運作參考模型。該組織一直致力加強大中華區對SCOR的認識，並支援企業藉著SCOR模型的應用，從而達至優化供應鏈管理的目標。

該委員會同時致力將SCOR本地化，以及推動業界廣泛採納SCOR，藉以維持該區整體供應鏈的優勢。

Chairman

Dr Thomas Li

IBM China Group

主席

李實恭博士

IBM China Group

Vice Chairman

Mr Michael P S Tung

Schenker International (HK) Ltd

副主席

董柏成先生

全球國際貨運有限公司

Secretary General

Ms Anna Lin

GS1 Hong Kong

秘書長

林潔貽女士

香港貨品編碼協會

Treasurer

Ms Carrie Yu

PricewaterhouseCoopers

司庫

余葉嘉莉女士

普華永道會計師事務所

Members

Mr Lawrence T Wong

Eprologistics Ltd

Mr Wang Zhi Xiu, Woody

Institute for Information Industry

委員

Mr Lawrence T Wong

Eprologistics Ltd

王志修先生

財團法人資訊工業策進會

EPC Partners Advisory Board

EPC Partners Advisory Board was set up in 2004 to gather together a group of enthusiastic technology users and solution providers who are committed to driving EPC/RFID technology implementation in Hong Kong.

The mission of the EPC Partners Advisory Board is to create market awareness of EPC standards and EPC/RFID solutions; foster the acceptance of EPC standards across industries; support solution partners in deploying EPC standards; develop EPC/RFID implementation case studies as industry references; as well as act as a bridge between the HKSAR Government and the industry to drive EPC/RFID usage.

EPC 夥伴諮詢委員會

EPC 夥伴諮詢委員會於2004年成立，該組織聯同一群熱心的技術用戶及解決方案供應商，共同促進各界採納EPC/RFID技術。

EPC 夥伴諮詢委員會的使命包括提升市場對EPC標準及EPC/RFID技術解決方案的認知、促進EPC標準跨行業的應用、協助解決方案供應商採用EPC標準、建立EPC/RFID實施案例以供各行業參考，以及作為香港特別行政區政府與業界的橋樑，藉以推動EPC/RFID技術的應用。

Chairman

Mr Lawrence Wong *Chief Executive Officer*
Epcode Systems Ltd

主席

黃德先生 *行政總裁*
易科系統有限公司

Vice Chairman

Mr Jonson Yue *Director, Business Development, RFID Asia Pacific*
Avery Dennison

副主席

余頌源先生 *RFID業務發展總監，亞太區*
艾利丹尼森

Members

Mr Roger Tsang *General Manager*
ADT Hong Kong Ltd

Mr Albert Lai *Vice President*
Convergence Systems Ltd

Mr Michael Tai *General Manager*
Data-Pro Technology Ltd

Mr Charles Lam *General Manager, Computer Division*
Hong Kong Communications Co, Ltd

Mr Kelvin Choi *Sales & Marketing Director*
ID-TECH (Hong Kong) Ltd

Mr Matthew Man *Chief Executive Officer*
Megasoft Ltd

Mr Patrick Chan *Regional Sales Director*
Motorola Asia Pacific Ltd

Mr Sam Lai *Vice President, eLogistics Services*
PCCW Solutions Ltd

Ms Angela Wong *Chief Executive Officer*
RFID System & Supplies Ltd

Mr Klaus Festl *Managing Director*
Schmidt & Co, (Hong Kong) Ltd

Mr Sam Wong *Managing Director*
Sedna Systems Ltd

Mr Roger Chow *Vice President, Special Projects*
SML Group Ltd

委員

曾靖剛先生 *總經理*
ADT Hong Kong Ltd

黎建宇先生 *副總裁*
恆進信息科技有限公司

戴尚焜先生 *總經理*
迪寶科技有限公司

林國雄先生 *總經理*
香港通訊有限公司

蔡賜豪先生 *銷售及市場推廣總裁*
ID-TECH (Hong Kong) Ltd

文振聲先生 *行政總裁*
萬信電子科技有限公司

陳志聰先生 *區域銷售總監 — 香港、澳門及南中國*
摩托羅拉亞太有限公司

黎炳森先生 *副總裁，企業方案電子物流管理服務*
電訊盈科

黃婉華女士 *首席執行長*
射頻科技系統資源有限公司

費詩圖先生 *執行董事*
興華科儀有限公司

王宗旺先生 *執行董事*
思納系統有限公司

周清河先生 *副總裁，特別項目*
SML 集團有限公司

Electronic Commerce Users' Committee

電子商貿用戶委員會

The Electronic Commerce Users' Committee (ECUC) was set up to monitor ezTRADE service including service quality and enhancements and promote the use of electronic commerce in Hong Kong. The Committee also serves to endorse and prioritize future ezTRADE developments, find out new users' electronic commerce and ezTRADE requirements and provide feedback on GS1 Hong Kong's electronic commerce initiatives.

電子商貿用戶委員會的成立，旨在監察「通商易」的服務質素及保證該服務的水平獲得不斷提升，藉以有效地在香港推廣電子商貿的使用。委員會同時會就「通商易」的未來發展擬定指引、並向新用戶搜集對電子商貿及「通商易」的使用要求，從而就香港貨品編碼協會的電子商貿項目發展提供用戶意見。

Chairman

Ms Wendy Lam

Deputy Head of IT
The Dairy Farm Company Ltd

主席

林慧鳳小姐

Deputy Head of IT
牛奶有限公司

Members

Mr William W K Lo

Manager, Logistic & IT Department
Aeon Stores (Hong Kong) Co Ltd

Mr Roger Lai

Head of Support Systems
Group Information Technology (Asia)
A.S. Watson Group

Mr Edward Cheung

Enterprise Solution Architect
Hospital Authority

Mr Pony Li

Assistant Manager, Network Management & User Support
Murata Company Ltd

Mr Kelvin Yeung

Customer Team Solutions Manager
Customer Business Development
Procter & Gamble Hong Kong Ltd

Mr Andrew Wong

Head of Operations
Zuellig Pharma Ltd

委員

盧永基先生

物流及資訊科技部經理
永旺(香港)百貨有限公司

黎君三先生

支援系統主管, 集團資料科技部(亞洲)
屈臣氏集團

張海威先生

系統主任
醫院管理局

李良華先生

Assistant Manager, Network Management & User Support
Murata Company Ltd

Mr Kelvin Yeung

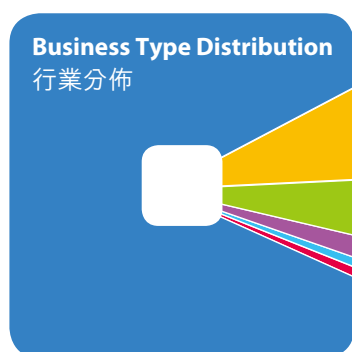
Customer Team Solutions Manager
Customer Business Development
Procter & Gamble Hong Kong Ltd

黃志賢先生

Head of Operations
裕利醫藥有限公司

Our Members at a Glance

會員概況一覽



Breakdown of the GS1 Hong Kong Membership by Business Type (as of August 31, 2009)

香港貨品編碼協會全面會員行業分佈 (截至2009年8月31日止)

85.7% Import/Export 進出口貿易	7% Manufacturing 製造業	4.4% Business/Professional Services 商業/專業服務
1.7% Wholesaling 批發業	0.6% Retailing 零售業	0.6% Others 其他

This year, GS1 Hong Kong celebrates its 20th Anniversary, which is an important milestone for the organization.

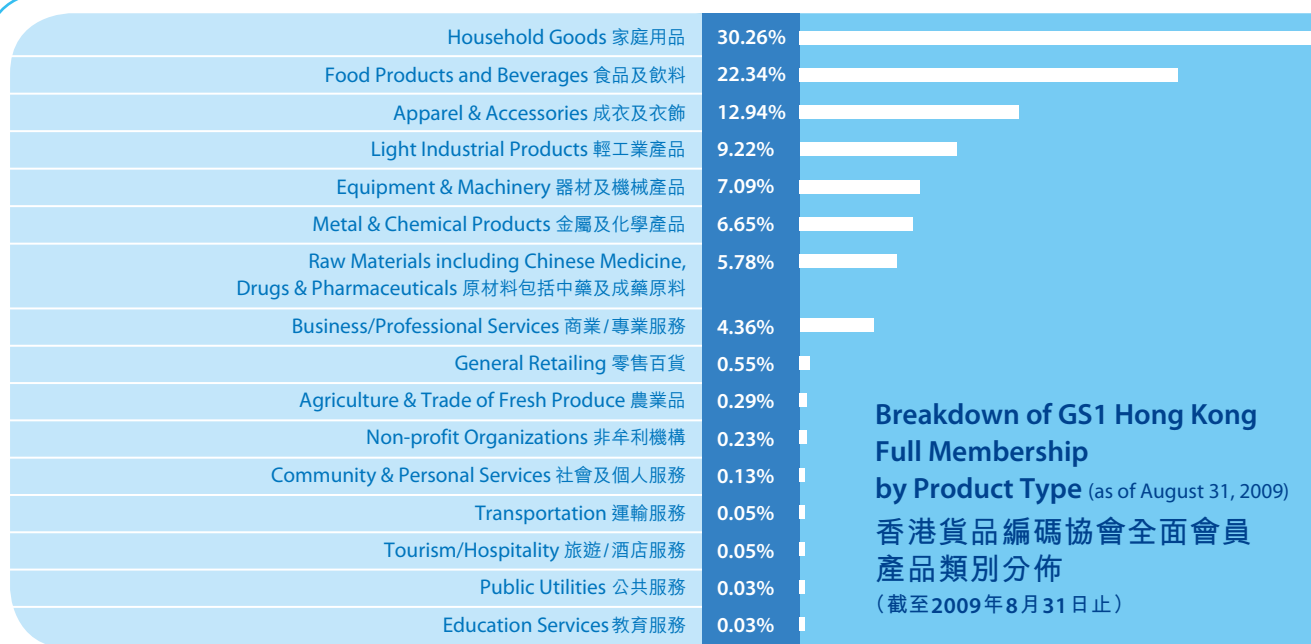
Over the past two decades, GS1 Hong Kong has strived hard to address the supply chain needs of our members from various industries encompassing manufacturing, distribution, logistics service providers and retail by offering practical and expert help in the adoption of global standards, technologies and practices.

