GS1 Hong Kong | **30** YEARS

Annual Report 2018
Transforming the Way we Work and Live

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The Power of Standards:
A Unique Product DNA
產品獨一無二的DNA：
發揮標準的力量

GS1 Standards are like the product's data DNA, the unique building block for connecting an item with all the information about it. With this strong foundation, small to large companies are building even better ways to do business. GS1 standards enable organisations to identify, capture and share information automatically and smoothly, building true visibility in supply chain.

We empower organisations to grow efficiently, sustainably and safely, which in turn transforms the way we work and live.

GS1的標準有如產品數據的DNA－一個獨一無二的基礎，連結著所有產品的資訊。憑著這強大的基礎，無論是大、中或小型的公司都能以更好的方法營商。GS1標準的數據讓各公司能有效及自動的識別、準確擷取及暢順的分享資訊，建立一個透明的供應鏈。

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

GS1 Standards are recognised by the following global associations and partners
GS1標準獲得以下環球組織及合作夥伴認可

Food and Retail
食品及零售

Healthcare
醫療保健

Logistics
物流

ICT
資訊及通訊科技

Today's GS1 Hong Kong
香港貨品編碼協會概況

Serving Hong Kong for
服務香港
30
years
年

Supporting
nearly
支援近
8,000
corporate
members
名企業會員

More than 1/3 of them have been
our members for over 10 years
當中逾三分一會員與協會經歷十載時光

>3.5 billion

annual barcode scans
每年的條碼掃描次數>35億次

>17 million

annual EDI transactions
每年電子數據交易>1700萬宗

98%
of supermarkets in Hong Kong adopt GS1 standards
香港超級市場使用GS1標準

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

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

8 millions
types of products in HK have been registered GS1 barcodes
本港有逾8百萬款貨品已登記GS1條碼

Chairman's Message
主席獻辭

Mr Joseph Phi 彭焜燿先生
Chairman 主席

Barcode, Staying Relevant with Changing Times

Recent years have brought about revolutionary changes in business, driven above all by the emergence of new digital and mobile technologies. GS1 Hong Kong, behind the full support of our Board, has enabled and collaborated with the Hong Kong business community to ensure it is ready for this new omni-channel retailing era.

In this, GS1 Hong Kong is the equalising partner. Our role is to help businesses adapt to the challenges of today by creating a level playing field on which everyone has a fair chance of success. We work with companies of all sizes — from the biggest multinationals to the many small and medium-sized enterprises who make up most of our membership — to give them the wherewithal they need to thrive in this environment.

Looking back, I draw strength from the fact that GS1 Hong Kong has been at the heart of many previous such revolutionary changes. Over the last three decades, for example, we have seen how its barcode standards and related technologies revolutionised supply chains and retailing around the world - to a point where now shoppers around the world hear the familiar "beep" six billion times a day as the contents of their shopping carts are scanned at checkout counters.

In today's volatile business environment, rapid changes are causing disruptions across every industry. Technology is changing the way consumers behave as ever more people use new mobile and cloud-based tools to discover and shop for products.

Yet, the importance of standards remains undiminished, and GS1's barcode standard is as relevant as it was 30 years ago — still the essential key to enabling businesses to manage the movement of items through their supply chains, into shops and into the hands of consumers.

與時並進的條碼

數碼化及流動網絡科技的興起，近年為企業帶來革命性的轉變。憑著董事會的支持，GS1 Hong Kong讓本地各個企業邁向嶄新的全渠道零售時代。

GS1 Hong Kong向來是促進市場公平競爭的夥伴。我們以標準創建出公平的平台，讓所有公司都能擁平等的成功機會，迎接當今的挑戰、邁向成功。我們與不同規模的公司協作，有大型的跨國企業，亦有佔我們大多數會員的中小企，使各企業不論規模大小，都能有足夠的資本，在其營商界別中茁壯發展。

回首過去，GS1 Hong Kong是多個革命性轉變的核心，為我們注入新動力。例如是三十年前，我們便看到條碼標準及其相關技術如何改變著全球的供應鏈及零售領域。時至今日，世界各地的顧客對掃描貨品條碼後的「嗶」聲絕不陌生，代表著條碼每天掃描的次數多達六十億次。

在現今這個波動的營商環境當中，迅速的變化正為各個行業帶來新突破。隨著越來越多人使用嶄新的通訊科技及雲端工具去搜尋及購買貨品，科技正在史無前例的影響著消費者行為。

然而，標準繼續扮演著重要的角色。無論是三十年前或後，GS1的貨品編碼都在與時並進，仍然是企業營商不可或缺的元素，幫助管理貨品在供應鏈上的動向，讓貨品順利到達店鋪及顧客的手上。

Connecting Business Supply Chain Throughout

GS1 Hong Kong's services and systems, such as its ezTRADE electronic data interchange (EDI) platform or its Global Network for Data Synchronisation, are designed to give companies more efficient and accurate ways of exchanging commercial data, providing a trusted foundation for accurate, sharable, searchable and linkable information.

Likewise, GS1 Hong Kong's ezTRACK information platform, first developed in 2008, allows enterprises to track and trace the information flow of goods from manufacturer to destination, helping supply companies with the real-time, highly visible supply chain information that is critical to their needs.

Using these tools, businesses can put together comprehensive and effective commercial frameworks for their B2B transactions. By using the data they harvest, companies can instantly obtain better market knowledge, in turn enabling them to improve their supply chains, make smart decisions and refine their sales methods.

Striding Towards the Smarter Future

The rise of omni-channel retailing entails the integration of all sales channels and points of interaction with customers. The wider adoption of the Internet of Things (IoT) and IoT-related applications will further multiply the need for reliable and trusted systems of standards that can track and record both objects and data — as will the multitude of processes involved in all smart city schemes, with their harvesting of information about the interaction of people, vehicles and the environment.

Our aspiration is to collaborate with businesses in creating a transparent and efficient supply chain, enhancing consumer trust with food safety and product authenticity, offering better digital engagement with stakeholders and improving brand equity, both in the physical and digital world.

Continuing on the Innovation Journey

Since being elected GS1 Hong Kong's Chairman in 2008, I have cherished every one of the challenges and opportunities this post has presented me with. I have met people from all walks of life and all around the world, learning and benefiting from their experience and know-how.

On behalf of GS1 Hong Kong's Board of Directors, I would like say thank you to all the members, partners, committees and GS1 Hong Kong staff. Together, we can look forward to even more success in the next three decades than we have enjoyed in the last three.

由始至終　連繫企業供應鏈

GS1 Hong Kong的服務及系統，例如是「通商易」ezTRADE電子數據聯通平台(Electronic Data Exchange，EDI)或全球數據同步網絡，能賦予數據一個可信的基礎，讓數據變得準確、可共享、可被搜尋並具備鏈接能力，為企業提供一個更有效率及更準確的方式進行商業數據交換。

與此同時，於2008年推出的GS1 Hong Kong「蹤橫網」ezTRACK平台，讓企業能追蹤追溯由生產商到目的地的貨品動向，助企業獲取實時的貨品資訊及高度透明的供應鏈資訊，這些都對企業非常重要。

上述方案為企業提供一個完整且有效率的交易平台，讓他們能進行各項公司之間的交易。憑著這些數據，企業可即時得到更完整的市場情報，讓他們能改善供應鏈、作出更明智的決策及調整他們的銷售模式。

邁向更智慧的未來

全渠道零售的崛起，將不同銷售渠道與顧客互動的地方完美融合。隨著物聯網及其相關應用普及，進一步推進對可靠及可信度高的標準化系統的需求，以便追蹤及紀錄物件和數據。同樣地，多個智慧城市發展步伐及程序亦需要標準化系統，以獲取多項關於人與人之間交流、行車及環境的資訊。

我們期望透過與各企業合作，締造一個高透明度及高效率的供應鏈、提升消費者對食品安全及產品驗證的信心、加強企業與顧客在電子平台上的互動，並改善品牌的線上線下形象，最終能幫助企業達成他們的目標。

承先啟後　延續創新之旅

自2008年成為GS1 Hong Kong的主席開始，我非常珍視這個職位為我帶來的每一個挑戰及機遇。透過與世界各地不同行業的人交流，我從他們所分享的經驗及知識中不斷求進，獲益良多。

藉著此機會，我謹代表GS1 Hong Kong董事局向各會員、合作夥伴、諮詢委員會及GS1 Hong Kong員工表達謝意。憑著大家的努力，我們期盼未來30年的成就會比過往30年更精彩、更輝煌。

Chief Executive's Report
總裁報告

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

Barcode, from Zero to One to Infinite Possibilities

On the occasion of our 30th Anniversary Pearl Jubilee, I am both grateful and honoured to be on this journey with GS1 Hong Kong and our members throughout the last three decades. We started from a small barcode, and gradually transformed the business environment, then grew to be what we are today.

Over the three decades, our barcode standard has evolved from driving supply-chain efficiency and retail automation to offering a spectrum of functions, from facilitating traceability to driving omni-channel businesses. It has created the conditions for enhanced consumer trust, especially in the areas of food safety, product visibility and authenticity. And now, beyond the physical world, it is enabling enterprises to capture business opportunities in the digital era, serving as an effective conduit between bricks and clicks by seamlessly connecting online and offline channels.

Enhancing the Consumer Journey

In order to help members confront the ever-changing business environment, a recent big focus of GS1 Hong Kong has been on enhancing the consumer journey experience. We helped businesses to engage consumers through REAL Visibility solution, bridge the physical and digital world with cost-effective solutions, and enhance food and health safety via traceability and product authentication. In 2017-18, more than 1.8 million product items were tagged with REAL barcode or QR Code.

GS1 Hong Kong's solutions help enterprises to engage and enhance consumer experience throughout their journeys - from searching,

條碼 — 從零到一　發揮無限可能

在邁向GS1 Hong Kong的新一個里程碑 - 三十周年珍珠禧的時刻，對於能與本會及各會員並肩走過三十年的旅程，我感到高興和榮幸。我們從一個小小的條碼開始，逐漸改變營商環境，成就了今天無數機遇。

在過往三十載，我們的條碼標準由提升供應鏈效率及自動化零售流程延伸到更多的應用，讓企業可以實踐產品溯源，甚至是拓展全渠道營銷。此外，標準還可用以提升消費者信心，尤其於食品安全、產品透明度及防偽驗證上。及至現在，企業除了實體店外，還可把握數碼時代的商機，以條碼融合實體店及網上瀏覽過程，完美連接線上線下平台。

提升消費旅程體驗

為了讓會員迎接多變的商業環境，GS1 Hong Kong近來致力提升以顧客為中心的消費旅程體驗。我們幫助企業以REAL Visibility方案與消費者增加互動、以高成本效益的方案連結線上及線下、以產品溯源及仿偽驗證保障食品及醫護安全。譬如於2017-2018年，超過180萬件貨品採用了「真的碼」或防偽QR Code (二維碼)。

GS1 Hong Kong 的方案幫助企業增加顧客的參與度及提升消費旅程體驗 – 從搜尋、獲取及分享可靠的產品資訊，到

obtaining and sharing trusted product information, then verifying (authenticating, track and trace) to buying products on eMarketplace platform. At the same time, we enable brand owners to capture consumer insights for analytics, and build consumer loyalty with digital coupon.

驗證(防偽驗證及溯源)，以至提供網上購物平台，讓消費者購物。與此同時，本會更可讓商家透過擷取數據進行分析以了解消費者行為，並以數碼優惠券方案增加消費者重購的機會。

Ensuring Food Traceability and Safety

Besides a seamless omni-channel experience, food safety also enhances the consumer experience. GS1's Global Data Standards enable unique identification and traceability of goods and shipments to enable supply-chain visibility.

確保食品追蹤追溯及安全

除了緊密的全渠道業務外，食品安全亦能提升消費旅程體驗。GS1的全球數據標準讓企業能擁有獨有的識別功能，實踐貨品及物流的可溯性，提升供應鏈的透明度。

During the year, the GS1 Hong Kong Food Safety Forum 2018 provided a platform for experts exchange from food authorities and food industry on the latest government policy and trend, best practices on food traceability and visibility. Equally significant, this year's "Quality Food Traceability Scheme 2018" drew even more food industry participants amid growing excellence in food traceability practices demonstrated by local enterprises.

本年度的GS1 Hong Kong食品安全論壇2018為食品業專家提供了一個分享平台，讓他們相互交流政府最新的政策及發展，以及分享業界最佳的食品追蹤追溯實踐範例，以提升透明度。同樣重要的是本年度的「優質食品源頭追蹤計劃2018」，成功吸引了更多食品行業參與，並有越來越多企業在食品溯源上表現突出。

Driving the Adoption of IoT for Smart City Development

Another priority is developing an Internet of Things (IoT) ecosystem to support Hong Kong's smart city aspirations. To raise awareness and foster knowledge sharing of IoT, GS1 Hong Kong endeavored to reach out to different audiences in the past year. Our IoT Centre attracted thousands of visitors to explore various IoT applications, as well as inspiring hundreds of industry practitioners through the annual GS1 Hong Kong Internet of Things Conference 2018, "Unleashing the Real IoT Business Value", where technology trends and different IoT applications were shared.

推動物聯網應用　發展智慧城市

本會另一個重心是發展物聯網生態，以支援香港建設智慧城市的願景。為提升大眾對物聯網的認知及促進知識分享，GS1 Hong Kong去年努力接觸了不同的團體：我們的物聯網科技應用中心吸引了近千名參觀人士，探討不同的物聯網應用；另外，本年度的香港物聯網會議主題為「發揮物聯網的真正價值」，分享了物聯網科技的最新趨勢及應用，並吸引了數百名行業從業員參與。

Designed to nurture the local IT community, we supported the Hong Kong Government HKICT Awards 2018 by organising the Smart Mobility Award. It is most encouraging to us as we received very enthusiastic responses from the local ICT companies, some of which even went further to win at the 8th Guangdong-Hong Kong IoT Awards.

另外，我們是由政府策動的香港資訊及通訊科技獎2018「智慧出行獎」的籌辦機構，旨在推動本地科技社群發展。值得鼓舞的是，獎項反應非常熱烈，我們收到多個來自本地通訊及資訊科技公司的報名表格，當中有些得獎者更上一層樓，亦於廣東舉行的第八屆粵港物聯網大賽獲獎。

Forging Ahead with Our Members

As ever, we know that members are our pillars and that our services and solutions must match the needs of local businesses, helping them become more efficient, more competitive and more capable of grasping new opportunities.

與會員攜手進步

無論於任何時候，會員都是我們的重要支柱。我們的服務及方案均需迎合本地企業的需求，幫助他們提升效率及加強競爭力，更能掌握新機遇。

To this end, our recent efforts have included strengthening three of our key industry advisory boards — the retail consumer goods sector's Efficient Consumer Response Hong Kong, the Internet of Things Advisory Council for technology and the SMEs Advisory Board for small and medium-sized companies. And in mid-2018 we established a new board, the Hong Kong Food and Beverage Industry Advisory Board, for the food and beverage industry.

為此，最近本會專注強化我們其中三個行業諮詢委員會的策略－當中包括關注零售消費品的ECR （Efficient Consumer Response)香港、與科技相關的香港物聯網產業諮詢委員會，以及支援中小企的中小企業諮詢委員會。我們更於2018年年中成立了新的香港食品及飲品行業諮詢委員會，幫助餐飲行業。

Starting in June 2017, GS1 HK has arranged a series of GEL Club (GS1 Hong Kong Executive Luncheon Club) meetings to provide a member networking platform for cross-industry sharing and exploring new opportunities. So far, we have held six GEL events attended by a total of more than 150 member executives.

Looking Ahead: Greater Bay Area and Belt and Road

A step forward is to explore the infinite business opportunities in and beyond Hong Kong. The most prominent opportunities that lie beyond Hong Kong are the Greater Bay Area and the Belt and Road Initiative.

We believe "standardisation" and "digitalisation" are fundamental to facilitate the seamless flow of data and goods for cross-border trade in Greater Bay Area. GS1 Hong Kong has a role to play in promoting standards and adoption of innovative technologies, which will help our members to excel in Greater Bay Area and Belt and Road countries.

Finally, I would like to thank all GS1 HK members, our partners, our Board and Committees, and all of our staff for their tremendous support. Without you, none of what we have achieved would have been possible. Let us continue to sustain the growth momentum for the next three decades and beyond.

自2017年6月開始，GS1 Hong Kong亦舉辦了一系列的GEL聚(GS1 Hong Kong Executive Luncheon Club 的簡稱)，為跨行業會員提供一個交流平台，相互分享經驗及探討機遇。到目前為止，我們共舉行了六次的GEL聚，獲超過150名企業行政人員親臨出席。

展望未來：大灣區及一帶一路

未來的發展在於發掘香港以外的無限商機，而當中最顯眼的機遇莫過於大灣區及一帶一路國家。

我們相信「標準化」及「數碼化」是推動大灣區物流和資訊流的基礎，以打造無縫的跨境貿易。GS1 Hong Kong 在推動標準及創新科技應用擔當著重要的角色，讓我們的會員能於大灣區及一帶一路發展中突圍而出。

最後，我衷心感謝各GS1 Hong Kong會員、合作夥伴、我們的董事局成員及委員會成員，以及GS1 Hong Kong所有員工的鼎力支持。沒有您們，就沒我們今天的成就。讓我們將這股推動力延續至未來三十年，甚至更遠的未來。

Congratulatory Messages
賀辭

The steadfast support from the HKSAR Government, industry associations and partners brought us years of accomplishment, and motivates GS1 Hong Kong to strive for the best for the industries and our members continuously.

We believe our close partnership with different parties will bring us great success and achievement in the years ahead.

