

**Pharmaceutical Company Defends Reputation and
Unearths Market Potentials with Technology**
藥廠捍衛「金漆招牌」以科技拓市場

**Passing the Torch and Pursuing
the Second Life for Dreams**
子承父業有團火 為理想開啟第二人生

The Key to Turn Data into Capital
將數據變資金大法

**3 Must-have for HK Businesses to
Seize GBA Market Potentials**
3個必備優勢 助港貨把握灣區機遇



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Executive Connect 管理層專訪

Thriving in the New Normal

新常態下推陳出新



2022 is the Year to be Bold 2022年展望:大膽創新

Though global recovery continues, the momentum has weakened as uncertainty increases. Several disruptions like heightened expectations for digital experiences, supply chain issues or anywhere-work strategies are driving companies to take bold decisions. Following are some key predictions & trends for businesses to watch out for in 2022.

8 in 10 consumers will see the world as all digital. Consumers have rapidly increased their technology adoption and usage during the pandemic, which is also revealed in our survey report with KPMG & HSBC that 50% of HK consumers feel more comfortable shopping online since the start of the pandemic. Such new purchasing habit will be hard to break, underscoring the importance of consumers' digital experience.

Supply chain visibility will be vital to improve consumers' digital experience. A research showed more than 90% of supply chain firms said visibility is one of the most critical factors for success. Cloud-based tracking platform is one of the most critical technologies to achieve supply chain visibility, enabling businesses to visualise real-time product movement along the supply chain, preventing issues related to stock shortage or delayed delivery.

In daily operations, 70% of large firms will embrace anywhere-work in 2022, as predicted by Forrester. Companies will enhance physical operations with digital and smart components like IoT sensors, video analytics and AI to make operations efficient & improve productivity.

Moving into 2022, companies shall shift from "survive" to "stride" with smart & bold strategies. In this issue of Business Connect, companies will share how they made bold decisions to drive future growth and thrive in the next normal. Dah Chong Hong Holdings found ways to transform adversity into advantage in its consumer goods business. The International Medical Co. Ltd.(TIMC) defended its reputation and now sees new potential in Southeast Asian markets, whereas Kwok Kam Kee continues to make breakthroughs, not only in their traditional bakery businesses, but also in their new brand for the next phase of development.

Enjoy reading and be bold in your businesses!



儘管全球正在復甦,但走勢受多個不確定性影響而減弱。各項轉變如消費者對數碼體驗要求提高、供應鏈問題或「隨處工作」策略促使企業作出大膽的決定。我們綜合了數個企業於2022年需要注意的預測及趨勢。

8成的消費者認為世界會變得全面數碼化。在疫情期間,消費者比以往應用了更多科技,本會與畢馬威及匯豐的調查報告亦顯示,50%的香港消費者比以前更習慣網購。這個新形成的消費習慣將難以逆轉,帶出消費者數碼體驗的重要性。

供應鏈的可視化對改善消費者的數碼體驗至關重要。有研究顯示,超過90%的供應鏈公司認為可視化是成功關鍵之一。雲端追蹤追溯平台便是企業實踐供應鏈可視化的其中一個重要科技,讓企業能實時掌握供應鏈上的貨品動向,防止庫存短缺或送貨延誤等問題。

在企業日常營運方面,Forrester預測70%的大型企業會於2022年採用「隨處工作」模式。企業可以數碼及智能科技如物聯網傳感器、視頻分析和人工智能(AI)等,提升實體場境的營運管理,增加效率及改善生產力。

邁向2022年,企業需要善用智慧及大膽策略,從追求「生存」走向「突破」。各企業於今期Business Connect分享了他們如何以大膽創新的決策,推動業務增長及於下個新常態中繼續發展。大昌行集團在消費品業務上成功轉危為機;全球藥業致力捍衛品牌形象,進軍東南亞市場開拓新機遇;郭錦記不論在其傳統餅食業務上,還是全新推出的品牌,都不斷求突破。

希望大家喜歡閱讀這本雜誌,並於業務上大膽創新!

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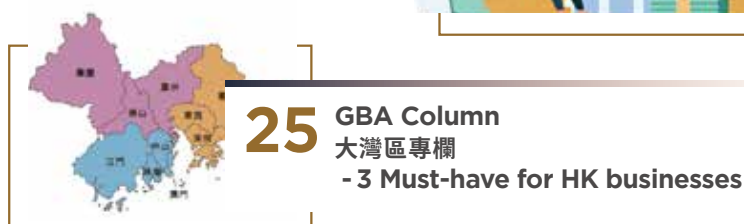
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About GS1 Hong Kong 關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity and facilitate commerce connectivity, through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organizations, government, and technology providers, we can foster a collaborative ecosystem with the vision of "Smarter Business, Better Life".

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

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GS1 HK目前有近8,000名企業會員,涵蓋約20種行業,包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態,實踐「智能商貿,優質生活」的願景。

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Thriving in the New Normal 新常態下推陳出新

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With 70 years of history, operations in 12 Asian markets and more than 16,000 employees, Dah Chong Hong Holdings (DCH) is a diverse company covering the four basic necessities of life: food, health, mobility and household goods with operations that extend across brand development, manufacturing, marketing, logistics and retail.

Like all consumer-oriented businesses, DCH was faced with unprecedented uncertainty and disruption upon the sudden onset of the global COVID-19 pandemic in 2020. However, the company consistently found ways to transform adversity into advantage. According to the company's Chief Executive Officer, Mr. Frank Lai, "DCH achieved solid outcomes and breakthroughs across its business units amidst a challenging business environment." How did DCH and its consumer products businesses adapt to thrive in the new normal?

Pivoting Towards Evolving Tastes in the Food Business

In Hong Kong, as in many markets, the pandemic severely impacted the food and catering industries. Ms. Betty Leung, a director of the GS1 Hong Kong Board, former head of the DCH Food Business and current DCH Advisor, recalled concerns about food supply and cost spikes. "DCH teams had to move quickly to identify stable food sources, anticipate changes in demand and plan advanced orders to ensure adequate inventory," she said. "As a result, DCH was able to provide its customers with a resilient and agile supply chain despite ongoing disruptions."

DCH teams also reviewed its product mix given the new prevalence of home cooking. "For example, we launched ready-to-serve 'Foodie Cuisine' under the Leo's brand," said Betty. "From Chinese sauerkraut fish to lobster bisque, the heat-at-home collection offered consumers convenience and simplicity." Recognising a long-term trend towards healthy eating and green

有超過70年歷史的大昌行集團(大昌行)業務遍及亞洲12個市場、擁有16,000名員工,其多元化的業務涵蓋「醫」食住行4大生活層面,並伸延至品牌開發、製造、市場推廣、物流及零售。

如所有消費產品行業般,大昌行於2020年亦受突如其來的疫情影響;縱然如此,其行政總裁黎汝雄(Frank)表示:「集團於艱難營商環境下仍能在不同業務上取得顯著成績及突破。」到底集團及其消費品業務如何適應新常態,持續增長?

迎合不斷演變的飲食口味

疫情嚴重衝擊香港及其他地區的飲食行業。大昌行前食品業務主管、現為大昌行集團顧問及GS1董事會成員的梁佩貞(Betty)憶述食品供應在疫情初期變得不穩定、成本上漲。她指:「我們的團隊即時找出更穩定的食品供應、預測需求及預先下單,儲存更多物資以備不時之需。因此,即使在充滿挑戰的環境下,大昌行都能為客戶提供一個靈活度高且有彈性的供應鏈。」





diets, DCH also became the exclusive distributor of a range of plant-based meat products, healthy and carbon-friendly alternatives to traditional meats. According to Betty, “Strategic adjustments like these helped us to solidify and maintain our market leading position.”

大昌行同時順應在家煮食的趨勢，將其產品組合變陣。「我們推出Leo's『美食煮意』即食包，老壇酸菜魚以至龍蝦湯都有，讓消費者方便快捷在家享用美食。」長遠而言，健康綠色飲食漸成主流，所以大昌行亦成為多種植物產品的獨家分銷商，為消費者提供比傳統肉類健康、亦有助減碳足跡的選擇。Betty續說：「這些策略性的轉變幫助我們鞏固地位，繼續領導市場。」

疫情令消費者對食物安全越趨關注，大昌行亦如以往般重視供應鏈質素及安全。集團旗下大昌食品、慎昌、寰宇美食及大聯咖啡多年來都有參加GS1 HK的「優質食品計劃」，今年更升級加入「優質食品計劃+」，都分別獲得鑽石企業和金企業殊榮，表示其食品可追溯性和供應鏈透明度都表現出色。

While the pandemic raised new concerns over food safety, DCH has always recognised the critical importance of quality and safety in the supply chain. DCH Food Mart, Sims Trading, IGF and Tai Luen have all joined GS1 HK's Quality Food Scheme+ and scored Diamond Enterprise and Gold Enterprise Awards respectively, demonstrating a level of professional excellence in food traceability and supply chain transparency.

Betty stressed that the management team takes its commitment to safety and quality very seriously. “With robust quality protocols in place, we hold regular management reviews, conduct quality audits and ensure our staff are fully trained in food safety awareness.”