Today, GS1 Hong Kong serves over 5,000 company members ranging from SMEs to multinational companies spanning a wide array of sectors and products.

今年，香港貨品編碼協會慶祝成立二十周年，是協會的重要里程碑。

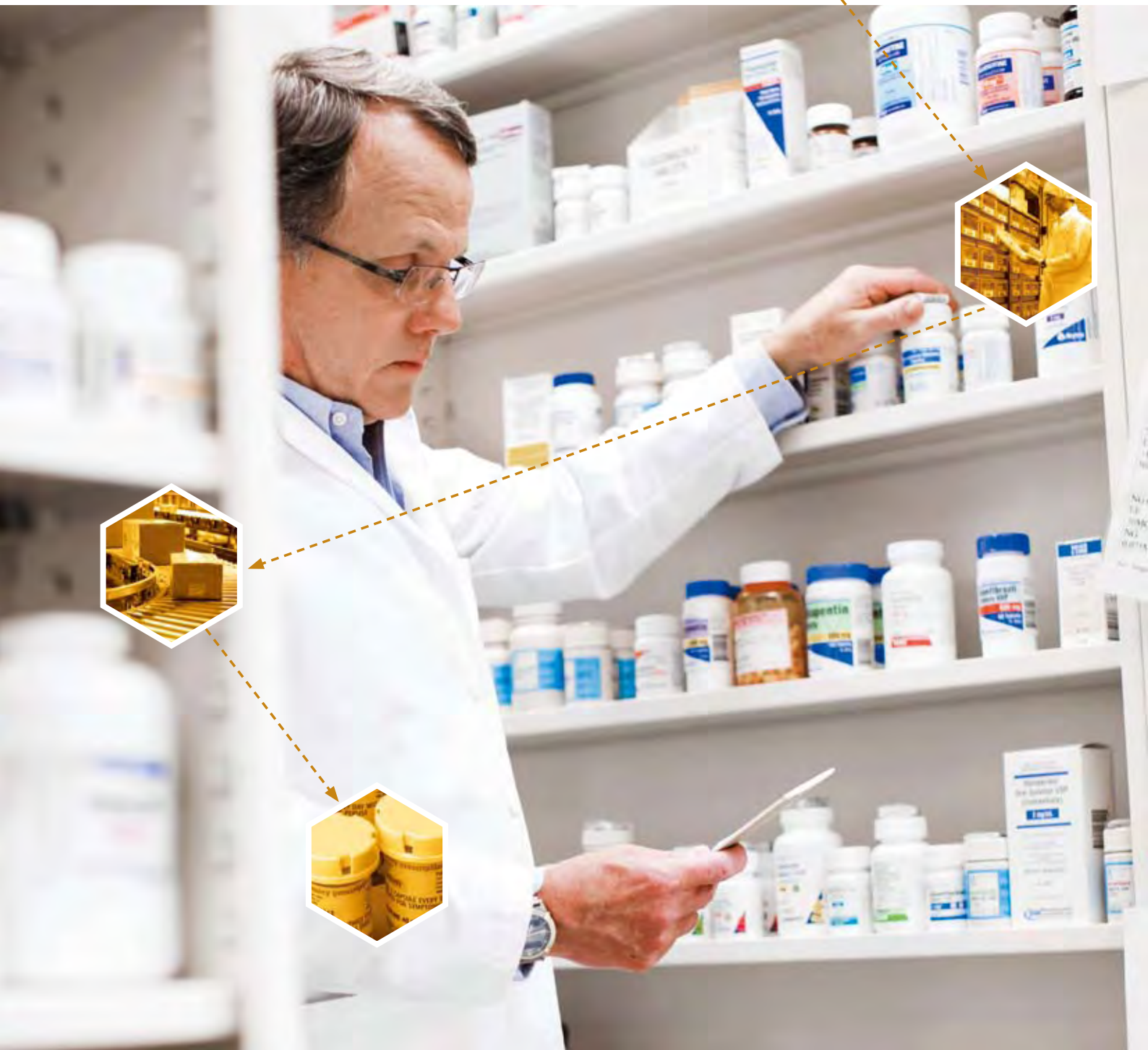
在過去的二十年，香港貨品編碼協會一直致力就全球標準、技術及實務向會員提供實質及專業的協助，藉以回應本地各個行業包括製造、分銷、物流服務供應以及零售業在供應鏈服務上的不同訴求。

今天，香港貨品編碼協會擁有逾5,000名公司會員，當中包括中小企以至跨國公司，並涵蓋不同的界別與產品類型。





Enhancing our Capabilities



Latest Services and Accomplishments

最新服務及成就

Committed to promoting greater efficiency and innovation for the local business community, this year has seen GS1 Hong Kong's launch of a number of innovative solutions, services and community-wide initiatives.

GS1 BarCodes

Extending the Value of GS1 BarCodes – BarcodePlus

Over the last 30 years, GS1 BarCodes and the GS1 Identification System have become the world's most widely-adopted supply chain tools. Every day more than five billion barcodes are read on all sorts of goods, at retailers all over the world, delivering benefits to consumers.

With the aim of fully exploiting the value of barcodes beyond retail scanning for the business community to share product quality-related information, GS1 Hong Kong initiated the development of a product quality information portal building upon HK e-ID Registry where 1.5 million product records of its members are stored.

香港貨品編碼協會一直致力推動本地業界提高效率與創新，協會於今年推出了多項創新的解決方案、嶄新的服務以及惠及社群的計劃。

GS1 條碼

延展 GS1 條碼的價值 — BarcodePlus

在過去三十年，GS1 條碼和 GS1 識別系統已逐漸發展並成為全球廣泛採用的銷售工具。每天，遍及世界各地的零售點都在閱讀印在不同貨品上的產品條碼，總數超過 50 億，令全球消費者受惠。

為了發揮條碼在銷售點掃描以外更大的功能，讓企業分享與產品品質有關的資訊，香港貨品編碼協會建立了以香港 e-ID 登記處超過 150 萬項產品紀錄為基礎的產品品質資訊網站。



*GS1 BarCodes
contributed to
eco-friendly
recycling by
enabling members
to identify goods*



Latest Services and Accomplishments 最新服務及成就



In March 2009, GS1 Hong Kong along with CMA Testing, Hong Kong Quality Assurance Agency, Hong Kong Standards and Testing Centre and SGS Hong Kong signed a Memorandum of Understanding, which signifies the commitment of all parties to enhancing the credibility of consumer products in Hong Kong and uplifting the quality of people's lives through the information portal 'BarcodePlus'.

Comprising five dedicated applications, namely product data management, product quality certificate management, product authentication, product traceability and marketing, BarcodePlus is designed to provide brand owners, manufacturers, distributors and retailers with a practical platform to improve product data visibility, enable better data management and enhance information sharing among trading partners.

For consumers, it offers a quick-and-easy channel to trace the quality of a product by simply entering the barcode number printed on a product.

Product Authentication Solution

Funded by the Office of the Government Chief Information Officer (OGCIO) of the HKSAR Government under the 2007/08 Sector-specific Program for the Supply Chain Sector, the Product Authentication (PA) solution launched in May 2009 aims to enhance the community's confidence in Hong Kong brands by providing a robust approach for product authentication. Backed by the EPC/RFID track-and-trace platform 'ezTRACK' and operated on BarcodePlus, the PA solution provides consumers with a quick and reliable way to verify product authenticity via the Internet, mobile phone or RFID smart kiosks.

在2009年3月，香港貨品編碼協會與廠商會檢定中心、香港品質保證局、香港標準及檢定中心和香港通用公證行簽訂合作備忘錄，攜手推出BarcodePlus產品資訊網站，以提高本地消費者對產品的信心，從而提昇市民的生活質素。

BarcodePlus 提供五項應用功能，包括產品資料管理、產品品質認證管理、產品驗證、產品追溯以及市場推廣功能，此網站將為品牌持有人、製造商、分銷商和零售商提供一個實用的平台，藉以提高產品數據透明度、改善數據管理，以及促進貿易夥伴之間的資訊分享。

此外，消費者更可藉著輸入印於產品上的條碼，追溯有關產品品質的資料，過程簡單快捷。

產品驗證方案

「產品驗證方案」於2009年5月推出，該方案獲得香港特別行政區政府政府資訊科技總監辦公室旗下「2007/08年度供應鏈業電子商務推廣計劃」資助，旨在透過一個有效的產品驗證方案，加強大眾對香港品牌的信心。由EPC/RFID追蹤及追溯平台「縱橫網」支援，並以BarcodePlus作為運作平台的「產品驗證方案」，將為消費者提供一套可靠的方法，讓其透過互聯網、流動電話或RFID智能資訊站快速地驗證產品的真偽。

Companies participating in the PA solution pilots included Nuance-Watson (HK) Limited, First Edible Nest Limited, Comvita HK Limited, and Po Sum On Medicine Factory Limited. The pilot programs also included the installation of RFID smart kiosks in TravelCare Express operated by Nuance-Watson (HK) Limited at Hong Kong International Airport and at the First Edible Nest store located in Tsuen Wan's Luk Yeung Galleria. The RFID smart kiosks allow consumers to track critical points along the production line for selected products simply by scanning the RFID tags on the products.

Global Electronic Party Information Registry (GEPIR)

Jointly provided by GS1 Member Organizations, Global Electronic Party Information Registry (GEPIR) is a global directory where the local repository of the registered companies is interlinked.

Serving as an online 'yellow pages-style' global directory consisting of basic information from over 1 million GS1 member companies in more than 100 countries, GEPIR enables global trading partners to share internationally standardized company information on a global scale. Buyers benefit from access to this information, hence creating boundless opportunities for business collaboration. GS1 Hong Kong will be updating the GEPIR Router in 2010 according to the latest requirements of the GEPIR.