香港政府、業界機構及合作夥伴對我們的鼎力支持為我們帶來多年的成就，亦是香港貨品編碼協會致力為業界和本會會員謀求最大福祉的原動力。憑著與各界的良好夥伴關係，我們相信未來可以再創高峰，攜手締造更多成就。

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

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

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

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

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

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

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

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

香港貨品編碼協會三十周年誌慶

專才聚智
駿業開新

創新及科技局局長楊偉雄

香港貨品編碼協會三十周年誌慶
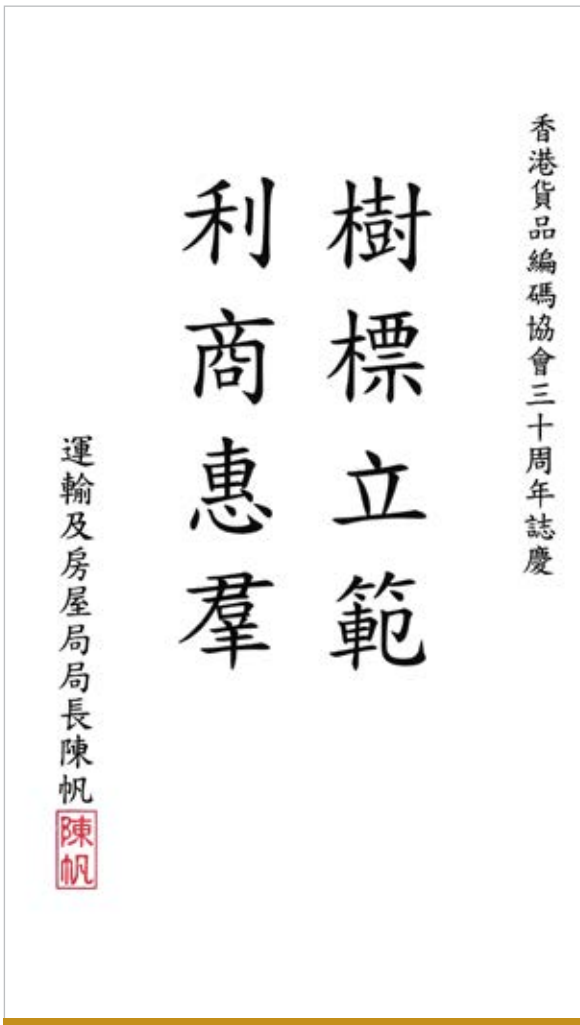
範垂百業
溥惠萬商

財經事務及庫務局局長劉怡翔

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

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

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

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

香港貨品編碼協會三十周年誌慶

樹標立範
利商惠羣

運輸及房屋局局長陳帆
陳帆

香港貨品編碼協會三十周年誌慶

貨通業旺
駿譽遐揚

食物及衞生局局長陳肇始
陳肇始

Members of the Executive Council and Legislative Council
行政會議成員及立法會議員
The list is in alphabetical order sorted by person's last name
以下名單以姓氏英文字母排序

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

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

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

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

香港貨品編碼協會三十周年誌慶

同心裕業 銳意圖新

商務及經濟發展局局長邱騰華

香港貨品編碼協會三十周年誌慶

展獻興業 創優拓新

中華人民共和國香港特別行政區
立法會主席梁君彥

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

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

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

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

香港貨品編碼協會三十周年誌慶

集賢匯智
惠業利群

香港特別行政區
行政會議非官守議員召集人　陳智思
GBS
太平紳士

香港貨品編碼協會三十周年誌慶

建立互信
國際典範

香港特別行政區
行政會議成員暨立法會議員　葉劉淑儀
GBS
太平紳士
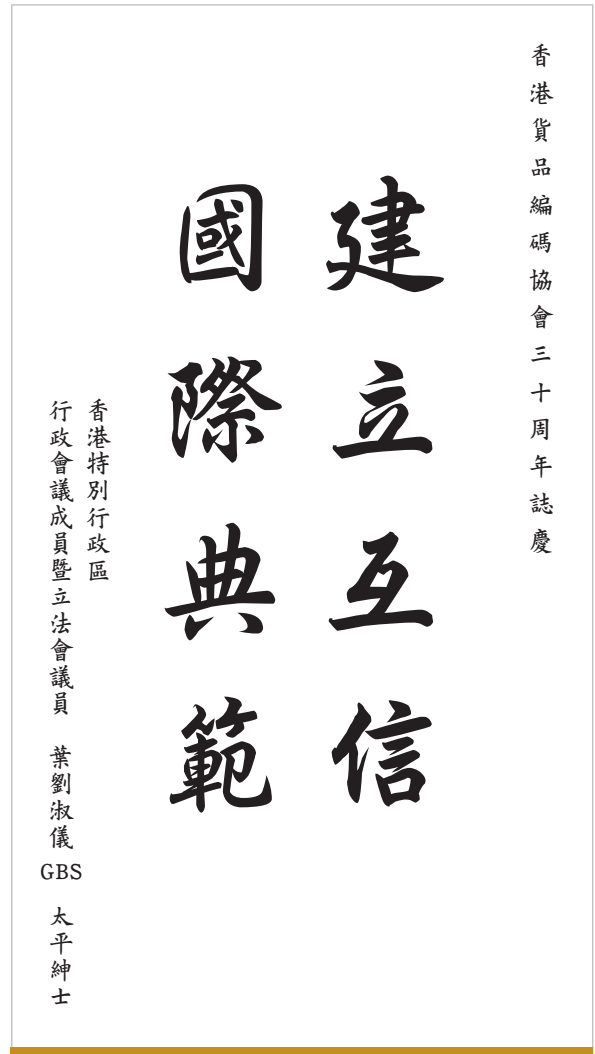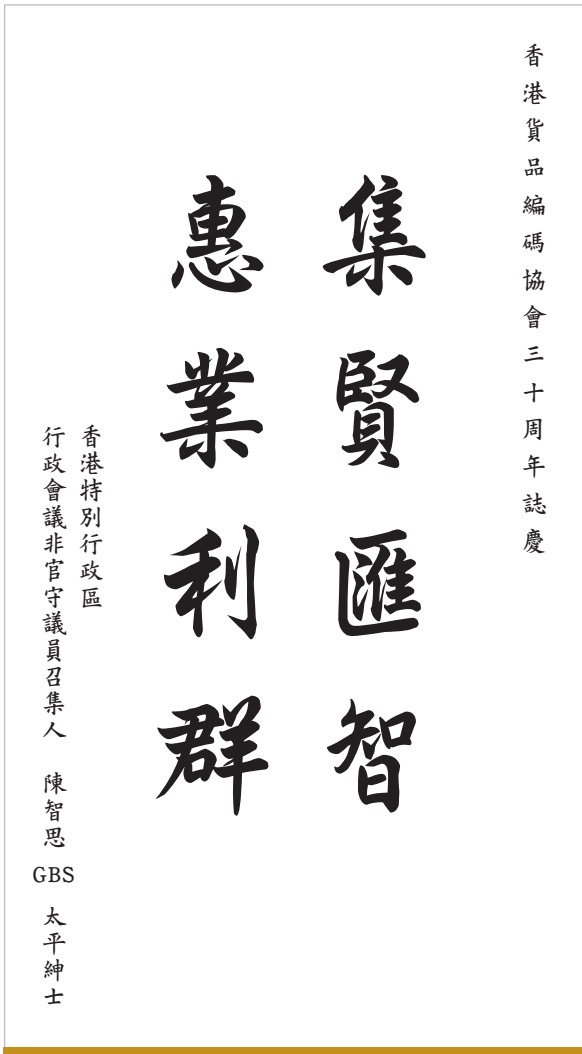
The Hon.
Jeffrey LAM Kin-fung, GBS, JP
林健鋒議員, GBS, 太平紳士
Member, Executive Council and
Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府

Ir. Dr. the Hon.
LO Wai-kwok, SBS, MH, JP
盧偉國博士工程師, SBS, MH, 太平紳士
Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府

香港貨品編碼協會三十周年誌慶

質優工精
譽冠八方

香港特別行政區
行政會議成員暨立法會議員　林健鋒
GBS
太平紳士

香港貨品編碼協會三十周年誌慶

推動創新技術
搭建營商平台

香港特別行政區
立法會議員（工程界）　盧偉國博士工程師　銀紫荊星章　太平紳士
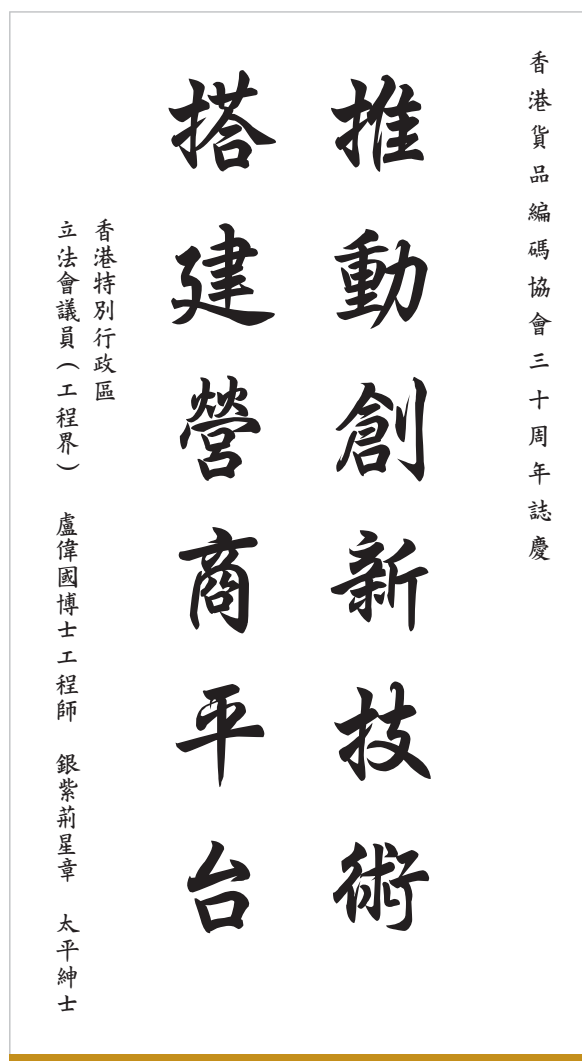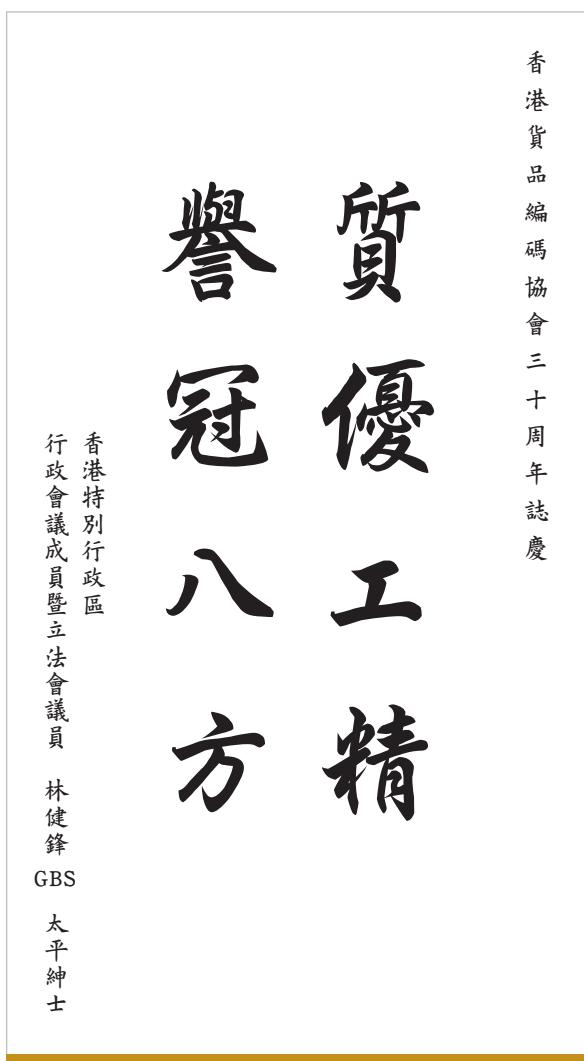
The Hon.
Charles Peter MOK, JP
莫乃光議員, 太平紳士

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

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

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

香港貨品編碼協會三十周年誌慶

質優超卓
駿聲遠揚

香港特別行政區
立法會議員　莫乃光太平紳士

香港貨品編碼協會三十周年誌慶

協興商貿
惠益社羣

香港特別行政區
立法會議員　葛珮帆
BBS　太平紳士
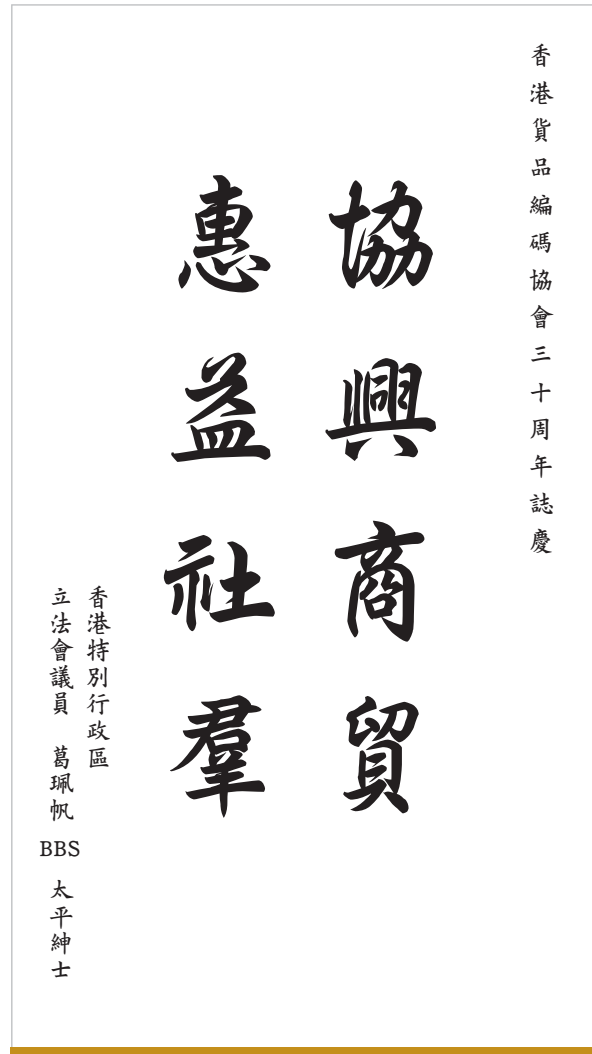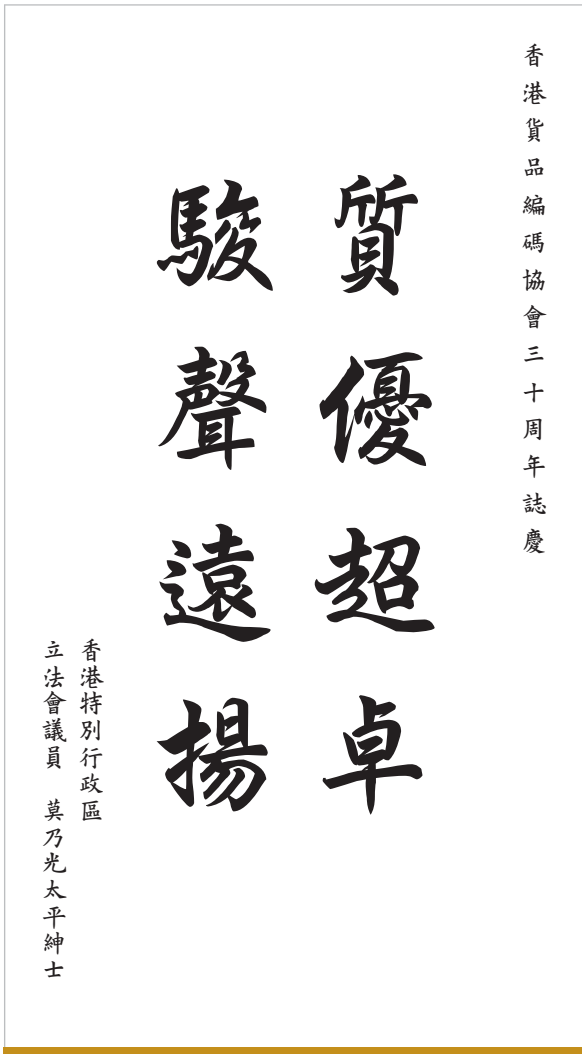
The Hon.
Peter SHIU Ka Fai
邵家輝議員

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

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

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府
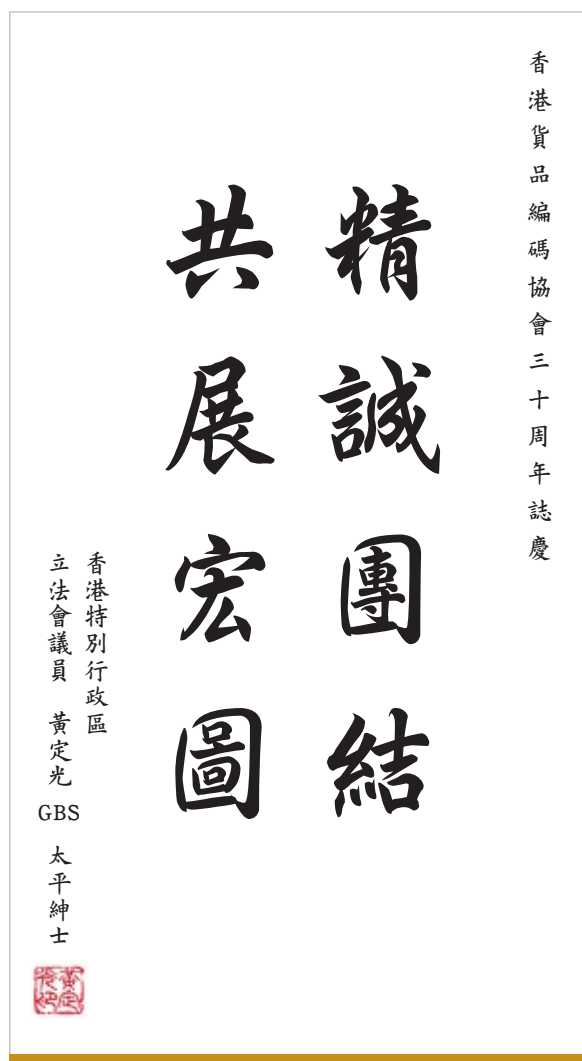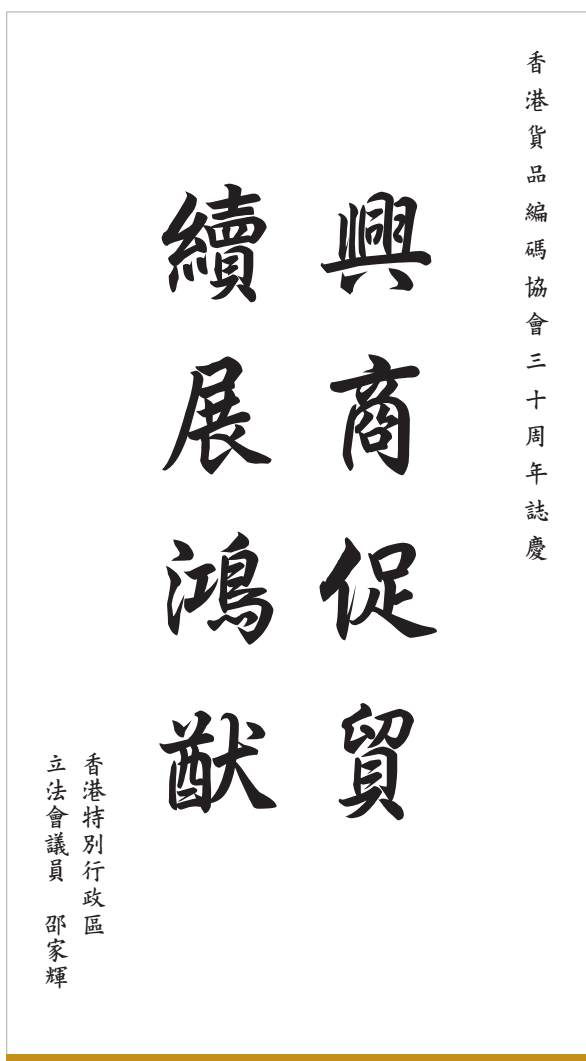
香港貨品編碼協會三十周年誌慶