Betty稱管理層非常著重安全及質素的承諾：「我們有全面的質素規範，會定期舉行食品安全例會，檢討食安表現；亦會進行巡查、舉辦培訓、提升員工食安意識。」



Developing Unique Capabilities to Serve the Healthcare Industry

Through its subsidiary DCH Auriga, DCH provides sophisticated supply chain services for the healthcare industry, distributing healthcare products with complex regulatory, storage and transportation requirements.

Four years ago, DCH Auriga was sharing office and supply chain facilities with other business units. “With strong support from our parent company, CITIC Pacific, we made a decision to invest in a healthcare-dedicated building and offer specialised capabilities to the medical industry,” said Frank. In 2018, DCH Auriga relocated to a 11-storey building in Kwai Chung with a floor area of more than 400,000 square feet. The facility was outfitted with advanced technologies and storage solutions, including automated guided robots, voice picking capabilities, an expansive cold storage system, e-locks and more. “While we had hoped to achieve full capacity in five years,” said Frank, “we beat our target by the third year and are already looking for new space for expansion.”

拓展獨有醫藥優勢

透過旗下的奧利佳(DCH Auriga)，集團為醫藥保健行業管理複雜的供應鏈，負責配送有嚴謹法規、儲存及運輸規管的醫療產品。

4年前，奧利佳仍需與其他業務共用大樓空間及供應鏈設施。Frank表示：「有賴當年母公司中信泰富管理層的高瞻遠矚及信任，毅然決定開拓專用大樓作長線投資，讓奧利佳可以於醫療保健行業拓展獨有能力。」奧利佳於2018年重置到葵涌一棟高11層、總面積達400,000平方尺的大樓，內裡配備先進科技和設施，例如是自動導引車、語音辨識揀貨系統、大型冷凍庫、電子鎖等。Frank續說：「我們原預期大樓容量會在第5年達到飽和、現在提早第3年完成，成績彪炳；現正物色額外地方擴充。」

It was no coincidence when, in 2021, DCH Auriga was selected as the sole logistics provider for both the Sinovac and Pfizer BioNTech COVID-19 vaccines, particularly as the latter had to be stored at -70°C. “I had been following the arrival of the vaccines very closely,” Frank recalled. “I remember waiting up on the first night for a status report to ensure our teams had delivered above all expectations.” With over 50 years of experience in managing sophisticated pharmaceutical supply chains, robust quality assurance protocols, GDP and GMP accreditations, stringent adherence to global ISO standards, as well as GS1 standards for identity and data capture, the distribution program went smoothly. By October 2021, DCH Auriga had safely distributed more than eight million vaccines across Hong Kong. “Our success has been the result of strategic planning and a focus on the evolution of the healthcare experience – as well as the commitment to service that is the bedrock of our culture” said Frank.



由此可見，奧利佳於2021年獨家負責本港兩款疫苗在本地物流運輸和儲存的重要任務絕非偶然，尤其是輝瑞BioNTech疫苗必須存於零下70度。Frank憶述：「當時我密切跟進疫苗的運送，並在疫苗抵達當晚聽取報告狀況，確保我們處理妥當、符合要求。」全憑公司在管理複雜藥品供應鏈及全面質量管理上有50年經驗，並嚴格遵循國際標準如GDP(良好分配規範)、GMP(良好生產規範)、ISO、GS1的識別及和資料擷取標準等，令疫苗配送任務成功。及至2021年10月，奧利佳已在香港安全地配送了超過800萬劑疫苗。Frank表示：「成功背後有賴我們的策略規劃、專注於改變醫療保健體驗、以及對服務的承諾，而這些都是我們企業文化的核心。」

Launching an E-commerce Portfolio to Capture Demand for New Retail

As consumers around the world stayed home to protect their communities, the global pandemic created new opportunities for online retailers. DCH was quick to accelerate the development of a strong portfolio of e-commerce businesses in Hong Kong.

Grocery retailer, DCH Food Mart, refreshed its online shopping platform (dchfoodmartdeluxe.com), while subsidiaries like IGF and Leo's began offering consumers direct access to their best-selling products online. To support a growing community of home chefs, DCH Food Mart unveiled “DCH Cooking Buddies”, a loyalty program that amassed 200,000 members in its first year.

In early 2021, DCH launched Ahaa (ahaashop.com.hk), an online retailer of electronics, home appliances, personal care and more, which provides an interactive shopping experience and exclusive offers for many of the brands distributed by DCH subsidiaries. DCH has also joined forces with HKBN and Kerry Logistics to launch the HOME+ platform (home-plus.hk), a Hong Kong-based shared-economy e-shopping portal, where independent sellers can offer customers a

電商發展集大成 捕捉新零售契機

疫情逼使全球消費者留家抗疫，為網絡零售商開創新機會，大昌行亦迅即在本港加快發展電商生意。專營食品雜貨的大昌食品市場不斷提升網購體驗，而集團其他公司如IGF和Leo's等亦開始直接以網絡向消費者銷售熱賣產品。為配合在家煮食



sweeping array of products including food, household items and appliances. According to Frank, collaborations like Home+ are built on synergy and create win-win partnerships. “HKBN has over a million customers in Hong Kong, while we and our partners are uniquely positioned to offer product supply, delivery and after-sale services.”

“Leveraging market opportunities enhanced by the pandemic, our B2C and e-commerce businesses have developed rapidly while our internal teams are building critical operational knowledge,” said Frank. “These are important capabilities for our long term, sustainable development.”



趨勢，大昌食品市場推出「大昌煮意兵團」會員計劃，短短一年間已有逾二十萬會員參與。

公司於2021年上旬推出Ahaa家電靈感店(ahaa.com.hk)，搜羅不同牌子及由大昌行代理的電子產品、家庭電器及個人護理用品等，提供獨家優惠及互動的多元化購物體驗；又與香港寬頻和嘉里物流合作推出本地網購平台HOME+(home-plus.hk)，標榜以「共享經濟」概念營運，無論任何獨立商戶均可加盟，由生活百貨以至家電都有供應。Frank指這是優勢互補、合作共贏：「香港寬頻在港擁有一百萬用戶，我們與合作夥伴在產品供應、送貨和售後服務均擁有優勢，相信會產生協同效應。」

「憑藉疫情帶來的市場機遇，我們的B2C和電商業務急速發展，而內部團隊亦正在積累關鍵的營運專業。這些都是促使我們長期可持續發展的重要力量。」

Always Looking Ahead

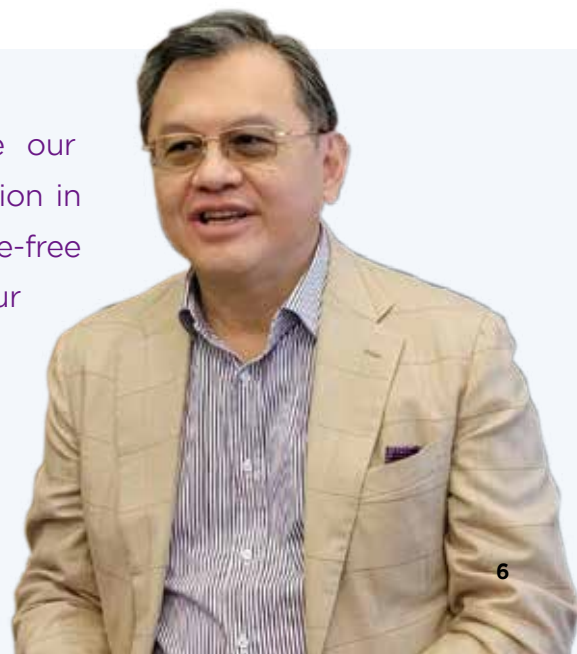
While the worst of the pandemic seems to be behind us, DCH continues to look for growth avenues in today's new normal. In particular, the Greater Bay Area (GBA) represents an immense opportunity for the company. With mega logistics and food processing centers in Hengqin and Xinhui, DCH Logistics is ready to offer much-needed cold chain solutions and value-added services in the region. Likewise, DCH Auriga is reviewing changes in regulatory requirements to offer cross-border services.

勇往直前

疫情放緩，大昌行繼續在新常態下發掘增長動力，特別看好大灣區優越的發展前景。集團在新會及橫琴擁有大型物流及食品加工中心，大昌行物流已準備好為區內提供冷鏈和一系列的增值服務；同時奧利佳正密切審視監管要求的變化，以便提供跨境服務。

“ Our existing regional infrastructure will reinforce our supply chain coverage and gives us a unique position in the market. We are all looking forward to quarantine-free travel with Mainland China, so we can fully harness our capabilities and contribute to the rapid development of the GBA.

集團區內的基建能進一步加強我們的供應鏈網絡及市場領導地位，現只待早日通關，我們便能發揮更強大優勢，為大灣區發展出一份力。 ”



4 Emerging Trends Impacting the Next Normal

4個影響下個新常態的趨勢



Massive behavioural shifts have accelerated adoption of digital technology - leading to huge growth in online marketplace and grocery businesses. GS1 has published the 2nd Edition of Trend Research report, highlighting the business trends that impact industries in the next normal:

消費者行為的轉變加速了數碼科技的應用，為網上平台及商店帶來增長。GS1發佈了新一版的趨勢調查報告，帶出4個將會影響下一個常態的商業新趨勢：

1 On-demand Logistics and Services 按需物流和服務

Companies have discovered vulnerabilities in their supply chains when responding to supply chain disruptions, digital mapping of supply chains can help meet the changing landscape quickly.