參與「產品驗證計劃」的公司包括 Nuance-Watson (HK) Limited、盞記、康維他香港有限公司及保心安藥廠有限公司。計劃中的 RFID 智能資訊站分別安裝在由 Nuance-Watson (HK) Limited 在香港國際機場營運的 TravelCare Express，以及荃灣綠楊坊盞記分店。消費者只需在 RFID 智能資訊站上掃描產品的 RFID 標籤，便可追蹤指定產品在生產線上關鍵環節的資料。

全球電子公司資料庫 (GEPIR)

全球電子公司資料庫由 GS1 成員組織共同建立，此全球性的名錄儲存並連繫各地已註冊成員公司的資料。

GEPIR 的作用猶如一個網上「黃頁」式的全球名錄，儲存超過 100 萬家 GS1 成員公司的基本資料，範圍覆蓋逾 100 個國家。GEPIR 讓全球貿易夥伴可以分享符合國際標準之公司資料，買家亦可藉著有關的資料創造商機及加強與貿易夥伴之間的協作，完全不受地域限制。此外，香港貨品編碼協會將於 2010 年按照全球電子公司資料庫的指引及規定，為 GS1 HK GEPIR 寬頻分享器作出更新。



"Maximizing customer satisfaction and trust through integrity and by providing the best-quality health products is the primary objective of First Edible Nest. GS1 Hong Kong's Product Authentication solution is such a creative and effective way for us to achieve our goals, and we are delighted to participate as a pilot company."

Mr Sam Ng,
General Manager, First Edible Nest Limited

ezTRADE

Designed to facilitate paperless trading, the e-commerce service ezTRADE has made significant progress in helping Hong Kong businesses and organizations conduct collaborative commerce since its introduction in 1995.

With a strong foundation of user companies in Hong Kong, GS1 Hong Kong successfully assisted local leading retailers to extend the use of ezTRADE service in their retail operation to Southern China in the year under review. To date, over 1,700 members of GS1 Hong Kong are now relying on its seamless communication to facilitate information flow between trading partners, and are making over 220,000 transactions per month within Hong Kong and Mainland China.

GS1 HK Data Pool

Global Data Synchronization Network (GDSN) is an internet-based network of connected data pools linked through the GS1 Global Registry®. GDSN enables companies to exchange standardized supply chain data, including up-to-date product information, with all their trading partners across the world in real-time and thereby improve the efficiency and performance of their business processes.

An increasing number of retailers and manufacturers around the world are obtaining great benefits from Global Data Synchronization (GDS). This year, a leading US-based retailer has extended its GDS program to its Asian suppliers including those based in Hong Kong, Mainland China and Taiwan, with the aim of collecting accurate product data and further streamlining business operations.

通商易

電子商貿服務「通商易」的宗旨是促進無紙化商貿模式，自1995年推出以來，該服務一直協助香港的企業及組織進行協同貿易，並取得重大的進展。

「通商易」服務在香港擁有龐大的客戶基礎，香港貨品編碼協會遂把服務拓展至華南地區。去年，本會成功協助本地主要零售商透過進一步使用「通商易」服務，改善其於華南地區的零售業務之運作。目前，超過1,700名協會會員，透過該服務所提供迅速無間的溝通途徑加強與貿易夥伴之間的資訊交流，目前中港兩地每月的交易次數已超逾22萬次。

GS1 HK 數據池

全球數據同步網絡是一個以互聯網為基礎的網絡，透過GS1全球註冊資料庫®，把所有有關的數據池連繫起來。全球數據同步讓企業可就標準化的供應鏈數據作出互換，讓全球貿易夥伴可實時取得最新的產品資料，從而提升業務流程的效率和表現。

世界各地愈來愈多零售商及製造商受惠於全球數據同步。今年，一家美國著名主要零售商將其全球數據同步計劃延伸至亞洲地區包括香港、中國內地及台灣的供應商，冀透過該網絡收集準確的產品資料，以達到進一步優化業務運作的目標。



Powered by GS1 Hong Kong

**Over 1,700
companies in
Hong Kong and
China have
subscribed
ezTRADE**



As one of the world's GDSN-certified data pools, GS1 HK Data Pool, in connection with the GS1 Global Registry® and all other data pools, provides a reliable platform for the retailer to exchange validated product information with its international suppliers in a timely manner.

作為全球數據同步網絡認可數據池之一，GS1 HK數據池與GS1全球註冊資料庫®及網絡內所有其他的數據池，成功為該零售商提供可靠的平台，讓其與不同國家的供應商就經過核對的產品數據進行適時的互換。



"By adopting GS1 Hong Kong's ezTRACK – a globalized EPC/RFID-based track-and-trace platform, we were able to help our clients achieve real-time traceability of shipments and thus end-to-end logistics visibility coupled with our pallet pooling services and added security."

Mr Stanley Tseng,
President, Asia Pallet Pooling LLC

ezTRACK

To help companies in Hong Kong and the Pearl River Delta (PRD) region realize end-to-end visibility of goods and information flow, GS1 Hong Kong launched ezTRACK, a globalized track-and-trace platform, in June 2008.

During the past year, GS1 Hong Kong forged partnerships with several technology service providers to develop a host of industry solutions building upon the ezTRACK platform in order to continually uplift businesses' supply chain competencies. These solutions encompass fleet management, logistics management, manufacturing management, channel management, asset management and eProcurement.

One of the major use cases is the co-operation with Asia Pallet Pooling LLC (APP), a supply chain solutions company that operates a global plastic pallet pooling system. Both parties entered into a strategic partnership to develop and deploy a global pallet pooling system using EPCIS-based ezTRACK. By integrating its RFID-enabled pallet pooling system with ezTRACK, APP can offer its customers the ability to monitor the location and status of their shipments in real time.

縱橫網

香港貨品編碼協會於2008年6月推出全球化追蹤及追溯平台——「縱橫網」，旨在為香港及珠三角地區企業提供點對點的貨品及資訊透明度。

去年，協會與多家技術服務供應商成功建立合作夥伴的關係，開發出一系列以「縱橫網」為基礎的業界解決方案，繼續為提升企業的供應鏈效率而努力。這些解決方案包括運輸隊伍管理、物流管理、生產管理、渠道管理、資產管理，以及電子採購方案。

其中一個合作案例，是與提供供應鏈解決方案及經營全球性塑膠托盤聯營系統的APP成功建立策略性合作夥伴關係，利用以EPC訊息服務為基礎的「縱橫網」發展及推行一套全球性的托盤聯營系統。合作的目標是把RFID托盤聯營系統與「縱橫網」相互整合，讓該公司的客戶可實時監控貨品的所在地及付運情況。

SCOR

Supply Chain Operations Reference-model (SCOR) and SCOR Professional Certification Program

To further demonstrate the value of the Supply-Chain Operations Reference-model (SCOR) and document individuals' skills and competencies, the Supply-Chain Council launched a new SCOR Professional (SCOR/P) Certification program in 2008. Participants who have completed both the SCOR framework and SCOR implementation training workshops, based on the most current SCOR version (SCOR 9.0), are eligible to take the examination for certification. In Hong Kong, SCOR training is conducted by certified SCOR instructors from GS1 Hong Kong who are among the 30 authorized trainers worldwide.

Since the introduction of SCOR/P training in Hong Kong in 2009, several individuals have already been certified as SCOR professionals including executives from Amoy and Esquel. The training workshops were held efficiently and effectively, and received positive and satisfactory feedback from the participants.

"Fast Moving Consumer Goods (FMCG) require a very responsive, reliable and flexible supply chain; through the SCOR workshop, we understand that it is a model that captures all supply chain processes from production to warehouse; from procurement to distribution, the model itself is a very comprehensive model," Amoy Food Limited.

"The SCOR workshops bring out a simple but practical model, particularly how the model defines the supply chain processes and how to measure it for efficiency gain," Logistics Manager, Hong Kong Maxim's Group.

SCOR

供應鏈運作參考模型 (SCOR) 及 SCOR 專業認證培訓課程

為進一步展示供應鏈運作參考模型的價值、加強從業員的技巧及能力，並為他們提供獲得專業知識的證明，供應鏈管理委員會於2008年推出一項嶄新的SCOR專業認證培訓課程。學員只需完成最新版本SCOR內容 (SCOR 9.0) 中之SCOR架構及實施方法培訓工作坊，便符合資格參加考試以獲取認證。在香港，SCOR培訓課程由香港貨品編碼協會獲認可的SCOR導師教授，而目前全球共約有30名具認可資歷的導師教授SCOR課程。

SCOR專業認證培訓課程自2009年引入香港後，已有多名學員成功獲取認可的SCOR專業資格，包括來自溢達集團及淘大的行政人員。學員對上述培訓課程感到非常滿意並給予正面的評價，可見課程舉辦得相當成功。

淘大食品有限公司：「快速流轉消費品 (FMCG) 行業必須要快速回應市場變化、可靠而靈活的供應鏈運作模式。從SCOR工作坊，我們了解到這個參考模型確能涵蓋由生產、庫存，以至採購及配送等所有供應鏈的流程。」

香港美心集團物流經理：「SCOR工作坊帶給我們一個簡單而實用的模型，該模型在釐定及量度供應鏈流程以提升營運效益上非常有效。」



“By capitalizing on GS1 Hong Kong’s expertise in SCOR, Tsit Wing was able to re-examine every process involved in its operation, from procurement and production to warehousing and distribution. Improvements in the company’s supply chain reliability, responsiveness, flexibility and cost of operation have been seen.”

**Mr Peter Wong, Chairman and CEO,
Tsit Wing International Holdings Limited**



Supply Chain Maturity Reference Model

To facilitate SMEs to benefit from proven supply chain models like SCOR, GS1 Hong Kong developed a Supply Chain Maturity Reference Model (SCMRM), which was completed in June 2009.

Funded by the SME Development Fund of the Trade and Industry Department of the HKSAR Government, SCMRM is designed as a benchmarking tool where enterprises can assess their readiness to adopt world-class proven supply chain models. A web-based, user friendly tool is provided for companies to conduct self-evaluation on their level of supply chain maturity and offer suggestions on operational improvement.

During the year, a series of trainings, seminars and exhibitions were held, aiming to provide step-by-step guidelines for SMEs to improve their supply chain efficiency and thus competitiveness in the marketplace.