興商促貿
續展鴻猷

香港特別行政區
立法會議員　邵家輝

香港貨品編碼協會三十周年誌慶

精誠團結
共展宏圖

香港特別行政區
立法會議員　黃定光
GBS　太平紳士

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

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

創優求進
廣拓商機

香港貨品編碼協會三十周年誌慶

香港特別行政區
立法會議員　易志明
SBS　太平紳士

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

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

編碼拓新
興業惠羣

香港貨品編碼協會三十周年誌慶

海關關長　鄧以海先生
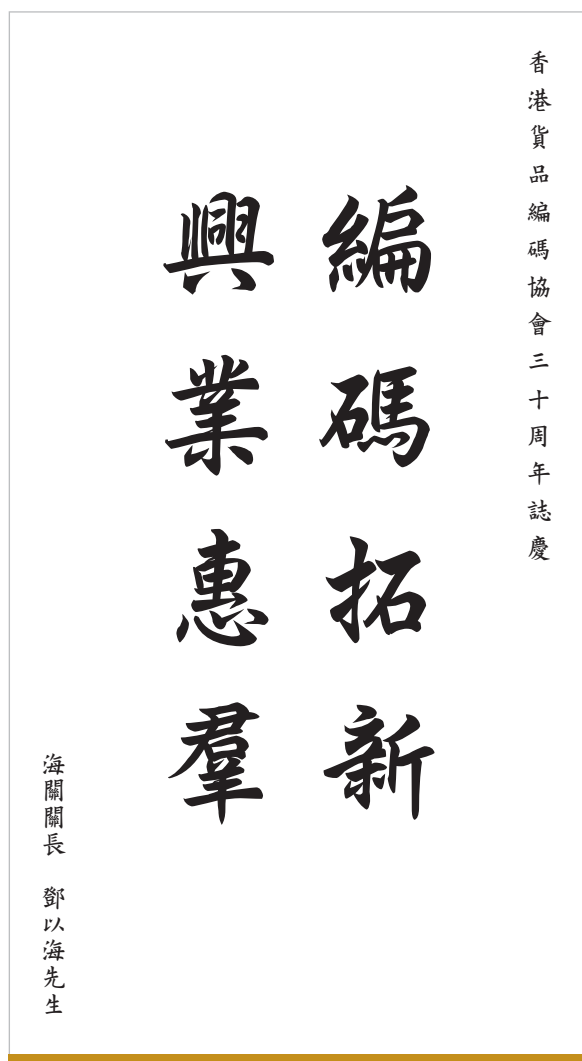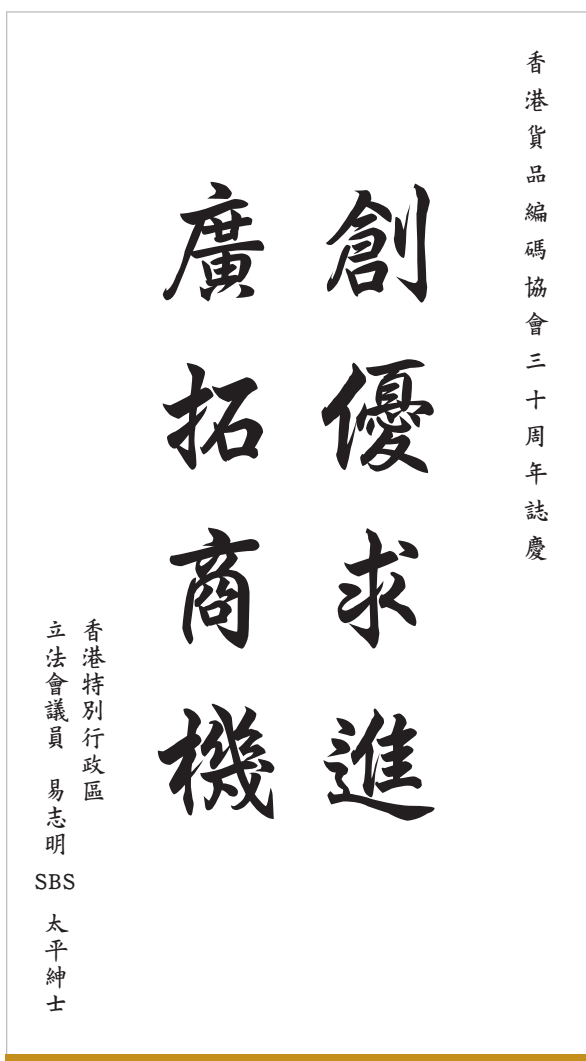
Ms. Annie CHOI Suk-han, JP
蔡淑嫻女士, 太平紳士
Commissioner for Innovation and Technology
The Government of HKSAR
創新科技署署長
香港特別行政區政府

Mr. Stephen Christopher PHILLIPS
傅仲森先生
Director-General of Investment Promotion
The Government of HKSAR
投資推廣署署長
香港特別行政區政府

香港貨品編碼協會三十周年誌慶

獻展三秩
聲赫名揚

創新科技署署長　蔡淑嫻太平紳士

香港貨品編碼協會三十周年誌慶

會聚精英
共拓商機

投資推廣署署長　傅仲森
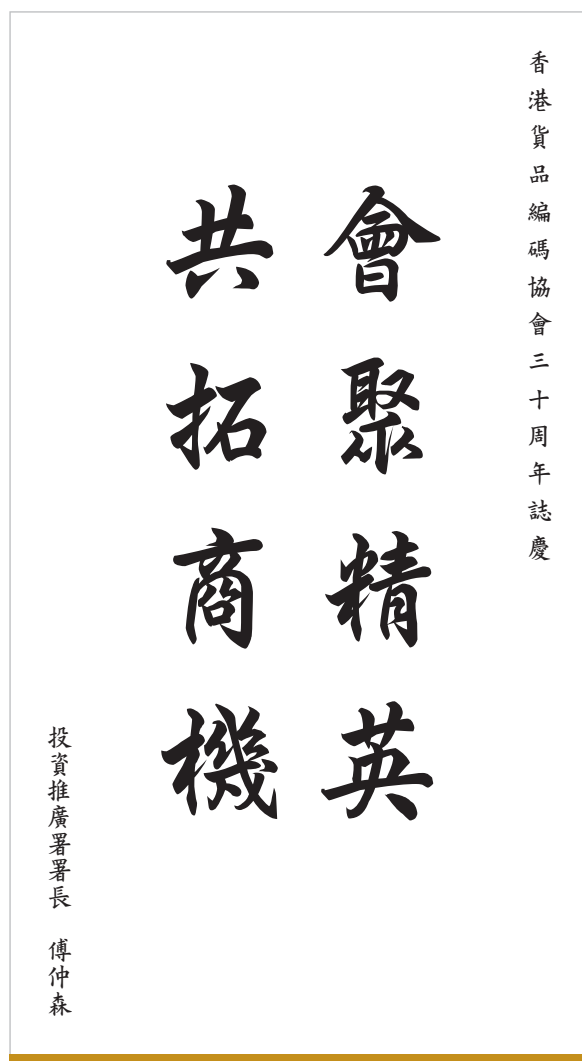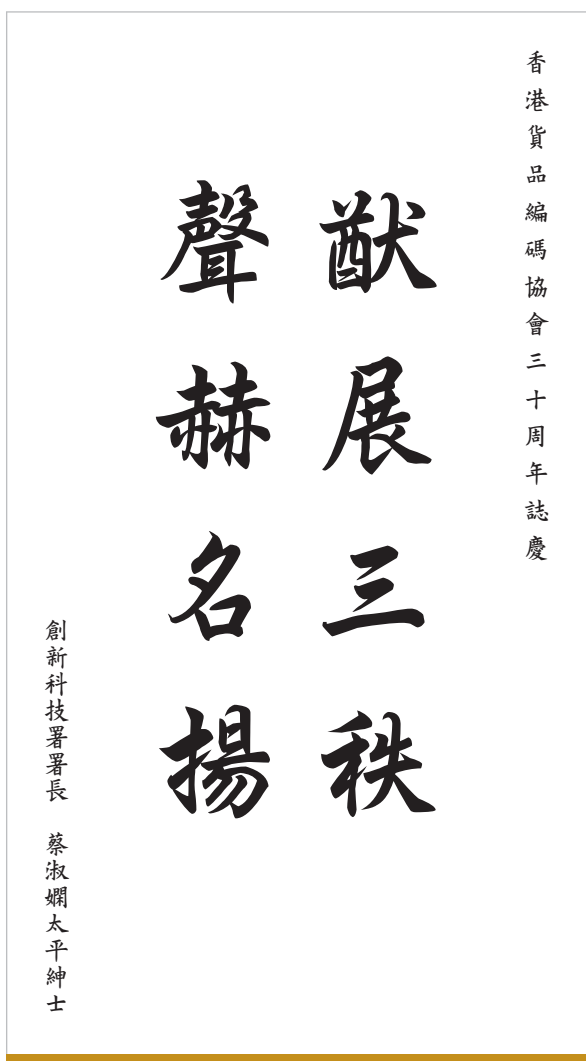
Ms. Salina YAN Mei-mei, JP
甄美薇女士, 太平紳士

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

Mr. Gordon LEUNG Chung-tai, JP
梁松泰先生, 太平紳士

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

香港貨品編碼協會三十周年誌慶
貨暢其流
溥益工貿
工業貿易署署長甄美薇

香港貨品編碼協會三十周年誌慶
暢商功宏
先識遠量
香港郵政署長梁松泰
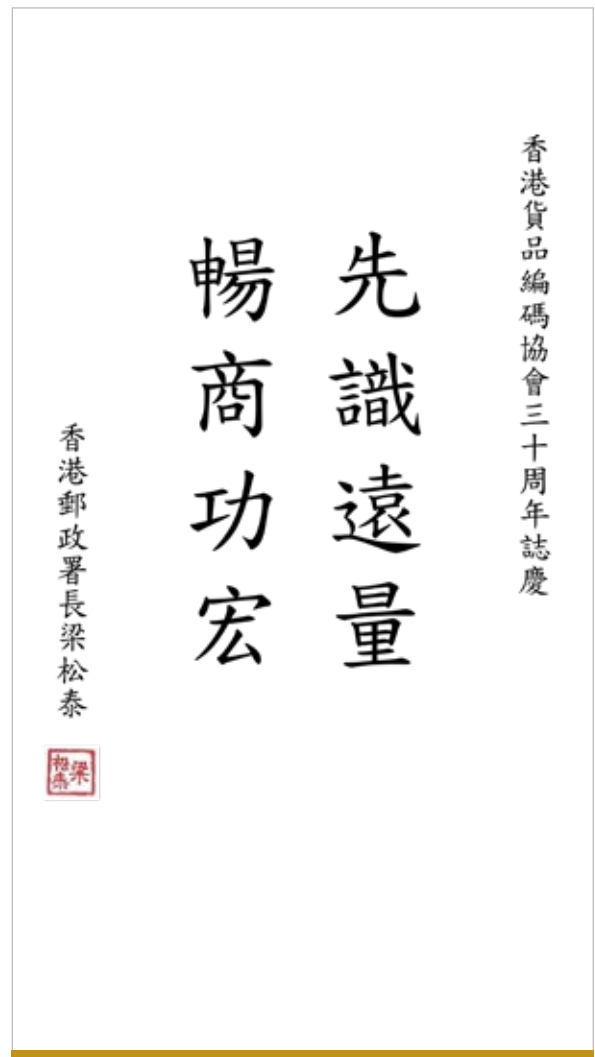
Mr. Victor LAM Wai-kiu, JP
林偉喬先生, 太平紳士

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

Dr. HO Yuk-Yin, JP
何玉賢醫生, 太平紳士

Controller, Center for Food Safety
The Government of HKSAR
食物安全專員, 食物安全中心
香港特別行政區政府

香港貨品編碼協會三十周年誌慶

宏籌編碼方案
共拓創科商機

政府資訊科技總監林偉喬

香港貨品編碼協會三十周年誌慶

溯源究本
懋績常新

食物安全專員何玉賢
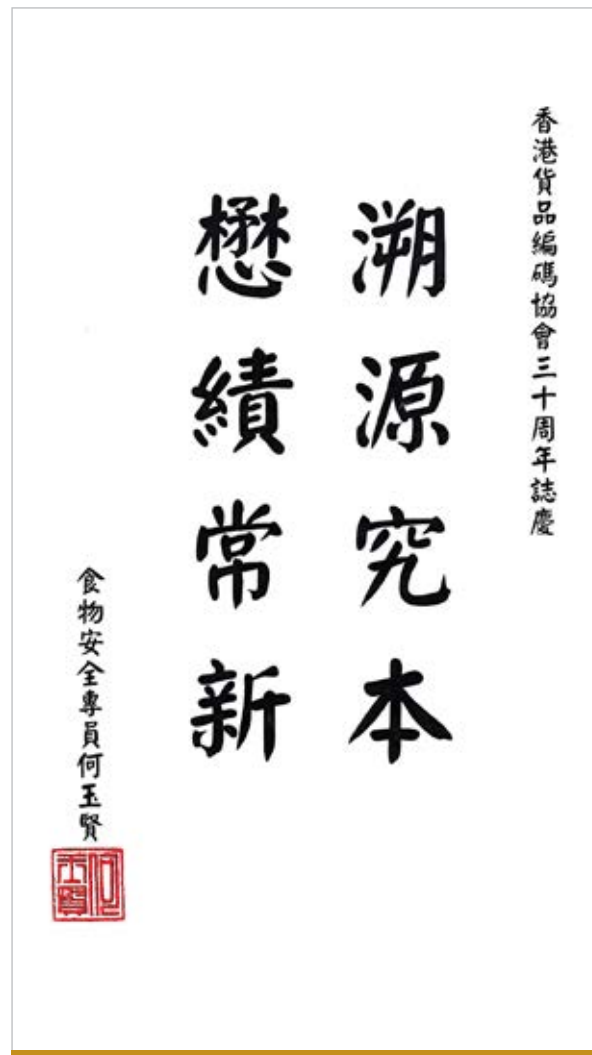
Mr. LIU Yajun
劉亞軍先生

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

Mr. YANG Peng Fei
楊鵬飛先生

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

香港貨品編碼協會三十周年誌慶

集賢匯俊
利港興商

中央人民政府駐香港特別行政區聯絡辦公室經濟部貿易處
經濟部副部長兼貿易處負責人　劉亞軍先生

香港貨品編碼協會三十周年誌慶

乘灣區東風
拓海絲空間

廣東省工業和信息化廳
副廳長　楊鵬飛先生
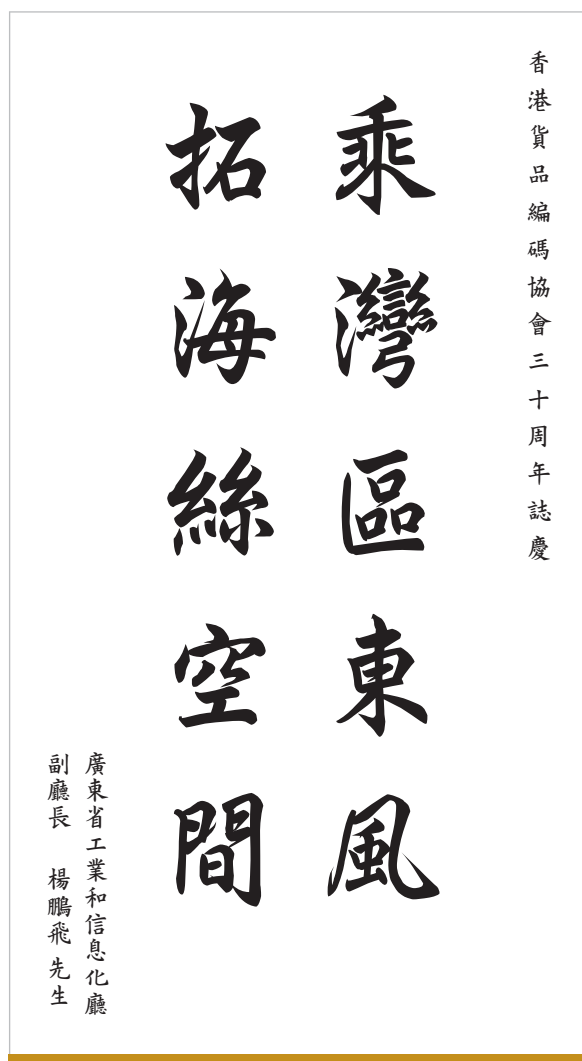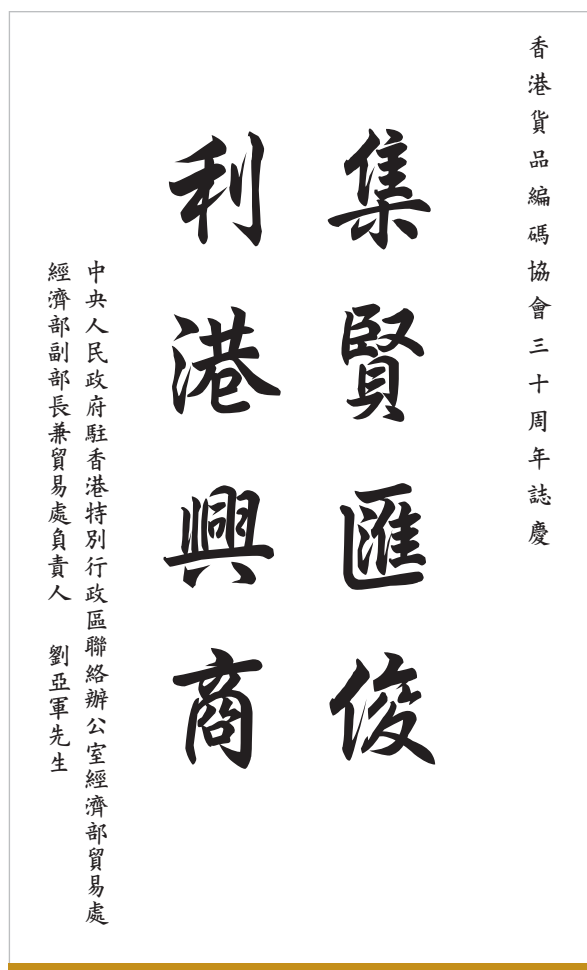
GS1 Hong Kong Board Representative Organisations
香港貨品編碼協會董事局代表機構