GS1 standards for identifying products, locations, assets & things can be used to enable the digitalisation of supply chains.

企業在應對供應鏈中斷問題時發現了漏洞，並正透過供應鏈數碼化適應速變化的格局。用以識別產品、位置、資產及物件的GS1標準可助企業實現供應鏈數碼化。



GTIN

GLN

2 Traceability 追蹤追溯

Driven by consumer & patient demand for transparency and industry needs to increase security, accuracy, timely access to products and visibility across their supply chains, demand for end-to-end traceability gains momentum.

With one-stop product authentication solutions like REAL Visibility, businesses can enable consumers to authenticate products and gain access to real-time traceability & trusted information with a simple scan.

隨著消費者和病人對透明度的需求日增，以及行業對提高供應鏈上產品的安全性、準確性、及時性及可視化的需求，端到端的追蹤追溯變得更為重要。

企業可以善用一站式的產品驗證方案如REAL Visibility去讓消費者簡單掃描條碼即時驗證產品真偽，同時獲得產品的實時追蹤追溯訊息。



REAL Visibility

3 Sustainability 可持續性

Companies are focusing on concepts such as circular economy, improved packaging sustainability, in which supply chain flexibility and resiliency is crucial to achieve this.

Professional service teams can help identify supply chain issues to optimise business operations.

企業對循環經濟、可持續包裝等更為重視，供應鏈靈活性及彈性為當中的關鍵。

專業團隊可助企業識別供應鏈問題，優化業務營運。



4 Smart Everything & Connected Things 智慧科技 連繫萬物

IoT technology that connects systems, devices & things can make factories & processes faster. Businesses can even transform towards “hyperautomation” leveraging a range of tools including AI, machine learning & robotics etc, enabling businesses to “Go Smart” and perform predictive analytics.

物聯網科技連繫系統、設備及物件，可提升工廠及流程的效率。採用一連串的技术如人工智能(AI)、機器學習和機器人技术等，可助企業轉型至「超自動化」，「Go Smart」做好預測性分析。



Contact us if you wish to tap into the trends

把握當中新機遇，歡迎聯絡我們

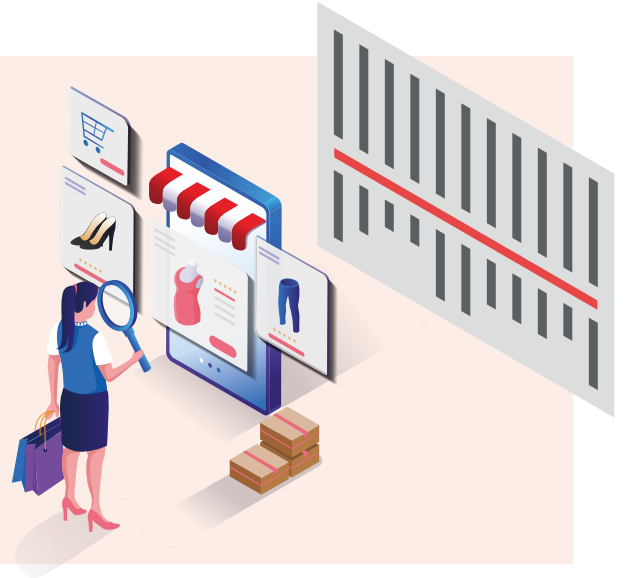
corpinfo@gs1hk.org

Read more about
the top trends
了解更多



Google New Rule on Free Product Listing

Google對購物分頁 免費產品資訊新規定



Using unique product identifiers (e.g. GS1 barcode) ensure that Google recognises merchandises accurately, enabling consumers to find the products easier.

To ensure your product listings are shown on Google, merchants shall take note of the following new rules:

為產品提供獨有的產品識別碼(如GS1條碼),可確保Google準確識別,讓消費者能更易搜尋所需物件。

商家要確保產品能於Google Shopping上的免費產品資訊(Free Listing)展示,就需注意以下Google的新規定:



Different products that use the same GTIN (GS1 barcode) with the same variant attributes will be considered ambiguous and will be disapproved in free listing.

若2件不同產品擁有相同識別碼(包括GS1條碼)及資料,將會因資訊不清晰而被拒絕於Google Shopping的免費資訊上刊登。



Google

Further actions required for merchants 因此,商家需要進一步確保以下2點



1. If you are using free listing service on Google Shopping without having unique product identifier (e.g. GS1 barcode) and information, your products will potentially be removed. Therefore, **merchants shall apply GS1 barcodes** to ensure presence on Google.

若大家正使用Google Shopping的免費產品資訊,但又未為產品添上獨有產品識別碼(如GS1條碼)及資料,就有機會被移除。因此**商家需要申請GS1條碼**,確保產品能在Google Shopping上免費展示。



2. **Do not apply for barcode from non-GS1 organisation** because they may not be unique and likely be removed by Google.

不要向非GS1機構申請條碼,因該些條碼有機會因重複使用而被Google移除。

Contact us now to apply for barcodes
聯絡我們申請條碼



Pharmaceutical Company Defends Reputation and Unearths Market Potentials with Technology

藥廠捍衛「金漆招牌」 以科技拓市場

Joseph Lun

Chairman of The International Medical Co. Ltd.(TIMC)

倫洪楷

全球藥業有限公司主席



The pandemic has fueled the community concerns over health and well-being. Seeing a sizable growth in cross-border commerce of pharmaceutical products & having won the Ricqlès' trademark lawsuit in Mainland China, Joseph Lun, Chairman of The International Medical Co. Ltd. (TIMC) - the sole agent of Ricqlès Peppermint Cure (Ricqlès), expects greater development potential in Mainland China.

As the brand owner of Weisen-U and Citracium, as well as exclusive distributor of Double Prawn Herbal Oil, the company maintains long-term relationship with medical suppliers in Europe, the States, Japan and across the globe. Eyeing SE Asian market potentials, Joseph looks forward to the resumption of quarantine-free travel to restore business ties.

Trademark Dispute Created Doppelgänger in Two Markets

With its extensive functions for external & internal use, and value-for-money, Ricqlès had become popular in Hong Kong since the 70s, and attracted Mainland Chinese consumers' attention during the Reform and Opening era in the 80s.

Conspired to steal their well-established reputation, a fraudster had preemptively registered Ricqlès trademark in Mainland China, which then led to the prolonged period of litigation between TIMC and the counterfeiter. With continued resolve over the years, TIMC finally triumphed in the recent verdict. "We use edible ethanol that can cure travel sickness and stomach problems, whereas the fakes use industrial-use ethanol with dubious results. Due to the trade dispute, we are selling in Mainland China with the brand 'Lijia Peppermint Cure'."

疫情大大提升了市民健康意識。全球藥業有限公司主席倫洪楷(Joseph)稱其藥品在跨境電商銷售增幅顯著，代理品牌雙飛人藥水更剛贏得內地商標官司，看好內地有更大發展空間。公司同時跟歐美日等地的藥廠長久合作、橫跨世界各地，是胃仙U及攝達的品牌商、雙蝦標的總代理；未來他對東南亞市場寄予厚望，期待本港儘快通關、恢復更緊密商貿往來。

商標爭議

雙飛人藥水=利佳薄荷水

雙飛人藥水能內服外用、用途廣泛且價廉物美，自70年代推出後已暢銷全港，更乘80年代改革開放獲內地青睞，受中港用家歡迎。

然而有不法商人覬覦產品知名度，在內地搶註了其商標，令全球藥業與山寨方展開拉鋸式侵權訴訟；公司多年來堅持捍衛權益，近日終獲判勝訴。「我們用的是可飲用乙醇，能治舟車暈浪、痾嘔肚痛等，冒牌貨用的是工業用乙醇，效果成疑。由於商標爭議，現時產品在內地以『利佳薄荷水』名稱發售。」



“The bogus products not only jeopardise our revenue but also our reputation: A mainland Chinese was once ripped off buying 2 bottles of passing off for HK\$50,000 and called police for help; while some who actually purchased passing off complained about the product quality.”

「假貨不但減少收入，亦影響聲譽：曾有內地客以\$50,000港幣買了兩樽冒牌貨，需報警求助；亦有用家打來投訴貨不對辦，原來亦是贗品。」

We're delighted to learn about the patented anti-counterfeiting technology of GS1 HK's REAL Visibility solution, which enables consumers to authenticate before purchase, at the same time allows brand owners to capture scan activities and take combat actions. I believe the solution will help us prevent infringement, so we are discussing the feasibility of implementation with our manufacturers in France.