供應鏈完善程度參考模型

為鼓勵中小企採納並參考像 SCOR 一樣具成效的供應鏈模型，香港貨品編碼協會於 2009 年 6 月完成開發供應鏈完善程度參考模型 (SCMRM)。

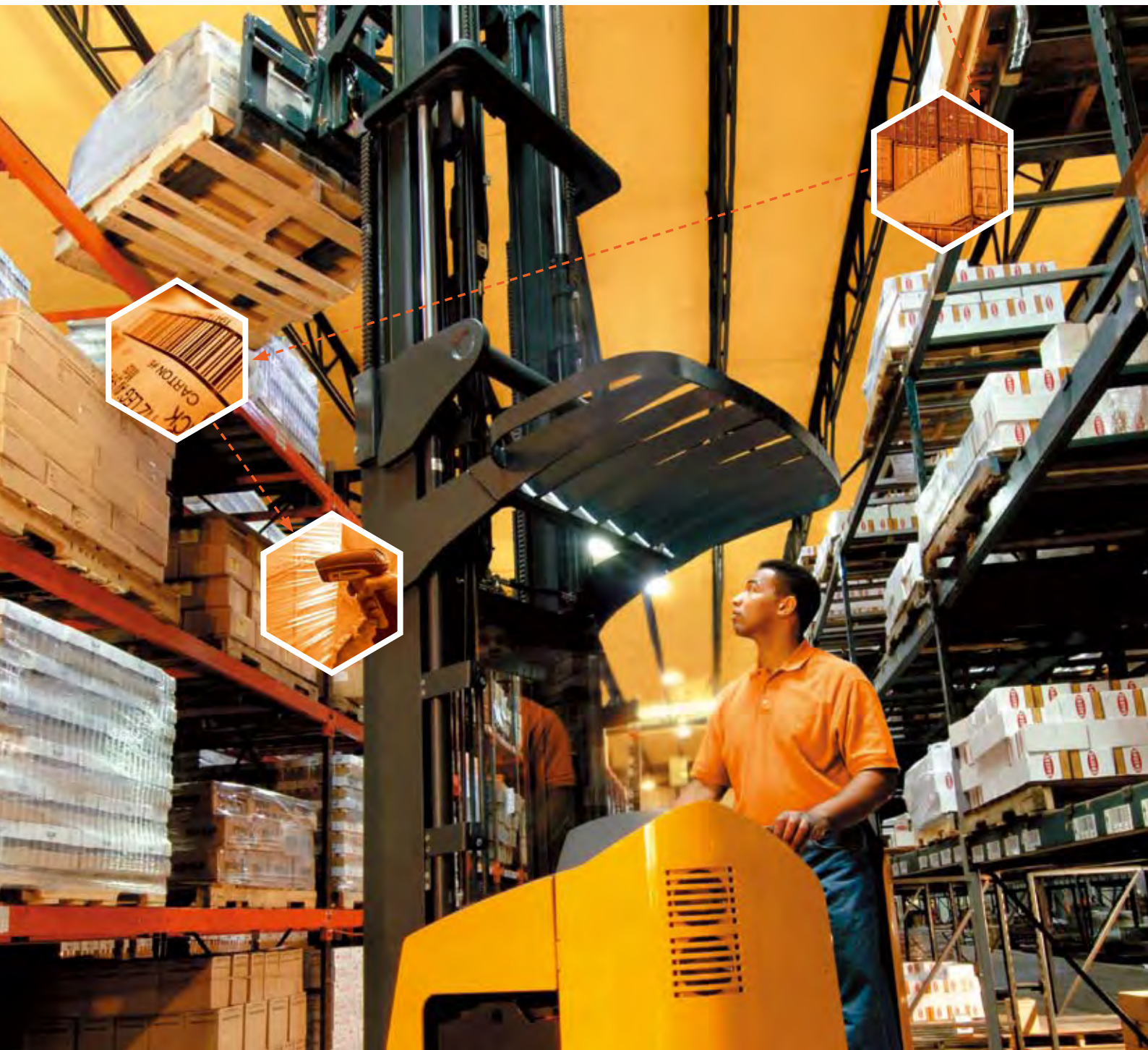
供應鏈完善程度參考模型由香港特別行政區政府工業貿易署之中小企業發展支援基金資助，旨為向企業提供一套量度的基準及工具，讓其對公司採納世界級供應鏈模型的完善程度作出評估，SCMRM 更為企業提供一個簡單易用的網上平台作為完善程度自我評估之用，並會就如何改善業務的營運提供建議。

年內，協會舉辦了一系列的 SCMRM 培訓課程、研討會與展覽，目的是為中小企提供循序漸進的指引，協助企業提升供應鏈效率，及其於全球市場上的競爭優勢。

SCMRM – A benchmarking tool designed for SMEs on SCM readiness.



Accelerating Business Success



Vertical Industry Initiatives

垂直行業發展

Transport and Logistics

Asia's First 'RFID/EPC Technology Live Test in Global Logistics'

Leveraging the collective experiences obtained from the multi-phased global Transportation and Logistics Pilot Program, GS1 Hong Kong and the EPCglobal Transportation & Logistics Services Industry Action Group (TLS IAG) initiated Asia's first-ever 'RFID/EPC Technology Live Test in Global Logistics' event at the Hong Kong Science Park from February 26-27, 2009.

Co-organized by the Innovation and Technology Commission of the HKSAR Government, Hong Kong Science and Technology Parks Corporation, and sponsored by the Hong Kong Logistics Development Council, Monohakobi Technology Institute (MTI), Confidex Ltd and UPM Raflatac, the event was aimed at sharing with the industry the know-how and real value of deploying RFID/EPC technology in modern logistics.

The 2-day information-packed event which comprised a mix of forum, live test showcases, solutions exhibition, panel discussion and site visit demonstrated how RFID/EPC technology enabled the visibility of goods and information flow along global supply chains. Supported by about 20 global and local logistics and technology companies, five thematic live test cases were presented to further confirm the huge potential benefits of RFID.

Concurrent with the live test cases, a forum entitled 'Harnessing the Power of RFID/EPC Technology in Modern Logistics Industry' Forum was also held. More than 270 delegates including Hong Kong manufacturers, shippers, technology vendors, terminal operators, logistics service providers, and user community across different industries, as well as leading figures from logistics associations and government bodies attended the forum.

運輸及物流業

亞洲首個「RFID/EPC環球物流現場實地測試」活動

憑藉在全球分階段推行的「運輸及物流試點計劃」所累積的豐富經驗，香港貨品編碼協會和EPCglobal轄下的運輸及物流業界工作組（TLS IAG）在2009年2月26及27日，於香港科學園攜手舉辦亞洲首個「RFID/EPC環球物流現場實地測試」活動。

該活動由香港特別行政區政府創新科技署及香港科技園公司協辦，並獲香港物流發展局、MTI株式會社、Confidex Ltd及UPM Raflatac支持及贊助，旨在與業界分享在運輸及物流業應用RFID/EPC技術的知識與價值。

這項為期兩天的業界活動內容豐富並極具資訊性，涵蓋論壇、現場實地個案測試、解決方案展覽、專題討論及實地考察，全面展示RFID/EPC技術如何能提高全球供應鏈上貨物流及資訊流的透明度。該活動獲約20家全球及本地物流和科技公司的支持，共進行了5項主題實地現場測試，進一步展示RFID的龐大潛在效益。

在進行現場測試的同時，大會舉辦了一場以「在現代物流業發揮RFID/EPC強大力量」為主題的論壇，吸引了逾270名業內人士參與，當中包括本港製造商、船務公司、技術供應商、貨櫃碼頭營運商、物流服務供應商、不同行業的用戶群體，以及來自物流組織和政府部門的領導層。

Vertical Industry Initiatives 垂直行業發展



Completion of EPCglobal Transportation & Logistics Service (TLS) Phase 3 Pilot Program

The GS1 EPCglobal Transportation & Logistics Services Industry Action Group (TLS IAG), with representatives from leading global companies, aims to explore and experience the benefits of EPC/RFID and the visibility it provides through real-life pilots to enhance business processes and customer service.

Following the successful completion of the GS1 EPCglobal Transportation and Logistics RFID Pilot Program Phase 1 and 2 initiated from 2006 to 2008, the Phase 3 program which tested the use of EPC Information Services (EPCIS) Standard in tracking the progress of physical products in cartons, containers and pallets across the supply chain from Tokyo to Amsterdam, was also successfully concluded in April 2009. The pilot tested the use of active EPC/RFID (Extended Conveyance Asset Tag (XCAT)) and e-seal tags on sea containers as well as the application of active tags at pallet level.

In April 2009, the TLS IAG organized the Phase 4 Discovery Meeting to discuss the pilot program's future development. Representatives from government bureaus, logistics service providers, ocean carriers and solution providers from the Asia Pacific region including Hong Kong, Taiwan, Malaysia and Japan gathered in Hong Kong to pull together inputs in setting program objectives, trade routes and technical applications as well as to define action plans to kick-start preparation for the next phase.

EPCglobal 運輸及物流業 試點計劃第三階段順利完成

GS1 EPCglobal 運輸及物流業界工作組由主要的環球企業代表所組成，旨在透過試點計劃探索和體驗 EPC/RFID 帶來的效益和透明度，藉以改善商業流程和客戶服務。

GS1 EPCglobal 運輸及物流業界 RFID 試點計劃的第一及第二階段已於 2006 至 2008 年順利完成，而第三階段試點計劃亦已於 2009 年 4 月圓滿結束，此階段主要集中測試以 EPC 訊息服務 (EPCIS) 標準，追蹤由東京至阿姆斯特丹之供應鏈上的貨箱、貨櫃及集裝架內物品的流向及進度，並測試 EPC/RFID XCAT 有源標籤和電子封條在海洋貨櫃的使用，以及有源標籤在集裝架的應用。

在 2009 年 4 月，運輸及物流業界工作組舉辦了第四階段的探索會議，討論試點計劃的未來發展。與會者包括來自香港、台灣、馬來西亞和日本的政府部門、物流服務供應商、航運公司及解決方案供應商代表，雲集香港舉行會議，共同定出計劃目標、貿易路線、技術應用以及擬定行動計劃，為下一輪的試點計劃展開準備工作。



‘RFID/EPC Enabling Engine for SME Logistics Service Providers’ Project

GS1 Hong Kong in collaboration with the Chamber of Hong Kong Logistics Industry initiated a project to develop an open source RFID enabling engine for logistics technology solution providers to enable them to perform tag printing, tag reading, EPCIS and EPC Network connectivity and other supporting functions. This, in turn, allows their customers such as logistics service providers to offer RFID/EPC-related services to their customers, buyers and suppliers, hence increasing the visibility of goods and information flow along the global supply chain.