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

Annual Report 年報 2018

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

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

Mr. Jimmy KWOK
郭振華先生

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

香港貨品編碼協會三十周年誌慶

創優求進
會譽昌隆

香港中華廠商聯合會
會長　吳宏斌博士敬賀

香港貨品編碼協會三十周年誌慶

聯通千里
共拓商機

香港工業總會
主席　郭振華敬賀
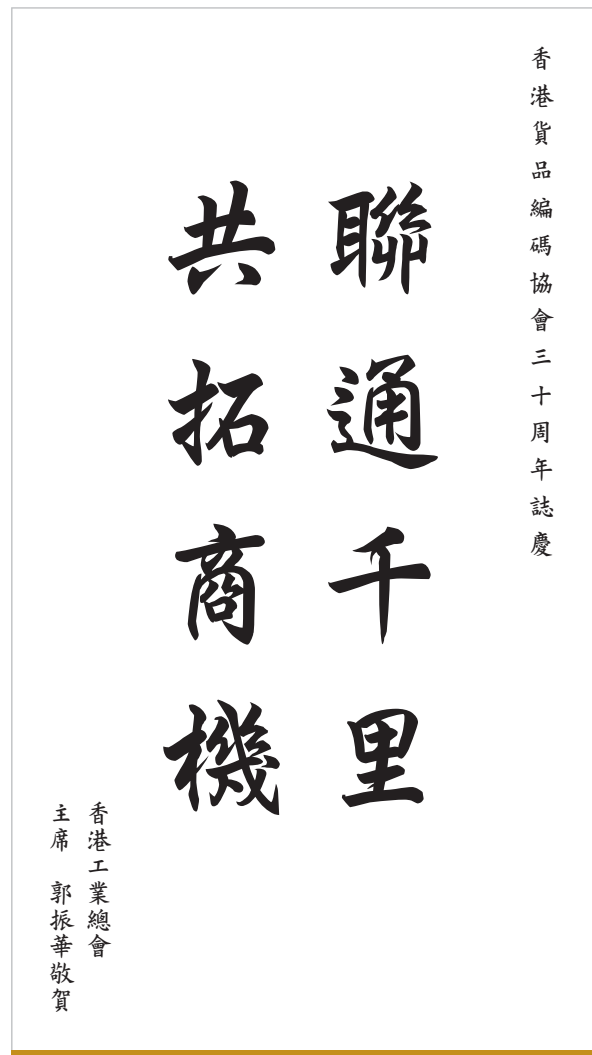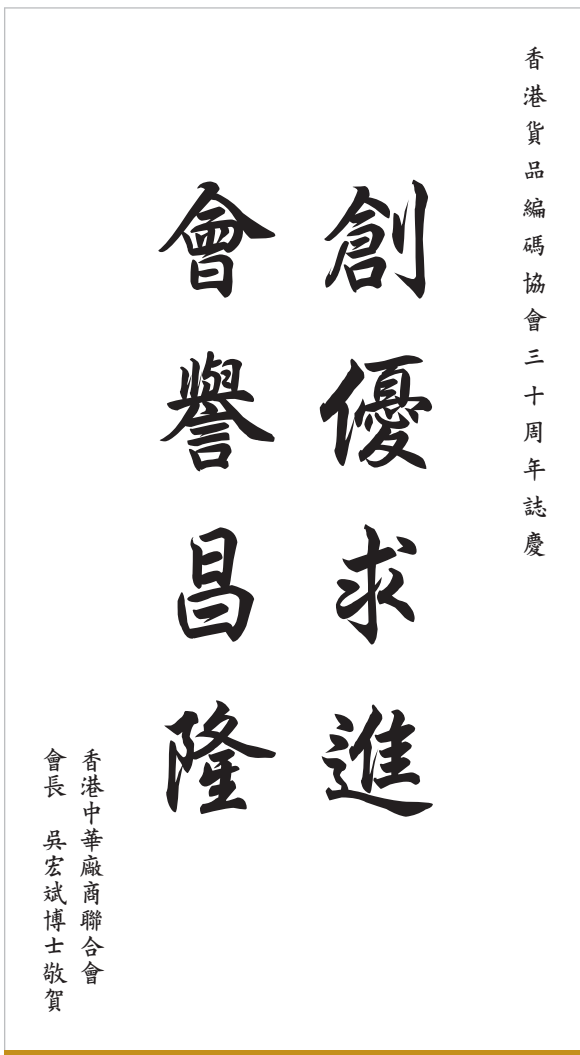
Dr. Mark C MICHELSON
麥高誠博士

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

Dr. Aron HARILELA, JP
夏雅朗博士, 太平紳士

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

香港貨品編碼協會三十周年誌慶

匯才聚智
推動商貿

香港服務業聯盟
執行委員會主席　麥高誠博士敬賀

香港貨品編碼協會三十周年誌慶

同心同德
共創繁榮

香港總商會
主席　夏雅朗博士敬賀
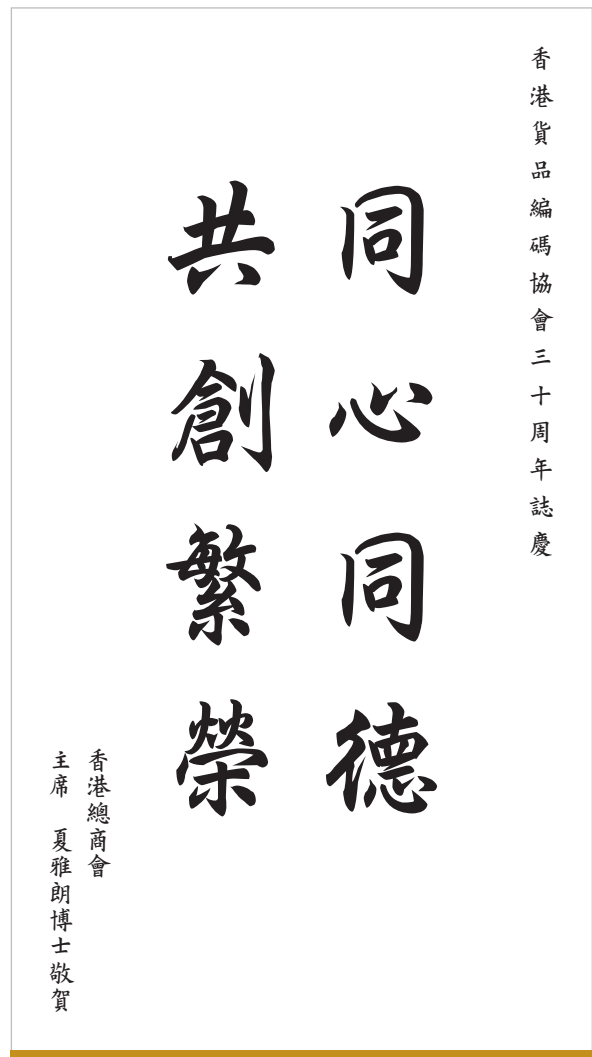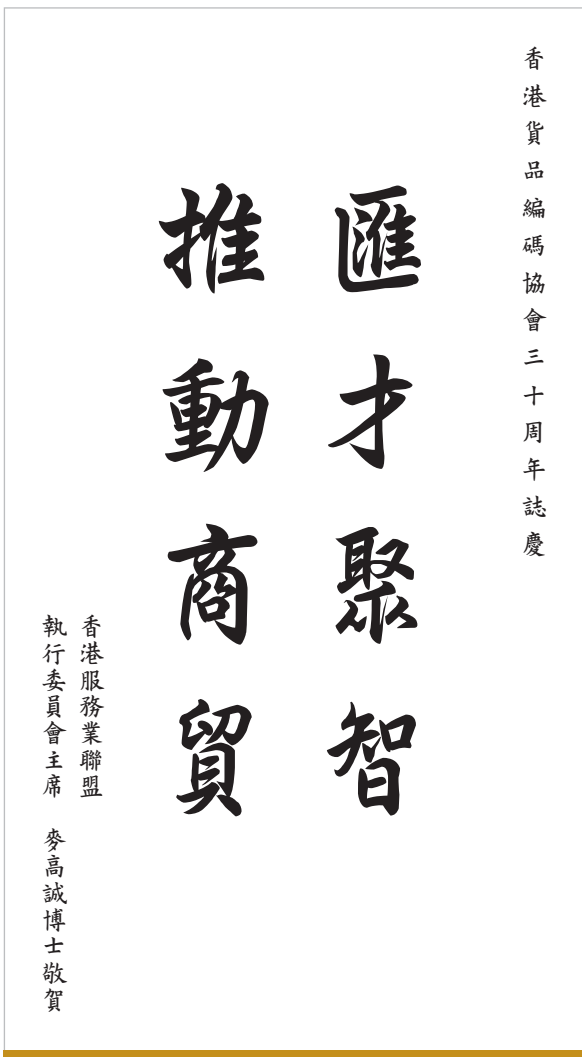
Mrs. Annie YAU TSE
謝邱安儀女士
Chairman
Hong Kong Retail Management Association
主席
香港零售管理協會

Mr. Stanley SZETO Chi-yan
司徒志仁先生
Chairman
Textile Council of Hong Kong
會長
香港紡織業聯會

香港貨品編碼協會三十周年誌慶

匯聚專業
績望並彰

香港零售管理協會
主席 謝邱安儀敬賀

香港貨品編碼協會三十周年誌慶

才彥匯聚
推動商貿

香港紡織業聯會
會長 司徒志仁敬賀

Mr. Fred LAM Tin-fuk

Chief Executive Officer
Airport Authority Hong Kong

林天福先生

行政總裁
香港機場管理局

香港貨品編碼協會三十周年誌慶

嘉 惠 商 貿
卓 越 創 新

林天福先生
行政總裁
香港機場管理局

Mr. Simon WONG, BBS, JP

Chairman
The Chamber of Food and
Beverage Industry of Hong Kong

黃家和, BBS, 太平紳士

主席
香港食品及飲品行業總會

香港貨品編碼協會三十周年誌慶

人 才 薈 萃
共 創 未 來

黃家和, BBS, 太平紳士
主席
香港食品及飲品行業總會

Mr. Ken CHUNG Hung-hing

Chairman
The Chamber of Hong Kong
Logistics Industry

鍾鴻興先生

主席
香港物流商會

香港貨品編碼協會三十周年誌慶

凝 聚 業 界 推 動 創 新
與 時 共 進 精 益 求 精

鍾鴻興先生
主席
香港物流商會

Dr. Venus LUN Yuen-ha, FCILT

President
The Chartered Institute of Logistics
and Transport in Hong Kong

倫婉霞博士, FCILT

會長
香港運輸物流學會

香港貨品編碼協會三十周年誌慶

銳 意 創 新
步 步 領 先

倫婉霞博士, FCILT
會長
香港運輸物流學會

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

Chairman
The Chinese General Chamber of Commerce

蔡冠深博士,GBS, BBS, 太平紳士

會長
香港中華總商會

香港貨品編碼協會三十周年誌慶

專業利群
共展良籌

蔡冠深博士,GBS, BBS,太平紳士
會長
香港中華總商會

Ms. Gilly WONG Fung-han

Chief Executive
Consumer Council

黃鳳嫻女士

總幹事
消費者委員會

香港貨品編碼協會三十周年誌慶

引進科技 創新服務
扶助企業 接通全球

黃鳳嫻女士
總幹事
消費者委員會

Mrs. Melody KWOK CHAN

President
The Cosmetic & Perfumery Association of Hong Kong

陳郭詩慧女士

會長
香港化粧品同業協會

香港貨品編碼協會三十周年誌慶

匯聚才彥
利業惠群

陳郭詩慧女士
會長
香港化粧品同業協會

Mr. Kenny CHIEN

President
eHealth Consortium Limited

錢國強先生

主席
電子健康聯盟

香港貨品編碼協會三十周年誌慶

信譽卓著
通商惠工

錢國強先生
主席
電子健康聯盟

Mr. MA Renhong

Executive Chairman
Guangdong Logistics Industry
Association

馬仁洪先生

會長
廣東省物流行業協會

香港貨品編碼協會三十周年誌慶

興 事 萬 興 家 興 國
中 心 在 夢 築 區 灣
劍 一 磨 耘 耕 十 三
峰 高 攀 來 開 往 繼

馬仁洪先生
會長
廣東省物流行業協會

Mr. Brian WU

Chairman
Hongkong Association of Freight
Forwarding and Logistics
(HAFFA)

胡百浠先生

主席
香港貨運物流業協會

香港貨品編碼協會三十周年誌慶

推動創新三十載
引領百業拓商機

胡百浠先生
主席
香港貨運物流業協會

Ms. Caroline JOHNSON

President
The Hong Kong Association of
the Pharmaceutical Industry

江凱玲女士

會長
香港科研製藥聯會

香港貨品編碼協會三十周年誌慶

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

It has been our great pleasure to work together over the past decades to improve patient safety and cost efficiency as well as enhance the traceability of medicines.

We hope to continue our strong partnership and wish GS1 Hong Kong continued success and many more great achievements to come.

Ir. Ted SUEN

President
Hong Kong Computer Society

孫耀達工程師

會長
香港電腦學會

香港貨品編碼協會三十周年誌慶

進 技
並 科
與 時
創 新
推 動
興
繁
榮

孫耀達工程師
會長
香港電腦學會

Mr. CHUA Hoi Wai

Chief Executive
The Hong Kong Council of
Social Service

蔡海偉先生

行政總裁
香港社會服務聯會

香港貨品編碼協會三十周年誌慶

三秩碩果
繼往開來

蔡海偉先生
行政總裁
香港社會服務聯會

Dr. George LAM

Chairman
Hong Kong Cyberport
Management Company Limited

林家禮博士

主席
香港數碼港管理有限公司

香港貨品編碼協會三十周年誌慶

聯繫業界
促進共贏

林家禮博士
主席
香港數碼港管理有限公司

Mr. Thomas NG, MH, FPVC (Hon)

Chairman
The Hong Kong Food Council

吳永恩先生, MH, FPVC (Hon)

主席
香港食品委員會

香港貨品編碼協會三十周年誌慶

編碼創新
廣拓商機

吳永恩先生, MH, FPVC (Hon)
主席
香港食品委員會

Mr. LAM Wai Man

Chairman
Hong Kong General Chamber of
Pharmacy Limited

林偉文先生

理事長
港九藥房總商會有限公司

香港貨品編碼協會三十周年誌慶

與時俱進
再創輝煌

林偉文先生
理事長
港九藥房總商會有限公司

Mr. Calvin CHAN

President
Hong Kong Health Food
Association

陳家偉先生

會長
香港保健食品協會

香港貨品編碼協會三十周年誌慶

推動經貿
興港惠群

陳家偉先生
會長
香港保健食品協會

Ms. Irene LEUNG

President
Hong Kong Information
Technology Federation

梁淑儀女士

會長
香港資訊科技商會

香港貨品編碼協會三十周年誌慶

匯聚業界精英
推動環球商貿

梁淑儀女士
會長
香港資訊科技商會

Mr. Duncan CHIU

President
Hong Kong Information
Technology Joint Council

邱達根先生

會長
香港資訊科技聯會

香港貨品編碼協會三十周年誌慶

科技發展促繁榮
資訊創新引潮流

邱達根先生
會長
香港資訊科技聯會

Ir. Elsa YUEN

President
The Hong Kong Logistics
Association

袁美儀工程師

會長
香港物流協會

香港貨品編碼協會三十周年誌慶

興業利羣
創新里程

袁美儀工程師
會長
香港物流協會

Ms. Martha HAO
Chairman
Hong Kong Medical and
Healthcare Device Industries
Association

郝梅鳳女士
主席
香港醫療及保健器材行業協會

香港貨品編碼協會三十周年誌慶

同心協力
拓展科技

郝梅鳳女士
主席
香港醫療及保健器材行業協會

Ms. Karen CHAN Ka Yin, JP
Founding Chairlady
Hong Kong O2O eCommerce
Federation

陳嘉賢女士, 太平紳士
創會會長
香港O2O電子商務總會

香港貨品編碼協會三十周年誌慶

追求卓越
開拓未來

陳嘉賢女士, 太平紳士
創會會長
香港O2O電子商務總會

Mr. Willy LIN Sun-mo, GBS, JP,
FCILT
Chairman
Hong Kong Productivity Council

林宣武先生, GBS,太平紳士, FCILT
主席
香港生產力促進局

香港貨品編碼協會三十周年誌慶

運籌帷幄
策進工商

林宣武先生, GBS, 太平紳士, FCILT
主席
香港生產力促進局

Mr. Vincent SO
Chairman
Hong Kong Retail Technology
Industry Association

蘇增慰先生
會長
香港零售科技商會

香港貨品編碼協會三十周年誌慶

貢獻業界三十載
群策共濟續宏猷

蘇增慰先生
會長
香港零售科技商會

Dr. Sunny CHAI, BBS

Board Chairman
Hong Kong Science and
Technology Parks Corporation

查毅超博士, BBS

董事會主席主席
香港科技園公司

助商貿連繫國際
冀業務更上層樓

查毅超博士, BBS
董事會主席主席
香港科技園公司

Mr. Alex CHAN

Chairman
Hong Kong Sea Transport and
Logistics Association

陳秉友先生

主席
香港航運物流協會

貨品編碼標準化
透視全球供應鏈

陳秉友先生
主席
香港航運物流協會

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

Chairman
The Hong Kong Shippers' Council

林宣武先生, GBS, 太平紳士, FCILT

主席
香港付貨人委員會

行業翹楚
引領未來

林宣武先生, GBS, 太平紳士, FCILT
主席
香港付貨人委員會

Mr. Jimmy NG, JP

Chairman
Hong Kong-Taiwan Business
Co-operation Committee

吳永嘉先生, 太平紳士

主席
香港-台灣商貿合作委員會

協領同業
興茂工商

吳永嘉先生, 太平紳士
主席
香港-台灣商貿合作委員會

Ms. Margaret FONG

Executive Director
Hong Kong Trade Development
Council

方舜文女士

總裁
香港貿易發展局

香港貨品編碼協會三十周年誌慶

貨通物達
惠溥工商

方舜文女士
總裁
香港貿易發展局

Mr. Roy LAW

Chairman
Hong Kong Wireless Technology
Industry Association

羅國明先生

主席
香港無線科技商會

香港貨品編碼協會三十周年誌慶

匯聚群英三十載
共展鴻圖創輝煌

羅國明先生
主席
香港無線科技商會

Professor John LEONG Chi-yan,
SBS, JP

Chairman
Hospital Authority

梁智仁教授, SBS, 太平紳士

主席
醫院管理局

香港貨品編碼協會三十周年誌慶

聚賢滙才
綻放商機

梁智仁教授, SBS, 太平紳士
主席
醫院管理局

Mrs. Becky CHEUNG

Chairperson
International Food Safety
Association

張劉麗賢女士

主席
國際食品安全協會

香港貨品編碼協會三十周年誌慶

凝聚同業力量
共建食安文化

張劉麗賢女士
主席
國際食品安全協會

Mr. Hendrick SIN

President
Internet Professional
Association

冼漢廸先生

會長
互聯網專業協會

香港貨品編碼協會三十周年誌慶

匯 聚 精 英
會 務 日 進

冼漢廸先生
會長
互聯網專業協會

Mr. Calvin YIP

Chairman
Radio Frequency Identification
(RFID) General Chamber of
Commerce

葉長春先生

主席
射頻識別總商會

香港貨品編碼協會三十周年誌慶

滙 聯 業 界
共 創 繁 榮

葉長春先生
主席
射頻識別總商會

Mr. Eric YEUNG

President
Smart City Consortium

楊全盛先生

主席
智慧城市聯盟

香港貨品編碼協會三十周年誌慶

共 創 智 慧 物 流
構 建 更 佳 流 程

楊全盛先生
主席
智慧城市聯盟

Dr. Roy CHUNG Chi-ping, GBS,
BBS, JP

Chairman
Vocational Training Council

鍾志平博士, GBS, BBS, 太平紳士

主席
職業訓練局

香港貨品編碼協會三十周年誌慶

拓 業 宏 商
推 動 經 濟

鍾志平博士, GBS, BBS, 太平紳士
主席
職業訓練局

Structure and Governance
架構及管理

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

本會的管理團隊一直不遺餘力，讓本地企業可以有更具效率、更透明及更安全的供應鏈，助企業優化增值。同時，我們亦透過成立多個諮詢委員會，提升各行業的競爭力。

Organisation Structure
協會架構

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

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

香港貨品編碼協會一直與本地商業社群緊密合作，助他們在瞬息萬變的商業世界中茁壯成長。董事局為本提綱挈領，成員由來自食品及食品服務、零售、貿易、物流、製造、批發以及貿易服務界的高級行政人員組成。