得知GS1 HK的(REAL Visibility)方案運用專利技術防偽，讓消費者在購物前驗明產品真假，並讓正牌商家掌握掃描活動、採取打擊行動，我深信方案有助我們遏止侵權行為，現時已與法國廠商溝通可行性。

Unique Design Pursuing Local Smart Production

Weisen-U, another company's bestseller, is rather immune to forgery due to its foresight and innovative breakthrough half a century ago. “After the second world war, the progress of recovery were exceedingly fast. TIMC and Japanese experts joined hands and invented dual-layer multi-action tablets, which not only neutralize excessive gastric acid and help digestion, but also relieve various kinds of stomach discomforts. Printed with special visual effect & custom color, the unique product packaging design of Weisen-U made decades ago helps consumers to easily identify the brand.”

Production of the drug was relocated from Japan to Hong Kong in 2019, at Tai Po manufacturing plant equipped with world-class pharmaceutical system (PIC/S GMP). Joseph explained, “The pharmaceutical industry in Hong Kong fully meets international standards, and is actually comparable to Japan's safety and output performance. In the past, the production line in Japan required containers to be completely filled up before shipping to Hong Kong, which restricted the production flexibility and could not cater for the small-batch e-commerce trend. Therefore, we had decided to move our production line to Hong Kong to ensure a stable and high-quality supply in the long run.” He is also exploring the feasibility to tap into Industry 4.0 trends with Smart Factory.

獨特設計 追求本地智能製造

公司另一熱賣產品胃仙U則不易造假，全因半世紀前的遠見及突破。「二戰後百廢待舉、各地力爭進步，公司與日本專家便共同研發出『片中片』的雙層藥片結構，既能中和胃酸，促進消化、亦能舒緩各種胃部不適。胃仙U的包裝設計獨特，有暗花視覺效果，而顏色是特意調較而成，非一般專色、消費者容易分辨。」

胃仙U在2019年已將生產線由日本遷港，在具備最高國際藥品生產標準(PIC/S GMP)的大埔廠房生產。Joseph解釋：「本地製藥行業已升級達國際標準，安全及穩定性媲美日本。以往日本廠要做好一個貨櫃的產品才運往香港，在生產調動上較難配合，亦未能追上現今小批訂單的網購趨勢；所以為確保產品長期穩定供應和高品質，便將生產線遷移香港。」他表示正主動審視智慧工廠發展，評估公司如何進一步投入工業4.0趨勢。



Prompt Response to Market and Customer using Technology

TIMC has adopted a number of digital components for long in their operation, such as barcode, GS1 HK's ezTRADE B2B e-commerce platform and ERP system. An example would be the electronic PO and invoice transmission on the drug supply to the Hospital Authority.

Through data analytics, the company has also identified women over 30 as their major customers in Mainland China. Hence, they leveraged apps frequently used by women, WeChat mini-program and SEO (Search Engine Optimization)/SEM (Search Engine Marketing) for targeted promotion.

"Our online businesses in Mainland China has outperformed the physical channels. Even though our administrative costs were lifted up by multiple tiers of distributors, we prefer leveraging their network to sell as they have deeper understanding on consumption pattern of different cities."

In addition to strong market sense, customer focus is also one of the reasons why TIMC's brands were recognised as a "consumer caring company" for five consecutive years. "We have a series of service commitments, including prompt response to consumers' requests; timely delivery which is usually completed in 2 days; timely response to online and offline inquiries, etc. We are committed to improving our services and exceeding consumer expectations."



科技為基礎 「及時」營造優質體驗

全球藥業一早已應用條碼、GS1 HK的「通商易」及企業資源管理(ERP)等將營運數碼化,例如供應醫管局及藥房的藥品都會以電子方式傳送訂單及發票。

此外,公司亦利用大數據分析,掌握內地顧客群以30歲以上女性為主,所以特別針對在女性常用apps、微信小程序、SEO (Search Engine Optimization) / SEM (Search Engine Marketing)等宣傳推廣。

我們內地網上生意佔比已超越實體店,發展一日千里。即使內地有多級經銷商令行政成本提高,但他們熟悉各省市不同文化特色,所以靠當地網絡還是相對穩妥。

除了敏銳的市場觸覺,以客為本亦是公司品牌連續5年獲嘉許為「貼心企業」的原因之一。「我們有一系列服務承諾,包括及時回應消費者要求;及時送貨、通常2日內送達;及時答覆線上線下查詢等。我們會繼續提升服務,超越消費者期望。」

HK Brand Entering Southeast Asia Market with Good Reputation 以「金漆招牌」進軍東南亞

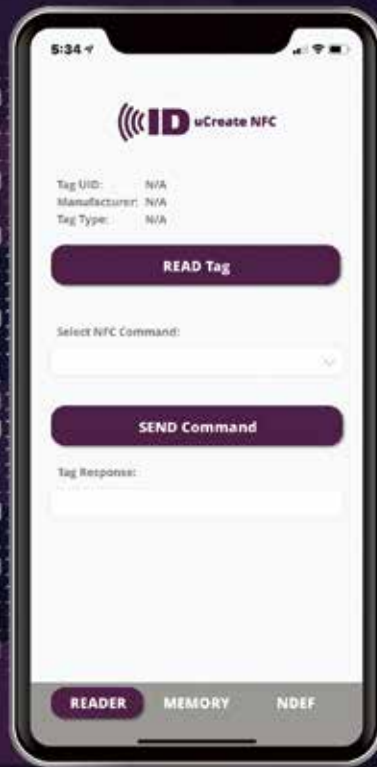
Addressing the health needs of the market, TIMC launched Citracium in 2013. Calcium tablets and vitamins suitable for different ages and stages, as well as health products that maintains urinary and joint health were introduced. They will be launching Korean enzymes for boosting metabolism in the pipeline. Though Hong Kong is a mature market with stable sales, Joseph believes the city has great potential as China's gateway, tapping into the upsurge in cross-border e-commerce.

"Even with the same recipe, Mainland Chinese consumers still favours the HK-version of Ricqlès, mainly due to their confidence in the well-established reputation of Hong Kong brands." The company is also planning to expand Weisen-U's presence in Southeast Asia markets like Singapore, Cambodia and Vietnam.

全球藥業緊貼市場健康需求,在2013年已推出攝達鈣片,至今陸續推出適合不同年齡的鈣片及維他命,以及維持泌尿、關節健康的保健品。未來會推出韓國製酵素,促進新陳代謝。Joseph指香港是個銷量穩定的成熟市場,但作為中國內地跳板卻有著巨大潛力,在跨境電商銷售升幅上尤其明顯。

「即使成份一樣的利佳薄荷水在內地有售,內地消費者仍偏愛香港銷售的法國雙飛人藥水,相信是因多年來對香港產品『金漆招牌』的信心吧。」公司同時積極以胃仙U開拓新加坡、柬埔寨及越南市場。





THE POSSIBILITIES ARE **LIMITLESS**

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Passing the Torch and Pursuing the Second Life for Dreams

子承父業有團火 為理想開啟第二人生

Martin Kwok

Business Development Director, Kwok Kam Kee
CEO & Founder, Hays Bio-Tech Company Ltd.

郭宇鈿

郭錦記業務發展總監
晞氏生物科技總裁及創辦人



After transferring from mechanical engineering to electronic engineering and computer engineering, Martin Kwok, the second generation owner of Kwok Kam Kee, graduated with a double degree and worked in IT field for a short period of time before diving into financial sector. A bold, determined and inertia-shaking person, he was the first few employees in a fintech start-up from Singapore, and moved from an entry level staff to become the chief of Hong Kong in just 6 years.

Out of Comfort Zone to Succession

“My father always tells me to ‘go extra mile to get jobs done’. I love solving problems, which always got my hands dirty in all aspects in the company. That was why my boss groomed me to step up, and let me help the company to get listed in Singapore’s stock market.” His hands-on style, reliable nature and can-do attitude were revealed in the early days.

Martin’s father felt every bitterness and hardship in running Kwok Kam Kee, so he had determined not to pass the shop to the children. Against his father’s good intention, Martin resolved to take over the legacy and quitted his job before the shop’s shut-down, which led to a U-turn in life.

由主修機械工程、轉系到電子工程及計算機工程，郭錦記第二代傳人郭宇鈿(Martin)是個大膽果斷、不只滿足於現狀的人：在雙學位畢業後他只短暫涉足IT界，便毅然投身金融業，在一家過江龍初創企業作開荒牛，只用6年時間由「紅褲仔」做到香港區負責人。

跳出 Comfort Zone 承父業

「父輩教訓『出嚟做嘢、唔好怕蝕底』，也可能因我喜歡解決問題，所以公司各方面事情都會幫忙處理，遂獲得老闆賞識，在事業上穩步發展，並協助公司在新加坡成功上市。」他事事親力親為、勇於承擔的積極態度表露無遺。

父親深刻體會經營郭錦記餅店的辛酸、守業艱難，所以不打算要兒女接手生意。Martin曾透露要接手但遭父親反對，豈料Martin先斬後奏，在店舖結業前「裸辭」，決心延續老父40年心血結晶，自此踏上截然不同的人生階梯。



Breakthrough & Go Beyond Cheung Chau

One of the milestones as Martin recalled were the collaboration with the cartoon brand Sanrio, Cheung Chau buns with cartoon characters like Hello Kitty, Gudetama and PomPomPurin were launched to open up new market. The cross-over of a traditional bakery and trendy toons was once a viral topic in town, “Thanks to the partnership, our fame skyrocketed and went beyond Cheung Chau, bringing not only income and more partnership opportunities, but also cracking open more sales channels.”