Previously, logistics technology solution providers need to heavily invest time and money in order to develop business applications that support RFID/EPC functions. With open source RFID enabling engine, the development cost is significantly reduced since it allows them to have direct access to a product’s source including the source code and expertise. As such, they can instead focus more on developing cargo tracking, proof of delivery and other logistics applications, allowing them to help logistics service providers better serve their customers with an increased level of supply chain visibility.

Funded by the Trade and Industry Department of the HKSAR Government and with the support of companies including Convergence Systems Limited, Vizilog Solutions Limited, and Aeroprint (E & A) Limited, the project kick-started in June 2009 and is expected to be completed in May 2010. The project will have three pilots with logistics service providers and logistics technology solution providers.

「研發 RFID/EPC 應用引擎 開放源碼軟件」計劃

香港貨品編碼協會與香港物流商會聯手，透過研發一個 RFID/EPC 應用引擎的開放源碼軟件，協助物流技術解決方案供應商，向其客戶提供標籤印刷、標籤讀取、EPC 訊息服務 (EPCIS)、EPC 網絡連接及其他支援性的服務。透過這套軟件，物流技術解決方案供應商便能夠為其客戶如物流服務供應商提供可靠的支援，讓其向客戶、買家和供應商提供與 RFID/EPC 相關的服務，從而提高全球供應鏈上貨物流及資訊流的透明度。

以往，物流技術解決方案供應商需要投放大量時間和金錢，開發可支援 RFID/EPC 功能的商業應用解決方案。由於此 RFID/EPC 應用引擎開放源碼軟件可讓物流技術解決方案供應商直接取得產品的源碼和技術，可讓他們大大降低開發成本及專注開發貨物追蹤、到貨證明與其他物流應用方案，協助物流服務供應商提高供應鏈透明度，從而為客戶提供更佳的服务。

此計劃由香港特別行政區政府工業貿易署之中小企業發展支援基金審批撥款，並獲多家機構贊助，包括恆進信息科技有限公司、Vizilog Solutions Limited 及 Aeroprint (E & A) Limited。計劃已於 2009 年 6 月展開，當中還包括三個與物流服務供應商及物流技術解決方案供應商共同推行的試點項目，預期將於 2010 年 5 月完成。



Vertical Industry Initiatives 垂直行業發展

Healthcare

Global standards for automatic identification and traceability provide enormous benefits for the healthcare supply chain. It helps increase efficiency and effectiveness and raises the level of patient safety by reducing medication errors, hence preventing counterfeiting and decreasing supply chain overhead cost.

Global GS1 Healthcare Conference

Organized by GS1 Healthcare, and co-hosted by GS1 Hong Kong, the Food and Health Bureau of the HKSAR Government and Hospital Authority, the 15th Global GS1 Healthcare Conference was held from October 6-8, 2009 in Hong Kong where over 20 prominent international healthcare speakers gathered to share inspiring insights. The three-day conference was well-attended by over 300 delegates from 29 countries. Local participants included representatives from the Department of Health, Food and Health Bureau, Office of the Government Chief Information Officer (OGCIO), Hospital Authority, private hospitals, industry associations of medical devices and pharmaceutical products suppliers, vendors and academia.

With a theme 'Raising the Bar on Patient Safety and Supply Chain Efficiency', the event addressed key topics critical to healthcare quality and patient safety including regulatory developments on automatic identification, traceability and electronic product categories, patient safety initiatives to secure the healthcare supply chain up to the patient, as well as healthcare supply chain efficiency improvement.

Keynote speeches at the Healthcare Conference were given by Ms Sandra Lee, JP, Permanent Secretary for Food and Health (Health) of the HKSAR Government; Mr Raymond Wong, Chief Manager, Business Support Services, Hospital Authority, and Mr Joe Pleasant, Chief Information Officer, Premier Inc. A networking welcome dinner with a special performance by Hospital Authority's Chinese Orchestra Team was held on October 6. A regulatory roundtable attended by regulators from Mainland China, US, UK, Australia, New Zealand, Hong Kong, and other countries was also organized on October 8 to discuss and share visions, ideas and insights into global healthcare harmonization.

醫療護理

自動識別系統及追溯解決方案的全球標準，為醫療護理供應鏈帶來極大的好處。除有效減少藥物事故、打擊偽造藥物外，更可減少供應鏈的經常開支，藉以提升營運效率及工作成效，以及對病人安全的保障。

GS1全球醫療護理會議

由GS1 醫療護理小組主辦，香港貨品編碼協會、香港特別行政區政府食物及衛生局以及醫院管理局合辦的第15屆GS1全球醫療護理會議，已於2009年10月6日至8日在香港舉行，超過20名來自醫療護理界別享負盛名的國際級講者聚首一堂分享真知灼見。是次一連三日的會議共吸引來自29個國家逾300名代表出席，而本地的與會者則有來自政府機構及業界的代表，包括衛生署、食物及衛生局、香港特別行政區政府政府資訊科技總監辦公室、醫院管理局、私家醫院，與醫療設備及藥物有關的業界組織、供應商、分銷商及學術機構。

是次會議的主題為「保障病人安全及提高供應鏈效率」，內容涵蓋與醫療護理質素及病人安全相關的主要課題，當中包括有關自動識別、追溯能力及電子產品目錄最新法規的發展情況、提高醫護供應鏈安全性以達至病患者層面的病人安全保障方案，以及醫療供應鏈效率改善方案。

會議主講嘉賓包括香港特別行政區政府食物及衛生局常任秘書長（衛生）李淑儀太平紳士、醫院管理局總行政經理（業務支援及發展）王紹強先生，以及Premier Inc資訊總監Mr Joe Pleasant。此外，大會更於10月6日當晚舉行聯誼歡迎晚宴，並邀請到醫院管理局的中樂團於席上表現助慶，至於監管機構圓桌會議則安排於10月8日舉行，出席的監管機構代表分別來自中國內地、美國、英國、澳洲、新西蘭、香港以及其他國家，與會者就醫護供應鏈標準化的議題進行了討論及交流。



A post-conference tour to Prince of Wales Hospital, IDS Logistics, Zuellig Pharma Limited and Hong Kong RFID Centre was arranged on October 9, 2009 for the delegates to have a behind-the-scene peek and get first hand experience in discovering how enabling technologies for data capture and automatic identification were applied in hospitals and distribution centres. The program was a huge success in advocating global collaboration on healthcare standardization.

大會於2009年10月9日為與會者安排了一系列的考察活動，先後造訪威爾斯親王醫院、利和物流、裕利醫藥有限公司及「香港RFID中心」，讓各界親身體驗數據擷取及自動識別技術如何應用在醫院及配送中心內。是次會議在促進全球醫護標準化的協作上相當成功。



Healthcare Industry Briefing

As a prelude to the Global GS1 Healthcare Conference, GS1 Hong Kong organized two Healthcare Industry Briefings entitled 'GS1 Healthcare – The Role of Standards in Patient Safety' on June 8 and July 8, 2009, respectively. The briefings succeeded in sharing the application of GS1 standards in healthcare, the objectives and status of GS1 Healthcare User Groups and how GS1 global standards can contribute to harmonizing data in order to improve healthcare supply chain efficiency worldwide. With more than 80 delegates attending the briefings, a fruitful sharing and discussion marked the end of the events.

GS1 醫療護理簡報會

在 GS1 全球醫療護理會議正式展開前，香港貨品編碼協會在2009年6月8日及7月8日，分別為業界舉行了兩場名為「GS1 醫療標準在保障病人安全方面擔任的角色」簡報會，吸引逾80名業界代表出席分享心得。會議議題包括醫護界採納GS1標準的情況、GS1 醫療護理用戶小組的目標和現況、GS1 全球標準如何達至數據標準化，從而提升全球醫護供應鏈的效率。與會者熱烈參與討論及交流意見，帶來極富啟發性的討論。

Retail Consumer Goods

Efficient Consumer Response (ECR)

With full support of the Efficient Consumer Response (ECR) Hong Kong, GS1 Hong Kong embarked on the following initiatives for the retail sector in the past year.

零售業消費品

高效消費者響應 (ECR)

憑藉 ECR 香港的全力支援，香港貨品編碼協會在過去一年為零售業開展了多個項目，包括：

Vertical Industry Initiatives 垂直行業發展



Shelf-life Cycle Study

GS1 Hong Kong in collaboration with ECR Hong Kong rolled out the ECR Hong Kong Shelf-life Cycle Study in May 2008 with the aim of establishing a common industry standard for shelf-life management in the Fast-Moving Consumer Goods supply chain.

The groundwork included defining product scope and data collection regarding shelf-life requirements from retailers and wastage indicator from suppliers. Data collected regarding retailers' shelf-life policy and wastage demonstrate that there are a number of reasons leading to wastage apart from shelf-life policy such as seasonal or quality factors. These data prove that there is a need to find out the correlation between retailers' shelf-life policy and wastage, and establish an industry guideline that will list out all those factors that affect the consideration of shelf-life requirements to avoid wastage.

The study will be completed in late 2009, thanks to the support and participation of key industry players including retailers, manufacturers, and distributors as members of the workgroup to ensure that there is no bias on the deliverables.