為了維持與全球及本地業界領袖的密切聯繫，本會同時邀請多位才主要企業及組織代表，加入本會轄下的不同委員會及工作小組。

Board of GS1 Hong Kong ● 香港貨品編碼協會董事局

GS1 Hong Kong 香港貨品編碼協會

GS1 Hong Kong Management
香港貨品編碼協會管理層

Business Development
業務拓展

Human Resources
人力資源

Industry Engagement
行業拓展

Marketing
市場營銷

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

Office Administration
行政

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

Industry Advisory Boards
業界諮詢委員會

ECR Hong Kong
ECR 香港

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

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

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

SMEs Advisory Board
中小型企業諮詢委員會

Front Row, left to right 前排由左至右

Chairman
主席

Mr Joseph Phi
彭焜燿先生
Group President &
Executive Director, Li & Fung
President, LF Logistics
利豐集團
總裁及執行董事
利豐物流總裁

Vice-chairman
副主席

Dr Kelvin Leung
梁啟元博士
Chief Executive Officer
DHL Global Forwarding Asia
Pacific
DHL全球貨運物流亞太區
行政總裁

Ex-Officio Member
當然委員

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

Company Secretary
公司秘書

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

Front Row, left to right 前排由左至右

Directors
董事

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

Mr Glenn Smith
史密夫先生
Managing Director
Pivotal Advisors Limited
柏緯圖顧問公司
董事總經理

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

Mr Jackson Leung
梁兆賢先生
Chief Executive Officer
C&C Joint Printing Co
(HK) Ltd.
中華商務聯合印刷(香港)
有限公司
董事總經理

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

Back row, left to right 後排由左至右

Mr Steve Chuang
莊子雄先生
Chairman and
CEO
ProVista Group
保力集團
主席及行政總裁

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

**Mr Thomson Cheng
(Retired in Dec 2018)**
鄭偉雄先生
(2018年12月退任)
President
Walton Brown Group
華鐙集團
總裁

**Mr Choo Peng Chee
(Retired in Dec 2018)**
朱秉志先生
(2018年12月退任)
Regional Director
North Asia – Food
The Dairy Farm Group
牛奶公司集團
北亞區地區董事 - 食品

**Dr Gordon Yen
(Retired in Mar 2018)**
嚴震銘博士
(2018年3月退任)
Managing Partner
Radiant Tech Ventures
Limited
慧科科創投資有限公司
執行合伙人

GS1 Hong Kong Management
香港貨品編碼協會管理層

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

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

Dr Stephen Lam, Chief Operating Officer   首席營運總監 **林漢強博士**

Ms Mignone Cheng, Chief Marketing Officer   首席市場推廣總監 **鄭逸齡女士**

Mr Anthony Chan, Head of Solutions and Service Delivery   解決方案及專業服務總監 **陳達明先生**

Mr Dick Ng, Head of Digital Engagement   數碼及電子商貿總監 **吳普迪先生**

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

Mr Benedict Chan, Head of IoT & AIDC   物聯網及AIDC技術總監 **陳光賢先生**

Ms Nora Ho, Head of Office Administration (Retired in Feb 2019)   行政總監 **何小君女士** (2019年2月退休)

Front Row, left to right: Mignone Cheng, Anna Lin, Stephen Lam
Back Row, left to right: Nora Ho, Corinna Fung, Anthony Chan, Dick Ng, Benedict Chan

前排由左至右: 鄭逸齡, 林潔貽太平紳士, 林漢強
後排由左至右: 何小君, 馮美珠, 陳達明, 吳普迪, 陳光賢

Industry Advisory Board
業界諮詢委員會

Efficient Consumer Response (ECR) Hong Kong

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

2017-18 Strategic Pillars for ECR HK are illustrated as below diagram.

ECR香港

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

2017-18 ECR香港所定的策略如下圖所示。

ECR HONG KONG
Working together to respond to the "New consumer"
攜手合作,回應「新消費者」的訴求

Operation Excellence 卓越營運	Technology & Innovations 科技與創新	Consumer Engagement & E-commerce 顧客連繫與電子商貿	Product & Supply Chain Traceability & Transparency 產品與供應鏈可追溯性及透明度
Supply Chain Processes Workgroup 供應鏈管理工作小組	Digital Transformation Workgroup 數碼轉型工作小組	Online Category Management & Logistic Fulfillment Workgroup 線上目錄管理及物流付運工作小組	Product & Supply Chain Traceability Workgroup 產品與供應鏈可追溯度工作小組

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

Operation Excellence

The Supply Chain Processes Workgroup is a continuous workgroup since 2014. It aims to optimise the supply chain management flow between suppliers to retailers particularly on product replenishment and returns management, and to identify improvement areas that will facilitate stock accuracy between suppliers and retailers.

Goods receiving process flow was outlined in 2017. The workgroup agreed to explore a pilot on the recommendations to deploy Advanced Shipment Notice (ASN) messaging communications before shipment received at retailer's warehouse together with a Serial Shipping Container Code (SSCC) labeled on the delivery units. The workgroup also agreed to explore process flows for returns management.

Technology & Innovations

The Digital Transformation Workgroup is a brand new work group initiated in 2017-18. It aims to identify the insights of new technologies & innovations for retail & FMCG industry, so as to fulfill consumers' responses more effectively. Site visits will be arranged.

Consumer Engagement & E-commerce

The Online Category Management & Logistic Fulfillment Borkgroup aimed to discuss how to implement standards & methodology for achieving efficient category management & logistic fulfillment in online & Omni-channel retailing.

卓越營運

供應鏈流程工作小組自2014年成立。其目的旨在探索如何精簡從供應商到零售商的商品補給及退貨管理流程,並檢視改善地方,協助供應商與零售商更精準存貨。

工作小組在2017年勾劃了收貨流程,同意探索發貨前在零售商現場部署的預先付運通知(ASN)和在交貨單位上標註的貨運容器序號(SSCC),小組亦同意探討退貨管理的程序。

科技和創新

數碼轉型工作小組在2017-18年度成立,目的在於分析嶄新科技及創新對零售及快速消費品行業的裨益,以更有效地回應的消費者。小組會安排場地考察。

顧客連繫與電子商貿

線上目錄管理及物流付運工作小組旨在探討如何利用標準及有效方法,為網上及全渠道零售商實踐有效的目錄管理及物流交付。

Product & Supply Chain Traceability

Product & Supply Chain Traceability & Transparency are also ranked as top priority in ECR HK. The objectives of the workgroup were to identify the technical & process barriers for an efficient product & supply chain Traceability & Transparency, and to discuss how to implement standards & tech-based platforms on product and supply chain for achieving efficient product traceability & transparency. A case was shared on the standard requirements and the benefits achieved. Next step will be to further drive and initiate industry pilot and share results and implementation learning.

產品與供應鏈可追溯性

產品與供應鏈可追溯性和透明度是ECR香港極為重視的範疇。工作小組著眼於探討有效的產品與供應鏈可追溯性和透明度，以及當中涉及的技術及流程困難，並研究如何實踐利用標準及科技平台免去障礙。小組分享了相關案例的標準需求及好處，及後會進行行業先導計劃，並分享成果及可供學習地方。

Chairman 主席	
Swire Coca Cola HK Ltd. 太古可口可樂香港有限公司	**Mr. Neil Waters 利偉達**

Members 委員

Accenture Company Ltd. 埃森哲有限公司	Ms. Christina Wong 黃雪明
Aeon Stores (Hong Kong) Co. Ltd. 永旺(香港)百貨有限公司	Mr. Alan Lee 李文輝
Bausch & Lomb (HK) Ltd. 博士倫(香港)有限公司	Mr. Johnny Wong 黃炳全
CHEP Hong Kong 集保香港	Mr. Rocky Wong 黃銘
Circle K Convenience Stores (HK) Ltd. OK便利店(香港)有限公司	Mr. Alan Law 羅炳倫
City Super Ltd.	Ms. Mona Liu 廖夢娜
Colgate - Palmolive (H.K.) Ltd. 香港高露潔棕欖有限公司	Ms. Angel Qi 戚華麗
DCH Logistics Co., Ltd. 大昌行物流有限公司	Mr. Johnson Kwong 鄺志聖
DKSH Hong Kong Ltd. 大昌華嘉香港有限公司	Mr. Michael Tung 董柏成
Getz Bros. & Co. (Hong Kong) Ltd. 美國吉時兄弟(香港)有限公司	Mr. Philip Ho 何文錦
Hosptial Authority 醫院管理局	Mr. Benjamin Lee 李祥美
Lam Soon Hong Kong Group 南順香港集團	Mr. Eric Chow 周昭揚
LF Logistics (Hong Kong) Ltd. 利豐物流(香港)有限公司	Mr. John Parkes
L'ORÉAL Hong Kong Ltd. 歐萊雅香港有限公司	Ms. Kaylee Wong 黃詠恩
Loscam (HK) Ltd. 招商路凱(香港)有限公司	Mr. Louis Poon 潘俊華
Nestlé Hong Kong Ltd. 雀巢香港有限公司	Mr. Aaron Wong 王偉光
Pivotal Advisors Ltd. 柏緯圖顧問公司	Mr. Glenn Smith 史密夫
Power Hub Ltd. 力泓有限公司	Mr. Stephen Chan 陳鏡治
Procter & Gamble (HK) Ltd. 香港寶潔有限公司	Mr. Spencer Dai 戴榮生
Sa Sa International Holidings Ltd. 莎莎國際控股有限公司	Mr. Laurent Wong 黃馬建
Sims Trading Co., Ltd. 慎昌有限公司	Ms. Betty Leung 梁佩貞
The Dairy Farm Company Limited 牛奶有限公司	Mr. Dallas Choi 蔡述洲
Unilever HK Limited 香港聯合利華有限公司	Ms. Ellen Chien 簡毓汝
Vitasoy International Holdings Ltd. 維他奶國際集團有限公司	Mr. Marco Wong 黃國雄
Wyeth Nutrition Hong Kong 香港惠氏營養品	Ms. May Chung 鍾美玲

Ex-officio Member 當然委員

GS1 Hong Kong	Ms. Anna Lin 林潔貽
GS1 Hong Kong	Ms. Mignone Cheng 鄭逸齡

Secretariat 秘書處

GS1 Hong Kong	Ms. Christine Hong 康安蓓

Electronic Commerce Users' Commitee (ECUC)

電子商貿用戶委員會

The Committee is comprised of key ezTRADE users representing different sectors, with the aim to monitor ezTRADE service quality and enhancements as well as to promote the efficient use of standard-based and paperless "Order-to-Cash" B2B electronic commerce platform in Hong Kong.

Under the support of the Committee, ezTRADE has become the leading B2B industry platform for retail consumer goods, healthcare and food and catering service sectors, as well as their trading partners in South China, with over 2000 users from both Hong Kong and China.

ezTRADE Users Committee has extended its services to cosmetics industry this year, with a new cosmetics hub onboard. Sa Sa decided to adopt ezTRADE for advancing its procurement system with 3 major suppliers, which helped it to save time, cost and office space.

Cafe de Coral Group (CDC) has also witnessed its major 100 suppliers using ezTRADE to advance its procurement system, covering over 40% of CDC's transactions. It reduced almost two-third of manpower hours in goods receipt data entry.

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

在委員會的支持下，「通商易」成為了領先的商業對商業交易平台，持續關注零售消費品、醫療護理、餐飲服務業務等行業，以及各行各業在中國南部的貿易商，並在香港及中國有超過2000名用家。

然而，委員會今年亦拓展其服務至化妝品行業，莎莎決定了與其三間大型供應商採用ezTRADE，優化其採購系統程序。該項目為莎莎節省了時間、成本及工作空間。

大家樂集團今年亦見證其100間主要供應商採納了ezTRADE平台加強其採購系統，當中涵蓋大家樂四成與供應商之間的交易量，為大家樂節省了三分之二收貨及相關資料的人手輸入時間。

Chairman 主席	
The Dairy Farm Company Limited 牛奶有限公司	**Ms. Wendy Lam 林慧鳳**
Members 委員	
Hong Kong A.S. Watson Group 屈臣氏集團(香港)有限公司	Mr. Simon Tsoi 蔡俊光
Maxim's Caterers Ltd. 美心食品有限公司	Mr. Will Ngai 魏進歡
Zuellig Pharma Ltd. 裕利醫藥有限公司	Mr. Andrew Wong 黃志賢
Ex-officio Member 當然委員	
GS1 Hong Kong	Ms. Anna Lin 林潔貽
GS1 Hong Kong	Dr. Stephen Lam 林漢強
Secretariat 秘書處	
GS1 Hong Kong	Mr. KC Leung 梁家俊

HK IOT Industry Advisory Council

香港物聯網產業諮詢委員會

Established in July 2013, the Council brings like-minded companies together to drive IoT development and adoption in Hong Kong, in order to uplift the competitiveness of local enterprises, and foster an IoT ecosystem in Hong Kong.

This year, a Consumer Journey Analytics Starter Guide has been prepared, which is used for the selection of IoT technical enablers to fulfil the predefined business objectives. The starter guide will be refined according to the evaluation feedback.

A series of industry activities were arranged for our member community to experience capabilities of business IoT adoption, such as (i) the operation optimisation by the RFID luggage handling system at the HK International Airport; (ii) global IoT security threats revealed and demonstrated by Cisco; (iii) retail payment with the common QR Code Standards and (iv) the Faster Payment system in government initiatives.

The Council and GS1 Hong Kong also submitted responses to the Smart City Blueprint of Hong Kong in 2017, advocating the concept of Smart Object as the key to Smart City.

成立於2013年7月，委員會旨在匯聚多間志同道合的企業，以推廣物聯網的發展及應用，同時為本地企業提升競爭力，致力於香港建立物聯網生態系統。

本年度委員會準備了一個消費者體驗分析指引，讓物聯網科技從業員實踐商業目標。該指引會根據評估所得的回應作調整。

我們安排了一系列業界活動，讓會員瞭解物聯網應用在各行業的力量，包括(i)參觀香港國際機場的RFID行李處理系統、(ii)由思科分享有關全球物聯網的安全危機、(iii)講解應用於零售支付的二維碼標準、(iv)舉辦政府推行的快速支付系統説明會。

委員會與GS1 Hong Kong亦於2017年提交了對香港智慧城市藍圖的回應，提倡智慧物件的重要性，以推動智慧城市發展。

President 主席	
Airport Authority Hong Kong 香港機場管理局	**Mr. Andy Bien 卞家振**

Vice President (Technology) 副主席(科技)	
Cisco Systems (HK) Ltd 思科系統（香港）有限公司	Mr. Nelson Chu 朱錦滔
Vice President (Business) 副主席(商業)	
Chow Tai Fook Jewellery Co. Ltd. 周大福珠寶金行有限公司	Mr. Patrick Tsang 曾紹光
Members 委員	
Ad Infinitum Technology Ltd. 無量科技有限公司	Mr. Harold Lam 林澤天
ADT Hong Kong Limited	Mr. Roger Tsang
Avery Dennison 艾利丹尼森	Mr. Jonson Yue
C & C Joint Printing Co. (HK) Ltd. 中華商務聯合印刷(香港)有限公司	Ms. Ken Lee 李賢良
FlexSystem Ltd.	Mr. Jackie Wong 黃子傑
Fukui Shell Nucleus Factory 福井製核所	Mr. David Wong 王俊傑
HKT 香港電訊有限公司	Mr. Steve Ng 吳永豪
Hong Kong Science and Technology Parks Corporation 香港科技園公司	Ir. Peter Yeung 楊天寵工程師
Intel Semiconductor (US) LLC 英特爾半導體(美國)有限公司	Mr. Trish Blomfield
Kerry Logistics 嘉里物流	Mr. Wilson Lee 李偉信
Kerry Wine 嘉里一酒香	Mr. Raphael Chow
Li & Fung (Trading) Ltd. 利豐貿易	Mr. Paul Fowler
Mainetti (HK) Ltd 香港萬美有限公司	Mr. Paul Tai 戴麟
SP Infinity Technology Ltd 安寶創科有限公司	Mr. John Wong 黃偉進
St. Teresa's Hospital 聖德肋撒醫院	Mr. Pascal Tse 謝穎勤
The Dairy Farm Company Limited 牛奶有限公司	Mr. Raymond Oh 胡展雄
Ex-officio Member 當然會員	
GS1 Hong Kong	Ms. Anna Lin 林潔貽
GS1 Hong Kong	Mr. Benedict Chan 陳光賢
Secretariat秘書處	
GS1 Hong Kong	Ms. Fiona Chan 陳佩珊

Hong Kong Food and Beverage Industry Advisory Board

The Hong Kong Food & Beverage Industry Advisory Board is newly set up by GS1 HK in 2018 which gathers like-minded companies and aims to promote the importance of traceability & transparency in food supply chain to enhance food safety.

The Board is also dedicated to fostering dialogue with the Government, advancing effective online and offline (O2O) channels that facilitate trade.

Comprised of key industry stakeholders from the food & beverage industry like retailers, manufacturers and distributors, strategic pillars are illustrated as below:

香港食品及飲品行業諮詢委員會

2018年由香港貨品編碼協會最新成立的香港食品及飲品行業諮詢委員會聚集了多個志同道合的食品行業，旨在推廣食品源頭追蹤及提升食品供應鏈透明度的重要性，以加強食品安全。

委員會亦會就政府的公共政策交流溝通，同時推廣有效的線上線下渠道以便利貿易。

委員會由多個食品及飲品行業領袖組成，當中包括零售商、生產商及分銷商，策略性架構如下：

Reduced Inefficiencies in F&B Supply Chain
減少食品及飲品供應鏈上的低效程序

Enhanced F&B Safety and Traceability
提升食品及飲品源頭追蹤追溯及食品安全

Consumer Engagement
顧客的參與度

Supply Chain Management
供應鏈管理

Technology & Innovations
科技及創新

Omni-Channel
連結線上及線下渠道

Knowledge & Best Practice Sharing
相互分享知識及最佳範例

Supply Chain Management

The Workgroup aimed to identify the areas for improvements in supply chain efficiency and cold chain management. The workgroup will explore a pilot on the recommendations of the related supply chain improvements.

Technology & Innovation

The Workgroup aimed to identify the insights of new technologies & innovations for food & beverage industry. Site visits will be arranged to facilitate the exchange of ideas.