With the brand’s rising popularity, Martin was able to convince SOGO to put its products on shelf, which helped to rope in Yata on board later. The merchandises are now widely available in major supermarkets, as well as HKTVMall and their own e-shop.

“ We are grateful for GS1 HK’s support. They not only provided the barcode for product listing, but also connected us to a professional website builder to create our own e-shop so we can tap into the digital market. GS1 HK had held our hands along our transformation journey, from planning to funding application, so we can focus on our own business.

很感激GS1 HK在郭錦記轉型過程中提供協助，除透過條碼助產品上架外，亦牽線找來專業網站公司建立郭錦記網店，拓展網上市場。協會由商議工作至申請資助都有全程支援，讓我們這些中小企更能專注生意，非常難得。”

The Right Time, Right Place and Right Condition

Another turning point for Kwok Kam Kee is being invited to be the OEM for taro ball products. They started to produce dessert and got acquainted with fruit market wholesalers, thereby inventing their first local mango mochi (glutinous rice dumplings). Currently the Cheung Chau factory covers the production and sales of Chinese bakery and pastries, and the 3 production lines in Tsuen Wan focus on manufacturing frozen foods like siu mai, fish ball, taro balls and various kinds of mochi. Production lines will be adjusted in festive seasons to produce rice dumplings, mooncake, sticky rice cake etc.

Many small businesses were launched during the pandemic. Martin saw its business took advantage of the crisis too, “We had been launching new frozen food items before the outbreak, so the stay-at-home cooking trend happened later had accelerated our products’ growth. Our investment in the Tsuen Wan manufacturing plant is finally running in full capacity to meet the daily market demands.”



尋突破、衝出長洲

Martin稱郭錦記其中一個重要里程碑是與卡通品牌Sanrio合作，推出吉蒂貓、蛋黃哥與布甸狗造型的平安包，開拓出新市場。傳統餅店與流行卡通聯乘，曾引發一時佳話：「全靠那次合作的推廣報導讓郭錦記人氣爆燈、衝出長洲，不但帶挈生意、吸引蜘蛛俠品牌合作等，亦打開更多銷售渠道，成就突破。」

憑藉品牌高人氣，Martin首先說服SOGO將餅店產品上架，以此招攬一田百貨；至現時產品已在各大超市有售，亦在HKTVMall及自家網站上架。



天時地利人和

品牌另一轉捩點是有公司邀請郭錦記代工生產芋圓，令Martin開始製作甜食、並連繫上果欄商戶，首創出原片芒果糯米滋。現時長洲工房主要負責中式唐餅及傳統包點餅食的製作及銷售，而荃灣廠房的3條生產線則負責製作燒賣、魚蛋、芋圓等急凍食品以及不同種類的糯米糍，在節日期間便調配生產線製作糰、月餅、年糕等節慶食品。

疫情催生小店湧現，Martin同意公司發展有部份是時勢造就：「我們在疫情前剛好推出急凍食品，乘著疫情衍生的在家煮食趨勢，產品銷情理想；而早年投資的荃灣廠房亦大派用場，每天新鮮製作產品應市。」



Rolling Up Sleeves to Ensure Service Excellence

It might seem Martin has been blessed with luck after succeeding the brand, but there were tough times too. Woke up at 6-7am everyday at the beginning, he had to roll up his sleeves to make pastry, ensure product quality, settle bills and other daily operations, at the same time plan for marketing, identify new sales opportunities, work out cooperation deal, essentially all year round.

“Our sales revenue is good enough to sustain the operation of our Cheung Chau shop and Tsuen Wan production line, but nowhere near from making a fortune. I have faith in local production, hoping that ‘Made-in-Hong-Kong’ labels will continue our reputation and word-of-mouth.”

Martin sees customer complaint as an opportunity to turn an unhappy customer into a loyal one. “I usually investigate the complaint case and offer solution to the customer myself. Even though it is time-consuming to look into every case, it is an effective way to build our brand’s integrity.” Committed to offering fresh product quality and attentive service are the reasons why Kwok Kam Kee has been recognised as Consumer Caring Company 4 years in a row.

New Brand in the Making

Fixated on the rising demands for personal hygiene, Martin partners with industry expert to set up a new brand “Hays Bio-Tech”. Expected to launch 5 SKUs at year-end, the new brand will take advantage of the existing retail distribution network, and hope to introduce personal care and cosmetics products in the next phase of development.



Scan to experience
立即掃條碼

Knowing that barcode is the first step for the new company to “Go Digital”, Martin has printed barcodes on product packages to help listing in physical and digital stores. To bring better shopping experience, he also applied GS1 Smart QR on the new items, so he can offer different promotions from time to time in future, generating traffic to the online store and increasing sales.



With GS1 HK’s Smart QR, consumers can scan for reliable information and increase interactions with brands, resulting in higher chance of repeat purchase. Meanwhile, we can track the scan data and measure campaign performance for optimised result, which is why it has my wholehearted support.

「GS1 HK的智慧QR讓消費者可掃描條碼獲得可靠資訊，增加與品牌互動，令他們更大機會重覆購買產品。我們亦可同時掌握掃描數據、追蹤推廣成效，所以我對它投下信心一票。」



親力親為 以客為尊

Martin在接掌品牌後似乎事事順遂，但他說箇中辛酸其實不足為外人道。剛開始時要每天早上6-7點起身，店內工作包括造餅、品質監控、收銀，到銷售宣傳、磋商合作，Martin都要親力親為，全年無休。「現時生意足夠養活長洲店舖以為廠房的員工，但要賺大錢的話可說是相去甚遠。我對本地製造有種情意結，希望港製產品能薪火相傳，延續市場聲譽和口碑。」

產品曾被投訴貨不對辦，Martin認為這是將消費者變成長期顧客的機會。「我通常會親自處理投訴、查找原因，再提出方案回覆顧客；雖然審視每一單個案很花時間，但卻是建立品牌信譽之道。」堅持新鮮、貼心服務，這亦是郭錦記連續4年獲得貼心企業殊榮的原因。

開發新品牌

Martin觀準市場對個人衛生的需求，便與業內好友合作成立新品牌晞氏生物科技。主打「性價比高」、香港製造，晞氏將推出5款家居清潔用品，預計年底上市。新品牌將利用現有銷售渠道滲透市場，未來希望開發出個人護理產品及化粧品。

Martin深知條碼是公司「Go Digital」的第一步，有助產品在零售舖及網店上架，遂已在新產品上應用；為提升顧客體驗，他更在新品上印上GS1智慧QR碼，方便未來不同時間、靈活推出不同優惠，為網店帶來人流、刺激銷售。

Breaking the Limit of Traditional QR – Create New Surprises with Smart QR Anytime

打破限制 隨時以同一QR碼 變出新驚喜



QR codes can be used for various business purposes, one of which include enhancing consumer experience for new opportunities. According to survey, 45% consumers wish to scan QR codes to obtain discount coupons, and 40% consumers even made unplanned purchases after scanning the QR code in-store.

QR codes can be an effective way for brands to stimulate purchase. Unlike traditional QR codes, **GS1 HK's Smart QR can bring the following 3 benefits to members for FREE:**

QR碼用途非常多，其中一項為幫助品牌改善消費者購物體驗，帶來新商機。有調查顯示，45%的消費者都希望掃描QR碼後能獲得優惠，40%的人更曾因為於店內掃描QR碼後購買產品。

以QR碼推出優惠是刺激消費最直接的方法，本會的智慧QR打破傳統QR限制，**免費為會員帶來3大好處：**



1

Change the Discount Offer in QR Code Anytime

隨時更改QR碼的優惠

Same QR, but with new discounts offered from time to time to tap into different sales occasions!
同一QR碼，於不同時間展示不同的推廣優惠，把握各個消費機遇！



2

Launch New Campaigns with Same QR on the Same Packaging

不用重新印製QR碼，即可推出新優惠

Brands can use the same QR code on current packaging to launch new offers. In launching new offers, no need to re-print QR codes as before, directly using old packaging.



3

Track & Measure Promotion Effectiveness

實時追蹤推廣活動成效

Obtain the scan data of consumers to evaluate campaign effectiveness. Obtain consumers' scan data, to know the promotion effectiveness in real time.

Companies are now applying Smart QR on their new products to "Go Digital", creating new surprises for consumers!

有不少商家已開始「Go Digital」於新產品上善用智慧QR，為消費者變出新驚喜！

The Key to Turn Data into Capital

將數據變資金大法



Data powers everything that we do, an expert said. Senior executives from SMEs joined the executive luncheon co-organised with DBS & LIQUID to exchange insights on latest development, and understand how digital trade finance service can help turn transaction data on ezTRADE platform (i.e. electronic orders, invoices, remittance advices to shipment notices) into working capital.