Cross-Border Supply Chain Management Study

In 2007, GS1 Hong Kong collaborated with ECR Hong Kong to form a 'Cross-border Supply Chain Management Study' team to identify best practices and provide recommendations for cross-border supply chain efficiency and security. The workgroup embarked on a multi-phased study covering six key PRD cities including Shenzhen, Dongguan, Guangzhou, Zhuhai, Huizhou and Foshan. Participants in the project came from industry associations,

貨架壽命週期研究

香港貨品編碼協會在2008年5月，聯同 ECR 香港進行了一項 ECR 香港貨架壽命週期的研究，為快速流轉消費品 (FMCG) 行業供應鏈建立一套貨架壽命週期管理的行業標準。

研究的基礎項目包括確定貨品範圍、向零售商收集對貨架壽命的數據要求，以及向供應商收集貨品損耗量的指標數據。所得數據顯示，有必要找出零售商的貨架壽命策略和貨品損耗量的相關性，並須建立一套行業指引，列出影響貨架壽命的所有因素，從而達到減少浪費的目標。

為確保研究結果客觀持平，此研究的工作組成員範圍廣泛，包括零售商、製造商及分銷商，而由於項目得到業內主要持份者的積極支持和參與，預計整項研究將於2009年年底完成。

跨境供應鏈管理研究

香港貨品編碼協會於2007年與 ECR 香港攜手成立「跨境供應鏈管理研究」小組，旨在釐訂最佳實務，並就提升跨境供應鏈流程的效益及安全度提供建議。研究小組展開了一個分階段的研究，涵蓋珠三角地區六大主要城市，包括深圳、東莞、廣州、珠海、惠州及佛山。參與研究的組織計有業界組織、學術機構、物流解決方案及服務供應商，以及以連鎖方式經營的便利店。



academia, logistics solutions and service providers as well as convenience store chains.

Phase 2 of the project was carried out last year which compared the competitiveness of Hong Kong and PRD cities using the Logistics Index approach. A Logistics Index Roundtable was held to collect views on this approach and the participating companies found that the Logistics Index sorted by regions can be a quick reference to evaluate the performance of companies. It can also be used to promote Hong Kong's logistics service providers, majority of which are SMEs. The index was also viewed as a useful tool for strategic outsourcing or in-sourcing plans.

Moving forward, there is a need to develop an on-line sourcing portal for logistics outsourcing/in-sourcing decision making, organize project focus group to collect sourcing portal requirements, and develop project scope under Phase 3.

Export and Sourcing

Established in 2006, the Export Supply Chain Advisory Board (ESCAB) is a neutral platform that addresses the needs of the export and sourcing industry for greater supply chain efficiency by facilitating better collaboration and integration amongst industry players.

With the successful development of Supply Chain Competency Key Performance Indicators (KPI) in 2007 designed to measure suppliers' performance for better supply chain collaboration between Hong Kong exporters and the global/local sourcing offices, ESCAB continued to develop a neutral self-assessment platform for suppliers. The implementation of the platform involved processes such as questionnaire design based on the KPI.

計劃的第二階段於去年進行，研究小組運用物流指數法，比較香港及珠三角地區城市的競爭力，並舉行圓桌會議，探討物流指數法的成效，而參與的企業均認為地區性的物流指數，可作為評估企業表現的快速參考。此研究的結果亦有助推廣本地的物流服務供應商（大部分屬中小企）的服務，以及為策略性的內包或外判計劃提供指引。

展望將來，小組建議必須就物流內包或外判計劃決策建立相關網站，並就業界對網站的要求舉辦座談會收集意見，以及就第三階段計劃制訂項目範圍。

出口及採購

成立於2006年，出口供應鏈諮詢委員會作為一個中立平台，其目標在於透過促進業界的協作與整合，回應出口及採購業在提升供應鏈效率上的需要。

繼在2007年訂立供應鏈效能主要表現指標（KPI），藉以評定供應商表現，從而促進香港出口商與全球或本地採購商在供應鏈上的協作外，委員會於2009年中期更為供應商建立了一個自我評估的中立平台，建設該平台的工序包括參考 KPI 的數據以設計問卷。



Sharing Knowledge and Expertise



Knowledge Exchange

知識交流

In the last 12 months, GS1 Hong Kong significantly increased both the breadth and depth of its knowledge exchange programs by actively supporting and participating in industry programs, collaborative activities, regional conferences, industry-focused seminars and international exhibitions, as well as organizing a wide range of trainings and workshops.

Hong Kong RFID Centre (SCIC)

The Hong Kong RFID Centre (SCIC) was established in October 2008 by the Innovation and Technology Commission of the HKSAR Government, Hong Kong Science & Technology Parks Corporation and GS1 Hong Kong.

In the past year, the Centre gained tremendous support from various major partners and the general public. As of August 2009, the Centre has received over 6,000 visitors since its opening, including representatives from 330 companies and organizations as well as 110 schools. Entering its second year, the Centre will be upgraded with new enhancements in the consumer zone, logistics zone and manufacturing zone, showcasing how RFID/EPC technology enables greater product traceability, logistics visibility and daily applications in fashion, food, healthcare, airport, etc. This helps enhance visitors' experience at the Centre.

The Centre participated in the 18-month European Commission funded Framework 7 Project – CASAGRAS (Coordination & Support Action for Global RFID-related Activities & Standardization), which aims to develop a framework of foundation studies to assist the European Commission and the global community to define international issues and developments on RFID technology. The Centre also took part in the CASAGRAS workshop held in Hong Kong in December 2008.

過去12個月，香港貨品編碼協會全力提高知識交流項目的質與量，積極支持和參與工商界項目、協作活動、區域性會議、業界研討會、國際性展覽，以及舉辦不同類型的培訓課程和工作坊。

香港 RFID 中心 (供應鏈創科中心)

「香港 RFID 中心」(供應鏈創科中心) 由香港特別行政區政府創新科技署、香港科技園公司及香港貨品編碼協會合辦，於2008年10月正式開幕。

過去一年，「香港 RFID 中心」得到多個主要合作夥伴和公眾的熱烈支持，至2009年8月，中心接待了超過6,000名訪客，包括來自330家企業與組織以及110家學校的代表。中心由開幕至今踏入第二年，將會有重大的改革，包括在消費者區、物流區及生產區加設不同的科技展品，藉以展示 RFID/EPC 技術如何提升產品追溯能力與物流業透明度，以及為時裝店、食肆、醫護行業和機場等提供實際的應用技術，令中心的訪客收穫更豐富。

「香港 RFID 中心」在2008年12月參加了由歐洲委員會第七期架構計劃贊助、為期18個月的 CASAGRAS 計劃，並參與了其在香港舉行的工作坊，該計劃旨在發展一套基礎研究架構，以協助歐洲委員會及其他國家釐定有關 RFID 技術的國際議題及其技術發展方向。



Boosts awareness of RFID among businesses & community



Hong Kong RFID Awards 2009

Building on the outstanding success of the first Hong Kong RFID Awards in 2008, which gave recognition to enterprises and individuals who had demonstrated excellence in harnessing RFID technology for business and supply chain efficiency, this year GS1 Hong Kong created a new award category for tertiary students. The U-21 RFID Awards offered talented tertiary students the chance to showcase their work to a panel of several hundreds established industry professionals who all share the vision of pushing back the frontiers of RFID application.

The Hong Kong RFID Awards 2009 offered three categories of business awards: Best EPC/RFID Implementation; Most Innovative Use of EPC/RFID; and Most Innovative EPC/RFID Product. The U-21 RFID Awards offered Post- and Under-graduates Awards.

香港無線射頻識別大獎2009

去年的香港無線射頻識別大獎2008，成功表揚了一眾企業與個人參賽者在利用RFID技術提升供應鏈效率上的卓越表現。今年，香港貨品編碼協會特別為大專院校的學生增設了一個名為U-21 RFID的獎項，目的是為大專學生提供一個機會，向數百位在RFID應用上同樣具有創新理念的業界專業人士所組成的評審團展示其作品，分享創意與成果。

香港無線射頻識別大獎2009頒發的三個主要獎項包括：最佳EPC/RFID應用大獎、最具創意EPC/RFID應用大獎及最具創意EPC/RFID產品大獎。U-21 RFID大獎則包括研究生組別與本科生組別。



The winners of the Hong Kong RFID Awards 2009

The Best EPC/RFID Implementation Award

- Gold** : The Kowloon Motor Bus Company (1933) Limited
Traffic Operations Management System
- Silver** : Hong Kong Disneyland Resort
CostuMagic
- Bronze** : Nuance-Watson (HK) Limited
"Mobile Discovery" RFID Display Station
(also known as "RFID Intelligent Kiosk")

Most Innovative Use of EPC/RFID

- Gold** : Nuance-Watson (HK) Limited
"Mobile Discovery" RFID Display Station
(also known as "RFID Intelligent Kiosk")
- Silver** : Hong Kong Disneyland Resort
CostuMagic
- Bronze** : The Kowloon Motor Bus Company (1933) Limited
Traffic Operations Management System

Most Innovative EPC/RFID Product

- Gold** : Megabyte Limited
Megascan-M1 RFID Reader
- Silver** : PCCW Solutions Limited
"Mobile Discovery" RFID Display Station
(also known as "RFID Intelligent Kiosk")
- Bronze** : Convergence Systems Limited
CS203 Integrated Reader

The winners of the U-21 RFID Awards 2009

Postgraduate Stream

- Gold** : Department of Electronic and Computer Engineering,
The Hong Kong University of Science and Technology
A Single-Chip UHF RFID Reader in 0.18um CMOS Process
- Silver** : Department of Industrial and Manufacturing Systems Engineering,
The University of Hong Kong
Smart Gateway for RFID-enabled Smart Objects

Undergraduate Stream

- Gold** : Department of Electronic Engineering,
The Chinese University of Hong Kong
A Smart RFID System for Logistics Applications
- Gold** : Department of Computing,
The Hong Kong Polytechnic University
RFID/SMS-based Flight Information and Advertisements System
- Silver** : Department of Industrial and Systems Engineering,
The Hong Kong Polytechnic University
An RFID-based Drug Management System for Medical Organizations

「香港無線射頻識別大獎2009」得獎者

最佳EPC/RFID應用大獎

- 金獎** : 九龍巴士(1933)有限公司
交通運作管理系統
- 銀獎** : 香港迪士尼樂園
CostuMagic
- 銅獎** : Nuance-Watson (HK) Limited
手機資訊互動平台
(亦名RFID 智能資訊站)

最具創意EPC/RFID應用大獎

- 金獎** : Nuance-Watson (HK) Limited
手機資訊互動平台
(亦名RFID 智能資訊站)
- 銀獎** : 香港迪士尼樂園
CostuMagic
- 銅獎** : 九龍巴士(1933)有限公司
交通運作管理系統

最具創意EPC/RFID產品

- 金獎** : 萬誠電子科技有限公司
Megascan-M1 RFID 閱讀器
- 銀獎** : 電訊盈科企業方案
手機資訊互動平台
(亦名RFID 智能資訊站)
- 銅獎** : 恆進信息科技有限公司
CS203一體化閱讀器

「U-21 RFID大獎2009」得獎者

研究生組別

- 金獎** : 香港科技大學電子及計算機工程學系
0.18微米CMOS工藝實現的單芯片
UHF RFID讀碼器集成電路
- 銀獎** : 香港大學工業及製造系統工程系
為RFID智能物品而設計的智能化管理系統

本科生組別

- 金獎** : 香港中文大學電子工程學系
為物流應用而設的智能RFID系統
- 金獎** : 香港理工大學電子計算學系
RFID/SMS航班資訊及廣告系統
- 銀獎** : 香港理工大學工業及系統工程學系
為醫療機構而設的RFID藥物管理系統

Knowledge Exchange 知識交流



Workshops and Trainings

Barcode Workshop – In the past year, 8 Barcode workshops with about 460 participants from different industry sectors were organized. These workshops demonstrated the fundamental principles and guidelines of deploying barcode as well as the use of GS1 Keys to provide access to our member companies and related product information.