Omni-channel

The Workgroup studies how to engage consumers in offering a consumer-centric journey, and identify possible ways to achieve a seamless O2O consumer journey.

供應鏈管理

此工作小組旨在提議各方法以改善供應鏈上的效率及冷凍鏈管理。小組亦會推行試點計劃，以建議改善供應鏈流程。

科技及創新

此工作小組會探討食品及飲品行業的最新科技及創新方案，並安排不同的行業探訪團以促進交流。

連結線上線下渠道

此工作小組旨在研究如何在以顧客為中心的時代中與顧客加強互動，並提出連接顧客線上線下渠道的方法。

Chairman 主席	**Ms. Grace Ho 何潤儀**
Nestlé Hong Kong Ltd. 雀巢香港有限公司	

Vice Chairman 副主席	
Tsit Wing International Holdings Ltd. 捷榮國際控股有限公司	Mr. Keith Wu 鄔錦安
Members 委員	
Bloomin' Brands, Inc.	Ms. Gail Chan 陳穎基
Café de Coral Holdings Ltd. 大家樂集團有限公司	Mr. Ivan Ng 吳子超
Cafe Deco Group	Mr. Irvin Cheung 張敦毅
DCH Food Mart 大昌食品市場	Ms. Margaret Lau 劉碧鳳
Deliveroo Hong Kong 戶戶送（香港）	Mr. Brian Lo 羅家聰
FrieslandCampina (Hong Kong) Ltd. 菲仕蘭（香港）有限公司	Ms. Helena He 賀亞軍
Hung Fook Tong Group Holdings Ltd. 鴻福堂集團控股有限公司	Mr. Donald Tse 謝寶達
Maxim's Caterers Ltd. 美心食品有限公司	Mr. James Chen 陳建平
Rich Harvest Agricultural Produce Ltd. 豐泰農產品有限公司	Mr. Kenneth Chan 陳峰
Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司	Mr. Neil Waters 利偉達
Tai Hing Worldwide Development Ltd. 太興環球發展有限公司	Mr. Federick Sin 冼偉洪
The Hong Kong Food Council 香港食品委員會	Mr. Kenneth Chan 陳建年
The Hong Kong Polytechnic University - Innovation & Technology Development Office 香港理工大學 - 創新及科技發展處	Dr. Terence Lau 劉樂庭
Vitasoy International Holdings Ltd. 維他奶國際集團有限公司	Ms. Dorcas Lau 劉盛雪
Yamato Logistics (HK) Ltd. 雅瑪多運輸（香港）有限公司	Mr. Andy Heung 向秉中
Ztore 士多	Mr. Danny Shum 岑迪贊
Ex-officio Member 當然會員	
GS1 Hong Kong	Ms. Anna Lin 林潔貽
GS1 Hong Kong	Ms. Mignone Cheng 鄭逸玲
Secretariat 秘書處	
GS1 Hong Kong	Ms. Christine Hong 康安蓓

SMEs Advisory Board (SMEAB)

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

In 2017/18, the Board was revamped with 11 new Advisory Board members, with objective to foster SMEs to embrace digital transformation with innovation and technology. In addition, the committee members also foster dialogues with the Government and trade associations to facilitate the development of SMEs.

The Board also actively plans activities to help members to realise the opportunities brought by Greater Bay Area, and to discuss concerned topics of SMEs.

中小企業諮詢委員會

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

於2017/18，委員會進行了重組，並有11位新委員，旨在推動中小企以創新及科技實踐數碼轉型。此外，委員會成員亦會加強與政府及各貿易夥伴的溝通，以支援中小企發展。

此外，委員會亦會安排多個不同的活動，讓各中小企發掘大灣區的潛力，並討論與中小企相關的議題。

Chairman 主席	
E.P.S.A. Corporation Ltd. 億世集團有限公司	Mr. Simon Hui 許慶得

Vice Chairman 副主席	
95 International Co Ltd. 95國際有限公司	Mr. Kenny Wong 黃耀明
Vice Chairlady 副主席	
Kampery Development Ltd. 金百加發展有限公司	Ms. Phyllis Cheuk 卓鳳婷
Members 委員	
China Aims Enterprises Ltd. (Health Aims) 華標企業有限公司（源生坊）	Mr. Duncan Ko 高照成
Crown Gas Stoves (Holdings) Co Ltd. 皇冠爐具(集團)有限公司	Ms. Joyce Lee 李蔓瑩
Forewide Company (HK) Limited 福揚行(香港)有限公司	Mr. Alex Cheong 張學主
Kwok Kam Kee Cake Shop 郭錦記餅店	Mr. Martin Kwok 郭宇鈿
Mobicon Group Ltd. 萬保剛集團有限公司	Ms. Beryl Yeung 楊敏儀
Premier Living (Enterprises) Co Ltd. 卓越生活(企業)有限公司	Mr. Richard Chu 朱家源
Sun Fat Heung Food Products Ltd. 新佛香食品有限公司	Mr. Jeff Law 羅孟慶
Yummy House International Ltd. 美味棧國際有限公司	Mr. Eddie Lau 劉崇智
Ex-officio Member 當然會員	
GS1 Hong Kong	Ms. Anna Lin 林潔貽
GS1 Hong Kong	Mr. Unice Lam 林芍詩
Secretariat 秘書處	
GS1 Hong Kong	Ms. Donald Chan 陳浚祺

Membership Profile
會員概覽

Membership is always the most valuable asset of GS1 Hong Kong. While continuing to help members in enhancing their competiveness in the thriving business environment and promoting the adoption of innovation and technology, GS1 Hong Kong also aims to increase membership engagement and communication with various activities like tour visit and trainings. New members motivate us to excel further in the ever-changing business environment and we will continue to reach out new enrolments, serving a wide range of industries.

會員向來是本會最重視的範疇，在繼續幫助會員在現今多變的營商環境下提升競爭力及推動創新科技應用的同時，本會亦致力透過不同的活動加強與會員的溝通及交流，當中包括參觀及培訓活動。然而，新會員是我們努力擴展業務的原動力，我們會繼續吸納更多新會員，服務多個不同的行業。

Barcode Membership Distribution by Product Classification (As of August 31, 2018)
條碼會員分佈（以產品類型劃分）（截至2018年8月31日止）

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

Food & Beverages 食品及飲品 — **35.6%**
Household Goods 家庭用品 — **21.3%**
Raw Materials, Metal & Chemical Goods 原料、金屬及化學產品 — **16.9%**
Apparel & Accessories 成衣及飾物 — **9.2%**
Equipment & Machinery 器材及機械產品 — **7.6%**
Light Industrial 輕工業產品 — **5.8%**
Business / Professional Services 商業／專業服務 — **2.3%**

In order to engage with members and co-create ideas among the industries, GS1 Hong Kong offers a wide diverse range of activities. These initiatives included forming user groups and advisory boards, organising member gathering, tour visits and GEL Club Luncheon. GEL represents GS1 HK Executive Luncheon, which serves as a platform for senior executives of GS1 HK members to mingle and get updates from GS1 Hong Kong.
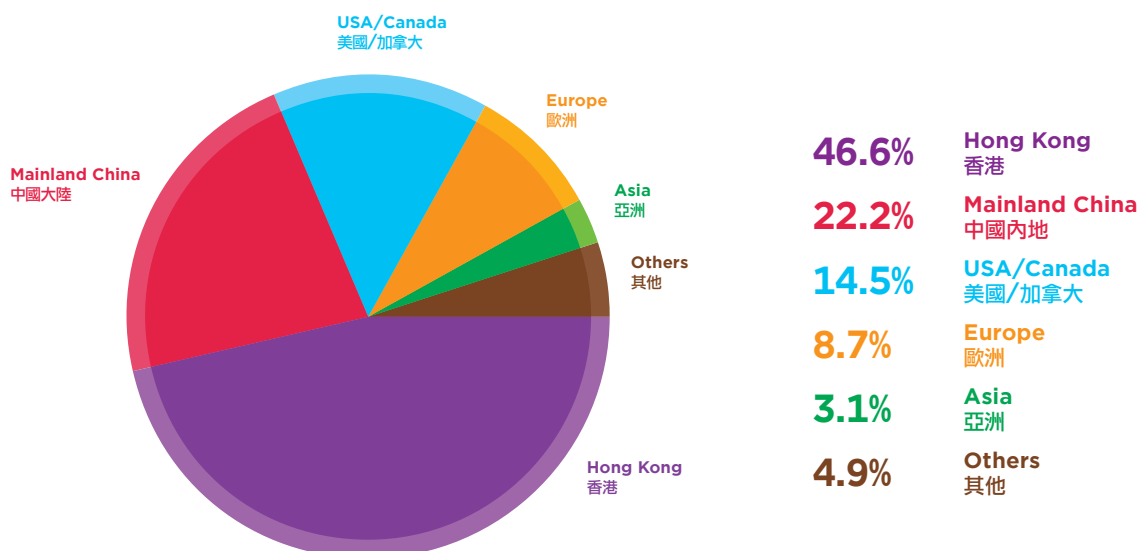
Whilst GS1 Hong Kong continues to promote the application of GS1 Systems of Standards in multiple sectors and industries in Hong Kong. In 17/18, we continued to organise various barcode training workshops, informative seminars and industry-related workshops. We will continue to broaden the range of trainings to education and leadership development.

為了增加與會員的互動及與各行各業共同創新機遇，本會安排了一系列的活動。例如是建立用戶小組及諮詢委員會、舉辦會員聚會、參觀團及GEL聚。GEL是GS1 HK Executive Luncheon的簡稱，讓跨行業會員互相認識分享經驗的平台，同時了解GS1 HK的最新動向。

本會亦會繼續推動GS1系統及標準於不同行業的應用。在17/18年，本會繼續舉辦了多個條碼工作坊、資訊性的研討會及與行業相關的工作坊。本會會繼續擴展培訓範疇，例如是學術培訓或領導才能訓練。

Barcode Membership Distribution by Major Market Location (as of August 31, 2018)
條碼會員分佈（以主要銷售市場劃分）（截至2018年8月31日止）

46.6%	**Hong Kong** 香港
22.2%	**Mainland China** 中國內地
14.5%	**USA/Canada** 美國／加拿大
8.7%	**Europe** 歐洲
3.1%	**Asia** 亞洲
4.9%	**Others** 其他

Our Industries
我們服務的行業

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

GS1的開放、中立及國際標準為我們各行各業的會員提供一個強大的基礎。透過去年不同的會議、倡議及加強與政府的溝通，我們希望為各行各業帶來革新的改變，當中包括快速消費品及全渠道零售、食品及餐飲服務、醫療護理、資訊及通訊科技、運輸及物流業甚至是金融服務領域。

Omni-channel Retail and Consumer Goods
全渠道零售及消費品

Achieving New Retail Transformation Across Omni-Channels
連結線上線下 實踐新零售

Digital Transformation is revolutionising every industry, and Consumer Goods industry in particular. Consumers not only shop from offline, but also research, compare, buy and review products from online. Creating a seamless consumer journey across online & offline channels is essential and data drives the future of retail. GS1 Hong Kong solutions empowered by standards help industries in omni-channel commerce and address the modern consumer behavior.

數碼轉型正在改變著各行各業，尤其是消費品行業。顧客不但會在店內購物，還會於網上搜尋、比較、購買及評價產品。融合線上線下平台的顧客體驗非常重要，當中數據帶動零售的未來。本會以標準為基礎的方案助各行各業實踐線上線下營銷，迎合現今消費者行為。

Key initiatives 2017/18:

eMarketplace Programme Upgrade and New Partnership

- The eMarketplace Programme of GS1 Hong Kong offers a full range of services, and has become a platform for GS1 HK members to capture China and Hong Kong's market opportunities through e-commerce channel. In addition to JD.com, our eMarketplace is newly listed on Suning as partner in late 2018, and also partnered with Hong Kong Post's ShopThruPost online shopping platform and SoldEazy, the eBay agent.

REAL Visibility Solution Launch

- Launched the next generation solution, REAL Visibility, empowering consumers with product authentication, traceability, while connecting brand owners brand owners with real-time visibility on scan activities and data analytics. It is based on the patented anti-forgery solution, REAL Barcode/QR Code, and merges with our track and trace platform, ezTRACK.

2017/18年度主要舉措：

提升「信心港商城」服務以及增添合作夥伴

- 本會的「信心港商城」提供一系列的商域服務助GS1 HK會員利用電子商貿渠道發掘中國及香港市場的機遇。除了京東以外，「信心港商城」於2018年年底於蘇寧易購上架，並與香港郵政的「樂滿郵」網上購物平台及ebay代理SoldEazy合作。

全新REAL Visibility解決方案

Real Visibility

- 推出全新REAL Visibility方案讓消費者可以驗證產品真偽及進行產品源頭追溯，同時為商家提供實時的掃瞄活動資訊及數據分析。此防偽技術以專利的防偽方案REAL Barcode/QR Code為基礎，並結合我們的全球追蹤追溯平台「蹤橫網」ezTRACK。

Digital & E-commerce Seminar + Training

- Partnered with major e-commerce and digital leaders like Alibaba, eBay, Google, Shopline etc, to organise a series of digital and e-commerce seminars, to share ideas on the best practices of e-commerce and cross-border trade.

數碼及電子商貿講座 + 培訓課程

- 與各大電商平台如阿里巴巴、eBay、Google、Shopline等合作舉辦了一系列數碼及電子商貿講座，相互交流及分享電子商貿及跨境貿易的最佳範例及意見。

Digital Coupon Solution

- Built on the Global Coupon Number (GCN) standard, the new solution enables businesses to engage consumers by distributing coupons via multiple channels quickly, analyse campaign success and optimise promotion effectiveness.

GS1 HK e-Shop Construction Service

- GS1 Hong Kong takes the lead to work with website providers to offer a GS1 Smart Search Standard-enabled e-Shop construction service, which provides enterprises with a cost effective option for building e-shops. The service enhances the online presence for brands, and at the same time provides retail enterprises an option to tap into the Government Funding Support under Retail Technology Adoption Assistance Scheme (ReTAAS).

數碼優惠券方案

- 以全球優惠券編碼為標準，此新方案讓商家可以透過不同渠道快速向消費者發放優惠券以增加與消費者的互動，從而評估推廣活動的成效及提升宣傳效力。

GS1 HK 電子購物平台建構服務

- 本會積極與各網絡供應商推出以GS1智慧搜尋為標準的電子商貿平台建構服務，讓企業可以更符合成本效益的建立電子商貿平台。此服務提升品牌的線上曝光率的同時，讓零售企業更能善用政府資助的零售業人力需求管理科技應用支援計劃。

> GS1 HK's WeChat Connect function provides us an additional channel to engage with customers in China and spread our message effectively.
>
> 香港貨品編碼協會的微信連繫功能助我們增加新銷售渠道，並與國內顧客互動，加強信息宣傳效果。
>
> **Hart Limited - Mr. Lloyd Wong, Managing Director**
> **哈特有限公司 - 董事總經理黃偉棠先生**

Consumer Caring Scheme 2018

- To recognise outstanding members that demonstrate excellence in consumer care, the Scheme endorsed a total of 89 local enterprises, with 42 of them being awarded with "5-year +" awards.

「貼心企業嘉許計劃」2018

- 為表揚致力關愛消費者的傑出會員，總共有89家本地「貼心企業」獲嘉許，當中42家更獲得「五年+賞」榮譽。

Second Edition of "Outlook for e-commerce in Hong Kong"

- In 2017-18, GS1 HK initiated a study with KPMG, namely "Tapping into Smart Retail" to understand the smart consumer market across the Greater Bay Area from CEO and consumer perspectives, and examine the development of more customer-centric approaches.

《香港電子商貿展望》第二版

- 在2017-18，本會與畢馬威合作推出名為「洞察智能零售」的調查，從CEO及消費者的角度，深入剖析於大灣區的智慧消費市場，研究以客戶為本的營商手法。

> We are willing to adopt every means to confront counterfeits because food safety is important to our customers. GS1 HK's "REAL Visibility" solution is able to butter both sides of the bread as they not only protect our consumers, but also enhance our brand reputation.
>
> 我們願意採用一切方法對抗假冒食品，因我們明白顧客非常在意食品安全。GS1 HK的REAL Visibility解決方案能保障消費者，又可以提升品牌形象，一舉兩得。
>
> **Hong Kong Bakery Ltd. – Patrick MNK, Product Development Manager**
> **香港烘焙有限公司 – 產品發展經理Patrick MNK**

Real Visibility

Food and Food Services
食品及餐飲服務

Enhancing Traceability Processes across Food Categories, and Driving Food Safety
優化所有食品的追蹤追溯程序 提升食品安全

As the global food supply chain becomes more complex, the possibility of encountering food fraud along the chain increases. GS1 Hong Kong is dedicated to foster food safety through enhancing food traceability and visibility with innovative technology, which protects consumers, improves operational efficiency and ensures product quality.

全球供應鏈越趨複雜，供應鏈上的食品問題亦更易發生。本會積極透過推廣以創新科技實踐食品源頭追蹤追溯，提升食品安全。這不但可保障顧客、改善營運效率及保障品質。

Key initiatives 2017/18:

Quality Food Traceability Scheme 2018

- It's the fourth consecutive year that GS1 HK run the Scheme – an audit scheme that assists the industry to evaluate traceability capability against GS1 Global Traceability Standard. 22 companies participated in the Scheme including 8 being awarded with the highest recognition - Diamond Enterprise Award.

2017/18年度主要舉措：

優質食品源頭追蹤計劃2018

- 本年度「優質食品源頭追蹤計劃」踏入第四年，通過專業的審計及根據GS1全球追溯標準，評估企業的追蹤追溯能力。今年總共有22家企業參與了計劃，當中8家企業更榮獲最高榮譽的「鑽石企業獎」。

Food Safety Forum and Roadshows

- Themed "Food Safety in New Era - A decade for digital experience & innovation in Food Safety Enhancement", the Forum was held on 30 August, 2018 to provide a platform for over 300 industry experts to share experience in latest food trend, brand management and ways to increase consumer trust. The Award Presentation Ceremony of the Quality Food Traceability Scheme 2018 also took place concurrently.

- A series of roadshows were organised to raise the public awareness on food safety, traceability and Quality Food Traceability Scheme, while at the same time, a street survey was conducted to understand the most important factor concerning food traceability from consumer perspective.

Food Traceability Training and Seminars

- In order to uplift traceability knowledge of industry practitioners and offer up-to-date sharing and knowledge, numerous seminars on the topics of food traceability, cold chain, food branding, and food procurement were hosted, attracting over hundreds of participants. Partners include HKFC, HKLA, BSI, BV, HKQAA.