有專家表示，數據的強大力量可助我們做到所有事情。早前各中小企高層參與了本會聯同星展銀行、LIQUID舉辦的行政午餐會，相互交流的同時，了解如何善用數碼貿易融資服務，將ezTRADE（「通商易」）平台上的交易數據（包括電子訂單、發票、匯款通知、出貨等），轉化成營運資金。



View more photos
觀看更多相片



Fintech Foresight from Standard Chartered Bank, ASTRI, HKT Payment & GS1 HK

渣打銀行、應科院、HKT Payment及GS1 HK對金融科技的前瞻

2021
HONG KONG
FINTECH
WEEK



Cash flow is the bloodline for many SMEs. At HK Fintech Week this year, GS1 HK joined the “Facilitating MSMEs’ Financing Using Privacy preserving Technology” panel discussion and exchanged insights on digital trade finance with Standard Chartered Bank (Hong Kong) Limited, ASTRI & HKT Payment, which can help SMEs to obtain financing faster.

Our Chief Executive Anna Lin shared how transaction data on ezTRADE platform can help simplify the loan application of MSMEs and streamline the credit assessment process of banks, thereby helping businesses to turn data into working capital easier and faster.

充裕的資金周轉是中小企賴以維生的基本條件。於香港金融科技周的「Facilitating MSMEs’ Financing Using Privacy preserving Technology」討論環節上，GS1 HK與渣打銀行、應科院及HKT Payment探討了數碼融資議題，助中小企更快獲得融資。

本會總裁林潔貽分享了企業可如何善用「通商易 ezTRADE」平台上的交易數據，簡化中小微企貿易融資申請及銀行審批流程，更快、更易將數據轉化成營運資金。

“ GS1 HK is participating in Hong Kong Monetary Authority’s Commercial Data Interchange (CDI) Project, which supports businesses to use their own data to enhance their access to financial services, facilitating the development of fintech ecosystem in Hong Kong.

GS1 HK正參與金融管理局的「商業數據通」(CDI)，助中小企善用他們自己的數據，獲得更佳的金融服務，同時推動香港金融科技發展。 ”



Anna Lin, Chief Executive of GS1 HK
GS1 HK總裁林潔貽

3 Steps to turn data into capital

將數據變資金3步曲

1

ezTRADE users (SMEs) authorise the bank to access their own transaction data on ezTRADE platform (including electronic orders, invoices etc)
ezTRADE中小企會員授權銀行取得該會員在「通商易」平台上的交易數據(包括電子訂單、發票等)

2

Banks can therefore evaluate client’s credit worthiness based on their businesses and financial stability
銀行可透過平台上的數據了解企業業務及收入穩定性，評估其信貸能力

3

SMEs can save the time used in salvaging paper documents and **obtain financing faster.**
中小企不用處理大量紙本文件就可省時快捷地獲批出貸款



A chilled food trading company successfully **received financing in a month using data on ezTRADE!**
有凍肉貿易企業就成功運用ezTRADE上的數據，於1個月內獲批核貸款！

Contact us to learn more 了解更多: corpinfo@gs1hk.org

Exploring the First 5G Smart Hospital in HK

走入全港首間5G智慧醫院



GS1 HK led a tour to CUHK Medical Centre, exploring how the healthcare technologies / solutions offer quality, efficient and affordable medical services to the citizens. The tour was joined by 40+ people from IoT Industry Advisory Council, healthcare stakeholders and GS1 HK members.

GS1 HK早前率領香港物聯網產業諮詢委員會、醫療行業同相關科技持份者及會員一行40多人，探索中大醫院如何善用科技向市民提供優質、高效、實惠的服務。

Smart Care 智慧服務



The infotainment panel allows in-patients to order meal, check hospital bills and facilitates tele-consultation with doctors.

病人可用作點餐、查詢住院費用，醫生用作遠程診症之用的病床資訊/娛樂系統。

Smart Medicine 智慧醫療



GS1 global barcode standard is used on drug management system. Each type of medicine on the drug shelf is attached with an electronic tag, which will be lit-up for pharmacist to gather what they need.

以GS1全球條碼標準作藥品管理，藥架上的藥物均有電子標籤，供藥劑師「按燈執藥」。

Smart Management 智慧管理



RFID-tagged linen-tracking management system that can reduce 20-30% of wastage and consumption
有效減少20-30%的浪費和消耗的無線射頻識別(RFID)床單被服管理。

Exploring New Opportunities @ GEL Luncheon GEL午餐聚發掘新商機

GS1 HK Executive Luncheon (GEL) was resumed after a long while due to the pandemic. 35 senior executives from multiple industries joined the luncheon and enjoyed the opportunity to network face-to-face, update latest initiatives, share experiences and co-create opportunities. Members also shared their success cases in adopting Smart Barcode, Smart QR & HK Trusted Market to open up new opportunities!

受疫情影響，睽違多月的「GS1 HK Executive Luncheon (GEL聚)」終於再次舉行，匯聚了35位跨行業的行政人員，大家都非常珍惜這個交流見面、分享最新發展及經驗和共同發掘新商機的機會。會員亦分享了他們如何應用智慧條碼、智慧QR、「信港商城」等方案開拓新商機！



Carry Yu, CEO of One Health shared how the brand leveraged "HK Trusted Market" to sell in GBA.
「同健」行政總裁余寶珠分享了他們如何透過「信港商城」將產品賣到大灣區。



Doug Cheung, General Manager of SYT Labs Limited adopted Smart QR on products to provide timely offers to consumers.
上醫堂總經理Doug Cheung於產品上應用了智慧QR，隨時隨地向消費者提供新優惠。



Keys to Improve Supply Chain Agility Shared at ALMAC

專家匯聚ALMAC 拆解提升供應鏈彈性大法



72% of companies think that the pandemic has had a mostly negative effect on their business. At the Asian Logistics, Maritime and Aviation Conference (ALMAC) this year, GS1 HK & HKTDC co-organised the **“Supply Chain Management & Logistics Forum 2”** & **“Exclusive Dialogue Session”** with HKTDC to explore ways to enhance supply chain resiliency & agility, helping businesses address future challenges and embrace opportunities.

72%的公司認為疫情帶來嚴重或非常嚴重的影響。於早前的亞洲物流航運及空運會議ALMAC上，GS1 HK與貿發局協辦「**供應鏈管理及物流論壇 2**」及「**深度交流對話**」環節，拆解企業可如何透過提升供應鏈彈性及靈活性，應對未來挑戰，把握機遇。



Senior executives from Circle K, Swire Coca-Cola & Kerry Logistics shared various topics covering the key to achieve supply chain agility, ways to fulfill O2O business model with supply chain resiliency, implementing supply chain digitalisation strategies to achieve sustainability etc.

OK便利店、太古可口可樂、嘉里物流的高層於「**供應鏈管理及物流論壇**」上拆解了提升供應鏈彈性要訣、建立供應鏈靈活度應對未來O2O零售需求、供應鏈數碼化及可持續發展策略等議題。

At the in-person “Exclusive Dialogue Session”, experts from DB Schenker & HK Food Group (DCH Holdings Ltd) exchanged insights on how businesses can reshape supply chain with new business model, new operations, new measures for business continuity.

於現場舉行的「**深度交流對話**」環節上，DB Schenker、香港食品(大昌行集團)的專家聯同本會首席顧問何雅賢討論如何以新業務、新營運模式及新措施去重塑供應鏈，確保業務延續性(business continuity)。



“ To ensure business continuity with supply chain agility, businesses shall fulfill the **3 Musts** - managing complex global supply chain, responding short lead time & managing multichannel distribution & sales, as well as the **2 Needs** - managing product line & satisfying customers needs. 「要維持業務延續性，就要記著**3個Must** - 管理複雜的全球供應鏈、於短時間內回應、管理所有渠道的分銷及銷售，以及**2個要** - 管理生產線及滿足消費者。」

Heidi Ho, Principal Consultant, GS1 HK
GS1 HK首席顧問何雅賢



GS1 HK's Smart Professional Services can help businesses to **“Go Smart”** and evaluate your supply chain management. Contact us to learn more.

GS1 HK的智慧專業服務可以幫大家「**Go Smart**」規劃好供應鏈管理，立即聯絡我們了解更多



HK Maritime Week – Delegates Visited Smart Business Innovation Centre 「香港海運週」- 業界參觀智慧科技創新中心



38 activities were held at HK Maritime Week this year, one of which was a tour to GS1 HK's Smart Business Innovation Centre (the Centre), showcasing smart industry applications. Over 35 participants from the Government, food & beverage, import & export, logistics & transport sectors visited the Centre and experienced how innovations & technologies can help companies to **“Go Digital • Go Smart”** and open up new opportunities.

今年的香港海運週舉辦了38項活動，其中一項為安排參觀GS1 HK的智慧科技創新中心，了解物聯網於各行各業的應用及效益。超過35位來自政府部門、食品及餐飲業、進出口業、物流及運輸業等的參加者參觀了中心，親身體驗創新科技如何幫助企業**「Go Digital • Go Smart」**，拓展新機遇。

Contact us to arrange a visit to our
Smart Business Innovation Centre
歡迎聯絡本會安排參觀智慧科技創新中心



“Smart Mobility Award” Solutions Showcased at International ICT Expo 於國際資訊科技博覽展示「智慧出行」得獎方案



At International ICT Expo 2021, GS1 HK has coordinated with winners of last year's “Hong Kong ICT Awards – Smart Mobility Award” to showcase their innovative solutions on Smart Logistics, Smart Tourism and Smart Transport, including barrier-free indoor navigation platform, one-stop lifestyle platform, intelligent fulfillment centre, AI assistant applicable at hotels and tourist spots etc.