EPC Workshop – a GS1 Hong Kong EPC Certified Professional Training was held in January 2009 to introduce to our partners the essentials of GS1 BarCode and EPC/RFID standards, various encoding and tagging equipment, and to enable them to develop the skills and knowledge for successful EPC/RFID implementation.

SCM/SCOR/P Training – GS1 Hong Kong was commissioned by the Supply-Chain Council (SCC) in November 2008 to roll out Supply Chain Operations Reference-model (SCOR) workshops in Hong Kong. Candidates that complete this workshop are qualified to take the newly-introduced SCOR Professional Certification examination. During the year, a total of 6 SCOR workshops were organized with over 30 participants becoming eligible to take the SCOR Professional (SCOR/P) Certification examination held in May and June.

工作坊及培訓課程

條碼工作坊 — 過去一年，香港貨品編碼協會合共舉辦了8個條碼工作坊，吸引了約460位來自不同行業的人士參加。這些工作坊展示了條碼應用的基本原則及指引，以及介紹如何使用GS1標準獲取會員及其產品資料。

產品電子代碼工作坊 — 香港貨品編碼協會在2009年1月舉辦了一個產品電子代碼專業培訓工作坊，向業界夥伴介紹GS1條碼及EPC/RFID標準、各種編碼及標籤儀器，以協助他們掌握採用EPC/RFID的技術與知識。

供應鏈管理/SCOR(供應鏈運作參考模型)培訓課程 — 供應鏈管理委員會委託香港貨品編碼協會在2008年11月開始在香港舉辦SCOR工作坊。完成工作坊的學員可報考新推出的SCOR專業認證考試。協會於年內共舉辦了6個供應鏈運作參考模型工作坊，超過30名學員獲取資格報考5月和6月舉行的專業認證考試。

'Supply Chain Maturity Reference Model' (SCMRM) Seminar for SMEs – With the aim of enhancing SME's inventory and warehouse management ability, a series of seminars that focused on self-assessment and improvement tools for supply chain operations using the 'Supply Chain Maturity Reference Model' (SCMRM) were held in collaboration with Supply-Chain Council-Greater China chapter under the support of the Hong Kong Trade and Industry Department of the HKSAR Government. A total of 6 trainings and 4 SCMRM seminars were conducted during the year.

GS1 Hong Kong Supply Chain Management Excellence Summit 2008 cum Hong Kong RFID Awards Presentation

The 8th GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit with a theme 'Achieving Business Sustainability' was attended by over 500 local and international delegates. Among the attendees were 70 representatives of enterprises from the PRD region in search of ways to enhance their competitiveness with supply chain excellence. The regional landmark event received great support from the industries and successfully gathered 25 prominent local and international speakers who shared their insights and experiences in the area of supply chain management.

Hong Kong's first-ever Hong Kong RFID Awards organized by GS1 Hong Kong and co-organized by Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies and Hong Kong Science and Technology Parks Corporation was one of the highlights of the Summit. Winners shared their success stories which led to fruitful discussion with the delegates.

為中小企舉辦的SCMRM (供應鏈完善程度參考模型) 研討會 — 為了增強中小企的庫存和貨倉管理能力，在香港特別行政區政府工業貿易署的支持下香港貨品編碼協會在年內與供應鏈管理委員會(大中華區總會)合辦了6次培訓和4個SCMRM研討會，內容主要著重自我評核，和介紹以SCMRM模型作為改善供應鏈流程的工具。

「香港貨品編碼協會供應鏈管理高峰會2008」暨「香港無線射頻識別大獎」頒獎典禮

第八屆「香港貨品編碼協會供應鏈管理高峰會」以「成就可持續優勢 打造企業盛世」為主題，吸引了逾500名本地及國際與會者到場參加，其中有70多名是來自珠三角企業的代表。他們盼能透過提升企業供應鏈效能以增強其在市場上的競爭優勢。今年的高峰會得到業界的大力支持，並邀請到25位本地及國際知名講者出席，跟與會者分享他們在供應鏈管理方面的心得和經驗。

由香港貨品編碼協會主辦，香港物流及供應鏈管理應用技術研發中心及香港科技園公司協辦的首屆「香港無線射頻識別大獎」頒獎典禮是高峰會的重要環節之一，各得獎企業跟與會者分享了其成功經驗及心得。



**GS1 Hong Kong
SCM Excellence
Summit 2008
recorded an
attendance of
500 executives**



Knowledge Exchange 知識交流

The 2nd Hong Kong RFID Awards Presentation Ceremony will be held on November 10, 2009 in conjunction with GS1 Hong Kong SCM Excellence Summit 2009. In addition to the Business Category, a new award category called U-21 RFID Awards has also been created this year for deserving tertiary students. There is a keen interest for both categories. The Awards will further encourage the local business community to deploy new technology solutions and continue to innovate in order to enhance their operational efficiency.

第二屆「香港無線射頻識別大獎」將於2009年11月10日與「香港貨品編碼協會供應鏈管理高峰會2009」同時舉行。今年除了商業類別獎項外，還增設了「U-21 RFID大獎」，以鼓勵具有才華的專上學生參加。各界對兩個類別均反應熱烈。「香港無線射頻識別大獎」將有助於進一步鼓勵本地企業採用新技術，繼續以創新構想提升營運效率。



Annual Member Dinner 2008

Themed *'Beyond GS1 Keys – Supply Chain Intelligence'*, the Annual Member Dinner was successfully held on December 11, 2008 at Sheraton Hotel with attendance of over 350 members across industries and guests from government bodies, industry associations, academia, solution providers and more. The momentous event offered our guests a unique opportunity to mingle and network with industry peers while enjoying the fun-filled infotainment programs including more than 10 themed booths showcasing a wide range of products, interactive games, as well as industry sharing by members on GS1 Keys application and services.

周年會員晚宴2008

2008年周年會員晚宴於2008年12月11日假喜來登酒店圓滿舉行。是次活動以「以編碼為供應鏈建未來」為題，有超過350名來自不同行業的會員參加，而嘉賓則包括來自政府機構、業界組織、大專院校及解決方案供應商的代表。是次晚宴為各界提供了一個寶貴的機會與企業夥伴進行分享與交流，豐富的節目還包括10個主題攤位，項目包羅萬有，包括有不同的產品展覽與示範、互動遊戲以及由協會會員悉心安排的GS1編碼應用技術與服務分享環節。



Collaborative Events

- GS1 Hong Kong showcased the latest global supply chain standards, practices and technology at the World SME Expo 2008.



- Mr Raymond Ng, Chief Operating Officer of GS1 Hong Kong, delivered a speech at Prime Source Forum 2009, discussing how the apparel industry could overcome the lack of a common supply chain standard protocol.



- At International ICT Expo 2009, GS1 Hong Kong demonstrated the value of ezTRACK in helping businesses streamline operational efficiency with its track-and-trace capability.



- Ms Anna Lin, Chief Executive of GS1 Hong Kong, along with more than 90 business leaders joined a delegation led by Mr Henry Tang, JP, Chief Secretary for Administration of the HKSAR Government to the Pearl River Delta in April 2009.



- GS1 Hong Kong showcased ezTRACK at the 2009 International RFID Technologies and Applications Show in Logistics, Manufacturing & Anti-counterfeiting in Shenzhen, China.



協作活動

- 香港貨品編碼協會在中小企國際市場推廣日向各界展示最新的供應鏈標準、實務及技術。

- 香港貨品編碼協會營運總監吳展耀先生在國際服裝業高峰論壇2009發表演說，討論成衣業如何克服尚欠通用供應鏈標準的環境下運作。

- 香港貨品編碼協會於國際資訊科技博覽2009中展示「縱橫網」如何透過其產品追蹤與追溯能力協助業界優化營運效率。

- 香港貨品編碼協會總監林潔貽女士與超過90名業界領袖於2009年4月參與由香港特別行政區政府政務司司長唐英年先生率領的工商界代表團造訪珠江三角洲。

- 香港貨品編碼協會在2009中國（深圳）國際RFID技術與物流、工業、防偽應用展上展示了以標準為基礎的EPC/RFID社區服務平台「縱橫網」。

Connecting the Dots



China and Global Initiatives

中國與環球發展

China Initiatives

In line with the Chinese Central Government's announcement of an ambitious 12-year plan to move the Pearl River Delta, a manufacturing hub of global importance, up the value chain and forge even closer co-operation across the border, GS1 Hong Kong formed strategic partnership with Guangdong Provincial Government aiming to help transform the region to focus on high-end manufacturing and high-technology industries.

Facilitating Adoption of EPC/RFID Technology in Mainland China and Asia

In March 2009, GS1 Hong Kong, Guangdong RFID Technology Service Center, and the Information Centre of Panyu, Guangzhou, China, signed a Memorandum of Understanding during the Panyu Service Industry (Hong Kong) Promotion event. The tripartite agreement aims for these organizations to pull their resources together in proactively promoting RFID technologies and drive its adoption in Hong Kong and Guangdong.