食品安全論壇及街頭活動

- 本年度的食品安全論壇於2018年8月30日舉行，以「食品安全新時代：提升食品安全之數碼體驗和創新年代」為主題，讓超過300位食品行業專家相互分享及交流最新的食品資訊、品牌管理及提升消費者信心的方法。同場亦舉行了「優質食品源頭追蹤計劃2018」頒獎典禮。

- 本會舉辦了一系列的街頭推廣，以增加公眾對食品安全、食品追蹤追溯及「優質食品源頭追蹤計劃」的認識，同時進行了街頭訪問，瞭解食品追蹤追溯的哪項元素對消費者最為重要。

食品安全論壇及街頭活動

- 為提升行業從業員對追蹤追溯性的認識及分享最新的資訊及知識，舉辦了多個研討會以探討食品追蹤追溯、冷鏈管理、食品品牌形象、食品採購等主題，吸引了超過數百名參與人士。合作夥伴包括香港食品委員會、香港物流協會、英國標準協會、必維國際檢驗集團及香港品質保證局等。

- Organised the 2-day "Food Traceability Training" to provide a step-by-step guide in implementing global traceability standards in food supply chain and operation management system, which was attended by over 70 trainees.

- 本會舉辦了為期兩天的食物追溯培訓，由淺入深，為參加者展示於食物供應鏈及營運管理中採用全球食品追溯標準，吸引了超過70位從業員參加。

Food-Related Initiatives Collaboration

- Participated as a core member of the Trade Consultation Forum organised by the Centre of Food Safety to strengthen the collaboration with the food trade and government, with the ultimate goal of enhancing food safety.

- Invited to speak at the expert consultation for one of the APEC funded multi-year project - Food Loss and Waste Reduction, and hosted the Food Supply Chain Track and participated in exhibition at the Asian Logistics and Maritime Conference organised by HKTDC.

- Invited to deliver a speech on "How Standardisation Facilitates Connectivity and Opportunity for One Belt and One Road" and participate at "The First Belt & Road International Food Expo (HK) 2018" exhibition.

食品相關的合作項目

- 本會積極參與由食物安全中心舉辦的業界諮詢論壇，以加強與飲食貿易界和政府的合作，提升食物安全。

- 本會亦應邀在由亞太經合組織資助以食物浪費及減廢為題的會議上發言，以及在由香港貿易發展局舉辦的亞洲物流及航運會議中主持食物供應鏈論壇及成為參展機構。

- 本會獲邀於「香港一帶一路國際食品展2018」中演講關於「如何以標準推動一帶一路的互聯互通及新機遇」及成為參展機構。

Food Traceability & Visibility Project

- Kicked-off a pilot project on Smart Traceability in which consumers could retrieve product information, company information, traceability information, temperature conditions, promotional & marketing information, etc., providing means for the industry to facilitate digitalisation, enable end-to-end supply chain traceability, ensure food safety and build consumer trust.

Food Advocacy at Greater Bay Area

- Developed a high-level paper to advocate the importance of "Standardisation and Digitisation" in enhancing the information and product flow among the 11 Greater Bay Area cities, and recommended adoption of global data standards on reciprocal food alert to enhance food safety.

食品源頭追蹤追溯及提升透明度計劃

- 智慧追蹤追溯方案已開展試行計劃，讓消費者可以獲得產品資訊、公司資料、產品追蹤追溯資料、溫度、推廣和營銷訊息等，為行業提供促進數碼化的方案、實踐供應鏈的點對點追蹤追溯、確保食品安全的同時建立消費者信心。

與大灣區有關的食品倡議

- 本會提交了一份大灣區的建議書，提倡「標準化及數碼化」的重要性，以促進大灣區11個城市內的物流及信息流，並建議在區內的食品通報系統採用全球數據標準以提升食品安全。

Other Food Safety Initiatives

- Supported the promotion of "Salt/Sugar" Label Scheme of Food & Health Bureau for prepackaged food products and exploring the possibility to adopt GS1 Standards on food nutrition label.

- Participated as the core member of the Trade Consultation Forum organised by the Centre for Food Safety.

其他食品安全項目

- 本會支持食物及衞生局的預先包裝食品「鹽／糖」標籤計劃，並探討在食品標籤上採用GS1標準的可能性。

- 本會亦是食物安全中心業界諮詢論壇的主要成員之一。

" Information technology is enhancing supply chain efficiency and food traceability from all perspectives. Not only do food producers, traders and logistics providers apply technology to enhance their competitive edges, food safety regulators are also capitalising on technology to enhance their regulatory efficiency.

資訊科技正在全方位地提升供應鏈效率及食品可追溯性。食品生產商、貿易商、物流供應商等都善用科技、鞏固自身優勢，而食品安全監管機構亦以科技加強監管效能。

Dr Chui Tak-yi, JP, Under Secretary for Food and Health
食物及衞生局副局長徐德義醫生 "

" The biggest secret is no secret. Food safety is a top priority and traceability is an essential element. Through the use of data, we not only can understand the potential risk across the food supply chain, but also to improve the food safety system. Therefore, this programme is very important.

最大的秘密莫過於是『沒有秘密』，食品安全是最重要的一個範疇，而源頭追蹤追溯是非常重要的。透過數據，我們不單可以了解供應鏈上潛在的問題，還可以改善食品安全系統，所以這個計劃非常重要。

Maxim's Caterers Limited - Mr. Chen Zhong, Head of Quality Assurance
美心集團 - 品質監控總監 陳眾先生 "
Quality Food Traceability Scheme 2018 Diamond Enterprise Winner
優質食品源頭追蹤計劃2018鑽石獎得主

Healthcare
醫療護理
Ensuring Patient Safety and Increasing Supply Chain Efficiency
保障病人安全 提升供應鏈效率

We aim to lead the healthcare sector to the successful development and implementation of global standards by bringing together experts in healthcare to enhance patient safety and supply chain efficiencies.

本會致力與醫療界專家合作，讓業界成功發展及採用全球通用標準，以提升供應鏈效率及保障病人安全。

Key initiatives 2017/18:

Bangkok Health Delegation

- A Hong Kong delegation of 16 people from 5 hospitals was arranged to participate in the GS1 Global Healthcare Conference 2018 held in Bangkok. Speaker from Hospital Authority was invited to share the use of GS1 barcode standards and ezTRADE service, while site visits to Bumrungrad International Hospital, the world top 10 smart hospital, was also organised.

2017/18年度主要舉措：

曼谷醫療代表團

- 本會安排了來自5間醫院的16人香港代表團隊參與了於曼谷舉行的GS1國際醫療論壇2018。醫院管理局的代表應邀分享了他們如何採用GS1條碼標準及「通商易」服務。代表團亦前往了全球十間最佳智能醫院之一的康民國際醫院考察。
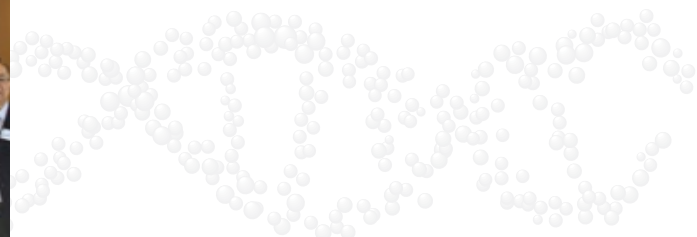
Healthcare Industry Training

- Offered a series of barcode standard training to CUHK Medial Centre, a smart hospital which is expected to commence service in Mid-2020.

- Organised a 2-day in-house "Healthcare Traceability Training" for an institution, providing guidance in implementing global traceability standards for healthcare supply chain and operation management system.

Advocacy on Smart Healthcare / Healthcare Digitalisation

- In response to HKSAR Government Budget 2018-19, we made recommendations on smart healthcare initiatives to implement global standards to create a more efficient and cohesive supply chain with the objectives of enhancing patient safety and increasing operational efficiency.

醫療業界培訓課程

- 本會為香港中文大學醫院提供一系列的標準條碼培訓課程,其智慧醫院將於2020年年中成立。

- 本會亦為一間機構舉辦了為期兩天的醫療護理追蹤追溯培訓,為於醫療供應鏈及營運管理上實踐全球可追溯性標準提供指引。

關於智慧醫療護理倡議/電子化醫療護理

- 本會對政府2018-19年度的財政預算案的智慧醫療發展作出了回應,建議採用全球標準,打造更有效率及更緊密的供應鏈,為病人提供保障及提升營運效率。

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

Driving IT Development and Adoption in Hong Kong, Fostering a Comprehensive Smart City Development
推動資訊及通訊科技發展及在香港的應用 全面發展智慧城市

GS1 HK aims to construct a collaborative IoT ecosystem to drive a smarter living and smarter business environment for Hong Kong.

本會致力促進於香港構建物聯網生態，以建設更智慧的居住及營商環境。

Hong Kong Internet of Things Conference 2018

- In the sixth edition, the Conference was held on 6 Jun 2018 under the Theme of "Unleashing the Real IoT Business Values". With Mr. Nicholas Yang, Secretary for Innovation and Technology as the Guest of Honour, together with the rich and practical content of the Conference, it was well-attended by close to 600 executives and practitioners across pillar industries.

香港物聯網會議2018

- 第六屆香港物聯網會議於2018年6月6日舉行，並以「發揮物聯網的直正商業價值」為主題。創新及科技局局長楊偉雄先生親臨擔任主禮嘉賓，活動上安排了豐富且實用的內容，吸引了超過600位橫跨多個主要行業的行政人員和業界人士出席。

> "
> IoT solutions will give competitive advantages to enterprises large and small. With IoT, we can also turn Hong Kong into a more liveable and smarter city.
>
> 物聯網解決方案為大大小小的企業帶來競爭優勢。借助物聯網,更可把香港變成一個更宜居、更具智慧的城市。
>
> **Mr. Nicholas Yang, GBS, JP, Secretary for Innovation and Technology Bureau**
> **創新及科技局局長楊偉雄** "

The Hong Kong ICT Awards – Smart Mobility Hong Kong Award 2018

- GS1 HK was appointed as the Leading Organiser for the Smart Mobility Award of the HKICT Awards 2018, steered by OGCIO, HKSAR Government. A newly created category, the Award was divided into three streams namely, Smart Transport, Smart Logistics and Smart Tourism, which was well received by the industry with 72 applications received and among which, 12 suppliers were awarded.

The Hong Kong Internet of Things Centre of Excellence

- With 6 thematic zones including 19 exhibits, the Centre continues to serve as an Industry Support Platform that enabled the development of IoT / IoT-related services, Radio Frequency Identification (RFID)/ IoT-related services, it has successfully attracted numerous visitors from Hong Kong, mainland and around the world in different industries.

Value Partner Program

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

RFID and IoT Training

- A RFID Regional Training programme was tailored-made to support the business need of Mainetti, world's leading garment hanger supplier, in Asia, and Europe and Italy.

- Partnered with Guangdong Provincial IoT Public Technology Support Center, a series of "IoT Global Supply Chain Application Training" were conducted for 200 industry practitioners in January 2018, aiming to lay a solid foundation for IoT to kick off in mainland.

Response to Budget Speech 2018

- GS1 Hong Kong responded to Government's Budget Speech, and supported the budget invested to innovation. We further recommended the Government to consider the importance of standardisation in execution. In addition, we also hoped the Government can take a leading role in establishing a foundation for SMEs to facilitate information flow and cross-border trade, as well as to promote the adoption of Internet of Things to enhance competitiveness.

Support Re-industrialisation

- GS1 Hong Kong supports the Government's Policy on re-industrialisation in Hong Kong, and submitted a position paper to Panel on Commerce and Industry.

香港資訊及通訊科技獎 – 智慧出行獎2018

- 本會為由政府資訊科技總監辦公室策動的2018香港資訊及通訊科技獎的「智慧出行獎」籌辦機構。這個新增的獎項類別分為三個組別,分別為智慧交通、智慧物流及智慧旅遊。本會共收到業界72份報名表格,當中12家供應商獲獎。

香港物聯網科技應用中心

- 中心設有六個主題區域一共19個展品,能作為行業支援的平台,支持物聯網、無線射頻識別及物聯網相關服務的發展和行業應用,多個來自本地及外地的業界及學術團體參觀。

價值夥伴計劃

- 旨在與市場上的服務和解決方案供應商建立夥伴關係,並通過共同推廣和採用全球標準服務和解決方案,一同更有效地發展業務。

無線射頻識別技術及物聯網培訓課程

- 為迎合世界領先的衣架供應商－萬美的業務需求,本會為他們度身訂做了無線射頻識別技術培訓課程。該課程在亞洲地區,還有歐洲和意大利等地區舉行。

- 本會聯同廣東省物聯網公共技術支持中心於2018年1月合辦「物聯網全球供應鏈應用師專題培訓班」,為200位從業員進行培訓,為中國內地未來物聯網發展建立基礎。

2018年財政預算案建議

- 本會回應了政府2018年度財政預算案,對政府創科投資表示支持,並建議政府在執行細節上考慮標準化的重要,及提倡政府牽頭為中小企打好信息流通基礎,便利跨境貿易,並推廣物聯網應用,提升競爭力。

支持再工業化措施

- 本會就政府支援再工業化措施表示支持,並向工商事務委員會提交了意見書。

> "
> Mainetti evolves with customer and help them go through the days in the new retail O2O environment. The training provided by GS1 Hong Kong equipped our people with essential knowledge about barcode and RFID implementation, which builds a solid foundation for our future development.
>
> 萬美需要與客戶與時並進,助他們在全渠道的新零售環境中突圍而出。GS1 Hong Kong的培訓為我們的員工提供有關條碼和實踐無線射頻識別技術的基礎知識,為我們未來發展建立了穩健的基礎。
>
> **Mainetti (HK) Limited – Mr. Paul Tai, Regional Director**
> **萬美(香港)有限公司 – 區域總監戴麟先生** "

Transport and Logistics
運輸及物流業

Enhancing Supply Chain Visibility, Security and Sustainability
提升供應鏈透明度、安全性和可持續性

(3100)
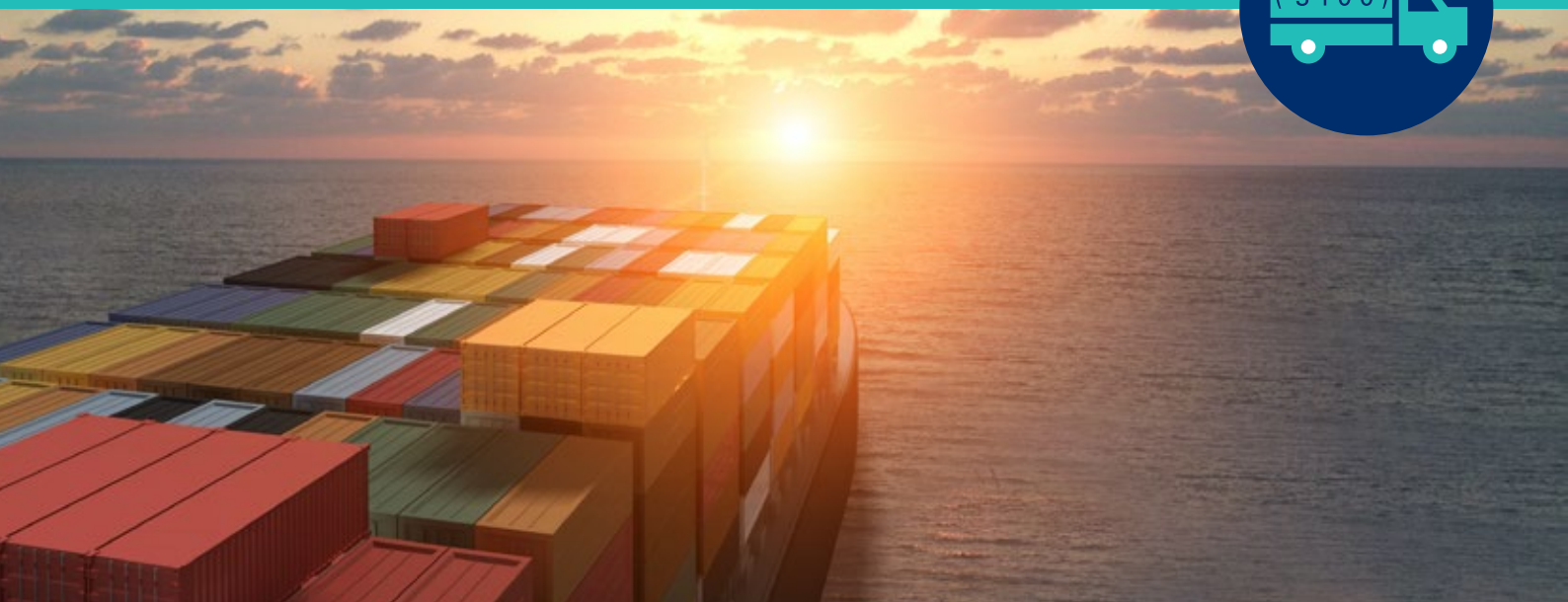
GS1 standards and solutions play a pivotal role in logistics by enabling products, services, and information to move efficiently and securely along the supply chain.

GS1標準和解決方案的在物流上扮演重要角色，使產品、服務及相關訊息在供應鏈上流通得更有效率和更安全。


Key initiatives 2017/18:

GS1 Hong Kong Belt and Road Forum 2017

• The first-ever GS1 Hong Kong's Belt & Road Forum was held on 21 Nov 2017, a concurrent programme of the high-profiled Hong Kong Maritime Week 2017 supported by the Hong Kong SAR Government. Themed "Digital Belt and Road Opportunities Unleashed – eTrading and eLogistics", the Forum was kickoffed by Mr Bernard Chan, Under Secretary of CEDB and initiated discussions on the role of blockchain in redefining eTrade settlement and supply chain management, sparkling renaissance of Hong Kong trade and logistics development, as well as the outcome of Global Data Standard on supply chain etc.

2017/18年度主要舉措：

一帶一路論壇2017

• 首屆GS1 Hong Kong 「一帶一路」論壇於2017年11月21日舉行，是香港政府全力支持的「香港海運周2017」的其中一項活動。以「掌握數碼一帶一路機遇 開拓電子商貿及物流勢頭」為主題，並邀請了香港特區商務及經濟發展局副局長陳百里博士致開幕辭。活動探討了不同的一帶一路議題，當中包括區塊鏈如何將電子貿易及供應鏈重新定義、如何復興香港的貿易及物流發展及於供應鏈上採用全球標準的成效等。
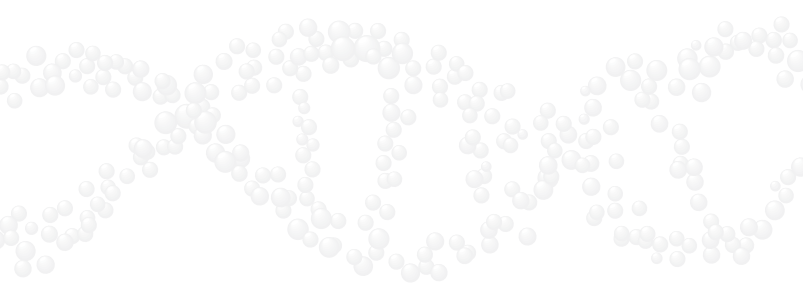
GBA Collaboration - Alliance with Hong Kong Logistics Industry and Mainland Association

- A strategic alliance agreement on GBA was signed between GS1 HK and The Chamber of Hong Kong Logistics Industry (CHKLI) in collaborating to adopt new logistics innovations and technologies, that helps local logistics industry to gain competitive edge over the integration of Bay Area development to revitalise the industry.