A tour was arranged at the Expo joined by senior executives from ICT, retail industry and associations, who exchanged insights on how industries can enhance business efficiency with innovative technologies.

於早前的國際資訊科技博覽2021 (International ICT Expo)上，GS1 HK安排了「2020香港資訊及通訊科技獎：智慧出行獎」的得獎企業展出他們的智慧物流、智慧旅遊及智慧交通方案，包括無障礙室內導航平台、衣食住行一站式平台、智能配送中心、應用於酒店住宿、旅遊景點的人工智能助手等。

本會還特別安排多位來自資訊科技、零售、協會的業界代表參觀博覽，相互交流及了解行業如何善用各個創新方案提升業務效率。

6 Ways how GS1 Standards Help Industries Shared with APEC Members 與APEC成員國分享GS1標準的6大功效



In the latest APEC Cross-Border E-commerce Training Workshop (APEC CBET), our Chief Operating Officer Dr. Stephen Lam shared how GS1 Standards help industries in 6 ways: **product information, traceability, authentication, sustainability, safety & trust and interoperability**. Dr. Lam said, “With Global Data Standards, users can gain a shared view of goods as they move through the supply chain, enhancing supply chain visibility. It serves as the foundation for seamless cross-border information flow and facilitates smooth cross-border trade.”

Government officials from more than 10 APEC economies, as well as multiple ministries and departments of PRC and other representatives, a total of more than 100 people, participated in the workshop to explore the challenges and opportunities of global trade, cross-border e-commerce development, trade policy, supply chain connectivity etc.

本會首席營運總監林漢強博士於早前的APEC跨境電子商務能力建設(CBET)研討會上,分享GS1標準於各行各業的6大功效 - **產品資料、追蹤追溯、產品驗證、可持續發展、安全性、相互操作性**。此外,林博士表示:「透過GDS標準,所有用家均可獲得貨品在供應鏈上的活動,提升供應鏈可視化,構建跨境信息流的基礎,促進跨境貿易。」

來自10多個APEC經濟體的政府部門及中央網信辦、外交部、工業和信息化部、海關總署、中國貿促會等共約100人參與了研討會,探討疫後全球貿易挑戰與機遇、跨境電商發展趨勢、貿易政策、供應鏈互聯互通等議題。

Digitalisation - the Key Trait of Effective, Efficient Supply Chain 數碼化 - 提升零售供應鏈營運效率關鍵



Data drives industry and economic development. Our Chief Executive Anna Lin was interviewed in an episode of the “Toa Sir Data Talk”, sharing the importance of data. She stated that digitalisation is the key to enhance the efficiency of retail supply chain, in which standards & technologies like RFID, IoT can help unleash the power of data, enhance business operations and create value for customers.

數據帶動產業和社會經濟的發展,早前本會總裁林潔貽於湛家揚博士主持的「Toa Sir講數」中,探討了數據的重要性。她認為數碼化為提升零售供應鏈管理效率的關鍵,在採用標準和RFID、物聯網等科技後,就需要透過大數據分析發揮數據的功效,為消費者創造價值及改善業務。

Food Security Roadmap @APEC

- GDS is Critical

APEC食品安全路線圖

- GDS是關鍵元素



Our Chief Executive Anna Lin is one of the 3 HK representatives at APEC Policy Partnership on Food Security (PPFS)
本會總裁林潔貽為APEC食品安全政策夥伴(PPFS)的三位香港代表之一

GS1 HK has submitted a statement in March 2021 to provide recommendations on the Food Security Roadmap (the Roadmap) in strengthening the APEC Food Supply Chain resilience. We suggested enhancement in supply chain visibility, traceability and interoperability through wider adoption of Global Data Standards (GDS).

The Roadmap will guide the work on food security and food supply chains in APEC for the next decade with 5 key initiatives – digitalisation and innovation, productivity, inclusivity, sustainability & public private partnerships.

To further progress work in **digitalisation and innovation**, economies have committed to making the APEC region a world leader for adoption of innovation & interoperability in food system through building a Food Security Digital Plan, one of the key actions are promoting wider adoption of Global Standards for food & agriculture products and other interoperable digital technologies.

GS1 HK於2021年3月對APEC食品安全路線圖提出了建議，以提升亞太經濟成員國的食品供應鏈彈性。本會提議透過推動全球數據標準(GDS)的廣泛應用，提升供應鏈可視化、可追溯性及相互操作性。

該路線圖以數碼化及創新APEC未來10年的食品安全及供應鏈工作提供指引，當中的五大關鍵範疇為數碼化及創新、生產力、包容性、可持續性及公私合作。

為推動**數碼化及創新工作**，各經濟體承諾促進食品安全數碼化計劃，希望於食品系統創新及相互操作性的範疇上，將APEC打造成世界領導者。當中一個重點項目為推動全球標準於食品及農業產品和其他可相互操作的數碼科技上的應用。

Read more from the Roadmap
閱讀路線圖



Exploring Future Strategic

Development at GS1's

Asia Pacific Forum

於GS1亞太區論壇上

探討行業發展策略



GS1 HK and other GS1 Member Organisations shared the latest development, upcoming strategies, ways to tackle challenges in New Normal, and strategic initiatives of the region at the annual GS1 Asia Pacific Forum that held virtually.

GS1 HK及各亞太地區的GS1成員組織於線上參與年度GS1亞太區論壇，分享了各自市場的最新發展及未來策略、如何應對新常態挑戰、及區內統一方向/目標等。

3 Must-have for HK Businesses to Seize GBA Market Potentials

3個必備優勢 助港貨把握大灣區機遇

The spending power of consumers in Greater Bay Area is on the rise - the retail market size of Mainland Greater Bay Area cities reached over billion yuan last year, or even close to 1 trillion yuan in high spending cities like Guangzhou.

Though Greater Bay Area poses huge opportunities for HK businesses, the prevalence of e-commerce has led to the reduced popularity of HK products as GBA consumers can now buy overseas products. Counterfeit goods also affected the reputation of HK products, resulting in a decline of preference & frequency of purchase. To help HK businesses address challenges in GBA, GS1 HK has submitted a Policy Recommendation to help HK products to build competitive advantage with **Tripartite Advantages - Identification, Authentication & Traceability** and better grasp GBA opportunities.

大灣區消費力近年持續增長，去年大部份區內城市的零售市場規模超過千億元人民幣，消費力最高的廣州更接近萬億元。

大灣區商機處處，但消費者可海外網購，令港貨受歡迎程度退減，加上冒牌貨影響信譽，大灣區消費者對香港品牌的喜愛程度、購買頻率都在下降。針對港貨於大灣區所面對的挑戰，本會早前向政府提交了政策建議，建議港貨透過加強「**港貨鐵三角**」形象-**港貨識別、防偽及溯源**，把握大灣區無限商機。

Tripartite Advantages of HK Products 「港貨鐵三角」

Identification with Product Barcode

港貨識別 – 產品條碼

- Barcodes are the unique identification of products, barcodes with prefix “489” means that the products are provided by a HK company.
- GS1 HK’s product data system is connected to WeChat, consumers can simply scan product barcodes with WeChat to check for product information and reach out to potential consumers in GBA.
- 條碼是產品獨一無二的「身份證」及「通行證」，以「489」為開首的條碼代表貨品來自香港公司
- 「微信」已與本會貨品編碼系統對接，消費者可以微信掃描條碼去查閱產品內容，輕易接觸大灣區消費者

Authentication with Anti-counterfeiting Technologies

防偽技術 辨識真偽

- Ensuring product authenticity with anti-counterfeiting technologies can help HK products build consumer trust in Greater Bay Area.
- 防偽技術是保障產品真實性、助港貨建立內地大灣區消費者信心的重要元素

Traceability to Ensure Food Safety

追溯能力 保障食安

- As the level of complexity continues to rise, food traceability has become a must-have element in food management, so consumers can buy and consume with a peace of mind.
- 全球食品供應鏈日趨複雜，食品溯源系統已成為食品安全管理不可或缺的元素，令消費者買得安心、食得放心

We have suggested the Government to support HK businesses in implementing product authentication & traceability technologies, and industry practitioners to build up information portal for HK merchants, restoring GBA consumers’ desire and confidence in HK products.

本會建議政府在支援港商實踐防偽及追蹤溯源，支持業界構建一站式港貨資訊平台，讓大灣區消費者重拾對港貨的信任及喜愛。

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Heavyweight Leaders in HK-Shenzhen

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重量級物流巨頭出席年度大會

港深兩地同步



全球產業鏈供應鏈數字經濟大會
Global industry chain supply chain digital economy conference



The Global Industry Chain Supply Chain Digital Economy Conference was held in Shenzhen this year. Due to the pandemic, sub-venue was set up in Hong Kong at GS1 HK office, and connected to the main venue at Shenzhen virtually, with GS1 HK, HKSTLA, HKPC and LSCM as the co-organisers.