中國發展

中央政府推出長達十二年的計劃，透過加強跨邊境的合作為珠江三角洲全球性的製造業樞紐的價值鏈升級，本著同樣的理念，香港貨品編碼協會與廣東省人民政府建立了策略性的合作夥伴關係，旨為協助該區發展成為高端製造業及高科技產業中心。

促進中國內地及亞洲地區採納 EPC/RFID 技術

於2009年3月，香港貨品編碼協會與廣東省 RFID 公共技術支持中心及廣州市番禺信息技術投資發展有限公司，在「番禺區服務業發展（香港）推介會」上共同簽署合作備忘錄。是次由三方所簽署的協議旨在凝聚三家機構的資源，共同積極推動粵港採納 RFID 技術。



China and Global Initiatives 中國與環球發展

To further facilitate the industry adoption of RFID in the Guangdong-Hong Kong area, GS1 Hong Kong initiated a collaboration project of establishing a Guangdong-Hong Kong RFID platform powered by ezTRACK with Guangdong RFID Technology Service Center in September 2009. The project which would facilitate real-time global supply chain data exchange laid the essential foundation for the Southern logistics platform.

Significant efforts were extended to Asia where GS1 Hong Kong, through the Hong Kong RFID Centre (SCIC), signed a MoU with the Guangdong RFID Technology Service Center and the Malaysia National RFID Center to join hands in advocating RFID technology in the ASEAN region. Under the Pan-Asia RFID Collaboration, the three parties will work together in the standardization, sharing of resources, regional strategic planning and development of RFID technology within the region.

Global Activities

Developing global standards is an intricate initiative that requires structured methodology and the active participation of all relevant parties to ensure that the standards developed meet the business requirements of the international user community. In cooperation with the GS1 community and key stakeholders, GS1 Global led various initiatives to further facilitate the development and implementation of global standards in enhancing supply and demand chains to the benefit of the global market.

為進一步促進粵港兩地更廣泛地採納RFID技術，香港貨品編碼協會與廣東省RFID公共技術支持中心於2009年9月聯手建立由「縱橫網」支援的粵港RFID平台。該計劃將有效促進全球供應鏈的實時數據交換，為南方物流平台奠定堅實的基礎。

香港貨品編碼協會透過香港RFID中心（供應鏈創科中心），與廣東省RFID公共技術支持中心，以及馬來西亞國家RFID技術中心（Malaysia National RFID Center）簽訂合作備忘錄，協力推動RFID技術在東南亞國家聯盟（ASEAN）地區的發展。根據泛亞RFID區域合作計劃，合作三方將聯手推動標準化、資源分享、地區性策略規劃以及RFID技術在區內的發展。

全球發展

要開發全球標準，必須根據系統性的方法，亦有賴各個相關合作夥伴的積極參與，方可確保所開發的標準符合全球用戶社群的業務要求。GS1總部與主要持份者透過緊密的合作，展開了多項促進全球標準開發及應用的計劃，藉以強化供應鏈及需求鏈，務求令到全球市場受惠。



GS1 MobileCom Plays Key Role in Shaping the Future of Mobile Commerce Standards

Mobile commerce is part of the shift of technology into mainstream business and everyday life. Yet, the future of mobile commerce depends on the creation of an open and neutral infrastructure trusted by both businesses and consumers.

GS1 has therefore formed the GS1 MobileCom group, a global forum involving manufacturers, retailers, handset providers, mobile network operators, to define and prioritise business requirements, create an open infrastructure and global standards to enable market development and ensure compatibility among all mobile devices and operators.

In June 2009, global brands and retailers such as Johnson & Johnson, Nestlé, Kraft, L'ORÉAL, Wal-Mart and Carrefour met with solution providers and industry organizations at the Massachusetts Institute of Technology (MIT) in Boston to define open standards. These companies are now part of the newly-formed GS1 MobileCom Steering Committee that will help drive the efforts of the GS1 MobileCom group together with local GS1 offices.

Several associations from key mobile industry stakeholders were also represented, including the Mobile Marketing Association, GSMA (which represents the interests of the worldwide mobile communications industry) and CTIA (representing US mobile operators) which delivered their

GS1 流動商貿對流動商貿標準的未來起著關鍵作用

現今，透過科技轉移，創新的技術已不斷地在商業領域及日常生活中普及，而流動商貿亦是大勢所趨。然而，流動商貿的未來發展，需要企業與消費者共同信賴，以開放而中立的架構為基礎。

因此，GS1成立了GS1流動商貿小組(GS1 MobileCom group)，通過製造商、零售商、流動電話供應商以及流動通訊網絡營運商的研討及合作，共同釐定流動商貿的業務需求及發展藍圖。此外，該小組更致力建立一個開放的基建架構與全球標準，藉以促進流動商貿的市場發展，及保證所有的流動通訊設備及流動通訊營運商採納共融的全球標準。

在2009年6月，多個全球知名品牌及零售商包括強生、雀巢、卡夫、歐萊雅、沃爾瑪和家樂福等，在美國波士頓的麻省理工學院(MIT)與解決方案供應商和業界組織會面，共同釐定開放標準。這些公司現已成為新成立的GS1流動商貿推動工作委員會的成員，與各地的GS1組織協力推動GS1流動商貿小組的計劃。

代表流動通訊業主要持份者的多個組織亦有出席，當中包括Mobile Marketing Association、GSMA(代表著全球流動通訊業利益的組織)及



"GS1 MobileCom has brought together a group of organizations dedicated to defining and using open standards as a foundation to unlock the potential of mobile commerce. It shows that brands and retailers are convinced that mobile is becoming a key touch point for engaging with consumers."

Vanderlei Roque dos Santos, Nestlé

China and Global Initiatives 中國與環球發展

visions and updates on how they believed GS1 MobileCom group could contribute to the mutual development of the mobile commerce marketplace.

Besides presenting visionary outlook of the future at MIT, the group also assessed the effectiveness of using foundational Extended Packaging application, which allows consumers to retrieve product data on their mobile phones by scanning the barcode on product packaging.

Implementation Guide for Traceability of Fresh Fruit and Vegetables

Significant developments on traceability were achieved during the year in review. GS1 and the International Federation for Produce Standards (IFPS) released the Traceability of Fresh Fruits and Vegetables Implementation Guide in August 2009.

Based on the GS1 Global Traceability Standard, the Guide identifies the key principles of traceability and serves as a common tool that enables all stakeholders in the fresh produce supply chain to implement traceability practices utilizing the GS1 System of standards, in particular, the GS1 Global Traceability Standard. This document is designed to meet the distinct needs of each segment of the produce supply chain including growers, packer/re-packers, distributors/traders, food service operators and retail stores.

CTIA (代表美國流動通訊業營運商), 其就GS1流動商貿小組將如何支援流動商貿市場的發展發表真知灼見以及提供最新的行業資訊。

GS1流動商貿小組除在會上分享對未來的見解外, 亦分析了採用其基礎商品包裝衍生性資訊解決方案的效能。該解決方案可讓消費者透過流動電話掃瞄產品包裝上的條碼, 以獲取產品資訊。

鮮果蔬菜追溯實施指南

年內, GS1在追溯能力上取得重要的發展。在2009年8月, GS1和國際農產品標準聯盟共同發行了「鮮果蔬菜追溯實施指南」。

該指南建基於GS1全球追溯標準, 旨在界定產品追溯的主要原則, 並為業界提供一種工具, 讓新鮮農產品供應鏈內的所有持份者可利用GS1標準, 特別是GS1全球追溯標準, 來實施產品追溯。此指南乃特別為農產品供應鏈內每個部份的特定需要而設計, 當中包括種植者、包裝商/再包裝商、分銷商/貿易商、食品服務營運商和零售商。





Global Traceability Standard for Healthcare Obtains Approval

The GS1 Global Healthcare Group has approved a Global Traceability Standard for Healthcare (GTSH) in March 2009, which will ensure maximum interoperability between traceability systems across the healthcare supply chain and across borders. The GTSH provides a foundational framework which describes the traceability process and defines the minimum requirements for all stakeholders, independent from technologies, organizational size or operational sophistication. Currently, the work team is developing guidelines to assist users in implementing traceability across healthcare supply chains.

GS1 DataBar Carrying More Product Information

The value of GS1 DataBar was further proven by the positive results of several pilot programs launched by leading retailers worldwide.

With its capability to carry more data such as weight, price, and date codes using less memory space, the new GS1 DataBar not only increases the number of products that can be automatically identified at retail point of sale system, but also creates new opportunities to address today's retail business problems including enhanced and wider category management, improved traceability and accuracy as well as faster POS check out for fresh produce.

To drive the adoption of GS1 Databar, GS1 Global announced a target global roll-out date of 2014. At that time, GS1 DataBar standards can be used by all trading partners in an open environment. As such, retailers will be able to scan a GS1 DataBar and process GTIN (Global Trade Item Number) to their database.

全球醫療護理追溯標準獲得通過

在2009年3月，GS1全球醫療護理小組通過了「全球醫療護理追溯標準」，令橫跨醫療供應鏈與橫跨國界之間的追溯系統，可達至最高程度的互融。該標準為行業提供一個基本架構，說明追溯程序與界定最基本要求，並且不受用戶的技術、規模和營運經驗的限制。目前，工作小組正制定指引，協助用戶進行橫跨醫療供應鏈的產品追溯。

GS1 DataBar 條碼可儲存更多數據

GS1 DataBar 條碼的價值，進一步獲得多個由全球主要零售商開展的試點計劃之豐富成果所確認。

GS1 DataBar 條碼能以更少的記憶空間儲存更多的數據，當中包括產品重量、價錢及數據編碼；透過零售業銷售點的自動識別系統，GS1 DataBar 條碼更可增加被成功識別的產品數量，及創造更多商機，藉以回應目前零售商所面對的業務問題，包括改善與擴大產品目錄管理的範圍、提升產品追溯能力與讀取數據的準確程度，以及加快銷售點處理新鮮農產品的速度。

為促進業界採納GS1 DataBar條碼，GS1總部宣布GS1 DataBar條碼的全球推出日期定為2014年，屆時，全球的貿易夥伴均可在一個開放的環境下採用GS1 DataBar條碼標準，而所有零售商均可掃描GS1 DataBar條碼，並把國際貨品編碼傳送至其數據庫中。



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