APEC GDS Implementation Guide

- Continued to work with HKSAR Trade and Industry Department to develop the GDS Implementation Guide after the completion of Asia-Pacific Economic Cooperation (APEC) Global Data Standards (GDS) pilot projects. This Guide intends to help any APEC Government agency who wants to explore the development and implementation of Global Data Standards at the border.

APMEN – Logistics Supply Chain Connectivity

- As the technology and platform provider, GS1 Hong Kong supports the Asia Pacific Model E-port Network (APMEN) e-Port project, where comprehensive Global Data Standards (GDS) is developed for supporting the exchange of critical cross-border sea freight data between ports and other potential key process stakeholders. The first phase of the project included New South Wales Ports, Shanghai Port and Xiamen Port.

13th Plenary Meeting of the Hong Kong/Guangdong Expert Group on Co-operation in Informatisation

- GS1 HK was invited to participate in the 13th plenary meeting which was held in Guangzhou, where GS1 HK made recommendations on standardisation among GBA in terms of logistics and information connectivity, IoT technology and IT talent development.

Greater Bay Area / Belt & Road Recommendation Paper

- GS1 HK developed a high level paper advocating the importance of "standardisation" and "digitisation" in enhancing the information and product flow among the 11 GBA cities, and recommended mapping of GTIN with HS code which speed up customs clearance, support trade facilitation and commerce connectivity.

大灣區合作協議　與香港物流商會及內地機構簽署戰略合作協議

- GS1 Hong Kong及香港物流商會簽訂戰略合作協議，合作推動物流創新及科技應用，幫助物流業融入大灣區發展，建立優勢。

亞太經合組織全球數據標準實施指南

- 繼亞太經合組織全球數據標準先導計劃完成後，本會繼續與香港工業貿易署緊密合作，擬定全球數據標準的實行計劃指引，旨在幫助希望在跨境貿易發展及實踐全球數據標準的亞太經合組織的政府機構。

亞太示範電子口岸網路 – 促進物流供應鏈的互聯互通

- 作為科技及平台供應商，本會支援亞太示範電子口岸網路的電子口岸計劃，發展更全面的全球數據標準，以支援各口岸與各機構的重要海運數據互換。計劃首階段於澳洲的新南威爾斯口岸、上海口岸及廈門口口岸進行。

粵港信息化合作專責小組第十三次會議

- 本會獲邀參與了在廣州舉行的第十三次會議，並建議了以標準化促進大灣區的物流及信息聯通性、物聯網技術及創科人才培訓等。

大灣區／一帶一路倡議建議書

- 本會撰寫了建議書，提倡標準化及數碼化是促進大灣區之間11個城市信息流和物流的關鍵。本會進一步建議將GTIN與海關編碼連繫，有助加快清關程序、便利貿易，達致商貿互通。

> " We recognise that the ongoing work programme to minimise differences in standards and conformance. We look forward to further progress in the development and promotion of standards and conformance to facilitate trade and support the digital economy, including those in ICT and emerging technologies.
>
> 我們認同此持續性的工作項目有效將不同的標準和合規性差異程度減至最低，並期待在制定和推廣標準及合規性方面能夠取得進一步進展，促進貿易和支持電子經濟，包括資訊及通訊科技和新興技術。 "
>
> **APEC Ministers Statement on Trade Facilitation**
> **亞太經合組織部長對貿易便利聲明**

Financial Services
金融服務業

Enhancing Transparency, Security and Trust for Financial Market Players
提升金融市場透明度、安全性及可靠性

GS1's Standards help businesses to secure their business transactions and meet global regulatory requirements, enabling them to make smarter and more reliable decisions about who to do business with.

GS1的標準幫助企業更安全的進行商業交易及符合國際規範,讓他們在營商上作出更明智、更準確的決定。

- GS1 has been accredited to issue Legal Entity Identifiers (LEIs), the codes that uniquely identify companies participating in financial transactions.

- With plans to roll out LEI registration service, GS1 Hong Kong has been communicating and exchanged information with the Hong Kong Monetary Authority (HKMA) and Securities and Futures Commission (SFC).

2017/18年度主要舉措:

- GS1為全球法人機構識別編碼的認可發放機構,此編碼用以標識參與金融交易的機構。

- 為成為全球法人機構識別編碼的註冊機構,本會與香港金融管理局和證券及期貨事務監察委員會緊密交流,相互分享資訊。
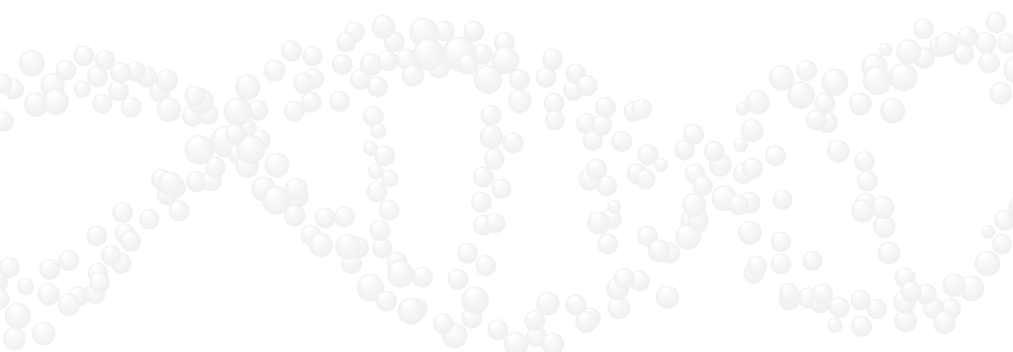
Our Services & Solutions
我們的服務及解決方案

With the mission to enable Hong Kong enterprises to improve the efficiency of their businesses and embrace digital transformation in today's changing environment, we continuously roll out new services and solutions. Our standard-based services and solutions help companies to optimise their operation and tap into business opportunities.

在現今多變的環境，為了讓本地企業改善營商效率及幫助他們達至數碼轉型，本會不斷在推出嶄新的解決方案及服務。各個以標準為基礎的服務及解決方案幫助企業提升營運效率的同時，讓他們能把握新機遇。

GS1 HK Solutions and Services

INDUSTRY 行業

Food and Food Services
食品及餐飲

Retail
零售

SOLUTIONS 解決方案

Product Authentication 產品驗證

REAL Visibility

Digital Services 數碼服務

e-Marketplace
信心港商城

Digital Coupon
數碼優惠券

Data Services 數據服務

Supplier Portal
供應商管理系統

DATA PLATFORMS 數據平台

Product Data 產品數據

BARCODE PLUS

GS1 Standards

香港貨品編碼協會解決方案與服務

Apparel & Footwear
成衣及鞋履

Healthcare
醫療護理

ICT
資訊及通訊科技

Transport and Logistics
運輸及物流

Smart Retail
智慧零售

Smart Kiosk
智慧信息亭

Product Visibility
貨品可視性

Smart Traceability
智慧追蹤追溯

Smart Logistics
智慧物流

Cold Chain
冷鏈管理

RFID

PROFESSIONAL SERVICES
專業服務

Consultancy
諮詢
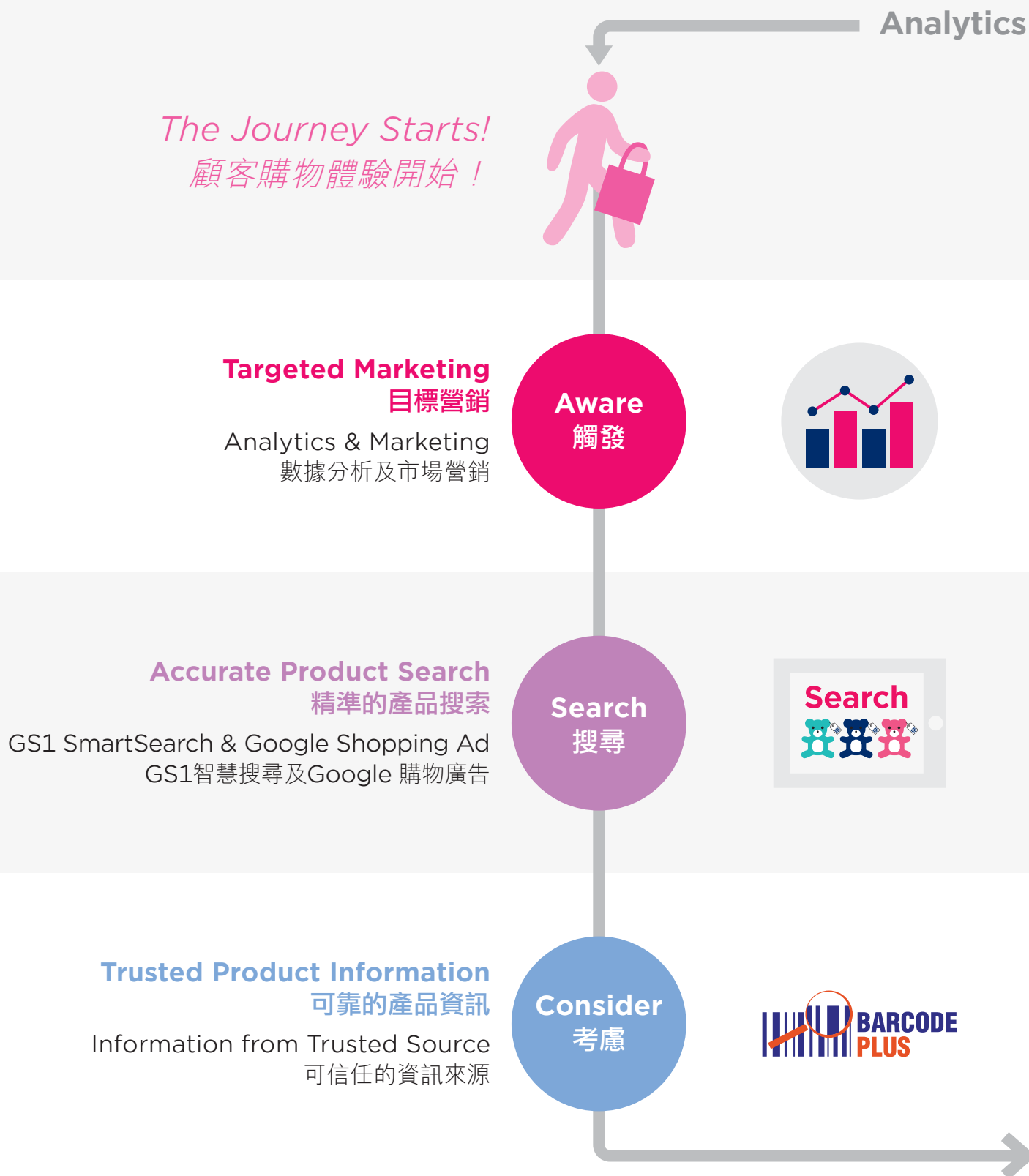
Training & Certification
培訓及認證

Transactional Data
交易數據

通商易
ezTRADE

Event Data
事件數據

蹤橫網®
ezTRACK
Built on EPCIS

GS1 標準

Enhance Consumer Journey Experience with
GS1 HK Solutions

Analytics

The Journey Starts!
顧客購物體驗開始！

Targeted Marketing
目標營銷

Analytics & Marketing
數據分析及市場營銷

Aware
觸發

Accurate Product Search
精準的產品搜索

GS1 SmartSearch & Google Shopping Ad
GS1智慧搜尋及Google 購物廣告

Search
搜尋

Search

Trusted Product Information
可靠的產品資訊

Information from Trusted Source
可信任的資訊來源

Consider
考慮

BARCODE PLUS

以顧客為中心
提升消費旅程體驗

分析

Grow
重購

Product Discount
產品折扣

Digital Coupon Solution
數碼優惠券方案

Buy
購買

eMarketplace
網上購物商城

JD.com, Suning.com, ShopThruPost by Hong Kong Post
京東、蘇寧、香港郵政「樂滿郵」

掃[碼]
有驚喜!
By GS1 HK 香港貨品編碼協會

Engage
互動

Scan & Share
掃瞄及分享

Barcode Scan@WeChat
微信掃條碼

Real Visibility

Verify
驗證

Authenticate, Track & Trace
防偽驗證及溯源

Product Authentication & End-to-End Visibility
產品防偽驗證及源頭追蹤追溯

GS1 HK Flagship Events
GS1 HK 旗艦活動
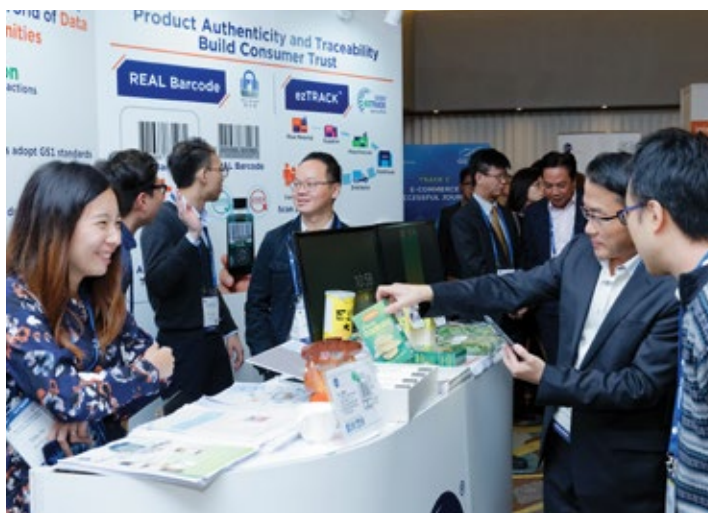
GS1 Hong Kong Belt and Road Forum 2017 - "Digital Belt and Road Opportunities Unleashed – eTrading and eLogistics"
香港貨品編碼協會一帶一路論壇2017 -「掌握數碼一帶一路機遇 開拓電子商貿及物流勢頭」
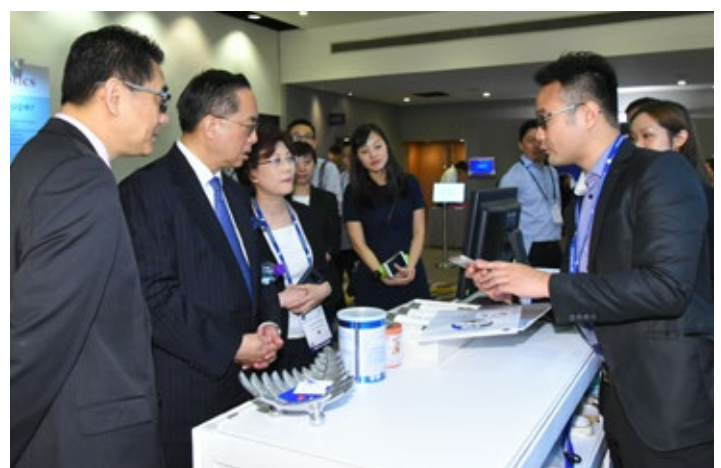21 Nov 2017

GS1 HK Flagship Events
GS1 HK 旗艦活動

GS1 Hong Kong Internet of Things Conference 2018 - "Unleashing the Real IoT Business Values"
香港物聯網會議2018 - 「發揮物聯網真正的商業價值」

6 Jun 2018

GS1 HK Flagship Events
GS1 HK 旗艦活動

Food Safety Forum 2018 – "Food Safety in New Era - A decade for digital experience & innovation in Food Safety Enhancement"
食品安全論壇2018 - 「食品安全新時代: 提升食品安全的數碼體驗和創新年代」

30 Aug 2018

GS1 HK Activities
GS1 HK 活動回顧

PARKnSHOP HK Distribution Centre Visit
百佳上水全港配送中心參觀活動
15 Sep 2017

"Outlook for E-commerce in Hong Kong" report issued by GS1 Hong Kong and KPMG China Press Conference
畢馬威中國與香港貨品編碼協會聯合發表《香港電子商貿展望》記者會
7 Nov 2017

Conversational Commerce Executive Roundtable
對話式商貿行政人員圓桌會議
8 Nov 2017

Asian Logistics and Maritime Conference 亞洲物流和航運會議 2017
23 to 24 Nov 2017

HK IoT IAC Executive Committee Visit to Hong Kong International Airport
香港物聯網產業諮詢委員會參觀香港國際機場
19 Dec 2017

e-Marketplace Platform Launch
「信心港商城」啟動儀式
12 Jan 2018

GS1 HK Activities
GS1 HK 活動回顧

Global Forum
GS1 全球論壇
26 Feb to 2 Mar 2018

Food Seminar with Food Council
與香港食品委員會合辦研討會
13 Mar 2018

GEL Club Luncheon
GEL「聚」
16 Mar 2018

Cross-Border E-commerce Seminar
跨境電子商貿研究會
26 Mar 2018

Hong Kong ICT Awards 2018 Awards Presentation Ceremony
「香港資訊及通訊科技獎–智慧出行獎」頒獎典禮
4 Apr 2018

Scholars/Future Pillars from Universities visit to GS1 Hong Kong's Internet of Things Centre of Excellence
學者/社會未來從業員到訪香港物聯網科技應用中心
19 Apr & 25 May 2018

Visit to the Economic and Information Commission of Guangdong Province
到訪廣東省經濟和信息化委員會的辦公室
25 Apr 2018

1st Anniversary of GEL
GEL「聚」一週年
25 May 2018

Delivered a presentation on "Standards Connect Everything" at etNet Smart City Summit and Awards Presentation Ceremony
在「香港智慧城市峰會及智慧城市獎2018」發表「標準－連繫智慧城市的要素」演講
11 Jun 2018

GS1 HK Activities
GS1 HK 活動回顧

Delivered speech on "Engaging the Future Consumers" at Retail Asia Expo 2018
於亞洲零售博覽會上演講了「與未來消費者聯繫互動」的主題
12 Jun 2018

Top 10 eCommerce Website Awards Ceremony
十大電子商貿網站大獎
12 Jun 2018

Delivered speech on the idea of "Unified Standards for Food Safety for Global Application" at The Belt & Road Agrifood & Trade Summit
在一帶一路農食產業及貿易高峰論壇中演講了關於「食物安全需制定全球統一標準」
27 to 29 Jun 2018

Quality Food Tracebility Scheme Roadshow
優質食品源頭追蹤計劃街頭推廣
30 Jun to 7 Jul 2018

Strategic Innovative Logistics Technology Alliance at Bay Area with CHKLI
香港貨品編碼協會與香港物流商會簽署戰略合作協議
10 Jul 2018

Inauguration Ceremony of RFID General Chamber of Commerce
射頻識別總商會就職典禮
12 Jul 2018

Wechat Connect Roadshow Promotion
微信連繫街頭推廣
4 to 5 Aug 2018

About GS1 Hong Kong

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

GS1 Hong Kong's mission is to empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data and for the responsible use of the technologies behind its standards. We also engage with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

關於香港貨品編碼協會

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

香港貨品編碼協會透過提供以全球標準為本的一系列平台、解決方案及服務，為不同行業的企業提升效率、安全性、真確性和可持續性，並推動商業之間的連繫。本會賦予數據一個可信的基礎，讓數據變得準確、可共享、可被搜索並具備鏈接能力。透過採用及實施全球標準，香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係，助他們了解行業需要並作出回應。