推動大灣區數碼經濟發展的「全球產業鏈供應鏈數字經濟大會」於深圳召開，由中國物流與採購聯合會主辦，GS1 HK聯同香港航運物流協會（HKSTLA）、香港生產力促進局（HKPC）及物流及供應鏈多元技術研發中心（LSCM）協辦。由於疫情關係，大會在香港設置分會場於GS1 HK辦公室，透過線上接通深圳大會主會場。



Heidi Ho, Principal Consultant of GS1 HK shared, “Smart Supply Chain requires the integration of IoT technologies with modern supply chain management, which in turn helps in achieving supply chain intelligence, digitalisation & automation.” She also mentioned about the 3 key elements to **“Go Smart”** and build a **digital supply chain - product identification, authentication technologies & traceability**, and the success cases of brands selling healthcare, mooncake & soy products leveraging the 3 elements to tap into market potential in Greater Bay Area.

本會首席顧問何雅賢指：「智慧供應鏈需要結合物聯網技術和現代供應鏈管理，實現供應鏈的智慧化、網路化和自動化。」她還分享了「Go Smart」構建智慧供應鏈的3大要訣 - 產品識別、防偽技術和追溯能力，更分別舉出保健產品品牌、月餅品牌及豆品品牌如何善用3大要素，打入大灣區消費市場。

Industry experts also explored on a wide variety of topics on GBA digital economy, including digital currency, ESG, blockchain-based traceability etc via experience sharing and insight exchange, which in turn drives digital economy development in GBA.

其他行業專家亦探討了大灣區數碼經濟議題，包括數碼貨幣及ESG、區塊鏈產品溯源防偽技術等，相互交流經驗和見解，加快行業數碼轉型。

GS1 Hong Kong welcomes the following new members 歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

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2. ACE HERO LIMITED
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5. AOGU BIO-TECHNOLOGY GROUP (INT'L) CO., LIMITED
澳谷生物科技集團(國際)有限公司
6. API WATER COMPANY LIMITED
7. ARDO LIVING LIMITED
8. ASMARA INTERNATIONAL LIMITED
9. AVIDGRAM INNOVATION LIMITED
10. B.M.V. EXPORT LIMITED
11. BABY-CLAN.COM LIMITED
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美味王餐飲管理有限公司
27. DELUX INTERNATIONAL LIMITED
28. DERUIFENG INTERNATIONAL TRADE (HK) CO., LIMITED
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29. DING TO WHOLESALE COMPANY LIMITED
鼎圖批發有限公司
30. DUCKLING TRADING COMPANY LIMITED
鴨仔貿易有限公司
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怡隆亞洲有限公司
32. E-Z GROUP LIMITED
斯琪集團有限公司
33. FAIRIST INTERNATIONAL INDUSTRIAL LIMITED
均一國際實業有限公司
34. FARMERS CHOICE LIMITED
農圃有機有限公司
35. FIRST DRAGON INTERNATIONAL LIMITED
首龍國際有限公司
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37. FOUNTAIN OF LOVE LIMITED
豐逸國際食品有限公司
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46. GOLDEN THAI HARVEST TRADING LIMITED
金泰豐貿易有限公司
47. GOOD AND GOODIES INTERNATIONAL LIMITED
48. GOOD FOOD TECHNOLOGIES LIMITED
好食科技有限公司
49. GRACE&BABY GROUP LIMITED
沐恩瑰寶集團有限公司
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51. HIROSHIMA LIMITED
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香港地球最愛國際貿易有限公司
54. HK EMMA SHITING COSMETICS LIMITED
香港愛瑪詩婷化妝品有限公司
55. HK KAHAOZI FOOD LIMITED
香港卡好滋食品有限公司
56. HK LAISUN BIOTECH CO., LIMITED
香港麗新生物科技有限公司
57. HK MAYSUN GROUP LIMITED
香港美尚集團有限公司
58. HKH GROUP LIMITED
安珂琪集團有限公司
59. HO BUY LIMITED
好好買有限公司
60. HOMIE FOOD & DESSERT LIMITED
61. HONG KONG 1987 INTERNATIONAL TRADE CO., LIMITED
香港壹玖捌柒國際貿易有限公司
62. HONG KONG BIOVISION BIOTECH LIMITED
香港遠景佰匯生物技術有限公司
63. HONG KONG DAYANG TRADING LIMITED
香港大陽貿易有限公司

64. HONG KONG EVE GROUP LIMITED
香港以芙集團有限公司
65. HONG KONG FOOD UNION FOOD CO., LIMITED
香港食聯食品有限公司
66. HONG KONG ORIENT JIAMEI BIOTECH INTERNATIONAL LIMITED
香港東方嘉美國際實業生物工程學有限公司
67. HONG KONG PRESSPLAY LIMITED
68. HONG KONG TIAN CHI TONG INT'L TRADING LIMITED
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69. HONG KONG WEILAIXING FOOD CO., LIMITED
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70. HONG KONG YOU CENG TRADING LIMITED
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72. HONG KONG ZHENG QIAN FANG FOOD CO., LIMITED
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75. HONGKONG YIFEI INTERNATIONAL TRADING LIMITED
香港意肥國際貿易有限公司
76. HONGKONG YIHAOMAI FOOD INDUSTRY LIMITED
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83. HWA HIM CO LTD
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84. HYND DEVELOPMENT LIMITED
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盧米科技有限公司
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122. NEW MARK ENTERPRISE LIMITED
新萬企業有限公司
123. NEXUS GLOBAL PTY LIMITED
益利環球集團有限公司
124. NIHAO GLOBAL CORPORATION LIMITED
妮好國際有限公司
125. NOIRANCA LIMITED
126. NOR LANKA MANUFACTURING LIMITED
127. PACHA CARE LIMITED
128. PAN GROUP (ASIA) COMPANY LIMITED
泊汶(亞洲)有限公司
129. PEACOCK TOBACCO CO., LIMITED
孔雀煙草有限公司
130. PENG YU TRIGOLD LIMITED
鑫鵬瑜有限公司

131. PIONEER HIGH TECHNOLOGY LIMITED
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133. PROTVEAGA (KOREA) LIMITED
韓國護膚齡株式會社有限公司
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璞真生活有限公司
135. QT-MO INTERNATIONAL CO. LIMITED
啾萌之谷國際有限公司
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美國派特海斯有限公司
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174. WISE FOOD COMPANY LIMITED
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175. WORLDCORP LIMITED
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茱莉良品(菲律賓)投資有限公司

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成為我們的會員





GS1 HK Calendar

10 DEC

Tapping into Growth Opportunities of Vietnamese Food Import
專家教您抓緊越南食品進口香港大商機

17 DEC

“Go Digital” Webinar: Barcode and Digital Service Workshop (Online)
「Go Digital」研討會：條碼及數碼工作坊(網上舉行)

Upon Request

GS1 HK Academy - Retail Supply Chain Data Analytics Certification Course
GS1學院 - 「智慧零售供應鏈及大數據分析」課程

Upcoming Events
即將舉行的活動



Learn Data Analytics Skills and Become Certified Data Analysts in 4 Modules 4個單元課程 教您成為數據分析師

GS1 HK’s “Retail Supply Chain Data Analytics” certification course jointly organised with OpenCertHub is designed for users who want to use data for predictive operation improvement and business decision making. Join to learn hands-on analytics knowledge & skill using real-life industry data to upskill yourself and advance your career.

GS1 HK與OpenCertHub聯合舉辦的「零售供應鏈數據分析員課程」適合任何希望發展數據分析能力,做好預測性營運及商業決策的人士。透過參加課程,您可以從真實個案中實踐及掌握零售供應鏈的大數據分析技巧,提升技能,在職場上更上一層樓。



Key learning area 課程大綱



Quality Data Management
數據質量管理



Data Visualisation
數據視覺化



Data Analytics
大數據分析



Supply Chain Scorecard
供應鏈表現評分基準

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立即以優惠價報名參加



Participants will receive role-based certificates upon completion of the relevant modules
完成課程將獲得具專業資格的證書

GS1 HK BARzaar 精選優惠:



**Topsoya Promotion Set (18 products)
- 12% off**

壹品豆品福袋(18件產品)88折

Promotion period till 30th Dec, 2021
優惠期至2021年12月30日



**Imperial Patisserie Christmas
Giftbox upto 40% off**

皇玥聖誕精選禮盒 - 低至6折

Promotion period till 20th Dec, 2021
優惠期至2021年12月20日



**Diamond Restaurant Gourmet
- 5% off**

鑽石酒家佳餚系列95折

Promotion period till 31st Dec, 2021
優惠期至2021年12月31日



GS1 HK members can join as merchant on GS1 HK BARzaar for FREE to promote your offers! GS1 HK會員可免費成為合作商戶,推廣產品!
Contact us to learn more 聯絡我們了解更多 :corpinfo@gs1hk.org

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立即瀏覽GS1 HK BARzaar平台



“Brilliant • All-round • Reliable” 「多元化、多優惠、多安心」盡在GS1 HK BARzaar

